



When a village transforms a generation evolves.

A scalable model for climate-resilient, self-sustaining communities powered by ecology, culture, and community ownership.



THE CRISIS

Why Villages. Why Now.

Rural India stands at a crossroads. Climate shocks are intensifying, youth are leaving & traditional livelihoods are disappearing. Yet no integrated model exists to address all three simultaneously. The urgent need is for a holistic and replicable framework that combines climate action, sustainable livelihoods, ecotourism and community ownership.

300M+

Climate Vulnerable

Rural Indians facing growing climate risk and food insecurity

50%

Youth Migration

Of rural youth leaving their communities in search of urban livelihoods

70%

Livelihoods in Decline

Of traditional rural occupations facing existential pressure



Fragmented rural development has left communities without an integrated model combining climate action, livelihoods, ecotourism, and circular community ownership.

PlanetGram Foundation

A Section 8 non-profit devoted to co-creating a future where people and nature flourish together.

Vision

A vibrant planet, with communities and nature weaving abundance across generations.

Mission

To transform 1,00,000 villages and impact 500 million lives by 2040 building climate-resilient, self-sustaining communities where people and nature flourish together.

Three Signature Programmes

FLAGSHIP

Climate Resilient Model Villages

A vibrant planet, with communities and nature weaving abundance across generations.

Urban-Rural Climate Bridges

Cities and villages exchange skills, resources and innovations for mutual benefit.

Experiences for Impact

High-value cultural and wisdom experiences generating revenue for conservation.

THE ENGINE

The 3Cs That Power Everything

Every PlanetGram intervention is rooted in three interlocking principles that distinguish this model from conventional development approaches, ensuring outcomes that are both equitable and enduring.

Co-Creation

Communities are not beneficiaries — they are equal partners in designing, implementing, and owning every solution. Every intervention begins with deep listening, not top-down prescription.

Climate-Smart

Every step is guided by awareness of natural systems and the communities intertwined with them. Science and indigenous knowledge work hand in hand to build genuine resilience.

Cross-Sector

Local action is linked to global learning through partnerships with governments, corporates, NGOs, and knowledge institutions that create bridges, not silos.



THE MODEL

PlanetGram's Model Village

1

Ecotourism-enabled

Self-sustaining villages through community ownership and regenerative practices.

2

Cluster-based, zone-driven

3-5 villages as one integrated eco-system with dedicated zones.

3

Indigenous wisdom foundation

Local food, healing, crafts, architecture, water practices as assets.

4

Integrated interventions

Homestays, WaSH, clean energy, natural farming, waste management.

5

Women & youth enterprises

Digital platforms for market access, income, gender inclusion.

6

Scalable, SDG-aligned

Impact tourism, Sahyog Sansad governance. Replicable..

The model is designed to progressively transition from grant-supported activation to community-led revenue generation through ecotourism, local enterprises, regenerative agriculture, and experience economies.

BLUEPRINT

3 to 5 villages as one grand eco-village cluster



Annapurna zone

Local cuisine, food system & a farm-to-table experience.



Prakriti zone

Nature trails, biodiversity, & conservation driven.



Heritage & culture

Traditions, crafts, storytelling & old rituals celebrated



Skill / craft zone

Skill development, entrepreneurship & souvenir production



Accommodation

Homestays, eco-lodges & community stays with a local + cultural experience

Each zone is designed for livelihoods, culture, ecology, wellness, and learning — mapped visually across the cluster.

Indigenous Knowledge Meets Modern Interventions

The PlanetGram model bridges centuries of accumulated ecological wisdom with proven modern infrastructure solutions, treating local knowledge not as folklore, but as a strategic, scalable asset.

