

Distinct Steps Foundation

A Foundation by Distinct Destinations

EVERY STEP MATTERS

ANNUAL IMPACT REPORT 2026

Creating Meaningful Impact Through Responsible Tourism



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A MESSAGE FROM THE DIRECTOR

A Year of Steps, Taken Together

2026 marked the first full year of Distinct Steps Foundation as a registered entity, but it was far from the beginning of the work.

For years, the belief that travel can be a force for good has shaped the way Distinct Destinations has approached its business since inception. In September 2025, this commitment was formalised through the establishment of Distinct Steps Foundation, creating a dedicated structure for our social, community and environmental initiatives.

The Foundation is part of a wider tourism ecosystem built around Distinct Destinations and our specialised brands, Alphonso Stories and Far and Beyond. Distinct Destinations designs and manages journeys across India and the subcontinent; Alphonso Stories develops community-rooted and special-interest experiences; and Far and Beyond extends this approach across luxury travel and Incentives.

Together, these businesses, with the support of our overseas partners, connect travellers with local people, enterprises and experiences. Distinct Steps Foundation strengthens these connections through structured partnerships and targeted support across livelihoods, education, women empowereent, community well-being, environment, heritage and wildlife.

It is a two-way relationship. Tourism can create opportunity, visibility and market access, while the Foundation supports priorities that require sustained community, social and environmental engagement.

This Annual Impact Report is our first consolidated account of that work. It brings together the programmes we have supported, the partnerships we have developed and the impact we are beginning to measure.

As the Foundation grows, our focus remains on strengthening partnerships, deepening our impact measurement and ensuring that the value created through tourism contributes meaningfully to the people, communities and places that make these journeys possible.

This is a journey we are taking together—and one in which every step matters.

Narendra Singh Rathore
Director, Distinct Steps Foundation

ABOUT DISTINCT STEPS FOUNDATION

WHO WE ARE

Distinct Steps Foundation is the philanthropic arm of Distinct Destinations Pvt.Ltd. The Foundation works with grassroots organisations, community initiatives, artisans, women-led collectives and conservation partners to support social, economic, cultural and environmental impact through responsible tourism.

Our work is focused across India, with wider engagement across Nepal, Bhutan and Sri Lanka through the Distinct Destinations network.



VISION

To contribute to a tourism ecosystem in which local communities, cultural heritage and natural environments benefit meaningfully from travel.



MISSION

To support community-led initiatives, strengthen livelihoods, improve access to opportunity, and advance responsible practices through partnerships connected to tourism.

OUR SIX IMPACT AREAS



Women & Inclusive Tourism
Supporting training, livelihoods and enterprise opportunities for women within the tourism economy.



Wildlife Stewardship
Supporting ethical tourism practices and conservation-focused initiatives.



Environment & Climate Resilience
Advancing reforestation, water conservation, waste reduction and responsible resource use.



Artisan Initiatives
Supporting traditional crafts, cultural knowledge and improved market access for artisan communities.



Youth Empowerment
Supporting education, vocational training, life skills and access to opportunity.



Community Well-being & Social Impact
Supporting access to water, sanitation and essential community infrastructure.

OUR PHILOSOPHY

Our approach is based on three principles:

Inspire
Create pathways for social, economic and cultural progress.

Support
Work with organisations and communities addressing local priorities.

Connect
Build long-term relationships that strengthen impact over time.

WHY TOURISM MATTERS

Tourism has an economic and social impact that extends beyond the traveller. When local communities participate in and benefit from tourism, economic contributions from visitors' which supports livelihoods, strengthen local enterprises, and contribute to the protection of the cultural and natural assets on which destinations depend.

Creates Employment & Livelihoods

Tourism generates income across a wide network of local businesses and individuals, including guides, drivers, hosts, farmers, artisans and community enterprises.

Supports Women's Economic Participation

Inclusive tourism creates opportunities for women to develop skills, earn independent incomes and participate in enterprises and roles where they have traditionally been underrepresented.

Preserves Heritage & Traditional Skills

Visitor interest in local crafts, food, traditions and cultural experiences can create economic value for skills and knowledge that might otherwise be at risk of disappearing.

Contributes to Conservation

Responsible tourism can support conservation initiatives while encouraging tourism businesses and travellers to make more considered choices around wildlife, natural resources and the environment.

Strengthens Local Economies

When tourism expenditure remains within a destination, its benefits extend across local supply chains, supporting businesses, households and communities beyond the immediate visitor experience.









HOW OUR MODEL WORKS

From Identifying a Need to Creating Impact

Distinct Steps Foundation follows a research-led and collaborative approach to community-based projects. We work with NGOs and local organisations to understand requirements, identify appropriate interventions and direct support where it is most relevant.

IDENTIFY

Community Needs & Opportunities

The team identifies community-based projects and areas where targeted support can create meaningful value.

RESEARCH & ASSESS

Understand the Requirement

Before proceeding, the foundation researches the project, engages with the organisation and assesses its needs, intended outcomes and the most appropriate form of support.

COLLABORATE

NGOs & Community Organisations

We work directly with organisations on the ground to understand priorities and define the intervention required.

MOBILISE SUPPORT

Travel Partners + Distinct Steps Foundation

The foundation collaborates with travel partners who wish to support identified projects, connecting tourism partnerships with credible community needs.

SUPPORT

Financial Contributions · In-Kind Donations · Resources

Support is provided according to the requirements of each project. This may include financial contributions, equipment, materials or other forms of in-kind assistance.

