



Organic Rural

Tourism in Shekhawati

M.R. Morarka-GDC Rural Research Foundation



Authentic Indian Experience

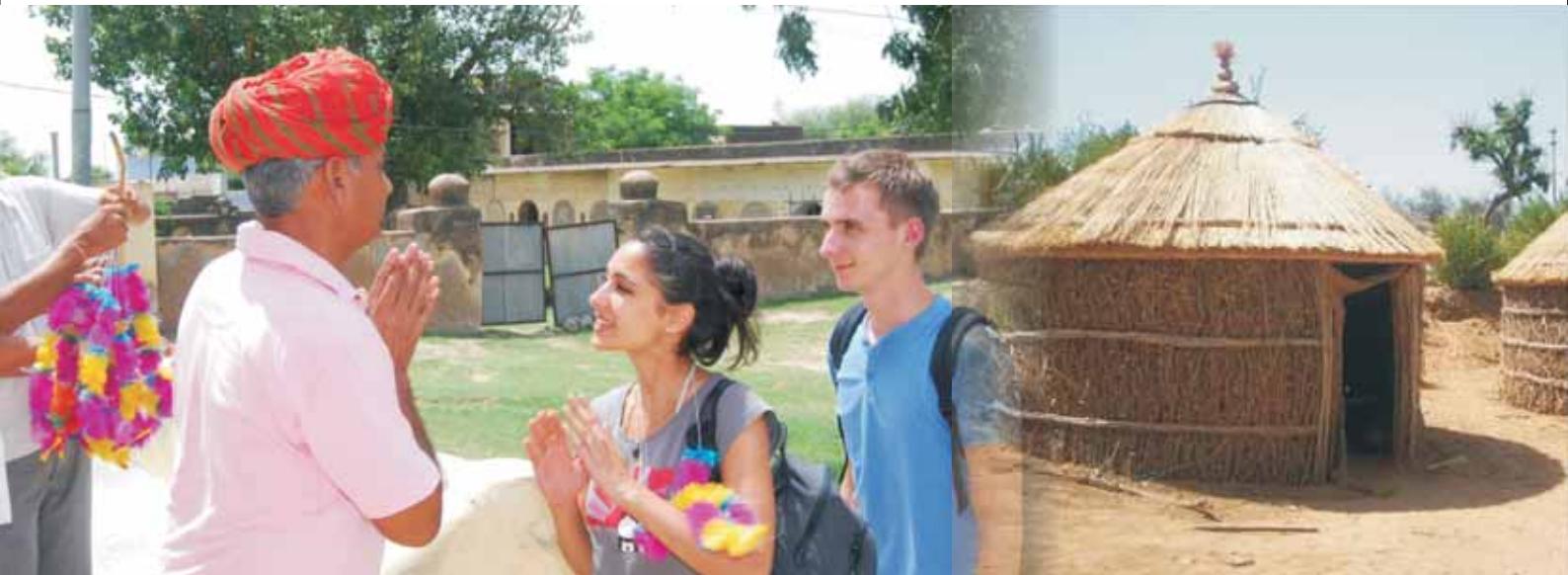
M.R. Morarka-GDC Rural Research Foundation is driven by a three pronged philosophy for the three most significant stake holders involved in our business.

- **Environment :** Conserve and possibly enhance the natural characteristics of a place.
- **Local Host and Partners :** Deploy maximum local resources of a place to enhance the income levels in the micro-environment. Make a conscious effort to promote pro-poor tourism.
- **Customers :** Provide an authentic experience without compromising on the basic services promised to our customers and make best efforts to make their stay pleasurable.

A beginning - A destiny

M.R. Morarka-GDC Rural Research Foundation is defined as tourism that sustains or enhances the Ruralgraphical character of a place, its environment, culture, aesthetics, heritage, and the well-being of its residents.

In a single word, we had just found the perfect sentiment to express the guiding principal of our tourism initiative.





We have identified the following segments of activities for our Rural-tourism packages :

Volunteering Activities : Many international and national students want to come to rural locations and participate in voluntary services. Many student institutions and parents also show interest in such volunteer programs (education and medicine) to expose the children to understand life from more than one perspective. This package will offer them a low cost stay and a well organized participation in volunteer work with credible organizations in the local regions.

