Royal Enfield and Native Medicare Charitable Trust, implement the project on Responsible Travel in selected area of Coimbatore and Nilgiris Districts. It is proposed to implement the program in five routes of Mudhumalai Tiger Reserve, Anamalai Tiger Reserve and Coimbatore Forest division covering Tourist, Tribal families, Forest Department and Bike Riders.

The Project aims to sensitize and engage local communities towards eco-friendly practices and manage existing and newly established facilities to promote responsible travel and tourism, to develop a feasible plan for a sustainable solution for waste management in the target locations, to enable the local government, Forest department, Women self-help groups, and community volunteers to manage the facilities and establish eco-friendly and hygienic facilities on the routes and selected tourist destinations.