


The Blue
Yonder



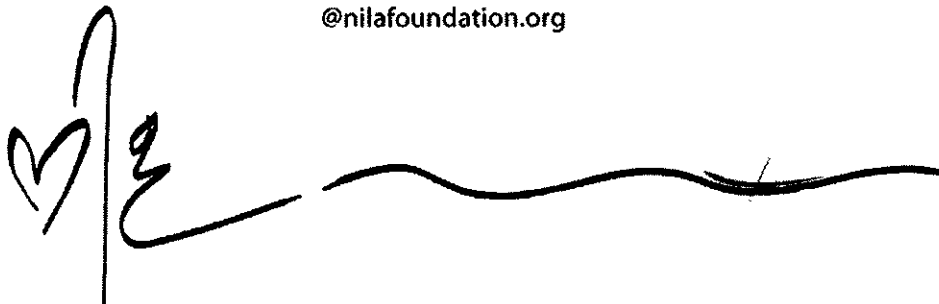
@gparayil @theblueyonder
gopi@tbya.co

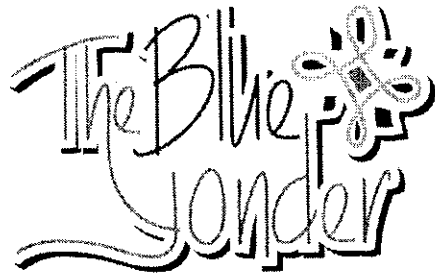
river nila

impacts

- decaying river
- life style changes
- damaged bio-diversity
- sand smuggling
- migration
- un-sustainable consumersim

@nilafoundation.org





The Blue
Yonder

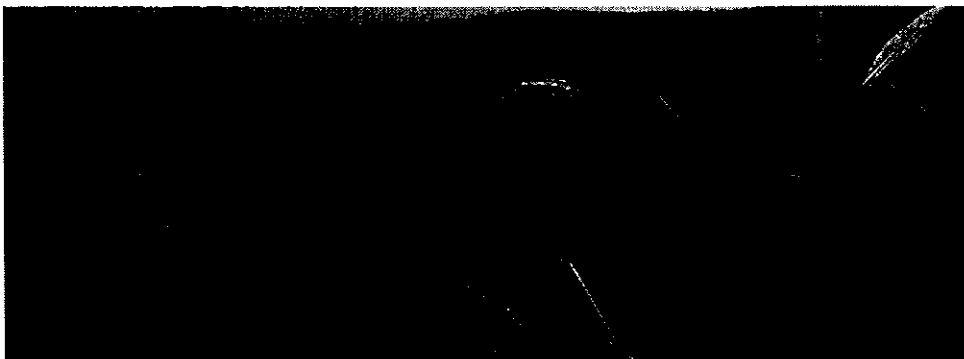
challenges

- unknown place
- unknown product
- unconventional theme

opportunities

- unique story
- destination fatigue
- innovation

who will visit ?



product development

- **consultative** – community owned
 - musical trail
 - thoni cruise
 - folk expressions
 - legend & history trail
 - travelers forest

