



# 2019 Impact Report

January, 2020

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## Message from the Community Homestay Network team

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### **Poonam Gupta:**

I am blessed to be doing what I like and enjoy the most. I love connecting with local communities, hearing their stories and helping them in any way possible. I am from one of the communities in our network and I have witnessed the impact and the positive changes that CHN has brought. I want other rural communities to receive similar benefits from our network. 2019 was a challenging yet a purposeful year. Hoping and believing that we can change more lives in 2020.



### **Bikal Khanal:**

I am an avid traveler myself and have been to a lot of rural places in the northern part of Nepal. I often felt a calling to uplift rural communities and tourism seemed promising in achieving this.

Community Homestay Network is a program that I believe aligns with the purpose that I wish to serve. CHN and I believe in the ideology of responsible and impactful tourism which connects travelers to a greater good by enabling their contribution to go directly towards uplifting rural communities.

### **Kaushal Shrestha:**

Working for CHN has been a wonderful opportunity for me. With my involvement in CHN, I have come to know of communities and traditions in Nepal that I never knew existed. It is lovely to be a part of a team that is putting great effort to promote and help communities that are often overlooked by foreign travelers. As a new addition, though my contribution in this team is very brief, it always feels good to know that our effort is making a positive impact.



### **Ami Dhakhwa:**



With a background in hotel management, I came with little knowledge when I joined the Community Homestay Network team where a large part of the work is focused on working with rural communities of Nepal. Over time, as I got in contact with our homestay managers, I was motivated to work harder and make their culture known to the world. Every time the communities thanked me for sending travelers, I loved my work a little more. I still remember my first client who visited Bardia Community Homestay. When the client left, our homestay manager Sudeep said that he had learned the cooking style of America. This made me realize that my job is much more than just selling a product. We at CHN are helping create meaningful human connections. I am thankful for working in such an amazing platform that helps uplift rural communities.

## Highlights of the Year

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This year seven new communities were added to our network, expanding the Community Homestay Network to 22 communities. We now have 270 families across different parts of Nepal engaged with us and a total of 1350 beneficiaries.

### Community Homestay Network experiences

We have always believed that the Community Homestay **experience should not be limited to the accommodation**. Travelers should be able to experience a location and get a feel of all that the place has to offer, from the culture to the terrain. In this spirit, we launched **Community Homestay Network experiences** as add-ons to enhance the stay of the travelers and create a value addition for the communities. Examples of these kind of experiences include tour of a coffee farm, cycling along the Narayani River and forest walk, among others. We have found this concept to resonate well with travelers which is reflected by the fact that **455 experiences have been booked** since launching this concept this year. We feel that such experiences can also contribute to developing tourism of the entire location as other businesses start offering add-on experiences. The popularity of experiences may even lead to more accommodation providers opening in the location to meet consumer demand.



