



ROLE OF NGO AND GOVERNMENT AGENCIES IN REHABILITATION OF TOURISM INDUSTRY IN UTTARAKHAND

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ABSTRACT:

The tourism industry is highly sensitive industry; a small incident can affect it for long-term in the negative sense. The destination may affect by many incidents like disease, disaster, inflation and terrorism. Disasters left their impacts on economy, society and environment so it affects the most in comparison to another incident. NGO and Govt agencies work for mitigation and rehabilitation. Uttarakhand is called as land of god and known for its picturesque tourism activity like the pilgrimage, adventure, recreational, health etc but the nature of land is fragile so the risk is always involved in activities. Disasters like landslide, flood, avalanches, earthquake etc are common in the area so NGO and govt agencies work regularly in this area to mitigate the risk and rehabilitate society and tourism industry.

KEYWORDS : Tourism, Uttarakhand, Disaster, NGO, Government Agencies.

INTRODUCTION

Tourism has grown exponentially and its dynamics have changed dramatically. Some destinations such as hitherto unheard Macau and Fiji islands are striving for top spots. Newer forms of tourism have emerged and tourists are increasingly getting more environmentally aware and ecologically sensitive courtesy better education and affluent lifestyles. However, factors like terrorism and natural catastrophe hit the tourism hard but still, tourism continues to be the panacea for many countries as evidence. Over the last 50 years, international tourism has been adversely affected by an enormous diversity of problems yet, at the global level, it has demonstrated an extraordinary resistance and an ability unmatched by any other industry to survive' (WTO, 2001b: 7). About 150 countries of the world economy are based on tourism and it is one of the five top export earners in the world.

Tourism is one of the fastest growing industries of Uttarakhand. The number of tourists visiting Uttarakhand has consistently increased from around 11 Million in 2000 to 28 Million in 2012. But in the year 2013, the State was washed away by a devastating natural disaster that resulted in significant 30% decline in tourist visits. In 2014, the State regained its momentum and witnessed 10% growth in total tourist visits. The main motivation to visit Uttarakhand is sightseeing, health/yoga, pilgrimage/religious, adventure etc. The most popular tourist destinations for foreigners were Rishikesh, Haridwar, dehradun, Gangotri, Uttarkashi, Kedarnath, Badrinath, Auli, Nainital and Gaumukh.

The Himalayan region is one of the most vulnerable regions in the Indian subcontinent and Uttarakhand is the part of the region. The most sacred river of India the Ganges and Yamuna originates from the state. The Ganges starts its journey from Gaumukh glacier and Yamuna from Yamunotri glacier of Uttarakhand. The Bhagirathi and Alaknanda are the main tributaries of the Ganges; Alaknanda meets several tributaries before being called as Ganges namely, Patalganga, Nandakini, Birahiganga, Pindar, and Mandakini after meeting with Bhagirathi at Devprayag. Since all these major tributaries of the Ganges flow down

through a fragile ecosystem that is prone to flood, earthquake and landslides, the small amount of rainfall slides down the mountain slopes which block the river flow and create destruction thereafter. The historical records disclose the example of a deluge in Alaknanda on many occasions. In 1893, a landslide blocked the Birahiganga River and formed a lake, a part of which was burst after ten months. The huge outburst of water and silt sent a tidal wave down the valley and destruct vast land and human settlement in Alaknanda river basin. This is known as the largest landslide in central Himalaya.

In 1968, a landslide dam outburst and caused much havoc. In September 1969, a huge landslide blocked nearly three-fourths of the width of Alaknanda at Kaliasor. The 1970 flood brought down an estimated 9.1 m cum of silt and rock into the Alaknanda which buried a part of Srinagar town under several feet of silt (Centre for Science and Environment, 1991). Three years later, the people of Garhwal came forward aggressively to protect the fragile ecosystem of the Himalaya which gave birth to the world famous Chipko movement. The deluges and landslides have been persistent threats to the pilgrims (Kala, 2014).

IFRC defined Disaster Management as the organization and management of resources and responsibilities for dealing with all humanitarian aspects of emergencies in particular preparedness, response, recovery and rehabilitation in order to lessen the impact of disasters.

