20 YEARS PERSPECTIVE PLAN

Meghalaya

MINISTRY OF TOURISM
GOVERNMENT OF INDIA
NEW DELHI

PROJECT ENGINEERS
G.N. BORDOLOI ROAD
SILPUKHURI, GUWAHATI
781 003
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10. The Tour Operators.
11. President Taxi Association

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On behalf of Project Engineers

( Dilip Sarma ) Dated 10th March, 2003
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<table>
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<tr>
<th>Abbreviation</th>
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<tr>
<td>ANVC</td>
<td>Achik National Volunteer Council</td>
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<tr>
<td>BOO</td>
<td>Build Own Operate</td>
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<td>BOOT</td>
<td>Build Own Operate &amp; Transfer</td>
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<td>BT</td>
<td>Border Trade</td>
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<td>CPWD</td>
<td>Central Public Works Department</td>
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<td>DC</td>
<td>District Council</td>
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<td>DOH</td>
<td>Directorate of Horticulture</td>
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<td>DI</td>
<td>Directorate of Industries</td>
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<td>Fi</td>
<td>Financial Institutions</td>
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<td>GCA</td>
<td>Gross Cropped Area</td>
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<td>GOI</td>
<td>Government of India</td>
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<td>GOM</td>
<td>Government of Meghalaya</td>
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<td>HRD</td>
<td>Human Research Development</td>
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<td>HNLC</td>
<td>Hynniewtrep National Liberation Council</td>
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<tr>
<td>IFAD</td>
<td>International Fund for Agricultural Development</td>
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<tr>
<td>IGC</td>
<td>Industrial Growth Centre</td>
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<tr>
<td>JRY</td>
<td>Jawahar Rojgar Yojana</td>
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<tr>
<td>MIDC</td>
<td>Meghalaya Industrial Development Corporation Ltd.</td>
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<td>MHHDC</td>
<td>Meghalaya Handloom &amp; Handicraft Dev. Corporation Ltd.</td>
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<td>MoHRD</td>
<td>Ministry of Human Resource Development</td>
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<td>MOST</td>
<td>Ministry of Surface Transport</td>
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<tr>
<td>MOT</td>
<td>Ministry of Tourism</td>
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<tr>
<td>MSL</td>
<td>Mean Sea Level</td>
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<tr>
<td>MTDC</td>
<td>Meghalaya Tourism Development Corporation Ltd.</td>
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<tr>
<td>MU</td>
<td>Million Unit</td>
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<tr>
<td>MW</td>
<td>Mega Watt</td>
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<td>NDFB</td>
<td>National Democratic Front of Bodoland</td>
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<td>NEC</td>
<td>North East Council</td>
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<td>NEDFi</td>
<td>North Eastern Development Finance Corporation Ltd</td>
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<td>NER</td>
<td>North East Region</td>
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<tr>
<td>NGO</td>
<td>Non Government Organisation</td>
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<td>NH</td>
<td>National Highway</td>
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<td>Abbreviation</td>
<td>Full Form</td>
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<tr>
<td>NHB</td>
<td>National Horticulture Board</td>
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<td>NHPC</td>
<td>National Hydro- Power Corporation</td>
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<tr>
<td>NSA</td>
<td>Net Sown Area</td>
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<tr>
<td>NSCN</td>
<td>National Social Council of Nagaland</td>
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<tr>
<td>PWD</td>
<td>Public Works Department</td>
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<tr>
<td>SFAC</td>
<td>Small Farmers Agri-Business Consortium</td>
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<tr>
<td>SWOT</td>
<td>Strength, Weakness, Opportunity &amp; Threat.</td>
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<tr>
<td>TADC</td>
<td>Tourism Advisory Development Committee</td>
</tr>
<tr>
<td>TDC</td>
<td>Tourism Development Council</td>
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<tr>
<td>TFCI</td>
<td>Tourism Finance Corporation of India Ltd.</td>
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<tr>
<td>T.P.Cell</td>
<td>Tribal Project Cell</td>
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<td>TRIFED</td>
<td>Tribal Co-operative marketing development Federation of India Limited</td>
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<tr>
<td>TRYSEM</td>
<td>Training for Rural Youth Under Self Employment Programme</td>
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<tr>
<td>ULFA</td>
<td>United Liberation Front of Assam</td>
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<tr>
<td>USP</td>
<td>Under Strategic Point</td>
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<td>WL</td>
<td>Wild Life</td>
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<td>WS</td>
<td>Wildlife Sanctuary</td>
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<td>WTO</td>
<td>World Trade Organisation</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>ANNEXURE-I</th>
<th>District wise Geographical area Rural &amp; Urban population in Meghalaya.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNEXURE-II (A)</td>
<td>Agro-climatic Sub-Zones of Meghalaya</td>
</tr>
<tr>
<td>ANNEXURE-II (B)</td>
<td>Analysis of rainfall data in Meghalaya (1991-2001)</td>
</tr>
<tr>
<td>ANNEXURE-II (C)</td>
<td>Average monthwise maximum and minimum temperature at some stations of Meghalaya</td>
</tr>
<tr>
<td>ANNEXURE-III</td>
<td>Health Care &amp; family welfare services in Meghalaya.</td>
</tr>
<tr>
<td>ANNEXURE-IV</td>
<td>Educational institutions in Meghalaya.</td>
</tr>
<tr>
<td>ANNEXURE-V</td>
<td>Literacy (Urban &amp; rural)</td>
</tr>
<tr>
<td>ANNEXURE-VI</td>
<td>Length of road in Meghalaya under different agencies.</td>
</tr>
<tr>
<td>ANNEXURE-VII (A)</td>
<td>Land utilisation pattern in Meghalaya district wise</td>
</tr>
<tr>
<td>ANNEXURE-VII (B)</td>
<td>District wise overview of Agri-Horticultural scenario in Meghalaya</td>
</tr>
<tr>
<td>ANNEXURE-VII (C)</td>
<td>Growth rate of area, production &amp; productivity of some important agricultural crops in Meghalaya during 1991-2000</td>
</tr>
<tr>
<td>ANNEXURE-VIII</td>
<td>Power Scenario in Meghalaya.</td>
</tr>
<tr>
<td>ANNEXURE-IX</td>
<td>Industrial scenario in the state of Meghalaya.</td>
</tr>
<tr>
<td>ANNEXURE-X</td>
<td>Contribution of service sectors to NSDP.</td>
</tr>
<tr>
<td>ANNEXURE-XI</td>
<td>Per capita income of Meghalaya at current and constant prices.</td>
</tr>
<tr>
<td>ANNEXURE-XII</td>
<td>Consumer price Index.</td>
</tr>
<tr>
<td>ANNEXURE-XIII</td>
<td>Accomodation, Tarriff rate and Tourist assets.</td>
</tr>
<tr>
<td>ANNEXURE-XIV</td>
<td>Travel agents, Tourist arrivals in Meghalaya and list of NGO’s involved in different activities.</td>
</tr>
<tr>
<td>ANNEXURE-XV</td>
<td>Summary statements of draft tenth plan proposals for the state of Meghalaya.</td>
</tr>
</tbody>
</table>
APPENDICES

APPENDIX-I  SURVEY SCHEDULE I :  20 YEARS PERSPECTIVE MASTER PLAN FOR THE DEVELOPMENT OF TOURISM.

SURVEY SCHEDULE-II :  LOCAL TOURIST: 20 YEARS PERSPECTIVE PLAN FOR THE DEVELOPMENT OF TOURISM.

QUESTIONNAIRE :  QUESTIONNAIRE

APPENDIX-II  PROPOSED ITINERARY FOR DAY TOURS

APPENDIX III  ESTIMATES FOR PROJECTS AND SCHEMES.

APPENDIX IV  MEGHALAYA TOURISM POLICY 2001.
CONTENTS

PART 1

- Foreword
- Objective of the Study & Scope of work
- Methodology

EXECUTIVE SUMMARY

PART II

- Chapter I - Introduction - Physical setting
  - Historical Background
  - Cultural Background

- Chapter II - Existing Status of the state and the trends.
  SWOT Analysis of the State

- Chapter III - Tourism Scenario of the North East: An Analysis

- Chapter IV - Assessment of the Tourism Assets
  Evaluation of On-going Tourism Related Projects

- Chapter V - Strategy for Development: Suggestions and recommendations

- Chapter VI - Impact Assessment - Environmental
  - Sociological

- Annexures I – XV Data & Informations

- Appendix I -- IV Working details, Analyses & Assessments
FOREWORD

Tourism goes back to the days of Ulysses when travelling was for seeking knowledge. Adventurism set in the medieval period during 13th and 14th centuries, made the world smaller. As the mode of transportation developed, tourism was no longer mere adventurism. The twentieth century, more specifically, the post war prosperity of the developed world, brought about a major change to tourism. Sight seeing is now an obsolete concept. The awareness for the environment in the mid-seventies and early eighties of the last century brought about a different aspect of tourism then known as Nature tourism but better known today as Eco-tourism. The international organisations assembled the nations to preserve the ecology in spite of development. The nineties added adventure to tourism and man's ever increasing lust for knowledge promoted tourism for scientific knowledge; And in the new millennium Bio diversity and Ethnological diversity of a region shall be the major assets for promotion of tourism as a sustainable human activity for generation of economic prosperity.

Amongst many human activities for collective economic development of a society or a region, tourism has been identified as one such activity which holds much potential. Tourism as an industry has expanded and prospered rapidly not only due to the quick economic returns but also due to the fact that it is considered as a "smokeless industry". It is however not free from pollution. Like any other industry it causes both human as well as environmental conflicts.

As explained by Greenwood D.J. (1972), Tourism industry develops in three stages (1) Discovery (2) Organic Tourism with positive local response & initiative and (3) Institutionalisation. While the first two stages of Discovery and Organic tourism bring about euphoria and generates people's participation in development, institutionalisation bring about apathy and leads to rapid degeneration of the environment. The social conflicts caused by the tourists and the institutions with the people often bring about annoyance and antagonism (Doxy G.V.) Popular universal cultures, recreations and habits dominate the local ethos and erosion of social values begin to set in. The tourist centres tend to lose the economic preferences it once enjoyed. It is because of this third stage of development of tourism industry that a Latin American thinker said "My people do not want development. They only want to live".

The tourism industry, in the North East region of the nation in general and the state of Meghalaya in particular, is still at the discovery stage and has a long way to develop. Considering the strength of the state, Meghalaya can be termed as a Nature’s gift to mankind. The deep forests, sprawling water bodies, cascading rivers in the hills, the lofty mountain ranges with interplay of lush green valleys form an ideal habitat for flora and fauna. The bio-diversity of the state can only be matched by the ethnological diversity. Meghalaya is a paradise for
nature lovers, nature-scientists and ethnologists. Such diversity is however possible only through an extremely delicate balance of man and nature (Purush and Prakriti) and hence any planning for development must be with extreme care for the protection of the environment.

Meghalaya, the most progressive north eastern state of the country, covers an area of about 22000 SqKm with a population of about 23 lakhs. This small population, comprising only about 0.2% of the nation's population, has made distinctive contributions to the national heritage as well as economy. The state has been the provider of energy to the region not only in the form of electric power and coal but also in form of food. Just as the state is termed as “Scotland of the East”, Shillong can be termed as “Liverpool of India” for being the growth centre for jazz, rock and pop music since the days of the Beatles. Dance and music is a way of life in Meghalaya and there is no celebration without dance and music.

Meghalaya, endowed with nature’s gift and collective endeavour of the society, has made the state economically stable and it is one of the very few states in the country which can boast of such achievements. Never the less, Meghalaya can neither exist in isolation nor in insulation from infiltration and external influence from the neighbouring states and nation. The militant outfits like NSCN (IM), ULFA, ANVC, NDFB etc. have encouraged the growth of militancy outfits like HNLC in the state which in turn has affected the societal ethos of Meghalayans. The tourists’ attitude towards Meghalaya is fast changing and the state is no longer considered as a safe state, which has brought about stagnancy to the growth of tourist inflow to the state over the past fifteen years. Interference by external agencies cannot be ruled out. The state shall continue to be under the threat of large scale illegal immigration from Bangladesh. Meghalaya is land-locked with Assam covering the east and north perimeter and Bangladesh the west and south sides and therefore any disturbance to the socio-economic balance of Assam tend to affect Meghalaya immediately and seriously. A comprehensive North East policy becomes an important aspect for any planning for the region and its constituent states.

The political neglect by the union government in the past towards the region, regional economic disparities leading to political instability and inter group conflicts, lack of opportunities for employment have ultimately pushed the youth of the region to the dreaded path of insurgency. Most planners today tend to write off North East including Meghalaya as a region beyond recovery. This negative attitude has not only caused great financial losses to the nation but is gradually destroying the pride and confidence of diverse, fiercely independent, competent and proud tribes and communities of the region living in harmony with nature and amongst themselves. The people of the region in general and Meghalaya in particular, aspire for both economic prosperity as well as peace and harmony amongst all tribes and communities in the state.
Considering the strength of the state, Meghalaya can bring about the surplus to the stable economy and become a prosperous state like a developed west European nation through promotion and development of tourism in the state. With the constrains of capital for investments, changing global economy with emerging global corporations, locational disadvantages of the state in terms of market, investments in the industrial sector cannot be expected to continue. But considering the natural assets of the state, ethnic diversity and the societal ethos, development of tourism, more specifically, Nature, Adventure and Cultural tourism, will go a long way in bringing about prosperity to the state. The tourism industry in Meghalaya, being still at the discovery stage, will generate widespread acceptance and cooperation from the people in general and the educated unemployed youth in particular.

The Ministry of Tourism - the Government of India, has rightly set the priority to promote tourism in the state in a big way; And to set the direction to the development, a long term - 20 years Perspective Plan for the state has been prepared.
OBJECTIVE OF THE PERSPECTIVE PLAN

The objectives of the 20 years Perspective Plan for evaluation and for developing Tourism as a sustainable economic activity in a phased manner taking into account the present status, the emerging trends, the constraints and threats. Identification of activities that will generate ample employment without causing social conflicts and environmental pollution while motivating private investment and participation.

The Perspective Plan is also expected to identify and assess, in terms of techno-economic viability, for the required infrastructure for such development of tourism, the opportunities for investment through individuals or private & corporate bodies.

The Perspective Plan must incorporate the laws, bye laws, rules & statutory regulations that are applicable or need to be adopted in order to maintain the sustainability of the development. Such laws and rules could be extendable not only to the administrative laws but also to the environmental acts and local bye-laws.

The year wise Action Plan for twenty years with budget layout, the target for motivating private investment, revenue earnings with a mechanism for evaluation and review shall also form a part of the Perspective Plan.

The guidelines which has been outlined by the Ministry of Tourism, covers grossly all the aspects which are to be considered while preparing the Perspective Plan.

Scope and Guidelines to the Perspective Plan.

The scope of work shall include all terms specified by the guide lines plans but not limited to it. As stated in the guide lines, the scope shall include:

- Assessment of existing tourism scenario of the state with respect to traffic levels and tourism inventory of:
  - Natural Resources
  - Heritage and Socio-cultural assets
  - Demographic factors like population, occupation, employment, income etc.
  - Infrastructure and Services status.

- Assessment and review of status of the ongoing projects, schemes / investments for development of
tourism in the state.

- Evaluation of the existing and already identified potential tourist destinations and centres and categorise them in terms of inventory of tourism assets, available infrastructure, degree of popularity, volume of traffic flow etc.

- Identify and assess the existing tourism infrastructure (travel & rest i.e. road or any other means of transport, civic amenities, boarding and lodging facilities, telecommunication, health care facilities, safety and security, recreation, money changing facilities etc.) at the identified and potential destination/centre both in terms of quantity as well as quality.

- Classification of the identified destinations based on the traffic flow and assessment of the required infrastructure for the projected traffic.

- Based on the findings and analysis, suggest the projects, schemes to be undertaken including preparation of estimates, assessment of employment generation, infrastructure requirement individually for each Project.

- Analysis of the trends and making forecast of traffic flow classified separately for domestic as well as for foreign tourists.

- Preparation of feasibility study for the investment proposals/suggestions/projects made.

- Preparation of linkage and inter-department/agency co-ordination programme for sharing of responsibilities, implementation of the schemes/projects and allocation of the budgets for state’s annual plans.

- To identify the sources of funds for investment and also to identify external or foreign agencies for networking as well as for promotion.

- To identify the associated activities supporting promotion of Tourism and also economic development due to tourism such as Handlooms, Handicrafts, Jewellery works, cultural centres, curio-shops etc. and to determine their relationship including suggestions for promotion and development as an integral part of tourism.
• Preparation of year-wise Action Plan for resource mobilisation, investment, target and achievement with a mechanism to review, monitor and regulate.

• To identify the environmental issues related to tourism including Environmental Impact Assessment for all the new proposals, expansion etc. suggested in the Master plan.

• The plan should undertake product conceptualisation cum feasibility exercise inter-alia for identified projects covering aspects like location evaluation, schematic product planning & conceptualisation including quantification of individual Project parameters, assessment of overall investment levels and of Project viability cum feasibility study exercises etc.

• The plan should prepare an action plan for implementation of identified potential development schemes/projects and for development of infrastructure in conformity with the policy objectives & guidelines provided by the concerned state/central agencies/departments and the requirements of national development and funding agencies. The overall development plan to also into account WTO’s Bali declaration on tourism development.

• The plan should include project-wise potential for employment generation, a reasonable percentage of potential employment is to be reserved for women.

• The plan should indicate the actual and the projected number of domestic and foreign tourist arrivals for each proposed tourist place.

• Prioritise the scheme on the basis of employment potential of the Project and the tourist arrivals at the proposed place.

• Since the perspective plan would be used for external assistance, it would be desirable to suggest State tourism projects to foreign funding agencies for financial assistance, each Project has to be properly scrutinised and finalised accordingly.

• Other sources of funding such as loans from the Financial Institutions, the Tourism Finance Corporation of India (TFCI) etc., need to be explored. Besides, proper incentives need to be suggested for private sector
• Further the available institutional machinery in the State to oversee/coordinate the development of tourism infrastructure has to be specifically suggested.

• Facilities for performance by local artists, cultural troupes should be built into the perspective plan.

• Cultural complexes can be suggested with the financial help from the State Department of Culture and later made economically viable on pattern of Dilli Haat.

• Handicraft shops should be suggested at various tourist places, these could be run by women.

• Perspective plan should include potential for developing health resorts at / near the tourist places. Yoga classes, nature cure facilities, ayurvedic system of medicines should be available at these places to attract tourists.

• The perspective plans should incorporate attractive packages/schemes to attract sector investment.

• It is necessary that the environmental issues are dealt with in sufficient details and environmental impact assessment studies made in respect of all new projects.

• The perspective plans should include carrying capacity studies, instruments of spatial and land use planning, instruments of architectural controls for restoration of old properties and construction of new ones in old towns and cities, strategy for local community participation and protection of cultural identity, awareness programmes for local participation and local commitment to the project.

• Measures necessary for mitigating the adverse environmental impacts and rehabilitating the tourist places already environmentally damaged should be incorporated in the perspective plans.

• The perspective plan should include strategy for privatization of the tourism related properties owned by the State and the State Tourism Corporations.
METHODOLOGY

• Considering the long term perspective of the Master Plan with such a holistic approach, the study is conceived with guiding philosophies / strategies and ground realities. The approach, analysis, modelling and techniques adopted for conducting the study be scientific in nature so as to enable simulation, evaluation and review when necessary.

• It must also be realised that such an endeavour can only be successful through people's participation and hence the approach adopted should primarily be that for process management rather than for project management.

• Sustainability of the tourism activities can be expected if and only if the activity continues to generate economic surplus without damaging the environment and causing conflict to the ethos of the host population. Such harmony is a must in consideration of the safety and security of not only the tourists but also of the host population. The guiding philosophy thus adopted is the concept of '3-E' (Economics – Environment – Ethos) in harmony where by the pro-active people's participation at all stages of development is given due priority.

• The analysis is conceived in structured hierarchy form the point of entry into the state upto the destination based on the volume of tourist traffic. The three levels of the hierarchy are the Pole, Node and Centre or destination. It is also evident from such classification that the nodes and the pole attain their status by virtue of their geographic location and centrality of infrastructure available which ultimately determines the traffic flow. The data and information thus collected shall extend to the entire state and beyond. The data and information so collected shall need to be analysed through dynamic modelling so as to maintain its efficacy for the changed parameters.

The methodology envisaged to be adopted for preparation of the Master plan shall be as under:

• Collection of data and information relating to tourism through secondary as well as primary survey for:
  • Tourist traffic flow categorised for class, duration, time of visit, destination etc.
  • Tourist destinations / centres both existing as well as potential. Tourist circuits both existing as
well as potential and their alternatives including popularity of the centres / destinations.

- Infrastructure in and around the destinations / centres, en-route transit facilities, civic amenities etc.
- The current projects and schemes under implementation
- Tourism related activities such as Handloom, Handicraft, recreational and cultural activities.
- Geo-physical and climatological aspects
- Archaeological and heritage inventory.
- Environmental parameters and issues including bio-diversity inventory, environmental laws and acts, local bye-laws, regulations and practices.
- Ethnological aspects.

- **Analysis** of the above data and information using various statistical models so as to be able to **simulate**, **optimise** and to undertake **sensitivity analysis**. Adoption of appropriate dynamic models will enable periodic evaluation and review for altered conditions.

- A detail **SWOT** analysis of the state with specific reference to Tourism.

- Identification and analysis of potential destinations / centres of interest through scientific evaluation and **Delphi experiment** amongst the experts in the fields. Classification based on the field of interest such as adventure tourism, Eco-tourism, Ethos-tourism, religious & sentimental pilgrimage, scientific tourism etc.

- Analysis of the foreign tourists for their country of origin, age, sex, educational background, interests etc. so as to evaluate a strategy for publicity, marketing and also to evaluate the level and quality of infrastructure desired to be provided and thereby the investment to be made. (if available during the study period)

- Analysis of inter-dependency of the allied and associated activities or industries such as Handloom, Handicraft (jewellery, ceramic, metal ware, cane/bamboo/reed/wood works, toys and curio making etc.) and other services such as communication centres, health care centres, meditation and yoga centres, transport rental-repair services, recreational and cultural centres etc. which are considered as an essential part in promotion and development of tourism.
• **Evaluation** of the existing status of the state in terms of Tourism and tourism related activities.

• Evaluation of the tourist traffic flow, revenue earned, employment generated, infrastructure utilised/desired, associated activities promoted etc. as obtained from the analysis.

• Evaluation of the status of the promotional schemes and projects undertaken or proposed to be undertaken.

• Evaluation of environmental conditions/parameters, socio-economic status of the areas around destinations, nodes and pole.

• Market evaluation and forecasting using appropriate techniques.
EXECUTIVE SUMMARY

Meghalaya "The Abode of the clouds" is the most progressive state of the north eastern region of the country with a population of about 23 lakhs. This thirty year old state with a small population, has not only made distinctive contributions to the national heritage and economy but has also fought fiercely in struggle for independence of India.

Endowed with nature's gift and supplemented by the collective endeavour, the state today is economically stable with revenue surplus. Although it is still a deficit state, Meghalaya has the potential to become a surplus state. Considering the SWOT analysis of the state, its Geo-political status and the emerging free global economy, Meghalaya cannot be expected to become an industrially leading state. It can neither be a state with abundant agricultural surplus production nor a state for intermediate trading. The low productivity in the agriculture sector makes any surplus non-marketable. On the other hand considering the nature's endowment, ethnological diversity, rich cultural heritage, Meghalaya holds high potentiality for economic prosperity through development of tourism.

An analysis of the tourism scenario of the region reveal that the only way for economic development of the North East region in general and the state of Meghalaya in particular, can be achieved through promotion of tourism in a big way. The support of the Union Government is essential even if such support demands special considerations. The thrust must be on promotion of Nature tourism supplemented by Adventure tourism and Cultural exposure. The analysis also reveal that the domestic tourism of budget tourists shall continue to constitute 99% of the tourism unless qualitative break-through is achieved. Considering the fragile environment, the inherent high living and travelling costs to and within the state and the low capacity for providing services, it is suggested that the objective must be for high value services where the margin of profits are higher and the environmental protections and management is easier.

Recommendations and Suggestions

Suggestions and recommendations are made spread over a period of 20 years with an investment of Rs. 219.96 Crores, including the envisaged investments from external sources under Build-Own-Operate
system and private investment, which are listed as under:
The suggestions so made are classified into the aspects of:

- Policy adjustments and Administrative restructuring,
- Infrastructure development,
- Tourism related activities: projects and schemes,
- Related industrial activities,
- Human resource development,
- Monitoring and regulation:

I. Policy Adjustments And Administrative Restructuring:

- Review of state level tourism policy.
- Enforcement of pollution control act, Urban Development regulation act.
- Upgradation and restructuring of Tourism Directorate and the MTDC.
- Formation of a North East India Tourism Coordination forum
- Leasing of the state assets such as the Tourist guest houses, hotels, cafeteria etc. to private entrepreneurs on a medium or long term perspective on renewable contractual terms. Where such offers are not received such as in case of wayside amenities, the women NGOs may be motivated to operate.
- The land laws of the state need to be reviewed as, land ownership has always been a major hurdle in the process of development in Meghalaya.

II. Infrastructure Development:

- Construction of a transport system on elevated rail within the Shillong city.
- Construction of a truck terminus with amenities outside the city limits on the Guwahati road.
- Construction of inter state bus terminus outside the city limits on Guwahati road.
- Construction of Bye-pass to Shillong city on the west-east Guwahati-Jowai road alignment from Umiam.
- Construction of Bye-pass to Jowai town on the west-east Shillong – silchar road
- Alternative route alignment of the national highway at Sonapur to mitigate the problems of road blockade due to the regular land slides.
- Solid waste collection, treatment and disposal systems for all urban centres.
- Augmentation of treatment, supply and distribution of water in urban centres and in the tourist destinations.
• Augmentation of medical facilities in urban centres and at Tourist destination.

• Development of internal air shuttle services by small aircrafts connecting the various identified centres and destinations of NE region on regular basis on cost basis i.e. with the taxes being exempted from the passenger fair for the first seven years so as to enable the enterprise to become self sustaining.

• Construction of escalators, steps with railings at strategic locations in the busy market and public areas. Also construction of cable ways in strategic locations. A major traffic study should be conducted in order to evaluate the traffic flow system in Shillong.

• Improvement of the city road networks with walk-overs, pedestrian crossing bays, Multi-level parking areas etc.

• Shifting of the vegetable wholesale market away from the city but along the highway near the proposed truck terminal.

• As the approach to a destination reflect the character of the place, a major thrust must be for beautification of the approaches to all the urban centres and the tourist destinations.

III Tourism Related Activities: Projects & Schemes:

• Establishment of Tourist centres at strategic locations preferably at the first and second order destinations. (A tourist centre is the central cluster of infrastructure fulfilling the needs of a tourist. The centre is expected to provide not only information but also all other support services such as food, transport, communication, banking facilities including money changing, First – Aid, public conveniences etc. It is also likely that many of such centres will have home-shops for handlooms, handicrafts, curios and host of tourism products, centre for performing arts and cultural shows).

• Establishment of Tourism Bhawan comprising of a Tourist complex alongwith the permanent office of the Directorate.

• Upgrading of the Umiam airport and augmentation of air network and connecting Shillong with Tura, Guwahati, Silchar, Imphal, Aizwal and Kolkata. The project for small aircrafts financed by the NEC needs to be pursued.

• Establishment of a cultural Institute with centre for performing arts, Art gallery, art museum, Institute for development of Tourism products, fashion design centre etc.

• Upgradation/ enhancement of the tourism destinations through addition of Tourism attractions such
as Orchidariums, aquarium, snake parks, butterfly parks etc.

- **Introduction of commercial institutes** for teaching of foreign languages – more specifically Japanese, French, German Tourism development and management, Hotel management and training for Culinary art of multi-national cuisine

- **Establishment of a oriental village** at William nagar with accommodations in oriental style, golf course, oriental food centre, meditation and yoga centre, centre for herbal treatment, Tourism centre with a cultural centre including a Bonsai garden, Rose garden and an Orchidarium. A project of such nature can be expected to be financed by the Japanese for their cultural affinity. Such a village is likely to increase the inflow of foreign tourists manifolds.

- Development of picnic spots for domestic tourism and also in the interstate border areas such as Umtru, Dainadubi etc.

- Developing cottage industries centres for enterprises producing traditional handloom and handicraft products, wood works, terra-cota, metal wares, cane and bamboo products, garment, jewellery, leather goods, etc.; **AND introducing the units as a part of tourism circuits whereby the customers are brought to the artisans and encouraged to buy the products.**

- **Publicity and Promotion** of Tourism in Meghalaya through picture post card, CD Rom, TV programmes, and worldwide internet Website.

- Introduction of Tourism festival like “Umiam Utsav” or “Rain festival” with wide and numerous cultural shows, Mela for Tourism products etc. Such a festivals can be celebrated along with a major cultural/traditional or religious festival like the Nongkrem or Christmas.

- Upgradation and promotion of water sports, adventure sports like rock climbing, para sailing, hang gliding, sailing, water skiing, white water rafting etc. at strategic locations like at the Umiam lake.

- Establishment of Eco-parks as well as amusement parks at Umiam.

- Beautification of Ward's lake at Shillong.

- Upgradation of State Museum as a Tourist Attraction.

### IV Industrial Related Activities

- Development of Handloom, Handicraft And Tourism Related Products and marketing

### V Development of Human Resources for Tourism

The need to train the youth in various aspects of tourism is to make them competent to set up
individual enterprises with financial assistance by way of loan from financial institutions namely NEDFI, TFCIL and other commercial banks. It is also relevant that the training courses, so suggested, be conducted by reputed institutions and universities so that the financial institutions are assured of the competence of the entrepreneurs while extending the loan.

VI Monitoring And Regulation

- Restructing Of Tourism Directorate.

Environmental Impact Assessment

The major environment pollution caused by or envisaged to be caused by development of Tourism are:

- Enhanced vehicular emission due to increased number of vehicles.
- Enhanced problems of garbage disposal generated by tourists specifically plastic bottles, disposal cups, wrappers of food items, cans etc.
- Tourist often tend to disturb the natural settings & habitat of many indigenous, rare or endangered species of flora & fauna.

Sociological Impact Assessment:

- It is likely that on the event of appropriate development of tourism, the overall prosperity of the population is likely to be more well balanced rather than wealth being accumulated amongst the few only.
- The development of tourism will generate large scale employment opportunities directly.
- The development of allied sectors such as hand-loom, handicrafts, jewellery, dress making ceramic-wood-metal works and host of other activities will also generate employment to large number of artisans.
- The prosperity at the grass root level will bring about a gross reversal to the attitude of the people which automatically will assure safety & security to the tourists. It is therefore, envisaged that there will be a sharp reduction in militancy in the state.
- Care has to be taken to prevent flesh trading in the name of the development of tourism in the state. In consideration of intergenerational sustainable prosperity, the
Thailand-like tourism must not be encouraged.

