

# TOFTigers

S u s t a i n i n g   t h e   w i l d

## AGREEMENT TO JOIN THE CAMPAIGN

For  
Destination Management Companies  
& Ground Agents  
in The Indian Subcontinent

# Its Aims are three fold

**1** To advocate and encourage more sustainable wildlife tourism in tiger reserves and national parks, by all those involved in the wildlife tourism equation through applications and adherence to ecotourism best practice guidelines. Look out for TOFTigers signage and PUG Eco ratings for lodges.

**2** To enhance the capacity of local communities to take advantage of existing and future wildlife tourism to help alleviate poverty and support sustainable local development.

**3** To catalyse initiatives through the lodge community that enhance wildlife conservation efforts and community support including waste and water management, trade cooperatives, local employment, fair wages and support for local enterprises and services.

**These objectives are best achieved by 'collective' action and partnership with all in the wildlife tourism supply chain.**



# The Benefits

**Each DMC or Agent joining Travel Operators for Tigers (TOFTigers):**

- 1. Can state its support** for TOFTigers in literature and brochures and incorporate a 'TOFTigers 'logo' wherever required.
- 2. Will be linked** to the TOFTigers website as a Destination Management or Ground agent contributor.
- 3. Will be acknowledged** as a contributor of the TOFTigers campaign in literature and where possible in local and international press releases and potential articles that are undertaken to promote responsible tiger tourism and tiger conservation efforts. Furthermore you can mention your partnership of the campaign in your own press releases or PR activities.
- 4. Will be informed** by email or literature of training workshops, local projects and other activities that are carried out by TOFTigers staff and personnel, to support your sales staff, or to relay to your clients.
- 5. Will be given examples** of new activities, projects and interesting conservation initiatives that are possible to include on your clients' itineraries or mention as part of a tour dossier.
- 6. Will be provided** with an exclusive members only list of TOFTigers key membership contacts, key buyers and suppliers, as well as the PUG certified accommodation providers in India and Nepal's most visited parks to enhance networking opportunities.
- 7. You will be linked** by and to any official partnerships (e.g. Sanctuary Asia publications) who are associated with us and any related free benefits agreed.

# The Agreement

This document is **HIGHLY CONFIDENTIAL**

This agreement is a legally binding obligation on behalf of TOFTigers, and its associated charities.  
Please fill in or tick all boxes.

Company Name.....

agrees, as part of your partnership of TOFTigers, to work on the 7 steps below:

1 Support, endorse, publicise and advocate the relevant Travellers Guidelines for all those involved in the delivery of your service to your clients.

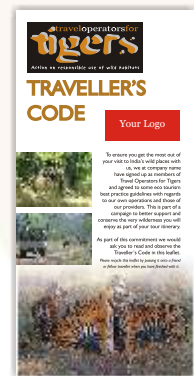
PLEASE NOTE : Partnership includes a large pack of Travellers leaflets, TOFTigers Feedback Forms and TOFTigers Stickers.

This includes sending the guidelines to :

- i) Your agents and partners in different regions of the Indian subcontinent.  
 I agree to do this
- ii) Your tour leaders and wildlife guides in each area.  
 I agree to do this
- iii) Your accommodation and service providers where protected areas are part of your client's tour itinerary.  
 I agree to do this
- iv) Add the Travellers leaflets to your client's ticket wallets.  
 I agree to do this

If you would like your own logo brand Travellers leaflets

Please tick here for details



2 Inform your Tour Operators, your local and international clients of your involvement in the campaign and encourage them to join as well

I agree to do this

Are you prepared to introduce TOFTigers staff to your agents or international operators clients and encourage them to join

YES       NO

3 Publicise your partnership of TOFTigers, as part of your responsible travel credentials, including adding the TOFTigers mission and logo:

- i) on your website
- ii) your printed literature,
- iii) on your client itineraries
- iv) your publicity and PR literature where appropriate.

I agree to do this



4. Agree, wherever possible and appropriate, to offer PUG Eco rated accommodation to clients as the best options to support long term and sustainable wildlife tourism.

I agree to do this

If the accommodation provider is not a TOFTigers contributor, or not undergoing a PUG Eco audit we ask you to encourage actions to start the process, or contact TOFTigers to correspond with the provider.

I agree to do this

5. Inform your leaders and tour guides of the ability to record infringements or bad practice through the TOFTigers comments email [info@toftigers.org](mailto:info@toftigers.org), or the website [www.toftigers.org](http://www.toftigers.org) for appropriate recording and action.

I agree to do this

6. Agree to pay an annual contribution on joining and subsequently annually in April (See overleaf).

I agree to do this

7. Consider contributing to specific projects, training or initiatives put forward by TOFTigers over and above paying the yearly subscription (See overleaf).