folk expressions

folk expressions

livelihood options

micro loans

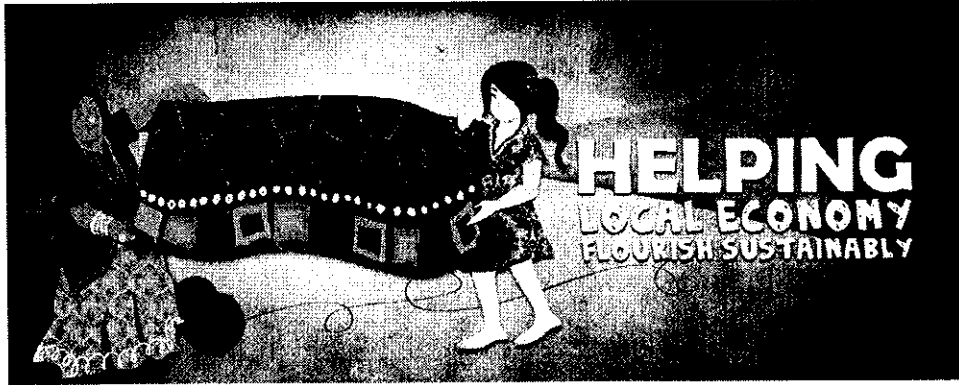
musical trail

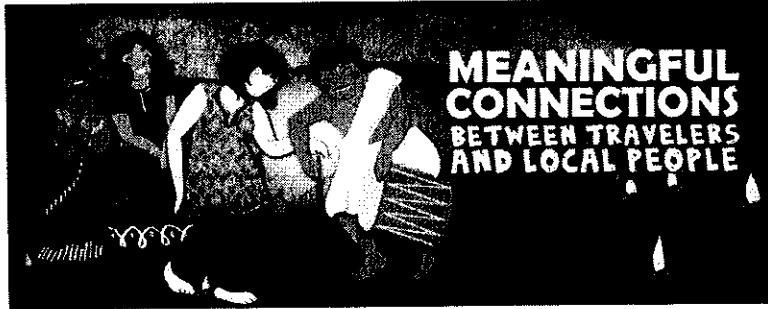
ideators, facilitators, catalysts



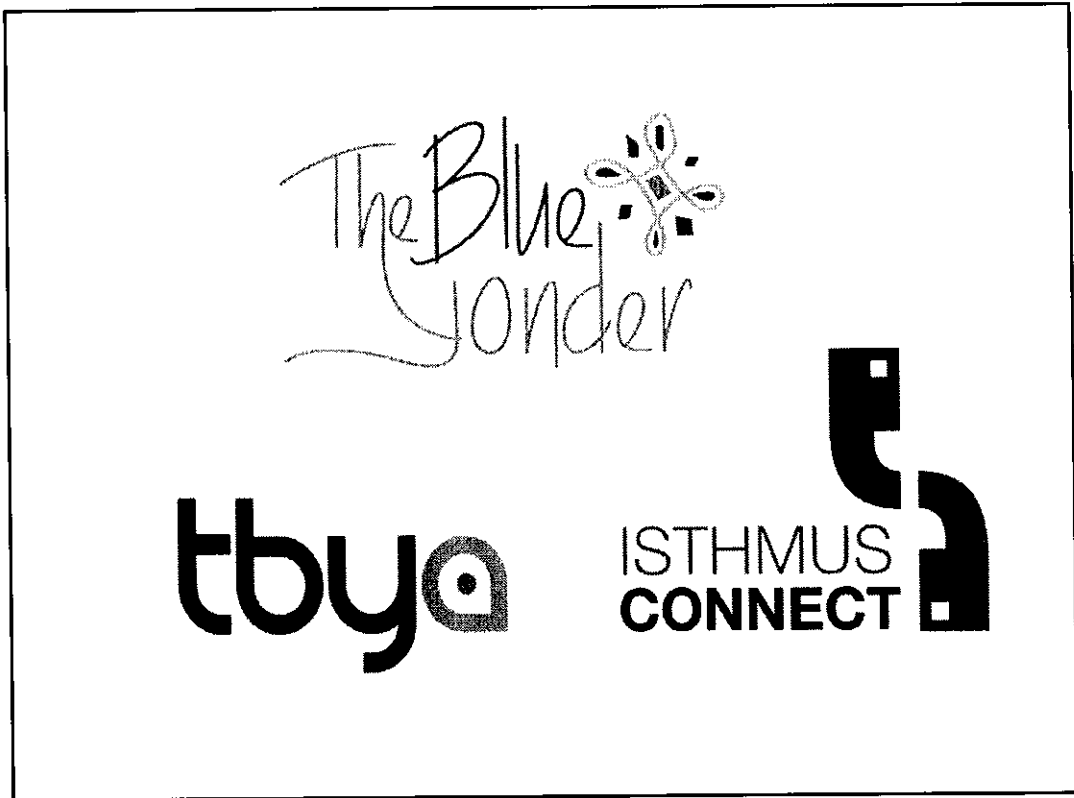
'I found myself'...







compassionate destinations



The Challenge

Global Warming Sea Level Rise & Food "Scarcity"

The image shows a large rectangular frame containing two dark, textured horizontal bars. The top bar contains the text 'The Challenge' in white. The bottom bar contains the text 'Global Warming Sea Level Rise & Food "Scarcity"' in white.

The Solution

Global Warming Sea Level Rise & Food "Security"

