



PC: Chhattisgarh Tourism Board

ANNUAL REPORT 2025-26

TOFT INDIA | NEW DELHI | APRIL 2026

Table of Contents

About TOFT	03
TOFT Campaign	
• Progress with Travelife Programme	07
• TOFT Safeguards Karnataka Wildlife Tourism	08
TOFT Projects	
• Tribal Women Artisans Empowerment Initiative 2025	09
• Forest Hero Programme	10
Capacity Building	
• Gujarat Guide Training Programme: Building Skills, Inspiring Stewardship	13
TOFT Collaborations & Events	
• 8th TOFT Wildlife & Nature Tourism Awards 2025	15
• Global Wildlife Fair 2025 (GWF Collaboration)	17
• B2B Networking Day Initiative	18
TOFT FAM Trip	
• Strengthening Regional Partnerships for Responsible Tourism	19
Awards & Recognition	
• Sustainable Destinations Forum 2025 (Dubai)	21
TOFT at SATTE 2026	22
TOFT Advisory Board & Team Members	23
TOFT Accommodation Provider Supporters	26
International Tour Operators	28
Service & Media Organisations	28
Indian Photography Tours & Specialists	28
Destination Management Companies & Ground Agents in India and Nepal	29
Conclusion & Road Ahead	31

About TOFT

Established in 2004, TOFT is a collective campaign and global alliance that brings together all those committed to saving nature: governments, communities, the private sector, and conscious travellers. Founded by visionary leaders Julian Matthews (Founder & Ambassador) and Vishal Singh (Co-Founder & Director), TOFT has worked as a changemaker across landscapes, advocating for, planning, supporting, and funding the protection, conservation, and rewilding of natural wilderness and its wild inhabitants, particularly critical tiger habitats, to create positive and sustainable outcomes for people and nature alike.

Our Objectives



Our Objectives

To protect endangered wildlife by conserving and improving their natural habitats.



Highlighting the value of ecosystems to encourage public and private funding for conservation and rewilding.



Helping initiatives that protect wildlife while improving community welfare, jobs, and local enterprises.



Advising governments and organizations on integrating tourism with effective conservation efforts.



Promoting responsible and inclusive tourism in wilderness areas for diverse visitors.



Providing guidelines and certifying businesses that follow responsible wildlife tourism practices.



Encouraging community involvement through sustainable tourism that creates jobs and supports conservation.

SUCCESS OF TOFT

Driving Conservation Through Responsible Tourism

Workshop & Training

- Chattisgarh Tourism Workshop 2023 on Sustainable Tourism
- Field Directors and Tourism authorities, Park Guides & Drivers
- Guide Training Programme in Sariska and Gujarat

Connecting Responsible Tourism

- B2B Networking Events
- FAM Trips in India and Nepal
- Online Knowledge sessions
- Insta live with People in Conservation and Tourism

Publication

- Good Wildlife Travel Guide to India and Nepal.
- Traveller's Code
- TOFT funded research by Dr Raghu Chundawhat
- TOFT accommodation providers handbook

TOFT Awards

It started in 2010, and since 2023, the TOFT award has been celebrated yearly. In 2025, it marked its 8th year. It promotes conservation, indigenous stewardship, sustainable livelihoods, & nature-positive tourism models

PUG & Footprint Certification

250+ Lodges have been audited under TOFT. Covering 11 States in India and 3 areas in Nepal

Influence

- Awarded Sustainable Travel Innovator 2025
- TOFT Honoured with the Good Travel Frontrunner Award 2025 at the Sustainable Destinations Forum, Dubai

Projects

- Eye Camps
- Tribal Women Artisans Empowerment Initiative
- Forest Hero Program



In 2025, TOFT evolved its identity from TOFTigers to TOFT, reflecting a broader mission to raise awareness not only about tigers, but also about nature-based destinations and biodiversity as a whole, and to ensure that tourism is used as a force for good.

As tourism has evolved, it is no longer limited to conventional sightseeing; it now seeks meaningful engagement with destinations rooted in authentic, responsible, and community-linked experiences. With this forward-looking vision, we expanded TOFT's scope to include biodiversity, landscapes, and local communities, while continuing our commitment to conservation-led tourism.

Key Highlights of 2025-26

- Strengthened partnerships with key stakeholders, including eco-lodges, tour operators, conservation groups, and government bodies.
- Conducted capacity-building workshops and training sessions for tourism service providers.
- Successfully organised the 8th edition of the TOFT Wildlife and Nature Tourism Awards.
- Led awareness campaigns to raise awareness about responsible tourism practices, it's importance and conservation among the tourism community.
- TOFT has been nominated for the Global Vision Awards 2025, receiving recognition for its work.



TOFT Campaign Growth and Posting in 2025

Progress with Programme

During Phase 4 of the Travelife programme from April 2025 to February 2026, TOFT continued its role as Travelife's representative in India, strengthening efforts to advance sustainable tourism practices across India and Nepal. Building on earlier phases, focused outreach, digital engagement, and direct industry interactions were undertaken to expand Travelife membership, enhance certification uptake, and align tourism

Direct engagement through one-on-one meetings and introductory sessions with Travelife coaches played a central role in supporting members' onboarding and progress toward certification.

businesses with global sustainability benchmarks. These efforts supported greater awareness of responsible tourism within a rapidly evolving South Asian tourism landscape. Membership growth remained a key outcome of this phase. In India, Travelife membership expanded to 22 companies across Engaged+, Partner, and Certified categories, reflecting increasing industry commitment to sustainability. Nepal recorded 13 registered members, including three Certified companies, demonstrating growing regional adoption across organisations of varying sizes.

