

20 YEARS PERSPECTIVE PLAN FOR *Manipur*



**Ministry of Tourism
Government of India
New Delhi**

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**20 YEARS PERSPECTIVE PLAN
MANIPUR**

**MINISTRY OF TOURISM
GOVERNMENT OF INDIA
NEW DELHI**

**PROJECT ENGINEERS
G.N. BORDOLOI ROAD
SILPUKHURI , GUWAHATI**

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On behalf of Project Engineers

(Dilip Sarma)

Dated 19th January 2003

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Supported by a team of field surveyors and office staff .

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LIST OF ABBREBATIONS USED

BOO	:	Built Own Operate
BOOT	:	Built Own Operate & Transfer
BT	:	Border Trade
CPWD	:	Central Public Works Department
DC	:	District Council
DOH	:	Directorate of Horticulture
DI	:	Directorate of Industries.
Fi	:	Financial Institutions
FSI	:	Forest Statistics of India
GCA	:	Gross Cropped Area
GOI	:	Government of India
GOM	:	Government of Manipur
HRD	:	Human Research Development
ICEF	:	Indo Canadian Environment Facility
IFAD	:	International Fund for Agricultural Development
IGC	:	Industrial Growth Centre
INA	:	Indian National Army
JRY	:	Jawahar Rojgar Yojana
KLNP	:	Keibul Lamjao National Park
MANIDCO	:	Manipur Industrial Development Corporation Ltd.
MDFC	:	Minority Development Finance Corporation Limited
MHHDC	:	Manipur Handloom & Handicraft Development Corporation Limited.
MoHRD	:	Ministry of Human Resource Development
MOST	:	Ministry of Surface Transport
MOT	:	Ministry of Tourism
MPHC	:	Manipur Pradesh Housing Corporation limited
MSL	:	Mean Sea Level
MU	:	Million Unit
MW	:	Mega Watt
NEC	:	North East Council
NEDFi	:	North Eastern Development Finance Corporation Limited
NER	:	North East Region
NGO	:	Non Government Organisation
NH	:	National Highway

NHB	:	National Horticulture Board
NHPC	:	National Hydro- Power Corporation
NSA	:	Net Sown Area
NSCN	:	National Socialist Council of Nagaland
PWD	:	Public Works Department
RAP	:	Restricted Area Permit
SFAC	:	Small Farmers Agri-Business Consortium
SWOT	:	Strength, Weakness, Opportunity & Threats.
TADC	:	Tourism Advisory Development Committee
TDC	:	Tourism Development Council
TDFCI	:	Tourism Development Finance Corporation of India Limited.
T.P.Cell	:	Tribal Project Cell
TRIFED	:	Tribal Co-operative marketing development Federation of India Limited
TRYSEM	:	Training for Rural Youth Under Self Employment Programme
USP	:	Under Strategic Point
WL	:	Wild Life
WS	:	Wildlife Sanctuary
WTO	:	World Trade Organization
YLWS	:	Yangoupokpi Lokchao Wildlife Sanctuary



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FOREWORD

Tourism goes back to the days of Ulysses when travelling was for seeking knowledge . Adventurism, set in the medieval period during the 13th and 14th centuries made the world smaller . As the mode of transportations 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 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 merely 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) Institutionalization . 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 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 Manipur in particular, is still at the discovery stage and has a long way to develop . Considering the strength of the state , Manipur can be termed as a Nature's gift to mankind . The deep forests , sprawling water bodies , cascading rivers in the hills which flow lazily across the plains , 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 . Manipur is a heaven for nature lovers , nature - scientists and ethnologists . Such diversity is however possible only through an extremely delicate balance of man and nature (*Purush and Prakiti*) and hence any planning for development must be with extreme care for the protection of the environment .

Manipur , the eastern most state of the country , covers an area of about 22000 SqKm with a population of about 24 lakhs . This small population , comprising only about 0.2% of the nation's population , has made remarkable contributions to the national heritage . Manipur is one of the leading states of the nation in the fields of Art & culture as well as in the games and sports . Manipuri dance is one of the seven recognized national dances . The performing art like the *Pung Cholom* is well appreciated all over the world . Manipuri handloom and handicraft products are well sought after by all . In the field of games and sports , Manipur has contributed Polo as well as Hockey to the world . The state is not only a leader in the national games , but also that the sports- persons from Manipur have represented the nation in various international events and have brought laurels to the nation . The traditional forms of martial arts like *Mukna* (wrestling) , *Thangkairol* (sword dance) , *Khosarol* (spear dance) , *Sareet Sarat* , *Huyen Langlong* are wonders to the rest of the world . All the above and more only exhibits the high level of competence of the Manipuri people ; And yet Manipur is one of the poorest states of the nation . The poverty has led to gross social conflict amongst the different ethnic groups : And Manipur , which once boasted itself for being the birth place of Indian National Army , is today notorious for insurgency and drugs .

The political neglect by the union government in the past , regional economic disparities leading to political instability and inter group conflicts , lack of opportunities for employment have ultimately pushed the youth to the dreaded path of insurgency . Most planners today tend to write off Manipur as a state beyond recovery . This negative attitude has not only caused great financial losses to the state as well as the nation but is gradually destroying the pride and confidence of a fiercely independent , competent and proud race . The people of Manipur today aspire for both economic prosperity as well as peace and harmony amongst all tribes and communities in the state .

