

CHAPTER I

INTRODUCTION

Tourism Department was established since the creation of the State of Meghalaya with an overall objective of creation of an enabling environment to attract tourist from various parts of the country and abroad to come and share the Meghalaya experience. Initially with limited resources, the Department in collaboration with the various stake holders made an attempt to set up infrastructures in places of tourist's interest and to improve the approach roads/paths, facilities for the tourists etc in terms of wayside amenities, accommodation, transport and other amenities for their conveniences. Unfortunately in the earlier years, Tourism in the NE in general had suffered on account of years of insurgency and the resulting security concerns. Many foreign Missions , in the past, issued advisories against traveling in NE India, worsening the security perception. Perhaps it may be mentioned that though Meghalaya was the least affected but being landlocked the consequences were also felt here. The current ground scenario is one in which Tourists are welcome to come and enjoy the beauty of Meghalaya.

In recent years tourism has gained momentum especially with the lifting of the Restricted Area Permit. It is expected that more tourists would visit the State and the flow of tourist traffic both domestic and foreign would increase rapidly in the near future as Meghalaya is considered to be one of the most picturesque states in the country and the State has enough tourism content and potential to attract Tourists of different interests. While increasing the tourist inflow, care is also being taken to develop the facilities in a sustainable manner.

Comprehensive review of Tourism have brought into focus several shortcomings like insufficient infrastructure in terms of accommodation for the

Tourists, skill required of the service providers , need for capacity building for the various stakeholders, marketing , publicity, insufficient investments in the sector, weak linkages with financial Institutions and low private investment leading to low level satisfaction .Meghalaya has a lot to offer in terms of natural scenic beauty, adventure ,eco tourism and a large number of educated human resources which could support the delivery systems. It was with this background that the Government has considered a change in its strategy to develop tourism in a mission mode so that this sector can evolve as a major engine of economic growth for the State.

CHAPTER II

POTENTIAL

Tourism is a major source of revenue for many countries in the world. Tourism has tremendous income and employment ripple effects that spread far beyond the actual tourism activity itself, so that benefits transfer quite naturally to retailers, peripheral services, and even to construction, banking and handicrafts. In other words, tourism related services are naturally employment intensive. Besides improving the economic condition of the people, tourism has the potential to bring people from different walks of life and cultures together. Among the smallest States in the country, Meghalaya is blessed with picturesque landscape, conducive geo-ecological settings, sparkling waterfalls, legendary & mythological sites, rich traditional culture and warm and hospitable people. It has a rich cultural heritage and is blessed with a salubrious climate, which is naturally attractive for short sojourn by tourists from the plain areas. It has special attractions like the Shillong Golf Course, the wettest place in the world, Cherrapunjee (Sohra), Caves which could rival any of the world's best, wildlife sanctuaries and Biosphere reserves . It also boasts of one of the most beautiful high altitude lakes at Umiam. So far, many tourists have been coming to the State but in a disorganized manner and are not lured by specific packages and products. In other parts of the State, like West Khasi Hills, South Garo Hills, Jaintia Hills etc , tourist spots are amply endowed by nature. Though a lot has been said about the tourist potentials in the NER in general and the State in particular, due to shortage of funds, adequate investment could not be made in the past in the context of creation of infrastructure assets, rural connectivity, air connectivity etc.

Meghalaya offers many adventure tourism opportunities in the form of mountaineering, rock climbing, trekking routes, water sports etc. The State also offers numerous trekking routes some of which offer an opportunity to encounter rare animals and plant species distinctive to this region of the country.

The thrust areas for tapping the tourism potential available in the state are:

Nature Tourism: - The abundant natural beauty is a major asset which can promote tourism industry if adequate tourism infrastructure is provided.

Health Tourism: - Khasi and Garo tribes are known for their traditional healing practices. The State has a strong base of traditional medicine, utilizing different types of locally available medicinal plants and herbs. With proper investment and management, the potential of traditional medicine can be fully exploited.

Adventure/Sports Tourism: Adventure Tourism is an untapped resource for the Tourism Industry in Meghalaya. It has vast potential to be applied and operated from almost any part of the State's rich geographical arena. At this stage, Adventure Tourism in Meghalaya as well as in India as a whole is still in its infancy. It has tremendous potential not only in economic terms for the State but also has a high employability factor. Training and Capacity building in this field will yield youths of the State with skills that are highly valued not only for Entrepreneurship and Employment in the State but almost anywhere in the country. A major thrust is required to enable entrepreneurs to acquire equipment and other material to undertake and promote Adventure Tourism activities in the State. Meghalaya has the potential to be the top ranking Adventure destination in India, provided it gets the adequate attention from the private sector.

Rural Tourism and Legend Tourism: Village /Rural Tourism is a new concept where Tourists are encouraged to visit the villages, stay there and spend time in the peaceful environment of the villages and familiarize themselves with the unique culture of the villages. Places like Mawlynnong, Laitkynsew etc are becoming popular places for the visitors. Majority of places in the rural areas of Meghalaya are associated with myths and legends. Training the local youth in the field of folklore for reciting legends, myths, folktales etc during important events would help in promoting this product.

Cultural Heritage: Meghalaya is rich in culture and this attracts a lot of domestic and foreign tourists. This age-old culture has been handed down to the present generation by our forefathers. Villagers in rural areas are still holding on to their ancient customs, usages and traditions. This can provide a tremendous opportunity for tourists to be exposed to the culture and tradition of the State. There are Fairs and Festivals which are celebrated in the State throughout the year.

Golf Tourism: Meghalaya prides itself in having one of the oldest natural 18- holes golf course in the world. With some improvements in the surroundings and attitude of the people, it has the potential of attracting golfers from all over the world because the game could be played practically all the year round.

Eco Tourism: has a lot of potential as it provides the basic framework for ecologically sustainable tourism with livelihood opportunities for local communities. Tourism facilities shall be developed around the National parks and sanctuaries and shall be integrated as a Tourism product. In collaboration with Forest and Environment Department of the State, following Steps will be taken:

1. Eco Tourism activities will be regulated in a manner that preserves the health, scenic beauty and natural attributes of the Eco tourism sites.
2. Local communities will be trained and motivated to be an integral part of the eco tourism activities.
3. Eco Tourism will compulsorily focus on providing eco sustainable livelihood support to the local communities.