Cycling along Narayani River

### Community Homestay Circuits

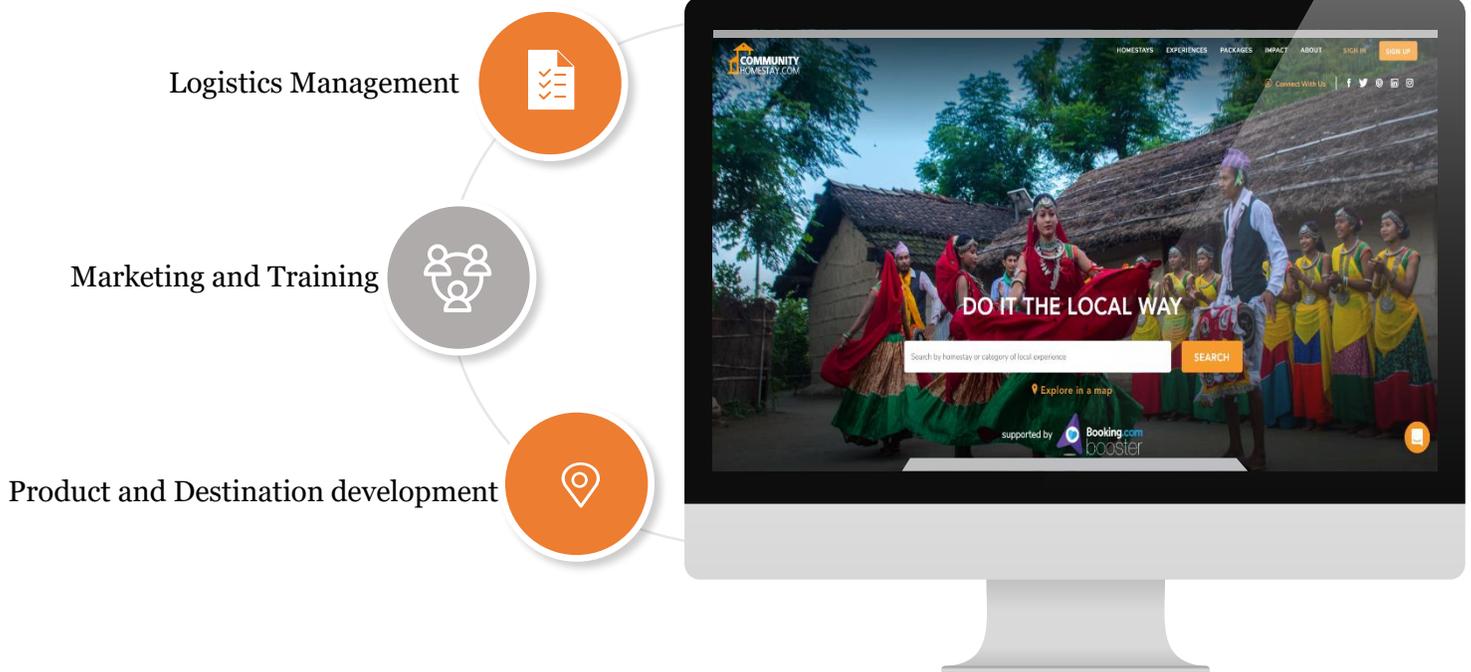
This year we also launched Community Homestay circuits so that travelers can experience **multiple locations and community homestays in a single trip**. These circuits have been designed to allow travelers to experience different landscapes and cultures across different parts of Nepal while allowing multiple communities to benefit from a traveler's single journey.

### Baseline Measurement

This year we have instituted a practice to **measure the baseline** of the communities that we have added in the network so that we can measure the **impact we create more effectively**. We have piloted this in two new communities and will be expanding this further.

# Our Business Model and Organizational structure

To understand our business model, it is first important to understand the product that we offer. To summarize, we act as a liaison between communities and travelers, adding value along the way. Our services can be categorized under the following three major activities:



## Logistics Management

- Handle bookings
- Manage front-end and back-end of website [communityhomestay.com](http://communityhomestay.com) with the support of a third-party company
- Provide live chat support through intercom
- Act as a liaison between communities and travelers

## Marketing and Training

- Provide marketing support to communities
- Feature homestays in partner travel magazine that has readership across the world
- Provide trainings to homestay hosts

## Product and Destination Development

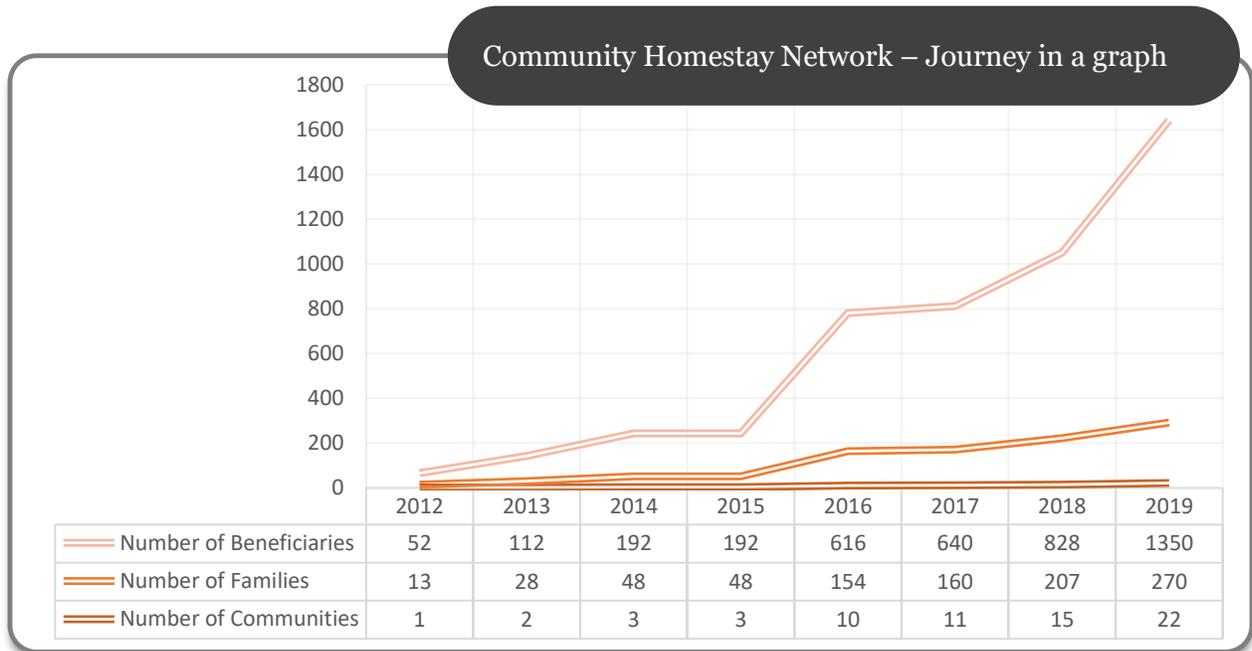
- Develop homestay circuits
- Develop experiences (as add-ons) in communities for generating value addition