The urgent need of the day, therefore is to generate opportunities for productive employment in large scale, whereby the benefits of labour motivate people's participation . With the constraints of capital for investments , locational disadvantages of the state , investments cannot be expected in the industrial sector . 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 Manipur , 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 .

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• **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, private and 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 , Jewelry 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 should also take 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 participation

- 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 , modeling 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 modeling 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
 - Archeological 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 .

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EXECUTIVE SUMMARY

Manipur “ The jewel of India ” is the eastern most state of the country with a small population of about 24 lakhs . This small population has not only made remarkable contributions to the national heritage but took the leadership in struggle for independence of India . It was at Moirang that the Indian National Army unfurled its flag for the first time under Netaji Subhas Chandra Bose .

Ironically, over the past six decades ,due to the apathy of the Union Government, disproportionate regional imbalances , lack of political will and wisdom , this fiercely proud and independent community has lost most of its nation building character . Manipur today is a hot bed of insurgency and drug trading . The youth with no opportunity for productive employment finds it more convenient to be an insurgent .

The urgent need , therefore is to take pro-active measures to bring about a reversal to this attitude by not only through investment but also with substantial care and understanding . One will need to be patient .

Considering the SWOT analysis of the state, its Geo-political instability and the emerging free global economy , Manipur cannot be expected to become a industrially leading state. It can neither be a state with sufficient 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 , Manipur 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 Manipur in particular can be only 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 reveals 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 to service, 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 .

Accordingly the **Recommendations and Suggestions** are listed below , spread over a period of 20 years with an investment of **Rs. 619.41 Crores** including the envisaged investments from external sources , under Build-Own-Operate system and private investment :

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 :

- Adoption of state level tourism policy including formation of Tourism Development Advisory Committee (TDAC) and Tourism Development Council (TDC) .
- Enactment of pollution control act, Urban Development regulation act.
- Upgradation and restructuring of Tourism Directorate/ Department .
- Formation of a North East India Tourism Coordination forum .
- Abolishing of the requirement of RAP (Restricted Area Permit) and Inner Line Permit to allow free movement of tourists .
- The state must seek from the Non-lapsable pool account an amount of Rs. 5.21 Crores as Grant-in-aid for the state equity for the unimplemented , centre sponsored projects for development of tourism infrastructure as listed earlier so as to be able to receive the balance for completion of the works .
- The state assets such as the Tourist guest houses , hotels , cafeteria etc. needs to be leased out 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 .

II. INFRASTRUCTURE DEVELOPMENT :

- Construction of a double track light rail (electrically operated) transport system in the valley in North South alignment from Senapati to Pallel, thereby reducing the pressure on road transport & pollution due to vehicular emission .

- Construction of a rapid transport system on elevated rail from Airport to and within the Imphal city.
- Construction of a truck terminus with amenities outside the city limits on the Dimapur road.
- Construction of inter state bus terminus outside the city limits on Dimapur road.
- Construction of Bye-pass to Imphal city on the North South alignment.
- Augmentation of generation ,transmission and distribution of electric power and improvement of quality & reliability in terms of voltage level and interruptions of supply .
- Solid waste collection, treatment and disposal systems for all urban activities.
- 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 .
- Elimination of slow moving manual cycle rickshaws , hand carts etc. which cause traffic congestion . Schemes will need to be implemented for alternative means to livelihood of the displaced .
- Improvement of the state highways and P.W.D. roads and way side amenities .
- Improvement of the city road networks with fly-overs , pedestrian crossing bays , parking areas etc.
- Shifting of the vegetable wholesale market away from the city but along the Dimapur 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 Moirang , the ***Janmabhumi*** of **Indian National Army** , as **The Heritage Centre for Indian Army** with upgradation of the Netaji Museum , developing tourism cum cultural centre as stated above , establishment of tourist Accommodation facilities with a golf course , swimming pool etc. The Moirang area is envisaged to be developed by the Indian Army in cooperation with the host population . Such inter-dependency with the Army and the people will eliminate the conflict between the Army and the people .
- Upgrading of the **Imphal airport** to an International airport and connecting Imphal with the South East Asian nations .
- Establishment of **a cultural University / 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 Orchidiums , snake parks , butterfly parks etc.
- Introduction of **commercial institutes** for teaching of foreign languages – more specifically Japanese , Tai , Chinese , Burmese and French , Tourism development and management , Hotel management and training for Culinary art of multi- national cuisine .
- **Establishment of a Japanese village** at or near Red Hill war cemetery with accommodations in Japanese style , golf course , Japanese food centre . meditation and yoga centre , centre for herbal treatment , Tourism centre with a cultural centre including a Bonsai garden , Rose garden and an Orchidium . A project of such nature can be expected to be financed by the Japanese for their sentimental attachment with Imphal . Such a village is likely to increase the inflow of Japanese tourists .
- Development of **picnic spots** for domestic tourism .
- 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 Manipur .through picture post card , CD Rom , TV programmes , and Website .
- Introduction of Tourism festival like “ **Manipur Darshan** ” or “ **Loktak Utsav** ” 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 *Ras Lila* or the *Dol Jatra* .
- Introduction and promotion of **water sports** , adventure sports like rock climbing , para sailing , hang gliding , sailing , water skiding , white water rafting etc. at strategic locations like near the Loktak lake .
- Establishment of **Eco- parks as well as amusement parks** at imphal (near Orchidium on Dimapur road)
- Beautification of **Kangla Moat** at Imphal .
- Upgradation of **State Museum** as a Tourist Attraction .
- Beautification of **Royal Palace** as a tourist destination .
- **Training and Development of Human Resources for Tourism Development .**