Cave Tourism: Meghalaya has been of interest to the caving fraternity for many years. About 520 caves have been explored and mapped (some partially) yielding a total cave passage mapped of above 280 kms , including most of the longest and the deepest caves in the sub continent. Krem liat prah (length of 22,203 Kms) is the longest cave and Synrang Pangiang (317 Kms) is the deepest cave, both located in Jaintia Hills. Cavers from UK, Germany, Austria, Ireland and US have been visiting Meghalaya for exploring these caves. Not many of these caves have been developed or promoted adequately. The potential of discovering more caves in Meghalaya is

enormous. The Department will work closely in collaboration with the Meghalaya Adventures' Association to organize more expeditions and involve cavers from different parts of the world to come and share the experience the glory that only nature can bestow.

MICE Tourism: Shillong being a year round destination could be segmented as a perfect destination for MEETINGS, INCENTIVES, CONVENTIONS and ENTERTAINMENT with required infrastructure and proper road and air connectivity

CHAPTER III

STATUS

The latest figure of Tourists arrivals to the State available with the Department is indicated below, which has shown an increase over the year 2005 taken as base year.

	2005	2006	2007	2008	2009	2010	2011	% increase over 2005
Domestic	375911	400287	457685	549954	591398	652756	667504	77.56
Foreign	5099	4259	5267	4919	4522	4177	4803	(-).5.8
Total	381010	404546	462952	554873	595920	656933	672307	76.45

The Data indicated that while there is a fluctuation in the Category of Foreign Tourists visiting the State, there is a large increase of 77.56% in the number of Domestic Tourists and an overall increase of 76.45%, which indicates a very favorable trend. The statistics of foreign Tourists visiting the State are very small compared with the other Tourists coming here from other parts of the Country. This could be perhaps due to the lack of suitable infrastructure facilities, proper air and road connectivity to meet their requirements to attract them. There is therefore a need to create quality niche products which would be attractive to foreign tourists.

While it was a fact that communication network such as road and air connectivity to the State is not adequate, steps are being taken to improve the situation. Now there is a flight to Kolkata on every week day. The Airport at Umroi is being upgraded. Four laning of the GS Road, which is under way, will improve the connectivity with Guwahati and other NE States. Road to Cherrapunjee is quite good and the Shillong -Dawki -Tamabil Road also is being improved and widened. The

Shillong- Nongstoin- Tura Road is also being constructed. NH 62 as well as the roads to Tura and Baghmara are being improved to enable the Tourists to visit the different areas of the State. Over all in the next few years the road conditions are expected to improve to a large extent.

The Government had recently adopted a new tourism policy. The requirement of people's participation in tourism promotional activities is central to the new Policy. Tourism is a pollution-free and eco-friendly industry capable of generating substantial employment opportunities to the people of the State. During the last four years of the State's investment, this sector has created assets which generate employment whenever infrastructures are created. In addition to that, unemployed youth have already started taking up income generation activities by participation in managing rural tourism projects, wayside amenities, restaurants etc. All these efforts are being made to create a congenial atmosphere to encourage the community to participate in the development of tourism in the State.

CHAPTER IV

THE MISSION

With a deep sense of commitment to increase the tourists inflow and encouraging people from all cultures to come, visit and enjoy the beauty and salubrious climate of the State, the Department of Tourism is endeavouring to project **“Meghalaya as the most preferred Tourist Destination within the Country and abroad”**. Hospitality and tourism include tourism activities for leisure, cultural, religious or business purposes and providing accommodation, food and beverage service to customers.

The Department will make efforts in facilitating the process of building up of infrastructure in terms of accommodation etc to meet the needs of various types of tourists visiting the State, ensuring safe and honorable tourism practices for security of the tourists visiting the places of interest in the State and enhancing the capacity and relationship between the various stakeholders, viz Hotel owners, Tour operators, the community, the government departments etc. The Department will encourage sustainable growth in tourism so that it becomes a premier income generator by opening up employment opportunities for the people. We will also educate all stakeholders especially the community in the State of the economic value of tourism whilst still retaining the values of rural life in the State.

The core inspiration for this Tourism Mission is that the State has the potential to attract tourists of different interests and that our Stakeholders have the capacity to provide hospitality services comparable to the best in the region.

CHAPTER V

MISSION OBJECTIVES

1. Training, capacity building and skill development

To ensure acceptable levels of hospitality service through training and human resource development. The quality and efficiency of service is one of the most important aspects of tourism. The role of Human Resource Development in Tourism Sector is not just to create new jobs but to build capacities of different functionaries in the demand - supply chain of tourism product and consumption. With the objective of positioning tourism as a major engine of growth and to harness its direct and multiplier effects for employment and poverty alleviation in an environmentally sustainable manner, human resource development constitutes a key area in tourism planning. Human resource development is necessary for the tourism sector to increase productivity and efficiencies in hospitality functions, and to provide sustainable employment opportunities in the areas where options for other gainful vocations are limited. Hence it is proposed to train and build up capacities of the youth in areas of Food & Beverage Service, Housekeeping, Front Office including hospitality & communication Skills, Food & Beverage production etc. In order to improve on the quality of construction and restore old buildings, skill development programmes such as training for masons, carpenters, tile fitters, painters, electricians, plumbers, welders etc. are also proposed to be undertaken under the Mission

2. Infrastructure Creation

To bridge the existing tourism infrastructure gap as the existing infrastructure shows low quality and capacity to service high paying tourists as well as high end budget tourists as the expectations are way beyond what is being offered. The current infrastructure does not allow the tourists to spend money for accommodation at destinations, entertainment, shopping and restricts the income transfer for the benefit of the people in the state. The poor

infrastructure and low capacity also inhibits the travel and tour trade to take aggressive stand to promote tourism. There is a need to increase accommodation facilities and restaurants, tented accommodation facilities, set up recreational facilities like amusement parks, golf facilities etc. Creation of such infrastructures will attract tourists to stay longer and repeat the experience.

For the purpose of assisting entrepreneurs for construction and operation of homestays and resorts a scheme has been notified under “**Meghalaya Tourism Development and Investment Promotion Scheme 2012**” which provides assistance to entrepreneurs for creation of Homestays and Resorts limiting the amount to 30% of project cost of Rs 16.00 Lakhs and Rs 100.00 Lakhs respectively.

3. Brand Building

Brand Building of the state is an initiative which merits deployment as the benefits are not only for the tourism sector but overflows into many areas including Investments in the state in many sectors like education, health care, industry etc. Through branding we hope to develop a creative, compelling identity of Meghalaya tourism which accurately reflects the experience promised. The Brand image can be built through publicity both in electronic and print media by promoting high profile events, hosting travel writers, organising and supporting festivals and fairs etc.