CONCLUSION
For a state like Meghalaya, development of tourism industry will provide opportunities to generate employment and bring about prosperity to the state. Being a smokeless industry, tourism will cause the least damage to the fragile ecology of the region. The pressure on the urban centres will be reduced with balanced development of the remote and rural tourism destinations.
CHAPTER I : INTRODUCTION

- GEOGRAPHICAL SETTING OF MEGHALAYA  01
- HISTORICAL BACKGROUND OF MEGHALAYA  05
- CULTURAL HERITAGE OF MEGHALAYA  09
  ▶ SOCIO-CULTURAL BACKGROUND OF KHASIS  09
  ▶ SOCIO-CULTURAL BACKGROUND OF JAINTIAS  11
  ▶ SOCIO-CULTURAL BACKGROUND OF GAROS  13
- FESTIVALS, DANCES, MUSIC, & CELEBRATIONS  14
- FESTIVAL & MUSIC OF THE KHASIS  15
- FESTIVAL & MUSIC OF THE JAINTIAS  17
- FESTIVAL & MUSIC OF THE GAROS  18
- THE ART & CRAFTS OF MEGHALAYA  19

□ □ □ □
CHAPTER II :

AN ANALYSIS OF THE EXISTING STATUS OF MEGHALAYA IN REFERENCE TO THE LAST DECADE.

- POPULATION ........................................... 21
- POPULATION SUPPORT SERVICES ................. 21
  - HEALTH ............................................ 21
  - DRINKING WATER .................................. 21
  - EDUCATION ....................................... 22
  - ROAD ............................................... 22
  - POWER ............................................ 22
  - AGRICULTURE .................................... 22
  - MINING ........................................... 23
  - INDUSTRIES ...................................... 23
  - TRANSPORT ...................................... 23
  - BANKING .......................................... 24
  - FINANCE .......................................... 24

- SUMMARY OF ASSESSMENT ................................. 24

- SWOT ANALYSIS OF THE STATE ......................... 26
  - STRENGTH .......................................... 26
  - WEAKNESSES ...................................... 26
  - OPPORTUNITIES .................................... 27
  - THREATS ........................................... 28
CHAPTER III:

TOURISM SCENARIO OF NORTH EAST INDIA: AN ANALYSIS

- FACTORS CONSIDERED BY TOURISTS IN CHOOSING DESTINATION 29
- MOST IMPORTANT FACTORS FOR POSITIONING OF DESTINATIONS 30
  - INFRASTRUCTURE 30
  - EXTERNAL INFLUENCE 32
  - SEGMENTATION OF TOURISTS 33
- PERCEPTUAL POSITIONING OF NE AS A TOURIST DESTINATION 39
- CURRENT POSITION OF NE 41
- PARTIAL RECOMMENDATIONS 44
- A GENERAL POSITIONING OF NE 47
- A COMMUNICATION STRATEGY 48
  - MEDIA TYPE: WORD OF MOUTH 48
  - MEDIA TYPE: TRAVEL BROCHURE 48
  - MEDIA TYPE: PRINT PUBLICATIONS 50
  - SPECIAL TOURIST EVENTS 52
  - MEDIA TYPE: ELECTRONICS 52
  - MEDIA TYPE: TOUR OPERATOR 53
- DETAIL OF DESTINATIONS TO BE PROMOTED FOR EACH THEME 54
  - NATURAL BEAUTY 54
  - WILD LIFE 55
  - HERITAGE TOURISM 56
  - PILGRIMAGE 57
CHAPTER IV:
EVALUATION & ANALYSIS OF TOURISM SCENARIO OF MEGHALAYA:

- ANALYSIS 59
- MAJOR TOUR DESTINATIONS OF MEGHALAYA 60
- CLASSIFICATION OF TOURISM ASSETS 72
- CALENDAR FOR TOURIST DESTINATIONS, FESTIVALS & FASTIVITIES 74
- STATUS AND PROGRESS OF THE CENTRAL PRIORITISED SCHEMES 76
- TOURIST TRAFFIC AND FORECAST 77
- TOURIST TRAFFIC FORECAST IN SOME OF THE TOURIST SPOTS IN MEGHALAYA 78
CHAPTER V:
STRATEGY FOR DEVELOPMENT OF TOURISM IN MEGHALAYA:
SUGGESTIONS & RECOMMENDATIONS

- STRATEGY FOR DEVELOPMENT OF TOURISM
  - POLICY ADJUSTMENT AND ADMINISTRATIVE RESTRUCTURING 82
  - INFRASTRUCTURE DEVELOPMENT 83
  - TOURISM RELATED ACTIVITIES : PROJECTS AND SCHEMES 84
  - RELATED INDUSTRIAL ACTIVITIES 86
  - HUMAN RESOURCE DEVELOPMENT 88
  - MONITORING AND REGULATION 95
  - REQUIREMENT OF FUND, SOURCE AND PHASEWISE INVESTMENTS OF THE PROPOSED PROJECTS 97
  - EMPLOYMENT OPPORTUNITIES AND COST BENEFIT ANALYSIS OF THE PROPOSED INVESTMENTS 101
CHAPTER VI : IMPACT ASSESSMENT

ENVIRONMENTAL

- Environmental Status of the state 106
- Suggestions and Recommendations on Environmental Issues 107
- Environmental Impact Assessment on Development of Tourism 108

SOCIOLOGICAL

- Sociological Status Assessment 108
- Sociological Impact Assessment on Implementation 109

CONCLUSION
INTRODUCTION

• GEOGRAPHICAL SETTING OF MEGHALAYA

‘Meghalaya’ derived from Sanskrit, means the ‘Abode of the Clouds’ was declared as a full fledged 21st state of the Indian union on January 21st, 1972. Having an area of 22,429 sq. Km. and a population of 23.06 lakhs (2001 census), the higher ridges of the state lie in the coniferous belt, gradually sloping down to sub-tropical and tropical zones. Tucked away in the North-Eastern Region of India, it lies between the 25° 10’ to 26° 50’ North latitude and 89°45’ to 92°47’ east longitude. It is bounded on the North by Goalpara, Kamrup, Nagaon and Karbi Anglong districts of Assam state, and on the east by the districts of Cachar and North Cachar Hills, also of the state of Assam. On the south and west lies Bangladesh.

Meghalaya has a predominant Christian population with the Hindus, Muslims, Buddhists living together in perfect harmony. The state is now divided into seven administrative districts. They are - 1) Jaintia Hills district created on February 22, 1972, 2) East Garo Hills district and 3) West Garo Hills district created on October, 22, 1976, 4) East Khasi Hills District and 5) West Khasi Hills Districte created on October 28, 1976, 6) Ribhoi District created on June 4, 1992 and 7) South Garo Hills District created on June 18, 1992.

The physical feature of Meghalaya is well defined in three different regions - the Khasi Hills in the Central part of Meghalaya, Jaintia Hills in the eastern part of Meghalaya and Garo Hills which form the western part of Meghalaya. The Khasi Hills and Jaintia Hills which form the central and eastern part of Meghalaya is an imposing plateau with rolling grassland, hills and river valleys. The southern face of the plateau is marked by deep gorges and abrupt slopes. Water - falls rush down steep slopes and curve deep valleys through which swift-flowing rivers descend to the plains. At the foot of these slopes, a narrow strip of plain land runs along the international border with Bangladesh.

The northern section of the plateau has an undulating topography with a series of hills rising to almost the same height, extending Northwards to slope gradually, merging with the plains
of Assam. The accordant summit of these hills vary from 170m to 820m. Nongpoh village lying half way on the Guwahati - Shillong road stands on a flat top of 70m height on this hill section.

The height of the central plateau of the Khasi Hills hovers around 1500 m with the Shillong peak (1965m), the highest point in the plateau, overlooking Shillong Town. Khasi hills is popularly known as the ‘Scotland of the East’ with the pine trees, rolling hills and a numerous waterfalls.

The Garo Hills which form the western part of Meghalaya are lower in elevation. The greater parts of the Garo Hills range in height from 450m to 600m and drop steeply to the Brahmaputra valley on the north and to the plains of Bangladesh on the south. Nokrek (1412m) east of Tura town is the highest peak in western Meghalaya.

Meghalaya is endowed with a rich variety of flora and fauna. Of the 17,000 species of orchids in the world, about 1250 exist in India of which nearly 300 are found in Meghalaya. The blue Vanda, Lady’s slipper (Paphiopedilum insigne) and other rare varieties of orchids are found in Meghalaya. A botanical wonder, the pitcher plant, (an insect eating plant) is found in the districts of Jaintia Hills, West Khasi Hills and South Garo Hills of the state.

The state has a forest cover of 8,510 sq Kms with only 993 sq.Kms. under the control of the State Government and the rest under the District Councils and private managements. The principal forest products include timber, bamboo, reed, broomstick, cane, medicinal herbs & plants, Cinnamon and thatch grass. The Khasi Hills specially boasts of the age-old sacred forests many of which are preserved to this day by traditional religious sanction. The Mawphlang sacred forest 20kms from Shillong, represents the pristine glory and wisdom of the elders of yore in preserving the ecological system.

Meghalaya is also rich in wildlife. It is the home of a variety of animals and birds, the best known of them being elephants, tigers, golden cats, binturongs, slow Loris, monkeys of different types and interesting birds including hornbills, partridges, teals, snipes and quails.
The state has two National parks, the Nokrek National Park and the Balpakram National Park and two wildlife sanctuaries, the Nongkhyllem wildlife sanctuary and Siju wildlife sanctuary. Species like golden cat, golden langur and Hoolock gibbon are endemic to Meghalaya.

The state falls within the Agro-climatic zone II. Based upon the agro-climatic characteristics the state has been sub-divided into major subzones namely

I) Sub-Alpine & Sub temperate Zone;
ii) Sub-tropical Zone;
iii) Sub-tropical plain Zone (Valley areas);
iv) Mild tropical hill Zone ; &
v) Mild tropical plain Zone .

Description of agro-climatic sub-zones along with the characteristic features and areas located may be found in Annexure -II (A )

The state of Meghalaya is directly influenced by the South-West monsoon and the North-East winter winds. During March and April, the atmosphere gradually warms up with the advent of spring . From the middle of April, the temperature starts rising to the maximum in the month of June and then decreases gradually . The maximum temperature recorded is 34\(^0\) celsius at Tura in West Garo Hills district and 28\(^0\) celsius at Shillong. During the period in between November and February, the temperature comes down to as low as 2\(^0\) celsius in the Khasi Hills. Rainfall starts by the third week of May and continues right upto the end of September and sometime well into middle of October. The maximum rainfall occurs over the southern slopes of the Khasi hills which record the heaviest rainfall in the world at Mawsynram . The average annual rainfall in Mawsynram being 1300 c.m.

A number of rivers drain this mountainous state. In Garo hills, the Manda, the Damring and the Janjiram flow towards the North while the Ringge and Ganol flow in the westerward direction . Those that flow to the south are Bhogai and Simsang . Simsang is the biggest river in Garo hills . In the Khasi & Jaintia hills, the rivers that flow towards the north include the
Khri, the Umtrew, the Umiam, the Umkhon beside the Kupil on the border between the Jaintia hills & North Cachar hills. The Kyushi, the Umiam Mawphlang and the Umngot flow to the south into Bangladesh. None of these rivers are navigable.

**POPULATION FEATURE:**

The state of Meghalaya has a population of 23.06 lakhs with almost 19.65 percent of the population living in the urban sector (Annexure.I.). Though the population density of the state is 103 per sq km, but the distribution is grossly concentrated in the districts of East Khasi Hills (123 per sq km) and West Garo Hills (139 per sq km). Almost 51 per cent of the state population is concentrated in the districts of East Khasi Hills & West Garo Hills districts.

**AGRICULTURE:**

Meghalaya is basically an agricultural state with about 80 per cent of its population depending entirely on agriculture for their livelihood. The hilly terrain and land conditions of the state do not offer much scope in bringing additional area under wet cultivation, but the state has vast potential for developing horticulture. The agro-climatic variations within the state offer much scope for cultivation of temperate as well as tropical fruits & vegetables. The state is known for its horticultural fruits like orange (*Khasi Mandarin* variety - gets the name from the place of origin), lemon, pineapple, guava, banana, jack fruit, arecanut, betelvine and temperate fruits such as plum, pear, peach etc. potato, ginger, turmeric, cauliflower, cabbage, radish, carrot are the important vegetables grown in the state.

**MINERALS:**

Meghalaya is rich in mineral wealth. The state produces coal, limestone, fire-clay, white clay, kaolin, Dolomite, quartz and glass sand. The state has a deposit of coal (estimated reserves of 562 million tonnes), lime stone (4500 million tonnes), fire clay (6 million tonnes) which have remained virtually untapped so far.
Meghalaya is inhabited by three tribal group namely the Khasis, the Jaintias and the Garos. The Khasis reside in the centre of the state, the Jaintias in the east and the Garos in the West. Khasis, Jaintias, Bhois, Wars, collectively known as the Hynniewtrep people, are of Austro Monkhmer race and Garos who prefer to call themselves as Achiks are of the Tibeto-Burman race. According to scholars, the Hynniewtrep (Seven huts) people are known to be the earliest settlers in the undivided state of Assam and one of the earliest ethnic group of settlers in the Indian sub-continent.

The origin of Khasis is controversial. Though the Khasi have been living in their present abode for many centuries, there exists a general belief that they are migrants. Some scholars say that as Khasis were politically connected to the Burmans, they were migrants from there. Others say they have migrated from the north and some say they came from syllet (a push factor compelling them to migrate due to the floods). There is also a saying that Khasis have lost all written records during the floods. Khasis had no written records before the advent of the Welsh Missionaries.

There is a hypothesis that Khasis were the first Mongolite overflow to India who established themselves at the present habitat at a very early period of global migration and maintained their independence through their isolation.

There was a tendency amongst the Khasis to divide themselves into smaller communities under one head. They would conquer smaller communities and absorb them and again disintegrate themselves. There were no records of Khasis owing allegiance to a single prince; they split up into separate and smaller units.

Jaintias, a term for Pnar or Syntengs, belong to the land of 12 dolois. The early history of the people of Jaintia are obscure and reference is made in the chronicles of Ahom rule by inscription in coins, copper plates and buildings.
There is hardly any difference between the inhabitants of Khasi and Jaintia as they look alike and speak a common language. The dialect was said to have been spoken by the earliest Mongolic invaders of India.

The Jaintias preserved their list of kings. Dhan Manik being the 7th king reigned in the 16th century. Each king ruled for a period of sixteen years. It is well established that the inhabitants of Jaintia hills had already formed a state by 1500 AD. All the kings bear Hindu names. Their reference is there in the inscriptions from the Ahom rule.

The first reference to the inhabitants of Khasis and Jaintias in the record of other states were made in the middle of 16th century during the reign of Nor-Narayan when the Koches defeated the Jaintias.

History records Jaintias being defeated by the Kacharies in the 17th century. The Jaintia king married a Kotch princess. A war broke out with the Ahoms in 1618 AD. The Ahoms invaded the Jaintias during the reign of Rudra Singha.

The kingdom was returned to Jay Narayan Borgohain (1708-29) who ruled for 40 years. He was succeeded by Chatra Singh who came into collision with the British in 1770 & 1734. The kingdom was said to have been conquered by the British force under Major Henniker but was restored on payment of fine.

Chatra Singh was succeeded by Jatra Narayan in 1781, who was succeeded by Bijay Narayan in 1786. Ram Singh II succeeded the latter in 1786. In 1824, Burmese tried to invade Jaintia Kingdom, but they preferred to compromise when David Scot tried to Negotiate forbidding Burmese to enter Jaintia territory. Ram Singh II was succeeded by Rajendra Singh in 1832. In 1835 British annexed Jaintia Kingdom. The British started annexing the hills one after another.

The Garos belonging to the Bodo-Tebeto-Burman stock is said to here migrated to Meghalaya 400 years back from the Cooch territory of Cooch-Bihar.
Coming of British led to many political and administrative changes in the state. Cherrapunji was made the headquarter and a political agent was stationed there.

In Jaintia hills, each of the twelve Doloi was allowed to rule over an Eleka. The chief was permitted to use the title of a Raja. Khasi hills were divided into sixteen territories (Hima) ruled by a chief. The Garo hills were controlled socially by Nokma and his council of elders. The Garo hills were subdivided into 60 villages and were under a Laskar. His duty was collection of taxes, settlement of disputes according to the customary laws of Garos.

All the three hill districts resisted the British entry into their states but were suppressed. The sepoys recruited by the British belonged to the plain areas and they treated the hill people as aliens. The chiefs failed to unite the already segmented groups. The British took advantage of the situation and punished the chiefs.

The humid climate of Cherrapunji did not suit the British who later shifted their headquarters to Shillong. In 1874 Shillong was made the capital of Assam province and in 1905 Shillong was made the summer headquarter of United Province of East Bengal and Assam.

In 1910 Municipal act was introduced and the office of the Deputy Commissioner was created. His role included collection of taxes, selection of chiefs and ownership of mines.

The Khasi National Darbar became the most important political party in 1923. This was constituted by all chiefs of the state. The major aim was codification of customary laws, in which they failed.

Rev J. J. M. Nicholas, the founder became a member of the Governor’s council. There was a rift in the Khasi National Darbar which led to the formation of Khasi Jaintia youngman’s association which challenged the Zamindary system of the Syiems (chiefs). Memorandum was submitted to Simon Commission seeking representation in future legislation.
In 1937, Congress Khasi Hills committee came into being along with Federation of Khasi states which sought recognition at the chamber of Princess.

In 1946, Khasi-Jaintia political Association approached the Cabinet Mission demanding the Federation of Khasi states within Assam with cultural and political autonomy. This was opposed by the Hill Union demanding a separate hill state. The Khasi-Jaintia Federation advocated for a District Council. The Garo National Conference also demanded an autonomous district.

The Governor of Assam, Akbar Hydari got the Khasi states to sign an agreement with the centre by 9th Aug 1947 for formal accession.

Sardar Patel visited Shillong in 1948. Nicholas Roy asked the Darbar to accept the 6th Schedule to the Indian constitution drafted by Bordoloi committee. This provided local autonomy under District Council for former “Excluded area” including Khasi and Jaintia Hills.

An amendment was made to constituent assembly to unite two hill district outside Assam. On Jan 26, 1950 United Khasi, Jaintia and Garo Hills became a part of Assam Province and Indian Union.

Meghalaya was declared as an autonomous state within Assam in 1970. With the 3 districts governed under 6th schedule, Meghalaya became a full fledged state in 1972.
CULTURAL HERITAGE of MEGHALAYA

Meghalaya is the homeland of India’s ancient hill communities. Dance, music and sports reflect their way of life. Festive sounds of merry making echo from hill to hill revealing the pulsating life of the tribal people. Mindful of their cultural heritage, these simple folks are jovial and hospitable. There are about twentyfour communities in the state amongst which fifteen are scheduled tribes that have migrated from other states. The non-tribal communities are twelve in number who have migrated to Meghalaya for trading and business purposes.

Majority of the population of the state belongs to the Indo-Chinese linguistic Community of which the two important sub-families are ‘ Monkhmer’ and Tibeto-Burman. The ‘Monkhmes’ families include the Khasis and Jaintias whereas the Garos belongs to the ‘Tibeto-Burman’ groups. All the Hinduized Communities of Meghalaya - Rabha, Kuch, Hajong, Barai belongs to the Bodo groups of Assamese Burman family. One of the characteristics features of the tribes of Meghalaya is that they could preserve their independence and ancestral institutions for many centuries inspite of the distractions provided by the neo-cultures around them. In fact their social organizations provide the most perfect examples of the still surviving matriarchal institutions.

Amongst the many tribes in Meghalaya, the most dominant tribes are Khasi, Jaintia and Garo which are detailed as under:

SOCIO-CULTURAL BACKGROUND OF KHASIS:

The Khasis in Meghalaya belong to the Monkhmer group. The Khasi tribes includes-Boi, War, Khynriams and Lyngans. The Boi’s reside in the North West part of Khasi hills, War in the hill and valley of the southern part, Khynriams in the central and highest part of Meghalaya, the Lygans occupy the western part of Meghalaya.
The history of the Khasi people before the advent of the British is not well documented. Their folklore and oral traditions tell about their supernatural origin. It is generally believed that Khasis have migrated from south east to the Brahmaputra valley where they resided before entering the hills. In course of time, their language and customs changed. They were believed to have named from Jaintia hills to Khasi hills in the practice of shifting cultivation and in search of iron-ore.

The Khasis are divided into a number of clans, which trace their descent from ancestresses or Kiaws. The descendants of one Common ancestress are called Shi Kur. A sub-clan is called Shi-Kpoh. The smallest division of the clan is the family (iing). The clans are bound together by strict ties of religion, ancestor worship and funeral rites for those who continue their traditional tribal religion.

The rule of succession is strictly matrilineal. Women have important status assigned to them; And women, and not the men, inherit the property. The rule amongst the Khasis is that the youngest daughter ‘holds’ the religion. The members of the household witness her performance in the family ceremonies. Hence, she gets the lion share of the family property.

Residence is matriarchal. Although, amongst the children, both the sexes get share of the family property, but the youngest daughter gets the largest share and she lives in the ancestral home along with her husband, children and her parents. The brothers’ after marriage live in their wives home. A man married to the ‘heiress’ lives with his inlaws but his status is weak. The management of the property is done by the maternal uncle and the groom of the heiress has to work under the supervision of the maternal uncle. Marriages to non-heiress are more stable and successful.

Religion is one aspect, which had been misinterpreted by the colonials in trying to achieve mass proselytization. The Khasis worship a formless god and refer to their religion as Niamtre. The three basic values of Niamtre are: one must earn by one’s own effort, one can know god when he knows his fellow men and one must know the paternal and maternal
relations meaning marriage within the clan is forbidden. Converts to Christianity, naturally, do not observe the Khasi religion *Niamtre* but fear leads them to believe in Khasi sorcery.

In the olden days, khasi men wore a dhoti, jacket and turban but today their traditional attire is used on ceremonial occasions only. The dress largely is westernized. Women still wear the traditional dress consisting of the undercloth, and two pieces of clothes above it. The jewellery is made of gold and silver artistically crafted by local smiths.

Khasi houses are clean. They are cottages with thatch roof, with plank or stone walls raised or a plinth at a height of 2-3 feet from the ground. The windows allow light to enter the houses. There is always a fire burning on earthen or stove hearth in the centre. Khasi house is oval shaped, divided into three rooms- a porch, a centre room and a retiring room.

Like all tribal communities, the Khasis love to feast, sing, dance and enjoy life to the hilt. Festivals are invariably celebrated with pomp and gaiety, cutting across the petty differences of caste, creed, colour or religion.

**Socio-Cultural Background of Jaintias:**

Jaintia is the term used for ‘Synteng’ or ‘Pnar’ belonging to the land of twelve Doloi. As to the origin of Jaintias, there are two schools of thought: One says that Jaintia Kingdom got its name from ‘Jaintiapur’ because of the famous shrine of Jaintia Devi (an incarnation of goddess Durga) mentioned in the Puranic and tantric literature, the other says, the Jaintias derived its name from ‘Synteng’ or ‘Pnar’. Like the Khasi and Garos, they too lack recorded history. We find a little information on the Jaintias from the history of Assam. In the recent past, a more detailed history could be found since the time of the advent of the British. The Jaintias use the Khasi script and language

The Khasis and Jaintias can not be treated separately as they have many things in common. As per the history of migration, the Jaintia were supposed to have come from Southeast Asia, with the probability that they have started their migration westward from Mongolia and along
the Foot hills of the Himalayas to Southeast Asia, and ultimately to their present habitat through Myanmar. One opinion is that the Jaintias entered the hills in batches under different names-Amwi, Changpung, Jowai, Nartia, Raliana, Sutuga etc.

The Jaintia do not have a script of their own. They speak their own language and dialects. In case of dress, the Jaintia and Khasi men wear the same dress, but for women, dress is somewhat different from the Khasi. She wears a cloth around her body above the chest and another thrown over the shoulders and crossed in front. Women put on earnings and other ornaments of gold and silver. On the festive occasions the women wear a large beads of lac and silver with ornamental headgear.

Mother’s clan is adopted by children. Mother has important duties of performing family rites and ceremonies, though in actual practices, her brother performs the ceremonies and sacrifices of the house. The mother, father and maternal uncle have their own place in the Jaintia family. Property law is matrilineal. The inheritance passes from mother to the youngest daughter. If the youngest daughter dies, the property then is inherited by the next youngest daughter. The heiress has no right to handle the property matters, the actual control is in the hands of the mother and maternal uncle. Ancestral property can not be alienated without the consent of the whole family. As far as the self-acquired property is concerned, it can be disposed off according to the will of the beholder. Women are property holders, keepers of the family purse and other movable and immovable properties. In traditional system, except in politics, they are treated equally with men but are not allowed to behave as superior to men.

In matters of traditional religions belief, the Jaintias feel that their religion is god given and not founded by men. Their religious value system have the three common beliefs: God is omni present, omni patent and omniscient. They have no temples or churches. They are Maothistic. But they evoke God by different names according to their needs.

The Jaintias have a very rich art and cultural heritage. Carving engraving are the most popular art. The people have their own indigenous way of maintaining their artistic pursuits. Weaving though has lost the importance and can hardly be termed as a sustained activity but
The handicrafts of Jaintias include the beautiful pottery industry, craft work of cane, bamboo and wood in multifarious designs which attract the customers.

**SOCIO-CULTURAL BACKGROUND OF THE GAROS:**

The Garo hills are predominantly inhabited by the Garos. The Garo society also divides themselves mainly into two clans (chatchi): Marak and Sangma. But now a days, we find other divisions of clans such as Momin, Shira, Arengh added to the Garo clans.

Garo Society or community is divided into 12 (twelve) sub-dialectical groups who inhabit in different locations of Garo hills. Garo society is a matrilineal society and its descent is traced through the mother. The residence is also matriarchal. As such, the title is taken from the side of the mother which is known as “Machong” and never from the father.

The village administration and its organisation is democratic in character. Garos were originally ruled by the traditional chieftains known as “Nokmas”. In the ancient days, Garos settled all civil and criminal cases by the indigeneous tribal chiefs like Nokmas and his council.

Garo marriages are arranged between the two localized lineage groups. It is a symmetrical cross cousin marriage arranged on the basis of localized lineage group. Both mother’s brother’s daughter and the father’s sister’s daughter stands as the category of a potential wife.
Although decent, inheritance, succession as well as residence are on female line, yet women do not seem to enjoy more power than the patrilineal people. Effective power is exercised by a group of matrilineally related males.

The Garos strongly believe in the existence of a supernatural being. They use a general term ‘mite’ for a supernatural being. All the beings are supposed to be endowed with living spirits. They believe ‘mite’s are responsible for creation of world and man. They try to keep a good relation with the mites and try to appease them by making sacrifices.

The religions beliefs of the different groups of non-christian Garos appear relatively uniform, but the ceremonies performed are varied. Christianisation of the Garo began only after the British occupied the Garo hills in the mid-nineteenth century. The Garo Christians have given up the practice of traditional religious rites and supplication of the spirits or gods totally and have adopted Christianity in its pristine form.

Christianity is one of the major causes of change in the life and culture of the Garos. The christian Garos have practically abandoned all aspects of the Garo culture and religion related traditional practices, ceremonies, dance and music.

**FESTIVALS, DANCES, MUSIC AND & CELEBRATIONS**

The pulsating beats of the drums reverberate around the hills of Meghalaya bringing along joy, excitement, friendship and announcing the “coming of the Festivals”. Although the cradle for the festivals is religious, dance, music and celebrations cannot be separated from the festivals of Meghalaya. Festivities also celebrate the ethnic art forms and culture. Hence any festival in Meghalaya would mean dance, music, song, gorgeous costumes with ornaments, colourful procession, fun, food and heady wines. Eat, drink and be merry has been the life style of Meghalaya. Christmas is the most celebrated festival of Meghalaya.

**FESTIVALS & MUSIC OF THE KHASIS**

Music is integral to Khasi life. every festival and ceremony from birth to death is enriched with music and dance. It is probably the music from the nature such as the humming of the
bees, chirping of the birds, call of a wild animals, the gurgling streams etc., which make music a natural extension to Khasi way of life. One of the basic forms of khasi music is the ‘phawar’, which is more of a “chant” than a song and are often composed on the spot, impromptu, to suit the occasion. Other forms of a song include ballads & verses on the past, the exploits of legendary heroes and slaments for martyrs. Whatever the Khasi music lacks in formal sophistication of established school (Gharana) is more than adequately compensated by the purity, beauty, spontaneity and certain complexity in skilful rendering. The musical instruments, as expected of a tribal community living in such a natural settings, are wind and percussion based. Drums, cymbals, flutes and trumpets of various types, shapes and sizes are the instruments of the Khasis.

Dance is at the very heart of khasi life, rich in repertoire, performed often as a part of the “rites de passage” - the life-cycle of an individual in a society or the annual passage of the seasons. Dances are performed at the level of individual villages (Shnong), a group of villages (Raid) and a conglomeration of raids (Hima). Local or regional flavours and colours bring variations to the basic dance form, which is universal in Khasi folk culture.

THE MAJOR FESTIVALS OF KHASIS ARE:

Ka Pom-Blang Nongkrem - Festivals Of Nongkrem Dance
Pom-blang Nongkrem popularly known as the Nongkrem dance is one of the most important festivals of the Khasis. It is a five day religious festival held annually at Smith about 11Km from Shillong, the Headquarters of the chief (Syiem) of Khyrim. The festival is celebrated as a thanks giving to god almighty for the good harvest and to pray for peace and prosperity. The Syiem who is the administrative head of the Hima (Khasi state), Ka Syiem Sad (literally the Syiem Priestess) who is the caretaker of all religion ceremonies of the Hima, the Myutri (council of Ministers), the priest and high priest
and the people in general all join in this festival, which is a rhythmic form of prayer for the well-being of all. Nongkrem is amongst the most prominent of ancestral cultural revivals.

**Ka Shad Suk Myngsiem Festival:**
This annual spring dance performed in April every year in Shillong is to celebrate harvesting and sowing. One of the most important festivals of the Khasis, ‘Ka Shad Suk Myngsiem’ (Dance of the joyful hearth) is ritualistic and symbolic of timeless fertility cult. The analogy is drawn to a women as receptacle of seeds and bearer of fruits and men as cultivators, who provide the seeds and protect and nurse them till the crop is harvested. The dance takes place at Raid and Hima levels usually celebrated by maidens dressed in traditional fineries and menfolk in colourful costumes in accompaniment of drums and flute.

**Ka-Shad Shyngwiang Thangiap –**
A ceremonial dance to express sorrow, performed on the occasion of a death in the family. Male musicians play music on the flute, drum and bamboo pole. The dance begins on the day of death at a place next to the kitchen of the house and continues till the last rites are performed on the cremation grounds.

**Ka-Shad-Kynjoh Khaskain**
A dance to commemorate “house warming” or when a family moves into a new built home. Once the ritual ceremonies are over, the dance is performed in three stages Ka-Shad Kyuntui, Ka Shad Khalai Miaw and Ka Shad Brap and lasts throughout the night till dawn of the next day.