Environmental Impact Assessment on Development of Tourism

The major enviroment 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, disposable cups, wrappers of food items, bottles , cans etc.
- iii) Tourist often tend to disturb the natural settings & habitat of many indegeneous , 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 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 returns from activities related to tourism parcolate to the grass root individuals, the overall prosperity is likely to be more balanced rather than the 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 to atleast 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 handloom , 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 will automatically 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 and sustainaable prosperity without the conflict to the societal ethos , the Thailand like tourism must not be encouraged .

CONCLUSION

For a state like Manipur , development of tourism industry is probably the only opportunity to generate employment and bring about the reversal to the deteriorating socio-economic conditions of the state . Being a smokeless industry , tourism will cause the least damage to the fragile ecology of the region . The pressure on the only urban centre , Imphal will be reduced with balanced development of the remote and rural tourism destinations .

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CHAPTER I :



INTRODUCTION

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INTRODUCTION

- **GEOGRAPHICAL SETTING OF MANIPUR :**

Manipur , the '**Jewel of India**' as described by Pandit Nehru is situated at the North East corner of the country between the 93° 68' to 94° 78' East longitudes and 23° 85' to 25° 68' North latitude covering a geographical area of 22, 327 sqkm. While the plains cover little over 6 percent of the area, hills comprise almost 92 percent. Rows and rows of parallel hills running from North to South cover almost 92 percent of the state geographical area. The altitude of the capital city Imphal is 790 meters above the MSL while the hills often rise to a altitude of above 3000 meters. The state boundary share 352 KM international boundary with Myanmar in the East and surrounded by the states of Assam, Mizoram and Nagaland in the West, South and North sides respectively.

The physical feature of Manipur can be defined in three well defined regions- the hills covering about 92 percent of the total area, forms an oval shaped elevated plain through at the altitude of 790 meters above MSL at the centre, namely the Imphal valley covering an area of 1843 sqkm. The Jiribam plain is located beyond the western hill tracks and covers only 1 percent of the geographical area of the state. The hills and mountain ranges are oriented from North to South with altitude ranging from 800m to 3000 meters. The highest peak being mountain Tenipu with an altitude of 2994 meters in the Senapati district. The important peaks are Leikot, Khayangbung, Siroy and Tampaha.

Soils found in Manipur are generally peat soil, new alluvium soil, red soil, laterite soil and ferruginous gravelley soil. But in the valley, it is primarily sandy loam or clay loam. The load bearing capacity is generally poor and ground water is generally not available .

The major rivers of Manipur are Barak river and the Turela Achonba river which is also known as Imphal or Manipur river. Imphal river is the longest river and it also collects excess water from the Loktak lake and flows to join the streams of Ningthee and chindwin river of Myanmar. The other major rivers of Manipur are Thoubal, Fril, Sekmai, Kongba, Chakpi, Khuga and Nambol. Many small streams also flow in the hill.

The hills of Manipur also have many caves. These are located in Khongkhui, Sangboo, Tharou, Hungdung, Khukse, and Tonglon.

The sailent feature of the Imphal valley are the sprawling wetland amongst which the Loktak lake is the biggest inland lake in the North East part of the country covering 1046 sqkm of area . The other important lakes are Ikop , Waithon, Yaral, Utrapat, Nganglon, Kharung pat , Loukoi and Pairen in the valley and zailed and Kachan phung

in the hill districts of Tamenglong and Ukhrul respectively. The major water falls , namely Barak in the Tamenglong district and Khayang in the Ukhrul district, enhance the natural beauty of the state.

The state has a forest cover of 17,000 sqkm comprising 78 per cent of the total geographical area of the State . The per capita forest area is about 0.73 ha. The major forest-cover districts are Ukhrul, Tamenglong and Churachandpur. The protected forest are Keibul Lamjao National Park (KLNP) , Yangoupokpi Lokchao wild-life sanctuary (YLWS Chandel district), Bunning WL, Zeliad, Keilam WS, Jiri-Makru WS and Shiroi hill NP. Other than KLNP, the final constitution of YLWS is under progress.

The types of forest can broadly be classified into :- Wet hill forest comprising (51.45%) of the total forest area, bamboo brakes (18.50%), pine forest (13.86%) and wet temperate forest (8.23%).

Sl.No.	Item	Types of forest Area in sqkm (FSI - 1995)	PC to total forest area
1	Wet Temperate forest	1451.01	8.23
2.	Pine forest	2442.77	13.86
3.	Wet hill forest	9057.59	51.40
4.	Semi evergreen forests	644.89	3.66
5.	Teak Gurjan forests	610.74	3.48
6.	Bamboo brakes	3268.00	18.55
7.	Grass brakes	146.00	0.82
	Total	17,621.00	100.00

The land use pattern of the state

1.Forest including pasture & barren	17418.00 sqkm	78.00%
2.Agriculture land	338.04	1.5%
3.Crop land	2242.72	10.0%
4.Urban sites	2035.11	9.2%
Total	22327.00 sqkm	

Land mass of the state mostly represents the remnants of archaean plateau of Indian perimeter shield. It is one of the oldest landmass of Gondwana origin.