Sustainable Tourism

Pokkali Rice & Prawn Culture
A symbiotic & Sustainable Farming tradition

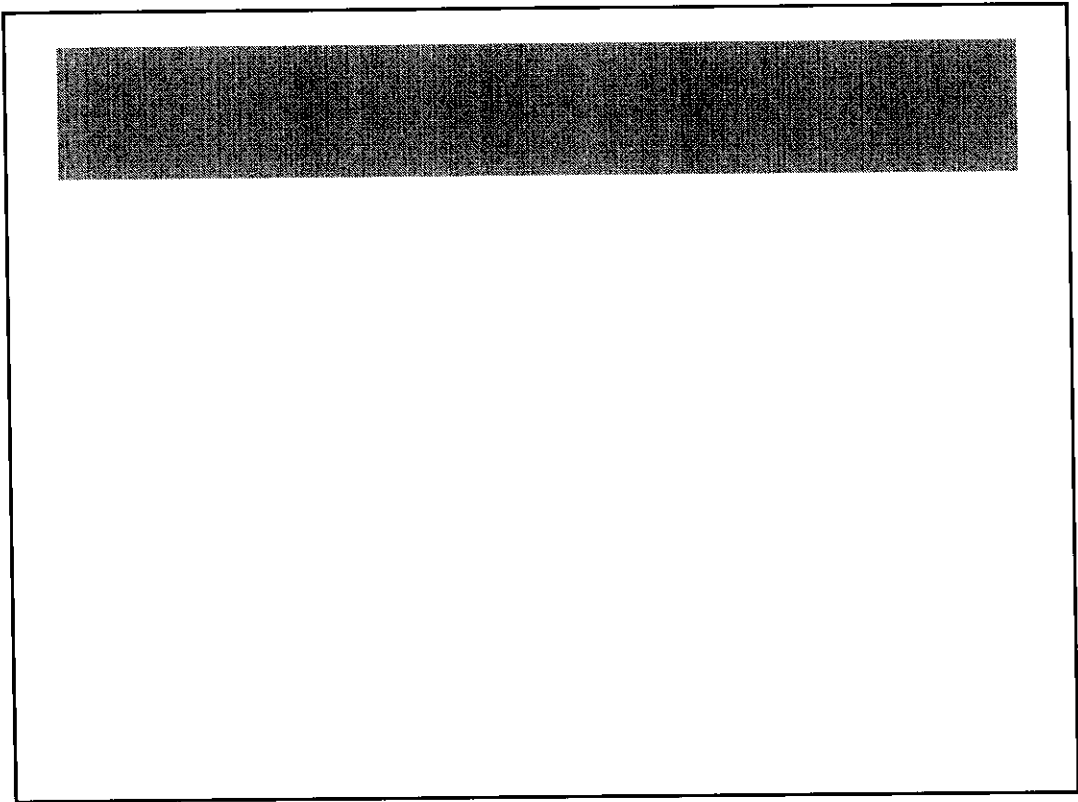
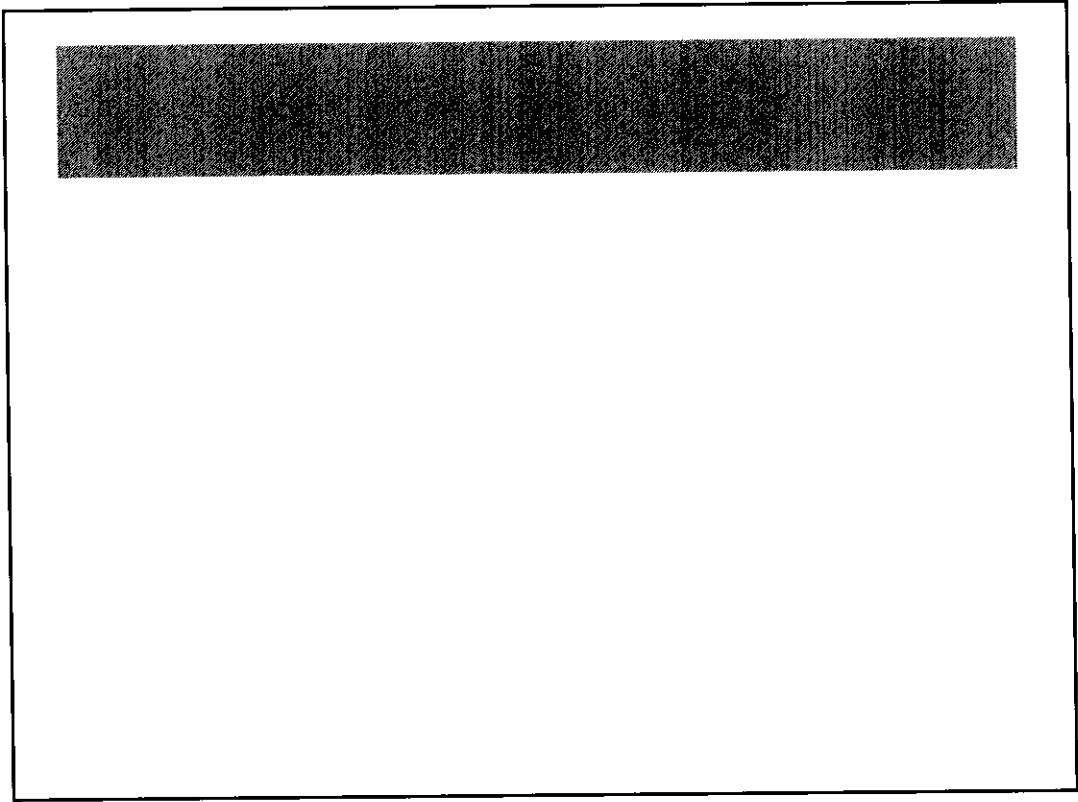
what's in it for
me?

