

Government of India
Ministry of Tourism
(Rural Tourism Division)

C-I Hutments,
Dalhousie Road,
New Delhi- 110 011.

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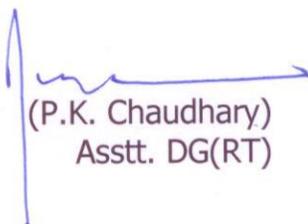
Date: 09.12.2011

Subject : Revised Guidelines for Rural Tourism

Please find enclosed herewith the Scheme Guidelines for Rural Tourism, revised as on 09.12.2011.

These Guidelines supersede all earlier Guidelines issued on the subject and may be strictly adhered to by all concerned. These revised guidelines may be circulated to the concerned stakeholders in your jurisdiction.

This issues with the approval of the competent authority.


(P.K. Chaudhary)
Asstt. DG(RT)

To:

1. The Secretaries of Tourism, all State Governments/Union Territory Administrations.
2. Regional Directors/Directors/Managers of all Indiatourism Offices in India and Overseas.

Copy for information to:

PS/PA to- AS(T)/ADG(AKG).

**MINISTRY OF TOURISM, GOVERNMENT OF INDIA
SCHEME OF CAPACITY BUILDING FOR SERVICE PROVIDERS FOR
RURAL TOURISM
SCHEME GUIDELINES**

1. Introduction

The Capacity Building For Service Providers Scheme (Software) aims to develop a sustainable Rural Tourism product, converging with the Ministry's Rural Tourism Scheme (Hardware) through tourism awareness, capacity building for tourism/hospitality services, gender equity, gurukul, environment care and marketing. The Scheme will thereby also support rural livelihoods, enabling low-income rural communities to articulate their skills for experiential visits by domestic and international visitors.

2. Permissible Activities

The permissible activities at the selected sites fall into the following broad categories which will together form the Detailed Work Plan, created with local community Participation initiated through stakeholder meetings:

- (1) Baseline survey of the site local community.
- (2) Enhancing local community awareness of the tourism process.
- (3) Gender sensitization.
- (4) Capacity building/design inputs related to art & craft skills, cultural & natural heritage.
- (5) Gurukul process.
- (6) Capacity building for various aspects of visitor handling.
- (7) Convergence with other yojanas/schemes in the site.
- (8) Environment care and access to cleaner technology with local Material, local skills and local traditional styles.
- (9) Marketing convergence including the travel trade for domestic and international visitors.

The various 'software' items covered under the above broad categories of Permissible activities would come from the following indicative list:

- i. Workshops for preparatory activities at site: sensitization, awareness-building, social mobilization and interpretation.
- ii. Establishing operational norms for visitor satisfaction.
- iii. Training for tourism service capacity building.
- iv. Training for visitor handling skills/local hospitality-guides, reception, lodging, cuisine.
- v. Tourism product development and integration of target groups with tourism supply chain.
- vi. Packaging of culture and craft-based tourism products.

- vii. Building capacity of village groups for entertainment-culture, festivals, history, literature, and special strengths including nature and heritage.
- viii. Gender sensitization/awareness building.
- ix. Facilitation of creation of common facilities (gram jharokas)– on village/community common property resources and facilitation of construction of vishram sthals using traditional skills, knowledge, local material and in accordance with regional/zonal/local norms.
- x. Facilitating setting up of gram kala kendras-craft museums, centers for local music, song, dance & drama, street theatre etc and in accordance with regional/zonal/local norms.
- xi. Setting up marketing model support-brochures, postcards, websites, developing material in local language, imaginative use of media etc (domestic and international).
- xii. Interface with market mechanism.
- xiii. Imparting of skills for targeted disadvantaged groups.
- xiv. Environment safeguards and assessment of destination life- cycle.
- xv. Facilitation of cleaner technology.

3. Focal Point and District Project Implementation Committee

The State Tourism Development Corporations are entrusted with responsibility of Focal Point for formulating and implementing the Project. The DPIC will consist of at least five members including the District Collector/ Deputy Commissioner, selected NGO/Implementing Partner, State Tourism Department/Tourism Development Corporation representative, DRDA and local community stakeholders, especially for gender sensitization, tourism potential/awareness, community participation and marketing.

4. NGO/Implementing Partner

For field implementation, a suitably qualified NGO/Implementing Partner for the 'software' Scheme elements including extension and mass communication will be consensually identified by the District Collector with the local community.

Implementation of designated tasks by approved NGO/Implementing Partner will commence after their formal agreement with the Ministry of Tourism, detailing their scope of work, terms & conditions.

5. Detailed Work Plan

Based on the above permissible site activities, the State Tourism Development Corporation, will formulate and forward the Detailed Work Plan for all 'software' activities at the selected site with their cost and time components for approval to Joint Secretary, Ministry of Tourism, Government of India, Transport Bhawan, 1 Parliament Street, New Delhi 110 001.

6. Implementation Structure and Fund Flow Mechanism

Implementation of the Detailed Work Plan with permissible site activities will begin after the Managing Director, State Tourism Corporation receives confirmation of approval of the Detailed Action Plan from Ministry of Tourism.

Following essential counterpart implementation support is required from the Focal Point after Work Plan funding approval by Ministry of Tourism:

(i) Fortnightly Report by 3 and 18 of every month (for fortnights ending 30 and 15) with item-wise financial/physical progress details for each sanctioned item. This is in addition to the quarterly statement of progress of work, expenditure and utilization certificate of sanctioned funds to Joint Secretary, Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi 110 001.

(ii) Separate bank account for the Capacity Building For Service Providers Scheme (Software) funds to be opened, operated and supervised directly by the Managing Director with releases to approved NGO/ Implementing Partner as per Agreement and sanctioned Work Plan under applicable financial procedures.

(iii) Amendments in the Work Plan, where backed by valid reasons, may be made by the DPIC with local community participation and the changes conveyed to Joint Secretary, Ministry of Tourism for information prior to implementation.

7. Monitoring Mechanism

The Project will be monitored by Joint Secretary, Ministry of Tourism, Government of India, New Delhi.

8. Assistance under the Scheme

A maximum amount of Rs. 20 lakhs would be sanctioned as Central Financial Assistance under this Scheme.

9. Installment of release

On sanction of a work, the first installment of 80% of the sanctioned amount of CFA will be released. The final installment of 20% would be released on submission of the UC for the first installment. The UC for the final installment of 20% and the Completion Certificate to be submitted within a period of 6 months after release of final installment.