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

i) Sub-Alpine and temperate zone

ii) Sub-tropical plain zone (valley areas)

iii) Mild tropical hill zones

Description of agro-climatic sub zones along with their characteristic features and areas located may be found in annexure (IIA)

In general the state receives high annual rainfall. Last 10 years average rainfall of the state is recorded at 154.20 cm. Monthwise rainfall data during the period from 1991 to 2000 as recorded at 11 stations all over the state have been furnished in annexure (IIB) . It is revealed from the data that hill areas receive relatively higher annual precipitation than the plains . The analysis of micro climatic variation in Manipur by temperature is presented in annexure (IIC).

Population feature :

The state of Manipur has a population of 23.88 lakhs with almost 24 percent of the population living in the urban sector (annexure I) . Though population density is 107 per sqkm but the distribution is grossly concentrated in valley districts of West Imphal, Thoubal, East Imphal and Bishnupur . Almost 92 per cent of the state population is concentrated within an area of about 2000 sqkm. The population density of the Imphal West district is over 847 per sqkm. The main occupation of the population is agriculture with 71 per cent being dependent on this sector. 'Jhum' (shifting cultivation) method of cultivation is still common. About 9 per cent of the area is under Jhum cultivation. The other important occupation is fishing.

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- **HISTORICAL BACKGROUND OF MANIPUR.**

Indian Mythology connects Manipur to the days of Mahabharata when Arjun was mesmerized by the beauty of Chitrangada and later married her (Gandhriva marriage) . Chitrangada gave birth to the great son, Babrubahan who grew up to be a great warrior defeating even Arjun when he visited Manipur once again following the horse (*Ashwa* - the symbol of Sovereignty) for the *Ashwa Medh Yagna*. Little is known about the history of Manipur before the Christian era except bits of information collected from folklore or other references made in the chronicles of the adjoining kingdoms. The recorded history of Manipur is obtained from the ***Cheitharal Kumbaba*** , the state royal chronicle . This chronicle was rewritten five times at the orders of the Kings during the period from 1700 to 1830 A.D. This chronicle covering the era between 33 A.D. - 1897 A.D. was translated by Mr B.C. Mukherjee , Commissioner of the British Government in the year 1891. His work took six years. The chronicles start from the year 33 A.D. being the year for the commencement of the reign of Pakhangba. The king is said to have ruled for 120 years and in the year 154 A.D. , king Tompok become the king of Manipur. The drums were introduced to the Manipuri society. No major incidents or events took place for next 400-500 years. The making of fine quality pottery in Manipur started during the reign of King Kairench around 654 A.D. The records also exhibit the cordial relationship between the king of Manipur and king of Pong who entered into an agreement for construction of a bridge over river Ningthi (Chindwin - river now in Myanmar).

During the middle of 13th century, the Chinese invaded Manipur but they were defeated. During the middle of 15th century, Kyamba took the throne. He constructed 600 feet long bridge in the year 1444. The King Kobomba opened the road to Assam and constructed a drain called *Tokhelkhong*. The mid fifteen century period was not only important for Manipur but also for entire nation as a whole. The emergence of Vaishnava culture was spontaneous throughout the country. Saint Shankardev in Assam (1449), Lord Chaitanya in Bengal (1485) and Guru Nanak (1496) at Lahore contributed mainly to the growth of Vaishnavism in India. Manipur soon became a major Vaishnava state. In the year 1557 , *dhoti* was also introduced in Manipur.

In the 1600 A.D. , King Khemba introduced cap / headgear to be worn at a time of festival. He also introduced the style of wearing ear-rings by the youth. The king introduced Manipuri language and script in the villages, which he conquered and annexed to Manipur. The major irrigation project joining Lilong area with the Imphal river was implemented by the king in 1627 - 28 A.D. He also experimented with guns and made big metal guns. In 1629 - 30 A.D., the course of the Imphal river was diverted by an artificial canal to the east of the palace. The ambassador, Khoirakpa was sent to China in 1631-32 and good relationship with China was developed.

The first brick field was started in Manipur in the year 1632-33 and Pucca Bridge was constructed over Nambul River in the same year. The Chinese reciprocated the good will of king Khagemba and Chinese travellers came to

Manipur in 1633-34 A.D. In the year 1704, King Charairongba was initiated into Vaishnavism with the result that Vaishnavism become state religion. This was also the turning point for Manipur's cultural heritage.

In the year 1714, King Garib Niwaj ascended the throne. There was a great famine in Manipur during 1715-16 A.D. Many people died due to non-availability of food. From the year 1724 - 25, the people of Manipur started cremating dead bodies. The King, Garib Niwaj undertook many social and administrative reforms. He divided Manipur into four divisions namely Anhallup, Naharup, Khabam and Laipham. In 1732-33 he ordered all Manipuri books of old faith to be brought to the palace and be burnt in a manner similar to the burning of the books in the Alexandrian library at the order of Caliph.