Educational & Awareness Trips :

These trips provide for a capsule exposure package to Rural India its Flora & Fauna, Wild-life and other activities with a healthy mix of education and entertainment. Nature is the best teacher to teach about itself and this program is an attempt to leverage this teacher. Our urban lifestyle provides a limited opportunity to experience and absorb from Nature. We have designed a host of games (Camel Cart Ride, Rural Games, Pottery etc.) and farm based activities (tilling, fodder cutting etc) to provide the students with a balanced field visit.

A very learned mathematician had once said, “What we can not measure, we can not improve”. Hence we have incorporated some concrete activities for the children as take aways. Some of these activities include:

- Organic Agriculture practices and how it has transformed from current chemical intensive agriculture.
- Animal Husbandry, the second biggest source of livelihood in rural India.
- Specific activities like Agricultural Activities, Fodder Cutting, Cattle Feed Preparation to get a flavor of day to day activities involved in rural businesses.

Health Tourism :

This is targeted towards hospitals, corporate and institutions, to cater to the people who want to take a break from their hectic urban schedule and take a luxury vacation in a pollution free serene locals, enjoying fresh farm produce.

Religious Tourism : Under this package we provide accommodation facilities, home cooked meals and entertainment activities near the Pilgrimage places. Accommodations range from hotel bookings to farm homestay promising a hygienic environment & a peep into the local culture & heritage.

Event Management Services :

We also offer EVENT MANAGEMENT SERVICES to our clients by designing the events as per their requirement. These services range from farmer meetings, hosting parties, farm lunches, accommodation packages, campaign management and survey services. Many Corporate and Institutions have already started deploying our professional services. We have also got strong project delivery skills to address the Commercial and Corporate Social Responsibility (CSR) activities respectively.



Team Building & Off Sites :

Day in day out hectic and repetitive work environment acts as friction to the learning process. Moving from a routine work place and into a challenging and completely new environment often helps in breaking free of regular work place mind set and allows better team building and innovative thinking process.

Nature Trails :

These trips offer an opportunity to break out of the hum-drum of urban life and soak into natural habitats of India. Take a break from the world of “Value Propositions”, “Classrooms” and Corporate presentations” and enjoy nature and its beauty. We have different camping sites offering activities like Bird Watching, Wild Life Safaris, Trekking, and other adventure sports.

Desert Locations :

The scorching heat of the sun shining right above the hands, vast tracts of land with just sand all around with an occasion interruption of rippling sand dunes, where the life-giver water is scarce and the only vegetation generally found are the thorny bushes marks the landscape of a desert and so it is in the desert of Thar. We have multiple desert locations spanning across Bikaner, Jaisalmer, Nagaur, Barmer and Jodhpur with an increasing coverage every day.

We provide some delightful and arch angelic locations for home stay & tourism. Given blow are some of the representative locations and some common features to provide an idea of the range of locations available with us.

Common Features

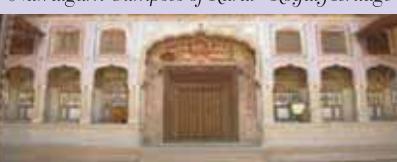
Basic Services Include: Bed Tea, Breakfast, Lunch and Dinner, Accommodation (Twin Sharing) in comfortable rooms/huts.

Food : Indian Food Typically Rajasthani.

Facilities : Individual Huts, Separate toilets, 24 hrs Electricity.

Activities : Village walk, Pottery, Farm Tour, Camel Cart riding, Bird Watching, Folk Music etc.

Nawalgarh Glimpses of Rural - Royal Heritage



Katrathal A Rural Elite



Nature and Grameen Heritage Software



Royal Rajputanas - Singhaasan



M.R. Morarka-GDC Rural Research Foundation

Ghoom Chakkar, Nawalgarh, Jhunjhunu, Rajasthan, India | Email : sanjay@morarkaorganic.com; Website : www.morarkango.in
Sanjay Vashishta - 9982201055 | Sawai Singh Shekhawat - 9649578317