IMPLEMENT

Partner-Led Action

The NGO or community organisation implements the initiative on the ground, with the support from Distinct Steps Foundation.

IMPACT: Projects contribute across our key areas of focus:



Livelihoods **Education** **Well-being** **Environment** **Heritage** **Wildlife**

IMPACT BY THE NUMBERS

2025 AT A GLANCE

A snapshot of the people, communities and initiatives supported through our programmes and partnerships.

PEOPLE & COMMUNITIES



1000+
Women supported through livelihoods, education, crafts and tourism-linked employment



800+
Children engaged through education and well-being initiatives



400+
Villagers benefiting from access to clean water



300+
Artisan groups and traditional crafts supported through market access



100+
Women drivers enabled through inclusive, women-led tourism mobility initiatives

ENVIRONMENT



1000+
Trees planted in relation to printed travel documents



80+
Sanitation units enabled through circular plastic recycling



10+
Gadgets responsibly recycled



50%
Paper-offset commitment for printed travel documents



50%
Commitment to authorised and certified recycling channels

PROGRAMMES & PARTNERSHIPS



10+
Community-based women and inclusion initiatives supported



8+
Women-focused and inclusion-led organisations partnered



5+
Social impact, conservation and community partners engaged



3
Education-focused institution supported



2
Wildlife conservation organisation supported

SUPPORT IN ACTION



12
Sewing machines provided to support women's livelihood and skills development



1
School infrastructure upgrade supported



1
Community water project supported in collaboration with Just a Drop and Haritika



2
Sanitation initiatives supported using recycled plastic

TOURISM CREATES CHANGE

TOURISM CREATES OPPORTUNITY

Tourism can create practical pathways to employment, enterprise and market access. Our work focuses on extending these opportunities to women and communities that have traditionally had limited participation in the tourism economy.

Through partnerships with community organisations and social enterprises, we support skills development, livelihoods and access to markets. Where relevant, these initiatives are also connected with tourism experiences, creating opportunities for local enterprises to benefit directly from visitor spending.

2025 HIGHLIGHTS

1,000+
Women supported through livelihoods, education, crafts and tourism-linked employment

100+
Women drivers enabled through inclusive, women-led tourism mobility initiatives

10+
Community-based women and inclusion initiatives supported

12
Sewing machines donated to support women's livelihoods

FEATURED PROJECTS

WOMEN ON WHEELS | Jaipur · Agra · Udaipur · Varanasi

Women-led mobility initiatives are creating opportunities for women to participate in a traditionally male-dominated sector while building tourism-linked livelihoods.

In Jaipur, Pink City Rickshaw provides women from low-income households with training and opportunities to work as e-rickshaw drivers. The experience is integrated into guest itineraries, connecting tourism demand with women-led enterprise.

Building on this model, Distinct Steps Foundation supported Taj City Rickshaw in Agra through the donation of five e-rickshaws and funding the training of ten women drivers.



The initiative is now being extended to Udaipur and Varanasi, with five e-rickshaws each planned for Lake City Rickshaw and Holy City Rickshaw, supporting more women to access training and tourism-linked livelihood opportunities.



SAMBHALI TRUST | Jodhpur

Vocational training provides women with practical skills that can support greater economic independence.

Distinct Steps Foundation donated **12 sewing machines** to Sambhali Trust to support women undertaking structured vocational training. The initiative helps participants move from learning a skill towards applying it to income-generating work.



INCLUSIVE ARTISAN LIVELIHOODS | AADI · i Village

Locally made products sourced through organisations including AADI (Action for Ability Development and Inclusion), specially abled individuals and Village create market access for artisans and individuals from underrepresented communities.

By incorporating these products into guest and business collaterals, tourism procurement can become an additional channel for supporting local livelihoods.

VOICES FROM THE COMMUNITY

"Before this program, I didn't believe I had opportunities. Now, I have a skill, a certificate, and my own sewing machine to build a future."

— Mamta, Participant and Worker, Sambhali Trust

"This rickshaw gave me confidence, livelihood, and pride. Taj City Rickshaw has helped me build independence, challenge stereotypes, and drive my own future."

— Malti, Coordinator and Driver, Taj City Rickshaw - Agra

— Woman Driver, Pink City Rickshaw - Jaipur

WHAT'S NEXT

In 2026, the focus will be on strengthening existing livelihood partnerships, expanding opportunities for women-led tourism enterprises, and increasing connections between community-based enterprises and the tourism market.

TOURISM SUPPORTS EDUCATION

Tourism can contribute to communities beyond the visitor experience when its wider network is connected with local organisations and identified needs.

Distinct Steps Foundation works with organisations supporting children and young people, helping address requirements identified within their communities.

Support includes school infrastructure, educational resources, life-skills development, and well-being initiatives that contribute to more supportive learning environments.

2025 HIGHLIGHTS

1,000+
Children engaged through education and well-being initiatives

3
Education-focused institutions supported

1
School infrastructure upgrade completed

Ongoing
Support for education, skills, well-being and confidence-building initiatives

FEATURED PROJECTS

NAYA SAVERA SCHOOL | Nathupur Village, Delhi

Reliable infrastructure is essential to uninterrupted learning. Support to Naya Savera School included a power-backup infrastructure upgrade, helping the school maintain continuity during power disruptions.

The wider partnership also supports education, life skills and opportunities for children and young people within the community.