4. Convergence

Tourism Mission would place a very high emphasis on convergence with other programmes /schemes of the different Departments of the State that is Forest and Environment, PWD, C&RD, Fisheries, Horticulture, Urban Affairs, Arts and Culture, Police and other Central Ministries Etc.

CHAPTER VI

MISSION I

SENSITIZATION

The Meghalaya State Tourism Mission will be promoted through a mass media campaign so that it can successfully deliver and publicize its message to the people, in particular, in the rural areas, who are the target audience of this Mission. Programmes for conservation and preservation are crucial elements of the mission. Sensitization programmes will bring forth the benefits of the tourism industry indicating the rippling effects in the economy which this industry can generate. The communities would be enlightened on eco friendly tourist infrastructures which can be achieved with locally available materials preserving the environment, unique selling points available and how to market the USP's available etc.

In order to create a Public Awareness, the mass media will be used to promote the mission's aims and objectives. This will include Press Releases, that will be sent to the Press and stories or articles relating to the mission will be published both in Khasi, Garo and English newspapers.

Pamphlets and booklets with a detailed explanation about the mission, various schemes, type of assistance, mode of applications as well as the types of trainings available will be clearly stated in the booklets. This will serve as another form of promotion and it will be distributed to the people especially in the rural areas. It should be printed both in Khasi, Garo and English.

Panel Discussions will be conducted where experts from the field will go and interact with the people in the rural areas. This will give the people an opportunity to express their views about the mission and also ask questions from the experts. Thus, their doubts and any kind of confusion relating to the mission will be cleared. .

Posters will also act as another form of promotion. Such posters will be carefully designed keeping in mind the target audience as well as the standards of the mission. It will be directed towards the rural and remote areas in local languages. The motive is to attract as well as capture the attention of the people. But most importantly, the public should be able to understand the message and all the crucial elements involved in the tourism mission. The various facilities available under the mission for the people mainly to the farmers will be presented and informed.

Workshops/seminars are of immense importance as it can help in the promotion of the mission to a large extent. It will require the participation of the stakeholders in the field. NGOs, self help groups, entrepreneurs, communities, etc, will be invited to these workshops for their thoughts on the mission.

Leaflets will also be used in the campaign, where a brief description of the programmes as well as the procedures involved in the mission will be published.

Public meetings will also be conducted so that the people are aware of the benefits of Tourism. Through these meetings, they will have a proper knowledge and most importantly be aware of the mission and become involved in capacity building programmes and creation of eco friendly destinations.

It will also be suitable for Festivals/Mela/Exhibitions, to be organized which will also be another media strategy in order to accomplish its goals.

A website for the mission will be created and developed by web developers. The content and all the important information will be provided by the experts and people who are closely associated with the Mission and this will be available to the public. The website will contain videos and images, success stories along with an elaborate explanation of the mission and this will serve as an electronic guide to the public.

CHAPTER VII

MISSION II

TRAINING/CAPACITY BUILDING AND SKILL DEVELOPMENT

The challenge is to build capabilities, especially that of the community, to generate meaningful livelihoods and treat tourism as an Industry, a means for employment and to enable them to earn respectable earnings. The first step in the way forward would be to motivate the stakeholders to form their own associations to adhere to certain adopted principles in whatever form of services they are providing, for comfort, safety, cleanliness etc and ensuring the convenience of the tourists. They and their associations are provided sufficient capacities to manage the external environment, enable them to access finance, and to expand their skills and assets and convert them into meaningful livelihoods. The Mission believes that the programme can be scaled up in a time bound manner, only if it is driven by the various stakeholders and not by the Government alone.

The strategy will be on Training, Capacity Building and Skill Building. It is expected that around 10000 youths would be trained within the next five years of the Mission.

These individuals shall be provided with the requisite skills for managing their institutions, linking up with markets, managing their existing livelihoods, enhancing the capacity for providing the best hospitality services. A multi-pronged approach is, envisaged, for continuous capacity building of the targeted groups in order to improve the quality of Tourism products. Particular focus would be on the following:

- Appropriate trainings under the Hunar se Rozgar scheme of the GOI, capacity building under State Plan, NEC etc.
- Institute of Hotel Management, Shillong: Food craft Institute, Tura, Polytechnics and ITI's at Shillong and Jowai, and the Martin Luther Christian University shall be urged to frame specialised courses in the Hospitality and related sector which is relevant for the Tourism.

- Set up standards expected for the various services related to the industry that is Tour Operators, Transport Operators, Guides, entrepreneur for hospitality services, service providers for adventure tourism and insistence of appropriate training for them
- The Mission would also make extensive use of Information Technology to make knowledge dissemination and capacity building more effective.

Hospitality sector offers job opportunities for which Training and Capacity building in Hospitality are essential. In order to build these capacities in the individuals the following programmes would form part of the mission on capacity building for the individuals to provide services in the sector:-

1. TRAINING IN FRONT OFFICE INCLUDING HOSPITALITY & COMMUNICATION SKILLS

This programme would build the capacities required to manage the front office in the capacity of receptionists etc who are in direct contact with the tourist. It is expected that these individuals should have the basic knowledge and would be necessarily trained on the topics which are as follows:-

1. Introduction to Hotel Industry
2. To Define Target Market & explain intangibility of service and potential Advantages & Disadvantages of different types of Hotel Ownerships & Affiliations to describe the Introduction of Automation of Hotels
3. To define mission and create organization charts
4. Classify the Hotel's functional areas and discuss the nature and uses of Job Description/Specification
5. Classification of Hotels
6. To Describe the various F.O Dept and describe how the organization is likely to differ in large and small hotels
7. Types of Rooms
8. Tariff Structure & plans
9. Sections of F.O and their Importance

10. Registration Card
11. Reservation Form
12. Amendment Slip
13. Cancellation Slip
14. Arrival/departure notification slip
15. VIP amenities voucher
16. Miscellaneous charge voucher
17. Allowance voucher
18. Paid out voucher
19. Message slip
20. Grooming and personal effectiveness
21. Conversational English/Business English
22. Personal Development
23. Business etiquette and body language

2. TRAINING IN BAKERY & CONFECTIONARY AND SNACKS & SAVOURY &

3. TRAINING IN FOOD PRODUCTION (COOKS/CHEFS TRAINING)

This programme is for training individuals as cooks in different specialties. The training programme would necessarily be food production and the following would be necessarily imparted during the training:-

1. To Introduce the Historical progression leading to modern cookery

- History of cooking
- Aims & Objective
- Cooking –art or science

2. To impart knowledge about different kitchen equipment

- Heavy and Light equipment
- Utensils & Knives
- Care & maintenance

3. Use

- To impart Knowledge of various culinary terms, level of skill, attitude towards work,
- behaviour & personal hygiene
- Western & Culinary terms

4. Personal grooming, hygiene & uniform

- Do's and don'ts while working in the kitchen

5. To understand the functioning of Food Production Dept.

- Organizational structure
- Layout
- Duties & responsibilities
- Interdepartmental relations
- Foundation ingredients & their role in F.P
- Composition of different ingredients & the action of heat on fat, carbohydrates,
- Proteins, vitamins & minerals.

