



Planting Fruit Bearing Trees in Tsaranoro Valley

Halt Poverty



On Site Project Leader: Justin Razafimandimby

General Issues

Looking at poverty only through a monetary lens, we risk leaving behind millions of people who experience food insecurity, unemployment, inadequate housing, poor sanitation, lack of healthcare, limited access to education, and many more deprivation...



CERTIFICATE OF COMPLETION

This certifies that

Mirana Francoise Razafindramboa

has successfully completed the six-week Massive Open Online Course

Designing a Multidimensional Poverty Index

offered by the United Nations Development Programme (UNDP) and the Oxford Poverty and Human Development Initiative (OPHI), University of Oxford

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06/04/2021

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Source: The United Nations Development Program and the Oxford Poverty and Human Development Initiative
Multidimensional Poverty Index, 2021

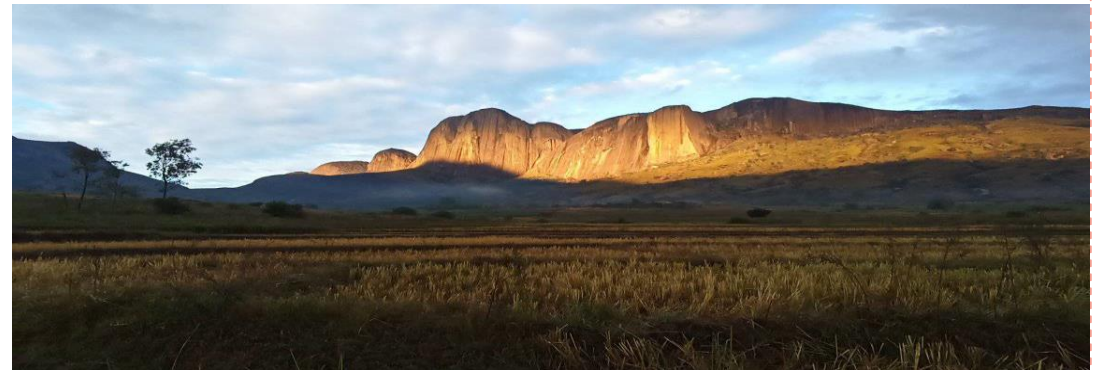
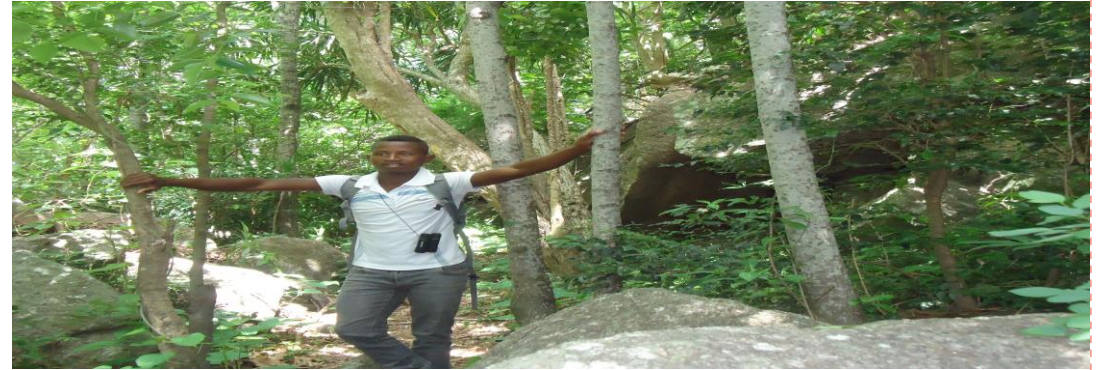
Issues



Our Solutions

Connect. Engage. Research

We contribute
to achieve inclusive tourism
for better livelihoods
by improving skills



2015 Planting Native Trees

- ♦ Planting native species of trees helps to re-establish the original eco-system of the region
- ♦ Very well suited to Tsaranoro Valley climate and soil types.
- ♦ Required much less water and fertilizer than non-native species



2023 Planting Fruit-Bearing Trees



- Fruit trees don't just feed your community, they also feed the wildlife in your neighborhood.
- Additionally, trees offer shelter and protection for animals like insects, birds, etc.
- The presence of fruit trees offers stunning views, calming scents, and tranquil sounds.

Halt Poverty



Our Vision

- ♦ We are working toward a world where tourism workforces have a decent life – free of poverty

Our Mission

- ♦ To improve well-being through services and technology
- ♦ .