Complementary digital promotion through social media platforms and TOFT's monthly newsletter amplified Travelife's visibility, shared certification guidance, and highlighted the business value of sustainable practices, generating sustained interest and membership enquiries. Direct engagement through one-on-one meetings and introductory sessions with Travelife coaches played a central role in supporting members' onboarding and progress toward certification. These tailored interactions addressed operational challenges and reinforced sustainability as a strategic business advantage rather than a compliance requirement. While challenges remain, TOFT remains committed to expanding Travelife membership across India and Nepal through advocacy, collaboration, and targeted support, strengthening the foundation for responsible tourism and long term positive outcomes for destinations and communities.



TOFT Campaign 2025

TOFT Safeguards Karnataka Wildlife Tourism

The suspension of safari operations in Karnataka's premier tiger reserves in November 2025, following a human-wildlife conflict incident, brought the region's nature tourism sector to a standstill, impacting both conservation momentum and thousands of local livelihoods.

TOFT responded swiftly with sustained, science-led advocacy. Through formal representations to government authorities and continuous engagement with the Karnataka Forest Department, TOFT highlighted the lack of evidence

linking regulated tourism with wildlife conflict, instead pointing to rising tiger densities as a sign of conservation success requiring adaptive management.

At the same time, TOFT underscored the economic consequences of prolonged closures on communities dependent on responsible tourism, positioning ecotourism as a vital contributor to conservation funding, local employment, and stakeholder stewardship.

The subsequent resumption of safari operations in Bandipur and Nagarhole Tiger Reserves, with calibrated visitor capacity, marked a critical turning point. It demonstrated the value of collaborative decision-making between policymakers, conservationists, and tourism stakeholders.

This outcome reinforces a key principle: sustainable tourism is not a threat to conservation, but an essential partner. TOFT remains committed to advancing this approach, ensuring that conservation success is matched by resilient communities and informed, balanced policy frameworks.

Additional insights can be found in this coverage by The Economic Times.

[Read more](#)

The letter clearly demonstrates that responsible nature tourism is not a causal factor in human-wildlife conflict and highlights the risks of misattributing such incidents to tourism.



TOFT Projects

Tribal Women Artisans Empowerment Initiative 2025

The Tribal Women Artisans Empowerment Initiative in the Panna landscape was designed to create **dignified, conservation-aligned livelihood opportunities** for Pardhi and other local community members who have historically experienced social marginalisation and economic vulnerability. Rooted in respect for traditional knowledge and cultural identity, the programme adopted **hand block printing** as a skill-based, non-extractive livelihood pathway that supports coexistence around the **Panna Tiger Reserve**.

The initiative was implemented in collaboration with **Abercrombie & Kent Philanthropy, Wildpines, and TOFT**, combining conservation values, community engagement, and market-linked craftsmanship.

Women from both Pardhi and non-Pardhi communities participated in hands-on training focused on traditional block printing techniques, eco-friendly textile practices, and market-oriented production. Beyond skill acquisition, the programme fostered confidence, creativity, and meaningful cross-community interaction within a **shared, stigma-free learning environment**.

Participants demonstrated strong engagement, successfully producing **sale-ready printed products** and expressing a clear interest in advanced skill development and income-



generation opportunities. The training contributed to enhanced self-esteem, improved social integration, and a growing recognition of craft-based work as a **viable and dignified livelihood option**.

The initiative also brought to light key structural challenges, including mobility constraints, financial pressures, and the need for sustained post-training support. These insights have shaped the programme's next phase, with a focus on **home-based production models, clearer livelihood pathways, ongoing mentorship, and strengthened market linkages**.

Overall, the programme reaffirmed the potential of **culture-led, skill-based interventions** to advance women's empowerment, reduce social stigma, and build resilient livelihood ecosystems that align **conservation objectives with community well-being**.

TOFT Projects

Forest Heroes Programme

Supporting forest protectors affected by Human-Wildlife Conflict

The TOFT Forest Heroes Programme is a dedicated initiative that recognises and supports forest people who operate at the heart of human–wildlife conflict landscapes. These individuals play a critical role in protecting forests and wildlife, often at significant personal risk. In many cases, they themselves become victims of the conflicts they work to prevent.

The programme's core objective is to provide timely financial assistance and essential support to injured professionals affected by incidents arising from human–wildlife conflict, helping families cope with immediate hardship during moments of crisis.

Veerangana Durgavati Wildlife Sanctuary

TOFT, through its Forest Heroes Programme, extended financial assistance to Forester Shri Brijesh Sen of the Veerangana Durgavati Tiger Reserve, who was seriously injured while performing his official duties. On 25th February 2026, while on routine patrol in Range Sarra, Shri Brijesh Sen encountered an offender involved in the illegal felling and theft of teak wood. While intercepting the activity, he was violently attacked and sustained grievous head injuries. He was initially treated at a Government Hospital and subsequently referred to a private hospital in Jabalpur for further care. The incident underscores the risks faced by frontline forest personnel in the protection of forest resources. The cost of medical treatment following the attack placed a significant financial burden on the injured forester and his family.



TOFT Projects

Forest Heroes Programme

Supporting forest protectors affected by Human-Wildlife Conflict

In line with the objectives of the Forest Heroes Programme to provide timely financial assistance in situations arising from human and wildlife conflict, TOFT supported Shri Brijesh Sen with financial aid to help meet his medical expenses.