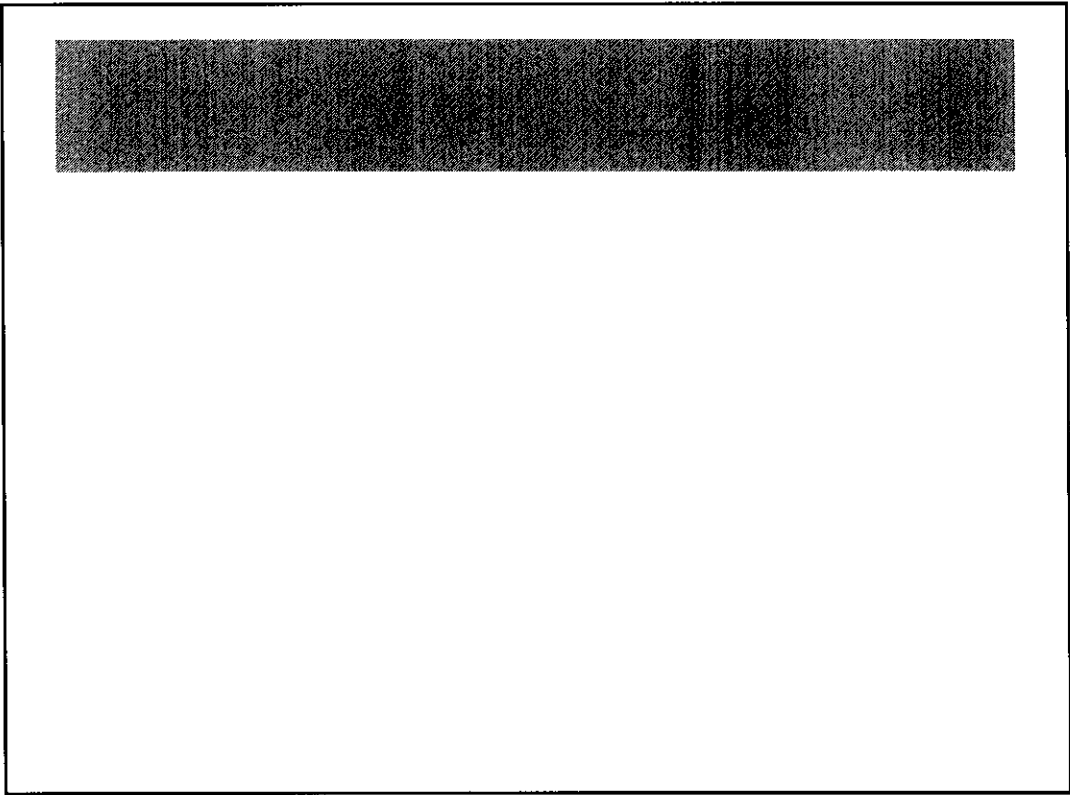
TBY demonstration project

Sustainable Prawn Culture

promoting slow travel

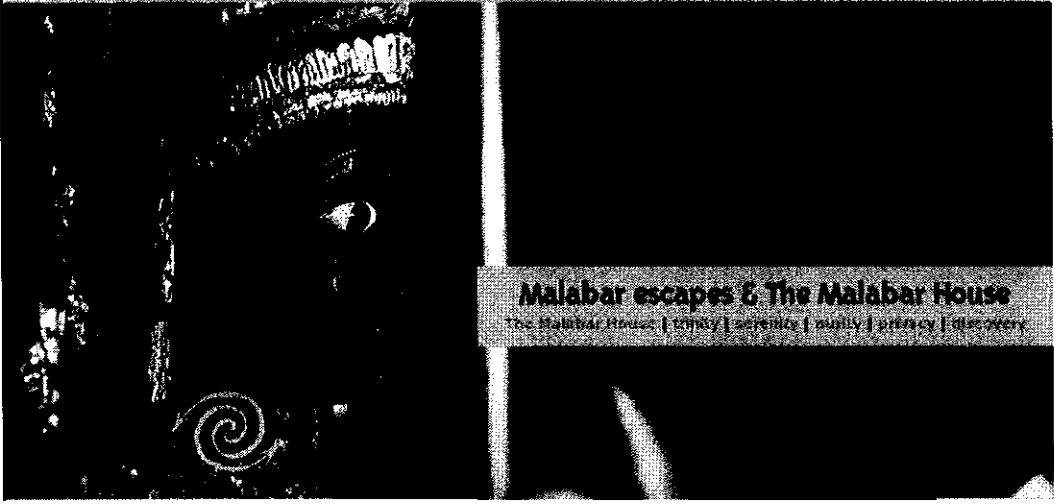