**Ka-Bam Khana Shnong**
Nobody knows when this ‘village community Feasting festival’ began but it is an event that everyone -men, women and children, look forward to. It is a social get together, but at the back of it all, it is a time to thank the lord for the old year past and seek his blessing for the new year which is to come. The entire village would participate with each home contributing cash or kind.
Umsan Nongkharai
The five day festival is held in spring (April or May), commencing on Sugi Lyngka with a ceremonial sacrifice of a goat and two cocks before the supreme deity of the Khasis Lei Shyllong. It ends on Sugi-Shillong, with a prayers offered at midnight to establish person-to-person contact between the finite and the infinite.

Shad Beh Sier
This deer hunting dance is dedicated to occupational merry-making. In off-harvest season, male haunters roam the dense forest for deer prey.

THE MAJOR FESTIVALS & MUSIC OF THE JAINTIAS ARE:
The Jaintia music and dance is very rich in many respects. Their music and dances are accompanied by different musical instruments. Popular among these are the bhuri (a clarionet like flute), bom (big drum). These instruments are used, mainly for community dances. The music produced is very exciting and vigorously rhythmic. There is Ka Chowiang, a home made bamboo flute, which is used in expressing the intricate Jaintia melody.

Festivals of the Jaintia hills, like others contribute significantly to maintaining a balance between man, his culture and his natural environment or eco-system. At the same time it seeks to revive the spirit of cohesiveness and solidarity among the people.

Behdeinkhlan festival
Behdeinkhlan festival is one of Meghalaya’s most colourful religious festivals. It is celebrated for three days during July at Jowai by the Jaintias, the festival focusses on praying for the property and good health of people and on invoking divine blessings for a bountiful harvest.
The word literally means driving away of evil (plague) by wooden sticks. It is very popular and colourful festival where only men, young and old, take part in the dancing to the pulsating beat of drums and tune of flutes. Women do not take part in the dancing.
In the afternoon, ‘Datlawakor’ - a kind of football game with wooden ball - is played between two teams; one representing the upper valley and the other the lower valley of the Myntdu river.

**The Laho dance**

This a festival devoted to entertainment. Both men and women participate in the dancing dressed in their colourful best. Usually, two young men on either side of a girl, linking arms together, dance in rhythmic steps.

The other festivals of the Jaintias are **Tiger festival, Bam Phalar, Rong Belyngkan, Durga Puja** and **Seng Kut Snem**.

**THE MAJOR FESTIVALS & MUSIC OF THE GAROS ARE:**

Music and dance form an integral part of the life of the Garos. They perform different kinds of folkdances on festive occasions. Styles and forms of dance vary according to the nature of the festival. They have a variety of wind and percussion based musical instruments like drums, trumpets & flutes. The major festivals of the Garos are:

**Wangala**

Wangala is celebrated during October, after the harvest season. The ritual continues for 4 days and nights, accompanied by dancing and merriment. It culminates in the warrior’s dance - the dance of a hundred drums, on the final day, which is a spectacular and delightful sight.

**Dore Rata dance festival**

This dance is exciting and interesting to watch. In this dance, the women try to knock off the turbans of their male partners.
Mangona
Mangona is a post-funeral ceremony of the Garos. A small hut with a bamboo structure is erected on the courtyard of the house that is known as ‘Delang’. During the performance of the last rites for the “spirit” of the dead, dancing and singing continue throughout the night with the chanting of the funeral dirge known as ‘Mangtata or Kalee’.

Festivals of Garos that are related to “Jhumming” are -- **AA-O-Pata**, **Den Bilsia or Gitchipong Roka**, **Mi- Amua**, **Rongchu Gala**, **Ja Megapa**, **Sa Sat Ra Chaka**, **Anaoea**, **Pomelo dance**, **Do Kru Sua**. The festivals like **Saram Cha A** and **A Se Mania** of the Attong sub-tribe are also festivals related to Jhooming.

- **THE ARTS & CRAFTS OF MEGHALAYA**

One comes across engravings of human and animal figurines on the walls of houses in Jaintia and Garo villages which reflect the ethnic creative thoughts and skill of the people. The finely engraved domestic utensils seem to capture fleeting images of birds on the wing or temporal flowers. Rock carvings depicting horses and elephants are found in the southern outskirts of Jaintiapur, now in Bangladesh, probably sponsored and appreciated by Jaintia kings of yore. The carving of a man and his beloved, near Jowai town, inspire admiration for artistic imagination and rendering.

Meghalaya’s lively collection of woven, decorative, dyed and colourful silk and cotton cloth speak of the weaver’s magic. The designs and motifs vary from tribe to tribe and are distinctive in style. Stripes and checks dominate the textile designs. The colours used are bright and vibrant.
In the Jaintia Hills, the Larnai area excels in the blue-grey earthen pottery that is shaped by hand, without the aid of a potter’s wheel. And the “Kimas”, beautifully carved and engraved wooden posts, erected as memorials for the deceased, and which, like the “totem poles” of the American Red Indians, are gorgeous examples of the wood carving skills of the Garos. The Khasi metal workers are known to have once cast cannons. One can still hear the hiss of a forge and the ringing strokes of a master blacksmith’s hammer in Meghalaya.

Artistic creations in cane and bamboo for exquisite and utilitarian products, that range from sleeping mats to winnowing fans, rain-shields, fishing traps, bags and tube-storage containers are common sights in Meghalaya. The cane bridges suspended over deep gorges and roaring mountain streams bear visible proof of the craftsmanship and consummate skill of the Meghalayans.

Even the typical, oval-shaped, wood and stone houses of the Khasis with thatched roofs that look like “overturned boats”, the stone-walled houses in the Cherrapunjee area, the “mud-plastered, red and white painted” walls of Jaintias, are all expressions of architectural skill and artistic sense. The remnants of old stone bridges and ruins of old fortresses are mute witnesses of the cromlechs of the Khasis and Jaintias.

The women folk of all the tribes of Meghalaya are fond of jewellery. While the Khasis and the Jaintias wear gold ornaments called Kynjri Ksir , the Garos wear beads called Rigitok. The designs are however are robust and not very popular with the tourists.

Meghalaya’s heritage, its traditional treasures of beauty, lore, legend, festivals - all spring from this artistic vision of the people.
AN ANALYSIS OF THE EXISTING STATUS OF MEGHALAYA WITH REFERENCE TO THE LAST DECADE

An analysis of the existing status of Meghalaya with reference to the last decade (1991-2000), has become extremely relevant in view of the fact that the state has failed to evoke the desired effects inspite of abundant natural resources in the state and efforts for rapid development. The rate of growth has been far lower than expected. The analysis becomes even more relevant in context to the changing the global economic scenario where Meghalaya cannot continue to exist in isolation. Investment must be made; yet it is not expected that the investment will continue to be made without any tangible returns. The analysis has been made for the key attributes determining the economy of the state.

Population :

The growth rate of population in Meghalaya was found to be higher than the national growth rate primarily due to influx of foreign nationals. During 1991-2001 decade, the growth rate of Meghalaya was 29.94 per cent as compared to 21.34 per cent for the country. The population density has also increased from 79 to 103 as compared to 312 in India. The gender ratio for the state of Meghalaya was found to be 975 per 1000 males as against 933 at national average.

Population support services :

Health : The number of hospitals and dispensaries have been increased from 8 and 21 in the year 1990-91 to 10 and 38 respectively during the year 1998-99. The number of PHC have been increased to 88. The primary health centres and hospitals beds per lakh of population are 4 and 109 respectively during 1998-99.

Drinking water : The percentage of villages covered under safe drinking water schemes stand only 8 per cent.
**Education:** The number of educational institutions have been increased from 5496 in 1994-95 to 5710 during the year 1996-97. Out of the total enrolment in educational institutions, primary educational institutions cover more than 75 per cent. The number of primary schools per thousand of population is estimated at two. The pupil-teacher ratio at the primary level of education is about 38 against 18 in the high /higher secondary school.

**Literacy:** The state records 63.31 per cent literacy with reference to total population in the year 2001. Rural literacy percentage in the state is marginally lower in comparison to the urban literacy percentage.

**Road communication:** The total length of road under PWD is 6491 km (1996-97) of which only 52 per cent is surfaced. The length of road per lakh of population is 315 km while the density is 29 km per hundred sq km.

**Power:** The installed capacity of power generation during the last decade has decreased from 193.76 MW to 188.76 MW during the year 1998-99. However, the actual generation has been increased from 429.80 MU to 555.79 MU during the same period. The percentage of village electrified to total inhabited villages is 45.70 per cent. The per capita consumption of electricity in Meghalaya is at 257 units as against 339 units at National level. The state exports power to the neighbouring states of Assam and Tripura.

**Agriculture:** Agriculture is the single largest economic activity of the state involving 64.07 per cent of total workers. The net area sown as percentage to total area is about 9.74 per cent during 1998-99. The percentage of area sown more than once to net area sown is approximate 20 per cent. The per capita net sown area is 0.10 ha during 1998-99. The consumption of fertiliser per hectare of cropped area sown is only 13 kgs during 1998-99.
as against the all India consumption of 116 kg/ha. The yield rate of winter rice which is the staple food of the state has marginally increased from 1134 kg per ha in 1995-96 to 1758 kg per ha in 1999-2000. The percentage of GCA used for horticultural activities is about 40 per cent. In case of horticultural crops, a wide range of production profile with a number of low value crops which indicate very poor level of commercial thrust in this primary production sector. Agriculture sector contribute 26.85 per cent of the net state domestic product which is the single largest economic activity of the state.

Mining: Meghalaya is well endowed with the mineral resources with coal as the major revenue mineral of the state. The state revenue has increased from 44.28 crores in the year 1993-94 to 119.70 crores during the period 1999-2000. The production of coal increased from 25.43 Lakh tons in 1993-94 to 42.38 Lakh tons in 1998-99. The other important mineral is limestone which increased in production from 3.59 Lakh tons to 3.89 Lakh tons during the same period.

Industries: The industrial development in Meghalaya is encouraging in the recent years. The number of registered factories have gone up from 55 in 1991 to 69 during the year 1998. Similarly, the number of small-scale industries also gone up from 1941 to 3270. The number of employees engaged has also gone up by 25 per cent to a figure of 21910 persons during 1991 to 1998.

Transport: The transport network in the state of Meghalaya has been developed very fast. The total number of vehicles in the year 1998-99 is estimated at 53960. The no. of four wheel vehicles per thousand of population is estimated at 15.

Banking & Finance: The number of bank branches per lakh of population is worked at 8
as on March 99. The credit-deposit ratio in the scheduled banks is 1:6 as on March 99 as against less than 1:2 at national referendum.

**State Finance:** There has been increased in the volume of revenue receipts and expenditures since 1990-91 to 1999-2000. While the revenue receipt increased, the revenue expenditure also increased. The budget has also been deficit throughout these years which increased upto 14898 lakhs in the year 1999-2000.

**Living Price Index:** The rising trend of prices in the state continues unabated over the years at a higher rate than at national level, The consumer price index for working class at the end of the year 1999 was 424 (base 1982=100) whereas CPI for agricultural labourers was 331 (base 1986-87 =100). The per capita income of Meghalaya during the year 1999-2000 is Rs 12,466 against the national average of Rs 10,204 for the corresponding period.

**Summary of Assessment:**

The assessment made above can be grossly summarised as under:

- The population density of the state is relatively low in comparison to the other parts of the country. The distribution is generally uniform in all the seven districts with the exception of East Khasi Hills and West Garo Hills districts. The urban population concentrations are at Shillong, Tura, Nongthymmai, Jowai, Nongstoin, Pynthagurukhra, William Nagrar, Cherrapunji, Borapani, Nongpoh, Byrnihat and Baghmara. The population in Shillong alone is 22% of the state population. The disproportionate concentration of population at one centre has led to great many difficulties in balanced planning for overall development of the state. The other urban centres are insignificant in comparison to Shillong. However, the population growth rate at specific centres like Nongpoh is alarmingly high. The reasons for the migration to second and third level urban centres like Nongpoh is primarily for the reasons of:
• Lack of infrastructure in the remote areas;
• Lack of employment opportunities;
• Opportunities offered for selling and trading of horticultural products on the way side of the urban centres to the transit population.

Single centre concentration of population has very detrimental impact on the socio-economic aspect of the state. The need for development of such centres override the necessities of the less developed secondary and tertiary centres with small population thereby leading to regional disparity and discontent. This probability is the reason why discontent exist among the major ethnic groups in the state.

1. The hills of Meghalaya with flat plateau and gradually sloping plain at the foothills on the northern boundaries provide reasonable level of land resources for agricultural and horticultural crops.

2. The infrastructure facilities, more specifically, the road network, drinking water and health services are grossly inadequate in the state.

3. The per capita income of the state is higher than the national average. Although the per capita consumption of electricity is lower in comparison to national referendum, the state has surplus power, because of which there is a healthy growth of the industrial sector.

4. The state has good inventory of mineral resources namely coal and limestone, which contribute substantially to the state exchequer.

**SWOT ANALYSIS OF THE STATE**

Planning for development must adopt a holistic approach considering all aspects and with a future perspective. A SWOT analysis provides gross understanding of the state, its Strength, Weakness, Opportunities and Threats.
Strength

- The population density being low (103 per sq k.m.), the moisture index of the soil being high, the northern slopes of hills being gentle, the land resources of state provide adequate opportunities to sustain the population economically through production of agro-horticultural crops & forest products.
- The state is rich in natural assets like dense forests, lakes, rivers, water-falls & minerals which have been providing not only energy in the form of food, firewood & electric power but has also made the state a store house of Bio-diversity. These assets form the major tourist attractions of the state.
- The literacy level of the state is relatively high in comparison to most other states
- The state is rich in cultural heritage and ethnological diversity.
- Unlike all the states in the country, Meghalaya is the only state which have matriarchal society.
- The state has surplus power and potential for further development. It also has been the potential for thermal power generation.
- The state has a National park at Balpakram in South Garo Hills district and adjacent to the park, Nokrek the highest peak in Garo hills, has been declared as a Bio-sphere. With the caves, rivers and waterfalls in the close vicinity to the park, the entire area has unique potential for development of nature tourism.
- Shillong, “the Scotland of the east” has been attracting tourists since time immemorial and has a reasonably good level of infrastructure to support the tourist traffic.

Weakness

- Being the hilly state, transport & communication in general, is difficult and expensive.
- The infrastructure for development more specifically for drinking water, health services, sanitation and hygienic way side amenities are grossly inadequate.
- The men folk of the society lacks basic initiative for the development which probably is a fallout of the matriarchal society.
The land laws of the state has always been the major hinderance to any development in the state.

The discontent among the youth has led to violence and antagonism towards the non-tribals in the state which has resulted retarded the economic growth in the state. The anti-social and violent activities of the such youth has encouraged the insurgent groups to seek shelter and to trade arms and ammunitions causing a gross change of the value system of the Meghalayans. Meghalaya is gradually becoming a breeding ground for insurgent groups like NSCN, ULFA etc.

The practice of Jhoom cultivation more specifically in the Garo hills districts have caused wide scale destruction of the ecology. While in the earlier days, such practices did not destroy the nature’s regenerative capacity but with the exponential growth of population, Jhooming has become the single major cause of ecological degradation in the hills.

Opportunities:

- Considering the economic backwardness of the state and the NE region in general there has been a number of incentives and special packages for development which include the PM’s packages to be channelised through North East Council (NEC).
- With the opening of international border for free trade, there is an opportunity for Meghalaya to promote border trade in an organised manner to Bangladesh at Dawki and Dalu and Baghmara. It is necessary that the government takes the initiative through planning, motivation and incentives to promote Dawki, Baghmara and Dalu as the major border Trade centre with Bangladesh.
- The attitude of tourism in the developed world has become knowledge based focussing an ecological and ethnological diversity. Considering the vast virgin and unique natural assets and rich cultural heritage and diversity of the state, the development of Tourism in Meghalaya can bring about prosperity to the state through large scale employment.
Threats:

- The insurgency, more specifically the groups from the adjacent states, pose to be the major threat in the state specially in the Garo hills & its adjoining areas. The movement of Khasi Students Union against the non-tribal people of Meghalaya are also causing a major threat for the investment and development in the state.
- The lack of opportunity for gainful employment and production has led to excessive use and abuse of forest resources causing wide scale environmental degradation in the hills.
- The increasing unemployment is eroding the value system of the Meghalayans. Besides leading to political instability and increased inter group conflicts.
- With the dismantling of the APM (administered price mechanism) of petroleum products in Garo hills are likely to become scares and expensive in the near future.

Considering the above SWOT analysis, it has became urgent that both state as well as the Union governments renew their efforts to take pro-active measures to bring about a reversal not only to the economy of the state but also to moral of the people.
Although identified as seven separate states politically, North East is geo-physically, culturally and socio-economically a unified region. The topography and thereby the economy depends on balance of exchange between the hills and the plains for survival and sustained prosperity. It therefore becomes essential that any planning for development for a state in the region must take into account the region comprising the seven states (sisters) as a whole. In reference to Tourism scenario of the region, its unique assets, strengths and weaknesses, it becomes more important to be united for developing the entire region into a leading Tourism destination of the world. A survey was conducted by a team member during last three years among 505 tourists around the country to find out their preferences while selecting destinations for a visit, and their perceptions regarding the NE region of India as a potential tourist’s destination. The major findings of the survey are reproduced below.

**Factors Considered by Tourists while Choosing a Destination:**

The following factors are given highest importance by the tourists while choosing a destination:

a) Availability of Suitable Accommodation (in the destination)
b) Cost of Accommodation and Transportation (in the destination)
c) Safety / Law and Order Situation at the Destination
d) Drinking Water
e) Main Tourist Attraction
f) Chance
g) Basic Nature of the Place

Least importance is given to the variable - *Area of Interest* (of the tourist) while evaluating a destination.
12 other variables that are mentioned below record equal importance at the time of evaluation of a destination for visit.

- Transport To The Destination,
- Surrounding Places,
- Infrastructure,
- Distance From Origin,
- Recommendation Of Tour Operators,
- Proximity to A Place Visited,
- Transport Within Destination
- Local People / Culture,
- Number of Tourists Visiting,
- Recommendations of Earlier Visitor
- Weather (of the destination),
- Time (available with the tourist)

**Most Important Factors for Positioning a Destination:**

Destination positioning is a very new concept in tourism marketing. Like product positioning, a tourist destination may also be positioned in the minds of the targeted group of tourists. This position is rather symbolic to be used during policy formulation and preparation of detailed marketing strategy for the destination in question. The survey took care of this aspect too and the variables mentioned above were converted into questions with a ten-point scale and the same was administered among the respondents. From these responses two mutually exclusive broad groups of variables are extracted from the raw variables using factor analysis. These groups, which are also known as principal factors, are named as *Infrastructure*, and *External Influence*.

**Infrastructure:**

Principal factor *Infrastructure* consists of 9 variables, which are mentioned below. The loading against each raw variable are also shown in italics within brackets. Out of these variables *Area of Interest* was excluded from further consideration due to very low loading in the rotated component matrix during the factor analysis (0.297) in the Rotated Component Matrix. Other 8 variables are,
a) Transport to the Destination (0.73)
b) Transport within the Destination (0.75)

c) Availability of Suitable Accommodation (0.73)
d) Cost of Accommodation and Transportation (0.65)

e) Safety (and Law and Order Situation) (0.72)

f) Infrastructure (from respondents’ point of view) (0.78)

g) Surrounding Places (0.74)

h) Time Available with the Tourist (0.62)

(Figures within brackets are the loadings against the particular variable)

Figure 1 depicts the dispersion of the scores for Infrastructure against various segments.

It is seen clearly from the Figure that the scores for Infrastructure varies across different segments. Coloured legends at the right of the diagram indicate the intensity of the score.

![Figure 1: Comprehensive Scores for Infrastructure Across the Segment](image)

No segment is seen in the green area at the top of the Figure, indicating none with Very High score. However, maximum spots are seen in the High category. Some of the
segments scored at Moderate level also. This variation of score justifies segmentation of the tourists on the basis of the categories mentioned above.

However, the difference between “Male” and “Female” respondents are very thin and thus the segmentation would not serve any purpose. Likewise, the different Age groups between 25 years to 50 years are having scores on *Infrastructure* around the same range. In case of Income, no two consecutive groups have created a cluster. For example, “Missionary” and “Mass Tourists”; and “Explorer”, “Adventurer” and “Holidaymaker” have scored almost at the same levels. On the basis of “Background” except for “Professional Graduates” all other groups have scored within a close range. For “Visit-wise” differentiation, the respondents with “more than 8 visits” have scored pretty consistently.

**External Influence:**

Factor analysis clearly assigned the following variables into one principal factor, which is christened as *External Influence*. The variables that constitute *External Influence* along with the loading are shown below. 11 variables are clubbed together under this principal factor.

- Drinking Water (0.58)
- Main Tourist Attraction (0.54)
- Chance (0.64)
- Local People / Culture (0.58)
- Number of Tourists Visiting (0.74)
- Distance from Origin (0.63)
- Recommendations of Earlier Visitor (0.57)
- Recommendations Tour Operators (0.67)
- Proximity to a Place Visited (0.67)
- Basic Nature (0.53)
Figure 2: Comprehensive Scores for External Influence Across the Segments

Figure 2 shows the dispersions of the comprehensive scores calculated for *External Influence*. As seen from the Figure, the dispersion of the scores for *External Influence* is very high across the groups. The commonness found in case of *Infrastructure* is not present in this factor. However, the groups based on Background of the respondents, which are away from the origin of X-axis in the Figure, and the Age groups in the middle of the axis are having quite uniform scores. Therefore, the clubbing of groups as suggested in case of the factor *Infrastructure*, is not applicable here.

**Segmenation of Tourists:**
The analysis indicates many meaningful segmentation bases for tourists, which could be utilised for development of positioning strategies for NE.

**Origin:**  
Origin of the respondents can be used to create different segments.  

a. The sensitivity towards the factors, *External Influence*, and *Infrastructure* are significantly different for domestic and foreign tourists.
b. Choice of Package Tour within the destination is significantly related to the origin of the tourist. Preference towards Turnkey Package Tour also bears relationship with the origin of the tourist as well.

c. Influence of media as image builders is dependent on the origin of the tourist. The tests signify different levels of influence for the groups based on origin, for different media types, namely, Word-of-mouth, Travel brochure, Print Publication, Electronic media like TV/Radio, Tour Operator, and Overall Knowledge of the tourist.

Sex:

Sex of the respondent does not have significantly different effects on the variables of interest. Hence sex may not be used as a demographic factor for segmentation of tourists. At the same time the effects of various tools of communication do have significant relationship with the sex of the respondent.

a. The difference of the importance level of the principal factors for the segments based on sex is too thin to be considered significant
b. Choice of Package Tour, either within the destination or on a turnkey basis does not bear any relationship with the sex of the tourists.
c. However, the influence of the media as tools of building image of a destination does have significant relationship with the sex of the tourist.

Age:

Age plays vital roles in determining the preferences of the tourist.

a. Age carries significant relationship with the scores of the respondents for the following individual variables.
   • Transportation to the Destination,
   • Transportation within the Destination
   • Main Tourist Attractions,
   • Chance,
   • Infrastructure
   • Number of tourists Visiting the Place,
• Distance from the Place of origin,
• Word-of-mouth,
• Recommendation of Tour Operator,
• Weather of the Destination,
• Proximity to a Visited Place
• Basic Nature of the Place

However, no significant relationship is found between the age of the respondents and the variables mentioned below.

• Drinking Water,
• Surrounding Places,
• Local People

b. Different levels of preference for the principal factors *External Influence* and *Infrastructure* have been observed across the Age groups. The levels can be clustered into 3 groups, i.e., “Below 25 Years”, “From 25 to 50 Years” and “Above 50 Years”.

c. The influence of different media types over the three Age groups is significantly different. This is found to be true in case of the respective populations also. This implies that all tourists grouped on the basis of age may have different reaction to the media types (except for the media type Word-of-mouth), while formulating an image about a destination.

**Income:**

Tourists may be differentiated on the basis of Income. Due to difficulties in conversion and comparison, foreign tourists are also measured in the same Income groups as the domestic ones. At the same time it is recognised that there remains difference in the disposable income between both the classes of tourists as they are earning in different currencies. Also, the social class enjoyed by a domestic tourist at a particular level of income would definitely not be the same with a foreign one.
However, this grouping does not signify large difference for preferences for different factors. The preference levels for the two principal factors indicate 5 Income groups with different characteristics. These groups are “Below Rs. 5000/-“, “Between Rs. 5000/- and Rs. 8000/-“, “Between Rs. 8000/- and Rs. 10000/-“, “Between Rs. 10000/- and Rs. 15000/-“, and “Above Rs. 15000/-“. The groups “Between Rs. 5000/- and Rs. 18000/-“ and “Between Rs. 8000/- and Rs. 10000/-“ are most sensitive towards the principal factors. And other three groups possess more or less the same level of sensitivity towards these factors.

a. Income carries significant relationship with the following individual variables.
   - Safety
   - Drinking Water
   - Main Tourist Attractions
   - Chance
   - Number of Tourists Visiting the Place
   - Recommendation of Earlier Visitors
   - Recommendation of Tour Operators
   - Proximity to a Place visited for other Reasons and
   - Basic Nature of the Place

b. Choice towards Package Tours and Income of the tourists are not dependent. Hence, Income does not signify anything regarding the choice of the respondents towards Package Tour.

c. Influences of different media types for building image of a destination are not different for all Income groups. Only “Tour Operator” possesses significantly different means of scores across the Income groups. Within the media “Tour Operator”, the following Income groups are found to have significantly different mean scores (for the population).
• “Between Rs. 8000/- and Rs. 10000/-”, and “Between Rs. 10000/- and Rs. 15000/-“.
• “Between Rs. 8000/- and Rs. 10000/-”, and “Above Rs. 15000/-”

**Education:**

Education too does not play an important role in segmenting the tourists on the basis of sensitivity towards the principal factors. Only two distinct clusters can be seen in this regard. They are "Professional Graduates" and all “Other”.

**Profession:**

Respondents divided on the basis of their Profession offer different levels of importance for the principal factors. However, the groups "Service Holders" and "Self Employed" are having almost equal scores for the factors. The scores for the group "Others" are away from these two variable.

a. Profession and preference for Package Tour do not bear any relationship. Therefore, the variable *Profession* may not be used as demographic criteria to segment the tourists.

**Frequency of Visit:**

Tourists may be divided meaningfully on the basis of another physical criteria--Frequency of Visit or "Level of Exposure", which signifies the number of visits made by the tourists to various destinations. Many factors are significantly related to this variable.

a. Four distinct segments of tourists might be created taking exposure level as the base. They are namely, tourists having “Up to 7 visits”, “8 to 12 visits”, “13 to 20 visits”, “21 and more visits”. First two groups (“up to 3” and “4 to 7”) were clubbed together for the Chi square analysis mentioned in the following paragraph.
b. 18 out of 20 individual variables tested, found to have significant relationship with the Level of Exposure of the tourists. The two variables for which significant relationships are not found are “Area of Interest” and available “Time”.

c. There is a clear upward trend of the mean scores of the respondents along with the level of exposure for the raw variables. However, this trend is found to be slightly reversed for the group with highest exposure level. The levels of preference for the two principal factors also follow the same trend.

d. Choice of Package Tour to the destination and Level of Exposure are significantly related to each other. In fact, choice of Package Tour is a dependent variable of the Level of Exposure of the tourists.

e. Media types “Travel Brochures”, “Print Publication”, electronic media like “TV/Radio”, “Tour Operator”, and “Overall Knowledge”, which help creating a position for a tourist destination do have significant differences in the respective population mean scores for the groups based on the Level of Exposure. That is, if the tourists were segmented on the basis of the Level of Exposure, the influence of the individual media type over different groups of tourists would be significantly different.

**Idea of Vacation:**

Psychological factor Idea of Perfect Vacation, which also indicates the purpose of the visits, can be used as a criterion for meaningful segmentation of the tourist into homogeneous groups. The segments thus created may be named as

- Missionary
- Mass Tourist
- Conservationist
- Explorer
• Adventurer and
• Holidaymaker

a. The preference levels of the groups for the two principal factors have created two distinct clusters. The groups “Missionary” and “Mass Tourists” with medium comprehensive scores for both the principal factors create one cluster, whereas, the groups “Explorer”, “Adventurer” and “Holidaymaker” create another cluster towards the high end of the scales. The group “Conservationist” cannot be put into any of the clusters. The scores for the factor *Infrastructure* for this group is just around the other three groups mentioned later.

The groups in the first cluster do not prefer high level of infrastructure in the destination, nor they want high level of motivation from external sources to make the decision regarding a destination. The second cluster needs high level of motivation from external sources (*External Influence*) and also high presence of the variables under the principal factor *Infrastructure*.

b. With the exception of the media type “Word-of-mouth”, all other types of media measured in the study do bear significant difference in their effects across various groups based on Idea. Thus the effects of various media for the segments mentioned above are different. Therefore, the media would not work the same way for all the segments based on Idea. However, this is not applicable in case of the media type “Word-of-mouth”.

**Perceptual Position of NE as a Tourist Destination:**

Inflow of tourists into NE, both foreign and domestic, is very low. And for many states this is negligible. The current perceptual position of NE is found to be very discouraging in general and across various segments in particular. General perception on NE is just moderate in the 0-9-point scale for both the principal factors. The perception on *Infrastructure* is quite low in the scale (4.415).
a. If the perceptual position of NE is compared with the preferred levels of these factors, gap is found to be present between perception and preference. The gap is narrow in case of *External Influence*, while the same is wide for *Infrastructure*.

Segment-wise findings are mentioned below. A general trend is observed regarding the level of perception on both the principal factors. The difference between the preference level and perception regarding NE for the factor *Infrastructure* is quite high across all segments, while the same on the principal factor *External Influence* is very thin, and in some cases the perceptual scores are just above the preferential scores.

a. Domestic respondents are found to have almost the same level of perception as their level of preference for *External Influence*. However, for the factor *Infrastructure* the level of perception is far below the level of preference.

b. The level of perception of those who have visited NE differs from those who have not been to NE. The gap is very wide between the level of perception and preference for the respondents who possess the first-hand experience regarding NE. However, the difference is positive for the factor *External Influence* for the group consisting of the persons who have not visited NE. Likewise, for this group the difference between perception and preference for the factor *Infrastructure* is also comparatively narrow.

c. The groups based on Age of the respondents also bear wide gap between perception and preference. The difference for principal factor *External Influence* is very small, specially for the respondents of the age group “Above 50 Years”. The same can be observed also for the respondents of “Below 25 Years” of age. But for other segments the differences for both the principal factors are large.
d. For all segments based on Income, the difference between preference and perception for the factor *External Influence* is very thin. In fact, for the group with Income “Above Rs. 15000/-” per month the comprehensive score for perception on *External Influence* is slightly more than the preferential score. However, for all groups the perceptual scores on *Infrastructure* are much lower than the preference levels. The group mentioned above singularly shows high level of on both the factors. All other groups have been clustering around with moderate values in the perceptual map.

e. From the scores based on Frequency of Visit it is observed that two consecutive groups at the lower end of the scale namely, “Up to 3” and “4 to 7” register slightly higher perceptual scores than the preference for the factor *External Influence*. This trend can be seen for other groups also except for the group “above 21”. However, for the factor *Infrastructure*, the preferential scores are always at a much higher level than the perceptual scores for all the groups.

f. Perception on NE has also been found out for the segments based on Idea of Vacation. The scores across the 6 groups are lower than the preferential scores for the factor *Infrastructure*. The cluster of groups consisting of “Missionary” and “Mass Tourist” behave little differently, as their perceptual scores for *External Influence* are higher than the preferential scores. However, in case of other groups this is not seen.

