



Jungle Lodges & Resorts Ltd.

An Introduction

Karthikeyan S.
Chief Naturalist and DGM



An Overview

Ecotourism – definition

NGO Initiatives

Private Ecolodge model – Examples

Government ET model - JLR

ECO-TOURISM



What is Ecotourism ?

“ Tourism that involves traveling to relatively *undisturbed natural areas* with the specified object of *studying, admiring and enjoying the scenery and its wild plants and animals*, as well as any existing *cultural aspects* (both of the past and the present) found in these areas “. (WTO 1999)

TIES defines ecotourism as "responsible travel to natural areas that conserves the environment and sustains the well-being of local people."

NGO initiatives

Walk with the Pardhis



Walk with the Pardhis

- Pardhis – knowledge of forests
- Youth trained to lead walks with guests
- Other members of the community involved in ancillary activities – food
- Trained youth finding gainful employment
- Handicrafts - souvenirs

Community-based ET in the Himalaya

Several CBET ventures in Himalayas are showing the way...taking small steady steps to show that sustainable, equitable and eco-friendly community-based tourism ventures can be successful.



Abiding by the key tenets of ecotourism

- eco-friendly, strong conservation focus
- sustainable
- equitable, beneficial to local stakeholders
- forest department : key stakeholder
- in over a dozen locations in both eastern and western Himalaya



Eaglenest, Arunachal Pradesh



Pakke, Arunachal Pradesh



Garo Hills, Meghalaya



Kyari, Pawalgarh, Uttarakhand

Several other locations -

- Mawmluh, Meghalaya
- Gobuk Upper Siang, Arunachal Pradesh
- Rathuadhab, Uttarakhand
- Devalsari, Uttarakhand
- Munsiri, Uttarakhand
- Gangotri, Uttarakhand
- Zunheboto, Nagaland

Private Ecolodge model

Binsar Forest Retreat



Binsar Forest Retreat

- Family run – 8 room property
- Green practices
(solar, rain water, waste mgmt, no generator)
- Creating awareness
- Community involvement
(employment opportunities to locals)
- Support to the FD

Wilderness Nature Resort, Goa



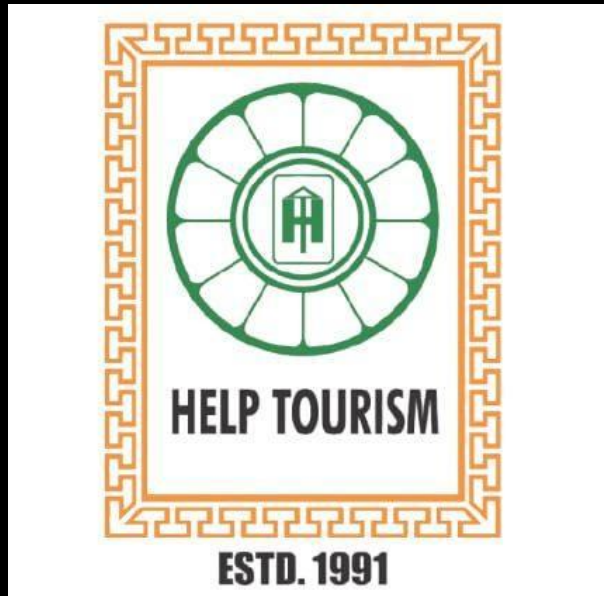
Wilderness Nature Resort

- 22 room property
- Minimal interference, aesthetic infrastructure, strong research component
- Creating awareness
- Community involvement
(employment opportunities to locals)
- Creating a corridor (b/w Mahdei & Bhimgad)

Other examples



Dayara Homestay, Uttarakhand



HELP Tourism – 15 facilities mostly in NE and other places

Government ET model

Jungle Lodges & Resorts Ltd. – since 45 yrs.!





JLR – A history

- Set up in 1980 as the State's wildlife and eco-tourism initiative as a Pvt. Ltd. company by M/s Tiger Tops Pvt. Ltd., Nepal
- M/s Tiger Tops Pvt. Ltd. withdrew in the year 1987 by selling their entire share to Govt. of Karnataka

Share holding pattern

KSTDC	Rs. 42.06 L	34.70%
Governor of Karnataka	Rs. 41.75 L	34.44%
PCCF, KFD	Rs.37.40 L	30.85%
Managing Director, JLR	Rs. 0.001 L	0.01%



Currently ...