**85% of the revenue that comes through us goes straight to the communities.** The remaining **15% of the revenue** helps us cover our work in the three major areas above.

We have a dedicated team comprising of **10 staff**. We have our founder and chairman, a chief operating officer, an operations and planning expert, a finance executive, an account assistant, an online marketing executive, a service designer, two travel experts and an intern.

Our business model and our team are guided by the vision to create a positive impact in the communities that we engage with. We started as a CSR initiative and we only became registered as a business to scale up our operations and reach additional communities to enable the benefits of tourism to reach them. Despite being a business, we do not lose sight of the bigger picture and **our mission to change the lives of our communities for the better.**

## Impact in numbers



**7588**  
International Travelers

3799 international travelers visited this year



**359**  
Cultural Performers

42% growth since last year



**458**  
Women Reached

This includes all the women in the households in our network



**768**  
Jobs created

25% growth in 2019

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<sup>1</sup> Jobs created include: local guides, drivers, cultural performers, trainers (on-demand basis and full-time staff)

## Description of 80-20 module

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We are committed to bringing positive changes in the communities that we engage with. To ensure that monetary contribution is made for community development activities, we have devised an 80-20 module through which **each family that is part of our network needs to set aside 20% of the 85% revenue they receive through us for community development activities**. Ideally these activities should also benefit families that are not directly part of the community homestays. The idea is that when all members of the community benefit together, they are more likely to cooperate with each other, thereby **creating harmony in the community**. Harmony in the community is extremely important for any grassroots community-based intervention to work. Some of the success stories from the communities are described below.

### Panauti Community Homestay

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Panauti Community Homestay (PCH) has been actively involved in different social welfare activities. It has provided **scholarship to a local boy**. The boy's education expenses till high school will be covered by PCH. Also, with the community development fund it organizes **sanitation and cleanliness programs, awareness programs and required trainings in the community**.

### Barauli Community Homestay

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Before the Barauli Community Homestay (BCH) started supporting the salary of a local school teacher, the community school could not afford a teacher to teach students math and science. BCH has utilized the community development fund for the **salary of a full time teacher at the local school**. Other community development activities conducted by BCH include **sanitation and hygiene awareness programs in local schools and annual health camps for the entire community**. BCH also **allocates a certain amount of money annually to the Community Forest Committee** for the protection and preservation of their community forest.

### Nuwakot Community Homestay

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Nuwakot Community Homestay (NCH) allocates a certain amount of community development fund for a local school, **Panchakanya Higher Secondary School**. The school utilizes the fund for **teachers' salaries and other curricular activities**.

### Palpa, Nagarkot and Patlekheta Community Homestays

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These community homestays have allotted certain amount for community development activities. They have utilized it for the **road pavements, street lights, sanitation programs and trainings**.