The Disaster Management Act, 2005 defines disaster as “a devastation, misfortune, calamity or grave occurrence in any area, arising from natural or manmade causes, or by accident or negligence which results in substantial loss of life or human suffering or damage to, and destruction of, property, or damage to, or degradation of, environment, and is of such a nature or magnitude as to be beyond the coping capacity of the community of the affected area”(UNDP).

In India, Disaster management works on all level from centre to village level. At centre level ministry of home affairs (MHA) has overall responsibility for disaster management in the country. Apart from this concerned departments have the major responsibilities like for Air accidents ministry of Civil Aviation, for Epidemics & Biological Disasters Ministry of Health and Family Welfare, for chemical disasters ministry of environment and for nuclear disasters ministry of atomic energy.

At the state level, chief minister of state lays down policies and plans for disaster management through State Disaster Management Authority (SDMA). It performs the same duties as the National Disaster Management Authority (NDMA) at the national level. State Executive Committee (SEC), headed by Chief Secretary, who coordinate and monitor implement National Policy, National Plan and State Plan.

In the district level, the District Disaster Management Authority (DDMA) is headed by the District Magistrate, with the elected representative of the local authority as the Co-Chairperson. District disaster management authority is the planning, coordinating and implementing agency for disaster management at district level.

The Local Authorities include the Panchayati Raj and Municipalities, Cantonment Boards and Town Planning Authorities will ensure capacity building of their officers and employees for managing disasters, carry out relief, reconstruction and rehabilitation activities in the affected areas and will prepare Disaster management Plans with guidelines of the NDMA, SDMAs and DDMA.

A non-governmental organization (NGO) is a non-profit, voluntary group, which is organized on a local, national or international level to deal with social issues in support of the public welfare. The NGOs perform various functions for the wellness of society. The range of NGO activities spread in various fields like environment, rural development, health, culture and heritage, women empowerment, child care and upliftment, basic education to all children, animal welfare, disaster management and many more.

Agencies such as the Indian Red Cross Society, Indian Institute of Tropical Meteorology, UNDP India, Tata Energy Research Institute, Housing and Urban Development Corporation Ltd., Ministry of Urban Development and Council for Advancement of People's Action and Rural Technology (CAPART) have responded to major disasters in the country. For example, in the state of Orissa in the aftermath of Super Cyclone in 1999, they provided immediate relief services to the affected families. Further, they collected and distributed relief material, helped in providing immediate shelter, supported voluntary organizations for

implementing activities pertaining to the relief and rehabilitation work and provided training to masons for repairing damaged houses (wordpress).

Rehabilitation and reconstruction are sometimes referred to as the recovery phase of the disaster management cycle. Rehabilitation involves the process of resuming the normal functions and services of a community in the aftermath of a disaster. During this stage, stopgap measures are put in place to cover the losses experienced by the community as a result of the disaster. Re-opening of markets and removal of debris on roads after an earthquake are examples of activities undertaken during the process of rehabilitation. Rehabilitation is seen as a step towards more permanent reconstruction. Reconstruction involves the full resumption of services and rebuilding of infrastructural and institutional ideals. The idea is to put in place preventive measures aimed at making the community better equipped to deal with future hazards (UNISDR 2007).

REVIEW OF LITERATURE

Research acts an essential foundation or basis for assisting the tourism industry and relevant government agencies to learn from past, and provides more insights on the components and mechanism that needs to be developed as the coping mechanism on similar events in the future (Faulkner & Vikulov, 2001), (Scott, Jones, & Konopek, 2007), (Ritchie, 2004).

Traditionally the issues relating to the management and mitigation of natural disasters limited to provide relief to affected people, which are seen essentially as a non-plan item of expenditure. However, the impact of major disasters cannot be mitigated by the provision of immediate relief alone, which is the primary focus of calamity relief efforts. Disasters can have huge negative effects on the economy; they cause human and economic losses, and can significantly set back development efforts of a area or a State (Planning commission, 2002).