The great movement of "Nitainanda Dharma" took place in the year 1736-37. Three thousand people were initiated into the new faith everyday and which becomes the foundation for the famous modern Manipur culture. In the year 1750, King Garib Niwaj was driven out from Manipur by his son. In 1752, Raja Jitshay deceive his father and invited him back to Manipur along with his trusted admirers and sons. Jitshay then took them to a place called Tamphang on the bank of Chinguin river and killed them all. The whole kingdom rose against the king for committing patricide and drove him out of Manipur along with his brother and his generals.

During the period between 1753-1758, Manipur throne was almost empty due to the struggle for it. Yuvaraj Bhagyachandra who took the lead since 1758 was handed over the throne in the year 1760 by the King Moramba. The Manipur Kingdom was extended to the present territorial upto Myanmar. The Chronical state that the King Chourajit constructed Tamu Bazar in Kobo Valley of upper Burma (Myanmar) in 1807-08.

Manipur experienced a very serious famine for two years during 1821-23. Many people died of starvation. The price of paddy had gone upto Rs. 60/mound (37 kgs) (about Rs. 10,000 at current price).

The first alliance between the Manipur and the East India company was made in the year 1762, Rajarshi Bhagyachandra (Chingthangkomba), brought about the cultural renaissance in Manipur during his trouble reign integrating in the best possible way, the culture of Manipur with the new wave of Vaishnava Culture of Bengal and Assam. Being driven out of Manipur by the Burmese time and again and having received shelter from the Assamese King Swargadeo Rajeswar Singh, the King Rajarshi Bhagyachandra was influence by the Assamese *Bhaona* (drama based on mythology). The introduction of Manipuri *Nata Sankritana* was the most remarkable gift of Bhagyachandra to Manipuri culture. The image of **Govindajee** was installed in the year 1776 A.D. and five days *Rasleela* was enacted in the Canchipur palace in 1779 A.D. for the first time. The Bhagyachandra himself played the *pung* (Mirdanga), his uncle led the vocal group, the princess Vimbabati played the role of Radha and the chief of queen was the leading *Sakhi*. The other queen and members of royal family participated as *Gopis*.

The first British officer came to Manipuri 1825-26 . Between the year 1819-25 also Known as Chahi Taret Khuntakpa (seven years of desertation) , Manipur bore a deserted look . The liberation of Manipur from the invasion from Burma was completed by February 1826. And the famous **Yandaboo** treaty was signed in February 1826. The eastern part of Ziribam was annexed during the reign of Gambhir Singh in the year 1833. In 1834, the Kabaw Valley was handed over to Burma on lease basis at a royalty of Rs. 5000 per month. The first dance drama **Kalidamam** was staged in place at Langthahal in 1835-36. In 1890, the palace revolt broke out during the reign of Maharaja Surchandra who was driven out from the palace by his younger brothers. Revolt against the British interference in Manipur , an independent country , was expressed by killing of Chief Commissioner of Assam and four British officer . The Govt. of India under the British declared war against Manipur. The great **Khongjom war** was fought between Manipuri army and the invading British Army. Manipur fell into the hands of British after fierce fighting . Yuvaraj Tikendrajit and General Thangal were executed by hanging at the bazar on the 13th August 1891. The throne was given to Sri Churachand Singh who was then a minor.

In the year 1907, the Manipur State Durbar was established to assist the Maharaja in the administration of Manipur. The rise of Kuki rebellion against the British took place in the year 1917. The second women war against the misrule of the British took place in the year 1939 and it continued for about 14 months. In the year 1941, Maharaja Bodhachandra became the king of Manipur by succeeding his father Maharaj Churachand.

The movement for independence of India was more focussed and directed in Manipur than in other parts of the country and the flag of the **Indian National Army** (I.N.A.) under the leadership Netaji Subhash Chandra Bose was first unfurled at Moirang , Manipur.

With Independence, the Maharaja of Manipur signed an instrument of assession on Aug 11th, 1947 entrusting defence, communication and Foreign affairs to the Government of India. The merger agreement was signed between the Government of India and the Maharaja of Manipur on the 2nd September 1949 and Manipur merged with Indian Union on Oct 15, 1949. The advisory form of government was replaced by a Territorial Council of 33 elected and 2 nominated members in the year 1957. Manipur become one of the union Territories under the union Territories Act, 1956.

A legislative Assembly of 30 elected and 3 nominated members was established under the Govt. of Union Territory Act, 1963 and the status of the administrator in Manipur was raised from the Chief Commissioner to the Governor. The agitation for statehood grew in intensity till Manipur attained the statehood in 1972.

• CULTURAL HERITAGE of MANIPUR

Manipur is a land of the Indo-Mongoloids or what is known as the *Kiratas*. This tiny North Eastern state of India, having roughly a population of about 23 lakhs stands out today as a vibrant centre of culture in its various manifestations including the performing arts, literature with its own script and the native and martial sports. The Manipur personality represents a fine blending of the Vaishnavite Hindu ethos with the Neo-Christians of tribal heritage and artistic expression of cultural heritage with martial traditions .

Manipur stands divided into two distinct identities based on the geo-physical settings : the valley and the hills. The valley is dominated by the Meitei, pangal, Loi and yaithiti ; And the hill area has two sections, one inhabited by the Naga group and the other by the Kuki-Chin-Mizo group. The hills consist as many as 29 scheduled tribes.