# Impact in focus: Panauti and Barauli

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In this yearly impact report, we want to highlight two destinations (Panauti and Barauli) where our community homestay model has been the most successful for communities in terms of generating a positive impact. Based on discussions, survey responses and anecdotal evidence, we have classified the impact we have helped create into the following 5 + 1 (1 category applicable only for Barauli) categories:



**Empower Women**



**Increase Standards of Living**



**Stimulate local economies and create employment opportunities**



**Preserve cultures and enable cultural exchange**



**Enable Personal and Community Development**



**Help preserve wildlife (Barauli)**

## Panauti

The Community Homestay Network owes its roots to Panauti. Panauti Community Homestay has been operational since 2012 and Community Homestay Network has been sending travelers to the destination. With the influx of travelers over the years, the community has started witnessing a positive impact. The impact can be categorized in the areas listed above. With the consideration that some areas of impact are difficult to measure, **this year we have developed a survey to help us measure areas where**



English Language Training at Panauti Community Homestay

**numbers alone may not provide a clear insight** (Refer to appendix for survey questions and responses). We surveyed all the hosts in Panauti to see how their lives had changed since becoming a part of the Community Homestay project.

Although it is very difficult to define what women's empowerment means since empowerment means different to different people, literature seems to suggest indicators such as increased confidence, increased control on household spending, increased public participation and increased respect from the community as empowerment indicators. While talking to the women of Panauti and Barauli, these indicators also seemed to be relevant for them.

When we surveyed women from Panauti, **100%** of the respondents said that their **confidence level had increased** after becoming a part of the homestay. Similarly, **92%** of the respondents said that their **control on household spending** and **public participation** had **increased**. About **83%** of the respondents said that their **respect in the community** had **increased**.

In terms of increasing standards of living and personal development, **92%** of the respondents in Panauti said that their **standards of living had increased** and **83%** of respondents shared that the



Starting point of Sanga-Panauti Community Hike

**cleanliness and hygiene in their homes had increased** since becoming a part of the Community Homestay. During peak tourism season, families in Panauti **earn \$275 per month on average**.

Majority of the hosts shared that while they taught travelers how to cook Nepali food and how to wear Nepali clothes, travelers had taught them about a different culture and a different cooking style and helped them improve their English. Similarly, **83%** of the respondents shared that their **English-speaking ability had increased**.

Panauti Community Homestay has also helped the local economy grow as **100% of the hosts get supplies for their guests from nearby shops**. Panauti Community Homestay has also **opened employment opportunities for the local youth**. Many businesses have emerged in the vicinity to cater to the rising number of travelers. After the start of the Panauti Sanga hike, an experience created by CHN, **a restaurant operated by a local opened up as a lunch stop for Sanga-Panauti hikers**.

## Barauli

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Before the establishment of the Barauli Community Homestay, **majority of the hosts were engaged in farming activities and were not earning enough to make a decent living.** The women of Barauli expressed that earlier they had difficult lives as they had to search for a market to sell their farm products to in addition to the farming activities they were already engaged in or look for employment opportunities to earn a daily wage. Some women shared that before Barauli Community Homestay, they would have to wait for their husbands working outside of the country to send them money. Now they receive money comfortably in their own bank accounts. **Majority of the hosts that were surveyed in Barauli said they did not have a bank account before the establishment of the homestay.** With the introduction of the Barauli Community Homestay, now families earn **\$270 per month** on average during peak tourism season.

**80%** women said that their **confidence level and public participation had increased.** All respondents shared that their **control on household spending, standards of living and the cleanliness in the neighborhood had increased.** All of the **hosts buy products for the homestays from nearby shops** or from their own gardens.

In terms of interacting with travelers, majority of the respondents shared that they taught travelers about their culture and food while travelers shared with them their culture and traditions. One host remarked that she did not interact much with the guests but would like to interact more in the future.

The **Barauli Community Homestay is also engaged in wildlife preservation.** Some of the activities like Jeep Safari or community forest walk are offered to travelers in Barauli. The local people have a strong sense of ownership towards the community forest where wildlife roam freely. The activities offered in the community further incentivize the locals to preserve the forest. Barauli Community Homestay has been allocating money for the maintenance of the forest through its community development fund.



Tharu Cultural Dance Performance at Barauli Community Homestay

## Thank you

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As we head into a new year and a new decade, we want to extend a big thank you to all of our partners who have helped us create this impact at the grassroots level. We are excited and committed to doing more in the coming year.

To our travelers, thank you for entrusting us with creating meaningful experiences with our big Nepali family. We hope we have helped you take the essence of Nepal back with you.

