

Dated: January 11, 2016

**A PROGRAMME OF TRAINING TO BRING UP 'PARYATAK MITRA'**  
**( पर्यटक मित्र )**

**GUIDELINES**

**I. Objective**

- i) To inculcate appropriate tourism traits and knowledge amongst the trainees to enable them to act / work as Tourist Facilitators ( Prayatak Mitra ).
- ii) To expect the young men and women so trained to act as catalyst / resource persons in turn for similar effort.
- iii) To gradually work towards a tourism-sensitive citizenary

**II. Implementation**

The following will be the authorities for implementation:

- a) Joint Secretary / Additional Director General, Government of India Ministry of Tourism

For the matters of policy, strategy and the size of the programme and the matters connected therewith.

- b) HSRT Unit – Skill Development, MoT

For processing financial sanctions and issuing clarification on administrative aspect.

- c) The programme Monitoring Unit – Skill Development, MoT.

For monitoring the programme

- d) The Director, IITTM for conduct of the programme and certification

**III. Target Group & Eligibility**

College going student including those enrolled with the NCC & NSS in the age group of 18 – 28 years. The age will be reckoned on the last date prescribed for application for admission. The applicant will also furnish a no-objection / sponsorship letter issued by the Principal concerned as to his / her joining the programme.

**IV. Training target**

Initially three- four batches of 30 each at the sites identified under the Scheme National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive.

**V. Publicity**

IITTM will provide adequate publicity to the programme through inserting advertisements in English and Hindi newspapers and also through its website. The IITTM will also contact various colleges and Institutions and sensitize their Principals / Heads about the programme and seek their support. The IITTM will be reimbursed the cost of advertisement in the newspapers.

**VI. Selection**

The selection will be done on a first come first serve basis.

**VII. Course contents**

Some of the topics, to be covered during the programme, will be

1. Indian Society and Culture
  - a) Important Monuments of India
  - b) Monuments of Delhi
  - c) History of India
  - d) Indian Art, Culture & Tradition
  - e) Dances, Music ,Sculptures of India
  - f) How to draw up programmes / itineraries
  - g) Dos and Don'ts at Monuments
2. An overview of Tourism Travel & Hospitality Industry
  - a) Elementary knowledge of Travel & Tourism business
  - b) Frontier Formalities. Aviation Industry, Indian Railways, Surface
  - c) Transportation, STDCs / ITDC
  - d) Sports Tourism
3. Managerial & Behavioural skills
  - a) Handling Emergencies
  - b) Inter- Personal behavior, Group behavior
  - c) Etiquettes and Manners
  - d) Public Speaking / presentation
4. Swachha Bharat Abhiyaan
5. Pride in Nation
6. Gender Sensitization
7. Responsible Tourism

**VIII. Duration**

Each programme will be of a duration of 10 working days ( 8 hours per day including lunch and refreshment breaks ).

**IX. Stipend**

Each trainee certified successful will be paid on onetime stipend of Rs. 1000/-.

**X. Certification**

The trainees with minimum attendance of 90% will be required to appear in an end-of the-programme test which will comprise a written examination and presentation on a topic assigned. Each successful trainee will be awarded a certificate by the IITTM. However, Director, IITTM will have the discretion, for reasons to be recorded in writing, to relax the attendance norms by 10 % specific to eligibility for the end of the programme test.

**XI. Pass-outs records**

After conclusion of training, the IITTM will ensure that the list of the pass-outs along with their full contact details like address, telephone number, mobile number (excluding female trainees ) etc and their employment and salary status, if any, are posted on its website.

**XII. Employment Facilitation**

i) The IITTM will widely and regularly sensitize the stakeholders about this programme. It will also invite the industry leaders / prospective employers in valedictory functions.

ii) The IITTM will forward the list of pass-outs with their contact details to the State Tourism Departments concerned, for being drawn up should there be a need for tourist facilitators.

**XIII. Funding of the programme**

The Ministry of Tourism will extend assistance to the IITTM to enable it to meet the expenditure on the programme as per the following norms :

i)	Training cost @ Rs. 500/- per trainee per day ( as per provision in para 20 (i) of the CBSP scheme )	Rs. 5000/-
ii)	Certification @ Rs. 500/- per trainee ( as per provision in para 20 (i) of the CBSP scheme )	Rs. 500/-
	<b>Sub total</b>	<b>Rs.5500/-</b>
iii)	Administrative charges per trainee @ 5% of subtotal	Rs.275/-
iv)	Stipend @ Rs 1000 per trainee ( same as allowed for a six week training course under HSRT )	Rs.1000/-
	<b>Total</b>	<b>Rs.6775/-</b>

The following will be admissible extra :

- i) Cost of advertisement on actuals subject to lowest / DAVP rates.
- ii) Training courses conducted at places other than NCR of Delhi, Gwalior, Bhubaneswar, Goa and Nellore, an additional Rs. 100 per trainee per day.

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