6. Classification of cooking factors

- Classification according to function like – fats, raising agents, sweetening agents, egg, liquids/stock flavouring & seasoning, thickening

7. To understand the methods of Preparation

- Mis-en-place
- Methods of mixing

8. To understand the texture of cooked food products

- Various textures
- Faults and remedies

4. TRAINING IN HOUSEKEEPING

This programme would build the capacities required to manage the rooms and other areas of a Hotel or restaurant which are to be presentable to the tourists. It is expected that these individuals should have the basic knowledge and would be necessarily be trained on the following:-

1. Cleaning of Guest Room
2. Cleaning of Bath Room
3. Bed making
4. Cleaning of surface (furniture , fixture and floor)
5. Carpet cleaning and shampooing
6. Water and energy conservation
7. Waste disposal
8. Types of rooms
9. Types of cleaning agent and there use
10. Cleaning agents and their storage

5. TRAINING IN FOOD & BEVERAGE SERVICE

This programme would build the capacities required to serve the tourists in a manner which would be appreciated and desired by a tourist. It is expected that these individuals should have the basic knowledge and would be trained necessarily on the following:-

1. Cleaning the restaurant
2. Setting up and preparing for service
3. Use of Tray
4. Care and maintenance (Crockery , Cutlery , hollowware and equipment)
5. Laying of tables
6. Laying of covers
7. Preparing sideboard for service
8. Napkin folding

9. Use of service cloth
10. Receiving and seating guests
11. Types of menus
12. Taking an order
13. Placing an order in the Kitchen / in the bar
14. Service of Common food items
15. Service of common beverages
16. Cleaning and crumbing of table
17. Presentation of Bill and settlement of payment
18. Closing of restaurant
19. Team work
20. Grooming and personal effectiveness
21. Basic spoken English

6. TRAINING OF TOUR GUIDES

This programme would build the capacities required to work as tour guides. It is expected that these individuals should have the basic knowledge and would be necessarily trained on the following:-

1. Personal Grooming, Dress Code and Attire
2. Etiquette & Service Guidelines
3. Body Language
4. Creating Positive First Impressions
5. Functional English for Basic Conversations
6. Functional Hindi for Basic Conversations
7. Learning to Listen: Listening Skills
8. Decision Making Skills
9. Time Management Strategies
10. Tourist Handling Techniques
11. Conflict Resolution & Anger Management
12. Cultural Sensitisation Programme

13. Disaster & Emergency Response
14. Administering First Aid / Basic Survival Skills (Guides)
15. Traffic Etiquette and Safety Guidelines
16. Civic Sensibilities & Environmental Conservation
17. Code of Conduct and Ethics
18. Culture Re-enforcement

7. TOURISM AWARENESS PROGRAMME

This programme would bring awareness on the dos and don'ts of tourism and also bring awareness of the benefits of tourism preserving and conserving nature. It is expected that these individuals should have the basic knowledge and would be necessarily trained on the following:-

1. Basic Hygiene and Cleanliness
2. Basic Grooming and Personal Upkeep
3. Service Delivery and Quality Standards
4. Tourist Handling Techniques
5. Basic Book Keeping / Accounts
6. Cultural Awareness
7. Cultural Re-enforcement

8. GROOMING AND LIFESKILLS IN HOSPITALITY & SERVICE

This programme would bring in the required life skills in the Hospitality and service which are basically the prerequisites of working in the industry. The training will be necessarily on the following: -

1. English Language Structure

- Fundamentals & Sentence Structure – Grammar
- Comprehension Activities – Written & Audio
- Vocabulary Lists for the Hospitality Sector
- Identifying Errors in Everyday Speech

- Correspondence and Letters, Resume Building

2. Speaking Skills

- Greetings & Personal Introductions
- Sentence Starters, Fillers & Enders
- Everyday Expressions & Phrasal Verbs
- Making Requests and Receiving Instructions
- Conversational Etiquette
- Audio & Video Feedbacks

3. Basic Grooming For Hospitality

- Personal Grooming, Hair & Makeup Essentials, Colour Palettes
- Attire & Dress Codes, Walk & Posture
- Positive Body Language
- Social Graces & Everyday Manners
- Handling Interviews, Making Positive First Impressions
- Housekeeping Basics: Functions, Responsibilities
- F&B Basics: Cutlery, Glassware, Cuisine, Serving
- The Rules of Engagement: Dealing with the Opposite Sex
- Code of Conduct in the Workplace

9. ENTREPRENEURSHIP BUILD UP PROGRAMMES

This programme would necessarily be on entrepreneurship build up for the sector requirement. The training would necessarily include the following:-

1. Entrepreneurial Opportunities
2. Analysing Personal Strengths and Weaknesses: SWOT Analyses
3. Motivational Screening
4. Goal Setting
5. Business Etiquette & Protocol
6. Service Delivery: The Client Perspective

7. Basic Correspondence: Letters
8. Building Effective Business Plans
9. Basic Accounts and Costing
10. Time Management
11. Presentation Skills and Confidence Building
12. HSW (Health, Safety and Well Being) in the Service Sector
13. Achieving Growth and Employment

10. SPA TRAINING

This programme would be on spa training facilities which are necessarily associated with star category Hotels etc. The training would mainly include the following:-

1. History of Massage and Basic Types of Massage (5 hours)
2. Structure of Skin (5 hours)
3. Meridian Mapping (10 hours)
4. Reflexology (10 hours)
5. Techniques of Massage and Therapies (20 hours)
6. OILS for Massage, Properties, Mixtures (5 hours)
7. Aroma Therapy (5 hours)
8. Shiatzu Therapies (10 hours)
9. Ayurvedic Therapies, Doshas, Balancing the Doshas (10 hours)
10. Preparation of Herbs and Packs (10 hours)
11. General Nutrition, Health and Hygiene (10 hours)
12. Spa Management (5 hours)
13. Role of Masseurist and Personal Hygiene and commitment (5 hours)
14. Presentations (10 hours)

11. TRAINING IN ADVENTURE ACTIVITIES, OUT DOOR SAFETY AND ETHICS

This programme is aimed at building up capacities in adventure activities with required knowledge of safety to promote adventure sports in different parts of the

State for tourists visiting those areas. The training would mainly include the following:-

1. Water safety and Rescue Training
2. Climbing, Rope Techniques & Safety
3. Outdoor Safety , First Aid and Camping ethics
4. Mountain biking (Maintenance and training)

12. SKILL DEVELOPMENT

In order to improve on the quality of construction, restore old buildings etc., to bring in national standards, skill development programmes are essential. The courses would be based on the Modular Employable Skills (MES) of Ministry of Labour & Employment, Directorate General of Employment and training, decided in consultation with the industry. The concept of MES is the identification of 'Minimum Skills Set' which is sufficient for gainful employment.