## Appendix A – Sample of Survey for Barauli

*This survey was translated in Nepali before distribution*

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This survey has been designed to measure the impact created by Community Homestay Network. The results of this survey will be used for internal analysis and for the Impact report. No information from this survey is personally identifiable. It is not necessary to provide your name.

I am willing to participate in this survey

Yes  No

**Please describe your former occupation:**

**After becoming a part of Community Homestay Network, how has your confidence changed?**

Increased  Decreased  Stayed the same

Additional Remarks:

**Did you have a bank account prior to joining Community Homestay Network?**

Yes  No

Additional Remarks:

**How has the respect from your community towards you changed since becoming part of Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has your public participation changed since becoming part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has your control on household spending changed since becoming part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has your standard of living changed since becoming part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has the cleanliness and hygiene changed in your community since becoming a part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**Where do you buy your food supplies from?**

Nearby shops  Outside Barauli

Additional Remarks:

**What kind of things have you taught guests?**

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**What kind of things have you learnt from guests?**

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## Appendix B – Sample of Survey from Panauti

*This survey was translated in Nepali before distribution*

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This survey has been designed to measure the impact created by Community Homestay Network. The results of this survey will be used for internal analysis and for the Impact report. No information from this survey is personally identifiable. It is not necessary to provide your name.

I am willing to participate in this survey

Yes  No

**Please describe your former occupation:**

**After becoming a part of Community Homestay Network, how has your confidence changed?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has your control on household spending changed since becoming part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has your public participation changed since becoming part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has the respect from your community towards you changed since becoming part of Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**Did you have a bank account prior to joining Community Homestay Network?**

Yes  No

Additional Remarks:

**How has your standard of living changed since becoming part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**How has the cleanliness and hygiene changed in your community since becoming a part of the Community Homestay Network?**

Increased  Decreased  Stayed the same

Additional Remarks:

**Where do you buy your food supplies from?**

Nearby shops  Outside Panauti

Additional Remarks:

**What kind of things have you taught guests?**

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**What kind of things have you learnt from guests?**

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## Appendix C – Summary of survey responses from Barauli

Survey Questions	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
I am willing to participate in this survey	yes	yes	yes	yes	yes
Please describe your former occupation:	agricultural farmer	agricultural farmer	agricultural farmer	agricultural farmer	agricultural farmer
After becoming a part of Community Homestay Network, how has your confidence changed?	increased	increased	increased	increased- less time to interact with the guests	increased
Did you have a bank account prior to joining Community Homestay Network?	no	yes	no	yes	no
How has the respect from your community towards you changed since becoming part of Community Homestay Network?	increased	increased	increased	increased	increased
How has your public participation changed since becoming part of the Community Homestay Network?	increased	stayed the same	increased	increased	stayed the same
How has your control on household spending changed since becoming part of the Community Homestay Network?	increased	increased	increased	increased	increased
How has your standard of living changed since becoming part of the Community Homestay Network?	increased	increased	increased	increased	increased
How has the cleanliness and hygiene changed in your community since becoming a part of the Community Homestay Network?	increased	increased	increased	increased	increased
Where do you buy your food supplies from?	nearby shops	nearby shops	nearby shops	own farm	nearby shops

What kind of things have you taught guests?	information about her lifestyle	information about tharu dishes	information about tharu traditions	have not been able to interact with guests	information about tharu tradition
What kind of things have you learnt from guests?	improvement in english language	learned about their tradition	learned english language	only welcome the guest and have not interacted much with them	gained confidence to speak with guests

<b>Survey Questions</b>	<b>Respondent 6</b>	<b>Respondent 7</b>	<b>Respondent 8</b>	<b>Respondent 9</b>	<b>Respondent 10</b>
I am willing to participate in this survey	yes	yes	yes	yes	yes
Please describe your former occupation:	agricultural farmer	housewife	laborer	agricultural farmer	farmer/laborer
After becoming a part of Community Homestay Network, how has your confidence changed?	increased	stayed the same	increased	stayed the same	increased
Did you have a bank account prior to joining Community Homestay Network?	no	no	no	no	no
How has the respect from your community towards you changed since becoming part of Community Homestay Network?	increased	increased	increased-being poor before no one was willing to give us loan	increased	increased
How has your public participation changed since becoming part of the Community Homestay Network?	increased	increased	increased	increased	increased
How has your control on household spending changed since becoming part of the Community Homestay Network?	increased	increased	increased	increased	increased
How has your standard of living changed since becoming part of the Community Homestay Network?	increased	increased-changes in the whole family can be seen	increased	increased-earned more than farming	increased
How has the cleanliness and hygiene changed in your community since becoming a part of the Community	increased	increased	increased	increased-more attentive to cleanliness	increased