**Current Position of NE**

*NE’s position in relation to other well-known Indian tourist spots is found to be encouraging. For the winter season NE enjoys the 3rd position (jointly with Jaipur and Kanyakumarika) while for the summer season it occupies the 5th position. Interestingly, NE has occupied better standing than the famous destination Goa for summer season.*
Level of Awareness about NE

Of the total respondents interviewed, only 60% knew about the One-horned-rhino of Kaziranga, 44% were aware about Cherrapunjee, while 41% knew about Kamakhya, 33% were aware of Loktak Lake.

a. 95% of the Domestic respondents said “Yes” to Kaziranga, while 93% said so in case of Kamakhya. The Awareness level for Cherrapunjee, Tawang Loktak and Jatinga are also fair with more than 75%.

b. Many of the foreign respondents, who had chosen to respond, were not aware about these attractions of NE. One-third of the respondents said “Yes” to Kaziranga. The response rate is very low from the foreign respondents, which can be attributed to the low level of awareness about NE.

Other Findings

The daily budget of the tourist is significantly related to the income. The direction of the relationship is positive. However, the correlation coefficient is only 0.333, which signifies a weak relationship.

While on tour foreign tourists do spend more per person per day compared to their domestic counterpart. The average spending of foreign tourist per day is around Rs. 700/- while the same for domestic tourist is around Rs.450/-.

The effect of Law and Order situation of NE on the level of perception is negligible in general. The highest effect is shown by the age group "Above 50 years" (with a percentage of change of 19.17). The income-wise segment "Above Rs. 15000/- pm" is the next to follow with a change 12.70%.

Preference to Quiet Place is significantly related to the Idea of Vacation of the tourist. In fact, the preference to quiet place may be a dependent variable of the Idea.
**Role of Tour Operator:**

The role of Tour Operators as potential promoter of destinations was also examined at various points during the research. The findings thus gathered are mentioned in the following paragraphs.

The influence of Tour Operators while making a decision was found to be minimum in comparison to other vehicles of influence namely, Family and Friends, and National Tourism Organisation (NTO).

“Recommendation of Tour Operator” scored an average of 5.86 in the 0-9-point scale, which is lower than the average score (6.68) for the variable "Recommendation of Earlier Visitor".

Tour Operators play an important role in overall image creation for a destination. The mean score for influence of Tour Operator on image creation is 5.87, which is more than other media types, *Word-of-mouth* and *Travel Brochure*, but less than other media types *Print Publication*, *TV/Radio*, and *Overall Knowledge* of the respondents.

**Word-of-mouth and Destination:**

The role of *Word-of-mouth* is also ascertained in promoting a destination. However, contrary to the standard belief that word-of-mouth plays an important role in services promotion, it is observed that the role of *Word-of-mouth* in destination marketing is limited. Respondents overwhelmingly voted for their own knowledge while processing a destination decision. However, if the influence of *Word-of-mouth* is compared with *Tour Operator* and *NTOs*, the variable *Family and Friends* (which indicates Word-of-mouth in different terms) scores the highest response from both Domestic (74%) and Foreign (50%) respondents.

**Influence of Reference on Tourists:**

The variables for measurement of influence of reference on the tourist in the process of a destination decision have shown varied effects. *Family and Friends* (which can be termed as
Word-of-mouth) scores the highest response in general, which is followed by the scores of NTO and Tour Operator.

Origin-wise division of the respondents shows that Family and Friends scores the highest response for both the groups. However, foreign tourists tend to depend more on NTO and Tour Operator than their domestic counterparts. Thus the foreign tourists' dependence on Family and Friends are lesser than the domestic ones.

The segments on the basis of Level of Exposure do bear significant relationships with the level of dependence on these three vehicles of influence. The reliance on NTO increases with the increase in number of visits by the tourists. On the other hand, the dependence on Family and Friends reduces with the increase in the exposure level. The dependence on Tour Operators increases with the increase in the number of visit.

Accommodation Tourists Seek: Economy Accommodation is the most popular accommodation form for the tourists across all segments of tourists.

On the basis of the above findings certain position for NE can be determined, details of which along with the strategies to achieve this position are discussed in the following part.

PARTIAL RECOMMENDATIONS:

1. Easily Accessible Segments for Positioning

   The groups of tourists, which are discussed below are most easily accessible. This is because the gaps between the level of groups’ preference and perception on NE are comparatively narrow. However, in case of all the groups the levels of perception are almost always lower than their expectations in a destination.

2. Positioning Based on Age of the Tourists:

   The groups “Below 25 Years” of age and “Above 50 Years” of age have been found to possess the smallest gaps among the segments based on Age. It clearly depicts that these
two groups are having close comprehensive scores on perception and preference. Particularly, in case of the group “Above 50 Years” of age is having very negligible gap between perception and preference for *External Influence*. However, the gaps for the principal factor *Infrastructure* is huge.

As both the groups are having low gaps for at least one principal factor (*External Influence*), efforts in positioning NE can be concentrated in improving the level of perception on *Infrastructure*. The comprehensive scores of the two targeted groups for the principal factors are redrawn in Figure 3.

The positioning map at Figure 3 clearly shows that to achieve the desired target, the perception regarding the principal factor *Infrastructure* must be improved. *Infrastructure* includes the variables like Transport to the Destination, Transport within the Destination, Availability of Suitable Accommodation, Cost of Accommodation and Transportation, Safety, Area of Interest, Infrastructure, Surrounding Places and Time. Improvement must be made on these variables to reduce the gaps in the values of Y-axis of the map. Since the loading are evenly distributed, improvement in only one or two variables may not provide for a significant shift of the perception. Nothing much is to be done in case of the other principal factor, *External Influence*.
The perceptual position of NE regarding *Infrastructure* is not exactly representing the facts. Therefore, a campaign to reduce the misconception about the infrastructure in NE may be launched without delay. At the same time corrective measures should be started at the product level for the variables found responsible for the misconception. *Safety* may be one of such variables, which needs urgent attention from the NTOs. Improvement in the law-and-order situation in NE may do wonders as far as perceptual position of NE is concerned.

Tourists at their “full nest” stage of the life cycle (usually more than 50 years of age), and the students (usually less than 25 years) may be targeted for positioning.

Effective media for communication to these groups can be identified from the findings of the study. One of the most influential Media Types for both the age groups is *Word-of-mouth*. Therefore, proper care must be taken to offer the tourists an unmatched experience at the destination. *Print Publication* and *Electronic Media* can also be used for the promotional campaign. However, as *Overall Knowledge* occupies the most important role, long term measures to increase the knowledge base of the tourists about NE may also be adopted.

3. **Positioning Based on Income:**

Tourists are having different levels of perception and preference on the basis of their Income level. The following positioning map depicts the most feasible income groups for positioning NE.

It is seen that the income groups "Less than Rs. 5000/-", “Between Rs. 8000/- and Rs. 10000/-", "Between Rs. 10000/- and Rs. 15000/-" and "Above Rs. 15000/-" can be targeted for positioning NE as a tourist destination. In case of the group "Above Rs. 15000/-" the perceptual position (denoted by red colour) for the factor *External Influence* is higher than the preferential position. For all other groups the scores on *External Influence* are just below the preferential level. However, as usual, the scores for the other principal factor *Infrastructure* is lower than the preferential scores.
From the analyses it is found that the media types *Word-of-mouth, Electronic Media* and *Overall Knowledge* do not have significantly different effects over the income groups. Hence all these media types can be used with equal effectiveness to communicate the desired position. However, for the group "Between Rs.8000/- and Rs.10000/-" *Tour Operator* plays important role. The effectiveness of *Tour Operator* for that group is significantly higher than the other groups, particularly compared to the group "Between Rs. 10000/- and Rs. 15000/-". Hence, more emphasis should be put on *Tour Operator* for the group "Between Rs.8000/- and Rs.10000/-" while communicating the position.

**A General Position for NE:**

It has been proved beyond doubt from the analyses that foreign tourists may be targeted by NE without much difficulty. The per capita expenditure of foreign tourists is found to be more than their domestic counterpart and thus per capita revenue from such tourists may be significantly high. The gap between preference level and perception on NE of the foreign tourists is huge and hence the efforts needed to bridge the gap will also be more. This problem does not arise in case of the domestic tourists. Also, the unlimited potentials of domestic tourism in India indicate the lucrative position. The segments indicated for targeting above may also be taken up for domestic tourists also.

![Figure 4: General Position for NE](image_url)
From the above discussions it is evident that NE should be positioned at the middle of both the two most important factors tourists consider while evaluating a destination. This position, which can be determined at around point-6 for *Infrastructure* and at about point-5 for *External Influence*, in the 0-9-point scale would be able to attract tourists from all the segments found feasible of targeting. This position would give NE the coverage to all the groups found to be feasible for targeting while positioning NE. The Figure 4 depicts the most suitable position for NE.

**Communication Strategies:**

1. Media Type: Word-of-mouth:

   For *Word-of-mouth*, sheer experience of the visitor is responsible. And the marketer has hardly anything to do to influence *Word-of-mouth* after the visitor receives a particular experience. Level of satisfaction of a tourist is a function of his/her level of expectation and the actual experience received at the destination. It is an established fact that every group of tourists possesses different levels of expectation from a destination. The expectation may be formed from the purpose of the visit, the level of earlier experience of the visitor, and the reference of earlier visitor or the tour operators (Parasuraman, Zeithaml and Berry, 1985).

   Therefore, the destination manager does not have any alternative but to study the expectation levels of the tourist segments and to offer hospitality and destination attractions accordingly. As the perception on NE for *Infrastructure* is low, if reasonable facilities can be offered against the variables under this principal factor, a particular level of satisfaction of the tourists may be achieved.

2. Media Type: Travel Brochure

   Travel brochures do play an important role in formation of initial opinion about a particular destination. The availability and the presentation of the brochure can give the
The establishment of a matrix type of *apex organisation* to handle all publicity matters of the entire NE region is the first step to be taken up in this regard. This may be in the style of Garhwal Mandal Vikash Nigam or Kumayun Mandal Vikash Nigam, with the difference being that the new organisation will work in a macro level rather than the exemplified micro organisations. All publicity to be carried out must be routed through the new organisation, which in turn would decide about the target audience and would design the campaign accordingly. For performing this responsibility the apex body should have clear-cut policy guidelines about the groups to be targeted and the theme to be promoted to such groups. Though a relationship between the response of the sample as the best fit for NE and Idea of Vacation could not be established in the study, the best fits as shown by the respondents may be promoted without delay. Especially the first three (in order of responses) themes of *Natural Beauty, Wildlife, and Heritage Tourism* should be promoted vigorously. Also niche marketing can be done for the themes *Pilgrimage* and *Adventure Tourism*. Details of destinations to be promoted for each of the themes are discussed later in this chapter. However, *Natural Beauty* may be promoted as the general theme for undifferentiated promotion of NE.

The printed Travel Brochures must be made available to all middlemen operating in the tourism sector like the Tour Operators, Travel Agents including Airlines Agents, NTOs of different places -- foreign and domestic, and in the Tourism Fairs. In fact, the apex body should participate in every national and international tourism fair. These Fairs can be used for niche marketing for the themes mentioned above. The tour operators from different regions (from within and outside the country-- especially from the largest tourists generating countries) should be targeted for such niche marketing of NE. The publication of these brochures must be of international standard and the layout and
copy should be eye catching. The competitiveness among the destinations must be remembered while generating these brochures.

As the region is not yet frequented by tourists and thus the natural balance of the environment is not lost, unlike the crowded destinations, the **Unique Selling Proposition** for NE may be the *Unmatched Virginity* of its nature and landscape. *Serenity* may also be promoted along with virginity. This USP may be promoted keeping the *Missionary, and Conservationist* groups of tourists in mind. It is found that the above two groups look for modest type of accommodation and other facilities. As mentioned earlier, these two groups and *Mass Tourist* are found to be feasible for positioning from the preference and perception analysis.

3. **Media Type: Print Publication**: 

Printed publicity materials play a very important role in generating influence regarding a particular destination. This also works as a free publicity material, which in turn increases the *Overall Knowledge* level of the tourist. As found out from the study *Overall Knowledge* plays the most crucial role in influencing tourists.

To gain publicity in reputed newspapers and travel related magazines, the Editors of such magazines and reputed Travel Writers should be invited to visit NE as the guests of the apex body mentioned above. The costs incurred thus should be treated as marketing expenditures. These writers should be taken into confidence and in some cases should be motivated to promote NE as a tourist destination. Any such publicity has to have trickle-down effects, which in turn would affect the *Overall Knowledge* and *Word-of-mouth* regarding NE.

**Post Card as a Vehicle for Print Publication**: The marketers of destinations have traditionally used Post cards as successful print publication for image building. Post Card is an art by itself and accepted by the mass without much resistance. Post Cards have been used by the tourists to signify their visit to a particular destination. However,
Post Cards are easily commodified for commercial reasons by agencies other than the marketer. This helps the marketer from the point of view of saved costs, efforts and other resources. However, as these agencies are guided purely by commercial motives, commodification of Post Cards may not achieve the objectives desired by the concerned NTO. Nevertheless, independent bodies publishing Post Cards do help the destination managers in communicating the image of a destination to the tourists and prospective tourists.

As pointed out by Stefanou (2000) Post Cards can be related to the landscape of the destination in two ways.
- The Post Card chooses a landscape because it is famous.
- Landscapes are famous because Post Cards diffuse their image throughout the world.

The same author also observed that if the Post Card distribution system changes, the movement of tourists change as well, which implies that Post Cards play an important role in bringing tourists into a particular destination. Stefanou also mentions that the buyers of the Post Cards pay special attention, during the selection process, to buy an image, which is full of references to the real characteristics of the destination as well as to its symbolic, emotional and ideological dimensions.

The communication through Post Card for NE should be started with Innocent Intent. Till today, not a single Post Card depicting the landscape of any of the NE attractions has been published by any agency. Therefore, the apex body responsible for communication (as suggested earlier) should take up the matter immediately so that precious little can be started towards creating an image of NE. However, the landscape to be covered in the first phase of post cards should have mass appeal and must be related to the three broad themes Natural Beauty, Wildlife, and Heritage Tourism.

Souvenirs depicting desired image can also be produced and marketed to the mass people. Some private agencies have been doing this on commercial basis. They are
producing mementos depicting mainly the rhino and other handicrafts. NTOs’ involvement in this regard may give this the much needed direction, which may be helpful in creating a position for NE.

**Special Tourism Events:** Special tourism events can be used to receive free publicity among the media. If the electronic media like the TV can be associated with such events, the nature of publicity can be moulded towards intended image.

This festivals should be given high publicity in the national and international media. If need be, advertisements can be issued in the prestigious national and international print media to gain publicity. Tour operators should also be involved in marketing this festival.

**5. Media Type: Electronic**

TV and Radio play important roles in promoting and sustaining a particular image of a destination. The Travel programmes beamed by most of the TV channels, specially channels like Discovery and National Geographic have been taken by the viewers seriously. These TV channels have access to the international viewers also. From the survey conducted in connection with the study it has been established that the TV and Radio are more influential than Word-of-mouth, Travel Brochure, and Print Media as far as destination image building is concerned. Therefore, the producers of such programmes may be motivated to produce programmes on NE. The smaller groups like the adventure tourists may also be targeted through this type of publicity.

The same can be done in case of radio also. As the All India Radio is controlled by the Government itself, the NTOs of the region or the proposed apex body should not find it difficult to get special programmes aired for the listeners of the country. Doing so locally, which has been done intermittently within the region may not yield desired results. Widely heard international radio stations like the BBC, VOA
etc. may also be approached for production of publicity materials to promote the desired position of NE.

The recent revolution in Information Technology has brought in drastic changes in the way tourists look for information regarding a destination. The Internet brings in changes in dissemination and collection of information. Therefore, maximum importance should be put on creating and maintaining NE related web sites on NE. Some independent agencies apart from the Department of Tourism of some State Governments (in NE) like the have launched portals in the Internet on the States of NE. However, in the absence of a policy document on positioning of the region, individual efforts are not yielding a definite position for the NE. The need of the hour is, therefore, to adhere to a policy statement on positioning of NE and start a comprehensive effort to launch a web site in macro level.

5. **Media Type: Tour Operator**

As mentioned in the paragraphs above, for certain groups of tourists Tour Operator plays the most important role in influencing their behaviour. Even though Tour Operator cannot be classified as a media, they can influence the behaviour of tourists as other traditional media types. In case of tourism, tour operators are more than just middlemen, as they play important roles in creating opinion about a destination among the prospective tourists. Therefore, Tour Operator is treated as one of the traditional media types.

Apart from the local tour operators within the region, the perception levels of tour operators from outside the region on NE is hazy and therefore, one should not expect them to recommend NE for visits. The study also found out negligible instances of recommendation of NE by the tour operators.

Hundreds of tour operators are functioning in India, though only a handful of them are working at the national level. Some international tour operators are also operating in
India. Large tour operators, specially the members of Indian Association of Tour Operators (IATO) and Indian Tourist Transporter Association (ITTA) may be invited to NE as guests of the destination managers, and they should be made acquainted with the attractions of NE. They may also be offered incentives to promote the smaller destinations within NE to the tourists, based on specific micro level positioning objectives. International tour operators may also be contacted with the same purpose.

**Details of Destinations to be Promoted for Each Theme of Positioning :**

Individual destinations may also be positioned against different segments of tourists depending upon the theme of positioning. Some such destinations are matched against the five themes of positioning proposed to be promoted.

**Natural Beauty :** Whole of NE is endowed with unmatched natural beauty. Some of the destinations within NE are mentioned below as examples with their different promotable USPs and possible competitions.

**Meghalaya :**

a) Umiam Lake  
   **USP :** Biggest artificial lake in North East with water sports
   **Competition :** Loktak lake of Manipur.

b) Cherrapunjee & Mawsynram :
   **USP :** Highest rainfall area, Gorges, luxurious, tropical vegetation and host of innumerable variety of fern, moss and orchid & waterfalls.
   **Competition :** No competition in India.

c) Tura
   **USP :** Balpakram Park, Nokrek peak, Nokrek Biosphere reserve, Siju caves, deep gorges and exotic orchid.
   **Competition :** Similar as Tamenglong in Manipur.
Other North East States:

a) Tawang / Bomdila:


_Competition:_ Destinations in Himachal Pradesh, (Manali), Kashmir (Leh and Ladakh), Garhwal region of Uttar Pradesh and Sikkim.

b) Halflong:

_USP:_ Hill resort with Meghalaya nearby, virginity in the environment with unexplored forest covers. Nature’s freak phenomenon of mass suicide of migratory birds.

_Competition:_ Nil

Wildlife:

Individual destinations of NE offer tremendous opportunities for the tourists looking for exotic flora and fauna. Some such destinations promotable on the basis of wildlife are mentioned below with their possible USPs. It should be noted that these mentions are made as examples only, and therefore, are not exhaustive. NE itself can be promoted as one of the world’s 16 most bio-diverse places, which is bound to attract lot of wildlife enthusiasts.

Meghalaya: Nokrek Biosphere reserve.

_USP:_ First Biosphere reserve in the North-Eastern Region which cover vast area of dense forest that stretch for miles. Natural habitat of wild life, exotic flora including traditional herbs & medicines.

_Competition:_ No Competition.
Other North East States:

a) Kaziranga:
   
   USP: Only place in the world where Asiatic one-horned rhinos can be spotted in abundance.

   Competition: None

b) Manas:
   
   USP: Only tiger project in NE

   Competition: Sunderban, Corbet National Park etc.

c) Jatinga:
   
   USP: Nature’s freak phenomenon of mass suicide by birds.

   Competition: No competition

d) Tipi:
   
   USP: Orchid garden with more than 500 species

   Competition: Gangtok

Heritage Tourism:

Many destinations, which can be promoted as heritage sites, including famous pilgrimage sites are in NE. Some examples of positioning such sites are mentioned below.

Meghalaya:

Mairang:

USP: Memorial of Late U.Tirot Sing, Syiem of Nongkhlow, Who fought against British.

Others North East States:

a) Majuli:


b) Kamalsagar and Neermahal:

USP: 15th century architecture.
c) Tourist Village Complex, Nagaland:

*USP*: Naga Tribal Culture.

d) Ruins of Medieval Kachari Kingdom:

*USP*: Palace of 13th century.

**Adventure Tourism**: NE is full spots where adventure tourism can also be promoted. Some of them are mentioned below.

**Meghalaya**:

*a)* Umiam lake - Boating, para-sailing, water Scooter, skiing etc.

*b)* Ranikor, Simsang river – Umtrew, Kynshi Angling, white water rafting

*c)* Jowai - Hang-gliding

*d)* Siju, Cherrapunji, Mawsynram, Syndai - Speleology

**Other North East States**:

*a)* Tawang: Skiing, trekking and hang-gliding

*b)* Stillwell Road: Exploration of the ancient road connecting India and Myanmar, developed during the world war II. The way be promoted for adventure tourism.

**Pilgrimage**:

NE is also full of Hindu and Buddhist pilgrimage sites. Some of the most promising ones are mentioned below.

**Meghalaya**:

Bhaitbari - Famous for archeological importance.

Krem Mawjymbuin cave: Hindu pilgrimage to natural *Shivalinga*.
Other North East States:

a) Tripura Sundari Temple: Built in 1501 AD. It is regarded as one of the 51 peeths of Hindu pilgrimage.

b) Kamakhya: Legendary Hindu Temple of Shakti cult.

c) Tawang: Buddhist Monastery.

Efforts should be concentrated primarily on Promotion. While another important element of marketing mix, product (the destination) may also be given importance. However, at this stage of marketing NE, other elements of the mix do not warrant urgent attention except in a piecemeal manner. It must be recognised that efforts for improvement of the product should receive due importance in promotion and vice versa. If products are not presented and promoted properly to the market, the desired stimulation in demand may not be achieved.
NB: All scores mentioned in the material are out of a 10 point scale (if not mentioned otherwise) from 0-9; 0 being the lowest preference and 9 the highest for the variable under consideration.

ii Stefanou Josheph; *The Analysis of Image and the Formulation of Tourism Policy*; in

EVALUATION & ANALYSIS OF TOURISM SCENARIO OF MEGHALAYA

AN ANALYSIS

A state level survey was conducted in conformity to the regional level survey, as stated in the previous chapter, amongst 200 respondents from within and outside the state to determine their preferences of destination as well as the infrastructure which influence the tourist traffic. It also provided the knowledge of strength and weaknesses of the state in reference to tourism. The survey has revealed the class of tourists to the state. The analysis of the above provides a scientific approach in formulating a strategy for development of Tourism in NE region in general and the state of Meghalaya in particular which can be summarised as under:

- The awareness of knowledge about the tourist destinations of Meghalaya other than for Shillong is very poor and hence publicity is a prime and immediate need.
- Although transportation is rated as good to Shillong and Jowai, the same is not true for other destinations. The general opinion is that the infrastructure is inadequate and hence there is an urgent need to promote investment for infrastructure development which includes road linkage to the destination and within, accommodation, drinking water facilities, wayside amenities etc.
- The security and safety is a high priority concern for the tourists and hence any development through tourism can be expected only though improved law & order within the state.
- Based on the tourism assets of the state, the development must be based on the assets supplemented by exposure of cultural and ethnological diversity. Business tourism can be considered only for the capital city Shillong and border trade centres, namely Dawki, Baghmara and Dalu.
- Although there are a number of hotels at Shillong and are adequate presently catering primarily to business tourists comprising above 60% of the visitors, the infrastructure is grossly inadequate for seasonal demand as reflected by the fact that the tourist Factor of Shillong is less than 0.7. The other destinations have virtually no facilities to
accommodate tourists. The immediate need is therefore to promote paying guest accommodation in the distant destinations.

- The accommodation sought are primarily of economy class.
- Potential for development of tourism is rated high by all tourists irrespective of their class. Tourism is viewed as a potential source for generation of employment and economy in the state by the educated local population only. Others are generally indifferent.
- Educational excursions and picnics are observed to be a major tourism traffic for the state at inter as well as intra state level of tourism.

The survey revealed a well defined hierarchy of tourist destinations based on the tourist traffic.

THE MAJOR TOURIST DESTINATIONS OF MEGHALAYA

Shillong has been a major tourist destination of the region ever since the British days. The tourist destinations were limited to Shillong and its neighbouring areas including Cherrapunji. The development of Borapani (Umiam) and other destinations like Garo Hills areas are relatively recent. The tourist destinations of Meghalaya are well defined. The traffic being extremely low, other than for Shillong, the returns are inadequate and grossly disproportionate to the investments and hence cannot sustain operation and maintenance. Therefore, it is recommended to revitalise, extend and optimise the existing destinations to achieve the threshold break even level before promoting any new destinations. The destinations which are commercially viable or have the potential to be viable and which have already been identified are as under:

Shillong –

Shillong termed as “Scotland of the East”, the capital of Meghalaya and also the district head quarter of East Khasi Hills is the best known hill resort in North-East India and is considered as one of the best in the country.
Shillong has always been the meeting point of traditional cultures and cosmopolitan styles and has its very own charms and attractions and its own following of regular seasonal visitors.

Located at an altitude of 1600 mtrs above the sea level, Shillong is easily motorable throughout the year and serves as a base from which the rest of the region can be conveniently accessed. It is connected with Guwahati, the nearest railhead at a distance of 103 KM with national highway 39.

According to the legends, Shillong derived its name from a deity named SHYLLONG whose dwelling is also known as Shyllong peak from whose nice . the Syiem (Chief) clan of Khyrim, Mylliem, Maharram, Malaisahmat, Bhowal and Langrin sprang up.

Shillong has its own charm distinct from other hill stations. Shillong has been the centre of excellence for education during the pre and post independence period. Shillong is set amidst a landscape of slopes covered with weather orchids and forests of pine with their typical fragrance and pure air, quick flowing streams and majestic waterfalls.

There are a number of beautiful sights to see and places to visit in and around Shillong. These are -

- **Meghalaya State Museum** - This museum exhibits the anthropological and cultural life of the people of Meghalaya.

- **All Saints Cathedral** - One of the oldest Churches in Shillong.

- **Lady Hydari Park and Mini Zoo** - Lady Hydari Park, extends for over a kilometer in length, is replete with roses and flowers of the most exquisite hue and fragrance and has an excellent mini Zoo-cum-deer park attached to it.

- **Golf course** - Nestled within tall and elegant whispering pines, the eighteen-hole Shillong Golf course is one of the finest golf course in the world.

- **Botanical Garden** - A secluded but captivating spot with plethora of indigenous and exotic plants is located just below the Ward’s lake.

- **Spread eagle falls** - Located on the outskirts of the city, lies a sparkling waterfall which looks like an eagle with wings spread out. Hence, the name *Spread Eagle falls*. The falls has fairly steep cliffs on three sides with a very deep pool beneath - a soothing setting amidst calm nature.
• **Crinoline falls and swimming pool** - Close to the Hydari park is Crinoline falls over looping the Crinoline swimming pool.

• **Sweet falls**: It is a beautiful fall east of happy valley on the Umkhen stream. The area around the falls is most suitable for a day’s outing.

• **Shillong Peak**: An ideal picnic spot, 10 kms from the city, 1,965 metres above sea level, offers a panoramic view of the scenic countryside and is also the highest point in the state. Homage is paid to U Shyllong at the sanctum sanctorum at the peak’s summit every spring time, by the religious priest of Mylliem state. In the evening, the city lights below appear like a star-studded abyss.

• **Elephant Falls**: This exquisitely beautiful waterfall is located at about 10 km from Shillong off the Shillong - Mawphlang Road. It is one of the most frequented of the several waterfalls and tourist spots in and around Shillong.

The surroundings of the Elephant Falls and its subsidiary falls are lush green and the rivulet has thick moss and ferns covering its stony banks. Beautiful Rhododendrons and myriad species of ever chirping birds make the place an enchanting one.

• **Bishop and Beadon Falls**: Both cascade down the same escarpment into a deep valley, the mass of water dissolving into misty sparks

• **Sohpetbneng Peak**: 1,343 metre, 20 kms from Shillong, regarded as sacred by the Hynniewtrep people, is set amidst a beautiful Scenic view against the backdrop of Sacred Forest. This ‘Navel-of-Heaven’ as per Khasi mythology, is a heavenly peak which offers to fill the spiritual void and emptiness, to those who seek and desire solace and peace of mind.

• **Kyllang Rock**: On the road from Mairang to Nongkhlaw lies a massive single granite stone at great height known as Kyllang Rock. It presents an appearance of a circular dome with a diameter of about 1,000 ft.

• **Rengthiam Falls**: At a distance of 15 kms from Shillong on the Shillong - Jowai highway is the awe inspiring Rengthiam Falls. Located in the Mawlyngad village, 2 kms. away at Pepdah, this spectacular waterfall untouched in its natural beauty and surroundings will give any visitor the excitement of visiting the unknown in this unique corner waiting to be discovered.
• **Lum Nehru Park**: Adjacent to the Orchid Lake Resort in one of the surrounding spurs, there is a charming park. Besides beautiful lawns and flowers, there is also an orchid-house and an aviary. Plans are afoot to construct an Aquarium and set-up Musical-Fountains nearby.

• **Ward’s lake**: Located in the heart of Shillong, stands a beautiful man made lake known as Ward’s lake. The lake and its gradually undulating grounds are hemmed in by lush green slopes. It has a most pleasant, winding walk-way all around its parameter set in cobbled sandstone. The lake has striking arched bridge over it providing an exhilarating view of the piscicultural wealth.

• **Umiam lake**: By the side of the Guwahati-Shillong road, 16 kms from Shillong Umiam lake is at present the biggest artificial lake in Meghalaya. It is a beautiful picnic spot and a favourite place for anglers and water sports. Orchid Lake Resort, a property of Meghalaya Tourism provides accommodation and water sports. Adjacent to the resort, there is an aviary and orchid house.

• **Archery Stakes**: Evolves from an ancient tribal sport, the archery stakes run everyday at Saw-furlong, polo ground. Archers from clubs belonging to the khasi Archery Association fire 1500 arrows within four minutes at a cylindrical bamboo target. The arrow which stick in the target are then remove and counted and recounted in the presence of betters and spectators.

  There is ample scope to glamourise the sport by including it as a part of casino event to become a major tourist attraction of Shillong.
Cherrapunjee: Exposure of Shillong to the world started from Cherrapunjee located 56km from Shillong at an altitude of 1300 metres above sea level. Cherrapunjee was the first British out post in the NE part of the country before being shifted to Shillong. Cherrapunjee, is famous for being the heaviest rainfall area in the world. With deep gorges it is the habitat for an innumerable varieties of ferns, mosses and orchids. It was here that the Welsh Missionaries and the Ram Krishna Mission started their services in the khasi hills. Khasi literature with Roman script was born here. It is a pleasant drive to see roaring waterfall leaping into deep gorges, including the famed Nohsngthiang falls. The lovely town is also famous for its limestone caves, orange and honey.