CHILDREN OF THE WORLD | Dwarka, Delhi

Our engagement with Children of the World supports celebrations and well-being initiatives for children in its care.

The focus is on contributing to a supportive environment in which children have opportunities to learn, participate and build confidence.

AADI | New Delhi

Action for Ability Development and Inclusion **(AADI)**

Through our association with AADI, support extends to specially abled individuals and inclusive livelihood opportunities, recognising that access to education, skills and participation must include people who can otherwise face barriers to opportunity.





VOICES FROM THE COMMUNITY

"Being recognised made me feel valued not just as a teacher but as a woman contributing to my community. The appreciation boosts my confidence and motivates me to keep inspiring others through education."

— Babita, Teacher and Former Student, NPS, Naya Savera School

WHAT'S NEXT

In 2026, the focus will be on strengthening existing education partnerships, supporting learning environments and expanding opportunities that contribute to skills, confidence and greater participation among children and young people.

TOURISM CREATES WELL-BEING

Access to clean water, sanitation and essential infrastructure directly affects health, education and everyday life. Our community well-being initiatives focus on practical needs identified and addressed in partnership with organisations working on the ground.

Support is directed towards solutions that improve access to essential services and are designed to create lasting benefits for the communities they serve.

2025 HIGHLIGHTS

400+
Villagers benefiting from access to clean water

380+
Households provided with in-home piped water in Daha village

1
Community borewell completed

2
Sanitation initiatives using recycled plastic

Sanitation initiatives using recycled plastic

FEATURED PROJECTS

Clean Water And Sanitation For Daha Village

In partnership with Just a Drop

The water pipeline project in Daha Village has brought piped water directly to **380 households and the local school**, significantly improving access to clean water. The project has also supported the development and functionality of **toilets in both households and the community school**

Improved access to water reduces the time and effort required for daily water collection, with relevance for women and children who often carry this responsibility.



COMMUNITY BOREWELL | Daha Village

A community borewell was completed to improve access to a more reliable source of water.

The intervention forms part of our wider focus on supporting practical water infrastructure in communities where access remains limited.



SANITATION THROUGH CIRCULAR SOLUTIONS
BasicShit Initiative

The BasicShit initiative brings together sanitation and waste reduction by using recycled plastic bottles in the construction of sanitation units.

The programme addresses an essential community need while demonstrating how recovered materials can be put to productive use.



VOICES FROM THE COMMUNITY

"Having water available closer to home has made everyday life much easier for our family. We spend less time arranging and collecting water and have a more reliable supply for our daily needs."

— Shambhu,Resident, Daha village

"Earlier, collecting water took time away from other responsibilities at home. Having access to piped water has made a practical difference to our daily routine."

— Parwati, Resident, Daha village

"Access to safe water and sanitation is fundamental to community well-being. Infrastructure that is locally accessible and designed for long-term use can make a meaningful difference to families every day."

— Avni Mohan, Implementing Partner, Haritika

WHAT'S NEXT

In 2026, the focus will be on extending access to clean water and sanitation in underserved communities, strengthening existing partnerships and identifying infrastructure interventions that can deliver measurable, long-term community benefit.

TOURISM PROTECTS NATURE

Responsible tourism begins with reducing the environmental impact associated with travel operations. Our environmental initiatives focus on practical areas where measurable action can be taken, including resource use, reforestation and responsible waste management.

Working with specialised partners, we support initiatives that reduce waste, encourage responsible disposal and contribute to the restoration and conservation of natural resources.

2025 HIGHLIGHTS

1,000+
Trees Planted

200+
Clothing Items
Diverted from Landfill

10+
Electronic Gadgets
Responsibly Recycled

540,000+ Litres
Water Saved

FEATURED PROJECTS

REFORESTATION | In partnership with Grow-Trees.com

More than 5,000 trees were planted as part of our commitment to mitigating the environmental impact and carbon footprint associated with unavoidable business activities, including paper consumption, printing requirements, travel, and other operational processes.

This initiative complements our broader paperless-first approach, which prioritizes reducing unnecessary paper usage and printing wherever possible, while supporting reforestation efforts to offset the environmental impact of essential printing and other business activities that cannot be avoided.



RESPONSIBLE E-WASTE MANAGEMENT | Green Recycling Waste Management

Electronic waste requires specialised handling to prevent harmful materials from entering the environment.

Through Green Recycling Waste Management, electronic devices were directed towards responsible recycling and disposal through appropriate waste-management channels.



TEXTILE WASTE DIVERSION | GUDS SWAP · Bengaluru

More than 200 clothing items were diverted from landfill through donation, recycling, and upcycling efforts, helping to extend the useful life of materials and promote responsible textile waste management.

The initiative also contributed to significant environmental benefits, including the avoidance of approximately 1,400 kg of CO_2 emissions and the conservation of an estimated 540,000 litres of water. Through these efforts, the project reduced environmental impact while raising awareness about sustainable consumption and textile circularity.



VOICES FROM THE COMMUNITY

"Planting trees is most effective when it is part of a wider commitment to reduce environmental impact. Supporting reforestation helps restore natural ecosystems while encouraging more responsible use of resources."

— Catherine, Reforestation Initiative Representative

"Electronic waste should not enter the general waste stream. Responsible collection and recycling ensure that devices are handled through appropriate channels and valuable materials can be recovered."

