



In a regular world, be RARE!



Project 2.0

x

Pooja Nataraj Suri



CURRENT BUSINESS MODEL

www.rareindia.com

is an aggregator of Conscious and Sustainable
Hotels.



Filter By:

Destinations

India

- Assam
- Delhi
- Goa
- Gujarat
- Himachal Pradesh
- Jammu and Kashmir

MORE

- Bhutan
- Nepal
- Sri Lanka



KHEM VILLAS

Khem Villas, Sherpur, Rajasthan, India


939 review  ● ● ● ● ●

CONTACT FOR RATES



RENI PANI JUNGLE LODGE

Reni Pani Jungle Lodge, Raini Pani, Madhya Pradesh, India


459 review  ● ● ● ● ●

CONTACT FOR RATES



BERA SAFARI LODGE

Bera Safari Lodge, Rughnathpura, Rajasthan, India

301 review  ● ● ● ● ●

CONTACT FOR RATES





PRODUCT X BRAND
EXTENTION

www.rare.travel



EXTENDED BUSINESS MODEL

RARE transforms from being an aggregator of sustainable hotels to a **regenerative travel company**, operating zero impact tours.

How do we **achieve** this?

REDUCE *First* + OFF SET

While we set up the services, we do a baseline quantitative analysis of the carbon footprint by produced by travel and hospitality through out the supply chain and reduce the footprint to a bare minimum. What can't be further reduced will be optimized with an **off set cost** that will be built into the cost of the tour.

To offer customers transparency, RARE will send a certificate with their earned Green Points and a link to see how their travel is creating forests and biodiversity which intern is a carbon sink absorbing GHG emissions.



THE SUPPLY CHAIN: The Creation of Circular Economy

Tourism industry sub-sector:

Sustainability Audit & Areas to reduce footprint

Accommodation

environmental performance including sustainable & local sourcing
employment conditions for staff and provision of training on sustainability issues
employment opportunities for local community
environmental infrastructure in the destination, especially for management of solid and liquid wastes
linkages with the local economy especially for food supply, handicrafts and furniture

Transport

environmental performance of ground & air transport including shift to bio & green energy
social sustainability

Ground Handlers & excursion, local experiences

environmental performance
employment opportunities for local community
training of local communities on product development and guiding

Food & Beverage

environmental performance including sustainable & local sourcing
environmental infrastructure in the destination, especially for management of solid and liquid wastes

Local Food & craft producers & suppliers

sustainable production methods including production planning and training quality, reliability and distribution and access to markets

Source: LEEDS Metropolitan University: <http://www.icrtourism.com.au/wp-content/uploads/2012/09/TourismSupplyChains.pdf>



ACCOMMODATION PARTNERS



72

hotels provide **light footprint tourism** activities that include walking and cycling trails.



60

hotels have adopted **water conservation** strategies that include clean up drives in the area.



84

hotels have ensured **sensitive destination discovery**, aiding in less pressure on the land and resources where they are based.



45

hotels are looking at **energy efficiency** through earth-friendly architecture and alternate sources of energy.



88

hotels are actively engaged with the **local community** through employment, supporting businesses and aiding in times of need.



50

hotels are active in ensuring **nature and biological diversity conservation** through rewilding and conservation activities.