I agree to do this

8. We offer two complimentary online subscriptions to India's best Natural History Magazine, called Sanctuary Asia. This will be sent to the main contact's email ID, but if you want it to be sent to others in your organisation please list in priority order here by giving us their email ID.

Email ID 1) .....

Email ID 2) .....

**PLEASE COMPLETE IN BLOCK CAPITALS**

Key Contact Name ..... Title .....

Direct Email ..... Direct Telephone Number .....

Secondary Name (essential) ..... Job Title .....  
(This person you may allocate to become the internal TOFTigers representative within your company)

Company Name.....

Company Address: .....

.....State .....

Tel No: ..... Website .....

Are you a member of PATA/ATOAI/ESOI or others? .....

Please give TOFTigers some indication of how many clients you handle that incorporate wildlife parks in India.

Less than 100    250    500    1000    More than 1000   How many? .....

When can you start to effect the guidelines and partnership obligations above?

.....

**YOUR ANNUAL CONTRIBUTION TO TOFTigers CAMPAIGN**

Please send this application with payment by cheque payable to **Travel Operators for Tigers India Wildlife Association.**

- INR 8000 per annum for companies who employ 6 or less full time staff
- INR 16000 per annum for companies who employ 7 or more full time staff
- INR 25000 per annum for companies who employ 25 or more full time staff

I hereby, as the person responsible for implementing these guidelines, agree to effect them as soon as possible as laid out.

Signature: .....

Date.....

**TOFT India Wildlife Association**

Admin Office

A1/76 | 1st Floor, Safdarjung Enclave | New Delhi 110029 | India

Tel: +91-11-41006608 | Email: admin@toftindia.org

## SUPPORT A VILLAGE GUARDIAN AS PART OF YOUR ANNUAL CONTRIBUTION

TOFTigers, in partnership with wildlife action charity, Tigerwatch, and the Field Director and his staff of Ranthambhore Tiger Reserve in Rajasthan, have a project to support up to 10 Village Wildlife Guardians, especially in those villages prone to wildlife conflicts with the large population of villagers bordering this park.

Tigerwatch recruits and coordinates each individual guardian, trains them and pays them a retainer to report to the local park authorities any suspicious movements or activities on the fringes of the park near their homes and farmlands, including potential poaching activities for both tigers but crucially for prey species like wild boar, spotted and sambar deer, as well as illegal logging or interference with wildlife den sites of creatures like hyenas, wolves, foxes, sloth bear or leopards, often moving outside the park. A few individuals are also skilled trackers and can be used to track tigers who stray out of the park often for weeks on end as they search for food and new territory.

These Guardian's become invaluable eyes and ears of the park - provide valuable information, and help secure the very porous boundaries of the park. Their cooperation is the difference between life and death for many creatures (and even villagers), and ensures all the parks flora and fauna can survive to live another day.

### WHAT YOU GET IN RETURN

You, your company, your visitors or your organization will be introduced to your designated guardian, with photo and profile - and have regular updates from him, via Tigerwatch and TOFTigers, over the coming year. You can tell your clients about him or even meet him or visit his village. You can also motivate him by highlighting your support and their efforts on your website and social media - living proof of your efforts to support responsible travel. TOFTigers will also highlighting your support all through all our media outlets.

### HOW YOU CAN SUPPORT THEM

Support for these guardians comes in two ways.

Either support one (or more) guardians at INR 30,000 per guardian per year. OR Co-support (with one other) a guardian at INR 15,000 per guardian per year.

**JUST REMEMBER** - Companies and individuals can get Indian tax relief under section \*80G for charitable contribution to TOFTigers India.

All support is payable to TOFTigers India Wildlife Association in Delhi, India.

- Tick here if you want to be included in this scheme - and we will contact you with further details.



Dharm Gurjer (Cucumber Farmer)



Chhotu Keer (Chilly Farmer)



Badri Senportrait (Tractor Driver)



Gopalpura Gurjer (Wheat Farmer)



VWW workshop with Field Staff and FD



Team with Dharmendra



**Please note :**

TOFTigers is open to all international, regional and local travel operators, DMC's, agents, services and accommodation providers in India's wilderness regions who wish to participate and adhere to the appropriate guidelines.

TOFTigers' strength is in its collective partnership and common goal for a better and more enriching experience for our clients and their hosts in a pristine wilderness today, tomorrow and forever.

*TOFTigers in no way aims to be an endorsement of 'good practice' of any DMC's or agent member, because no independent monitoring of activities is possible at this stage.*



**For further information please contact**

**TOFT India Wildlife Association  
India Admin Office**

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Tel: +91-11-41006608