

Dated the 30th December, 2015

SENSITIZATION PROGRAMME FOR THE EXISTING SERVICE PROVIDERS AT
VARANASI

GUIDELINES

1 Vision / Objectives

Sensitization programme for the existing service providers to eventually achieve an improved tourist specific service ambience and a furtherance of the Swach Bharat Abhiyan.

2 Coverage

Boatman, Rickshaw pullers, Pandas, Porters, Shopkeeper & street vendors (*In and around Ghats and Kashi temple*).

3 Target group & Eligibility

Existing service providers. Minimum age 18 years.

4 Training target

Initially two batches of 25 each for each training area. A total 250 service providers to be trained.

5 Training duration

Full time 4 day course (6 hours a day).

6 Selection

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

Sanjay Chandra

7 Implementation

The following will be authorities for implementation:

- a) The Additional Director General 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.

8 Course contents

The following topics will be broadly covered:

1. Importance of Tourism
2. Your role as an Ambassador
3. Attitude and Behaviour
4. Communication (a) Verbal (b) non verbal (c) Cross Cultural.
5. Manners and Civic Sense
6. Inter personal communication
7. Client Handling
8. Emergencies and crisis management
9. First Aid
10. Conflict Management
11. Management of complaints
12. AIDS awareness
13. Responsible Tourism
14. Gender Sensitization
15. Jan Dhan Yojana
16. Swachata Abhiyan
17. Local and nearby tourism product knowledge
18. Basics of Bengali, Gujarati and Tamil

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19. Basics of English, French and German
20. Personal Hygiene
21. Environmental Hygiene
22. River / Railway station/ trade concerned hygiene

9 Inspection

The training programme will be inspected during its currency by a representative of MoT along with the Director IITTM or his representative.

10 Certification

Certificate of participation will be provided by the IITTM to the trainees.

11 Calendar of Training

The IITTM will communicate to Ministry of Tourism a calendar of courses at least 15 days before the start of the courses.

12 Uploading of records

IITTM will maintain a record of the persons trained in the following format and upload the same on their website.

i)

S. No	Name	Address	Age	SC/ST/OBC	Nature of work engaged in
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ii) Register of – Training Programmes

Date & Duration of Programme	
Location of Training Camp	
Type of Training provided	
No. of Trainees	
Name of Trainers/Resource Person	
Brief write-up	
Expenditure	

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13 Funding of the programme

The IITTM will be provided funds by the Ministry of Tourism. The following will be cost per batch having 25 participants.

Items	Cost (Rs.)
Honorarium to 2 guest faculty @ Rs 1000/- per session of 60-90 minutes duration for 4 sessions and @Rs 500/- for 4 hours per day for 2 staff of implementing agency	9500/-
Hire charges for premises	4000/-
Vehicle charges	8000/-
Equipment hire charges	8000/-
Consumable stationery/ material charges	2000/-
Expenses on meals @ Rs 70/- per person per day x 25	7000/-
*Stipend for participants @ Rs 200/- per day	20000/-
Overhead / contingencies	2000/-
Additional Rs200/- per day payable to guest faculty on self certification for meeting the local travel cost	800/-
Total	61300/-
Administrative cost @ 5% of the total estimated expenditure	3065/-
Grand total	64365/-

For ten batches (2 for each training area)

Rs 643650/-

*Note: Not admissible if a trainee is a Govt. servant.

The following will be admissible additionally:

- i) Advertisement - If need be IITTM will advertise the programme for mobilizing / sensitizing the service providers for admission. The advertisement cost will be reimbursed on actual / DAVP rates whichever is lower.
- ii) TA/DA for 2 IITTM faculty as per entitlement on actual basis (to cover all 10 courses).


(Sati Mohandas)
Consultant