- Responsible ecotourism company operating 19 resorts (one pvt.), 5 Nature camps & 3 hotels
- Located in Karnataka's amazing natural destinations
- Diverse themes – wildlife, nature, adventure, beaches
- Offering well-furnished, eco-sensitive living quarters (tents, cottages, loghuts), excellent cuisine and safe outdoor activities



Objectives

Promote eco-tourism, wildlife tourism, adventure tourism, and various outdoor activities like trekking, camping, white water rafting, etc., that are non-consumptive components of eco-tourism and in general, help in environment conservation.



Where are we located?



LOCATIONS OF JUNGLE LODGES & RESORTS PROPERTIES





*What do guests do when
they visit us?*



Wildlife Safari based properties





Safaris

- Only Govt. vehicles are used for safaris
 - JLR and KFD
- Adhering to carrying capacity
- Approx. 10% of the park area used for tourism
- JLR & guests of pvt. resorts accompanied by naturalists
- FD introducing guides in some places



Boat Safari





Bird-
watching
>500 sp.





Herping





Photography





Guided Nature Trails





Elephant Interaction





Coracle Rides





Trekking





White water rafting





Visit Heritage Sites





Beach based activities





*Where do our guests stay
when they visit us?*



Structures

- Tents – a tent base over which there is a brick and mortar structure only for the bathroom and toilet. The living area is a canvas tent.
- Loghuts – A concrete slab that supports the entire structure that is on stilt.
- Wooden cottages – The entire wooden cabin is erected on a concrete platform
- Rooms and cottages : These are traditional brick and mortar structures.
- None of the structures have a RCC roof