Some important core competencies to be developed are:-

1. Safety consciousness and safe working practices
2. Care of equipment and tools
3. Punctuality, discipline and honesty
4. Concern for quality
5. Respect for rules and regulations
6. Concern for health and hygiene
7. Cordial relationship and Cooperation with co-workers and team Work
8. Positive attitude and behaviour
9. Responsibility and accountability
10. Learn continuously
11. Communication Skills
12. Concern for environment and waste disposal

Following competencies are also to be developed during level-II and higher courses:-

1. Ability for planning, organizing and coordinating
2. Creative thinking, problem solving and decision making

3. Leadership
4. Ability to bear stress
5. Negotiation

Certain fields have been identified and the programmes are as follows.

- 1. SKILL DEVELOPMENT FOR MASONS, CARPENTERS, TILE FITTERS, PAINTERS, etc**
- 2. SKILL DEVELOPMENT FOR ELECTRICIANS, PLUMBERS, WELDERS etc**
- 3. SKILL DEVELOPMENT FOR CADDIES**

13. UPGRADATION OF SKILLS

Improvement of the existing services provided by the service providers in the sector have to be up graded to meet the current standards prevalent in the country and for competitiveness. Employers are looking for people who are reliable and hardworking. They appreciate future employees that are not afraid to handle various tasks and do not need much supervision. These courses in a short time would improve the employability and provide skills that will remain valuable throughout the professional life.

Some important core competencies to be developed are:

1. Communication skills
2. Better usage of English language/Vernacular
3. Presentation skills
4. Self management
5. Resume preparation
6. GD participation/facing techniques
7. Interview facing techniques

Following competencies should also be developed during higher courses:

1. Ability for planning, organizing and coordinating
2. Creative thinking, problem solving and decision-making
3. Leadership
4. Ability to bear stress
5. Negotiation

Such programmes will have to be undertaken which will be on the following:-

1. FRONT OFFICE INCLUDING HOSPITALITY & COMMUNICATION SKILLS

The programme will build the capacity of the youths to manage the front office as receptionists etc who are in direct contact with the tourists.

2. HOUSEKEEPING

The programme will build the capacity of the youths in maintaining cleanliness and hygiene in the rooms, restaurants to the required standards of any tourist destination.

3. FOOD & BEVERAGE SERVICE

The programme will build the capacity of the youths as chefs in different specialties.

4. TOUR GUIDES

The programme will build the capacity of the youths and develop their knowledge base so that they have the required information for performing the role of a tour guide.

5. MASONS, CARPENTERS, TILE FITTERS, PAINTERS, etc

The programme will involve expertise and finesse in the required tourist infrastructure.

6. ELECTRICIANS, PLUMBERS, WELDERS

The programme will involve expertise and finesse in the required tourist infrastructure

7. CADDIES

The State has an 18 - hole Golf Course and the programme aims at building the capacity of the youths to work as caddies.

8. GROOMING AND LIFESKILLS IN HOSPITALITY & SERVICE

The programme will empower the youths and impart adequate PR skills so that they are able to effectively interact with tourists.

14. PROMOTION OF SLOW FOOD CAFES (LOCAL CUISINE)

Slow food protects the environment, defends food bio diversity and promotes sustainable agriculture. Slow Food International established special networks called Terra Madre (Mother Earth in Italian) to give voice and visibility to the sustainable approaches of indigenous communities, small – scale producers, pastoralists and fishermen. To promote good, clean and fair food by rediscovering our diverse local food systems, the programme would build the capacities of local entrepreneurs and support them in setting up small business enterprises. At the same time it will also be the endeavour of the Department to facilitate partnerships with select 5 – Star Hotels to promote local cuisines in their restaurants. The target is to support and encourage 10 such local entrepreneurs in setting up slow food cafes in the current year.

CHAPTER VIII
MISSION III
INFRASTRUCTURE CREATION

To address the requirements of providing additional accommodation infrastructure in the State the following categories of tourist accommodation are planned to be accomplished through mini missions in the next five years.

1. MINI MISSION I :- Star Category Hotels

Tourism involves activities of persons traveling to and staying in places outside their usual environment for leisure, business and other purposes. Tourist arrival in the State has been increasing while we lack the infrastructure to cater to them. Tourism Infrastructure demands for goods and services, and the establishments which provide such services are considered as part of the tourism industry. The existing hotels and guest houses in the state are way too less to meet the demand and there is an urgent need to upgrade the tourism infrastructure by setting up 3 star, 4 star & 5 star category Hotels in the State. These can come up with private initiation through incentives under NEIPP or on a PPP mode.

Deluxe 4 Star & 5 Star Hotels :-

These Hotels would be the premium hotels mainly catering to the business and up market foreign leisure tourist which would offer high quality and range of services In the next five years we aim to create around 6 numbers Deluxe 4 Star, 4 Star and Five Star Hotels adding an additional 1600 beds by the end of the 12th Plan period.

3, 2 & 1 Star Hotels:-

These are hotels which would cater to the average foreign and domestic leisure tourist. These hotels would also cater to the middle level business traveler since

these hotels would offer most of the essential services of a luxury hotel without high costs. In addition we also anticipate to create 40 numbers 3 Star, 2 Star and 1 Star hotels with adding an additional 1850 beds by the end of the 12th Plan period.

2. MINI MISSION II :- Eco Tourism Resorts & Homestays

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. As part of the Tourism Policy the Government is promoting eco tourism which focuses on socially responsible travel and environmental sustainability. The objective is to foster a sense of greater appreciation of our natural habitat and fragile eco system in the visiting tourist. With this goal in mind the department proposes to develop eco tourism resorts which will include the use of renewable energy resources, measures for rain water harvesting, reduction and recycling of waste etc. Going '*Green*' would be our mantra and all efforts would be taken to educate and encourage tourists and locals alike.