— Shivi, E-waste Initiative Representative

WHAT'S NEXT

In 2026, the focus will be on strengthening environmental measurement, reducing avoidable resource use, expanding responsible waste-management practices and continuing partnerships that support reforestation and circular solutions.

TOURISM SUSTAINS TRADITIONAL CRAFTS

Traditional crafts depend on skilled practitioners, viable livelihoods and continued demand. Our work connects artisans and community enterprises with the tourism economy through responsible sourcing, market access and craft-led experiences.

By creating more opportunities for traditional skills to generate income, tourism can help strengthen artisan livelihoods while supporting the continuation of craft knowledge across generations.

2025 HIGHLIGHTS

300+
Artisan groups and traditional crafts supported through market access

Ongoing
Sourcing from community and artisan-led organisations

Multiple
Craft and textile experiences integrated into travel itineraries

1
Heritage conservation collaboration under exploration

FEATURED PROJECTS

MARKET ACCESS THROUGH RESPONSIBLE SOURCING

Action for Ability Development and Inclusion AADI · I Village

Guest collaterals, including handcrafted bags and water bottle holders, are sourced through organisations such as AADI and I Village.

This creates a direct procurement channel for locally made products while supporting income opportunities for artisans and community groups.



CRAFTALES BY CHICKY | Delhi

Craftales by Chicky works with traditional craft producers through skill development and livelihood support.

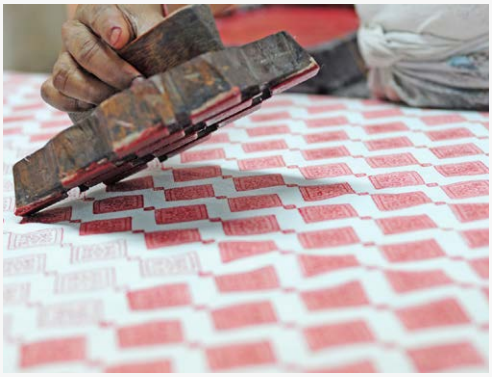
Our engagement contributes to wider efforts to strengthen opportunities for craft producers and sustain traditional skills through access to contemporary markets.



CRAFT EXPERIENCES THROUGH TOURISM
Jaipur · Varanasi and other destinations

Block-printing workshops, textile trails and other artisan-led experiences connect travellers directly with the people and processes behind traditional crafts.

By including these experiences in itineraries, tourism creates an additional source of visibility and income for artisans while giving travellers a better understanding of the cultural traditions of a destination.



VOICES FROM THE COMMUNITY

"When travellers visit our workshop, they understand the time and skill behind what we make. Their interest and purchases help us earn from our craft and encourage us to continue the work."

— Traditional Artisan

"Our skills have been passed down over generations. Having access to new customers gives us a reason to continue practising the craft and an opportunity to earn from it."

— Craft Producer

"Connecting artisans with tourism creates more than a market for their products. It gives traditional skills greater visibility and helps communities see continued economic value in preserving them."

— Community Craft Initiative Representative

WHAT'S NEXT

In 2026, the focus will be on expanding market access for artisan communities, increasing responsible sourcing from community enterprises and strengthening the inclusion of authentic craft and cultural experiences within tourism itineraries.

We will also continue to explore opportunities to support wider heritage conservation initiatives through relevant partnerships.

TOURISM PROTECTS WILDLIFE

Wildlife tourism carries a responsibility to protect the animals, habitats and ecosystems that make these experiences possible. Our approach supports organisations and practices that prioritise animal welfare, conservation and responsible visitor behaviour.

Through partnerships and tourism practices, we support wildlife protection while encouraging experiences that place conservation and animal welfare ahead of entertainment.

2025 HIGHLIGHTS

2
Wildlife conservation organisations supported

Multiple
Animals supported through care, nutrition and rehabilitation

Ongoing
Responsible wildlife tourism practices integrated into travel planning

Ongoing
Engagement with conservation and animal-welfare organisations

FEATURED PROJECTS

WILDLIFE SOS INDIA | Wildlife Rescue & Rehabilitation

Wildlife SOS rescues, treats and rehabilitates animals affected by exploitation, illegal trade and human-wildlife conflict, including elephants, bears and leopards.

Our support contributes to the organisation's ongoing work in animal care, nutrition, medical treatment and rehabilitation.



TOFTIGERS | Central India

TOFTigers works with tourism businesses and destinations to encourage more responsible nature and wildlife tourism.

Its sustainability standards for lodges and tourism operators help promote practices that support conservation while reducing the negative impacts associated with wildlife tourism.



RESPONSIBLE WILDLIFE TOURISM

Our approach to wildlife experiences prioritises responsible viewing and animal welfare.

Through engagement with organisations including World Animal Protection, we continue to strengthen awareness around ethical wildlife tourism and encourage travel choices that do not contribute to animal exploitation.



VOICES FROM THE COMMUNITY

"Responsible wildlife tourism begins with putting the welfare of animals first. Visitors can experience wildlife without compromising the well-being of the animals they have travelled to see."

— Wildlife Conservation Representative

WHAT'S NEXT

In 2026, the focus will be on strengthening partnerships with wildlife and conservation organisations, continuing to promote responsible wildlife tourism practices and supporting initiatives that prioritise animal welfare and habitat protection.

We will also explore opportunities for new conservation collaborations where there is a clear and measurable role for the Foundation.

Representative testimonials drafted from documented programme activities. To be reviewed and approved before publication.

