

## WHY WE “LOVE LOCAL”



In a world increasingly dominated by mega companies and multinational corporations, a growing number of people are choosing to value the local. The Local Food Movement of the past several decades has sought to restore a closer geographical link between food production and consumption. “Buy Local” has become a rallying cry in many communities around the world.

Yet tourism in its essence is not very local. “Local travel” actually sounds like an oxymoron. But we believe that travel businesses too can be local.

Why do we love local? Well, we love Mehrauli. Yeah, it’s overgrown, struggling to keep up, and riddled with infrastructure problems. But we live here and care about this place. It is our home.

The notion of “local” is extraordinarily compelling. And it is also practical because:

- Local people better understand the essence of Mehrauli
- Local people care more about the future of Mehrauli
- Local people have a vested interest in the environment and infrastructure of Mehrauli
- Local people most benefit from an active local economy of Mehrauli

We’re just getting started, but we want to “love local.” For us in Project Mehrauli, this means...

- ...living here: like Caleb Call, an American who is a catalyst behind Project Mehrauli
- ...working with local companies: like Acuevers whose Managing Partner, Ashfaque Waris, is a resident of Mehrauli since childhood
- ...and working with local guides: like Ajaz, who is a Mehrauli wala since childhood

It also means we want to collaborate with Mehrauli's businesses, restaurants, boutiques, shops, AirBnB's, performers, historians, religious leaders, aspiring entrepreneurs, and others. How will it all work? The future will tell. And today we will take that next step forward partnering with our local neighbors and inviting our guests to visit our much-loved home, Mehrauli.