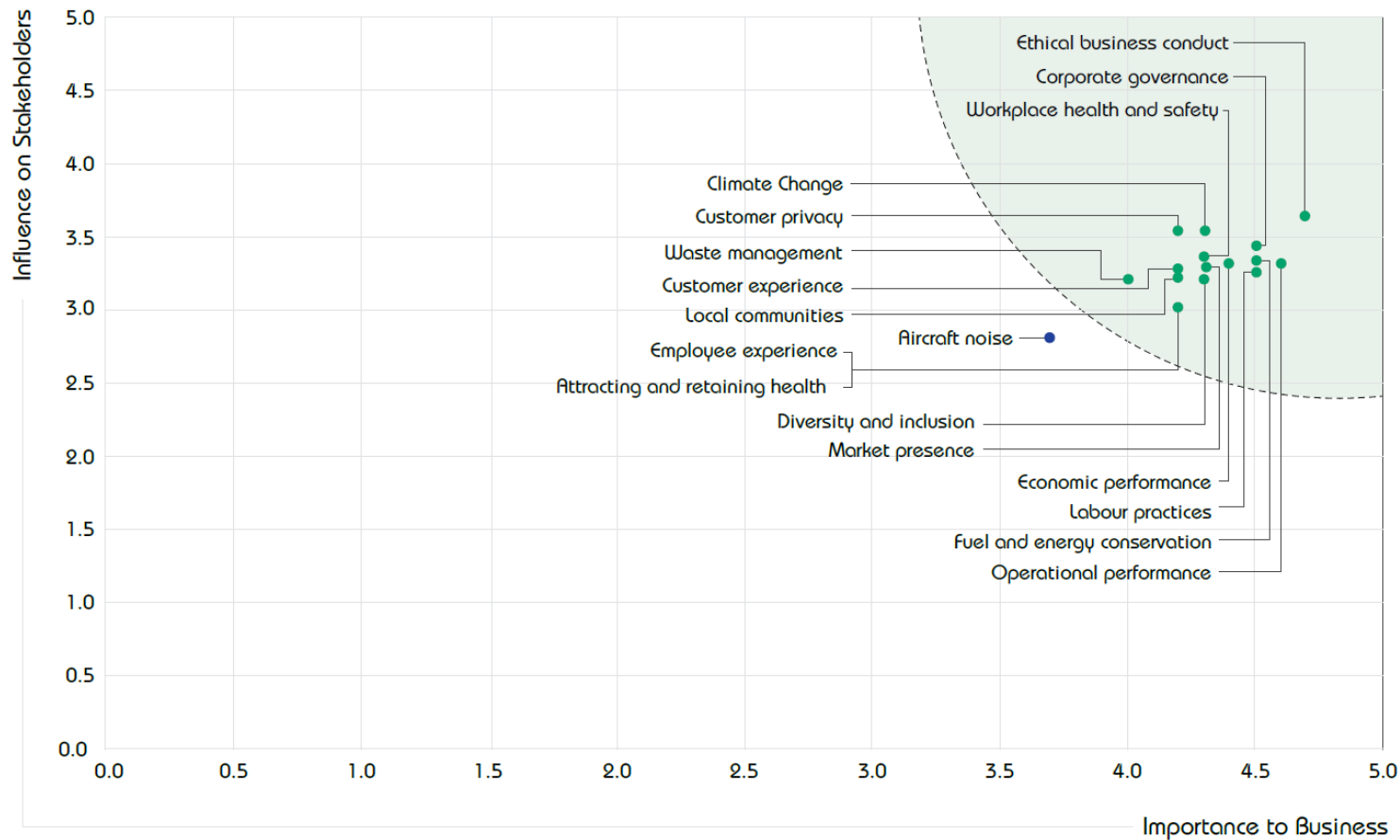


MOBILITY PARTNER



AIRLINE PARTNER

IndiGo's Materiality Matrix



High priority ● Medium priority ●

IndiGo

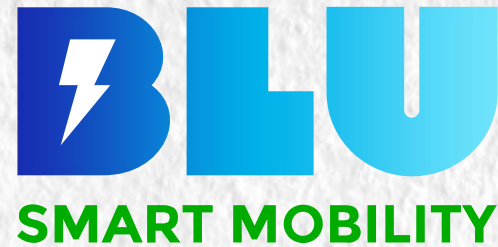
IndiGo first Indian carrier to start ESG reporting, mulls use of green fuel.