EXPERIENCES THAT GIVE BACK

CONNECTING TRAVELLERS WITH LOCAL ENTERPRISE

Responsible tourism creates greater value when local people are active participants in the visitor economy.

Through Distinct Destinations and Alphonso Stories, community-led experiences are incorporated into itineraries across the region. These experiences connect travellers directly with farmers, artisans, women-led enterprises and local hosts, creating opportunities for tourism spending to reach the people delivering the experience.

WOMEN-LED CITY EXPERIENCES



Pink City Rickshaw | Jaipur, Rajasthan

Who benefits
Women trained as e-rickshaw drivers and participants in the women-led enterprise.

How tourism creates value
Guest rides create paid tourism opportunities while increasing the participation and visibility of women in a traditionally male-dominated sector.



Taj City Rickshaw | Agra, Uttar Pradesh

Who benefits
Local women empowered through skills, employment, and independent earning opportunities.

How tourism creates value
Every guest ride supports women-led livelihoods, creating regular earning opportunities and enabling greater economic independence through tourism.

FARM & FOOD EXPERIENCES



Farm Visit & Local Lunch | Alappuzha, Kerala

Who benefits
The local farming family hosting the experience.

How tourism creates value
A farm visit and home-cooked Syrian Christian meal create an additional source of income connected to the family's land, food traditions and hospitality.



A Table to Farm | Jodhpur, Rajasthan

Who benefits
Local farming families and people involved in delivering the farm-based dining experience.

How tourism creates value
Travellers visit a working farm and dine on-site, creating a direct commercial opportunity around local agriculture, food and hospitality.

COMMUNITY & VILLAGE EXPERIENCES



Along the River Kaveri | Tanjavur, Tamil Nadu

Who benefits
Local residents and community hosts.

How tourism creates value
The village experience creates opportunities for local people to participate directly in tourism while sharing the cultural traditions and everyday life of the region.



Kumbalanghi Village Experience | Kochi, Kerala

Who benefits
Fishing families, farmers and people involved in traditional village livelihoods.

How tourism creates value
The experience connects visitor spending with local livelihoods, from fishing and crab farming to coir making and agriculture, helping traditional skills remain economically relevant.

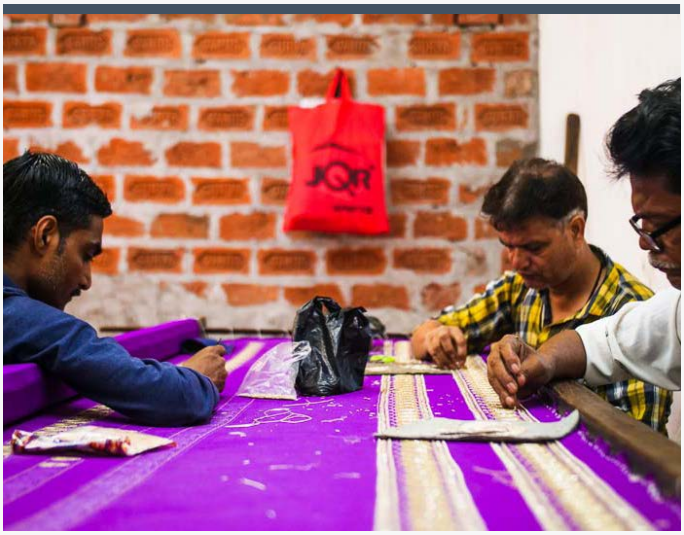
CRAFT & TEXTILE EXPERIENCES



Block Printing Workshop | Jaipur, Rajasthan

Who benefits
Traditional block-printing artisans.

How tourism creates value
Travellers participate in a hands-on workshop delivered by artisans, generating income from their skills while increasing awareness and visibility of the craft.



Textile Trail | Varanasi, Uttar Pradesh

Who benefits
Weavers and artisan workshops connected to Varanasi's silk and cotton traditions.

How tourism creates value
Visits to working artisan spaces connect travellers directly with local producers, creating greater visibility and market access for traditional textile practices.

THE VALUE OF THE EXPERIENCE

Community-based experiences can create a direct connection between visitor spending and local economic participation.

Traveller Participation	Locally Delivered Experience	Direct Income & Market Access	Stronger Local Enterprise	Wider Community Impact

WHAT THIS CAN SUPPORT

LIVELIHOODS

More opportunities for local people to earn through tourism.

ECONOMIC PARTICIPATION

Greater involvement of women, artisans, farmers and community enterprises in the visitor economy.

MARKET ACCESS

New customers and greater visibility for local products, skills and services.

CULTURAL CONTINUITY

Economic value for traditional crafts, food practices and local knowledge can support their continuation.

LOCAL ECONOMIC VALUE

A greater share of tourism spending can remain with the people and enterprises operating within the destination.





When experiences are designed around local participation, tourism expenditure can remain closer to the destination and the people who make the experience possible.

STRATEGIC PARTNERSHIPS

WORKING TOGETHER FOR GREATER IMPACT

Distinct Steps Foundation works with organisations that bring local knowledge, technical expertise and established relationships with the communities and causes they serve.

Our role varies across partnerships. It may include financial or material support, connecting community enterprises with tourism, integrating responsible experiences into itineraries, supporting infrastructure, or adopting more responsible practices within our own operations.

Together, these partnerships allow us to support initiatives where specialist knowledge and local participation are already in place.

COMMUNITY & LIVELIHOOD PARTNERS

Sambhali Trust | i Village | Pink City Rickshaw | Craftales by Chicky | AADI

Their role

Skills development, inclusive livelihoods, women-led enterprise, artisan support and community participation.