- **Noh Kalikai Falls**: A few kilometres to the west of Cherrapunjee, a clear bubbling stream emerges from its steep mountain bed to be hurled down a rocky precipice into a deep gorge, creating a captivating view of breathtaking beauty.

- **David Scott Memorial**: On the way to Mausami falls lies an obelisk in memory of David Scott an agent to the Governor General on the North Eastern Frontier of Bengal and Commissioner of Revenue and circuit in the district of Assam, North Cachar, Part of Rangpur, Sharpore and Sylhet.

- **Mawsami falls**: The Mawsami falls is 1 km south of Mawsami villages. A panoramic view of Bangladesh’s rolling plains can be seen from the Mawsami falls.

- **Kynrem falls**: Falling from a height of 1000 ft with a width of 50 ft, it is situated by the side of the Shillong-Shella road about 10 km beyond Mawsami.

- **Mawlong Syiem Peak**: The Mawlang Syiem Peak is meant for those tourists seeking adventure and mystery. The Mawsami caves are close to this peak. The rocky subterranean caves can be explored during the dry season. It is an ideal picnic spot and paradise for orchid lovers.

- **Dainthlen Falls**: Located near Cherrapunjee, there exists another gentle but beautiful waterfalls known as Dainthlen Falls or the falls where Thlen (Python) was butchered.
Legend has it that once upon a time, the people in order to rid themselves of evil hunted down the Thlen and butchered it on the wide flat rocks overlooking a gentle waterfall. Ever since the waterfall at this place has been known as Dainthlen Falls.

**Mawsynram:** 55 km from Shillong, it closely rivals Cherrapunjee in annual rainfall. Its major attraction is a picturesque cave of vast and unexplored depth, featuring a giant stalagmite in the shape of a natural “Shivalinga.” A place of pilgrimage for the Hindus and a natural wonder for sightseers.

**Dawki:** 96 km from Shillong is a border town, where one can have a glimpse of the neighbouring country of Bangladesh. The colourful annual boat race during spring at the Umgot river is an added attraction. An eye-catching motorable suspension bridge spans the Dawki river connecting Khasi and Jaintia Hills.

**Mawphlang:** This countryside 24 km away from Shillong is a famous picnic spot. It is also known for its distillery founded by Capt. Hunt.

**Jakrem:** 64 km from Shillong, is a popular health resort having hot spring of sulphur water, believed to have curative medicinal properties.

**Symer Peak:** 45 km South west of Shillong lies the Symer peak. This Peak has a unique feature which projects like a big monument in the middle of a table land. According to Khasi legend, it is said that in the remote past the Symer Peak had a big fight with the Kyland rock. In the fight the Symer peak was defeated. The few caves that are found in the peak today is believed to be the injury caused during the fight.

**Ranikor:** 140 km from Shillong, located on the bank of the river Jadukata, Ranikor stands on the beautiful sunny-sands of the river. A ferry service carries one across. Ranikor is an excellent fishing ground and Jadukata has no shortage of huge golden mahseers. The deeply forested environs of the place produce a
scenic background of unique beauty. Its abundance of wildlife transforms the place into a wildlife lovers’ paradise.

**Mairang:** 40 kms from Shillong on the Shillong -Nongstoin road, Mairang is the headquarters of Nongkhlaw Syiemship as well as of the Mairang Sub-Division. In the centre of the town stands the memorial of late U.Tirot Sing Syiem, Syiem of Nongkhlaw (Raja of Nongkhlaw) who fought against the British. He raised the battle cry on April, 1829 but was finally captured and died in captivity at Dhaka on July 17, 1855.

**Nongstoin:** About 96 kms from Shillong, it is the HQ of the West Khasi hills. Nongkhnum island, which recently created history in Meghalaya as the second largest island in Asia is located only a few kilometer away from Nongstoin.

**Jowai:** Jowai, the headquarters of the Jaintia hill district is situated 64 kms away from Shillong at 1380 metres MSL along the Shillong -Silchar highway. A picturesque town circled by the majestic Myntdu river.

- **Thadlaskein Lake:** 56 kms from Shillong, the lake according to legend was dug with the end of bows by members of 290 clans of U Sajjar Niangli a rebel general of Jaintia Raja to commemorate the great exodus of the clans, now mainly settled in the Ri-Bhoi and West Khasi Hills District.
• **Kiang Nangbah Monument**: Located on the banks of Syntu Ksiar alongside the river Myntdu there is a vast field known as Madadia Km al Blai. At the centre of this field stands the elegant Kiang Nangbah Monument erected by the Jaintia people in honour of U Kiang Nangbah, the Jaintia patriot who died a martyr to the cause of Jaintia freedom. The monument is a grateful people’s tribute to their immortal martyr.

• **Nartiang**: 65 kms from Shillong was the summer capital of the Jaintia kings of Sutnga state. Huge monoliths form the striking landmarks of the village, said to be erected by Mar Phalyngki, a Goliath of yore. The Nartiang menhir measure 27 feet in height above the ground, 6 ft in breadth and 2 feet 6 inches in thickness. The monoliths represent the megalithic culture of the Hynniewtrep people. A 500 year old temples of Goddess Durga is another attraction at Nartiang.

• **Monument of U Kiang Nongbah**: This monument was erected in the honour of U Kiang Nongbah who fought against the British. He used to hold meeting at this place. He was eventually betrayed by one of his subjects and was hung on this very same spot.

• **Stone Bridge at Thiumuwi**: Located sixteen kms on the Jowai-Muktapur-Dawki road at a place called Thiumuwi a stone bridge was built. The bridge was made of immense slabs of stone supported upon huge tall stone pillars. The banks of the Thiumuwi stream with the cascading Thiumuwi Waterfalls which overlooks the stone bridge presents a memorable scenic-panorama to every visitor.

• **Syndai**: An important village located in the Jowai-Dawki road dotted with a number of caves and caverns. Till date eleven independent caves have been discovered near Syndai. Collectively these are known as Syndai caves. Caves are used as hide out during war times between the Jaintia kings and foreign intruders. The eleven caves are the Amsohmahattang cave, the Rupasor cave, the Kriah cave,
the Amkoi cave, the Amkholo cave, the Amlashriah cave, the Amthymme cave, the Amkari cave, the Lyngngohmah cave, the Kynda cave and the Chair cave. The caves have always been tourist attraction. There are also some relics of the past, such as the old brick temple, ruins of stone bridge, a pool of water which was fed through the trunk of curved stone elephant -standing still to this day and a rock with ‘carving of Ganesh ’.

- **Syntu Ksiar**: a vast pool of calm water the flow of the meandering river Myntdu which almost encircles the Jowai town, appears to come to a sudden halt is known as Syntu Ksiar which means Golden flower.

**Tura**: Tura, the district head quarter of West Garo hills is situated 323 km from Shillong via Guwahati at an altitude of 657 metres. Its original name was DURA the part name of DURAMA IMBAMA believed to be the youngest of the three most powerful goddesses who lived there in the past. The highest point being NOKREK PEAK at 1412 metres which provides an interesting range of orchids including wild life like wild elephant, rare varieties of birds etc. Tura provides some of the finest views of the hills against a backdrop of the low -lying plains and the sweeping curve of the mighty Brahmaputra. A sunset view can be best seen from Tura peak at 1400 metres and its summit can be reached by a 5 km trek which is a part hiking and part rock climbing.

- **Nokrek Biosphere reserve**: 2 km away from the Nokrek peak is the Nokrek Biosphere reserve. This first Biosphere reserve in the North-Eastern region was declared as the National Gene Citrus sanctuary in 1985. The park covers a vast area of 47 Sq. Km of dense forests. The park and Biosphere is famous for having abundance of traditional herbs and medicines. Mysterious and large gorilla like animal has been sighted inside the National park time and again.

- **Bhaitbari**: Located on the western frontier of the state, Bhaitbari is a small village of west Garo Hills District. The site is famous for the archaeological
finds having been uncovered after protected ‘excavations’ on the area. The finds are of artefacts which reveals the existence of planned places of worship.

- **Siju Bird Sanctuary**: Just across the Siju cave on the other side of Simsang river in the South-Garo Hills is the bird sanctuary where one can spot many rare and protected wild birds. During winters, some migrating birds have been visiting this place. The area is a heaven for ornithologists.

- **Siju caves**: Located on the cliff overhanging the right bank of the Simsang River in South Garo Hills district, the cave is locally known as *Dobakhol* or the cave of Bats. The caves consists of innumerable internal chambers and labyrinths which have not yet been fully explored. The depth of the cave is yet to be fathomed. The cave is totally dark with a perennial stream flowing out of it, which abounds with different forms of aquatic life. The formation of stalagmites and stalactites in these caves resemble those of Blue Grotto in the Isle of Capri.

- **Chibrage**: A confluence of two rivers is just about 25 minutes drive from Tura. An ideal picnic spot with its lush green surrounding and breathtaking beauty. The traditional hanging bamboo cane bridge suspended over the Ganoi river from bank to bank lures many tourists.
• **Balpakram National Park**: 167 km away from Tura town, Balpakram valley is known for the sanctuary of the typical fauna of the region. The Balpakram Wild Life Sanctuary has gained the status of a National Park. The Balpakram plateau is created by an awe inspiring mini grand canyon which separates the Garo hills from the Khasi hills across the Sib-bari rivulets. The plateau commands an enchanting view of the beautiful plains of Bangladesh. The literal meaning of Balpakram is the land of perpetual wind.

• **Milchang Dare**: It is a waterfall of immense beauty. The deep green surroundings with large ferns, tall creepers and elegant climbers make Milchang Dare a nature’s beauty. The deep, wide pool at the bottom of the falls with its wide and expansive surrounding make it an exciting natural swimming pool full of fish of varied size and colour.

• **Sisobibra**: 12 km away from William Nagar, Sisobibra is a historical place where the Garo warriors fought the last battle against the British under the command of Pa Togan Nengminja Sangma.

• **William Nagar**: The head quarter of East Garo Hills district has all the amenities of a modern town and is the largest growth centre in Garo Hills next to Tura. This township has been named to honour first Chief Minister of Meghalaya Capt Williamson A. Sangma.

• **Rongbang Dare**: This sprightly fall, though perennial, is at its best during the monsoon months. It presents a romantic visual of lasting satisfaction to the motorists driving from Asanangre towards William Nagar. Clustered on either side by vast evergreen bamboo bushes, the falls itself appears to be on the sway, leaving the viewer with memories of ecstatic joy.
- **Baghmara**: Baghmara is the growing headquarter of South Garo Hills district. It is situated on the banks of the Simsang river and is famous for its tasty fish. The rare carnivorous pitchers plants locally called *Memang Koksi* grow abundantly in and around Baghmara.

“**Monoliths**” - Strange and awe inspiring ancient stone structures - are scattered abundantly through the Khasi & Jaintia Hills. They speak of ancient, may be even pre-historical links with races that extended to far away places. No one knows how many monoliths, ossuaries, funerary mounds (kped), cenotaphs, ‘menhirs’ have been destroyed by natural calamities or by man - but it was the handiworks of the original settlers of the land, the ancestors of the Meghalayans today. Many more may probably be hidden in shrubbery. Whatever they are, they are part of the “mystic” origins of the tribes who lived here. Like “stone henge” in the British isles, they are a part of Meghalaya’s legacy, frozen forever in stone relics from a timeless past.

**Considering the strengths and Tourism assets of Meghalaya, tourism icons need to be identified which are:**

- Orchids
- Butterfly
- Waterfalls
- Clouds & Rains
- Festivals
- Pitcher plant
- Golden cats
- Caves
- Creeper bridges
- Monoliths
- Hornbill
- Slow Loris
- Lakes
- Dances and Music
- Bamboo suspension bridge
CLASSIFICATION OF TOURISM ASSETS / DESTINATIONS

A) Pilgrimage Tourism
   • Religious -
     i) All Saints Cathedral
     ii) Bhaitbari
   • Sentimental Tourism -
     i) Ka Kpep Syiem Sohra
     ii) David Scott Memorial
     iii) Mairang
     iv) Monument of U.Kiang Nonghah
     v) Sisobibra

B) Eco Tourism -
   • National Park-
     i) Balpakram National Park
     ii) Nokrek Biosphere Reserve

C) Recreation Tourism
   • Lakes
     i) Ward lake
     ii) Thadlaskein lake
     iii) Umiam lake
     iv) Tasek lake
   • Park
     i) Lady Hydari park
     ii) Ward’s lake park
   • Water falls
     i) Crinoline waterfalls
     ii) Sweet waterfalls
     iii) Bidon & Bishop waterfalls
     iv) Elephant waterfalls
     v) Nohkalikai falls
     vi) Mawsami falls
     vii) Kynrem falls
     viii) Dainthlen falls
     ix) Imilchang Dare
• Peak
  i) Shillong peak
  ii) Mawlong Syiem peak
  iii) Symer peak
  iv) Nokrek peak

• Caves
  i) Syndai caves
  ii) Siju caves
  iii) Mawsami Cave

• Highest rainfall
  i) Mawsynram
  ii) Cherrapunjee

• Rock-
  i) Khoh Rambah
  ii) Kyllang rock

• Hot spring
  i) Jakram hot spring

D) Adventure Tourism-
  i) Umiam lake
  ii) Ranikor
  iii) Cherrapunjee

E) Business Tourism
  i) Shillong
  ii) Jowai
  iii) William Nagar
  iv) Baghmara
  v) Tura
  vi) Noongphoo
  vii) Byurnihut
  viii) Dawki
  ix) Dalu
CLASSIFICATION (Based on Tourist Traffic)

Considering the traffic flow of the tourists to the destinations, the hierarchy of the destinations are as under:

<table>
<thead>
<tr>
<th>RANK / ORDER</th>
<th>DESTINATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st order</td>
<td>Shillong</td>
</tr>
<tr>
<td>2nd order</td>
<td>Cherrapunjee, Borapani, Tura, Jowai, Nongphoo</td>
</tr>
<tr>
<td>3rd order</td>
<td>Mawsynram, Dawki, Baghmara, Siju, Wiliam Nagar, Nongstoin</td>
</tr>
<tr>
<td>4th order</td>
<td>Others.</td>
</tr>
</tbody>
</table>

CALENDAR FOR TOURIST DESTINATIONS, FESTIVALS & FESTIVITIES

<table>
<thead>
<tr>
<th>Destination</th>
<th>Assets</th>
<th>Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shillong</td>
<td>1. Ward’s lake</td>
<td>Throughout the year</td>
</tr>
<tr>
<td></td>
<td>2. Botanical garden &amp; Botanical Museum</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>3. Lady Hydari park &amp; Mini Zoo</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>4. Crinoline Falls &amp; Swimming Pool</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>5. Weidem (Sweet Falls)</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>6. Shillong Peak</td>
<td>Best in the winter period</td>
</tr>
<tr>
<td></td>
<td>7. Elephant Falls</td>
<td>Throughout the year</td>
</tr>
<tr>
<td></td>
<td>8. Entomological Museum</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>9. Bishop &amp; Bidon Falls</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>10. Shillong Golf course</td>
<td>Best in the winter period</td>
</tr>
<tr>
<td></td>
<td>11. Archery stakes</td>
<td>Throughout the year</td>
</tr>
<tr>
<td>Cherrapunjee</td>
<td>1. The heaviest rainfall area in the world</td>
<td>Throughout the year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Best in the winter season</td>
</tr>
<tr>
<td></td>
<td>2. Nohkalikai falls</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>3. Ram krishna Mission</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>4. Ka Kpep Syiem Shora</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>5. David Scott Memorial Hall</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>Mawsmai Falls</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>Kynrem Falls</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>Mawlong Syiem peak</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>Dainthlen Falls</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>Mawsynram Cave</td>
<td>-do-</td>
</tr>
<tr>
<td>Dawki</td>
<td>Border town in Indo-Bangladesh border</td>
<td>-do-</td>
</tr>
<tr>
<td>Jakrem</td>
<td>Hot spring containing sulphur</td>
<td>-do-</td>
</tr>
<tr>
<td>Symer Peak</td>
<td>a unique feature which projects like a big</td>
<td>-do-</td>
</tr>
<tr>
<td></td>
<td>monument in the middle of a tableland</td>
<td></td>
</tr>
<tr>
<td>Mawsynram</td>
<td>Highest rainfall in the World</td>
<td>-do-</td>
</tr>
<tr>
<td>Location</td>
<td>Feature</td>
<td>Best Time</td>
</tr>
<tr>
<td>----------</td>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td>Ranikor</td>
<td>Best fishing spot</td>
<td>-do-</td>
</tr>
<tr>
<td>Mairang</td>
<td>Kyllang Peak</td>
<td>-do-</td>
</tr>
<tr>
<td>Nongstoin</td>
<td>Nongkhnum is the second largest island in Asia</td>
<td>-do-</td>
</tr>
<tr>
<td>Thadlaskein Lake</td>
<td>Man made lake</td>
<td>Through out the year</td>
</tr>
<tr>
<td>Nartiang</td>
<td>Durga temple</td>
<td>Best in the winter season</td>
</tr>
<tr>
<td>Jowai Town</td>
<td>Capital of Jaintia Rajas</td>
<td>-do-</td>
</tr>
<tr>
<td>Syndai Cave</td>
<td>A secured hiding place of Jaintia Rajas</td>
<td>-do-</td>
</tr>
<tr>
<td>Umiam Lake</td>
<td>Man made biggest artificial lake in Meghalaya</td>
<td>-do-</td>
</tr>
<tr>
<td>Tura</td>
<td>Chibarage-a traditional hanging bamboo bridge suspended over the Ganoi river</td>
<td>Throughout the year, Best in the winter season</td>
</tr>
<tr>
<td>Nokrek peak</td>
<td></td>
<td>Nov to March</td>
</tr>
<tr>
<td>Nokrek Biosphere Reserve</td>
<td></td>
<td>-Do-</td>
</tr>
<tr>
<td>Bhaitbari</td>
<td>Famous for historical and Archeological importance</td>
<td>-Do-</td>
</tr>
<tr>
<td>Siju Caves</td>
<td></td>
<td>-Do-</td>
</tr>
<tr>
<td>Barpakram National Park</td>
<td></td>
<td>Do-</td>
</tr>
</tbody>
</table>

**Festivals**

**Khasi tribes**

<table>
<thead>
<tr>
<th>Festival</th>
<th>Details</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ka Bam Khana Shong</td>
<td>Thanks giving festival</td>
<td>January</td>
</tr>
<tr>
<td>Shad Sukmynsiem</td>
<td>-do-</td>
<td>April-June</td>
</tr>
<tr>
<td>Nongkrem Dance</td>
<td>Thanks giving festival to God Almighty for the good harvest And to pray for peace &amp; prosperity</td>
<td>July</td>
</tr>
<tr>
<td>Shad -Shyngwiang</td>
<td>Ceremonial dance to express sorrow on the occasion of a death into the family</td>
<td>-</td>
</tr>
<tr>
<td>Christmas</td>
<td></td>
<td>December</td>
</tr>
</tbody>
</table>

**Garos**

<table>
<thead>
<tr>
<th>Festival</th>
<th>Details</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mangona</td>
<td>Post-funeral ceremony of the Garos</td>
<td>-</td>
</tr>
<tr>
<td>Den Bilsia Siroka</td>
<td>An invocation to the Mother Goddess of the crops</td>
<td>February/March</td>
</tr>
<tr>
<td>Miamua</td>
<td>A ceremony to perform and to drive away all crop-diseases through prayers to the supreme God</td>
<td>-do-</td>
</tr>
<tr>
<td>Rongchugala</td>
<td>offering of flattened rice known as “Rongchu” “ from the first harvested paddy of a jhum field</td>
<td>August</td>
</tr>
<tr>
<td>Wangala</td>
<td>The post harvest festival of the Garos</td>
<td>October</td>
</tr>
<tr>
<td>Saram Cha A</td>
<td>post harvest festival of the Attongs</td>
<td>Sept/October</td>
</tr>
<tr>
<td>Christmas</td>
<td></td>
<td>December</td>
</tr>
</tbody>
</table>

**Jaintias**

<table>
<thead>
<tr>
<th>Festival</th>
<th>Details</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behdienkhlam</td>
<td>Community festival after the sowing season</td>
<td>June-July</td>
</tr>
<tr>
<td>Christmas</td>
<td></td>
<td>December</td>
</tr>
<tr>
<td>Tiger festival</td>
<td></td>
<td>January-February</td>
</tr>
<tr>
<td>Durga puja</td>
<td>Biggest festival of the Hindu</td>
<td>October</td>
</tr>
</tbody>
</table>
• STATUS & PROGRESS FOR THE CENTRAL PRIORITISED SCHEME IN MEGHALAYA (AS ON MARCH 2002).

The ongoing projects for development of Tourism in Meghalaya are:

1. Construction of Yatrinivas at Shillong
2. Construction of the additional cluster of cottages in Orchid Lake resort at Umiam.
3. Construction of Tourist Bunglow at Williamnagar.
4. Upgradation of Shillong Golf course.
5. Construction of picnic spots at Daintlin.

Meghalaya tourism has two tier structure where the business is entrusted to the state public sector unit “Meghalaya Tourism Development Corporation” a company registered under the companies act. The corporation runs the Orchid chain of hotels and resorts at Shillong, Borapani and Tura and has a manpower of 220 persons demanding a monthly budget of about Rs. 15.0 Lakhs to meet the expenses. The performance of the organisation cannot be considered to be cost effective. It is therefore that privatisation through contract service or lease be considered.

• Considering the performance of women in the state, it is suggested that, in absence of any private individual investors, the way side cafeteria /amenities after having been constructed by the corporation be promoted through women NGOs on nominal rentals but with the repair and maintenance expenses to be borne by the NGO.

• Considering the inefficacy of the government machineries in implementation of the projects and in sustained promotion, the time has come for private investors and promoters to take the lead in tourism development. The role of the government must gradually reduce to that for regulation and monitoring.
• **TOURIST TRAFFIC AND FORECAST**

The tourist traffic into Meghalaya has remained stagnant at about 1.75 Lakh visitors, over the past fifteen years with less than 0.25% annual growth rate. The inflow of foreign tourists too have not made any impact on the state tourism due to the insignificant numbers. The majority of the foreign visitors are for business related to the projects funded by the international organisations like the UNDP, IFAD etc.

Considering the trend from the past ten years, the no tangible growth can be anticipated without qualitative change, initiative and promotion for publicity and awareness, infrastructure and special schemes. The present infrastructure is not adequate other than in Shillong (considering the tourist factor) for even 10% increase. The lack of trained man-power is another impediment for any growth. Assuming that focussed attention is paid to fortify these weaknesses, it will not be ambitious to expect atleast 30% increase of tourists in the state in next three years. With the infrastructure so created the state should target for a flow of tourists as under:

**FORECAST OF TOURIST ARRIVALS IN MEGHALAYA**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>DOMESTIC</th>
<th>FOREIGN</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>178697</td>
<td>2390</td>
<td>181087</td>
</tr>
<tr>
<td>2002</td>
<td>200000</td>
<td>4000</td>
<td>204000</td>
</tr>
<tr>
<td>2003</td>
<td>210000</td>
<td>5000</td>
<td>215000</td>
</tr>
<tr>
<td>2004</td>
<td>225000</td>
<td>6000</td>
<td>231000</td>
</tr>
<tr>
<td>2005</td>
<td>235000</td>
<td>7000</td>
<td>242000</td>
</tr>
<tr>
<td>2006</td>
<td>240000</td>
<td>8000</td>
<td>248000</td>
</tr>
<tr>
<td>2007</td>
<td>250000</td>
<td>8500</td>
<td>258500</td>
</tr>
<tr>
<td>2008</td>
<td>260000</td>
<td>9000</td>
<td>269000</td>
</tr>
<tr>
<td>2009</td>
<td>266000</td>
<td>9500</td>
<td>275500</td>
</tr>
<tr>
<td>2010</td>
<td>275000</td>
<td>10000</td>
<td>285000</td>
</tr>
<tr>
<td>2011</td>
<td>290000</td>
<td>11000</td>
<td>301000</td>
</tr>
<tr>
<td>2012</td>
<td>300000</td>
<td>11500</td>
<td>311500</td>
</tr>
<tr>
<td>2013</td>
<td>335000</td>
<td>12000</td>
<td>347000</td>
</tr>
<tr>
<td>2014</td>
<td>360000</td>
<td>14000</td>
<td>374000</td>
</tr>
<tr>
<td>2015</td>
<td>380000</td>
<td>15000</td>
<td>395000</td>
</tr>
<tr>
<td>2016</td>
<td>400000</td>
<td>17000</td>
<td>417000</td>
</tr>
<tr>
<td>2017</td>
<td>420000</td>
<td>18500</td>
<td>438500</td>
</tr>
<tr>
<td>2018</td>
<td>430000</td>
<td>19000</td>
<td>449000</td>
</tr>
<tr>
<td>2019</td>
<td>440000</td>
<td>20000</td>
<td>460000</td>
</tr>
<tr>
<td>2020</td>
<td>450000</td>
<td>21000</td>
<td>471000</td>
</tr>
</tbody>
</table>
• The above expectations are based on the basic assumption that

• Law and order, more specifically the problems of violence is curbed effectively and immediately.

• The activities related to promotion, awareness and publicity is given the due priority

• The human resource development activities are undertaken immediately.

• Considering the host population, the opportunities for employment annual tourist traffic over 5 lakhs will tend to set the third stage of tourism i.e. apathy and antagonism after which the negative and destructive forces on tourism is likely become predominant

### TRAFFIC FORECAST IN SOME OF THE TOURIST SPOTS IN MEGHALAYA

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Tourist Spots</th>
<th>Present</th>
<th>5th year</th>
<th>10th year</th>
<th>20th year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ward’s lake</td>
<td>1,80,000</td>
<td>2,40,000</td>
<td>2,85,000</td>
<td>4,70,000</td>
</tr>
<tr>
<td>2.</td>
<td>Meghalaya state Museum</td>
<td>25,000</td>
<td>40,000</td>
<td>55,000</td>
<td>75,000</td>
</tr>
<tr>
<td>3.</td>
<td>Lady Hydari park</td>
<td>1,85,000</td>
<td>2,45,000</td>
<td>2,87,000</td>
<td>4,70,000</td>
</tr>
<tr>
<td>4.</td>
<td>Golf course</td>
<td>85,000</td>
<td>1,20,000</td>
<td>1,40,000</td>
<td>2,25,000</td>
</tr>
<tr>
<td>5.</td>
<td>Botanical Garden</td>
<td>80,000</td>
<td>1,10,000</td>
<td>1,20,000</td>
<td>2,00,000</td>
</tr>
<tr>
<td>6.</td>
<td>Spread Eagle Falls</td>
<td>40,000</td>
<td>45,000</td>
<td>70,000</td>
<td>80,000</td>
</tr>
<tr>
<td>7.</td>
<td>Crinoline falls &amp; Swimming Pool</td>
<td>1,40,000</td>
<td>1,80,000</td>
<td>2,20,000</td>
<td>2,80,000</td>
</tr>
<tr>
<td>8.</td>
<td>Sweet Falls</td>
<td>1,50,000</td>
<td>1,85,000</td>
<td>2,30,000</td>
<td>3,00,000</td>
</tr>
<tr>
<td>9.</td>
<td>Elephant Falls</td>
<td>1,80,000</td>
<td>2,50,000</td>
<td>2,80,000</td>
<td>4,70,000</td>
</tr>
<tr>
<td>10.</td>
<td>Bishop &amp; Beadon Falls</td>
<td>1,75,000</td>
<td>2,25,000</td>
<td>2,60,000</td>
<td>4,50,000</td>
</tr>
<tr>
<td>11.</td>
<td>Sohpebneng peak</td>
<td>85,000</td>
<td>1,10,000</td>
<td>1,20,000</td>
<td>1,65,000</td>
</tr>
<tr>
<td>12.</td>
<td>Kyllang Rock</td>
<td>65,000</td>
<td>80,000</td>
<td>1,00,000</td>
<td>1,20,000</td>
</tr>
<tr>
<td>13.</td>
<td>Rengthiam Falls</td>
<td>75,000</td>
<td>85,000</td>
<td>1,20,000</td>
<td>1,25,000</td>
</tr>
<tr>
<td>14.</td>
<td>Lum nehru park</td>
<td>50,000</td>
<td>65,000</td>
<td>75,000</td>
<td>80,000</td>
</tr>
<tr>
<td>15.</td>
<td>Archery stakes</td>
<td>50,000</td>
<td>65,000</td>
<td>75,000</td>
<td>80,000</td>
</tr>
<tr>
<td>16.</td>
<td>Noh kalikai falls</td>
<td>1,10,000</td>
<td>1,80,000</td>
<td>2,50,000</td>
<td>3,50,000</td>
</tr>
<tr>
<td>17.</td>
<td>David scott menorial</td>
<td>1,10,000</td>
<td>1,50,000</td>
<td>2,20,000</td>
<td>3,50,000</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>1,05,000</td>
<td>1,60,000</td>
<td>2,30,000</td>
<td>3,20,000</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>----------</td>
</tr>
<tr>
<td>17</td>
<td>Mawsami falls</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Kyurem falls</td>
<td>90,000</td>
<td>1,00,000</td>
<td>1,50,000</td>
<td>1,80,000</td>
</tr>
<tr>
<td>19</td>
<td>Mawlong Syiem peak</td>
<td>60,000</td>
<td>70,000</td>
<td>80,000</td>
<td>90,000</td>
</tr>
<tr>
<td>20</td>
<td>Dainthlen falls</td>
<td>1,25,000</td>
<td>1,40,000</td>
<td>2,20,000</td>
<td>3,50,000</td>
</tr>
<tr>
<td>21</td>
<td>Mawsynran</td>
<td>95,000</td>
<td>1,10,000</td>
<td>1,60,000</td>
<td>2,10,000</td>
</tr>
<tr>
<td>22</td>
<td>Dawki</td>
<td>30,000</td>
<td>50,000</td>
<td>65,000</td>
<td>1,00,000</td>
</tr>
<tr>
<td>23</td>
<td>Mawphlang</td>
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<td>50,000</td>
<td>65,000</td>
<td>75,000</td>
</tr>
<tr>
<td>24</td>
<td>Jakrem</td>
<td>20,000</td>
<td>30,000</td>
<td>35,000</td>
<td>45,000</td>
</tr>
<tr>
<td>25</td>
<td>Symer peak</td>
<td>15,000</td>
<td>25,000</td>
<td>30,000</td>
<td>40,000</td>
</tr>
<tr>
<td>26</td>
<td>Ranikor</td>
<td>10,000</td>
<td>15,000</td>
<td>17,500</td>
<td>20,000</td>
</tr>
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<td>27</td>
<td>Mairang</td>
<td>6,000</td>
<td>9,000</td>
<td>16,000</td>
<td>25,000</td>
</tr>
<tr>
<td>28</td>
<td>Nongstoin</td>
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<td>22,000</td>
<td>24,000</td>
<td>26,000</td>
</tr>
<tr>
<td>29</td>
<td>Thadlaskein lake</td>
<td>60,000</td>
<td>75,000</td>
<td>90,000</td>
<td>1,20,000</td>
</tr>
<tr>
<td>30</td>
<td>Kiang nangbah Monument</td>
<td>4,000</td>
<td>8,000</td>
<td>14,000</td>
<td>16,000</td>
</tr>
<tr>
<td>31</td>
<td>Nartiang</td>
<td>22,000</td>
<td>40,000</td>
<td>55,000</td>
<td>65,000</td>
</tr>
<tr>
<td>32</td>
<td>Stone bridge of thiumuwi</td>
<td>6,500</td>
<td>7,500</td>
<td>12,000</td>
<td>18,000</td>
</tr>
<tr>
<td>33</td>
<td>Syndai</td>
<td>17,200</td>
<td>29,000</td>
<td>51,600</td>
<td>84,000</td>
</tr>
<tr>
<td>34</td>
<td>Umiam lake</td>
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<td>2,85,000</td>
<td>4,70,000</td>
</tr>
<tr>
<td>35</td>
<td>Nokrek biosphere reserve</td>
<td>15,000</td>
<td>25,000</td>
<td>40,000</td>
<td>55,000</td>
</tr>
<tr>
<td>36</td>
<td>Bhaitbari</td>
<td>6,000</td>
<td>7,500</td>
<td>8,500</td>
<td>11,000</td>
</tr>
<tr>
<td>37</td>
<td>Siju caves</td>
<td>16,000</td>
<td>30,000</td>
<td>55,000</td>
<td>80,000</td>
</tr>
<tr>
<td>38</td>
<td>Siju bird sanctuary</td>
<td>4,000</td>
<td>6,000</td>
<td>7,500</td>
<td>9,000</td>
</tr>
<tr>
<td>39</td>
<td>Balpakram national park</td>
<td>25,000</td>
<td>45,000</td>
<td>55,000</td>
<td>65,000</td>
</tr>
<tr>
<td>40</td>
<td>Chibrage</td>
<td>11,000</td>
<td>16,000</td>
<td>19,000</td>
<td>22,000</td>
</tr>
<tr>
<td>41</td>
<td>Milchang pare</td>
<td>3,500</td>
<td>4,500</td>
<td>6,000</td>
<td>8,900</td>
</tr>
<tr>
<td>42</td>
<td>Sisobibra</td>
<td>11,000</td>
<td>14,000</td>
<td>17,500</td>
<td>22,000</td>
</tr>
<tr>
<td>43</td>
<td>William Nagar</td>
<td>6,500</td>
<td>11,000</td>
<td>16,000</td>
<td>19,000</td>
</tr>
<tr>
<td>44</td>
<td>Rongbang dare</td>
<td>7,500</td>
<td>9,000</td>
<td>12,000</td>
<td>16,000</td>
</tr>
<tr>
<td>45</td>
<td>Baghmara</td>
<td>8,500</td>
<td>11,000</td>
<td>14,000</td>
<td>17,000</td>
</tr>
</tbody>
</table>
## FORECAST FOR REQUIREMENT OF ROOM CAPACITY IN MEGHALAYA

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Place/destination</th>
<th>Present</th>
<th>5&lt;sup&gt;th&lt;/sup&gt; year</th>
<th>10&lt;sup&gt;th&lt;/sup&gt; year</th>
<th>15&lt;sup&gt;th&lt;/sup&gt; year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Shillong</td>
<td>1600</td>
<td>2800</td>
<td>4000</td>
<td>8000</td>
</tr>
<tr>
<td>2.</td>
<td>Cherrapunji</td>
<td>Nil</td>
<td>160</td>
<td>400</td>
<td>600</td>
</tr>
<tr>
<td>3.</td>
<td>Tura</td>
<td>40</td>
<td>120</td>
<td>180</td>
<td>240</td>
</tr>
<tr>
<td>4.</td>
<td>William Nagar</td>
<td>20</td>
<td>60</td>
<td>120</td>
<td>180</td>
</tr>
</tbody>
</table>
STRATEGY FOR DEVELOPMENT: SUGGESTIONS AND RECOMMENDATIONS

Development of Tourism forms an integral part of overall economic development of the state and in case of Meghalaya, tourism has the potential to become the major contributor to the NSDP. Any development therefore must keep in conformity to the general strategy for development of the state and be based on the philosophy of maintaining the harmony amongst Economics, Environment and Ethos (three E's) for all human activities to be sustainable. It is also important to understand that the process of maintaining the balance itself is dynamically changing and the energy input required is primarily for providing the change in the dynamics. In common terms it can be explained as: that for a human activity to be sustainable, it must generate Economic surplus without causing irreparable damage to the Environment and conflict to individual and societal Ethos.