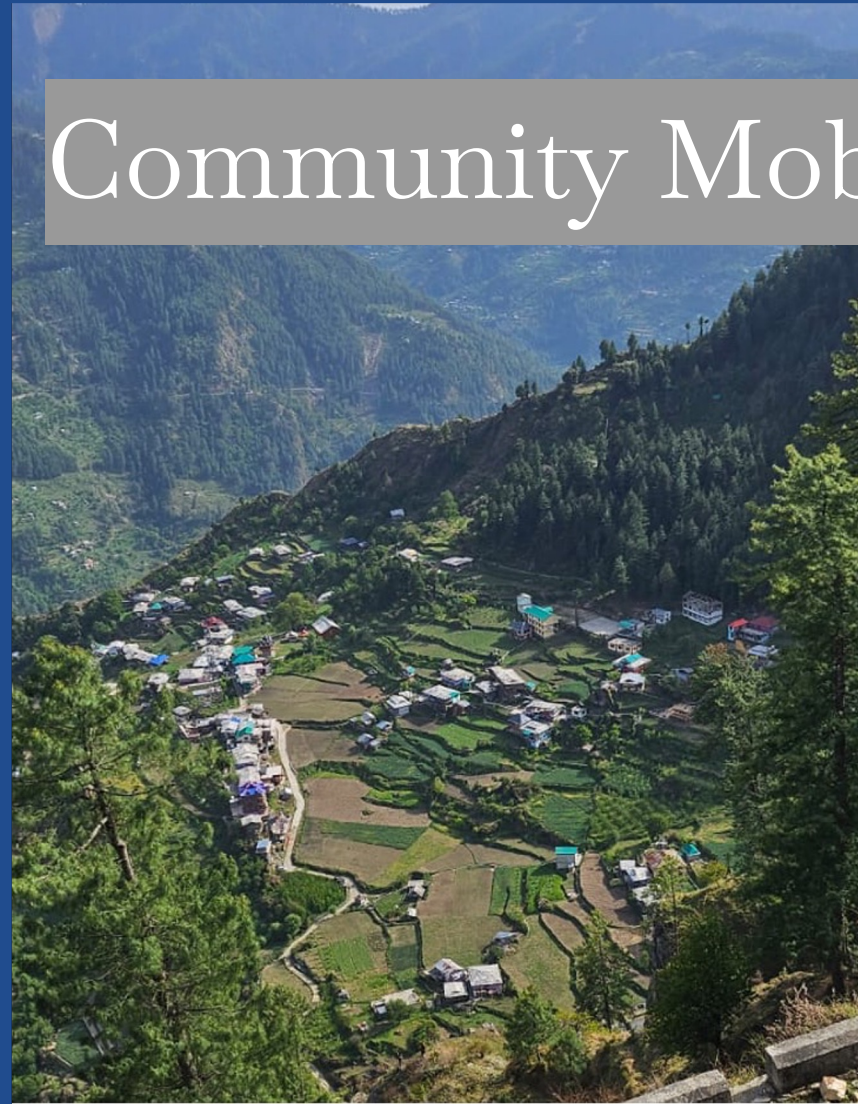
Indigenous Wisdom Systems

- Food systems & traditional cuisine
- Healing & traditional medicine
- Architecture & vernacular construction
- Art, textiles & crafts
- Water harvesting & management
- Forest knowledge & biodiversity
- Festivals & social systems
- Spiritual practices & sacred ecology

Key Modern Interventions

- WaSH infrastructure & sanitation
- Clean energy systems & solar
- Natural farming practices
- Waste management solutions
- Homestay development & hospitality
- Rural entrepreneurship support
- Biodiversity awareness programs
- Digital platforms for market access

Community Mobilization for Conservation



Working Model: From Village to Ecotourist Engagement

From Community Mobilization to a Self-Sustaining Ecotourism Economy

Phase 01

Foundation & Mobilization

Resource Mapping & Digitality Checklist
Community Mobilization & Regenerative Visioning
Formation of Regenerative Cluster Sites (3–5 Villages)

Phase 02

Governance & Structure

Sahyog Sansad community governance setup
SDG monitoring & digital reporting systems
Thematic zoning & cluster planning

Phase 03

Infrastructure & Capacity

WaSH, renewable energy & water systems
Skill development & entrepreneurship training
Circular waste & regenerative farming systems

Phase 04

Livelihoods & Experiences

Homestays & eco-friendly infrastructure
Local crafts, food & product development
Wellness, culture & nature-based experiences

Phase 05

Market & Engagement

Preparedness for ecotourism operations & visitor management, Branding, digital promotion & partnerships, revenue generation through local experiences

Outcome: A climate-resilient, community-owned village economy powered by ecology, culture, livelihoods, and responsible tourism.

Capacity Building & Impact Tours



A Nation-Scale Transformation



Governance | Community | Eco Sustainability

Community ownership starts from within the village — not externally imposed. The Sahyog Sansad places decision-making power directly in the hands of those who call the village home.

1

Sahyog Sansad: Community Parliament

A village-level governance body for collective decisions, ensuring every voice shapes the village's future direction.

2

Sangam Setu Framework

Self-Help Groups (SHGs) led by women and youth, empowered with digital platform access for commerce and communication.

3

Eco-Sutra Protocol

Continuous upskilling in tourism, crafts, digital literacy, and entrepreneurship — building confidence alongside capability.

Tourists become co-creators: they learn, contribute, and directly support local livelihoods. The village earns through ecotourism as a self-sustainable, community-owned business.