How we work together

Support includes vocational resources, tourism-linked opportunities, responsible sourcing and greater access to tourism markets.

EDUCATION & SOCIAL IMPACT PARTNERS

Naya Savera | Children of the World | Just a Drop | Jal

Their role

Education, child well-being, community infrastructure and access to essential resources.

How we work together

Support ranges from school infrastructure and community engagement to water and sanitation initiatives.

ENVIRONMENTAL PARTNERS

Grow-Trees.com

Green Recycling Waste Management

GUDS SWAP

Their role
Reforestation, responsible e-waste management, textile waste diversion and environmental awareness.

How we work together
These partnerships support practical environmental action alongside efforts to reduce the operational footprint associated with tourism.

WILDLIFE & CONSERVATION PARTNERS

Wildlife SOS India

TOFTigers

Jivdaya Charitable Trust

Their role
Animal welfare, wildlife rehabilitation, conservation and responsible wildlife tourism.

How we work together
Our engagement supports conservation initiatives and strengthens responsible approaches to wildlife experiences within tourism.

RESPONSIBLE TOURISM & INDUSTRY PARTNERS

Responsible Tourism Society of India

Their role
Advancing responsible tourism practices and strengthening collaboration across the tourism sector.

How we work together
Industry engagement helps connect our community and environmental work with wider responsible tourism practices.

CERTIFICATION & SUSTAINABILITY PARTNERS

Travelife

TourCert

Their role
Frameworks and standards for responsible and sustainable tourism practices.

How we work together
External sustainability frameworks support greater structure, accountability and continuous improvement across tourism operations.

IN THE PIPELINE

Alongside our established partnerships, we are exploring new collaborations that can extend our work into additional areas of community well-being, wildlife care and heritage conservation.



JAL TRUST | PONDICHERRY

A proposed collaboration to support elderly and destitute individuals through Jal Trust's Ayush Home programme.

JAL TRUST | SHINE CHILDREN HOME | PONDICHERRY

A proposed collaboration to support children undergoing cancer treatment and their mothers by providing shelter, meals and medical assistance during treatment.



JIVDAYA CHARITABLE TRUST | AHMEDABAD

A collaboration under development to support the treatment and rehabilitation of birds injured during the Uttarayan kite-flying festival.

ADOPT A HERITAGE MONUMENT

Exploring opportunities to support a heritage site under the Government of India's Adopt a Heritage initiative, contributing to the preservation and promotion of cultural heritage



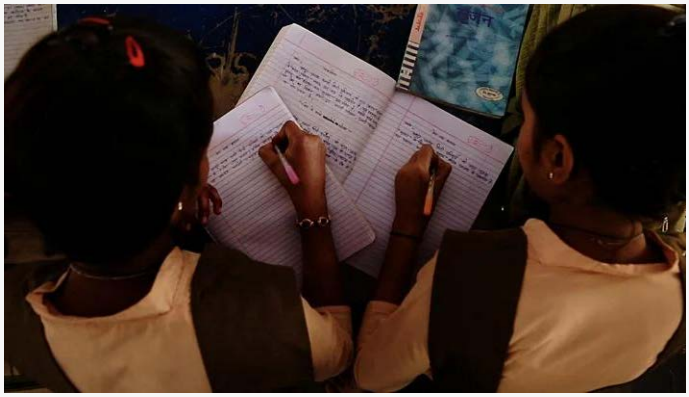


PLASTIC RECYCLING & WASTE MANAGEMENT INITIATIVES

Evaluating partnerships focused on plastic recycling, waste segregation, and circular economy solutions that can help reduce environmental impact and promote responsible waste management practices.

NAYA SAVERA SCHOOL

Exploring sponsorship opportunities to support the secondary education of girl students, helping ensure continued access to quality education and enabling greater long-term opportunities for young learners.





NAYA SAVERA SPORTS CLUB

A proposed initiative to support grassroots sports development by providing access to training, equipment, and opportunities that encourage participation, discipline, and overall well-being among young athletes.

E-RICKSHAW LIVELIHOOD PROJECT | UDAIPUR & VARANASI

Donation of e-rickshaws in Udaipur and Varanasi to support individuals and families in building sustainable livelihoods, while encouraging environmentally friendly local transportation.



OUR IMPACT ECOSYSTEM

IMPACT ACROSS COMMUNITIES AND DESTINATIONS

Our work connects community organisations, local enterprises, conservation initiatives and responsible tourism experiences across India.

Each location represents a different form of engagement, but together they form a wider network connecting tourism with livelihoods, education, community well-being, environmental action, heritage and wildlife conservation.

ACROSS THE MAP

WOMEN'S LIVELIHOODS

Jaipur · Agra · Jodhpur · Varanasi

Women-led mobility, vocational training, skills development and livelihood opportunities.

ARTISANS & TRADITIONAL CRAFTS

Jaipur · Jodhpur · Varanasi · Delhi

Market access, responsible sourcing, craft experiences and support for traditional skills.

EDUCATION & INCLUSION

Delhi & NCR

Education, school infrastructure, child well-being, skills and inclusive livelihoods.

WATER & COMMUNITY WELL-BEING

Daha Village

Clean-water infrastructure, piped water access and community sanitation.

ENVIRONMENTAL ACTION

Pan-India · Bengaluru

Reforestation, responsible e-waste management and textile waste diversion.

