



MINISTRY OF TOURISM, GOVERNMENT OF INDIA

ADVERTORIAL & PROMOTIONAL FEATURE

Further thrust to Campaign Clean India



Union Minister of State for Tourism (Independent Charge) Dr K Chiranjeevi receiving the World Travel Award

The "Campaign Clean India" is aimed at undertaking both sensitization and action at field level on bringing our tourism destinations and their surroundings to an acceptable level of cleanliness and hygiene. The Campaign will ensure that these levels are sustained through ownership and involvement of private and public sector stakeholders. The campaign will be part of Government's strategy of the 12th five year plan for improving the quality of services and environs in and around tourist destinations across India. As part of this initiative, Archeological survey of India (ASI) has agreed to the proposal of ONGC for adopting six monuments under the "Campaign Clean India". The six monuments/tourist destinations are to be adopted as part of this campaign include, Taj Mahal, Agra, Ellora and Elephanta Caves, Maharashtra, Red Fort, Delhi, Golkonda Fort, Hyderabad and Mahabalipuram, Tamil Nadu.

SETTING UP OF THE INSTITUTE OF HOTEL MANAGEMENT, CATERING TECHNOLOGY AND APPLIED NUTRITION (JAGDISHPUR) SOCIETY UNDER THE SOCIETIES REGISTRATION ACT, 1960

The Ministry of Tourism has till date established 21 Central Institutes of Hotel Managements (IHMs) in different parts of the country for development of adequate human resource for the country's



Union Minister of State for Tourism (Independent Charge) Dr K Chiranjeevi inaugurates Delhi Centre of IITM in Noida

ACADEMIC COLLABORATION WITH CORNELL SCHOOL OF HOTEL ADMINISTRATION OF US

The Ministry of Tourism, has fixed a target of 12% growth in tourist arrival for the 12th Five Year Plan period. It is projected that with this growth rate, the sector will generate additional employment for 2.5 crore persons directly and indirectly. In the hospitality sector alone additional requirements of manpower will be approximately 36.18 lakhs. The Ministry of Tourism with objective of accelerating growth of tourism through guests' satisfaction and to enhance the institutional versatility has approved an academic collaboration between National Council of Hotel Management and Catering Technology (NCHMCT) and Cornell School of Hotel Administration, USA. Cornell is ranked as No. 1 Hotel Management Institute of the World.

The proposed collaboration will be carried out in two phases. In the first phase, experts from Cornell School will study the curriculum of B.Sc in Hospitality & Hotel Administration, interact with various stakeholders and

visit Indian training facilities before giving their recommendations. In the second phase, faculty development programme will be taken up for various institutes under NCHMCT. All these will entail no extra cost to students of the B.Sc programme, but they will receive a much higher level of education.

Under the proposed collaboration, students of NCHMCT may enrol for online courses by Cornell School in addition to the regular programme as an add on knowledge / certification. It is also proposed to start a Dual Degree post-graduate Programme for the students. Under this programme students will complete one year in India and then proceed for one year in Cornell Campus at Ithaca, New York. After successful completion of one year at Cornell, they will be awarded the Master's Degree in Hospitality Administration (MHA) by Cornell and its credit will be transferred for Master's Degree in India.

hospitality and tourism industry. Besides, 15 state IHMs financially assisted by the Ministry of Tourism, have also become operational under various State/Union Territory governments. In addition, 15 IHMs under various State/Union Territory governments sanctioned by the Ministry of Tourism during the 11th Plan are at various stages of completion/ construction.

In keeping with the mandate of the Government to give impetus to development of hospitality skills, Ministry of Tourism has decided to establish a new IHM in Jagdishpur, Sultanpur district, Uttar Pradesh and the same has been approved by the Union Cabinet. The Institute will be constructed on a 5 acres of land to be provided by the Government of UP free of cost. It will have a hostel for 400 students and a 30 room Applied Training Centre (Hotel), for giving hands-on commercial training to students passing out from the institute.

This decision will increase the availability of seats for BSc degree programme in Hospitality and Hotel Administration, diploma/ certificate courses and short term skill development courses in the field of hotel management. Each year, 120 students will receive BSc degrees in Hospitality and Hotel Administration and 160 diploma/certificate courses. Besides, 300 students will receive short term skill development training.

Mid Day Meal Scheme: Training of cook-cum-helpers

The Ministry of Human Resource Development (MHRD) has requested for the support of the Ministry of Tourism (MoT) in arranging the training of Master Cooks engaged in the Mid Day Meal Scheme (MDMS).

The Mid Day Meal Scheme, the largest of its kind, needs to be delivered with standards that are universally acceptable. The workforce managing the Scheme, especially the cooks and helpers must, therefore, be informed of cooking varieties and methods, of the nutritional aspects of a meal, and of the hygiene that must attend the entire delivery chain. This calls for bringing up resource persons from amongst the existing service providers, who are trained to have these abilities and who, in turn, will serve as motivators and masters for others. The objective of the training Programme will be to raise, gradually, the Scheme standards.

The request of MHRD was taken as an important opportunity for MoT to get associated with a programme of massive dimensions, to contribute to a Scheme that intends to bring up a better and healthier India, which will eventually help in building a positive India image overseas.

The Programme will be implemented by MoT in partnership with MHRD. However, the actual training will be delivered by the Institutes of Hotel Management (IHMs) and the Food Craft Institutes (FCIs) designated by MoT for the purpose.