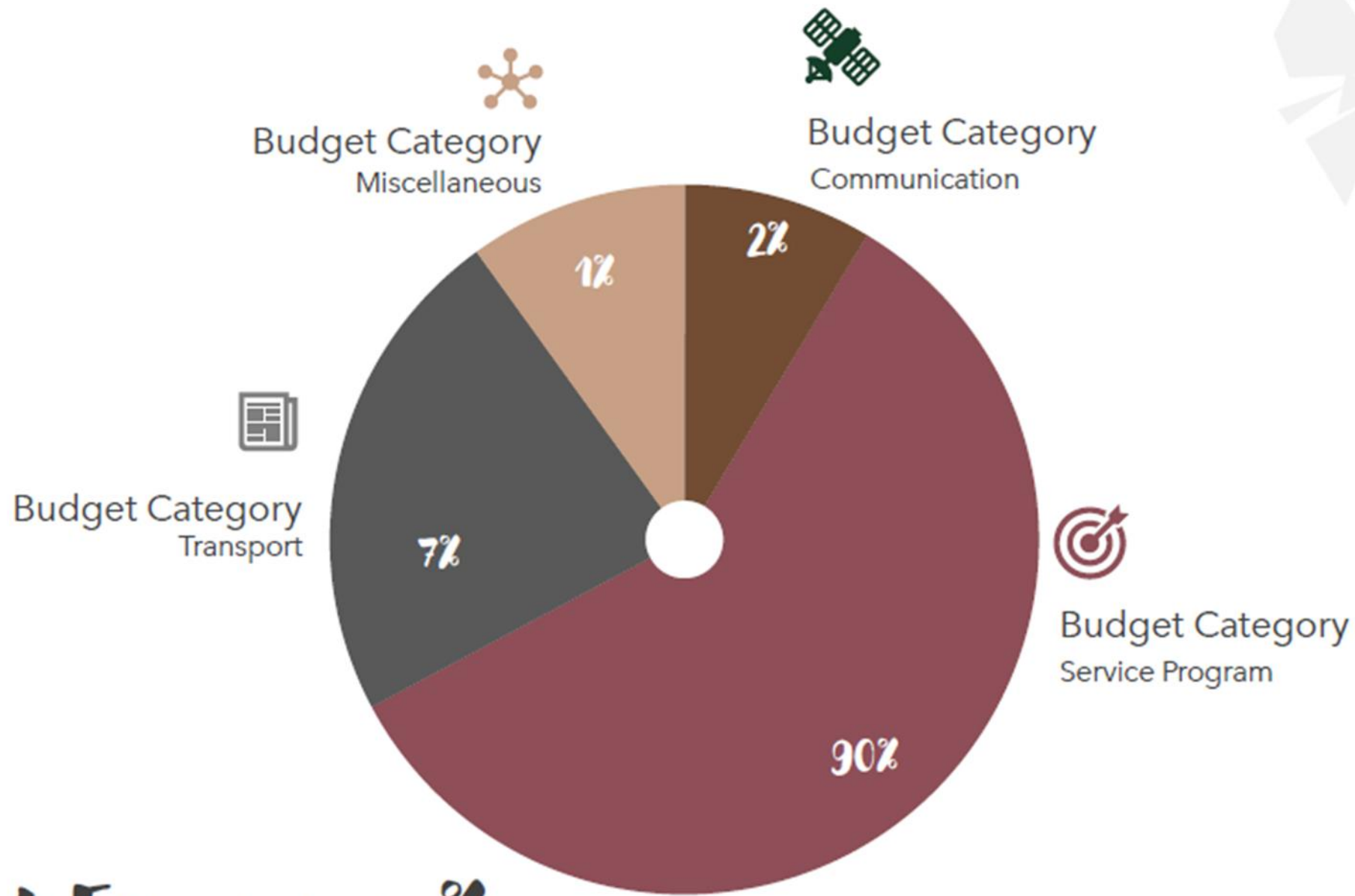
Our Target

- ♦ Anyone with a job market disadvantaged due to lack of education, job skills, experience

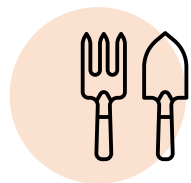
Program Classification



- Cultural Heritage Preservation
- Improving Professional Skills
- Planting Native and Fruit Bearing Trees



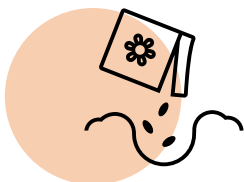
Budget Expenses %



Start

Our Commitment to *Inclusive Tourism*

Everybody wins when inclusive business practices are used: tourists, businesses, and local communities. Local artisans crafting unique souvenirs, guides showing off the beauty of their natural environment, waiters that serve delicious local dishes with a smile and a greeting in the local language, communities welcoming guests and protecting their natural environment ... there are many ways to achieve mutual benefit



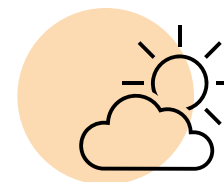
Seeds

The "new tourist" seeks memorable experiences that resonate on an emotional level



Water

growth within experiential markets, including adventure and cultural tourism, is outstripping that of mainstream segments



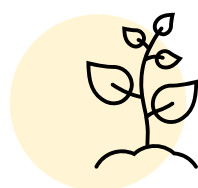
Sunlight

Investing in professional development leads to excellent quality of service, while investing in well-being ensures a loyal, positive and solid staff base



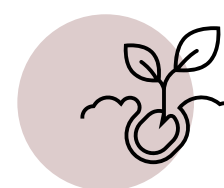
Tree

Human development is beyond simply earning an income, people can establish their own businesses, pursue a career, etc.



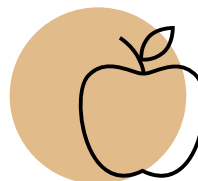
Sapling

Inclusive business practices enhance reputations and improve relations with key stakeholders



Seedling

Collaborating with local low-income people can also help to develop innovative products. Handmade gifts that come with a story of empowering local communities are more attractive than imported anonymous trinkets



Fruit

Tourism that is well integrated into the unique identity of a destination provides incentives and funds for the conservation of natural, cultural and historical resources, enabling them to be managed in a more sustainable manner

Thank You

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1167/16 MID/SG/DGAT/DPID/ANT

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