WILDLIFE & CONSERVATION

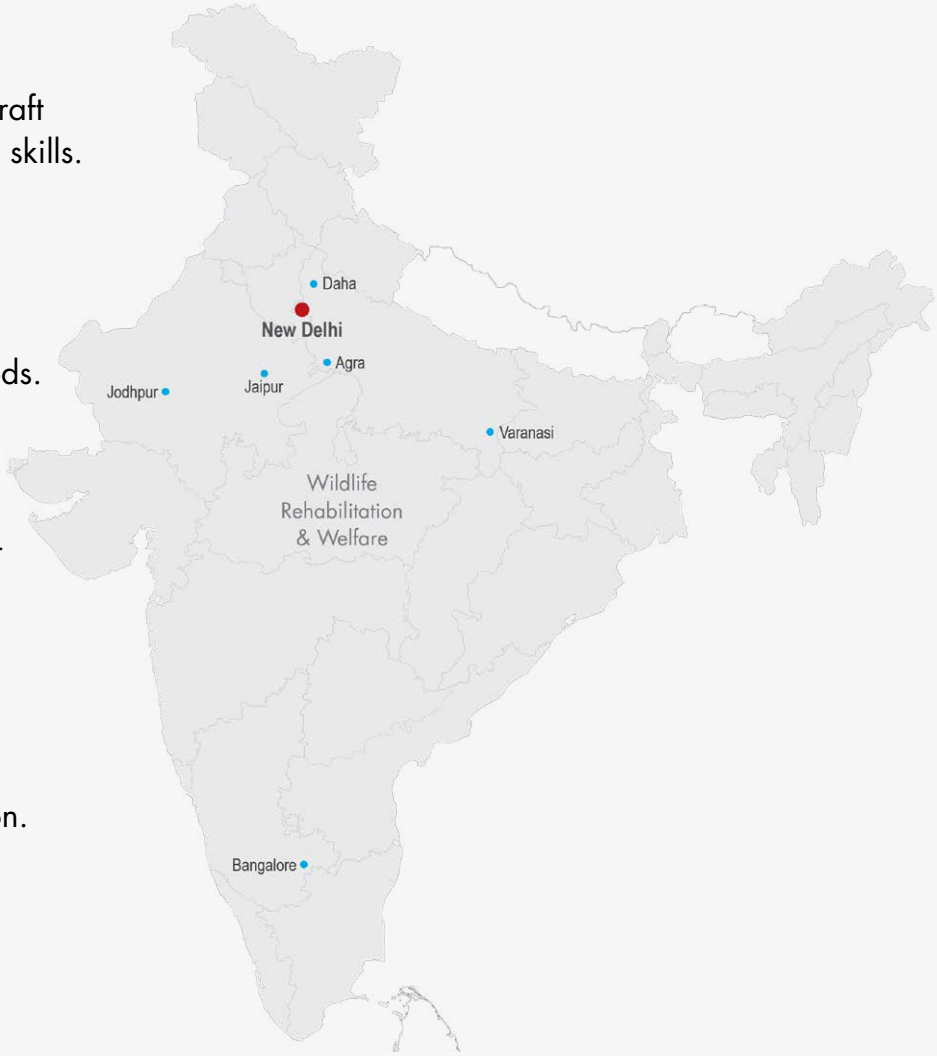
Central India · Multiple Locations

Wildlife rehabilitation, animal welfare and responsible wildlife tourism.

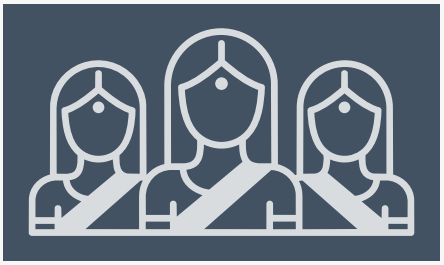
RESPONSIBLE TOURISM EXPERIENCES

Across India

Community-led food, farm, craft, textile, village and women-led tourism experiences connect travellers directly with local enterprises.



OUR NETWORK



Women & Community Enterprises
Supporting participation in tourism and local livelihoods



Artisans & Producers
Connecting traditional skills and local products with markets



Schools & Social Organisations
Supporting education, inclusion and community well-being