The Meitei Community after having settled down in Manipur Valley developed a unique type of peasant economy in the North East , an elaborate Kinsip structure and a network of alliances and relationships with non-Meitei populations. The Meiteis are believed to have come down, most possibly from the SouthWest of China and got themselves scattered throughout South-East India. The valley happens to be a melting pot for culture and tradition with waves of people from the east and the West (including the Indian Brahmins and Muslims) migrating into the valley. With the presence of the migrating Mongoloid group viz, the Nagas and the Kukis the ehnological diversity of the state is complete.

The Nagas include the Kabui, Kacha , Tangkhul, Mao, Maram, Maring and Torao tribes who occupy the North, West and Eastern hills. The third group, the Kuki-Chin-Mizo who came during the pre-colonial period is the recent migrants. They include the Gangte, Hmar, Paite, Thadou, Vaiphei, Zou, Anmol, Chiru, Koirang, Kom, Aual, Chote, Lamgang, Koirao, Thangal, Moyon and Mousang tribes; and occupy the southern hills of the state.

The present Manipur language has evolved from the Meitei language spoken by the people living in the valley and has its own script. All together, there are twenty-four languages spoken in Manipur. All of them belong to the Tibeto- Burman sub-family of the Tibetio-Chinese family of languages except Nepali belonging to the Indo-Aryan family of languages.

Social Cultural background of Meitei Population :

Meiteis are the dynamic community who developed an identity vehicle, which is unique inspite of being amongst various tribes like Nagas and Kukis (who shares the same clan organisation, origin, democratic village setup and

equal participation of women and men). For the Meiteis who resisted all invasions from outside by making so many sacrifices and developed over the centuries to be identified with distinction as a community of rich cultural heritage, it is natural for them to be the mainstream people of the state.

Meitei writings were done by the scholars of the older aristocratic class. The manuscript of the early and medieval period exceeded one thousand. Meitei literature was close to Chinese and was rich in religious and secular literature. It included craft, astronomy, agriculture, climatology, meteorology, weapons, regional geography, justice and administration.

Meitei's personal values for strength, speed, skills and aspirations to attain perfection are reflected by their games, martial arts, personal hygiene, cleanliness and all round personality development. They value kinship relationship, husband and wife relationship, women respected their husbands and occupied a high status in society.

The cultural heritage of the Meitei people known as Manipuris can broadly be identified in two phases viz, the pre-Vaishnavite (not exactly pre-Hindu) phase or the early period dominated by the Tantric cult and the Vaishnavite phase since the mid-fifteenth century.

The pre-vaishnavite period has got *Lai-Haraoba* Festivals performed before more than 300 sylvan deities, lasting normally about 10 days with the Maibis and Maibas as directors and star performers, much in the style of tantric worship, in which thousands of villagers participate with dance, music & games and sports. The Shiva-Devi concept also crept in as Maibis claim to be the beloved of Lord Shiva.

The vaishnavite festivals include *Holi*, the greatest festival in the valley known as *Yaosang* (March-April), the *Ratha Yatra* (after the Puri style), the *Jhoolan yatra*, *Janmashtami* and *Durga Puja* (assimilated from the Shakti worship). There are also Nata *Sanskirtan* (the greatest sacrifice-Mahayajna) and *Ras Lilas* like *Kunja Ras*, *Maha Ras*, *Vasanta Ras*, *Nitya Ras* and even *Diva Ras*. The *Sanskirtans* and *Raslilas* represent the supreme flowering of the Vishanava faith and constitute a unique contribution to Indian culture. Needless to add that even the Bangdes (or Ariba) palas and Manohorsai in Manipur represent a distinctive style of Manipuri singing.

The settlement pattern of Meitei population is quite different. A Meitei house is east facing and the house is divided into various parts with different functions. The eastern side has a large porch used as a parlour. Across the compound there is a large shed with walls at three sides. This is like a multi-purpose room used by residents of both sexes living in the compound for variety of domestic activities. The southern side of the house is for the head of the house, the western side is kept for high ranking Meiteis. The eastern right side is for outsiders, while

the northern side is set for women guests. In the middle of the porch is the *Mawanthong*, a large door used as an entrance.

The rooms are set aside separately for boys and girls . Directly behind the rooms, there is a fireplace next to which is the place of ritual offering where the people sit on either sides of it. The Kitchen is to the north-west corner which is also reserved for the household deity *Sanamahi*. Thatched roofs are a common sight in a village while galvanised iron sheets are used by the affluent section of society.

Meitei people are identified by their traditional dresses they wear. While the men wear dhoti , Kurta and head gear (*Luhup*) , the women wear stripes sarong (*Phanek*) made of cotton or silk with a sheet (*Innaphi*) over the sarong .

The centrality of Meitei identity in Manipur is suggested by a number of identity- based movements. The Meiteis are engaged in the process of redefining their identity at two levels.

1. They have rediscovered and even reconstructed their script.
2. While Vaishnavism is still strong , they are restressing their pre-vaishnava identity and reconstructing the older rituals, festivals and traditions .

In the recent years, Manipur has been marked by the rise of a strong identity based movement of the Meitei. Inter-ethnic clashes between the Kuki and the Naga groups are common occurrences . Manipur has borne the brunt of illegal trafficking in drugs across the international borders. Resistance however was offered by an enlightend sections of the population.