Amongst many human activities for collective economic development of a society or a region, tourism has been identified as one such activity which holds much potential. Tourism as an industry has expanded and prospered rapidly not only due to the quick economic returns but also due to the fact that it is considered as a "smokeless industry". It is however not free from pollution. Like any other industry it causes both human as well as environmental conflicts.

As explained by Greenwood D.J. (1972), Tourism industry develops in three stages (1) Discovery (2) Organic Tourism with positive local response & initiative and (3) Institutionalisation. While the first two stages of Discovery and Organic tourism brings about euphoria and generates people’s participation in development, institutionalisation bring about apathy and leads to rapid degeneration of the environment. The social conflicts caused by the tourists and the institutions with the people often bring about annoyance and antagonism (Doxy G.V.) Popular universal culture, recreations and habits dominate the local ethos and erosion of social values begin to set in. The tourist destinations tend to lose the economic preferences it once enjoyed. It is because of this third stage of development of tourism industry that a Latin American thinker said “My people do not want development. They only want to live”.

Meghalaya tourism has a long way to develop before any apathy or antagonism can set in. Adopting the above philosophy and taking into consideration of the analysis in earlier chapter, the planning is considered with the following salient features
That all implementation is aimed with people’s participation including investment. The role of the
government is limited as the facilitator or a catalyst to the development of Tourism in the state. The
major role of the government shall be limited to promotion and monitoring of health, hygiene,
security and safety of tourists; And all activities are to be Eco and Etho-friendly.

The suggestions so made are classified into the aspects of:

- Policy adjustments and Administrative restructuring,
- Infrastructure development,
- Tourism related activities: projects and schemes,
- Related industrial activities,
- Human resource development,
- Monitoring and regulation:

I POLICY ADJUSTMENTS AND ADMINISTRATIVE RESTRUCTURING:

- Review of state level tourism policy.

- Enforcement of pollution control act, Urban Development regulation act.

- Upgradation and restructuring of Tourism Directorate and the MTDC.

- Formation of a North East India Tourism Coordination forum

- Leasing of the state assets such as the Tourist guest houses, hotels, cafeteria etc. to
  private entrepreneurs on a medium or long term perspective on renewable contractual
  terms. Where such offers are not received such as in case of wayside amenities, the
  women NGOs may be motivated to operate.

- The land laws of the state need to be reviewed as, land ownership has always been a
  major hurdle in the process of development in Meghalaya.
II. INFRASTRUCTURE DEVELOPMENT:

- Construction of a transport system on elevated rail within the Shillong city.

- Construction of a truck terminus with amenities outside the city limits on the Guwahati road.

- Construction of inter state bus terminus outside the city limits on Guwahati road.

- Construction of Bye-pass to Shillong city on the west-east Guwahati-Jowai road alignment from Umiam.

- Construction of Bye-pass to Jowai town on the west - east Shillong – Silchar road.

- Alternative route alignment of the national highway at Sonapur to mitigate the problems of road blockade due to the regular land slides.

- Solid waste collection, treatment and disposal systems for all urban centres.

- Augmentation of treatment, supply and distribution of water in urban centres and in the tourist destinations.

- Augmentation of medical facilities in urban centres and at Tourist destination.

- Development of internal air shuttle services by small aircrafts connecting the various, identified centres and destinations of NE region on regular basis on cost basis i.e. with the taxes being exempted from the passenger fair for the first seven years so as to enable the enterprise to become self sustaining.

- Construction of escalators, steps with railings at strategic locations in the busy market and public areas. Also construction of cable ways in strategic locations. A major traffic study should be conducted in order to evaluate the traffic flow system in Shillong.
• Improvement of the city road networks with walk-overs, pedestrian crossing bays, Multi-level parking areas etc.

• Shifting of the vegetable wholesale market away from the city but along the highway near the proposed truck terminal.

• As the approach to a destination reflect the character of the place, a major thrust must be for beautification of the approaches to all the urban centres and the tourist destinations.

III TOURISM RELATED ACTIVITIES: PROJECTS & SCHEMES:

♦ Establishment of **Tourist centres** at strategic locations preferably at the first and second order destinations.

♦ A tourist centre is the central cluster of infrastructure fulfilling the needs of a tourist. The centre is expected to provide not only information but also all other support services such as food, transport, communication, banking facilities including money changing, First-Aid, public conveniences etc. It is also likely that many of such centres will have home-shops for handlooms, handicrafts, curios and host of tourism products, centre for performing arts and cultural shows.

♦ Establishment of **Tourism Bhawan** comprising of a Tourist complex alongwith the permanent office of the Directorate.

♦ Upgrading of the **Umiam airport** and augmentation of the air network and connecting Shillong with Tura, Guwahati, Silchar, Imphal, Aizwal and Kolkata. The project for small aircrafts financed by the NEC needs to be pursued.

♦ Establishment of **a cultural Institute** with centre for performing arts, Art gallery, art museum, Institute for development of Tourism products, fashion design centre etc.

♦ Upgradation/enhancement of the tourism destinations through **addition of Tourism attractions** such as Orchidariums, aquarium, snake parks, butterfly parks etc.
Introduction of **commercial institutes** for teaching of foreign languages – more specifically Japanese, French, German Tourism development and management, Hotel management and training for Culinary art of multi-national cuisine.

**Establishment of a oriental village** at William nagar with accommodations in oriental style, golf course, oriental food centre, meditation and yoga centre, centre for herbal treatment, Tourism centre with a cultural centre including a Bonsai garden, Rose garden and an Orchidarium. A project of such nature can be expected to be financed by the Japanese for their cultural affinity. Such a village is likely to increase the inflow of foreign tourists manifolds.

Development of **picnic spots** for domestic tourism and also in the interstate border areas such as Umtru, Dainadubi etc.

Developing **cottage industries centres** for enterprises producing traditional handloom and handicraft products, wood works, terra-cota, metal wares, cane and bamboo products, garment, jewellery, leather goods, etc.; **AND introducing the units as a part of tourism circuits whereby the customers are brought to the artisans and encouraged to buy the products**.

**Publicity and Promotion** of Tourism in Meghalaya through picture post card, CD Rom, TV programmes, and worldwide internet Website.

11. Introduction of Tourism festival like "Umiam Utsav" or “Rain festival” with wide and numerous cultural shows, Mela for Tourism products etc. Such a festivals can be celebrated along with a major cultural / traditional or religious festival like the Nongkrem or Christmas.

Upgradation and promotion of **water sports, adventure sports** like rock climbing, para sailing, hang gliding, sailing, water skiing, white water rafting etc. at strategic locations like at the Umiam lake.

**Establishment of Eco-parks as well as amusement parks** at Umiam.

**Beautification of Ward’s lake** at Shillong.

**Upgradation of State Museum** as a Tourist Attraction.
IV INDUSTRIAL RELATED ACTIVITES

- HANDLOOM, HANDICRAFT AND TOURISM RELATED PRODUCTS:

Tourism promotes a large number of industries in addition to service industries like Hotel, Transport, telecommunication, healthcare etc. These products are aimed to be unique and the value is depended on the rarity and quality. The products can be grouped into:

- Handloom & Textiles
- Printing
- Miscellaneous area specific consumer products.

Handloom & Textile:

Handloom & textile products enjoy the major market share amongst all tourism-related products. Handloom products of Meghalaya, although has been grossly reduced in volume of production, they are unique in designs. The womenfolk are well trained and the basic infrastructure for products is available almost in all the households. The weakness of this sector is the market, which is not organised.

Handloom sector needs to be commercialised and promoted with renewed efforts for market promotions, retail show rooms and design & weaving. It is also important to promote a brand / quality image of the products at national and international level. The market for woolen shawls are limited and hence diversification should be for manufacturing of sweaters and other woolen garments.

As for the promotion of production at competitive price:

- Specific production centres are needed to be promoted to give fillip to this industry.
- Arrangement for working capital from the banks must be arranged for which the government intervention has become necessary.
- Icons for Meghalaya tourism such as the orchids, pitcher plants, waterfalls, caves, dances etc. be developed for screen printing on T-shirts, caps, shorts, skirts, hoardings etc. Textile printing can generate a major market such as the Batik printing of Malaysia. Large number of cottage industries can be promoted through textile printing.

Handicrafts:

-
The major handicraft products which attract the tourists are:

- Caneworks
- Bambooworks
- Woodworks
- Terracotaworks
- Jewellery
- Metalworks
- Leatheworks
- Paper mache products
- Electric Toys
- Utility goods
- Doll making

Amongst the above handicrafts, Bamboo and caneworks, woodworks and dollmaking are the most popular handicraft of the state. While the bamboo products are primarily utility products, the wood works are for decorative purposes and the dolls making is associated with Vaishnavite culture. Dolls with various tribal attires are also available. Like the market for handloom, the market for handicrafts is also totally unorganised.

- The use of ceramics and metals such as brass and bronze for curios is not seen in Meghalaya. Metal casting for production of curios more specifically depicting the various tribal culture is likely to find a considerable market. The example of Pewter works of Selangor, Malaysia may be considered for implementation but at a reduced scale. Ceramics are used widely for making curios and momentos all over the world. The material value being low, the product prices are depended on quality and workmanship.

- Considering the availability of quality wood and fine workmanship, woodworks such as woodcarvings can be promoted in a big way in manners similar to Thailand.

- Leather goods are very popular tourist products. Besides the garments, bags and belts, leather has been very effectively used in making momentos by the Chinese. Replicas of the animals and birds in leather would surely attract the tourists.

- Promotion of the jewellery craft as an industry with product design identified by an tourism icon more specifically the orchids, pitcher plants in 18 carat plated gold and hot enamel coated is likely to bring about a revolution to the craft.

The handicraft market needs to be evaluated in details and the efforts to design new products must be made immediately. All such efforts must be scientifically evaluated for market appeal and forecast. Many other industrial activities are likely to develop besides the service industries like the hotels, transport and communication, health services etc. For example the art of dress making, beauty treatment, yoga centres, videography, etc.

The demand for consumer goods like bottled water, soft drinks, processed food etc. is also expected to increase many folds which in turn is likely to promote the market based industries.
The strength of Meghalaya is the nature which has bestowed immense scenic beauty and unique natural wealths. Coupled with the ethnic diversity makes Meghalaya a vibrant state which alone can attract hoards of tourists. The state suffers from numerous weaknesses amongst which the growing discontent amongst the youth is the prime cause for the present socio-political instability in the state. The changing regional economy vis-à-vis the global economy coupled with the incentives offered by the union government for development of the region provides the much desired opportunities to the educated unemployed to seek self employment. The priority set for development of tourism in the country, more specifically in the state of Meghalaya, is likely to attract investment in the tourism sector for which Meghalaya already has a number of unique assets and destinations. The lack of opportunities for self sustenance, more specifically referring to the communities living in the hills and those which are socio-economically backward, have led to widespread destruction of the fragile ecology of the state. Considering the natural assets of the state, ethnic diversity and the societal ethos, development of tourism - more specifically, Nature, Adventure and Cultural tourism – will go a long way in bringing about prosperity to the state. The tourism industry in Meghalaya is still in the discovery stage and a cursory survey reveal that widespread acceptance and cooperation is expected from the people in general and the educated unemployed youth in particular. **The youth of Meghalaya must therefore be ready to avail the opportunities.**

The need to train the youth in various aspects of tourism is to make them competent to set up individual enterprises with financial assistance by way of loan from financial institutions namely NEDFI, TDFCIL and other commercial banks. It is also relevant that the training courses, so suggested, be conducted by reputed institutions and universities so that the financial institutions are assured of the competence of the entrepreneurs while extending the loan. The areas/fields in which the youth are proposed to be trained for entrepreneurial development in a phased manner are:
1. Tour Operation Management including Tourism concepts, Tour operation, air ticketing, hotel booking, travel organisation, money changing, hazards management and environment management.

2. Tourist guide including comprehensive courses on history, geography, cultural heritage and sociology.

3. Tour circuit operation including tour operation management.

4. Foreign Language for speaking, interpretation, reading etc. with a comprehensive course on the relevant nation as well as history, geography, and cultural heritage of the state.

5. Catering and Hotel management.

6. Product Designing and Marketing of Tourism products including handloom and handicraft products.

7. Management of cultural centres and planning and development of cultural shows.

8. Photography and videography.

9. Herbal medication/treatment, beauty care and physiotherapy.

10. Meditation, yoga practice, physical health care and non-formal physiotherapy such as Reiki, Sujuk etc.

11. Garment design, dress making and boutique.

12. Advanced training in adventure tourism.

13. Exposure to organised domestic tourism.

14. Exposure to foreign tourism and

15. Communication services and Entertainment.

Amongst the various fields stated above, the first phase of training should be those activities which enable the entrepreneurs not only to set up the enterprise but also to motivate and promote others to
participate and cooperate. It is only natural that the growth of Tourism is expected to take place in an organic manner.

**FINANCIAL ASSESSMENT OF THE PROPOSAL**

The detail assessment of the various training programmes and modules are detailed in Appendix III. However the various trades and skills that need to acquired are:

1. **Tour Operation and Management**

   Tour operation and management is general in nature which includes the working knowledge of air ticketing, hotel booking, general tour guidance, organising and coordinating amongst various agencies like hotels, tour circuit operators, transporters and others based on desires of the tourists in groups as well as an individuals. Marketing, advertising and promotion are thrust areas.

2. **Tour Guidance**

   Tour guidance includes having a proficiency in language for communication which may include English, Hindi and other Indian languages for domestic tourism and foreign language for foreign tourist. Nevertheless, the knowledge of history, geography, Folk lore, mythology, culture and sociology of the state and its people in general and the tourist destinations in particular is a must. The training so imparted must be supplemented through exposure to other states where tourism has been institutionalised to a reasonable level; and keeping in view of the economics, such exposure programmes be limited to the state of Sikkim and its neighbouring areas.

3. **Beauty Care and Herbal Treatment**

   The training programme will need to include specialised ayurvedic and herbal treatment for beauty care, physiotherapy, hygiene and health care. The course will need to include proficiency in language for communication.

4. **Tour Circuit Operation and Management**

   The programme needs to include the basics of tour operation and management, tour guidance and elementary knowledge of repair of transport vehicles. The knowledge of
scheduling and optimisation will help in designing the circuit routes. The programme is envisaged to be mostly on-the-job in nature.

5. **Yoga, Meditation, physiotherapy and non formal Treatment:**

The training for yoga, meditation and other formal as well as non formal Treatment needs very dedicated and prolonged training and hence one cannot be expected to master the arts within a short period. The training programme shall therefore be limited to awareness, appreciation and in management of such centres. It will be expected that the entrepreneurs will train himself in time to become a master himself.

6. **Product Design & Marketing of Tourism Products**

The training shall include the study in identification of tourism products, their market demands and the design requirements. In many occasions the products need to be redesigned even at the cost of its functional aspects in order to meet the demands and delights of the tourists. Although the process is continuous, training is required even for understanding the concepts. The course need to include the theories of marketing, product valuation and elementary theories of market economics. Exposure and awareness training must form a part of the comprehensive training. Training must include the various production technologies used for manufacture of such products.

7. **Garment Design, Dress Making and Boutique**

The handloom and handicraft products of the state being of very high quality, Garment-design and dress-making hold high potential for development more specifically in the tourist market. It is observed that while the dress materials and the workmanship are highly appreciated and desired, the design itself does not appeal to the tourists primarily due to the difference of traditions and ways of dressing. The training course is envisaged to train the entrepreneurs in designing and making various garments to meet the demands by the tourists.

8. **Catering and Culinary Services**

The demand for food by the tourists will be varied based on their habits and traditions. While some tourists are willing to adapt to the traditional foods of the destinations, most would be
comfortable only with those to which they are accustomed. Hence, with the increase of the inflow of the tourists, the variety and quality of food and the catering services will need to grow. The requirements are not limited to the art of cooking itself but is also extended to making the ingredients and equipment available.

9. **Exposure to International Tourism**

The exposure to international tourism is necessary to understand the scale to which Tourism as an institution or an industry can develop the interdependency with nature as well as human activities. It is also important to learn the mistakes committed by the others in the process of development, as, such mistakes can be expensive and may lead to irreparable damage. Accordingly an exposure programme is proposed for a team of fifty members comprising of Officials, the Supervisors and entrepreneurs to the nearest nation where the tourism has been a major revenue earner for the state: Namely Thailand.
### Summary of Financial Requirements on Account of Training (1st Phase):

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Training Programme</th>
<th>No. of Beneficiary</th>
<th>Per Person Requirement of Fund (Rs)</th>
<th>Total Requirement (Rs in Lakh)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tour Operation and Management</td>
<td>50</td>
<td>25,000.00</td>
<td>12.5</td>
<td>It is expected that after the first phase there will be further need for investment by the Government for training and education.</td>
</tr>
<tr>
<td>2.</td>
<td>Tour Guidance</td>
<td>50</td>
<td>23,000.00</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Beauty care and Herbal Treatment</td>
<td>50</td>
<td>20,000.00</td>
<td>10.0</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Tour circuit operation and Management</td>
<td>50</td>
<td>27,000.00</td>
<td>13.5</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Yoga, Meditation, physiotherapy</td>
<td>50</td>
<td>26,00.00</td>
<td>13.0</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Product design &amp; Marketing of Tourism products</td>
<td>100</td>
<td>26,000.00</td>
<td>26.0</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Garment design, dress making &amp; Boutique</td>
<td>50</td>
<td>19,000.00</td>
<td>9.5</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Catering and Culinary services</td>
<td>50</td>
<td>17,000.00</td>
<td>8.5</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Exposure to International Tourism</td>
<td>50</td>
<td>31,600.00</td>
<td>15.8</td>
<td></td>
</tr>
</tbody>
</table>

**A. TOTAL FOR CONDUCTING THE TRAINING PROGRAMMES**

120.3
SUMMARY OF REQUIREMENT OF FUNDS FOR FIRST PHASE OF IMPLEMENTATION FOR HUMAN RESOURCE DEVELOPMENT.

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>( Rs in Lakhs )</td>
</tr>
<tr>
<td>A.</td>
<td>For Conducting the Training Programmes</td>
<td>120.30</td>
</tr>
<tr>
<td>B.</td>
<td>Consultancy and preparation of model feasibility study</td>
<td>7.50</td>
</tr>
<tr>
<td></td>
<td>For seeking bank finances</td>
<td></td>
</tr>
<tr>
<td>C.</td>
<td>Expenses for travelling, advertisement, selection</td>
<td>3.50</td>
</tr>
<tr>
<td>D.</td>
<td>Miscellaneous and un-forseen expenditures</td>
<td>0.70</td>
</tr>
<tr>
<td></td>
<td><strong>Total Proposal</strong></td>
<td><strong>132.0 Lakhs</strong></td>
</tr>
</tbody>
</table>

While the training is being imparted, model techno–economic viability studies would be carried out by the consultant for the benefit of the entrepreneurs who then can avail financial assistance from the financial institutions.
6. MONITORING AND REGULATION : RESTRUCTING OF TOURISM DIRECTORATE:

The role of the government must be limited to that of facilitation, motivation, promotion and for regulation and monitoring. It is not the duty of the government to operate hotels, transport services, shops etc. Such activities must be in the hands of the private entrepreneurs who are motivated by profits and thereby resulting in high productivity. On the other hand, if left to the government sector, such activities are bound to lead to net economic losses. The Directorate therefore needs to be restructured. The suggested structure therefore is

Director

Joint Director

Joint Director

Dy Director : Planning, Promotion:
- Preparation of budgets, estimation for implementation.
- Identification & selection of entrepreneurs, motivation and providing support service.
- Monitoring the Tourist traffic, scientific analysis of trends, forecasting and impact, analysis

Dy Director : Publicity, Public Relation and Product Development:
- Identification of products & services desired by Tourists.
- Design development, production, exhibition and promotion.
- Publicity
- Festivals
- Tourist grievance cell.
Dy. Director : Vigilance, Monitoring, Health & Hygiene

- Assurance of proper sanitation / hygienic environment at tourist destination, tourist centres, way side amenities etc.
- Monitoring tour operations and the working condition of the transport vehicles.

Dy. Director : Co-ordination & Human Research Development:

- Co-ordination & monitoring of the inter departmental activities related to tourism.
- Follow up on the recommendations by TDAC & TDC.
- Identification of activities for training of entrepreneurship and identification of other departments for source of funds.

Dy. Director : Account & Finances

- Resource Mobilisation
- Identification and follow-up in resource utilisation
- Maintaining accounts.

It is envisaged that with the initiative from the state government, support of the union government and the peoples participation, Tourism in Meghalaya is likely to emerge as the major revenue-earning department of the state. It is therefore, only rational that the Department and the Directorate be given its due importance and priority and not be neglected. With the above in mind, it is suggested that the state adopts a policy and constitute body/bodies to ensure the implementation and monitoring. Accordingly, the tourism policy be reviewed from time to time for its efficacy.
### REQUIREMENT OF FUND, SOURCE and PHASEWISE IMPLEMENTATION OF THE PROJECTS PROPOSED.

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name of the schemes</th>
<th>Estimate cost</th>
<th>Source of fund</th>
<th>Requirement of fund for implementation (Rs. in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10th plan</td>
</tr>
<tr>
<td>1.</td>
<td>Beautification of the Ward lake</td>
<td>81.00</td>
<td>GOM Munic. Corp Public fund raising MOT , GOI</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>2.</td>
<td>Construction of Tourism House at Shillong</td>
<td>160.00</td>
<td>MOT , GOI MOT , GOM</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>3.</td>
<td>Dev. of museum of Meghalaya as tourist centre</td>
<td>18.00</td>
<td>GOM MOT , GOI</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Construction of tourist centre Borapani , Siju , Jowai, Tura</td>
<td>129.00 x 4 = 516.00</td>
<td>Private Investment Loan from TDFCI Subsidy, GOI</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>77</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>26</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Estimation for preparation of CDrom on Meghalaya Tourism</td>
<td>6.70</td>
<td>MOT , GOI</td>
<td>6.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Printing of post card</td>
<td>2.5</td>
<td>MOT , GOI</td>
<td>2.5</td>
</tr>
<tr>
<td>7.</td>
<td>Preparation cost for TV advertisement through Doordarshan (DD 1 &amp; DD Bharati)</td>
<td>5.0</td>
<td>-do-</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td>Web site for Meghalaya tourism</td>
<td>4.0</td>
<td>MOT , GOI</td>
<td>4</td>
</tr>
</tbody>
</table>
9. Tourism festivals in Meghalaya (Umiam Utsav, rain festivals etc.)

<table>
<thead>
<tr>
<th></th>
<th>MOT, GOI, Tour operator/ Hotel, DT, GOM</th>
<th>66</th>
<th>30</th>
<th>60</th>
<th>90</th>
</tr>
</thead>
</table>

10. Enactment of pollution Control Act, Urban Dev. regulation Act etc.

|                | Policy adjustment                      | -  | -  | -  | -  |

11. Construction of a rapid transport system on elevated rail within Shillong city

|                | Private - on BOO system on global bidding | -  | 6000 | 9000 | -  |

12. Construction of truck terminus with amenities outside the city limits.

|                | NEC GOM | 300 | 100 | -  | -  | -  |

13. Construction of interstate bus terminus outside the city limits on the GS Road

|                | NEC GOM | 100 | 50  | 300 | 50  |

14. Construction of Bye-pass to Shillong city, Jowai and Sonapur

Dependent on the route.

15. Augmentation supply & distribution of water in urban centres & the tourist destination.

Proposal demands a detail technical evaluation

16. Development of internal air shuttle services by small aircrafts connecting the various, identified centres & destinations of NE region

Project already under NEC’s consideration. Needs to be pursued for speedy implementation by the forum of CMs of NE states.
17. Augmentation of the state highways & PWD roads & way side amenities Projects may be considered under NEC for infrastructure development

18. Shifting of vegetable wholesale market away from the city along the Dimapur Road.

19. Beautification of approaches to the urban centre & the tourist destination

20. Eco-park and Amusement park at Umiam

21. Upgradation of Umiam airport and air network incl. Construction of Tura Airport. Project to be considered by AAI

22. Introduction of commercial Institute for teaching of foreign language more specifically Japanese, French, German and Malay.

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Resources</th>
<th>Cost</th>
<th>Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. Augmentation of the state highways &amp; PWD roads &amp; way side amenities</td>
<td>NHB, SFAC, DoH - GOM</td>
<td>1000</td>
<td>-</td>
</tr>
<tr>
<td>18. Shifting of vegetable wholesale market away from the city along the Dimapur Road.</td>
<td>1000</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>19. Beautification of approaches to the urban centre &amp; the tourist destination</td>
<td>300.00</td>
<td>30 nos. @ Rs. 10.0 Lakhs</td>
<td>-</td>
</tr>
<tr>
<td>20. Eco-park and Amusement park at Umiam</td>
<td>600.00</td>
<td>Land from GOM, Private sector Loan from TDFCI / NEDfi</td>
<td>-</td>
</tr>
<tr>
<td>21. Upgradation of Umiam airport and air network incl. Construction of Tura Airport.</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>22. Introduction of commercial Institute for teaching of foreign language more specifically Japanese, French, German and Malay.</td>
<td>40</td>
<td>Private with loan MoHRD- GOI through GOM</td>
<td>-</td>
</tr>
<tr>
<td>No.</td>
<td>Description</td>
<td>Budget (Rs in crores)</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td></td>
</tr>
<tr>
<td>23.</td>
<td>Establishment of a Oriental village with accommodation in oriental style, golf course, oriental food centre, Meditation &amp; Yoga centre, centre for herbal treatment, cultural centre including a Bonsai garden.</td>
<td>1000, 200, 800, - , -</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Dev. of picnic spots for domestic tourism.</td>
<td>60, 40, 20, - , -</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Developing cottage industries centres for enterprises producing traditional handloom &amp; handicraft products.</td>
<td>1480, DI – GOM, MHHDC, MoHRD, NEC, FIs for loan, The IGC may be converted, 30, 60, 40, 50, 200, 360</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Research, promotion &amp; publicity for development handloom &amp; handicraft products</td>
<td>15.0, MOT- GOI, MHHDC, TRIFED, 2, 2, 2, 2, 1, 1</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Introduction &amp; promotion of water sports adventure sports like rock climbing para sailing, hang gliding, sailing.</td>
<td>90, Private with loan from TDFCI, 15, 75, - , -</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Dev. of human resources for Tourism industry in Meghalaya.</td>
<td>132.0, MDFFC- GOI, BCDFC- GOI TDC, 44, 66</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Preparation of DPR, Brochures etc, for Fund sourcing, Investment promotion etc.</td>
<td>25, MOT – GOI, 10, 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL INVESTMENT</strong> (Rs in crores -- 219.08)</td>
<td>24.74, 91.11, 96.78, 6.45</td>
<td></td>
</tr>
</tbody>
</table>
EMPLOYMENT OPPORTUNITIES AND COST BENEFIT ANALYSIS OF THE PROPOSED INVESTMENT.