The tsunami and its impact drew global attention to the affected countries, although this may have been partly due to countries like Thailand, Sri Lanka, Indonesia, and the Maldives being major destinations for Western tourists. Adding the government of Indonesia's contribution with that of NGOs and Donors, a total of USD 8.85 Billion was pledged (World Bank, 2005). This funding made available for the relief and reconstruction activities was a key for the rapid reconstruction process; however, it also led to problems in terms of coordination of various stakeholders, projects, and activities. In some cases, conflicting interests between various stakeholders became apparent.

The study discloses the problems of securing adequate insurance coverage for flooding. Many tourism businesses have been made aware of the dangers of neglecting insurance, but confront difficulties in purchasing protection from flood damage. There is thus an urgent need for insurance providers to be made more easily available within the framework of flood mitigation and risk reduction policies (Thieken, Petrow, Kreibich, & Merz, 2006).

Responding to natural disasters in India is the responsibility of the State Government; funds are funded through Central Government. Events at the district level are handled by the District Magistrate of Deputy Commissioner. At the local village level, the Panchayat is the link to the community. Other stakeholders include police, paramilitary, fire brigade, and NGOs.

McEntire (2007) provides a convincing summary of how the recovery phase of the disaster is an ideal time to be designing mitigation strategies. Interest in the wake of a disaster is much greater than usual. Whilst awareness is raised, a mitigation action plan can be established. This identifies actions against vulnerabilities. It is a strategy that in the first instance might identify mitigation actions such as whether or not to relocate people to a different area or rebuild. However, even where there has been a catastrophic destruction of life, livelihood and property, there is often a tendency of people to want to rebuild in the same place. Developing countries have an incentive to exaggerate damage to receive higher amounts of international aid; thus, in these cases, data may not be completely reliable (Toya & Skidmore, 2007).

Vye (2007) concluded that NGOs can be considered as the middle-man between the grassroots communities and the top-down power structures that are oft times facilitating funding and making key decisions on policy and the like. NGOs are one of the most effective alternative means of achieving an efficient communication link between the disaster management agencies and the affected community. While some NGOs are also working at the advocacy level, they typically operate and participate in the relief and response and subsequent development.

NGOs are one of the most useful alternative means for the upliftment of society and an efficient communication link between the Disaster Management agencies and the affected society. Many NGOs are already at the grassroots level; in typical disaster situations, they can be of help in preparedness, relief and rescue, rehabilitation and reconstruction and also in monitoring and feedback (Sharma & Kaushik, 2012).

Joshi (2013) reported that this is invariably the situation of almost all States when it comes to dealing with the challenge of a natural disaster. Every year, scores of people lose their lives and lakhs become homeless owing to perennial floods in many States, but no proper disaster management mechanism is in place. The National Disaster Response Force (NDRF), created in 2006 after the Orissa Super Cyclone (1999) and the Gujarat Earthquake (2001), still in its nascent stage, while the State Disaster Response Force (SDRF) that has to be created in each state is a non-starter. With just 10 battalions, comprising around 12,000 personnel drawn from various paramilitary forces, the NDRF has the impossible task of covering all of India.

NIDM (2014) reported that The IAF launch Operation Rahat to rescue people from the flooded area, up to 45 helicopters and 13 transport aircraft were involved during the major part of the operations. Operation Surya Hope was launched by the Indian Army and 8,000 troops were deployed. To rescue and search 150 Special Forces Paratroopers were deployed in the valley.

Additional Engineer Task Forces were deployed to construct ropeways, makeshift rope bridges and footbridges. Twenty-four medical teams were deployed by the Army in the affected areas from Military Hospitals located in Dehradun / Uttarakhand. The soldiers were able to bring back people stuck in forest and valley to safe areas. More than 45,500 people were rescued by the Army.

Two Marine Commandos (MARCOS) teams were deployed at Dehradun, The teams undertook search and rescue operations in conjunction with NDRF and local authorities. The community kitchen was set up for pilgrims daily by the Indian Navy Personnel. The ITBP is the first responder during several natural and manmade disasters in the Himalayan region. The ITBP commenced its operations and it deployed 1,600 personnel and evacuated stranded people.