Socio- Cultural Background of Hill Tribes - NAGA :

The Nagas include the Kabui, Kacha, Tangkhul, Mao, Maram, and Maring and Tarao tribes. People classified under the category Naga conforms to distinct Naga characteristics. Each Naga group occupies a compact, well-demarcated and well defined contiguous area. The Tangkhul area (East district) is exclusively occupied by the Tangkhul and no other Naga group has any inter-community links with them. Likewise the Mao, Maram, Sema, Angami (North district) , the Kabui and the Kacha Naga groups (West district) occupy their respective areas which are contiguous to neighbouring Nagaland.

The Naga groups have their exclusive language, culture, tradition and ethnic affinities. There are numerous dialects that are exclusive to one another. In spite of the presence of these diverse dialects, the Nagas of Manipur have evolved one dialect, which is common to all. The Ukhrul dialect (spoken by the numerically predominant Tangkhul) is widely accepted amongst all the Nagas.

The Nagas have a democratic political organisation. The Chieftainship does not necessarily pass from the father to the son. The choice of the chief is greatly influenced by the public opinion and consequentially Naga chiefs do not hold much power and authority in comparison to the chiefs of the Kuki-chin-Mizo tribes.

In the contemporary situation, Nagas have dual identity. This dual identity is influenced by neighbouring Nagaland and at the regional level, the duality is eliminated to a single identity i.e. Naga and Nagalim.

With a few minor exceptions, the customary practices and laws relating to marriage and divorce, inheritance, succession and adoption among the communities of Nagas are more or less similar. The settlement pattern of Nagas is quite different from the Meitei of the plains. The Naga people construct their houses on a flattened surface, the floor being made of soil. The houses of the chiefs and the affluent Nagas are usually conspicuous, bearing a horn-like structure on the ridge of the steep roofs.

Each sub-tribe of Nagas has a variety of dances, mostly ceremonial and sometimes recreational. *Luir* festival (lasting about 12 days) of the Tangkhuls is a major dance performed at seeds-sowing festival (held in February) which is also shared by several other Naga tribes. The games and sports which constitute the pagentry of the festival are beauty contest, tug-of-war, wrestling, javelin throw and war dance. The Tangkhul Nagas also have festivals such as festival of tools and equipment, youth festival, transplantation festival and festival for re-union in the dormitory. The Mao Nagas with their distinctive style of singing celebrates festivals of a similar nature including the drawing of tree. The Kabuis have a variety of colourful group dances often having divine origin and based on myths and legends. Of the festivals of this group, the most popular are *Choga* and *Gaan-ugai* festivals, which last a few days. The Kabuis are great dancers and musicians.

- **Social & Cultural Background of KUKI-CHIN-MIZO :**

The communities which fall under Kuki-chin-Mizo groups have in common, several cultural characteristics.

- While burial and mourning, they have specific clan songs. With the impact of christianity such songs are fast disappearing.

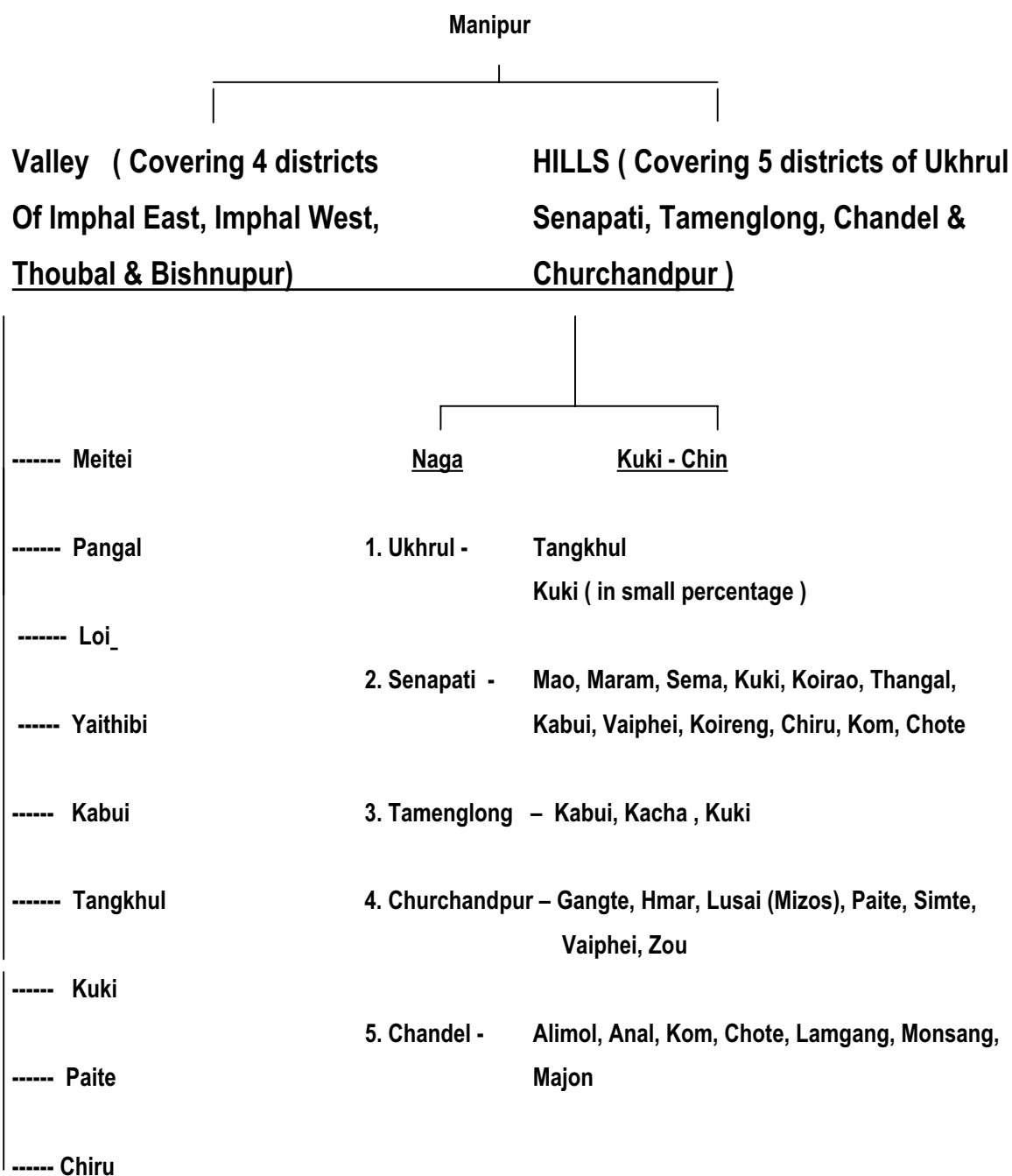
- The language of Chin-Kukis belong to Tibeto -Burman group.
- Origin wise Kukis believe they originated from a cave. They not only believe in a common origin but also that they have migrated from China to India through Tibet and Burma .
- The common folk tales amongst them indicate their common fears , ideas, and socio-cultural values shared by these groups.
- The design and colours combined on their shawls indicate their identity.
- Men marry women from their own clan also. There are identified groups from where they give or receive wives. The system of marriage by service is another accepted form of marriage among these communities.
- The mechanism of social control and the duty of keeping up customary practices were vested with the traditional tribal council before the promulgation of the Manipur Hill Village Authority Act.