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Name of the schemes</th>
<th>Estimate cost (Rs. in Lakhs)</th>
<th>Employment Opportunities</th>
<th>INVESTMENT BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>During investment (in mandays)</td>
<td>Additional Permanent (in Nos.)</td>
<td>Average Annual Returns after implementation (Rs in Lakhs)</td>
</tr>
<tr>
<td>1.</td>
<td>Beautification of the Ward lake</td>
<td>81.00</td>
<td>30000</td>
<td>12</td>
</tr>
<tr>
<td>2.</td>
<td>Construction of Tourism House at Shillong</td>
<td>160.00</td>
<td>40000</td>
<td>15</td>
</tr>
<tr>
<td>3.</td>
<td>Dev. of museum of Meghalaya as tourist centre</td>
<td>18.0</td>
<td>8000</td>
<td>2</td>
</tr>
<tr>
<td>4.</td>
<td>Construction of tourist centre at: Borapani, Siju, Jowai and Tura</td>
<td>129.00 x 4 = 516.00</td>
<td>160000</td>
<td>40</td>
</tr>
<tr>
<td>5.</td>
<td>Estimation for preparation of CDrom on Meghalaya Tourism</td>
<td>6.70</td>
<td>2000</td>
<td>2</td>
</tr>
<tr>
<td>6.</td>
<td>Printing of post card</td>
<td>2.5</td>
<td>500</td>
<td>5</td>
</tr>
<tr>
<td>7.</td>
<td>Preparation cost for TV advertisement through Doordarshan (DD 1 &amp; DD Bharati)</td>
<td>5.0</td>
<td>300</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>---</td>
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<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>8.</td>
<td>Web site for Meghalaya tourism</td>
<td>4.0</td>
<td>100</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Returns are expected from advertisement and commission on sales.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Tourism festivals in Meghalaya (Umiam Utsav, rain festivals etc.)</td>
<td>560.0 (56.0 x 10 Yr)</td>
<td>10000 each year</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>The returns are indirect. The initial stage is promotional. The activity is likely to be self-sustaining.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Enactment of pollution Control Act, Urban Dev. regulation Act etc.</td>
<td>-</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Implementation will enhance tourists’ inflow immensely.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Construction of a rapid transport system on elevated rail within Shillong city</td>
<td>15000</td>
<td>10,00,000</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Will reduce pollution, traffic congestion, cost of transportation and reduce consumption of fuel oils.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Construction of truck terminus with amenities outside the city limits.</td>
<td>400</td>
<td>1,00,000</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>All operations and commercial infrastructure by private investment. Reduced traffic congestion and pollution.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Construction of interstate bus terminus outside the city limits on the GS Road</td>
<td>500</td>
<td>1,00,000</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>- do -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Construction of Bye-pass to Shillong city, Jowai and Sonapur</td>
<td>Dependent on the route.</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Will generate employment to 1000 persons for a period not less than five years. Will reduce traffic congestion.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Augmentation supply &amp; distribution of water in urban centres &amp; the tourist destination.</td>
<td>Proposal demands a detail technical evaluation</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Needs an elaborate study. Essential for promoting tourism in the state.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Development of internal air shuttle services by small aircrafts connecting the various identified centres &amp; destinations of NE region</td>
<td>Project already under NEC’s consideration. Needs to be pursued for speedy implementation by the forum of CMs of NE states. Some centres are already connected by Alliance Airlines. Smaller centres need to be connected.</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>---</td>
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<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>17.</td>
<td>Augmentation of the state highways &amp; PWD roads &amp; way side amenities</td>
<td>Projects may be considered under NEC for infrastructure development.</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>18.</td>
<td>Shifting of vegetable wholesale market away from the city along the Guwahati Road.</td>
<td>1000</td>
<td>3,00,000</td>
<td>100</td>
</tr>
<tr>
<td>19.</td>
<td>Beautification of approaches to the urban centre &amp; the tourist destination</td>
<td>300.00</td>
<td>30 nos. @ Rs. 10.0 Lakhs</td>
<td>1,00,000</td>
</tr>
<tr>
<td>20.</td>
<td>Eco-park and Amusement park at Umiam</td>
<td>600.00</td>
<td>1,80,000</td>
<td>40</td>
</tr>
<tr>
<td>21.</td>
<td>Upgradation of Umiam airport and air network incl. Construction of Tura Airport.</td>
<td>Project to be considered by AAI</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>22.</td>
<td>Introduction of commercial Institute for teaching of foreign language more specifically Japanese, French, German and Malay.</td>
<td>40</td>
<td>2000</td>
<td>20</td>
</tr>
<tr>
<td>No.</td>
<td>Project Description</td>
<td>Initial Investment</td>
<td>Jobs Generated</td>
<td>Average Profits</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
<td>--------------------</td>
<td>----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>23.</td>
<td>Establishment of an Oriental village with accommodation in oriental style, golf course, oriental food centre, Meditation &amp; Yoga centre, centre for herbal treatment, cultural centre including a Bonsai garden</td>
<td>1000 3,00,000</td>
<td>30 80.0</td>
<td>12</td>
</tr>
<tr>
<td>24.</td>
<td>Dev. of picnic spots for domestic tourism.</td>
<td>60 20000</td>
<td>50 8.0</td>
<td>7</td>
</tr>
<tr>
<td>25.</td>
<td>Developing cottage industries centres for enterprises producing traditional handloom &amp; handicraft products.</td>
<td>1480 100000</td>
<td>200 350.0</td>
<td>4</td>
</tr>
<tr>
<td>26.</td>
<td>Research, promotion &amp; publicity for development handloom &amp; handicraft products</td>
<td>15.0 300</td>
<td>10 3.0</td>
<td>5</td>
</tr>
<tr>
<td>27.</td>
<td>Introduction &amp; promotion of water sports adventure sports like rock climbing, para sailing, hang gliding, sailing.</td>
<td>90 3000</td>
<td>15 20.0</td>
<td>5</td>
</tr>
<tr>
<td>28.</td>
<td>Dev. of human resources for Tourism industry in Meghalaya.</td>
<td>132.0 65000</td>
<td>500 500</td>
<td>5</td>
</tr>
<tr>
<td>29</td>
<td>Preparation of DPR, Brochures etc, for Fund sourcing, Investment promotion etc.</td>
<td>25</td>
<td>200</td>
<td>-</td>
</tr>
<tr>
<td>----</td>
<td>--------------------------------------------------------------------------------</td>
<td>----</td>
<td>-----</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>TOTAL INVESTMENT</td>
<td></td>
<td></td>
<td>219.96</td>
</tr>
</tbody>
</table>
ENVIRONMENTAL STATUS OF THE STATE:

The increasing population, jhooming practices, growing unemployment coupled with wide scale migration seeking opportunities for employment has led to deforestation and encroachment into the forest areas of the state. The hill slopes have supported horticulture farming at the cost of deforestation and soil erosion. Rapidly increasing vehicular traffic primarily in the urban centres like Shillong city, has led to degrading quality of ambient air and high noise level. The CO, NOx and dust content is already very high. The impact is very serious during the cold winter months when the dilution of the air does not take place effectively.

Assessing the grave situation of the degrading environment, more specifically in the West Khasi and East Garo Hills districts, international organisation like IFAD have taken the initiative to invest and prevent the degradation on a sustainable basis. IFAD’s main objective has been to conserve the soil erosion on the hill surfaces through alternative activities to jhum cultivation on sustainable basis.

Meghalaya has wide scale mining activities of open cast types of mines for coal and lime stone in Jowai, Umrangshu and Siju areas which have caused considerable damage to the environment. The industrial area in Borapani is also affected by the emissions from the industries. The human activities as stated above have been the major cause of the environmental degradation which has also damaged the natural beauty of the state very seriously.

In the urban centres like Shillong, the polluting factors are the - 1. Vehicular emission, 2. domestic solid waste, 3. excessive dust fall, and 4. noise generation by vehicular traffic. There is also inadequacy of any systematic water supply, garbage disposal and drainage system in Shillong. Although Shillong had been one of the most beautiful urban centres in the country in the past, the city is presently losing all its charms. The growing urban hooliganism is not doing any help to regain its past glory. The urban living environment in most parts is unhygienic. The apathy of all those concerned towards the city has forced the people to accept such poor conditions as normal urban environment.
Suggestions and recommendations on Environmental Issues

The suggestions and recommendations so made for development of tourism takes into account their impact on the environment and as such, schemes and projects causing environmental damages have not been considered as they will not be sustainable. In fact suggestions are being made to supplement the nature’s regenerative capacity. They are:

- Beautification of ward lake with fountains which will remove dust and fumes of vehicular emission to a great extent besides maintaining the comfortable micro climate around the city Shillong.

- Collection and treatment of city garbage for scientific disposal.

- Implementation and installation of a solid waste disposal system for the urban centres including a compost manufacturing yard. The government may undertake the works with external aid from Swedish government.

- In order to decrease the traffic congestion thereby decrease the net vehicular emission in the city, the rationalisation of the city traffic system needs a detail study. Introduction of cable ways, Escalators, stairways and ultimately electrically driven elevated tram cars/light rail transport system will mitigate the traffic problems while improving the air quality of the city.

- Use of polythene bags must be totally eliminated.

- Vehicular emission testing and monitoring within the state needs to be introduced forcefully.

- The bye-pass to the city for vehicles towards Jowai, Silchar, Tripura and Mizoram needs to be considered on priority basis in order to protect the city and its population.
Environmental Impact Assessment on Development of Tourism

The major environment pollution caused by or envisages to be caused by development of Tourism are:

I) Enhanced vehicular emission due to increased number of vehicles.

ii) Enhanced problems of garbage disposal generated by tourists specifically plastic bottles, disposal cups, wrappers of food items, cans etc.

iii) Tourists often tend to disturb the natural settings & habitat of many indigenous, rare or endangered species of flora & fauna.

It is therefore, necessary to take care of all the above aspects at the time of planning for the development of tourism sector in the state. The cautions to the tourists must be made visible.

- **SOCIOLOGICAL STATUS ASSESSMENT:**

  - Meghalaya at present is a state with an undercurrent of fear and mistrust between the tribals and the non-tribals. Although no tourist is known to have been harmed yet Meghalaya cannot be termed as a fully safe state for the tourists.

  - The lack of employment opportunities has led to not only discontent among the youth but has caused erosion of social value which at one time was so carefully preserved. Drug abuse has also caught on in Meghalaya. Drinking in excess and way side hooliganism there after is not uncommon.

  - The awareness of the status of a Meghalayan male in the society in comparison to those from the non-tribal society may be a major reason for the care-free attitude of the Meghalayan males.

  - Impact of such sociological conflicts has made all remote areas more specifically the tourist destinations dangerous to spend nights or wander into the nature. The infrastructure so created earlier have also remained under or unutilised. It is conclusive...
to state that sociological conflicts are the major stumbling blocks in promoting investment and development of tourism in the state.

SOCIOLOGICAL IMPACT ASSESSMENT ON IMPLEMENTATION:

- It is likely that on the event of appropriate development of tourism and an overall economic development in the state and as the return from tourism activities parcolate to the grass root individual, the overall prosperity is likely to be more well balanced rather than wealth being accumulated amongst the few only.

- The development of tourism will bring about large scale employment. It is estimated that one foreign tourist who is likely to spend about Rs. 800.00 per day will bring about livelihood at least to 4 persons at an average of Rs. 100.00 per day as against domestic tourists who contribute for 2 persons’ livelihood.

- The development of allied sectors such as hand-loom, handicrafts, jewellery, dress making ceramic-wood-metal works and host of other activities will also generate employment to large number of artisans.

- The prosperity at the grass root level will bring about a gross reversal to the attitude of the people which automatically will assure safety & security to the tourists. It is therefore, envisaged that there will be a sharp reduction in the insurgency activities in the state.

- Care has to be taken to prevent flesh trading in the name of the development of tourism in the state. In consideration of intergenerational sustainable prosperity, the Thailand-like tourism must not be encouraged.

- While there appears to be no threat to the identity of the any of the ethnic groups in the state, the people being neither poor nor deprived in comparison to those living in other states and with no external influence in the state, the reasons for sociological discontent is not easily understood. It may therefore be worthwhile to conduct a
research study to understand the attitude of Meghalayan males towards development and environmental issues.

CONCLUSION

For a state like Meghalaya, development of tourism industry will provide opportunities to generate employment and bring about prosperity to the state. Being a smokeless industry, tourism will cause the least damage to the fragile ecology of the region. The pressure on the urban centres will be reduced with balanced development of the remote and rural tourism destinations.
## ANNEXURE I

District-wise Geographical Area and Rural and Urban Population in Meghalaya

(In lakh persons)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Rural</td>
<td>Urban</td>
<td>Total</td>
<td>Rural</td>
<td>Urban</td>
<td>Total</td>
</tr>
<tr>
<td>1</td>
<td>East Khasi hills*</td>
<td>2748</td>
<td>3.31</td>
<td>1.81</td>
<td>5.12</td>
<td>4.34</td>
<td>2.31</td>
</tr>
<tr>
<td>2</td>
<td>Ri-Bhoi</td>
<td>2448</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>1.79</td>
<td>0.13</td>
</tr>
<tr>
<td>3</td>
<td>West Khasi Hills</td>
<td>5247</td>
<td>1.57</td>
<td>0.05</td>
<td>1.62</td>
<td>2.05</td>
<td>0.14</td>
</tr>
<tr>
<td>4</td>
<td>East Garo Hills</td>
<td>2603</td>
<td>1.31</td>
<td>0.05</td>
<td>1.36</td>
<td>1.76</td>
<td>0.12</td>
</tr>
<tr>
<td>5</td>
<td>West Garo Hills**</td>
<td>3714</td>
<td>3.30</td>
<td>0.40</td>
<td>3.70</td>
<td>4.28</td>
<td>0.52</td>
</tr>
<tr>
<td>6</td>
<td>South Garo Hills</td>
<td>1850</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>7</td>
<td>Jaintia Hills</td>
<td>3819</td>
<td>1.44</td>
<td>0.12</td>
<td>1.56</td>
<td>2.00</td>
<td>0.20</td>
</tr>
<tr>
<td>8</td>
<td>Total</td>
<td>22429</td>
<td>10.93</td>
<td>2.43</td>
<td>13.36</td>
<td>14.44</td>
<td>3.30</td>
</tr>
</tbody>
</table>

Note;  
* East Khasi Hills include the population of Ri-Bhoi district for the Year 1981 & 1991  
** West Garo Hills include the population of South Garo Hills for the Year 1981 & 1991  
(Source: Census of India 1991 & 2001.)
## ANNEXURE-II (A )

### Agro-Climatic Sub - Zones Of Meghalaya

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of Zones</th>
<th>Characteristics Features</th>
<th>Areas Located</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Sub-Alpine and temperate zone</td>
<td>The physical characteristics of sub-temperate zone is that the area does not receive any snowfall during winter but experience ground frost. The temperature ranges between a maximum of 25°C and a minimum of 12°C with sometimes mercury dipping upto 0°C. The average rainfall varies from place to place with Shillong plateau receiving 1200 cm per year. The soil of upper reaches of Shillong plateau are red loam. The soils are uniformly deficient in available phosphorus which in due to acidic reaction.</td>
<td>Upper Shillong, Thawphlang and Mairang of East Khasi Hills district.</td>
</tr>
<tr>
<td></td>
<td>a) Sub-temperate climate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Sub-tropical Hill Zone</td>
<td>This zone is characterized by maximum temperature of 30°C and minimum of 12°C with an average annual rainfall of 1600cm. The rainfall, however, varies from place to place with the highest being received in Cherrapunjee area recording annual rainfall of 1500 cm. Soils of the zone are generally loamy silt containing low to moderate organic matter, minimum levels of phosphorus and low potassium. The pH of the soil ranges from 5 to 6.5. The moisture retaining capacity of the soils is generally low, which causes serious problems of moisture stress during winter and summer months.</td>
<td>Jowai part of Nongstein, Nokrek and Kailash area of East Garo Hills.</td>
</tr>
<tr>
<td>3.</td>
<td>Sub-tropical plain zone (Valley area)</td>
<td>This zone locate within attitude ranges of 400 to 1000 m above sea level having typical sub-tropical climate of warm summers and cool winters. The average maximum temperature remaining around 27°C during summer. The soil of the Valley are mostly alluvial, highly retentive, difficult to work when wet, farming deep and wide cracks when dry</td>
<td>Umkiang area of Jaintia Hills</td>
</tr>
<tr>
<td>4.</td>
<td>Mild tropical Hill Zone</td>
<td>This zone represents a significant deviation from the zones already described falling within the attitudinal range of 200 to 800 m with an annual average rainfall of 1400mm maximum temperature of 20°C and the minimum of 12°C. Summers are hot and humid. The soils vary from sandy loam to clay loam and acidic in reaction with high aluminium and iron content.</td>
<td>Southern part of Jowai, Sub-Division, Eastern part of East Garo Hills and West Khasi Hills.</td>
</tr>
<tr>
<td>5.</td>
<td>Mild Tropical Plain zone</td>
<td>The altitude varies from 0 to 200m with an annual rainfall of around 200mm and the temperature varying from a minimum of 17°C to a maximum of 33°C. The soils are mostly lateritic and alluvial with high organic matter, low phosphate and moderate potash contents. The soils are acidic in nature sharing iron toxicity.</td>
<td>Lower part of Garo Hills.</td>
</tr>
</tbody>
</table>

Source: Report of ICAR Research Review Committee of NEH Region.
ANNEXURE-II (B)

Analysis of rainfall data of Meghalaya (1991-2001)

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Station</th>
<th>Average Rainfall in C.m.</th>
<th>Average</th>
<th>Highest in the Year</th>
<th>Lowest in the year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Cherrapunji</td>
<td>1110.5</td>
<td></td>
<td>1418.9 (1995)</td>
<td>853.7 (1992)</td>
</tr>
<tr>
<td>3</td>
<td>Mawsynrum</td>
<td>1302.8</td>
<td></td>
<td>1672.0 (1998)</td>
<td>989.2 (1997)</td>
</tr>
<tr>
<td>6</td>
<td>William Nagar</td>
<td>310.6</td>
<td></td>
<td>356.9 (1993)</td>
<td>269.1 (1992)</td>
</tr>
</tbody>
</table>

Figure in parenthesis indicate the year

Source: Directorate of Agriculture, Meghalaya.
ANNEXURE II (C)

Average Month-wise Maximum and minimum temperature at some stations of Meghalaya (1991-2000)

<table>
<thead>
<tr>
<th>Station</th>
<th>January Max</th>
<th>January Min</th>
<th>February Max</th>
<th>February Min</th>
<th>March Max</th>
<th>March Min</th>
<th>April Max</th>
<th>April Min</th>
<th>May Max</th>
<th>May Min</th>
<th>June Max</th>
<th>June Min</th>
<th>July Max</th>
<th>July Min</th>
<th>August Max</th>
<th>August Min</th>
<th>September Max</th>
<th>September Min</th>
<th>October Max</th>
<th>October Min</th>
<th>November Max</th>
<th>November Min</th>
<th>December Max</th>
<th>December Min</th>
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</thead>
<tbody>
<tr>
<td>Shillong</td>
<td>14.4</td>
<td>4.3</td>
<td>17.8</td>
<td>6.1</td>
<td>21.8</td>
<td>12.4</td>
<td>24.5</td>
<td>14.0</td>
<td>24.2</td>
<td>16.1</td>
<td>23.6</td>
<td>16.7</td>
<td>23.8</td>
<td>17.7</td>
<td>23.7</td>
<td>17.5</td>
<td>24.1</td>
<td>17.3</td>
<td>22.3</td>
<td>14.3</td>
<td>19.3</td>
<td>10.5</td>
<td>16.7</td>
<td>7.4</td>
</tr>
<tr>
<td>Cherrapunji</td>
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<td>5.8</td>
<td>15.4</td>
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<td>13.0</td>
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<td>16.5</td>
<td>22.2</td>
<td>18.0</td>
<td>22.8</td>
<td>18.9</td>
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<td>19.9</td>
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<td>22.9</td>
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<td>12.2</td>
<td>16.9</td>
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<td>Mawsynram</td>
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<td>5.2</td>
<td>16.4</td>
<td>6.8</td>
<td>21.0</td>
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<td>21.4</td>
<td>12.4</td>
<td>16.6</td>
<td>8.4</td>
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<td>4.2</td>
<td>16.8</td>
<td>6.8</td>
<td>20.0</td>
<td>14.0</td>
<td>20.0</td>
<td>13.6</td>
<td>22.8</td>
<td>16.0</td>
<td>22.0</td>
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<td>1.8</td>
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<td>14.8</td>
<td>21.0</td>
<td>12.4</td>
<td>16.6</td>
<td>8.2</td>
</tr>
<tr>
<td>Williamnagar</td>
<td>14.4</td>
<td>4.3</td>
<td>17.8</td>
<td>6.1</td>
<td>21.8</td>
<td>12.4</td>
<td>24.5</td>
<td>14.9</td>
<td>24.2</td>
<td>16.1</td>
<td>23.6</td>
<td>16.7</td>
<td>23.8</td>
<td>17.7</td>
<td>23.7</td>
<td>17.5</td>
<td>24.1</td>
<td>17.3</td>
<td>22.3</td>
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<td>19.3</td>
<td>10.5</td>
<td>16.1</td>
<td>7.4</td>
</tr>
<tr>
<td>Tura</td>
<td>14.0</td>
<td>4.6.</td>
<td>16.2</td>
<td>6.8</td>
<td>19.8</td>
<td>12.0</td>
<td>20.8</td>
<td>13.6</td>
<td>22.7</td>
<td>16.2</td>
<td>21.8</td>
<td>18.0</td>
<td>22.8</td>
<td>18.8</td>
<td>24.1</td>
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<td>14.8</td>
<td>20.8</td>
<td>12.6</td>
<td>16.6</td>
<td>8.4</td>
</tr>
</tbody>
</table>

Source: Directorate of Agriculture, Meghalaya.
### ANNEXURE - III

**Health care and family welfare services in Meghalaya**

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of welfare centres</th>
<th>No of beds</th>
<th>Beds /lakh</th>
<th>Doctor /lakh popln</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hospitals</td>
<td>Dispensary</td>
<td>PHC/CHC</td>
<td></td>
</tr>
<tr>
<td>1992-93</td>
<td>9</td>
<td>21</td>
<td>72</td>
<td>2082</td>
</tr>
<tr>
<td>1993-94</td>
<td>9</td>
<td>21</td>
<td>72</td>
<td>2082</td>
</tr>
<tr>
<td>1994-95</td>
<td>9</td>
<td>21</td>
<td>72</td>
<td>2242</td>
</tr>
<tr>
<td>1995-96</td>
<td>9</td>
<td>21</td>
<td>77</td>
<td>2352</td>
</tr>
<tr>
<td>1996-97</td>
<td>9</td>
<td>29</td>
<td>88</td>
<td>2377</td>
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<tr>
<td>1997-98</td>
<td>10</td>
<td>38</td>
<td>78</td>
<td>2377</td>
</tr>
<tr>
<td>1998-99</td>
<td>10</td>
<td>38</td>
<td>88</td>
<td>2377</td>
</tr>
</tbody>
</table>

Source: Statistical Hand Book of Meghalaya.

### ANNEXURE - IV

**Number of Educational Institutions in Meghalaya**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary &amp; junior basic</td>
<td>4177</td>
<td>4257</td>
<td>4296</td>
</tr>
<tr>
<td>Middle &amp; senior basic</td>
<td>850</td>
<td>913</td>
<td>922</td>
</tr>
<tr>
<td>High &amp; Higher Secondary</td>
<td>429</td>
<td>443</td>
<td>448</td>
</tr>
<tr>
<td>Basic &amp; non basic training School</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Teachers training college</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Polytechnic</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>College of Arts., Commerce &amp; Science</td>
<td>27</td>
<td>29</td>
<td>32</td>
</tr>
<tr>
<td>University</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>All Institutions</td>
<td>5496</td>
<td>5655</td>
<td>5710</td>
</tr>
</tbody>
</table>

Source: Statistical Hand Book of Meghalaya, 2000
ANNEXURE--V
Percentage of literacy (Rural & urban)

<table>
<thead>
<tr>
<th>Year</th>
<th>Rural</th>
<th>Urban</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>27.45</td>
<td>64.12</td>
<td>34.08</td>
</tr>
<tr>
<td>1991</td>
<td>41.05</td>
<td>81.74</td>
<td>49.10</td>
</tr>
<tr>
<td>2001</td>
<td>N.A.</td>
<td>N.A.</td>
<td>63.31</td>
</tr>
</tbody>
</table>


ANNEXURE- VI
Length of roads in Meghalaya under different agencies
(In K.M.)

<table>
<thead>
<tr>
<th>Year</th>
<th>National Highway</th>
<th>State Highway</th>
<th>Major district road</th>
<th>Other district road</th>
<th>Total</th>
<th>Road density/100 Sq KM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990-91</td>
<td>462</td>
<td>934</td>
<td>1058</td>
<td>3233</td>
<td>5687</td>
<td>25.36</td>
</tr>
<tr>
<td>1991-92</td>
<td>350 *</td>
<td>1021</td>
<td>886</td>
<td>3467</td>
<td>5724</td>
<td>25.52</td>
</tr>
<tr>
<td>1992-93</td>
<td>350 *</td>
<td>1023</td>
<td>1032</td>
<td>4586</td>
<td>6921</td>
<td>28.94</td>
</tr>
<tr>
<td>1995-96</td>
<td>350</td>
<td>953</td>
<td>1032</td>
<td>4586</td>
<td>6921</td>
<td>28.94</td>
</tr>
<tr>
<td>1996-97</td>
<td>386</td>
<td>910</td>
<td>1174</td>
<td>4021</td>
<td>6491</td>
<td>28.94</td>
</tr>
</tbody>
</table>

* Excluding roads under BRTF

### ANNEXURE VII (A)

**Land utilization pattern in Meghalaya by districtwise during 1998-99**

<table>
<thead>
<tr>
<th>Sl NO</th>
<th>Name of the district</th>
<th>Geographical area</th>
<th>Reporting area</th>
<th>Forest</th>
<th>Non available for cultivation</th>
<th>Un-cultivable land</th>
<th>Total Fallow land</th>
<th>Net area sown</th>
<th>Total cropped area</th>
<th>Area sown more than once</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>East Khasi Hills</td>
<td>275</td>
<td>275</td>
<td>106</td>
<td>47</td>
<td>80</td>
<td>127</td>
<td>11</td>
<td>31</td>
<td>38</td>
</tr>
<tr>
<td>2</td>
<td>Ri-bhoi</td>
<td>238</td>
<td>238</td>
<td>82</td>
<td>31</td>
<td>84</td>
<td>115</td>
<td>15</td>
<td>21</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>West Khasi Hills</td>
<td>530</td>
<td>530</td>
<td>208</td>
<td>71</td>
<td>161</td>
<td>232</td>
<td>67</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>4</td>
<td>Jaintia Hills</td>
<td>381</td>
<td>381</td>
<td>154</td>
<td>30</td>
<td>137</td>
<td>167</td>
<td>27</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>5</td>
<td>East Garo Hills</td>
<td>260</td>
<td>260</td>
<td>125</td>
<td>10</td>
<td>67</td>
<td>77</td>
<td>27</td>
<td>29</td>
<td>34</td>
</tr>
<tr>
<td>6</td>
<td>West Garo Hills</td>
<td>371</td>
<td>371</td>
<td>168</td>
<td>22</td>
<td>60</td>
<td>82</td>
<td>58</td>
<td>64</td>
<td>84</td>
</tr>
<tr>
<td>7</td>
<td>South Garo Hills</td>
<td>187</td>
<td>187</td>
<td>102</td>
<td>9</td>
<td>31</td>
<td>40</td>
<td>24</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>8</td>
<td>Total</td>
<td>2242</td>
<td>2242</td>
<td>950</td>
<td>220</td>
<td>620</td>
<td>840</td>
<td>232</td>
<td>218</td>
<td>262</td>
</tr>
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</table>


### ANNEXURE VII (B)
## District-wise overview of Agri-Horticultural scenario in Meghalaya during 2000

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Description</th>
<th>East Khasi Hills</th>
<th>Ri-Bhoi</th>
<th>West Khasi Hills</th>
<th>Jaintia Hills</th>
<th>East Garo Hills</th>
<th>West Garo Hills</th>
<th>South Garo Hills</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Net sown area</td>
<td>30.73</td>
<td>21.32</td>
<td>22.10</td>
<td>33.04</td>
<td>28.90</td>
<td>63.96</td>
<td>18.30</td>
</tr>
<tr>
<td>2</td>
<td>Area sown more than</td>
<td>7.75</td>
<td>1.50</td>
<td>4.99</td>
<td>0.31</td>
<td>5.22</td>
<td>19.93</td>
<td>4.74</td>
</tr>
<tr>
<td>3</td>
<td>Gross cropped area</td>
<td>38.49</td>
<td>22.83</td>
<td>27.09</td>
<td>33.66</td>
<td>34.12</td>
<td>83.89</td>
<td>23.03</td>
</tr>
<tr>
<td>4</td>
<td>Cropping intensity</td>
<td>125</td>
<td>107</td>
<td>122</td>
<td>100</td>
<td>118</td>
<td>131</td>
<td>125</td>
</tr>
<tr>
<td>5</td>
<td>Land occupancy by major crops</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Paddy</td>
<td>5.37</td>
<td>11.69</td>
<td>9.03</td>
<td>16.85</td>
<td>17.06</td>
<td>37.35</td>
<td>9.03</td>
</tr>
<tr>
<td>b)</td>
<td>Other Cereals</td>
<td>2.35</td>
<td>1.60</td>
<td>4.50</td>
<td>3.04</td>
<td>1.65</td>
<td>9.29</td>
<td>1.10</td>
</tr>
<tr>
<td>c)</td>
<td>Pulses &amp; Oil seeds</td>
<td>0.50</td>
<td>0.36</td>
<td>0.11</td>
<td>0.52</td>
<td>1.75</td>
<td>8.72</td>
<td>0.76</td>
</tr>
<tr>
<td>d)</td>
<td>Fibre crops</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3.31</td>
<td>11.12</td>
<td>1.70</td>
</tr>
<tr>
<td>e)</td>
<td>Fruits</td>
<td>10.45</td>
<td>4.45</td>
<td>2.39</td>
<td>3.21</td>
<td>3.30</td>
<td>7.04</td>
<td>1.89</td>
</tr>
<tr>
<td>f)</td>
<td>Vegetables</td>
<td>5.21</td>
<td>2.51</td>
<td>6.70</td>
<td>7.08</td>
<td>2.00</td>
<td>5.52</td>
<td>4.75</td>
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<tr>
<td>g)</td>
<td>Spices</td>
<td>0.55</td>
<td>0.80</td>
<td>0.31</td>
<td>1.06</td>
<td>5.05</td>
<td>3.58</td>
<td>0.47</td>
</tr>
<tr>
<td>h)</td>
<td>Others</td>
<td>14.06</td>
<td>1.34</td>
<td>4.05</td>
<td>1.40</td>
<td>-</td>
<td>1.27</td>
<td>3.33</td>
</tr>
</tbody>
</table>