Homestay Network?					
Where do you buy your food supplies from?	own farm	own farm	own farm	own farm	own farm
What kind of things have you taught guests?	cooking classes with the help of daughter-in-law	cooking classes	cooking classes	cooking classes are conducted using sign language in her field	
What kind of things have you learnt from guests?	become happy when guests come	knowledge has increased		confidence level has increased and tries to communicate with sign language	guides the guests for a tour around

## Appendix D – Summary of survey responses from Panauti

Survey Questions	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Respondent 6
I am willing to participate in this survey	Yes	Yes	Yes	Yes	Yes	Yes
Please describe your former occupation	Housewife, Beautician	Researcher at New Era Office	Teacher	shop	Housewife	shop
After becoming a part of Community Homestay Network, how has your confidence changed?	increased	increased	increased	increased	increased	increased
How has your control on household spending changed since becoming part of the Community Homestay Network?	increased	stayed the same	increased	increased	increased	increased
How has your public participation changed since becoming part of the Community Homestay Network?	increased	increased	increased	increased	increased	increased
How has the respect from your community towards you changed since becoming part of Community Homestay Network?	increased	increased	increased	increased	increased	increased
Did you have a bank account	yes	yes	yes	yes	no	yes

prior to joining Community Homestay Network?						
How has your standard of living changed since becoming part of the Community Homestay Network?	increased	stayed the same	increased	It is good	increased	increased
How has the cleanliness and hygiene changed in your community since becoming a part of the Community Homestay Network?	increased	stayed the same	increased	increased	increased	increased
How has your English speaking ability changed since becoming a part of the homestay?	increased	increased	stayed the same	increased	increased	increased
Where do you buy your food supplies from?	nearby shops	nearby shops	nearby shops	nearby shops	nearby shops	nearby shops
What kind of things have you taught guests?	Nepali food, culture and about Panauti	Nepali food and Yoga	how to wear Nepali clothes and Nepali cooking	Nepali cooking	how to wear Nepali clothes	how to wear Nepali clothes
What kind of things have you learnt from guests?	their culture and their reasons for traveling		their culture	English and foreign dancing styles	to speak English	to speak English

<b>Survey Questions</b>	<b>Respondent 7</b>	<b>Respondent 8</b>	<b>Respondent 9</b>	<b>Respondent 10</b>	<b>Respondent 11</b>	<b>Respondent 12</b>
I am willing to participate in this survey	Yes	yes	yes	yes	yes	yes
Please describe your former occupation	housewife	Beautician	Student	housewife	Housewife	farmer
After becoming a part of Community Homestay Network, how has your confidence changed?	increased	increased	increased	increased	increased	increased
How has your control on household spending changed since becoming part of the Community Homestay Network?	increased	increased	increased	increased	increased	increased

How has your public participation changed since becoming part of the Community Homestay Network?	increased	increased	increased	increased	increased	stayed the same
How has the respect from your community towards you changed since becoming part of Community Homestay Network?	increased	increased	increased	increased	stayed the same	stayed the same
Did you have a bank account prior to joining Community Homestay Network?	yes	yes	no	yes	no	no
How has your standard of living changed since becoming part of the Community Homestay Network?	increased	increased	increased- did not have employment prior to this	increased	increased	increased
How has the cleanliness and hygiene changed in your community since becoming a part of the Community Homestay Network?	increased	increased	increased	increased	stayed the same	increased
How has your English speaking ability changed since becoming a part of the homestay?	increased	increased	stayed the same	increased	increased	increased
Where do you buy your food supplies from?	nearby shops	nearby shops	nearby shops	nearby shops	nearby shops	own garden
What kind of things have you taught guests?	cooking	own culture	Food and culture	cooking	Cooking and how to wear Nepali clothes	Nepali food and language
What kind of things have you learnt from guests?	English	cooking	Their experiences and foreign dancing styles	English and foreign dancing styles	Cooking	English