Kabini River Lodge

Viceroy Bungalow





Bandipur Safari Lodge





Bandipur Safari Lodge





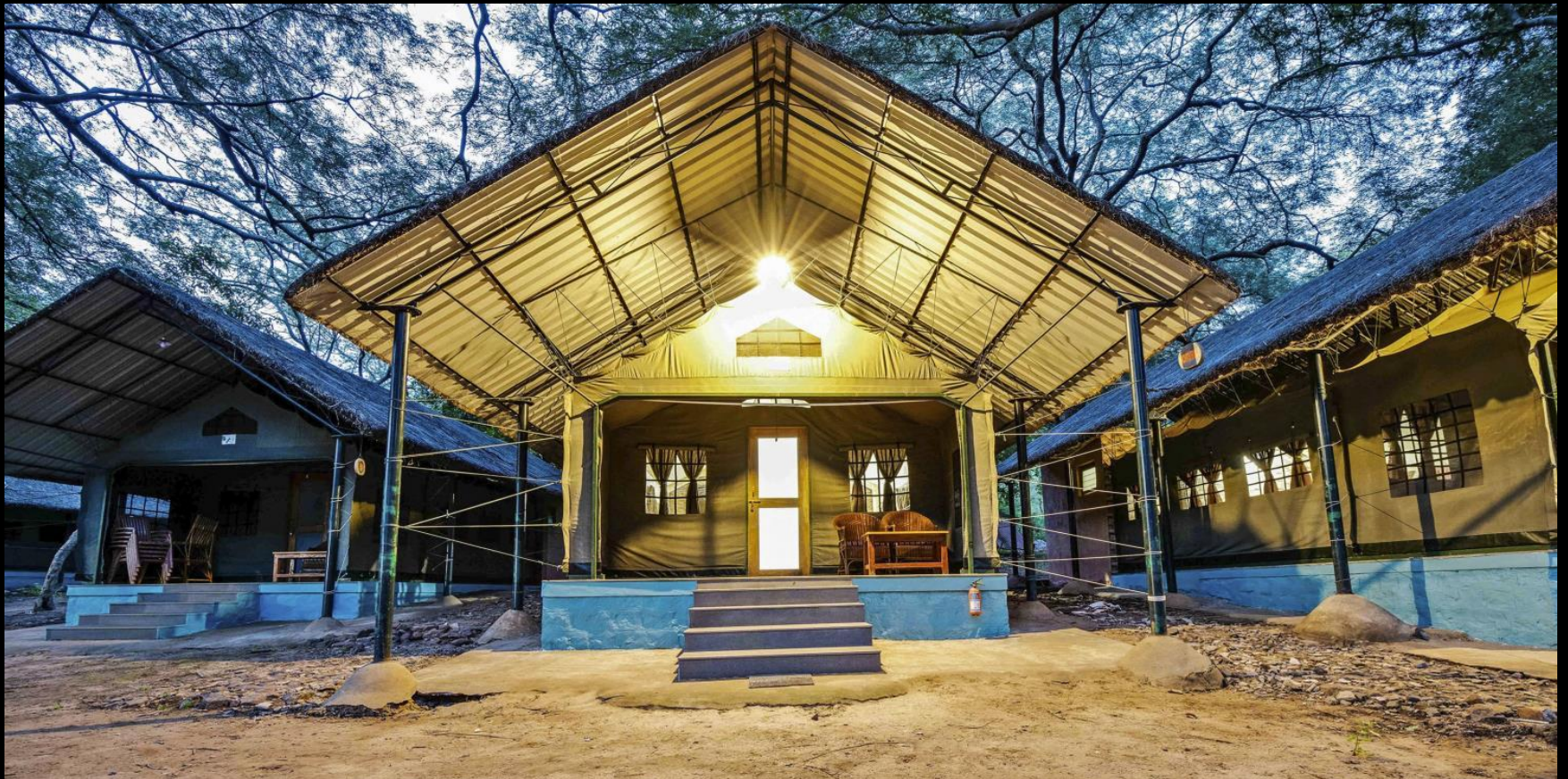
Bannerghatta Nature Camp Bannerghatta





Galibore Nature Camp Cauvery Wildlife Sanctuary

Tents at Galibore





River Tern Lodge Bhadra Tiger Reserve

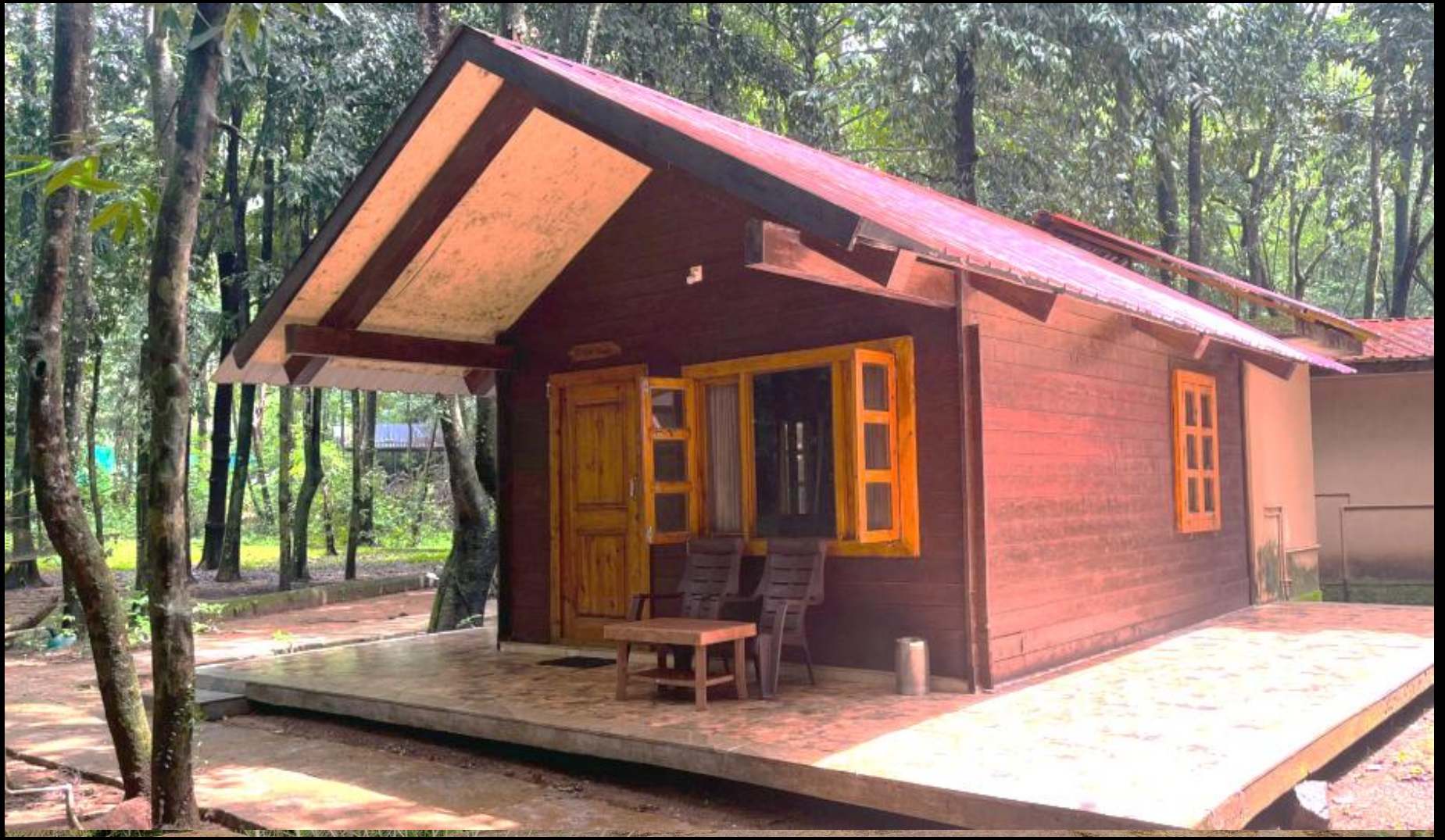




Dubare Elephant Camp Kushalnagar



Budget Camps - 5



City Hotels - 3



Hotel
Metropole,
Mysore



Hotels

Hotel
Brindavan
Gardens,
KRS





Lalita Mahal Palace Hotel, Mysore





Ecotourism and Adventure activities



Rope Course activities



Burma Loop



Parallel Walk



Rafting





Kayaking





Banana boat





Trekking Trails

(KEDB / KFD)

NEW SEGMENT CREATION



*Behold the
wilderness*

—| Lorem ipsum dolor sit amet |—



Ecotrails



- 23 operational trek routes developed by KEDB
- KFD added 14 more trails
- No. of persons permitted as per carrying capacity per trail
- Treks are led by a trained guide (10 : 1)
- Guides trained by JLR and other agencies



How do we keep in touch?




JLR maintains a facebook page with
862k followers as on date



Jungle Lodges JLR ✓

862K followers • 11 following



 Professional dashboard

 Edit

 Advertise

Posts

About

Channels

Mentions

Reviews

Reels

More ▾

...



JLR maintains an Insta accounts with 51.5k followers as on date