**कार्यालय वनमंडल अधिकारी,
वीरांगना दुर्गावती टाईगर रिजर्व, सागर (म.प्र.)**

तिली रोड, फॉरेस्ट केम्पस, सागर (म.प्र.)-470001, दूरभाष-07582-236867
e-mail – dfowlndehi@mp.gov.in

क्रमांक/स्थापना/2026/ **2032** सागर, दिनांक **26/03/2026**

To

Ms.Deepika Chowdhry
Director
TOFT India
A1/76 , 1st Floor Safdarjung Enclave
New Delhi 110029

Subject:- Receipt of Medical Grant

I hope this message finds you well. I would like to express my sincere gratitude for your kind support in facilitating the medical grant for Mr. Brijesh Sen, Forester at VDTR Sagar.

Your assistance has been invaluable during this time and is deeply appreciated. The grant has been received, and it will greatly help in addressing the medical needs.

Thank you once again for your generosity and prompt action.
Yours sincerely,


Mani Shankar Mishra
 [Assistant Director]
 Veerangana Durgavati Tiger Reserve
 [Contact 8881288802]

This support reflects TOFT's continued commitment to standing by frontline forest staff and ensuring that those who protect India's natural heritage are not left unsupported in times of need.

TOFT Projects

Forest Heroes Programme

Supporting forest protectors affected by Human-Wildlife Conflict

Pancheshwar area of Lohaghat, Champawat district

TOFT also extended financial assistance in another case involving a serious human-wildlife conflict incident, where a forest guide was severely injured in a leopard attack in the Pancheshwar area of Lohaghat, Champawat district. The incident occurred on an evening at around 4:00 PM during March at a tourist camp along the banks of the Kali River. The victim, identified as Ian, was attacked by a leopard that had reportedly been roaming in the vicinity since noon and had earlier attempted to attack people in a nearby area, causing widespread alarm.

Despite the presence of forest department officials near the camp, the leopard attacked Ian while he entered a toilet within the camp premises, where the animal was already concealed. He sustained deep injuries to his face and body from the leopard's teeth and claws. The attack was interrupted when nearby individuals raised an alarm, prompting the leopard to flee. He was immediately taken to the Lohaghat Sub-District Hospital for initial treatment and was subsequently referred to the Champawat District Hospital for further medical care.

Medical authorities confirmed that while he was out of danger, he had sustained significant injuries requiring continued treatment. TOFT will continue to stand by and support the impacted individuals by human-wildlife conflict in the future, reaffirming its belief that no one facing the consequences of human-wildlife conflict should have to endure the burden alone.



Capacity Building

Gujarat Guide Training Programme: Building Skills, Inspiring Stewardship



In September, TOFT continued its commitment to responsible and ethical tourism by running the **Gujarat Guide Training Programme at Dasada** in the **Little Rann of Kutch**. Known for its unique salt flats and grassland ecosystems, the region hosted a three-day skill-building initiative to strengthen professional guiding standards and conservation-oriented tourism practices in Gujarat.

Organised by **Travel Inn (India) Pvt. Ltd.** in partnership with **Rann Riders, TOFT, and the Indian School of Nature**, the programme was designed to enhance the knowledge, skills, and ethical grounding of nature guides and naturalists. The training blended

classroom sessions, field-based learning, and practical exercises to help participants develop the skills needed for high-quality visitor experiences aligned with conservation values. The programme featured sessions led by experienced professionals and subject experts. Participants engaged with ecologist **Aniruddh Chaoji** on understanding evolving traveller expectations, while **Mugdha Deshpande** led modules on communication and interpretation. Field-based learning included a night walk with herpetologist **Varad Giri**, plant ecology sessions with botanist **Santosh Yadav**, and interpretation techniques facilitated by **Anurag Yadav**.

Capacity Building

Gujarat Guide Training Programme: Building Skills, Inspiring Stewardship



Sustainability-focused sessions were conducted by **Ms. Ritu Makhija**, Director Sustainability, TOFT, and **Mr. RP Singh**, reinforcing principles of responsible and ethical tourism. Practical components of the training covered essential areas such as the effective use of field guides, first aid and guest safety, digital tools for guiding, and photography etiquette. The programme culminated in simulated guided walks, allowing participants to apply their learning in real-time scenarios, followed by a certificate distribution ceremony.

By investing in the professional development of guides who serve as a vital link between visitors and natural landscapes, the Gujarat Guide Training Programme aimed to enhance visitor engagement while fostering deeper awareness and respect for Gujarat's ecological and cultural heritage. This initiative represented a meaningful step towards tourism practices that not only enriched visitor experiences but also contributed positively to conservation and community-led stewardship of the region's natural assets.

TOFT Collaborations & Events

TOFT Wildlife & Nature Tourism Awards 2025



The 8th TOFT Wildlife & Nature Tourism Awards 2025, organised by TOFT in association with Sanctuary Nature Foundation, successfully brought together leaders from the tourism, hospitality, and conservation sectors to celebrate excellence in responsible and nature-positive tourism. The theme for the awards, **“Rewilding Tourism: Sustaining Nature, Empowering Communities”**, highlighted the growing role of tourism in supporting ecological restoration while strengthening local livelihoods.

The Awards recognised tourism initiatives that demonstrated a strong commitment to wildlife conservation

In addition to the Awards Ceremony, the Trade Show provided a dynamic platform for engagement among state tourism boards, hospitality brands, eco-focused accommodations, and conservation organisations.

alongside meaningful community engagement. Honoured projects reflected a thoughtful integration of conservation with community-led habitat restoration, indigenous stewardship, sustainable livelihood creation, and nature-positive tourism models that support long-term ecological and social resilience.