Assistance for this scheme has been notified under "**Meghalaya Tourism Development and Investment Promotion Scheme 2012**" which provides assistance to entrepreneurs for creation of Homestays and Resorts limiting the amount to 30% of project cost of Rs 16.00 Lakhs and Rs 100.00 Lakhs respectively.

These Resorts would necessarily consist of a minimum of 10 rooms aesthetically designed in the form of cottages using local architecture and material to suit the natural surroundings for the average foreign and domestic leisure traveler wanting to stay at tourist destinations at affordable prices. These Resorts would have activities such as cycling, bird watching, trekking, camping, fishing etc which are readily available and popular in the State which requires to be promoted as tourism products of the State.

The Homestays would provide affordable accommodation to tourists in private houses with basic amenities for a tourist to experience ethnic food and lifestyle of the local community.

The target is to set up 80 nos of Eco Resorts and 75 nos of Homestays during the 12th Plan period.

3. MINI MISSION III :- Rural tourism projects

Expressions of Rural tourism, agro tourism, and village tourism are used many times as synonyms by experts and developers. This fact can be explained with the diverse activities of the area. Countryside hospitality is more or less connected to the agribusiness and this marketing product consists of accommodation services, catering and leisure time services. Rural tourism can be defined as a tourism product, which approach accentuates the importance of supply management and marketing activities. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India and also the State of Meghalaya. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a “counterurbanization” syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism.

These projects consist of developing an area with accommodation facilities in a typical village setting. The infrastructure created would be operated through the

participation of the community mainly for the leisure tourist to experience village culture and popular activities at affordable prices. The main objective is to give the visitor a taste of a village life, allowing them to participate in activities of village life. A target for the 12th Plan is to set up 4 nos of such projects through assistance from the Government.

4. MINI MISSION IV :- Theme Village

Creation of a theme village will be a window to the indigenous culture of Meghalaya and the other seven sister States with the concept of creation of a living museum (study untouched village, then recreated), sustainable development centre (ecologically correct, socially fair and economically viable) which will be on a plastic free concept. . From time immemorial, India's North East has been the meeting point of many communities, faiths and cultures. A place renowned for its magical beauty and bewildering diversity, North – East India is the home for more than 166 separate tribes speaking a wide range of languages. The lushness of its landscape, the range of communities and geographical and ecological diversity makes the region unique from other parts of the sub – continent.

The Theme Village would constitute all the eight states of the North Eastern region depicting their culture and tradition on the three aspects of food, clothes and shelter. The village will showcase all these unique cultural traditions of the different states and present a microcosm of India's North East and enable tourists to have a varied experience of the rich culture of the region. The entertainment will be a mix of rich folk entertainment, flavorsome cuisine and ethnic village life ambience. Accommodation facilities would be both traditional and luxury and provide an ethnic experience to the tourist.

The target in the 12th Plan is to create one such village through funding from the Government of India.

5. MINI MISSION V :- Wayside amenities/Tourist Centres

Today, the tourists - domestic and foreign - find the going difficult for want of suitable wayside amenities providing basic facilities. The State is aware of this and we plan to plug this gap by providing way side amenities on national and state highways, district roads, smaller roads that connect highways and places of tourism importance.

These amenities would be en-route to destinations providing tourists with information and requirements of food, public convenience etc required during traveling. These amenities would not have accommodation facilities but would have local handloom and handicrafts stalls, first aid and ATMs counters.

The target in the 12th Plan is to create 4 nos of Tourist Centres and 12 nos of wayside amenities through funds from the Government.

6. MINI MISSION VI :- Cultural and Convention Centres

We are also looking at augmenting MICE facilities by creating Convention Centres, Dormitories, etc to the existing infrastructure. We aim to emerge as the one – stop destination for all conferences, conventions, cultural venue et al for the entire North East. The target in the 12th Plan is to create 2 nos of convention centers which will be located in the capital city and its suburbs.

7. MINI MISSION VII :- Parks

With the importance of parks growing in the public consciousness, parks would be developed in convergence with other Departments. The park development would be as follows:-

- A catalyst for attracting visitors
- Developing strategies to attract people during different seasons
- Design the park layout for flexibility of use
- Provide amenities for the different groups of people using the park
- Create attractions and destinations throughout the park

- Creating an identity and image for the park

With these strategies in mind these Parks would be developed as picnic groves, locations for regular entertainment, mechanical amusements, amphitheatres, sports fields, boat rides, restaurants and other facilities.

The target in the 12th Plan is of developing 15 nos of such parks through funds from the Government of India and through PPP mode.

8. MINI MISSION VIII :- Cable Car and Golf Activities

The tourist should not only come to the state and its various destinations but also feel good and spend "TIME" at each destination. "TIME" spent provides the opportunity for the tourist to spend some money at the tourist site /destination visited and facilitate the income transfer to the area. Golf Driving Ranges and Cable Cars have been planned which would be attractive activities for the tourist.

The target in the 12th Plan is of developing 2 nos of golf driving ranges at created Resorts and 2 nos of cable car facilities at tourist destination through funds from the Government

9. MINI MISSION IX :- Last mile connectivity

With a view to improve the tourist experience the approach roads to the tourist destinations, resorts, internal roads of destinations etc would be improved with interlocking pavers or blacktopping as the case demands.

The target in the 12th Plan is for developing approaches to all the tourist destinations which have been developed so far and which do not have proper connectivity through funds from the Government of India and State Government.

10. MINI MISSION X :- Adventure Sports

Meghalaya has immense potential for adventure related activities including adventure sports like rock climbing, paragliding, zip lining, mountain cycling,

canoeing, water skiing, etc. Some of the popular adventure activities being promoted in the state are hard and soft treks, rock climbing, boat race and indigenous sports of the Khasis, Jaintias and Garos. Caving at present is the most vibrant and visible tourism activity in the state, followed by nature walks and treks on the numerous living root bridges. While promoting adventure sports, it is important to ensure maintenance of international standards of safety, quality and service by strictly following guidelines issued by the Ministry of Tourism. The Govt. will assist educated unemployed youths through scholarships for training in adventure sports to open up a source of livelihood for them.

1. DESCRIPTION OF THE INFRASTRUCTURES LISTED FOR DEVELOPMENT

- **Homestays**

Homestays are private houses providing accommodation to tourists with bed and breakfast.

