



ENABLING GREEN TOURISM THROUGH CLEAN COOKSTOVES



A carbon project aimed at empowering the Garo Community in North East India to switch to clean energy solutions while boosting the tourism in the region through carbon financing



Meghalaya, India



**VERRA Certified
Project**

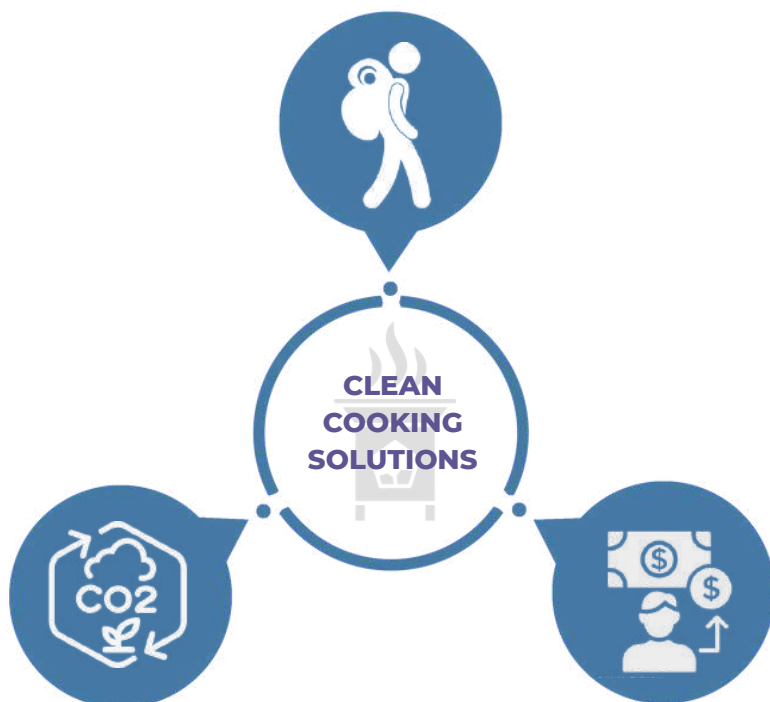


5,000 Households

GHE Impact Ventures has deployed 11,000 cookstoves within Meghalaya's Garo Region, located in the northeastern part of India. The community heavily relies on firewood for cooking, placing the responsibility of collecting firewood on women. The utilization of traditional stoves resulted in a perilous kitchen environment due to inadequate combustion.

The introduction of improved cookstoves replaces the traditional ones and facilitates a reduction of up to 50% in firewood usage, thus lessening the burden on women responsible for firewood collection and providing them with a healthier kitchen setting.

Having dedicated the past three years to fortifying the rural infrastructure in the region to meet personal and tourism demands, GHE is leveraging carbon financing to foster sustainable tourism practices. This strategic approach will enable GHE to promote sustainability within the region's tourism sector.



Improved Cookstoves

The project involves deployment of 5000 improved cookstoves that offer higher efficiency than their traditional counterparts while creating a healthier environment.

Employment Generation

The project has led to 200+ livelihood opportunities in its initial phase and will continue to provide 100+ additional employment opportunities during its life cycle.

Carbon Credits

The project will yield approximately 12,000 carbon credits in its first year while benefitting more than 22,000 lives directly.

