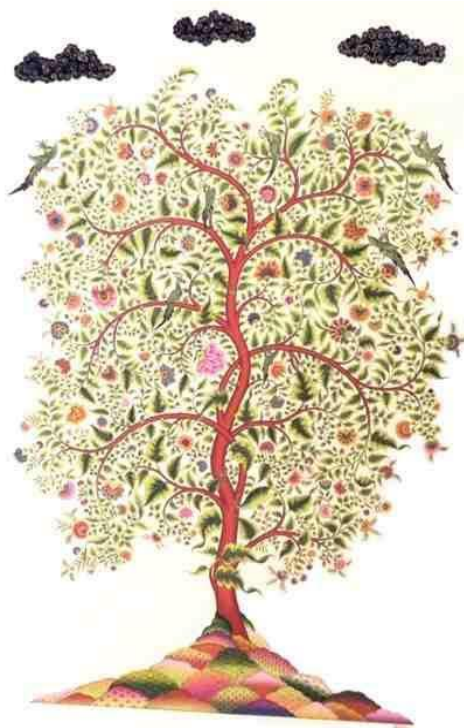


Ecotourism is a concept that has gained huge popularity within the last few decades. Its primary purpose is to offer tourists an organic experience in a natural habitat while focusing on conservation measures. Conservation here is two-fold. It includes conservation of local plants and wildlife, as well as traditions of local communities. Ecotourism promotes sustainability, aiming to leave as little of a human impact on nature as possible. Energy efficiency, resource conservation and providing opportunities to local people are a few of its components. Entrepreneurs keeping responsibility towards the environment in mind set up ecotourism accommodations. Several pioneers in India have established lodges and resorts in the vicinity of important wildlife sanctuaries that have contributed significantly towards conservation measures.



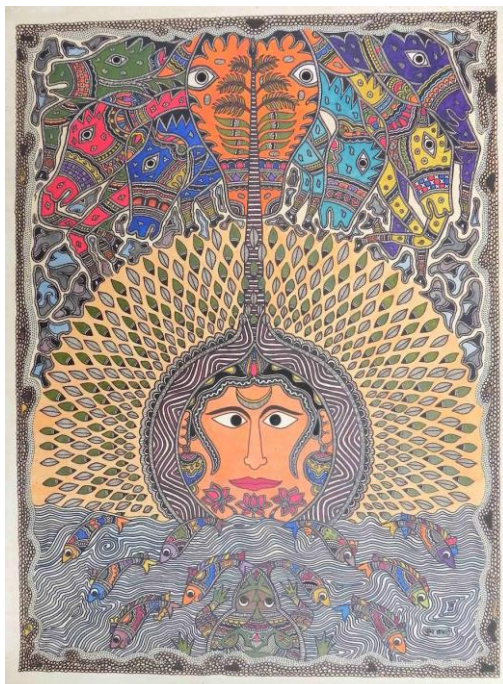
BANWARI LAL JANGID, *A Vision of Nature's Beauty*, Water and stone colour on silk, pasted on canvas, 88 x 60 in

Kanha Tiger Reserve, located in the state of Madhya Pradesh, has played a major role in the effort to stop the decline in the number of tigers in India. Through the cooperation between the government and environmentalists, tiger population has seen a healthy growth in this area. Singinawa Jungle Lodge is an attempt to add to this cause. It is a labour of love; love for nature and conservation. The point is not just to get a return on investment, but also to promote local flora and fauna. Sustainable tourism is at the core of Singinawa's ideology. The use of eco-carts within the property prevents noise pollution and vehicular emissions, letting the sounds of the jungle be the only ambient music. The Singinawa Conservation Foundation was established in order to raise awareness about both the natural habitat and indigenous communities. It works closely with the government in areas like healthcare, education, etc. Guests at the Lodge are also encouraged to work with the Foundation and be a part of its activities, which they thoroughly enjoy. The eco-restoration walk is one of the favourites for guests and offers sightings of several local species of birds and animals.



VENKAT RAMAN SINGH SHYAM, *Nature's Stream*, Acrylic on canvas, 47 x 71 in

Singinawa combines two of my passions - wildlife conservation and art. The Lodge has been painstakingly restored from its original state and artworks have been an important part of this process. Several works from my personal collection adorn the walls of the Lodge. These are all indigenous works created by artists from local tribes such as the Gonds and Baigas. They are beautiful representations of the oral traditions that have been passed down from generations among the tribespeople. These tangible versions of an intangible heritage have led to the propagation and conservation of the ethnic culture of these indigenous communities.



PUSHPA KUMARI, *Nature's Energy*, Natural dyes and acrylic on paper, 24 x 18 in

A lot of these works depict tribal stories that revolve around nature. Recurring motifs of local plants and animals can be found in abundance, along with those of gods and goddesses from the naturalistic belief system of each tribe. The art produced is almost like a form of documentation and presents a vivid glimpse into the lives of the tribal communities. Guests at Singinawa can learn more about the harmonious coexistence of the regional people with their natural surroundings through these stunning artworks that are placed across the Lodge and especially at the Kanha Museum of Life and Art. A special feature of the Lodge, the Museum houses a collection of remarkable works by artists hailing from

native tribes such as Gond and Baiga. The Museum has been built keeping modern standards in mind and offers audio guides and informative books to let visitors know more about the art on view. It is solar-powered and leaves as small a carbon footprint as possible.



LADOO BAI, *Nature's Changing Colours*, Acrylic on canvas, 51 x 30 in

Kanha Museum of Life and Art is a reflection of the collection offered at Must Art Gallery, my venture in New Delhi. The gallery offers patronage to a range of artists practicing various forms of Indian indigenous art. Artworks can be tribal, like Gond, Bhil and Warli, or traditional, like Pichwai and Rogan Art. All of them come with a little backstory that helps to educate visitors on the art form and the particular theme that a work depicts. Providing opportunities to these regional artists was the main purpose behind setting up the gallery. A lot of indigenous art forms were endangered due to the lack of a platform where they could be promoted. This was unacceptable to me. I decided to take initiative in this regard instead of waiting for things to get better. It gives me pleasure to say that through the endeavours of the Must Art team, indigenous works have been placed in the collections of important art connoisseurs and have also been displayed at international museums.

This multi-dimensional approach to conservation has allowed me to continuously strive for newer ways to contribute. Conservation is very close to my heart and I will provide my support for as long as I can. Hope you will do the same. Happy World Environment Day!

- Tulika Kedia