HUNAR SE ROZGAR

The Ministry of Tourism has also launched a special programme called Hunar Se Rozgar which offers short but quality training courses, covering food and beverage service, food production, housekeeping utility, bakery and patisserie for creation of employable skills amongst youth who are minimum eighth pass and in the age group of 18 to 28 years. A total of 62196 persons have been trained as of March 2013 under the programme being conducted by IHMs and FCIs sponsored by the MoT, some of the State Tourism Development Corporations, Institutes under the aegis of the State Governments and some star-hotels. Recently, programmes have been launched for imparting skills in driving and stone masonry also. As a special initiative, differently-abled youth have also been drawn and trained under the Hunar Se Rozgar initiative.



INTERNATIONAL BUDDHIST CONCLAVE AT VARANASI

The Ministry of Tourism organised the International Buddhist conclave in association with the State Governments of Bihar and Uttar Pradesh at Varanasi and Bodhgaya from September 29 to October 01, 2012. The purpose of the conclave was to showcase and project the Buddhist Heritage of India. The conclave was attended by about 130 overseas guests including Buddhist Scholars, Tour Operators and Media representatives from 30 countries. In addition, states with Buddhist sites like Andhra Pradesh, Himachal Pradesh, Jammu & Kashmir, Sikkim, Arunachal Pradesh, Maharashtra and Odisha were associated with the event. The conclave was an important tourism marketing event designed to bring together international buyers from around the world particularly from the popular Buddhist destinations like Singapore, Malaysia, Japan, Korea, China etc. together, to interact, promote and sell Buddhist tourism products and destinations. There is a great potential for promoting tourism to Buddhist sites and efforts are being made to drive tourist traffic to the different Buddhist sites of India.

FOCUS ON THE INDIA'S NORTH EAST PARADISE UNEXPLORED

Embarking on a journey of India's north eastern states is a rewarding experience and recent years have seen a deep interest in its tourism potential. The infinite variety of its geographic setting, its topography, its varied flora and fauna and avian life, the history of its people and the variety of its ethnic communities and their rich heritage of ancient traditions and lifestyles, its festivals and crafts – all make it a holiday wonderland that's waiting to be discovered afresh. The Ministry of Tourism is committed to the development and promotion of tourism in the North East and all efforts are being made to ensure that this region emerges as one of the leading tourism destinations for domestic and international visitors. North East has been the prime beneficiary of the Ministry of Tourism's Central Financial Assistance (CFA) to state governments for infrastructure development at selected tourist destinations and circuits.

Considered ideal for rural and adventure tourism, the North-Eastern states have received CFA for development of several facilities at Sikkim, Manipur, Nagaland and Mizoram. Sikkim has been

granted CFA for three destination projects that include development of heliports. Mizoram received financial assistance for construction of a convention centre at Berawatang Tourist Complex, Aizawl. Arunachal Pradesh has been sanctioned CFA to the tune of Rs.3.33 crore for construction of a convention centre at Mechuka.

SOPS FOR THE HOSPITALITY INDUSTRY

Hotel industries are entitled to a capital investment subsidy to the tune of 30 per cent for hotels (not below two-star category) under the North East Industrial

Investment Promotion Policy (NEIIPP), 2007.

PROMOTIONAL BLITZKRIEG

In addition to the sustained campaign to promote tourism in the North East through television and print campaigns, a special section has been created in the website of Ministry of Tourism www.incredibleindia.org that provides information about north eastern states. In January this year, International Tourism Mart was organised in Guwahati with the objective of showcasing the largely untapped tourism potential of the North East region in the domestic and international markets. The International

Tourism Mart was inaugurated by Shri. Janaki Balleav Patnaik, Governor of Assam in the presence of Dr. K. Chiranjeevi, Union Minister of State for Tourism (Independent Charge). The buyers and media delegates from around the world and from different regions of India participated in the Mart and engaged in one to one meetings with sellers from the northeastern region and West Bengal. About 79 buyer delegates from 23 countries participated in the Mart.

MDA SCHEME

The Marketing Development Assistance (MDA) Scheme of the



Union Minister of State for Tourism (Independent Charge) Dr K Chiranjeevi enjoying with the crowd at ITM Guwahati

Ministry of Tourism has been modified so as to enable tourism service providers (travel agents, tour operators, hoteliers, etc.) in the North East to participate in travel fairs and exhibitions held overseas, arrange sale-cum-study tours, print publicity material and provide hospitality to foreign

media and travel trade personnel who come to the region on Familiarisation Tours.

SKILLED WORKFORCE

In order to augment skilled work force in the hospitality industry, Ministry of Tourism has provided financial assistance for setting up

of Institute of Hotel Managements (IHM) and Food Craft Institutes (FCI) in the state, including the IHMs in Guwahati, Gangtok and Shillong, and the FCIs in Nawgaon and Tura. In recent years, CFA has been sanctioned for setting up IHMs in Itanagar, Aizawl, Dimapur, Jorhat and Agartala and an FCI in Namchi, Sikkim.

EASE OF TOURIST MOVEMENT

The Ministry of Home Affairs has conveyed relaxation of Protected Area Regime in several circuits of Arunachal Pradesh. Government of Arunachal Pradesh has also been authorised to issue Protected Area Permit (PAP) to the visiting foreign tourists in a group of two or more persons (as against the existing requirement of group strength of four or more persons) for a maximum period of 30 days. PAP/RAP regime has also been relaxed for Sikkim.



Union Minister of State for Tourism (Independent Charge) Dr K Chiranjeevi with Mr. Hiroshi Kajiyama, Tourism Minister of Japan (extreme left) and Mr. Martin Ferguson, Tourism Minister of Australia (extreme right)

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