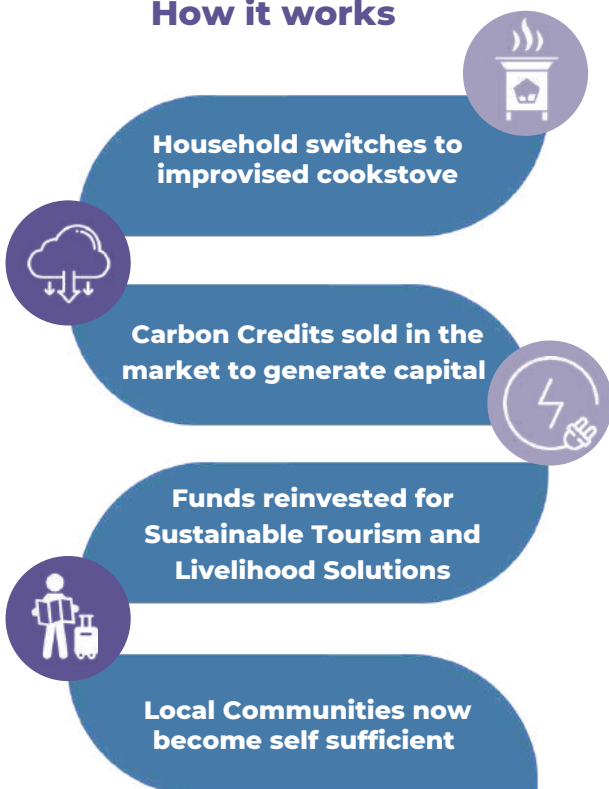


Leveraging Carbon Finance for Rural Tourism

The Garo region of Meghalaya has a lot of tourism potential but is currently untapped. The need is to bring in **sustainable tourism products** that cater to the needs of the local while ensuring the needs of the tourists are also taken care of. This requires the locals to invest back in their homes and create eco friendly accommodations and experiences for the traveler. But the financial conditions of the locals are not good enough to invest in this activity by themselves. This is where the carbon financing kicks in!

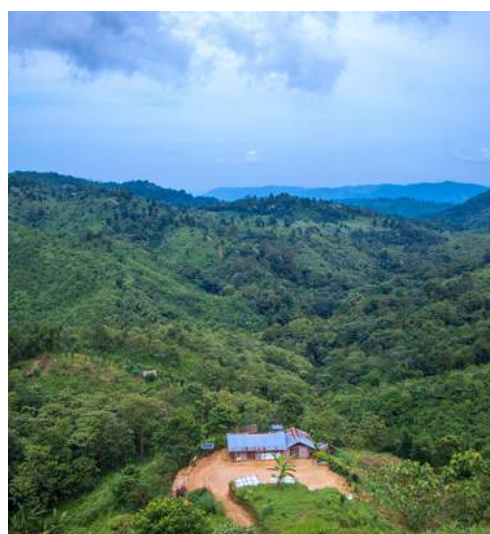
The capital generated through the sales of the carbon credits of the project will be reinvested back in the community to scale up for the upcoming tourism needs. This'll include setting up Solar powered **carbon neutral homestays** to **cooking on cleaner cookstoves** to reusing amenities to avoid plastic. The investment also goes into training the locals on using clean energy solutions, **hospitality and gastronomy** while setting up market linkages for these homestays and promoting these rural destinations

How it works



A view of GHE's carbon neutral accommodation

SNAPSHOT OF THE PROJECT



TESTIMONIALS



Crystalin Marak
Lower Rongbu, Meghalaya

I am grateful to you for the awareness about cookstove and its benefits. Using this cookstove has been a blessing for me. It saves firewood, cooks fast, and produces no smoke. Thank you, GHE team, for your dedication.

Anjana G Momin
Homestay Beneficiary, Meghalaya

I am grateful for the valuable knowledge and skills I acquired through the homestay training. I am confident that the training will greatly assist me in setting up the homestay in the best possible way. I am thankful to GHE for their support and hopeful for their continued assistance in the future."



Christben G Momin
Homestay Beneficiary, Meghalaya

"The homestay training has given me valuable insights, and I am grateful to GHE for showing me a way to earn a livelihood. Our region's tourism potential is immense, and I am excited to start my homestay, showcasing our culture and offering a memorable experience to guests."



Nekas Momin
Naringre Marchonggittim, East Garo Hills

Cooking has been less painful now as before my eyes would pain due to the smoke. Now I can cook without eyes pain.