Meeting green goals will make the company attractive to global funds and lenders which are focusing increasingly more on sustainable investing

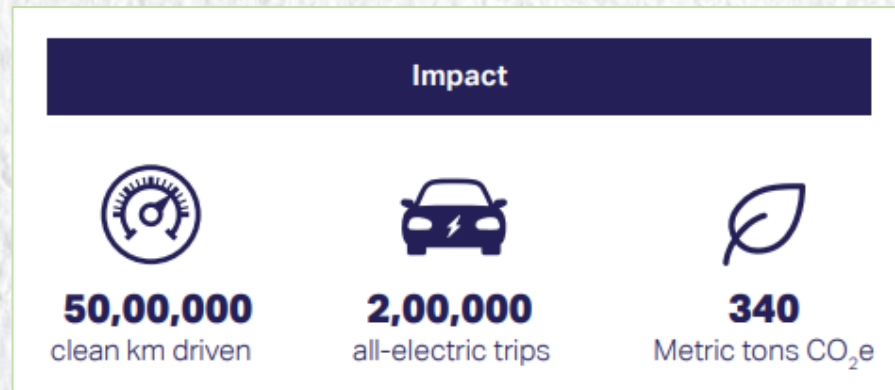
- BUSINESS STANDARD



ROAD TRAVEL PARTNER



India's first all electric smart mobility platform for efficient, affordable, intelligent and **sustainable** mobility.



Source: <https://blu-smart.com/assets/ev-report.pdf>



CARBON OFFSET
PARTNERS

tree-nation

 **myclimate**
shape our future

LIFEGATE

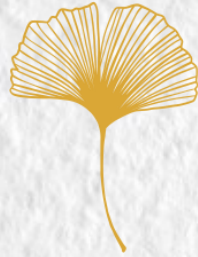


TOFTigers
Sustaining our world



MARKETING VIDEO





GREEN POINTS

Carbon Footprint is inevitable in Travel; however, our business model builds in the cost of offsetting the footprint with Carbon Credits. While the cost of off setting is built in, we encourage guests to earn carbon credits / GREEN POINTS which is not only in the form of currency but also referral.

We gamify this engagement and turn it into a social network where customers refer family and friends and earn Green Points that serve as reputation in their circle for creating a **LEGACY for the PLANET.**



Create Your Legacy

When you travel RARE, you not only travel sustainable but you also regenerate the planet, making it a better place for the future generations.

Build your legacy by travelling.