TOFT Collaborations & Events

TOFT Wildlife & Nature Tourism Awards 2025

In addition to the Awards Ceremony, the Trade Show provided a dynamic platform for engagement among state tourism boards, hospitality brands, eco-focused accommodations, and conservation organisations. Participants exchanged insights, explored innovative tourism offerings, and identified opportunities for collaboration aimed at strengthening India's sustainable travel movement.

The event reinforced the belief that responsible tourism can serve as a powerful tool for environmental regeneration and socio-economic empowerment. By bringing together diverse stakeholders, the TOFT Wildlife & Nature Tourism Awards 2025 fostered dialogue, partnership, and shared commitment toward ensuring that tourism development aligns with conservation priorities and community wellbeing.

The success of this year's Awards underscored the importance of continued collaboration across sectors to advance rewilding efforts through tourism. TOFT and Sanctuary Nature Foundation extend their appreciation to all participants, partners, and award recipients for their contributions to creating a more sustainable and inclusive future for wildlife and communities.



TOFT Collaborations & Events

Global Wildlife Fair

TOFT entered into a strategic partnership with Global Wildlife Fair Pvt. Ltd. for Global Wildlife Fair 2025, reinforcing its commitment to advancing responsible wildlife tourism, strengthening ecotourism awareness, and supporting grassroots conservation initiatives. As part of this collaboration, TOFT participated in Global Wildlife Fair 2025 through a dedicated showcase space that highlighted responsible tourism initiatives and best practices. The partnership also enabled TOFT to nominate and support two conservation-aligned nongovernmental organisations to participate in the event on a pro bono basis, thereby amplifying grassroots conservation efforts and increasing their visibility within the wider tourism and conservation community.

TOFT contributed to the Fair through its participation in a key panel discussion focused on responsible tourism and by facilitating a dedicated session on the Good Wildlife Travel Guide, aimed at promoting ethical and informed travel choices among industry stakeholders and visitors. In addition, TOFT co-hosted an Earth Nature Walk, an on-ground engagement designed to bring communities closer to nature and encourage greater appreciation of local ecosystems.



This collaboration reflected the shared vision of TOFT and Global Wildlife Fair Pvt. Ltd. To promote tourism models that prioritise wildlife protection, community empowerment, and public awareness. Through on-stage discussions, field-based activities, and public engagement initiatives, the partnership contributed meaningfully to ongoing efforts towards building a more sustainable and responsible tourism ecosystem.

TOFT Collaborations & Events

B2B Networking Day Initiative



TOFT India announced the launch of a B2B Networking Day as a strategic initiative aimed at fostering meaningful industry collaboration and advancing responsible tourism practices across India. Designed as a focused engagement platform, the initiative seeks to create business opportunities while encouraging tourism models that prioritise environmental protection, cultural integrity, and community well-being. Scheduled for 4 September 2025 at the Jubilee Room, Sun-n-Sand Hotel, Mumbai, the event will bring together over 150 travel professionals from across Maharashtra, including tour operators, travel agents, destination managers, and niche travel designers. Participants have been curated based on a shared commitment to developing authentic, enriching, and responsible travel experiences.

The Networking Day will feature participation from leading sustainable tourism organisations and hospitality partners, including Pugdundee Safaris, CGH Earth, TUTC, Jungle Camps, Waxpol Hotels & Resorts, among others, alongside tour operators such as Finest Journeys,



Korners of India, Nivalink Holidays, India Someday Travel, and The Wander Plan. To ensure effective and outcome-oriented engagement, all business meetings will be pre-scheduled, enabling purposeful interactions and maximising value for participants. Beyond facilitating business connections, the initiative aims to strengthen a marketplace for sustainable tourism products by creating greater visibility and support for operators, lodges, and camps that demonstrate a strong commitment to conservation and community engagement. By encouraging collaboration within the travel trade, the initiative seeks to support tourism practices that are both economically viable and socially responsible.

Through this platform, TOFT India continues to reinforce its belief that collective action within the tourism industry is essential to driving a transition towards regenerative tourism. The B2B Networking Day is envisioned as a step towards fostering partnerships that protect natural heritage, empower local communities, and deliver meaningful travel experiences aligned with the principles of sustainability.

TOFT FAM Trip to Nepal

Strengthening Regional Partnerships for Responsible Tourism

TOFT organised a FAM trip to Kathmandu and Chitwan, Nepal, from 2nd to 6th February 2026, in partnership with **Hotel Barahi Kathmandu** and **Barahi Jungle Lodge**. The visit was designed to deepen regional collaboration and promote responsible, conservation-led travel experiences across Nepal's cultural and wilderness landscapes.

Travel partners from **Travel Inn**, **Tigerwalah**, and **Alive Tours & Travels** participated in the programme, creating a focused and synergistic group committed to expanding sustainable outbound itineraries into Nepal. For many participants, the visit provided a comprehensive first-hand understanding of the destination's blend of heritage preservation, community engagement, and wildlife conservation - elements that increasingly define responsible travel in the region.

In Kathmandu, the group explored significant heritage landmarks, including the Boudhanath Stupa and the Swayambhunath Stupa, both iconic spiritual sites that reflect Nepal's rich Buddhist heritage and architectural legacy. The itinerary also included a guided exploration of Patan, renowned for its historic squares, temples, and intricate craftsmanship. These immersive cultural experiences offered participants deeper insights into the importance of



responsible visitor management and the role of tourism in sustaining living heritage traditions within the Kathmandu Valley.