Note...



junglelodgesjlr 

Jungle Lodges JLR

3,010 posts 50.9K followers 116 following

Hotel resort

Stay in the camps, lodges and resorts set amidst Karnataka's sanctuaries and reserves and rediscover nature! Be an... more

www.junglelodges.com and 4 more

[junglelodgesjlr](#)

Edit profile View archive

 Spot The Truth!

 JLR Kabini

 #ESM

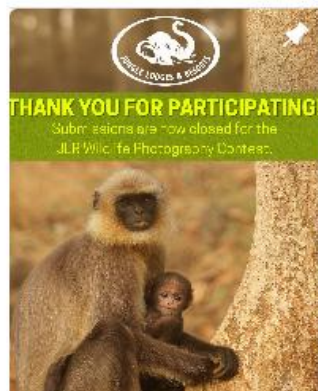
 junglelodge highlight picture

 Influencer visit

 Did you know ?

 Weekend Get...

 Let's Interact



*What are some of our good
practices ?*

Naturalist presence in most of the resorts

Right from the start, JLR has employed naturalists in most of its resorts to accompany guests. It is one of the main USP of the company now being emulated by private operators today. The naturalist is involved in creating awareness among guests and the main contact person for the guest



Naturalists

- Over 30 naturalists working at the various facilities run by JLR
- Most are certified
- Periodic training and refresher programmes are conducted
- Training is also imparted to other staff aspiring to become naturalists

Employment to locals

About 90% of all the staff employed at the resorts are locals. This is in line with the principles of eco-tourism. It creates employment opportunities and thereby enhances the economic status of the local community.