stakeholders





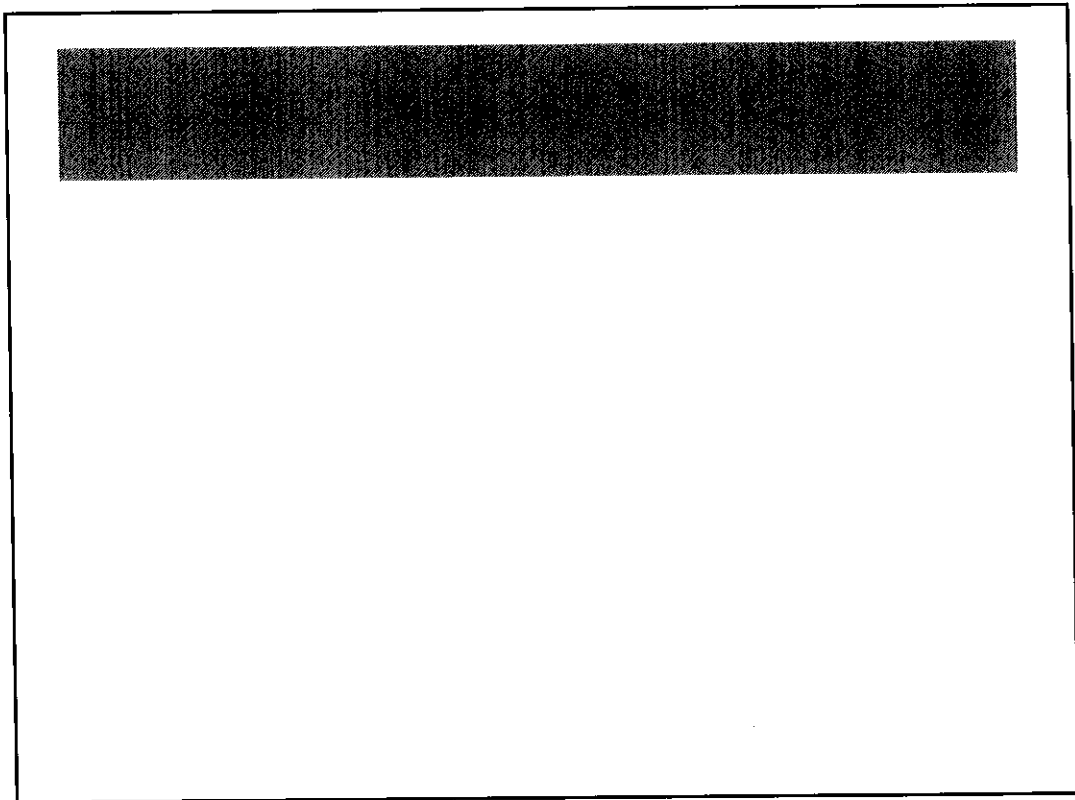
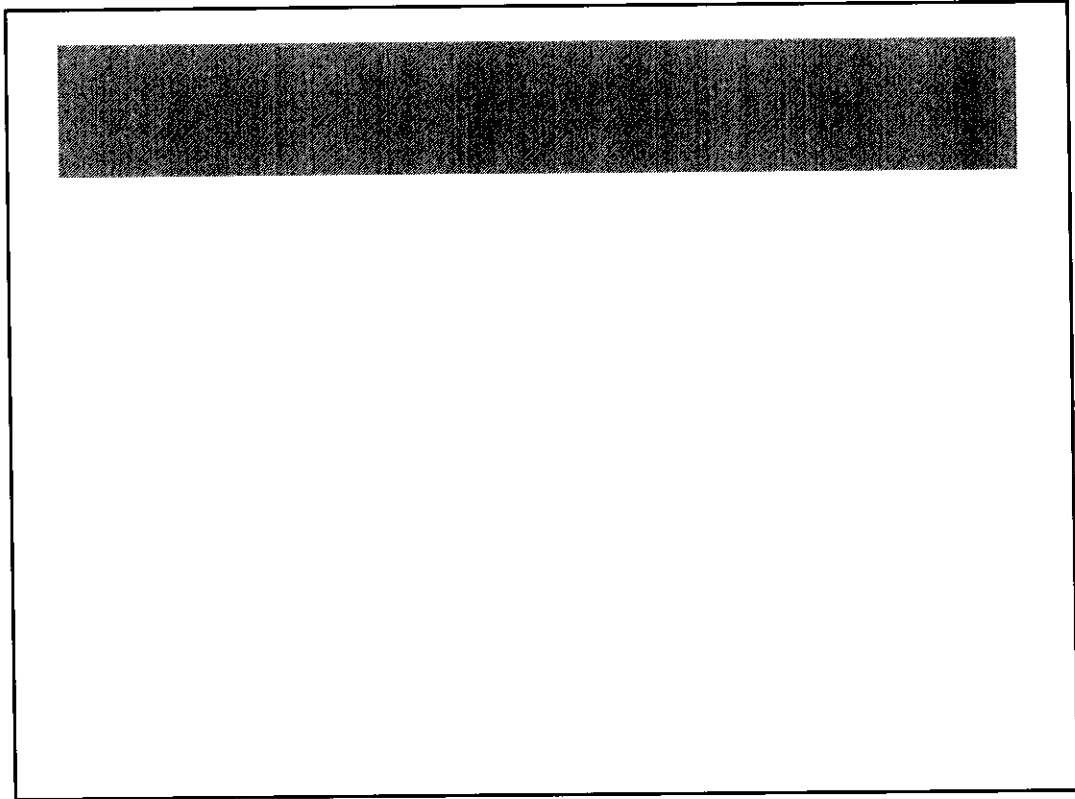
supporting partners