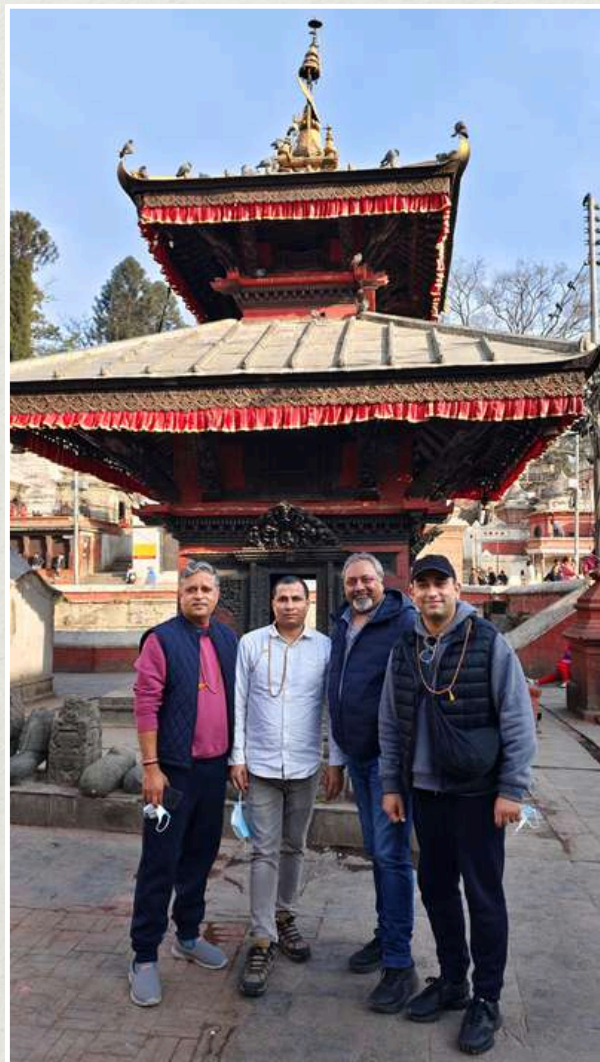
The journey continued to Chitwan National Park, one of South Asia's premier wildlife reserves. The group experienced a guided safari and engaged in discussions around conservation management, biodiversity protection, and the integration of local communities within the tourism economy. Conversations with the lodge teams underscored how well-managed wildlife tourism directly supports habitat protection, generates local employment, and contributes to long-term ecological resilience.

TOFT FAM Trip to Nepal

Strengthening Regional Partnerships for Responsible Tourism

Participants were hosted at Hotel Barahi Kathmandu and Barahi Jungle Lodge, where they experienced a seamless combination of authentic Nepali hospitality and sustainability-conscious operations. The partnership with the Barahi group facilitated meaningful exchanges on responsible hospitality practices and evolving traveller expectations, particularly in relation to experiential and conservation-focused travel.

The FAM trip successfully reinforced TOFT's ongoing commitment to building responsible tourism networks across South Asia. By combining cultural immersion with wilderness engagement, the programme strengthened trade relationships while highlighting how collaborative efforts between tour operators, hospitality partners, and conservation stakeholders can drive long-term, sustainable growth in the region's tourism sector.



Awards & Recognition

TOFT & Travelife honoured at the Sustainable Destinations Forum 2025 in Dubai

TOFT, in partnership with Travelife, was honoured with the Good Travel Frontrunner Award 2025 at the Sustainable Destinations Forum, held on **28 October 2025 at Expo City, Dubai**. The award recognises organisations demonstrating leadership in advancing responsible and sustainable tourism practices at a global level. The TOFT award was received by **Ms. Deepika Chowdhry**, Director, and **Ms. Ritu Makhija**, Director Sustainability, while the Travelife award was received by Ms. Ritu Makhija, Director Sustainability, and **Mr. Chinthana Duminduhewa**, Chairman, Sustainable Tourism Initiatives.

The two-day forum convened international leaders, policymakers, and sustainability experts to address critical issues related to sustainable destination development. The event concluded with an awards ceremony acknowledging individuals and organisations that have contributed significantly to promoting sustainability and responsible practices within the travel and tourism sector. This international recognition reflects TOFT's continued efforts in wildlife conservation, community empowerment, and the promotion of responsible and regenerative tourism models. The award acknowledges the organisation's work in supporting eco-friendly tourism initiatives that



contribute to the protection of natural ecosystems while strengthening local livelihoods.

The Good Travel Frontrunner Award 2025 serves as an affirmation of TOFT's long-term commitment to embedding sustainability at the core of tourism development. It underscores the organisation's role in driving positive and lasting impact and reinforces its mission to contribute to a more inclusive, ethical, and environmentally responsible tourism industry.

TOFT AT SATTE 2026

TOFT as sustainability partner at SATTE 2026 leading the way in responsible wildlife and nature tourism.

The South Asia Travel and Tourism Exchange (SATTE) 2026, recognised as India's and Asia's largest travel trade exhibition, was held from 25–27 February 2026 at Yashobhoomi (India International Convention & Expo Centre). The three-day event brought together global travel professionals, industry leaders, and tourism stakeholders for networking, partnership building, and discussions on key industry developments.

As the official Sustainability Partner, TOFT facilitated conversations on conservation-led tourism and practical approaches to implementing sustainability across the travel industry. For over two decades, TOFT has brought together ITOs, DMCs, lodges, and tour operators under one umbrella, creating a collaborative platform committed to conservation-led tourism. Through its "PUG" eco-certification standards, TOFT continues to guide members towards measurable, credible sustainability practices that protect biodiversity and support local communities.