NGOs & Specialist Partners
Providing local knowledge and technical expertise

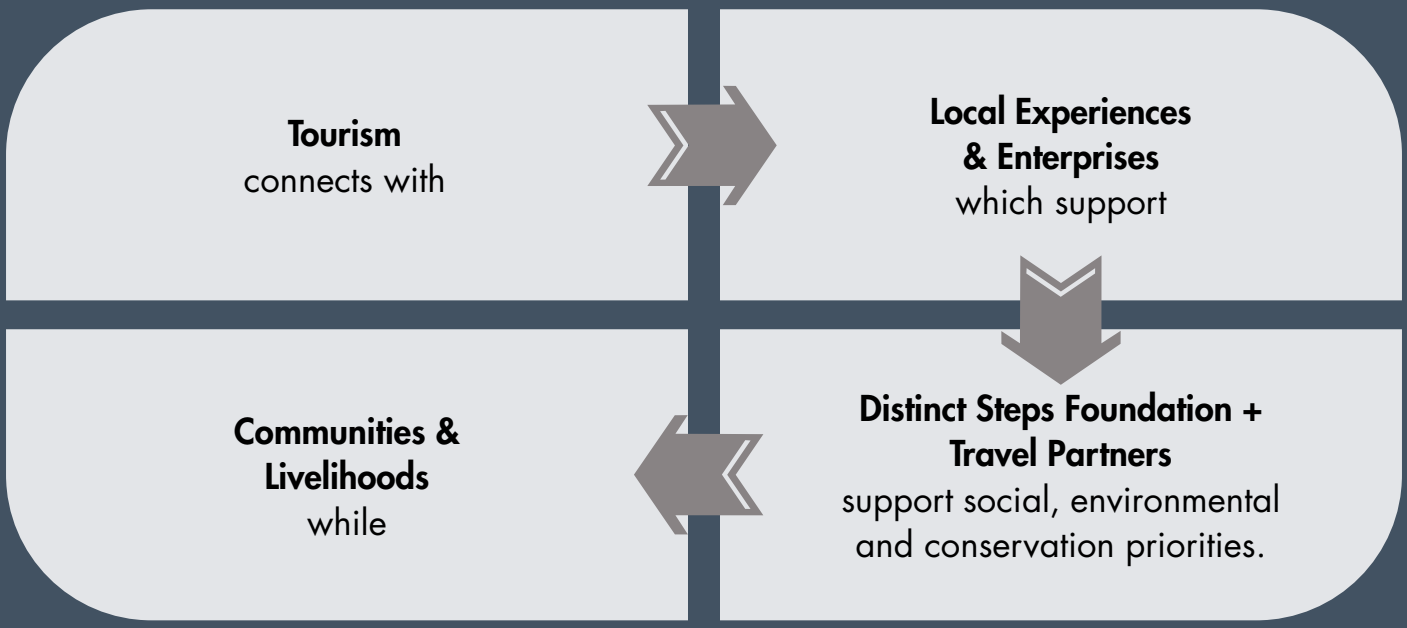


Conservation Organisations
Supporting wildlife, habitats and responsible tourism



Tourism Experiences
Creating connections between travellers and local communities

ONE CONNECTED ECOSYSTEM



Together, these relationships create an ecosystem in which tourism and community impact can reinforce one another.

MEASURING OUR IMPACT

Building a Stronger Measurement Framework

2025 established an initial baseline for tracking the reach of Distinct Steps Foundation's programmes and partnerships.

The figures presented in this report have been compiled from project records, partner inputs and programme information available for the 2025 reporting period.

OUR APPROACH

Reporting Period
Financial Year 2025 - 2026

Programme Records
Data is drawn from initiatives supported or undertaken during the reporting period.

Partner Inputs
Where relevant, information is based on updates and records shared by implementing community partners.

Beneficiary Reporting
People reached are reported according to the available information for each programme or initiative.

Project Outputs
Infrastructure, materials, environmental actions and other measurable outputs are recorded separately from beneficiary numbers.

STRENGTHENING THE PROCESS

As the Foundation's work develops, our focus will be on improving consistency across data collection, establishing clearer indicators for each impact area and strengthening documentation across partner-led initiatives.

Future reporting will aim to provide greater clarity on direct and indirect reach, programme outcomes and year-on-year progress.

LOOKING AHEAD

Priorities for 2026 - 2027

2025 was a year of establishing structure, strengthening partnerships and creating a clearer baseline for the Foundation's work.

In 2026, our focus will be on deepening existing programmes while building stronger systems for long-term impact.

OUR PRIORITIES

Strengthen Existing Partnerships
Deepen engagement with organisations already working across livelihoods, education, community well-being, environ ment, heritage and wildlife.

Expand Women-Led Opportunities
Increase support for women-led enterprises, skills development and participation within the tourism economy.

Extend Water & Sanitation Support
Identify additional opportunities to improve access to clean water, sanitation and essential community infrastructure.

Grow Community-Based Tourism Connections
Increase the integration of responsible, locally delivered experiences within Distinct Destinations and Alphonso Stories itineraries.

Develop New Collaborations
Progress partnerships currently under exploration across social care, wildlife rehabilitation and heritage conservation.

Improve Impact Measurement
Strengthen data collection, reporting consistency and outcome tracking across programmes and partnerships.

OUR COMMITMENT

Every journey has the potential to create opportunity.

Our responsibility is to ensure that the value created through tourism contributes meaningfully to the people, communities and places that make those journeys possible.

APPENDIX

OUR PARTNERS

COMMUNITY, LIVELIHOODS & EDUCATION

Sambhali Trust
Naya Savera
I Village
Children of the World
Ujala by AADI
Pink City Rickshaw Company
Access Development Organisation
Craftales by Chicky

WILDLIFE & CONSERVATION

Wildlife SOS India
World Animal Protection
TOFTigers

ENVIRONMENT & COMMUNITY WELL-BEING

Grow-Trees.com
One Tree Planted
Green Recycling Waste Management
Just a Drop
GUDS SWAP

RESPONSIBLE TOURISM & SUSTAINABILITY

Responsible Tourism Society of India
Travelife
TourCert

COLLABORATIONS IN DEVELOPMENT

Jivdaya Charitable Trust
Jal Trust, Pondicherry
Adopt a Heritage Monument Programme - ASI

ACKNOWLEDGEMENTS

We acknowledge the community organisations, NGOs, conservation partners, tourism teams and local enterprises whose work and collaboration contributed to the initiatives represented in this report.

We also thank the communities, guides, hosts, artisans and business partners who continue to make responsible tourism possible.

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A Foundation by Distinct Destinations

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