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...

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

Potential local staff members may not have the skills to deliver services at international quality standards: language, cooking skills, etc.

Local communities may hold prejudices against working in the travel industry. Considered as inappropriate for women when trained staff members join other companies.

Services needed may not be locally available, or demand may be insufficient.

Working conditions in suppliers’ company may not be acceptable.

Productivity  Local Frustration  Staff Leakages  Outsourcing  Working Conditions

Our Solutions
Connect. Engage. Research

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

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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.

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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

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Program Classification

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

- Service Program: 90%
- Transport: 7%
- Miscellaneous: 1%
- Communication: 2%
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.

**Start**

**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.

Text Credit: GIZ Responsible and Inclusive Business in Tourism Hubs team


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Thank You

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