Discover the finest circuit of small resorts, boutique & villa hotels in Kerala, the tropical south-west coast of India

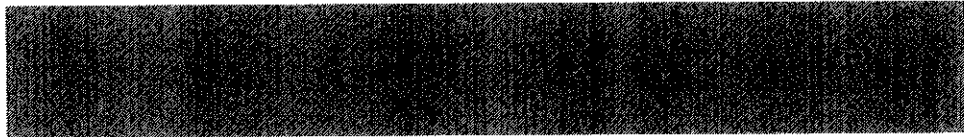


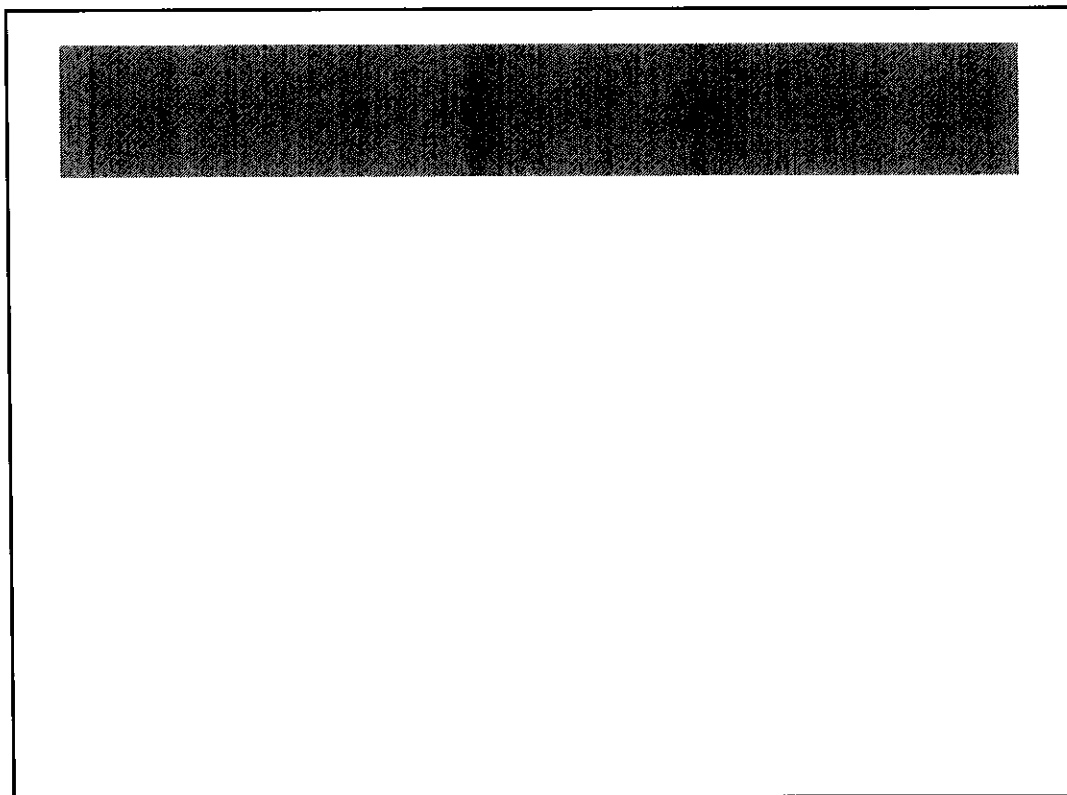
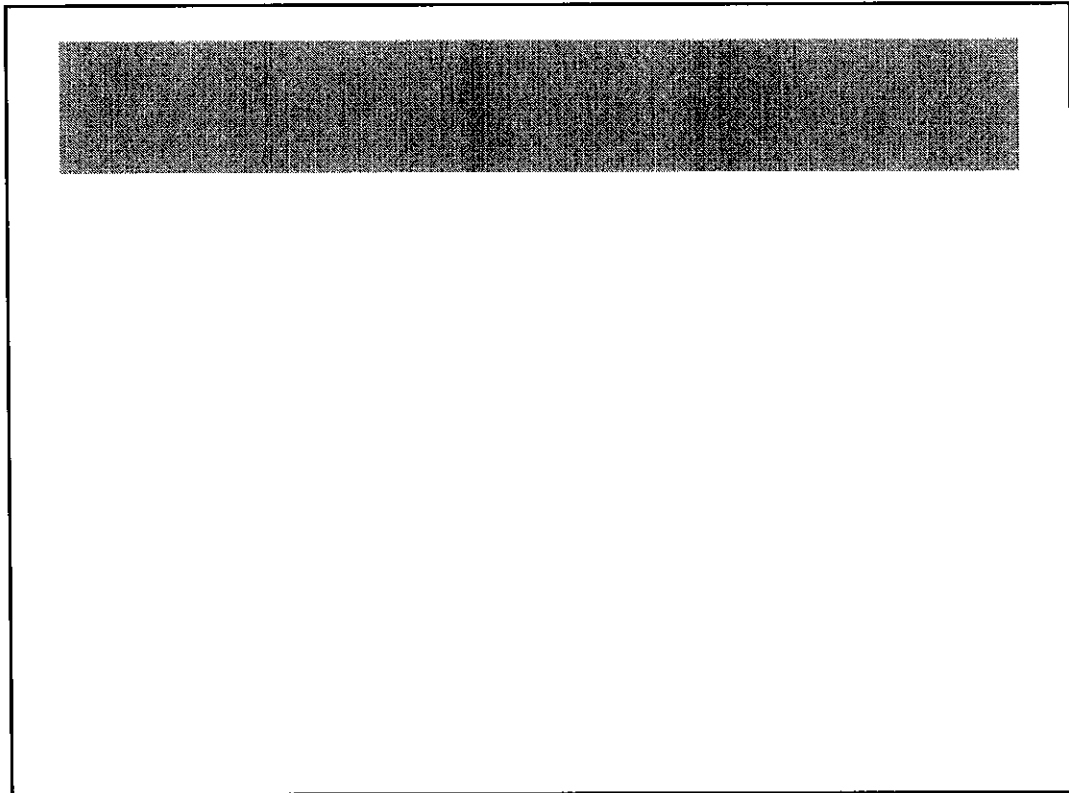
Malabar escapes & The Malabar House