Provision of affordable accommodation to tourists in private houses with basic amenities would help in bridging the gap in the shortage of accommodation in the State during the tourist season. These homestays can be either addition to existing homestays or new units.

To encourage public participation in the tourism sector, homestay accommodation would be given an incentive as follows:-

1. Assistance of 30% of the project cost limiting the project cost to a maximum of Rs 16.00 Lakhs
2. The maximum number of rooms that can be constructed under this scheme will be limited to 4 (four) rooms
3. Each room should necessarily be having a minimum area of approximately 15 sq m
4. Each room should consist of a bedroom and an attached toilet with modern fittings and a walk in closet.
5. Entrepreneur's contribution would amount to 2% of the project cost

- **Resorts**

Provision of affordable accommodation to tourists at various destinations in the form of cottages which are aesthetically and eco-friendly designed, taking into consideration the natural landscape of the area. These accommodation facilities should necessarily be reliable, safe and clean. They should be preferably built beyond Shillong to encourage tourists to stay at destinations listed for development which can in turn create an income transfer and job creation opportunity at the locations.

To encourage private participation in construction of such resorts incentive would be given to entrepreneurs as follows:-

1. Assistance of 30% of the project cost limiting the project cost to Rs 1.00 Crores
2. The resorts should consist of minimum 10 (ten) numbers of rooms
3. Each Cottage should have a minimum plinth area of 24 sq m
4. Should have spaces for central reception area with lobby, restaurant, kitchen etc having a built up area of 240 sq m approximately.
5. Entrepreneur's contribution would amount to 2% of the project cost

2. ELIGIBILITY

- The cost of the project should be within Rs 16.00 Lakhs for homestays and within Rs 100.00 Lakhs for resorts. In case the project cost is above Rs 16.00 Lakhs for homestays and above Rs 100.00 Lakhs for resorts the assistance would be limited to 30% of the amount of Rs 16.00 Lakhs for homestays and 30% of the amount of Rs 100.00 Lakhs for resorts.
- The entrepreneur should own the land for the project in case of Resorts and should be the owner of the property with built up house in case of homestays.
- The project should be completed within a period of 18 (eighteen) months from the date of disbursement of the incentive for Resort and within a period of 12(twelve) months in case of homestays.

- The scheme is available only for units set up on or after the date of notification of the incentive scheme.
- The entrepreneur will have to follow the Minimum Wage policy of the Government.

3. DISBURSEMENT OF INCENTIVE

Disbursement of State Govt. incentives will be done through the Directorate of Tourism directly to the financial institution providing the loan for the project.

4. SAFEGUARDS

Entrepreneurs eligible for the incentive scheme would have to register with the Tourism Department and sign a formal Agreement before disbursement of the Assistance to the Bank/ Financial Institution approving the Loan for the Project.

The Agreement would be an undertaking that the infrastructure created through this incentive is not misutilised for other purposes and in case it is misutilised the punitive actions to be taken to recover the incentive. The same has been broadly illustrated below:-

- The incentive would be utilised only for the purposes of creation of infrastructure in the form of Homestays/Resorts to accommodate tourists.
- The procedure to establish that the incentive has been utilised for the purpose provided and operating would be ascertained through inspections carried out on regular intervals and also ascertaining and verifying the tourist statistic records which are to be submitted to the Directorate of Tourism on a monthly basis.
- At any point of time if the Homestay accommodation so created is misutilised the incentive will be recovered from the entrepreneur through legal procedures.
- The entrepreneur established to have misutilised the incentive would be barred from availing any further or future incentive or benefit from the Government.

The accommodation categories and infrastructures expected to be created in the next five years is as indicated below:-

SI No		Particulars	Nos	Number of rooms	Total Nos of beds
1.	MINI MISSION I	Deluxe 4 Star & 5 Star Hotels as per Ministry of Tourism Guidelines	2 nos	100	400
			2 Nos	200	800
			2 Nos	100	400
		3,2,1 Star Hotels as per Ministry of Tourism Guidelines	10 Nos	40	800
			15 Nos	20	600
			15 Nos	15	450
2.	MINI MISSION II	Eco Tourism Resorts	80 Nos	10	1600
		Home Stays	75 Nos	4	600
3.	MINI MISSION III	Rural Tourism Projects	4 Nos	5	40
4.	MINI MISSION IV	Theme Village	1 Nos	50	100
5.	MINI MISSION V	Wayside amenities Tourist Centres	12 Nos 4 Nos		
6.	MINI MISSION VI	Convention centre at Destinations	2 Nos	30	120
7.	MINI MISSION VII	Park	15 Nos		
8.	MINI MISSION VIII	Cable car	2 Nos		
		Golf Activities	2 Nos		
		Dormitory Accommodation	4 Nos	2	160
TOTAL				6070	

With these efforts it is expected that the target for providing over 6000 additional beds to the existing capacity in the next 5 years would be achieved.

CHAPTER IX
MISSION IV
BRAND BUILDING

It would also provide support for marketing the different products. The range of activities, in marketing support, includes publicity, survey market research, and support partnerships with public and private organizations and their networks/associations for these activities.

Creating a Brand image of Meghalaya on the same lines as ‘Incredible India’ will be developed by the tagline, catchy slogans, signature tunes, innovative and market focus ad – campaigns. Proactive promotional measures would be undertaken for creating the image of the State as a safe and enjoyable destination duly supported by good infrastructure and facilities at the destination.

The particulars of the items in which investment is essential as per the tourism mission is as follows:-

SI. No	PARTICULARS	AREAS
1	Financial Assistance	For Organising Tourism fairs and festivals within the State in all districts
2	Participation in fairs and festivals outside the State	National and international fairs/ marts
3	Advertisement	In leading Publications Travel Magazines In flight Magazines On National TV Channels
4	Making promos	Making a general introductory promo on Meghalaya and themes of current interest and trends- Domestic/ international Road shows in metros FM radio in metros
6	Hospitality	Familiarisation tours for tour operators, travel agents, travel writers etc
7	Documentary Film	On various themes as a product to be marketed on destinations and circuits

CHAPTER X

MANAGEMENT INFORMATION SYSTEM (MIS)

DATA COLLECTION – MANAGEMENT INFORMATION SYSTEM (MIS)

Availability of information with credible data is very important to make correct decisions and to design a clear strategy to achieve critical goals.

The **Management Information System (MIS)** needs to be introduced in the Mission so that all relevant & data are collected, stored and retrieved timely, while planning, executing, monitoring, and evaluating the Mission.