Sustainability Communications Partner



SDG
X
RARE 2.0





R A R E

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

14 LIFE BELOW WATER

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

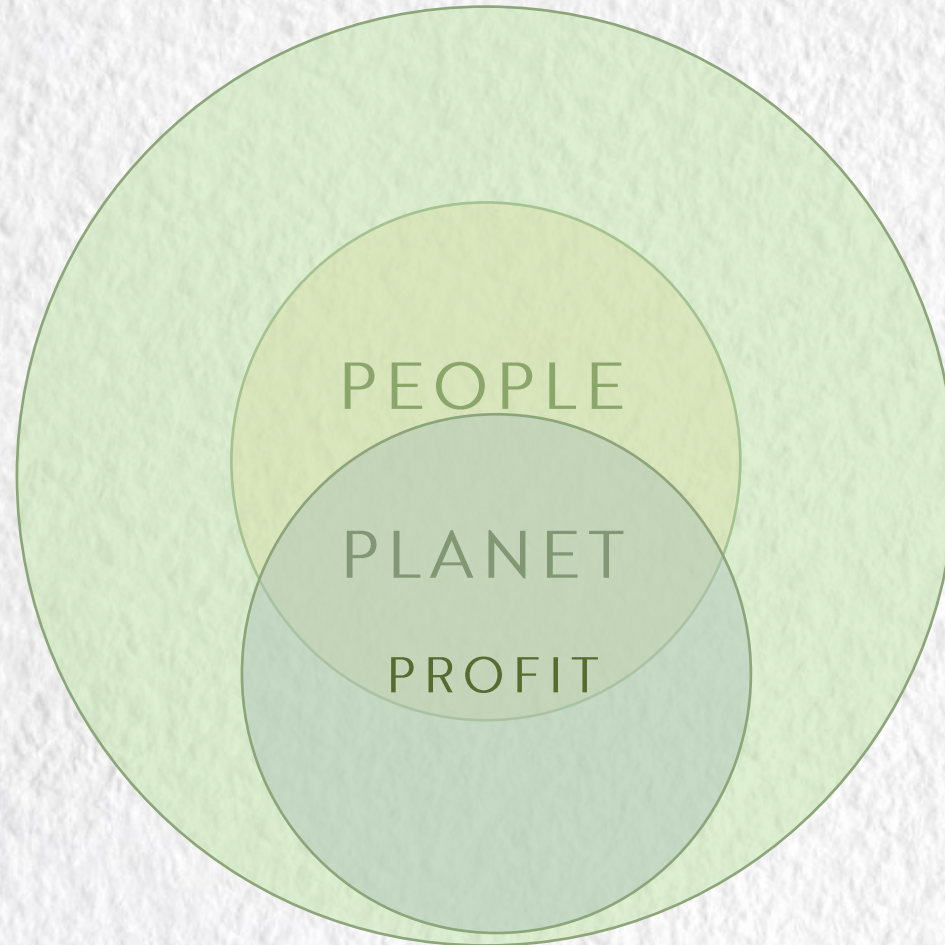
15 LIFE ON LAND

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

Triple Bottom Line





Creating Shared Value

Ginkgo biloba (maidenhair tree), a living fossil, a timeless survivor
sustained and consciously propagated by people

www.rare.travel

Environmentability:

<https://www.lifegate.com/what-are-carbon-credits>

<https://www.neeleshwarhermitage.com/ecologywildlife.php>

<http://www.icrtourism.com.au/wp-content/uploads/2012/09/TourismSupplyChains.pdf>

Video Credits:

www.rareindia.com

www.jamtarawilderness.com

www.jehannuma.com

www.saraiattoria.com

www.bandhavgarhjunglodge.com

www.svasararesorts.com

Carbon Sinks

<https://www.greenbiz.com/article/new-data-allows-scientists-accurately-measure-carbon-flux-forests>

EV Safari

<https://timesofindia.indiatimes.com/city/nagpur/in-a-first-tadoba-tiger-reserve-to-run-e-vehicles-for-safari/articleshow/66077048.cms>

Carbon Credit Scheme X INDIA

<https://www.investindia.gov.in/team-india-blogs/indias-evolving-carbon-credit-market>

<https://icapcarbonaction.com/en/news/india-establishes-framework-voluntary-carbon-market-and-outlines-pathway-towards-cap-and-trade>

<https://icapcarbonaction.com/en/news/india-establishes-framework-voluntary-carbon-market-and-outlines-pathway-towards-cap-and-trade>

<https://www.investindia.gov.in/team-india-blogs/indias-evolving-carbon-credit-market>

<https://india.mongabay.com/2021/12/reforestation-efforts-provide-hope-but-more-work-needed-on-supportive-policy-and-community-involvement/>

Sustainable Air Travel

<https://economictimes.indiatimes.com/industry/transportation/airlines/-aviation/india-has-potential-to-produce-sustainable-aviation-fuel-says-iata-executive/articleshow/95540134.cms>

<https://www.sciencedirect.com/science/article/pii/S2666784322000365>

<https://www.livemint.com/news/india/indian-airlines-to-get-a-sustainable-aviation-fuel-roadmap-11663340889018.html>

https://www.business-standard.com/article/companies/race-for-net-zero-emissions-indian-airlines-take-off-on-sustainable-fuel-122092200818_1.html

<https://www.goindigo.in/csr.html>

https://www.goindigo.in/content/dam/indigov2/6e-website/header/information/indigo-green/Indigo-SR_16-9-22.pdf

https://www.business-standard.com/article/companies/indigo-first-indian-carrier-to-start-esg-reporting-mulls-use-of-green-fuel-121073001398_1.html

<https://www.sustainalytics.com/esg-rating/spicejet-ltd/1021104101>

<https://www.weforum.org/agenda/2022/07/sustainable-aviation-fuel-can-bring-indias-industry-to-net-zero-with-this-one-final-step/>

Road Transport:

<https://blu-smart.com/drive>