During SATTE event, the Travelife programme generated significant interest among tour operators and travel businesses seeking credible sustainability frameworks and certification pathways. Many participants expressed interest in



learning more about the programme and the practical tools available to help integrate sustainable practices into their operations.

The response from the industry was overwhelmingly positive. A significant number of businesses expressed interest in certification pathways, practical sustainability tools, and long-term partnerships focused on protecting wildlife and fragile ecosystems. SATTE 2026 clearly demonstrated that the trade is not only ready for change - but actively embracing it.

TOFT Advisory Board



Mr. Praveen Pardeshi
Member Administration
Capacity Building Commission, GOI



Mr. Bittu Sehgal
Founder & Editor
Sanctuary Asia



Mr. Julian Matthews
Founder
TOFT



Dr. Anish Andheria
President
Wildlife Conservation Trust



Mr. Manav Khanduja
Director
Pugdundee Safaris



Mr. Michael Dominic
Managing Director
CGH Earth



Mr. Ram Pratap Singh
Director
Mela Kothi, Chambal Safari Lodge



Mr. Vikram Madhok
Managing Director
Abercrombie & Kent India



Ms. Soity Banerjee
Project Editor
Outlook Responsible Tourism



Ms. Akanksha Garg
Founder, Director & CEO
Waxpol Hotels and Resorts



Mr. Paras Loomba
Founder
Global Himalayan Expeditions (GHE)

TOFT Team Members



Julian Matthews
Founder & Ambassador

Julian is a conservationist first, a nature lover, a pioneer in responsible travel and an eco-entrepreneur. He founded in the early 1990's a safari and conservation travel business, Discovery Initiatives, now part of the Steppes Travel Group, which took him across the globe, visiting well-known and little-known wilderness areas on seven continents.



Vishal Singh
Co-founder & Director

Vishal Singh is a founding member and the Executive Director of TOFT India. He is passionate about travel and conservation, and has a wealth of local contacts and regional knowledge. He worked with Sheraton in Mumbai and Delhi before completing his MBA in IMI and establishing his own travel company, Royal Expeditions, in 1995, in which he remains CEO.



Deepika Chowdhry
Director

Deepika Chowdhry runs the TOFT India office in New Delhi. She is a reputed professional from the services and concepts industry. With more than 24 years of experience in National & International Sales & Marketing under her belt, she is well-connected with MICE, leisure, wildlife, adventure and travel agent communities in India and overseas.



Shiela Chopra
Head- Administration and Membership

Shiela Chopra has been managing administrative services at TOFT India for the past fifteen years, ensuring seamless communication with its India and international members. With over 25 years of experience, she oversees membership development, website management, financial coordination, newsletters, database management, and the TOFT Wildlife Tourism Awards, supporting the organisation's overall administrative operations.

TOFT Team Members



Krish Chowdhry
Head – TOFT Campaign

Krish joined TOFT in 2025, having previously worked with the organisation in 2019 to strategise and set up its Google AdWords campaigns. He leads TOFT's B2B engagement initiatives, driving buyer-seller networking platforms, and oversees special programmes such as eye camps, training camps, and curated FAM trips, alongside the annual Wildlife & Tourism Awards.

With over twelve years of experience in the MICE industry, he brings strong expertise in stakeholder engagement, event strategy, and partnership development, with a focus on building meaningful industry partnerships and scalable platforms.



Sonali Bose
Assistant Manager

Sonali has been working at TOFT since 2025. She brings a blend of scientific insight and on-ground conservation experience. With a background in Forestry and Wildlife Sciences, she has worked on human-wildlife conflict mitigation, community conservation and minimising wildlife and social risks in transport networks. At TOFT, she plays a key role in steering Travelife certification processes.

She supports TOFT's certification initiatives and related sustainability efforts. She also contributes to newsletters and social media, shaping the organisation's voice.



Divanshi Gupta
Assistant Manager

Joining TOFT in 2026, Divanshi Gupta brings a strong foundation in content writing, research, and digital storytelling. Her experience spans tourism, sustainability, and policy-focused domains. She has worked on SEO-driven content and editorial projects to enhance audience engagement. At TOFT, she handles documentation, research, and article writing. She also develops content for social media and the website. Her work emphasises clear, engaging, and SEO-oriented communication. She brings strong analytical skills to effectively communicate sustainability and tourism-related themes.



TOFT Accommodation Provider Supporters

INDIA

Bandhavgarh Tiger Reserve

- Bandhav Vilas
- King's Lodge
- Mahua Kothi
- Tiger's Den Resort
- Treehouse Hideaway
- Bandhavgarh Tiger Reserve
- Baaghini
- Bandhavgarh Jungle Lodge
- Brij Sonebagh Bandhavgarh
- The Untamed Bandhavgarh
- Bagh Tola Jungle Lodges

Banadipur Tiger Reserve

- Dhole's Den

Binsar Wildlife Sanctuary

- Nine Furlongs

Bori Wildlife Sanctuary

- Bori Safari Lodge

Chandaka Dampara

Wildlife Sanctuary

- Svanir Wilderness Ecotay

Corbett Tiger Reserve

- Aahana The Corbett Wilderness
- Jim's Jungle Retreat
- The Ranger's Lodge, Imran's Jungle Home in Corbett
- Jamoon, Corbett's Hidden Treasure
- The Himalayan Outback Camp
- Abbotsford Heritage Homestay