Investment → Measurable Community Transformation

Indicative Outcomes Per Eco-Village Cluster (3–5 Villages | 3000–5000 villagers) Estimated Investment: ₹2–3 Crore

LIVELIHOODS & INCOME

- 1500–2500 direct livelihood opportunities created
- 25–60% increase in participating household income
- 30–50 women & youth-led micro enterprises activated
- ₹60,000–₹1.5 lakh additional annual income potential per family

ECOLOGY & CLIMATE

- 100–300 tons CO₂ reduction potential annually
- 60–90% reduction in unmanaged waste
- 10–20 lakh litres annual water recharge potential
- Renewable energy & circular village systems integrated

ECOTOURISM & LOCAL ECONOMY

- 3,000–10,000 responsible visitors annually
- ₹50 lakh–₹1.5 crore local tourism economy potential
- Increased local spending across homestays, food, crafts & experiences

SOCIAL IMPACT

- Reduced youth migration through local employment
- Community-owned governance & enterprise systems
- Improved sanitation, skills, and climate resilience

Every ₹1 Crore invested enables a minimum of

1500+ households | 1500+ livelihoods | climate resilience | 750+ women-led enterprises | measurable impact across 11 SDGs

Measurable Impact, SDG-Aligned

Every intervention is tracked against transparent, SDG-linked indicators that ensures accountability for funders, credibility for partners and genuine improvement in community wellbeing. Impact is not assumed; it is measured and reported.



Household Income

30–50% increase in tourism-linked household income
60–80% tourist spend retained within the local community



Tourist Footfall & Spend

6,000–10,000 responsible visitors annually per eco-village cluster
25–40% increase in village-linked micro-enterprises and local services



Biodiversity Indicators

15–30% increase in native plantation and green cover in intervention zones
Reduction in habitat degradation through community-led conservation systems



Water, Waste & Carbon

40% reduction in unmanaged waste, 15,000–25,000 litres annual water recharge per household, 1.5–3 tons CO₂ equivalent reduction annually per village cluster

Transparent, SDG replicable, and adaptable to diverse geographies & every model is built to be both a proof point and a blueprint.

Dr. Pooja Chopra

FOUNDER JOURNEY — FROM ROOTS TO REVOLUTION

1981–1998 | Rural Roots

Grew up in a village — lived understanding of rural life, challenges & community systems

2007 | Defining Insight (PhD, Punjab)

Witnessed migration & livelihood collapse. Identified community-based ecotourism as the integrated solution

2007–2014 | Ground Execution

10+ villages with Forest Depts (Punjab & Haryana). Built ecotourism models, campsites & community training

2015–2018 | Social Transformation

Youth engagement & anti-drug interventions. Model expanded to behavioural & livelihood transformation

2018 | Scale to Gujarat

Communities around Statue of Unity. Enabled community-based ecotourism with Forest Department

2020–2022 | COVID Crisis Response

Mobilised Communities: PPE, bio-enzymes, hygiene. Strengthened deep grassroots trust & resilience

2022–2025 | Northeast & Himalayas

Zero-waste village (146 HH, Arunachal). Homestay livelihoods in Uttarakhand & Himachal. 3L+ lives impacted

2024–2025 | Recognition & Global Alignment

Sarojini Naidu Award (Intl Working Women). Fellow: Reliance Foundation & Vital Voices Global

2025 | PlanetGram Foundation

18+ years formalised into a scalable national model — from individual impact to systemic transformation

[VIDEO FROM FOUNDER]



Capacity Building Trainings



Women-led Homestay Owners



PARTNERSHIPS

Growth Partners & Collaborations

PlanetGram's work is amplified by a diverse ecosystem of institutional, government, corporate, and academic partners — spanning state forest departments, international development organizations, and leading knowledge institutions.

State Forest / Tourism



International Partners



Consulting & Industry



Foundations & Not for Profit



Knowledge Institutions



Partner With Us

We are seeking partners for immediate implementation. Three partnership tiers are available — each offering meaningful association, transparent impact reporting, and a seat at the table of one of India's most promising rural development models.

Execution Partner

PlanetGram as the Village Integrator Platform

- End-to-end implementation coordination
- Domain experts deployed as per village needs
- Integration of waste, WASH, energy, tourism & livelihood agencies
- Single-window execution & reporting system
- Vendor onboarding, monitoring & quality control
- Experts execute. PlanetGram integrates.

Ideal for organisations seeking on-ground implementation support through one integrated rural transformation platform.

Strategic Partner

Replicate / volunteer for the PlanetGram Model

- Access to PlanetGram village transformation framework
- SOPs, toolkits & implementation blueprints
- Rights to replicate the model in selected geographies
- Capacity building & technical handholding support
- Co-branded implementation with PlanetGram attribution
- Scalable partnership for multi-region deployment

Designed for institutions, foundations, consultants, and ecosystem enablers driving large-scale rural transformation.

Funding Partner

Enable Impact Through Strategic Support

- Sponsor village transformation projects
- Fund thematic interventions
- Support technology, dashboards & systems
- Sponsor training, exposure visits & field operations
- Enable employee volunteering & engagement
- Fund projects in your geography or PlanetGram-led locations

Ideal for family foundations, impact-first philanthropists ready to demonstrate proof of concept with a defined, measurable project.

Success Milestone: 1 pilot geography (3–5 villages) + 1 anchor funding partner + implementation MoU signed within 30 days.

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DONATE NOW FOR THE
TRANSFORMATION

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