Most of the resorts are small

Disturbance to the ambience of the environment is kept to the minimum by keeping the resort small and therefore the limiting the number of visitors using the place.

Use of local vendors where possible

Local vendors are contacted for regular supply of perishable items. This again leads to the betterment of the economic status of the local community.

Solar Energy (to a limited extent)

Renewable energy is used to a very limited extent for purposes of lighting, etc. in some of our properties.



Relationship with the Forest Department

- As a stakeholder in the company dividends are disbursed to FD
- Entry fee, camera charges, etc. are paid
- Other support extended to the FD
 - a. Support during fire season
 - b. Help with road maintenance
 - c. Lantana clearance
 - d. Sponsorship for the many events conducted by Forest Department – Wildlife Week, Bird festivals, Hornbill Festival, Butterfly festival, seminars and conferences

*How do we create ambassadors
for conservation ?*

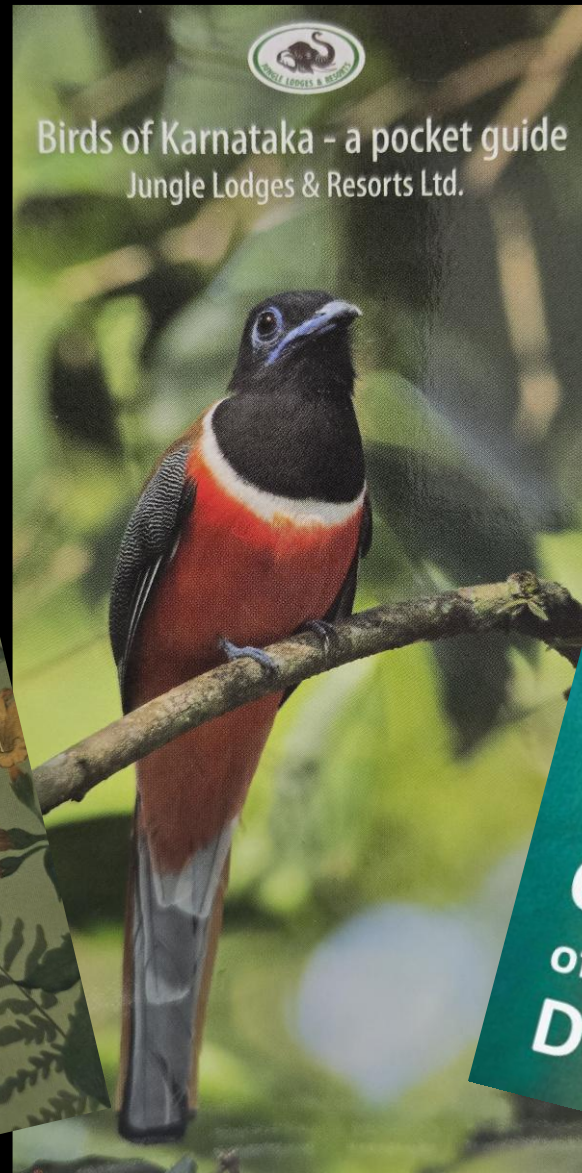


Outreach and other activities

- IFS Training programme
- Chinnaravanadarshana – JLR supports this initiative of the Karnataka Forest Dept.
- JLR's initiatives
 - outreach activities in the vicinity of Kabini River Lodge
 - Outreach activities around Bannerghatta National Park
- Other training programmes - Naturalist Training Prog.