Coorg Valley

- Evolve Back Chikkana Halli Estate
- Heritage Resort Coorg

Dachigam National Park

- Nadis

Dasada

- Rann Riders by Kaafila

Dudhwa National Park

- Camp Tigers Lily

Gir National Park

- Woods At Sasan Resort and Spa
- Aramness, Gir National Park
- Dang Forest Retreat

Jawai Bandh Forest

- Brij Pola Jawai, Jawai Bandh
- Bijapur Lodge, Jawai
- J Wild - Jawai by Maya Luxury
- KURJA Jawai

Kanha Tiger Reserve

- Banjaar Tola
- Chitvan Jungle Lodge
- Kanha Earth Lodge
- Kanha Jungle Camp
- Singinawa Jungle Lodge
- Surwahi Social Ecoestate Kanha
- Soulacia Hotel and Resort
- Courtyard House
- Kanha Jungle Lodge
- Kipling Camp
- Bagh Villas Jungle Camp & Spa
- Sterling Kanha
- Outpost 12, A Sinali Experience
- Shergarh Tented Camp
- Lemon Tree Wildlife Resort

Kaziranga National Park

- Agoratoli Jungalow
- Kathoni
- Medini Homestay

Keoladeo National Park (Bharatpur)

- The Birder's Inn
- Riverstone Lodge

Leh Ladakh

- THH Lodge (The Hermit Homestay)

TOFT Accommodation Provider Supporters

INDIA

Megamalai Wildlife Sanctuary

- Raja Andhuvan Estate Homestay

Nagarhole Tiger Reserve

- Evolve Back, Kabini
- Machaan Wilderness Lodge
- Waterwoods Lodge & Resorts
- Heritage Resort - Hampi

National Chambal Sanctuary

- Mela Kothi – Chambal Safari Lodge

Panna Tiger Reserve

- Ken River Lodge
- Pashan Garh
- Tendu Leaf Jungle Resort

Pench Tiger Reserve

- Baghvan – Taj Safaris
- Pench Tree Lodge
- Welcomheritage Jungle Home
- Rukhad Jungle Camp – Jungle Camps India
- Tathastu Resorts
- Pench Jungle Camp
- The Riverwood Forest Retreats
- Gourissa Resort
- Leharsa Resort
- Pandav Retreat

Periyar Tiger Reserve, Thekkady

- Spice Village
- Cardamom County By Xandari

Ranthambhore Tiger Reserve

- Khem Villas
- Ranthambhore Tiger Reserve
- Juna Mahal
- Baaghini
- My Dear Tiger Stay
- Brij Lakshman Sagar, Raipur

Rajaji National Park

- Aashraya on Ganga

Satpura Tiger Reserve

- Denwa Backwater Escape

Sahyadhri Tiger Reserve

- Forest Escapes Koyna

Sariska Tigers Reserve

- Little Affair
- Utsav Camp
- Sariska Safari Lodge

Satpura National Park

- Panarpani Retreat
- Reni Pani Jungle Lodge
- Forsyth Lodge

Sundarbans Tiger Reserve

- Sunderban Tiger Camp

Tadoba-Andhari Tiger Reserve

- Limban Resort
- Svasara Jungle Lodge
- Wagobha Eco Lodge
- Orchids Jungle camp
- Vrruksh Eco Stay
- Irai Safari Retreat
- Chimur Tiger Resort
- 98 Stripes
- Tadoba Jungle Camp

Tipeshwar Wildlife Sanctuary

- Tipai – Wildlife Luxuries

Wayanad Wildlife Sanctuary

- Wayanad Wild, CGH Earth Exoeruebce Hotels
- After The Rains, Rainforest Lodge

TOFT Accommodation Provider Supporters

NEPAL

Bardia National Park

- Tiger Tops Karnali Lodge

Chitwan National Park

- Barahi Jungle Lodge
- Tiger Tops Tharu Lodge

Kathmandu

- Hotel Barahi

International Tour Operators

Australia

- Natural Focus Safaris
- Viv's India
- Rakesh Arora Photography Safaris (RAPSAfaris)

Canada

- Wild Women Expeditions
- Affinity Travel Group Inc.

Germany

- Daktari Travel
- Taj Reisen
- Tischler Reisen

Netherlands

- All for Nature Travel
- Avontuur
- Thika Travel

Sweden

- Aventyrsresor
- Swed-Asia Travels

UK

- Holidays in Rural India
- Instep Adventures
- Maxwell Scott Travel
- Mysteries of India
- Natural World Safaris
- On the Go Tours
- Royle Safaris
- Steppes Travel
- The Explorations Company
- Wildlife Trails
- Wild Frontiers Adventure Travel

United States

- Wilderness Travel

Service & Media Organisations

- Consortium Resort & Inns Pvt. Ltd.
- Red Coral Travel Experiences
- Terra Tales Hotel Marketing

Indian Photography Tours & Specialists

- Blue Planet Wild Safaris
- Nature Wanderers Pvt. Ltd.
- Nature inFocus
- Safari Monks LLP
- Sudhir Shivaram Photography Pvt Ltd
- Unique Photo Adventures Pvt. Ltd.
- Unique Tours of Central India
- Virya Wildlife Tours LLP
- Wild Nest Travel & Photography Pvt. Ltd.