The MIS will cater to the following aspects:

1. Registration of Beneficiaries:

All personal data of the beneficiaries would be fed into the MIS viz. name, age, sex, qualification.

The registration will include the type of training undergone.

The MIS would also capture data relating to the “**Meghalaya Tourism Development and Investment Promotion Scheme 2012**” name, location, type amount and date of release of the Assistance.

2. Reports

The MIS would be able to generate State/District and beneficiary level reports as and when needed. The formats and types of reports would be designed as per the needs of the programme. A few examples are as shown below:

- Total Number of beneficiaries in different capacities
- Total number of Homestays and Resorts
- Types of Homestays and Resorts in a particular district
- Occupancy on a monthly / yearly basis
- Instant information on each beneficiary

The MIS would be able to generate State/District list of available candidates who have undergone the various programmes to enable parties to select individuals for appointment or hiring as per the requirement. All programmes have been designed for skills mapping at the initial stage and after the training programme to examine the development of skills or capacities to enable the beneficiary to be employable.

CHAPTER XI

CONCLUSION

For the accomplishment of the Mission the community, the private sector, the Government and the Government Corporation are to be actively involved to achieve the desired standards and expected outcomes. The involvement of each of these sectors have been broadly outlined

COMMUNITY AND PRIVATE SECTOR PARTICIPATION

- (i) Partnering with the Govt. in facilitating memorable experiences to tourists in terms of accommodation, transport and sightseeing
- (ii) Actively participate with the Govt. assistance programmes for augmentation of the rooms, capacity building, skill development and brand building.
- (iii) Identification of focal point of contact for Providing assistance to the Tourists for their accommodation, guides, porters etc and also especially in case of Emergencies during their visit to the villages.
- (iv) Facilitating safety and security of the Tourists during their visits including Home stay.
- (v) Ensuring the preservation of the environment and protection of the places of Tourist interests such as caves, monuments, flora and fauna etc.
- (vi) Ensuring that the code of conduct for “Safe and honorable Tourism” is adopted by all their employees.
- (vii) Providing land for development of Tourism projects which subsequently will be manage by them.

GOVERNMENT AS THE FACILITATOR

- (i) Facilitating the process to ensure Full involvement of the Private sector and the Community in the process

- (ii) Providing support facilities and facilitation of services to private enterprises along with appropriate incentives
- (iii) Providing of incentives for creation of infrastructures such as Village Inns, Home stays and Wayside amenities.
- (iv) Creation of a good database indicating the trend, seasonality etc to be updated from time to time, that will allow plans and policy measures to be set up.
- (v) Skill up gradation, Training and capacity building of the stakeholders
- (vi) Aggressive media campaigns /Publicity within the country and abroad through the media, both audio and visual
- (vii) Providing of good road network to various places of interests
- (viii) Ensuring security and safety of the Tourists especially assistance during emergencies.
- (ix) Introducing Regulatory measures for maintenance of minimum standards by all services providers in terms of cleanliness, Hygiene , healthy food, sewage, sanitation etc including protection of Environment

THE GOVERNMENT CORPORATION (MTDC)

The corporation will continue in its role for development and promotion of Tourism in the State:

- (i) Facilitate in the process of capacity building by providing the training spaces, guest interaction and practical experience of the trainees through MTDC operated facilities.
- (ii) Improvement of skills of existing services through programmes conducted under the mission for up gradation of services and competitiveness.
- (iii) Ensure standard quality service which will be a bench mark to the other players in the Industry.

- (iv) Will be an organ of the Government for promotional activities for training of guides etc.
- (v) Liaise with other similar Corporations for arrangements of tours in circuits involving two or more states for the convenience of the Tourists.

Training Costs for Capacity Building in Hospitality, Skill development in construction trades and upgrading of existing service providers

Sl No.	Trade	Qualification & age	Course fee per head
1.	TRAINING IN FRONT OFFICE INCLUDING HOSPITALITY & COMMUNICATION SKILLS	18 to 35 years Read & Write X Standard	10,350/-
2.	TRAINING IN FOOD PRODUCTION	18 to 35 years Read & Write	10,350/-
3.	TRAINING IN HOUSEKEEPING	18 to 35 years Read & Write	10,350/-
4.	TRAINING IN FOOD & BEVERAGE SERVICE	18 to 35 years Read & Write V Standard	10,350/-
5.	TRAINING OF TOUR GUIDES	18 to 35 years Read & Write VII standard	10,350/-
6.	TOURISM AWARENESS PROGRAMME	18 to 35 years Read & Write	10,350/-
7.	GROOMING AND LIFESKILLS IN HOSPITALITY & SERVICE	18 to 35 years Read & Write	10,350/-
8.	ENTREPRENEURSHIP BUILD UP PROGRAMMES	18 to 35 years Read & Write	10,350/-
9.	TRAINING IN ADVENTURE ACTIVITIES, OUT DOOR SAFETY AND ETHICS	18 to 35 years Read & Write	11,645/-

10.	SKILL DEVELOPMENT FOR MASONS, CARPENTERS, TILE FITTERS, PAINTERS, etc	18 to 35 years Read & Write V standard	10,350/-
11.	SKILL DEVELOPMENT FOR ELECTRICIANS, PLUMBERS, WELDERS etc	18 to 35 years Read & Write V standard	10,350/-
12.	UPGRADATION OF SKILLS IN HOSPITALITY	18 to 35 years Read & Write	10,350/-

BREAK UP OF TRAINING PROGRAMME COST

Sl. No	Details	Cost Per Trainee
1	Refurbishment Cost	750.00
2	Simulated Service Lab Expenses (Hospitality, IT/ITES, FMCG)	1,000.00
3	Furniture and Fixture Expenses	300.00
4	Training and Education Aids and Equipments	150.00
5	Insurance and Transport costs	220.00
6	O&M of Training Centre including Utility Expenses	
	Rent	250.00
	Electricity	150.00
	Water and Other Utility Expenses	25.00
	Communication Expenses	100.00
	Staff Salary Expenses	1,000.00
7	Trainee kit	750.00
8	Training of trainers (Technical + Soft skills)	500.00
9	Coordination of Mobilization of trainees	1,000.00
10	Assessment and Certification	1,000.00
11	Placement Assistance	1,000.00
12	Training Material comprising Participant Handbook, Facilitator Manual, Assessment Sheets and Soft skill manuals	750.00
13	Generator Hiring and Maintenance Cost	600.00
14	Project Management Cost	805.25
	Total Cost	10,350.25