National Disaster Response Force has been constituted for the purpose of specialist response to handle disaster situation or disaster. Ministry of Home Affairs decided to depute NDRF at Kedarnath valley because NDRF is a specialized response force for disaster. The valley was totally cut off from land routes and the only mode of reaching the valley was through helicopters. The NDRF team was air dropped at Kedarnath. In extreme harsh weather conditions and with almost no support structure at Kedarnath, the NDRF personnel exhibited great devotion to the task. They carried out search and rescue operations in Kedarnath, Jungle Chatti, Gaurikund, Rambada, Bhairav Chatti, Guptkashi, Phata, Sonprayag, Gaurikund and Badrinath, Harshil/Sukhi top areas. During the operations from June 18 to July 19, NDRF workforce successfully rescued 9,044 people from different affected areas of Kedarnath (1053), Jungle Chatti (907), Gaurikund (756), Guptkashi (1,281), Sonprayag (2,000), Sukhitop (120), and Badrinath (2,927).

Package to Uttarakhand Press Information Bureau (22 March 2017) Government of India had permitted a medium and long-term rebuilding package to assist the disaster affected state. This package was taken by NITI Aayog on 9th December 2013. The package includes the following support from the GOI: Central Ministries earmarked central outlays under respective CSS for an amount of Rs. 1884.92 crore allotted during the financial years of 2013, 2014-15 and 2015-16 within its overall budgetary allocation for the 12th Five Year Plan. Central Sector Plan scheme allotted an amount of 50 crore rs during the financial years of 2014-15 and 2015-16 within its overall budgetary allocation for the 12th Five Year Plan for the

establishment of Environment Research and Training Center at Dehradun. An amount of Rs. 1100 crore allotted under Special Plan Assistance (SPA) during the financial years of 2014-15 and 2015-16 for reconstruction work restricted to five districts in Uttarakhand. The GOI released Rs. 1100 crores (Rs. 165 crores during 2013-14 + Rs. 495 crores during 2014-15 + Rs. 116.22 crores during 2015-16 + Rs. 323.78 crores during 2016-17) to the State on this account (Ministry of Home Affairs, 2017).

Various NGO's worked for rehabilitation during and after the Natural disaster in Uttarakhand some of them are listed below

1. Appropriate Technology India (AT India): AT India is gupat Kashi, Uttarakhand based NGO worked in Rudraprayag & Chamoli during calamity. Immediate relief provided to pilgrimage rescued from Kedarnath shrine, Gaurikund and Rambada.
2. Catholic Relief Services (CRS): CRS worked in districts of Rudraprayag, Uttarkashi, Chamoli, Pauri Garhwal, Tehri Garhwal during natural disaster 2013. They distribute Cheques amounting Rs. 2700 for each household, solar lamps, mosquito nets, raincoats etc.
3. Church's Auxillary for Social Action (CASA): Dehradun CASA distributes first Non Food items followed by food. They provide help to 1200 household at the time of fury.
4. Emmanuel Hospital Association (EHA): provides their services in Jounpur Block, Tehri district. CASA distribute Dry Ration for 850 families, 600 families kitchen utensils, 1200 people received treatment and psychosocial counselling in Tehri and Uttarkashi.
5. Project Hope Ganga Action Parivar (GAP): worked in the Rishikesh, Rudraprayag, Guptkashi, Kalimath area, Tehri-Garhwal, mussoorie, Haridwar and Uttarkashi. They provide help in rescue and reconciliation of Char Dham pilgrims and locals: They sent buses into the affected areas laden with medicines, food supplies, blankets and warm clothes. They Provide Shelter to Survivors and Volunteers at Parmarth Niketan Ashram's rooms, halls and relief camps.
6. Help a Child of India: worked in the area of Augustmuni, Chandrapuri, Jakoli and Tilwara areas of Rudraprayag and Thirphak, Sonali and Kandra areas of Karnaprayag. They Distribute child kits to 1975 school children.
7. Indo Global Social Service Society: served in Pithora, Semtra, Tinsoli, Singoli, Devor, Bansu, Barashu, Shershi, Relgaon, Kharia and Dhani villages of Rudraprayag district. The society helped 1324 families with Water storage, Water filter, Family Kitchen set, Hygiene and Sanitation kits and Fleece Blankets.
8. Jai Nanda Devi self-employment educational institute: the institute worked for the betterment of disaster affected area of Chamoli. They distribute essential things like the blanket, solar lamps, food kit etc to 1550 affected families.
9. Karuna Social Service Society Uttarakhand: the relief work was done in 78 villages of Uttarkashi, Rudraprayag, Chamoli, Pauri and Tehri districts. The society opened Health camps in remote villages and distribute Food packets to 1500 Families and other essential daily use things like the Tarpoline, Solar lights, Rain Coat, Bed sheet, Towel and Mattress. They served cooked food for Pilgrims.
10. AGAPE -Dehradun, Uttarakhand: AGAPE Worked for more than 20 villages in the Mandakani valley of Rudraprayag District. The NGO held immediate Medical Camp for the disaster-affected people in the valley. The Relief Material was distributed to the 300 most affected families of the valley like Rice, Wheat Flour, Dal, Cooking Oil, Salt, Sugar, Spices, Tea, Candles, Match Sticks, Torch, Footwear, Blanket, Pressure Cooker, Umbrella etc.
11. Believers Church:- New Delhi: They helped total 855 families out of it 200 families at Ganganagar, 300 families at Uttarkashi, 55 families at Parori village, Mussoorie and 300 families from Trijuginarayan, Toshi, Bhunkhi and Kunjatha villages.
12. Doon Bible College, Dehradun: Bhatwari, Uttarkashi was the area where the college worked during disaster provides help to affected peoples and distribute essential goods.