Destination Management Companies & Ground Agents in India and Nepal

- Aakashdeep Holidays
- Abercrombie & Kent Pvt. Ltd.
- Abound Routes LLP
- Active India Holidays Pvt. Ltd.
- Alive Tours & Travels LLP
- Alluring India Destinations Pvt. Ltd.
- Alternate Atlas Travels
- Ameliya Safaris Private Limited
- Anecdotes
- Aranya by Sita
- Asian Adventures
- &Beyond(India Safaris and Tours)
- Bhartiyam Tours Pvt. Ltd.
- Citius Holidays Pvt. Ltd.
- Coterie Tours Pvt. Ltd.
- Destinasia Journeys Pvt. Ltd.
- DMC Tours Pvt. Ltd. t/a Destination Management Consultants
- Discover India Vacations Pvt. Ltd.
- Discovery Prime Tours
- Discovery Journeys India Pvt. Ltd.
- Distinct Destinations Private Limited
- Dravidian Trails Holidays Pvt. Ltd.
- Encounters Asia
- Earthen Experiences LLP
- Eastern Risen Expedition Pvt. Ltd.
- Eastern Routes
- Eco Tourism & Wildlife Travel. SL
- Ecowin Tours & Travel Private Limited
- Elegant Journeys
- Enchanting Travels Private Limited
- Enriching Journeys Private Limited
- Eternal Journeys Pvt. Ltd.
- Excel Tours
- Exclusive India Journeys
- Experience India Tours & Travels Pvt. Ltd.
- Finest Journeys LLP
- Gateway Expedition
- Greaves Travel
- Help Tourism Private Limited
- Hidden Treasures India Destination Management Private Limited
- i4u Travel Services
- Indian Maharaja Tours
- Indien Reiseleiter Tours & Travels
- Indian Vistas
- Indian Excursion
- Indus Excursion
- Immerse India Tours
- Indiantryst Tours Pvt. Ltd.
- Indian Excursions Co.
- India Exotica Travels Pvt Ltd
- India & Beyond
- Indo Asia Leisure Services Ltd.
- Jungle Safari Tours
- JungleSutra Wildlife Journeys by Creative
- Just Nature Expeditions Travel
- Kash Venture Travels
- Korner of India
- Koyeli Tours & Travels
- Le Passage to India
- Leisure India Holidays
- Luxury India Holidays Pvt. Ltd.
- Mileage Holidays Pvt. Ltd.
- MP Holidays Pvt. Ltd.
- MP Incoming
- Nature Safari India Pvt. Ltd.
- Nature Explorers India
- Nivalink Holidays Pvt. Ltd.
- Ocean6 Holidays

Destination Management Companies & Ground Agents in India and Nepal

- Passion India Tours
- Perfect Agra Tours
- Quality India Tours Pvt. Ltd.
- Reliable Holidays Pvt. Ltd.
- Royal Expeditions Pvt. Ltd.
- RVentures Holidays
- Sacred Dot Tours LLP
- Safari Monks LLP
- Sai India Travel
- Saints & Monks Tours Pvt. Ltd.
- Safe Journey Travel India Tours & Travels
- Saiyu India Pvt Ltd
- Shanti Adventure Tours Pvt. Ltd.
- Silent Leopard Tours & Travels Pvt. Ltd
- Soulful Safaris (OPC) Private Limited
- Stripes Holidays
- Sunrich Safaris
- The Earth Safari Pvt. Ltd.
- The Indian Bucket List
- The Wander Plan
- The Indian Wild Stripes
- Titlly The Travel Company
- Times India Travels
- Trans India Holidays
- Travel Inn (India) Pvt. Ltd.
- Travel-to-Nature Asia Pvt. Ltd. (NEPAL)
- Travel With
- Travel With AJ Voyages Pvt. Ltd.
- Très India - A unit of Peach Consultancy
- Trinetra Tours Pvt. Ltd.
- True Wanderer Private Limited (Jungle Trail)
- Tigerwalah
- Tigerwalah Luxe
- Tiger Expeditions
- Tourist Route India
- Total India DMC Pvt. Ltd.
- Untold India Tours Pvt. Ltd.
- Veda's Tours and Travel Private Limited
- Wild Expedition Tours and Travels
- Wildlife Explorer India Pvt. Ltd.
- WildinSoul by Monkfoot Travels Pvt Ltd.
- World Travel
- Experiences (WTX)
- Wow India Travel and Tours
- Xplore Ne Tourism Pvt Ltd
- Yellow Light Hospitality



Conclusion

The year 2025-26 marked an important phase of growth and transformation for TOFT, as it evolved from a tiger-focused initiative into a broader platform promoting nature-based and responsible tourism. Through stronger partnerships, impactful projects, and meaningful collaborations, TOFT further established its role in supporting conservation-led tourism across India and the South Asian region. Its work in community empowerment, capacity building, and sustainability programmes reflects a clear commitment to linking conservation with livelihoods and responsible travel practices. Overall, the year highlights TOFT's continued effort to position tourism as a force for good, one that protects biodiversity, supports communities, and creates meaningful travel experiences.

Road Ahead

Looking forward, TOFT aims to deepen its impact by expanding sustainable tourism frameworks, such as the certification programme, community-led initiatives, skill development, and enhanced training programs, and by advocating for policy-driven sustainability.

TOFT also plans to enhance collaboration with industry stakeholders, governments, and conservation partners to scale responsible tourism practices and promote credible sustainability standards. Greater focus will be placed on awareness and measurable outcomes to ensure that tourism contributes meaningfully to biodiversity conservation and community well-being.

With a clear vision for the future, TOFT remains committed to advancing regenerative tourism approaches that deliver long-term benefits for both people and the planet.

We thank our partners, supporters and various stakeholders for their unwavering commitment to our cause and look forward to yet another impactful year ahead.

For more information, visit - www.toftigers.org



TOFT works to promote responsible tourism that supports conservation, communities, and credible sustainability standards.



www.toftigers.org