Outreach



The Secret Kingdom Beneath Our Feet

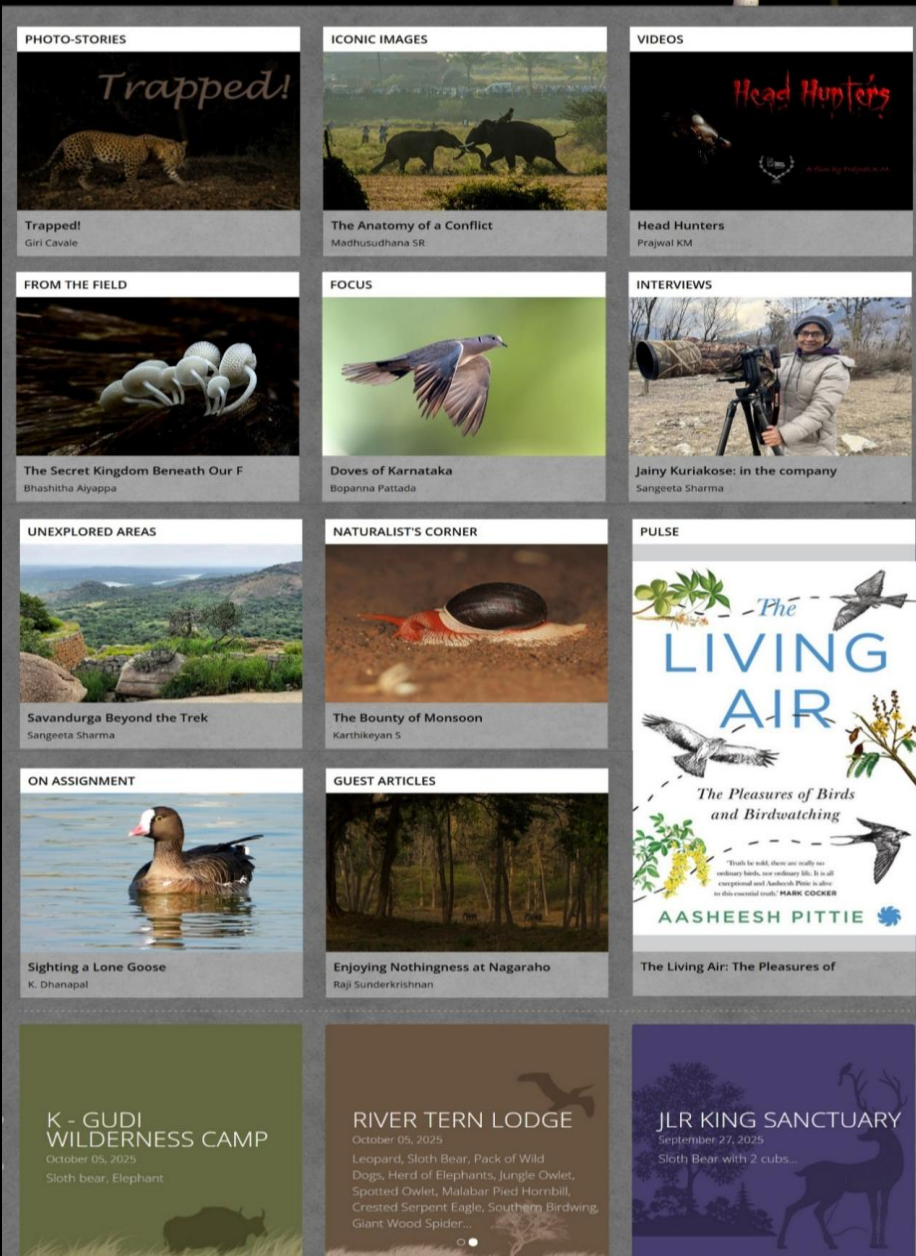
Bhashitha Aiyappa



Outreach



- www.jlrexplre.com is a knowledge portal of JLR
- content crowd sourced
- sightings of the 6 camps
- variety of stories under 10 categories pertaining to natural history & envt.
- specific to Karnataka



How have we performed?

A performance Overview

Sl. No.	Year	Bednights	Turnover (PAT)
1	2018-19	85042	61.96 cr
			(5.73 cr)
2	2019-20	90022	68.07 cr
			(6.58 cr)
3	2020-21	74726	53.00 cr
			(-0.97 cr)
4	2021-22	122608	71.28 cr
			(0.21 cr)
5	2022-23	172479	115.01 cr
			(20.7 cr)
6	2023-24	181627	130.36 cr
			(27.29 cr)
7	2024-25*	178838	128.36 cr*
			(25.75 cr)*

* Provisional



*Take nothing but your memories,
leave nothing but your footprints !*



Thank you