13. EFICOR: The NGO helped with Food and Non Food items worth of Rs.5000 per family (Food- Rice, Wheat Flour, Dal, Oil, Curry Masala, Salt, Sugar, Milk powder, Tea Powder) Non Food Items were Utensils Blanket Mosquito net and Hygiene Kit.

14. Kindershilfswerk (KHW):- They worked in Augustmuni Block, Tehri Jaunpur Bhilanga Block and Chamoli Joshimath and provide help to families with dry Rations, solar lights etc.

15. Rupantaran, Assemblies of God:- the area of work was Lambagarh, Joshimath and fed people through community Kitchen and distribute Dry Ration packets, set Solar Lights and Mobile connectivity and provide Temporary Shelters to the needy person.

16. Disha Social Organisation:- They provide necessary items to 175 disaster-affected families like rice, sugar, wheat, cereals, salt, biscuits, milk etc.

17. Youth with a mission: the NGO worked in Joshimath, Govindghat, Guptkashi, Kalimath, Uttarkashi, Piling etc. They helped 400 families with Food items (Rice, atta, dal, oil, biscuit, juice, milk, etc) solar Lights, blankets Medicine, Tarpoline, Solar Lights and medicines.

18. Pragya: the NGO worked in all four affected districts Uttarkashi, Rudraprayag, Chamoli and pithorgarh. They reached to 22709 individuals and provide Relief materials.

19. Sustainable Environment and Ecological Development Society–SEEDS: the Augustmuni, Chandrapuri, Gabni gaon, Bhatwari Sunar, Silli, Chaka, Sor Garh, Vijaynagar Area covered by SEEDS for relief work. SEEDS provide 200 canvas family tents and 200 sets of utensils to the affected community.

These are the some NGO's who worked in the affected area during and after the disaster. Role of NGO are prominent in rehabilitation, they work for a social cause and help affected people pre and post-disaster.

CONCLUSION

Most types of tourism are nature-based and destinations are highly sensitive to natural disasters, there may be chances of natural disasters like flood, earthquake, landslide, avalanches etc. government agencies and NGO's work in the area to prevent and mitigate the risk of a disaster. After the happening of disaster at the destination organisations and agencies rehabilitate locals and tourism industry. The study concluded that there is hierarchy system in government agencies and duties are assigned to various departments from centre level to village level. NGO works for social welfare and provides relief to affected people during and after the disaster. In Uttarakhand, disasters occur every year but the flood of 2013 is worst in the history of Uttarakhand. Various NGO, government agencies and military forces provide immediate relief to pilgrims and locals and helps in rehabilitation. The roles of these agencies are very important from prevention to rehabilitation.

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