Source: Statistical Hand Book of Meghalaya, 2000

ANNEXURE VII (C)
Growth rate of area, production and productivity of some important agricultural crops of Meghalaya during 1991-2000

<table>
<thead>
<tr>
<th>Name of the crop</th>
<th>Area</th>
<th>Production</th>
<th>Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paddy</td>
<td>0.27</td>
<td>6.91</td>
<td>6.44</td>
</tr>
<tr>
<td>Cereals</td>
<td>(0.27)</td>
<td>2.07</td>
<td>2.38</td>
</tr>
<tr>
<td>Pulses</td>
<td>0.26</td>
<td>0.41</td>
<td>0.19</td>
</tr>
<tr>
<td>Oil deeds</td>
<td>0.69</td>
<td>1.78</td>
<td>0.92</td>
</tr>
<tr>
<td>Cole crops</td>
<td>0.66</td>
<td>1.89</td>
<td>1.16</td>
</tr>
<tr>
<td>Potato</td>
<td>0.49</td>
<td>3.03</td>
<td>2.56</td>
</tr>
<tr>
<td>Carrot</td>
<td>0.55</td>
<td>5.27</td>
<td>4.54</td>
</tr>
<tr>
<td>S. Vegetables</td>
<td>2.47</td>
<td>5.36</td>
<td>2.48</td>
</tr>
<tr>
<td>Temperate fruits</td>
<td>(9.73)</td>
<td>(7.24)</td>
<td>7.78</td>
</tr>
<tr>
<td>Orange</td>
<td>0.43</td>
<td>0.76</td>
<td>0.33</td>
</tr>
<tr>
<td>Other fruits</td>
<td>1.44</td>
<td>0.69</td>
<td>(0.68)</td>
</tr>
<tr>
<td>Pineapple</td>
<td>@0.05</td>
<td>3.49</td>
<td>1.27</td>
</tr>
<tr>
<td>Citrus fruits</td>
<td>0.78</td>
<td>0.02</td>
<td>(0.73)</td>
</tr>
<tr>
<td>Ginger</td>
<td>1.99</td>
<td>0.52</td>
<td>(1.29)</td>
</tr>
<tr>
<td>Turmeric</td>
<td>1.06</td>
<td>0.52</td>
<td>(1.29)</td>
</tr>
<tr>
<td>Chilli</td>
<td>0.4</td>
<td>0.66</td>
<td>46.86</td>
</tr>
<tr>
<td>Areca nut</td>
<td>1.33</td>
<td>4.58</td>
<td>3.07</td>
</tr>
</tbody>
</table>

(Figure in parenthesis indicate negative growth rate.)
## ANNEXURE VIII

**Power scenario of Meghalaya**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Installed Capacity(MW)</td>
<td>-</td>
<td>-</td>
<td>193.76</td>
<td>193.76</td>
<td>193.76</td>
<td>186.71</td>
<td>188.76</td>
<td>188.76</td>
<td>188.76</td>
</tr>
<tr>
<td>Generation (M.W.)</td>
<td>338.63</td>
<td>421.08</td>
<td>429.80</td>
<td>584.06</td>
<td>377.73</td>
<td>542.55</td>
<td>486.02</td>
<td>596.62</td>
<td>555.79</td>
</tr>
<tr>
<td>Power exported</td>
<td>-</td>
<td>-</td>
<td>195.61</td>
<td>319.88</td>
<td>117.05</td>
<td>235.66</td>
<td>153.59</td>
<td>240.71</td>
<td>175.77</td>
</tr>
<tr>
<td>Sector wise Consumption (MKwh)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Domestic</td>
<td>-</td>
<td>-</td>
<td>36.31</td>
<td>94.79</td>
<td>117.76</td>
<td>48.55</td>
<td>85.42</td>
<td>121.12</td>
<td>122.87</td>
</tr>
<tr>
<td>ii) Commercial</td>
<td>-</td>
<td>-</td>
<td>43.01</td>
<td>25.76</td>
<td>18.54</td>
<td>48.09</td>
<td>42.79</td>
<td>37.22</td>
<td>34.15</td>
</tr>
<tr>
<td>iii) Industrial</td>
<td>-</td>
<td>-</td>
<td>84.92</td>
<td>38.53</td>
<td>40.28</td>
<td>90.08</td>
<td>60.55</td>
<td>49.06</td>
<td>79.89</td>
</tr>
<tr>
<td>iv) Public lighting</td>
<td>-</td>
<td>-</td>
<td>3.14</td>
<td>4.25</td>
<td>3.20</td>
<td>3.23</td>
<td>3.28</td>
<td>3.47</td>
<td>0.762</td>
</tr>
<tr>
<td>v) Agriculture</td>
<td>-</td>
<td>-</td>
<td>1.50</td>
<td>2.58</td>
<td>1.19</td>
<td>1.50</td>
<td>1.41</td>
<td>1.42</td>
<td>0.25</td>
</tr>
<tr>
<td>vi) Others</td>
<td>-</td>
<td>-</td>
<td>61.67</td>
<td>75.31</td>
<td>72.89</td>
<td>81.70</td>
<td>107.04</td>
<td>98.20</td>
<td>107.27</td>
</tr>
<tr>
<td>vii) Total</td>
<td>-</td>
<td>-</td>
<td>230.55</td>
<td>241.22</td>
<td>253.86</td>
<td>273.15</td>
<td>300.49</td>
<td>310.39</td>
<td>342.20</td>
</tr>
</tbody>
</table>

Source: Different issues of Statistical Hand Book of Meghalaya.

## ANNEXURE IX

**Industrial scenario in the state of Meghalaya**
<table>
<thead>
<tr>
<th>Year</th>
<th>No of industries</th>
<th>No of employees involved</th>
<th>Increase / decrease of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Factories</td>
<td>Industries</td>
<td>Total</td>
</tr>
<tr>
<td>1992-93</td>
<td>55</td>
<td>1941</td>
<td>1996</td>
</tr>
<tr>
<td>1993-94</td>
<td>53</td>
<td>2094</td>
<td>2147</td>
</tr>
<tr>
<td>1994-95</td>
<td>56</td>
<td>2294</td>
<td>2350</td>
</tr>
<tr>
<td>1995-96</td>
<td>58</td>
<td>2533</td>
<td>2591</td>
</tr>
<tr>
<td>1996-97</td>
<td>58</td>
<td>2765</td>
<td>2823</td>
</tr>
<tr>
<td>1997-98</td>
<td>65</td>
<td>3008</td>
<td>3073</td>
</tr>
<tr>
<td>1998-99</td>
<td>69</td>
<td>3270</td>
<td>3339</td>
</tr>
</tbody>
</table>

Source: Statistical Hand Book of Meghalaya.

ANNEXURE X

Contribution of service sector to N S D P (Rs in Lakhs)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current prices</td>
<td>Service</td>
<td>73392</td>
<td>119866</td>
<td>142605</td>
<td>164983</td>
</tr>
<tr>
<td>Total SDP</td>
<td></td>
<td>130572</td>
<td>214638</td>
<td>246713</td>
<td>280620</td>
</tr>
<tr>
<td>Contribution of service sector to SDP</td>
<td>56.20</td>
<td>55.84</td>
<td>57.80</td>
<td>58.79</td>
<td></td>
</tr>
<tr>
<td>Constant prices</td>
<td>Service</td>
<td>73392</td>
<td>91134</td>
<td>99824</td>
<td>106327</td>
</tr>
<tr>
<td>Total SDP</td>
<td></td>
<td>130572</td>
<td>164903</td>
<td>176920</td>
<td>188051</td>
</tr>
<tr>
<td>Contribution of service sector</td>
<td>56.20</td>
<td>55.26</td>
<td>56.42</td>
<td>56.54</td>
<td></td>
</tr>
</tbody>
</table>

Source: Statistical Hand Book of Meghalaya, 2000

ANNEXURE XI

Per Capita income of Meghalaya at current and Constant prices

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current prices</td>
<td>6703</td>
<td>9565</td>
<td>10607</td>
<td>12466</td>
</tr>
<tr>
<td>Constant prices</td>
<td>6703</td>
<td>7349</td>
<td>7606</td>
<td>7826</td>
</tr>
</tbody>
</table>

Source: Directorate of Economics & statistics.

### ANNEXURE XII

**Consumer Price Index**

<table>
<thead>
<tr>
<th>Year</th>
<th>For urban non-manual employees</th>
<th>Industrial workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>193</td>
<td>212</td>
</tr>
<tr>
<td>1992</td>
<td>215</td>
<td>237</td>
</tr>
<tr>
<td>1993</td>
<td>229</td>
<td>252</td>
</tr>
<tr>
<td>1994</td>
<td>246</td>
<td>278</td>
</tr>
<tr>
<td>1995</td>
<td>265</td>
<td>306</td>
</tr>
<tr>
<td>1996</td>
<td>288</td>
<td>334</td>
</tr>
<tr>
<td>1997</td>
<td>312</td>
<td>358</td>
</tr>
<tr>
<td>1998</td>
<td>339</td>
<td>405</td>
</tr>
<tr>
<td>1999</td>
<td>356</td>
<td>424</td>
</tr>
</tbody>
</table>

Source: Directorate of Economics & Statistics.
APPENDIX I

20 YEARS PERSPECTIVE MASTER PLAN FOR THE DEVELOPMENT OF TOURISM

Schedule-1

1. Name of the tourist -Mr./Mrs.
2. State/Country
3. Occupation
4. Visit alone/family/group
   (If in a family/group, how many members)
5. Your idea of a perfect vacation
   a) To stroll into the nature in solitude
   b) To visit a place of attraction/importance
   c) To relax/roam around to forget the tedious and routine home/work life
   d) To discuss the world
   e) To have a adventure (like trekking, skiing, rafting etc.)
   f) To have a fun/enjoy.
6. Do you generally plan your vacation? Yes/No
   If yes, when did you first think about this vacation? ................. months
7. Does your tourist circuit comprise of one state or more? (If more than one state, name of the states)
   .................................................................................................
8. You have decided to come to the place...........
   a) in consultation with your family/friends.
   b) after going through a travel brochure of the tourism department.
   C) as per recommendation of tour/travel agent (s).
9. How often do you travel as a tourist
   ................................................times in ..............................year(s)
10. Do you generally prefer holidays in a quite place or a place where tourists visit frequently?
    Always/sometimes/Rarely/Never.
11. Is it your first visit to this state- yes/no.
    How many days you plan to stay in this state ----- days
12. What are the factors that you consider while evaluating a destination for a visit on a vacation?
    How much are the factors responsible in general for selecting a place while planning holiday.
    a) Transportation to the destination (accessibility)
    b) Transportation within the destination.
    c) Availability of suitable accommodation
       Luxury/Economic/Anything.
    d) Cost of accommodation & transportation
e) Law & order situation
f) Drinking water
g) Main tourist attraction
h) Area of interest
i) Attraction of surrounding places
j) Local people/culture
k) Infrastructure
l) No. of tourists visiting the place
m) Distance from your place
n) Recommendation of people who have already visited the place
o) Recommendation of tour /travel operator
p) Time availability to you
q) Weather of the destination

13. Do you prefer conducted (or packaged) tour while visiting a destination?

14. How do you develop ideas about a particular destination?
   a) Remarks of the people who have already visited
   b) From brochures of the tourist department
   c) From publications like article, book, newspaper
   d) From TV/radio
   e) From tour operators.
   f) From your general knowledge

15. Does your image of a particular place change after actually visiting the place - always/sometimes/never/can’t say.

16. According to you, out of the following options, which aspect deserves attraction as a tourist destination?
   a) Natural beauty
   b) Wildlife
   c) Heritage tourism
   d) Pilgrimage
   e) Adventure tourism
   f) Cultural tourism.

17. What is your opinion regarding the following in the state.

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Better</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Transportation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Availability of suitable accommodation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Accommodation cost &amp; transportation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Law &amp; order situation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e.</td>
<td>Drinking water</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f.</td>
<td>Tourist attractions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g.</td>
<td>Local people</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h.</td>
<td>Local/heritage/culture</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i.</td>
<td>No. of tourists visiting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

18. How much money do you plan/want to spend in this state?
19. a) Which tourism product of this state attracts you.  
b). How much money would you want to spend in purchasing of tourism products.

20. Did you have any interaction with the local people.? Yes/No  
Are you satisfied with their hospitality? Yes/No

21. Do you have any plan to visit the state again? yes/No.

22. Would you advise your relatives/friends to visit the state? yes/No.
1. Name of the respondent : 
2. Sex : Male/Female : 
3. Age : 
4. Educational Qualification : 
5. Religion : 
6. Occupation : Service / business / others (Specify) 
7. How do you like about your state ? : 
8. What is your view about the development in your state ? : 
9. How do you rank tourism as a potential earner for the state - Leading/Moderate/Loosing 
10. Do you think that the development of tourism industry in the state will mitigate / reduce the problems of employment 
11. Do you have any suggestion to attract the tourist inflow to your state ? : 
12. Are you proud being the citizen of this state ? Yes/No 
13. Do you feel that other countrymen have exploited or neglected you ? Yes/No 
14. What is your opinion about the tourist : 
   i) they come to exploit & extra it. 
   ii) they provide income & scope for employment 
   iii) they are generally hostile 
   iv) they are damaging the environment. 
   v) they are spreading bad effects on the social values. 

Schedule III 

Questionnaire III
How do you rank tourism as a potential earner for the state – Leading/Moderate/Loosing

2. Do you think that the development of tourism industry in the state will mitigate/reduce the problems of employment. Yes/No

Do you feel reduction of annual forces in the state will change/improve the socio-political scenario of the state. Yes/No

Do you feel the armed forces can contribute towards the economic development of the state? If so how is it proposed?

Do you feel that the abuse of drugs & hooliganism will be reduced with the development of tourism industry
GOVERNMENT OF MEGHALAYA
TOURISM DEPARTMENT
NOTIFICATION

No.: Tourism 136/96/264 The Governor of Meghalaya is pleased to announce the Tourism Policy of the State of Meghalaya for general information as below:

This policy takes effect from the date of publication.

MEGHALAYA TOURISM POLICY – 2001

Tourism development is as significant to Meghalaya, as it has been in the other more progressive states of India where it has grown into a promising industry. In this context, Tourism can, therefore, be considered the gateway to economic development of the State.

Meghalaya offers enormous potential for employment and economic growth by utilizing the natural attractions like landscapes, mountains and peaks, beaches, rivers, waterfalls, flora and fauna. It also applies to a multitude of man-made attractions like monuments, places and unique rural and city environment.

To overcome the over-growing unemployment, the Government has attached more importance in the tourism industry. Meghalaya has an edge over other tourist centres in the North east as it has unique blend of different cultures, congenial climatic conditions and better infrastructures for setting up of tourism related activities.

During the last twenty years, Government has made several attempts to develop industries, encourage agricultural and other related activities in efforts to create employment. Unfortunately, the impact has not been as desired as there is no viable industrial base and even in the Tourism Sector, infrastructure so developed has been in an unorganised manner without any concise plan and sense of direction.

The Meghalaya Tourism Policy – 2001 has been formulated to attract more tourists from India and abroad and at the same time allow benefits to reach the grassroots of the populace thereby mitigating innumerable interlinked problems being faced presently.
OBJECTIVE OF THE POLICY:

In the context of the above, the overriding objectives of the Tourism policy will be to:

i) create self sustainable jobs for the local youth of the State
ii) Generate substantial revenue for the State exchequer
iii) Project a friendly tourist image to the world at large and make the state one of the best tourist destinations of the country by capitalising on the State’s natural assets; managing them properly and creating a consistent competitive advantage
iv) Promote local interests through strategic alliances with investors
v) To be the major tourism destination by per capital market share of visitor’s expenditure
vi) Create a business climate which will attract outside investment
vii) Encourage domestic tourism (inter State) with a view to provide to the people of the country as well as the State especially those living in rural areas to understand geographical and cultural diversity of the State as well as the aspirations and viewpoints of others so as to bring about a greater national integration and cohesion.
viii) Offer opportunities to the youth not only for employment but also for taking up activities of nation building character like sports, adventure and the like
ix) Bring socio-economic benefits to the community and the State terms of faster economic growth, larger employment opportunities, better income generation and foreign exchange earning, balanced development of backward areas and weaker sections, higher tax revenue to the State and cause sustainable human development.
x) Preserving and enriching our cultural heritage in all its manifestations and causing accretion and strength rather than damage to our social and cultural values.
xii) To create suitable environment for development of basic infrastructure facilities for tourism including communication and transportation links.
xii) To promote and protect the interest of the people of Meghalaya by making various incentives available for setting up of hotels, health resorts, amusement parks etc.

To encourage traditional artisans and the handicraft sector.
xiv) To include all Circuit Houses and Dak Bungalows under different Meghalaya Government Departments within and outside the state for providing facilities to Tourists in co-ordination with the concerned departments.
DEFINITION & ELIGIBILITY

NEW UNIT: New units mean a tourism unit, which commences execution/operation of the project on or after January 1997 with prior approval in writing from the Director of Tourism, Government of Meghalaya.

ELIGIBLE UNITS: Only projects approved by the Department of Tourism after 1997 would be eligible for incentives and concessions.

INCENTIVES: Incentives shall be available for new units as well as to the existing units undergoing expansion modernisation and diversification.

1. INVESTIVES:
   20% of the capital cost of investment on land, building, plant and machinery subject to a ceiling of Rs. 25.00 lakhs shall be provided for all tourism related activities including drawal of water supply.

2. MAINTENANCE AND UP KEEP SUBSIDY:
   20% on the cost of maintenance and upkeep of the equipment needed for the golfer, adventure tourism and water sports subject to a maximum of Rs. 5.00 lakhs per year shall be allowed for a period of 5 years.

3. PUBLICITY SUBSIDY:
   10% of the cost incurred for publicity shall be eligible for subsidy upto ceiling of Rs. 2.00 lakhs per annum for a period of 5 years.

4. SALES TAX EXEMPTION:
   All new units shall be exempted from payment of sales tax wherever applicable for a period of 5 years from the date of commencement of commercial operation.

5. SUBSIDY ON POWER GENERATING SET/POWER:
   Subsidy on captive power generation set including non-conventional energy generation set including drawal of line shall be 50% of the cost of the set subject to a ceiling of Rs. 5.00 lakhs. Subsidy on power shall be granted as per provisions laid down in the Meghalaya Industrial Policy 1997 on the subject.

6. SUBSIDY ON TELEPHONE CONNECTION:
Fifty percent subsidy on one time investment on telephone connections.

7. EXEMPTION FROM STAMP DUTY:

An exemption of 75% of the applicable stamp duty will be provided to assist entrepreneurs in executing deed(s) for financial assistance from Bank/Financial Institutions.

8. SUBSIDY ON THE COST OF FEASIBILITY STUDIES AND PROJECTS REPORTS:

Subsidy will be provided at 100% for meeting the cost for preparation of feasibility/project report subject to a maximum of Rs. 25,000.00 provided that the report is of a Registered Reputed Agency approved by the Government. However, Project estimated for Rs. 1 crore and above shall be eligible for 1% of the total cost subject to a maximum ceiling of Rs. 1 lakh.

9. INTEREST SUBSIDY:

A subsidy on interest payments to bank/financial institutions will be provided at the rate of 4% on term loans (excluding working capital loans) availed by an entrepreneurs for setting of approved Tourism Units subject to a maximum of Rs. 10,000.00 per month for a period of 5 (five) years from the date of disbursement of the loan.

This subsidy will be in the form of re-imbursement of actual repayment made.

10. SUPPORT FOR PAYING GUEST ACCOMODATION SCHEME:

Soft loans/subsidies for renovation of property which is 2/3rd of the capital cost with a maximum ceiling of rupees one lakh will be provided in Paying Guest Schemes. The Government will give necessary publicity through its various offices and ensure that commercial tariffs are not charged from the owners or such units for electricity/water use etc. The units shall not come under the purview of the local taxes such as sales tax, luxury tax etc; since the units are required to provide the facility of only bed and breakfast.

11. EXEMPTION ON LUXURY TAX:

All new units shall be entitled for exemption from luxury tax for a period of 5 years from the date of commencing operation.

DEFINITION

Tourism Units:
Tourism units are commercial establishments providing public facilities/services to the tourist and will include the following:

1. Accommodation units including hotels and restaurants, wayside facilities, apartments, hotels, and other facilities like telephones, toilets, parking area etc.
2. Tourist resorts.
3. Amusement parks and adventure sports etc.
4. Paying Guest Accommodations.

A) Hotel:

Hotel means a boarding and lodging unit providing adequate finished beds in double and single rooms attached with sanitary fitted toilets and bathrooms, with suitable dining, reception and public area, vehicular parking area etc.

B) Tourist Resorts:

A tourist Resort will be defined as thrust unit, which has at least any three of the following activities/facilities:

a) Accommodation of at least 10 rooms with attached bath/toilet in urban areas and five in the rural areas.
b) Full-fledged Restaurant with modern kitchen and geared to provide room service etc.
c) Health Club facilities e.g. Sauna Bath, Jacuzzi , Steam Bath, Gymnasium etc
d) Water sports e.g. white water rafting, canoeing, and kayaking.
e) Beauty parlour including Barber Shops and massage facilities.
f) Children’s corners including Gracho, park, Indoor Games and other recreational facilities.
g) Landscaped Gardens and Orchards.
h) Jogging tracks/nature trails.
i) Convention/conference facilities.
j) Shopping Arcade
k) Well-stocked library including Video Library.
l) Auditorium
m) Nature care facilities e.g. Yoga, Ayurvedic/Herbal Care.
n) Open Air Recreation.

C) Amusement Parks:

It may be defined as an open area development for recreational facilities for people of all ages. It should contain various kinds of fun/joy rides, magic shows, toilets,
telecommunication, first aid, adequate parking etc. It should also contain restaurants with attached bath and toilet facilities.

**PAYING GUEST ACCOMODATION:**

The scheme will be introduced to provide affordable and hygienic accommodation for the domestic and international tourists at important tourist centres in the State helping in supplementing the existing accommodation. The concept offers visiting tourists an opportunity to stay with a local family, experience the local way of life, discovers its rich culture and cuisine. The scheme envisages accommodation located in suitable localities with easy accessibility from the transport station/airport which in turn will involve the local people and generate employment. The rooms will be of suitable sizes with attached bathrooms with a good standard of hygiene on bed and breakfast basis. The Scheme is voluntary with units to be registered with complete details with the State Tourism Department and shall include Co-operative Group Housing Society.

**ROLE OF THE GOVERNMENT:**

Tourism is a multi-sector activity and the industry is influenced by many other sectors of the country economy. The Government efforts will therefore, be directed at ensuring inter-governmental linkage and effective co-ordination. Government has to play a pivotal role in tourism management and promotion. There are several areas in which Government has to play a key role. These are:

a. Providing public infrastructure facility including local planning.
b. Planning tourism development as a part of the other overall area development strategy
c. Creating nucleus infrastructure in the initial stage of development to demonstrate the potential of the area.
d. Providing support facilities and facilitation services to private enterprises along with appropriate incentives.
e. Introducing regulatory measures to ensure social, cultural and environmental sustainability.
f. Ensuring that the type and scale of tourism development is compatible with the environment and socio-cultural milieu of the area.
g. Ensuring that the local community is fully involved and the benefits of tourism accrue to them.
h. Facilitating availability of trained manpower and providing training and exposure particularly from amongst the local population jointly with the industry department.
i. Undertaking research including folklore legends etc and compiling, preparing master plans, and facilitating formulation of marketing strategies.
j. Providing efficient transport and communication services.
k. Providing clean and adequate basic amenities like drinking water, toilet facilities, wayside refreshment centres, healthcare centres etc.
l. Providing aggressive publicity through all the Metropolitan cities as well as abroad and setting up of Tourist information Centres.
m. Inter-Departmental Co-ordination.
Inter-Departmental Co-ordination will be establishment among the tourism related agencies/departments like Tourism, Forest, Arts & Culture etc. to work united for maintenance, conservation, development and marketing of attractive tourism products. This will be achieved through a committee known as Tourism Advisory-cum-Co-ordination Committee comprising of:

I) Chief Secretary : Chairman
II) Principal Secretary/Commissioner & Secretary/Secretary, Finance : Member
III) Principal Secretary/Commissioner & Secretary/Secretary, Planning : Member
IV) Principal Secretary/Commissioner & Secretary/Secretary, Forest : Member
V) Principal Secretary/Commissioner & Secretary/Secretary, Art & Culture : Member
VI) Principal Secretary/Commissioner & Secretary/Secretary, C & RD: Member
VII) Principal Secretary/Commissioner & Secretary/Secretary, Industries: Member
VIII) Principal Secretary/Commissioner & Secretary/Secretary, Tourism: Member
IX) Secretary, P.W.D.: Member
X) Director of Tourism: Member-Secretary

To sum up the State Government will confine it efforts to infrastructural development, dissemination of information and co-ordination of sectoral activities to create conditions for attracting substantial private sector investment in the tourism sector. It is not the job of State Agencies to run hotels and Tourist Buses and gradually the state will withdraw its activities from such operations and hand them over to the professionals in the tourism industry. The State will also provide fiscal incentives, assist in providing suitable sites and remove bottlenecks, especially those connected with infrastructural development. The State accords high priority to manpower development and protection of the interests of the tourists. It will set up or assist in setting up training institutions and suitable systems for ensuring quality control in tourism services. It will encourage more active participation of voluntary groups and the associations of hoteliers, the travel trade and tour operators in ensuring that the tourists are provided a fair deal. The State will ensure that its natural and cultural resources will be enhanced with the help of tourism activities and nothing that disturbs the ecological balance will be permitted.

ROLE OF PRIVATE SECTOR
The private sector has always been playing a bigger role in the field of tourism. The Government Policy will, therefore, aim to encourage the private sectors in the following areas

i) Building and managing the required tourist facilities in all places of tourist interest.

ii) Assuring collective responsibility for laying down industry standards, ethics and fair practices.

iii) Involving the local community in tourism projects and ensuring that the benefits of tourism accrue to them in right measure.

iv) Undertaking industry training and manpower development for achieving excellence in quality of services.

v) Participating in the preparation of investment guidelines and marketing strategies and assisting in database creation and research.

vi) Facilitating safety and security of tourists.

vii) Ensuring preservation and protection of tourist attractions.

viii) Endeavoring to promote tourism on a sustained and long-term perspective.

**THRUST AREAS**

Based upon the opportunities available in the state, the following forms of tourism have been identified:

a) **Nature Tourism (Flora & Fauna)**: There is tremendous scope for development of tourism based on wildlife in the State particularly in Balpakram, Nokrek Biosphere reserve, Nongkhyllem and Nongdaju areas in West Khasi Hills. National Parks and Game sanctuaries should be developed in coordination with the Forest Department and requisite facilities should be developed at or near such areas.

b) **Adventure Tourism**: Comprising of trekking, speleology, watersports, hang gliding, bungee jumping, mountain trekking, climbing etc. and adseiling activities. This type of tourism should be promoted in close coordination with recognized adventure associations.

c) **Cultural and Socio-cultural Tourism (Fairs & Festivals)**: Cultural centres are proposed to be developed in the major districts of East Khasi Hills, West Garo Hills and Jaintia Hills. Promotion of major fairs and festivals will be effected in both domestic and international markets.

d) **Health resort Tourism**: The State as a whole is acquiring a reputation for alternative medicine and also for producing natural healer. Efforts will therefore be made to promote this type of tourism through the development of healthcare infrastructure.

e) **Golf Tourism**: Meghalaya and Shillong in particular have tremendous potential for development of several golf courses. The temperate climate also is a comparative advantage for promoting this form of tourism.

f) **Conferencing and Convention Tourism**: The salubrious climate and beautiful natural setting are a comparative advantage, which could make Shillong in particular an important convention centre.
g) **Sports Tourism:** Once the studies are completed Shillong, Jowai and Tura can become venues for one day international cricket tournaments and other sports such as badminton, tennis and so on. The temperate climate makes the State attractive for such events.

h) **Casino Tourism:** This form of tourism is vital to overcome the constraints facing tourism development in the State, as it will have wide appeal especially in Muslim dominated countries such as Bangladesh, Malaysia and Indonesia. However, an international airport at Umroi is a prerequisite if this project is to succeed.

i) **Travel /Transportation and Communications:** To reach the tourist destinations, considerate upgradation of State and National Highways and roads leading to the places of tourist interest are needed. The Government will actively pursue and facilitate developing of the existing airports in co-operation with the National Airport Authority. It is hoped that the current policy of the Ministry of Civil Aviation and Tourism encouraging charter flights will continue so that such destinations can be serviced regularly in the near future in Meghalaya.

The Government will encourage Transport services for tourism purposes and also cruises without any restriction on fares or any monopoly rights .It will take up the development of selected jetties and river ports for the smooth operation of boat services. Interpreters in the private sector would also be encouraged to provide such facilities.

The passenger tax will be restructures to encourage larger tourist movement. The Government will continue to provide interstate transport permits and such other facilities as may be necessary.

j) **Arts & Crafts Promotion Tourism :** The Tourism Department in association with the Art & Culture Department and other State agencies will hold annual festivals and exhibitions for promoting specific destinations. Visitors’ Reception Centres will be set up at five or six places in the State to provide recreation as well as to encourage local cuisine and village arts & crafts. The funds for these purpose will be provided by the State Government.

**IMPLEMENTING AGENCY :**

a) The Directorate of Tourism will register all tourism and tourism related units.

b) The directorate of Tourism preferably the Meghalaya Tourism Development Corporation Ltd. will create and provide the tourism related infrastructure and prioritize as far as possible.

c) The Directorate of Tourism in collaboration with Director of Industries, commercial Banks/Financial Institutions will scrutinize sanction and disburse subsidies to tourism units.

d) The Department of Tourism shall work out the criteria for accreditation of certain Categories of Hotels/Restaurants within the State of Meghalaya.
CONCLUSION

The State has a long way to go before it can complete with tourism facilities of nationally and internationally popular destinations like Rajasthan, Himachal Pradesh and Goa. The entire State, in a way can be called backward in terms of tourism facilities of national and international standards and the provision of modern tourism facilities prevailing in other States and countries especially South East Asia. The State Government will have to co-ordinate the efforts of other concerned Departments and concentrate in infrastructural development in selected areas as well as provide special incentives to the private sector to set up tourism facilities of international standards. More than the Tourism Department, the other State agencies which provide basic amenities like electricity, water supply, roads etc will have to play a significant role in bringing about faster development of tourism. As outlined in the policy for tourism development, travel agencies and other who provide services in the Tourism sector. The role of the State in providing infrastructure and co-ordinating development efforts will be performed through a small and compact administrative set up as already incorporated. The State Government is hopeful that the tourism industry, investors, tourists and the general public will respond whole-heartedly to the approach and policy of tourism development in the State and help in bringing about integrated and healthy tourism development.