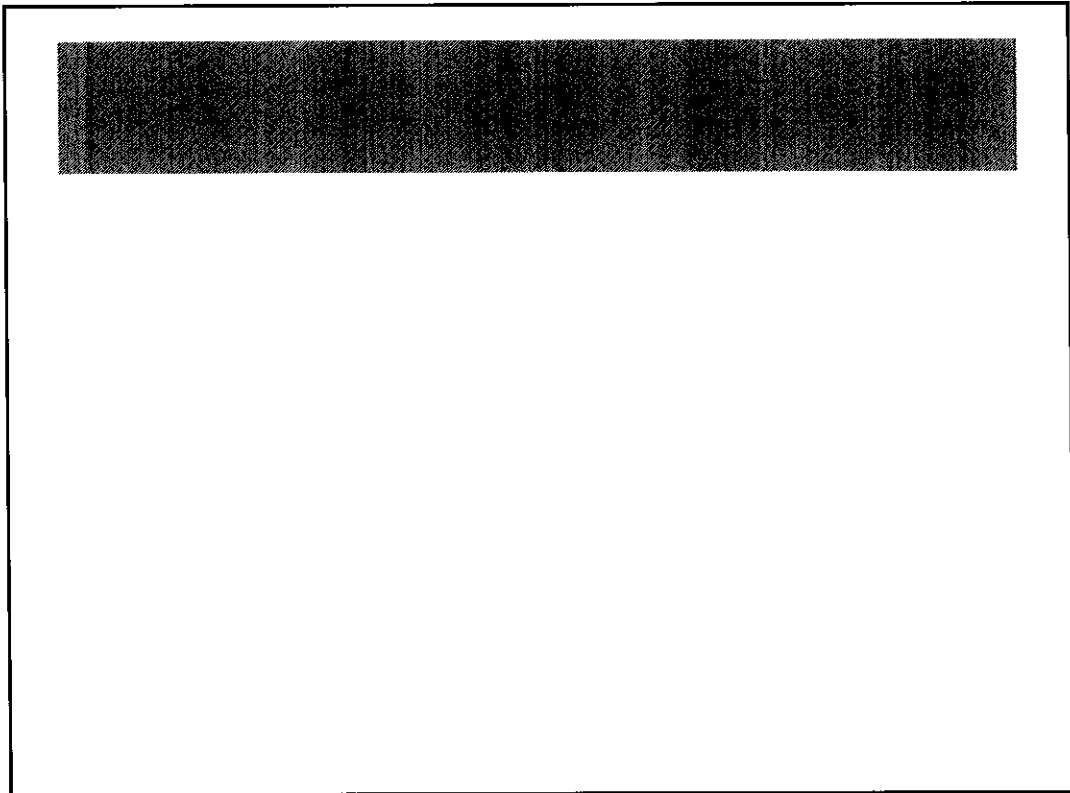
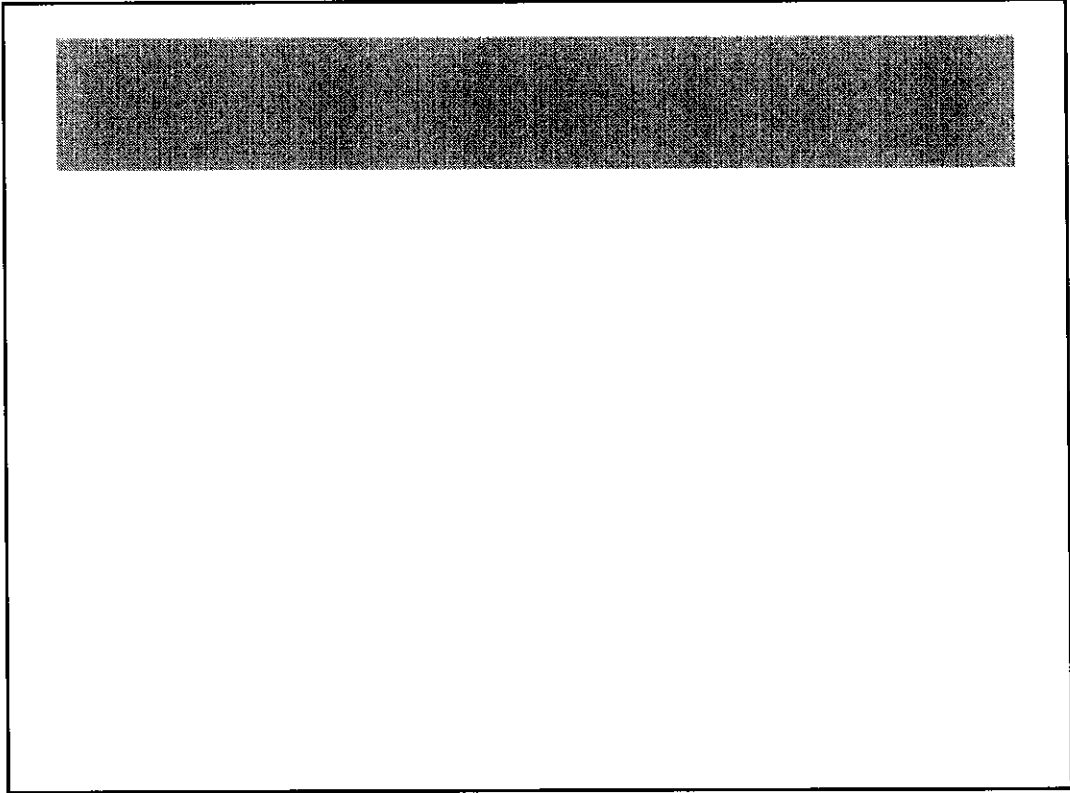
The Malabar House | travel | activities | family | itinerary | discovery



immersive travel experiences







continuing the journey
river nila experiences