Among the Kuki-Chin groups of hills people inhabiting the South of Manipur, the Mizos have their beautiful bamboo dance over bamboo poles which are placed on the ground to form squares . While a few sit, each holding the ends of the poles and clasping them against one another, the others dance avoiding the poles in rhythmic beats.

The Hmar community has their *Butu-Chonglaw* (seed-sowing festival) and the Thodous have their greatest *Kut* festival. Other tribes of the group also have excellent music and exciting body movements expressing the joy of life and the beauty of human existence.

The dances and music of the various hill tribes of Manipur, both major and minor, add positively to the rich cultural heritage of the state.

Ethnographical Structure of Manipur State



[illegible]

ETHNOGRAPHIC MAP OF MANIPUR

The map displays the distribution of various tribes in Manipur, India, color-coded as follows:

- Kuki chiru:** Red
- Meitei:** Green
- Naga:** Yellow

Major towns and districts are marked:

- TAMENGLONG** (District: Kachar)
- SENAPATI** (District: Churachandpur)
- IMPHAL** (District: Imphal)
- BISHNUPUR** (District: Bishnupur)
- THOUBASI** (District: Thoubasi)
- CHURACHANDPUR** (District: Churachandpur)
- CHANDEL** (District: Chandel)
- UKHRUL** (District: Ukhrul)

Neighboring regions are labeled: **NAGALAND** to the north, **ASSAM** to the west, **MYANMAR** to the south and east, and **MIZORAM** to the south.

BOUNDARIES

- International: Dashed line
- State: Solid line
- District: Dotted line
- Sub division: Thin solid line

SCALE (in kilometres)

10 0 10 20 30

Note: Tribes in bracket are unrecognised tribes.

[illegible]

ETHNOGRAPHIC MAP OF MANIPUR

The map displays the distribution of various tribes in Manipur, color-coded as follows:

- Kuki chiru:** Red shaded areas.
- Meitei:** Green shaded areas.
- Naga:** Yellow shaded areas.

Major towns and districts are marked with black dots and labels:

- TAMENGLONG**
- SENAPATI**
- UKHRUL**
- IMPHAL**
- BISHNUPUR**
- THOUBASI**
- CHURACHANDPUR**
- CHANDEL**

Neighboring regions are labeled: **NAGALAND** to the north, **ASSAM** to the west, **INDIA** to the south, and **MYANMAR** to the east.

BOUNDARIES

- International: Dashed line
- State: Solid line
- District: Dotted line
- Sub division: Thin solid line

SCALE (in kilometres)

10 0 10 20 30

Note: Tribes in bracket are unrecognised tribes.

[illegible][illegible]

ETHNOGRAPHIC MAP OF MANIPUR

The map displays the distribution of various tribes in Manipur, India, color-coded as follows:

- Kuki chiru:** Red shaded areas.
- Meitei:** Yellow shaded areas.
- Naga:** Green shaded areas.

Major towns and districts are marked with black dots and labels:

- TAMENGLONG** (District)
- SENAPATI** (District)
- UKHRUL** (District)
- IMPHAL** (District)
- BISHNUPUR** (District)
- THOUBASI** (District)
- CHURACHANDPUR** (District)
- CHANDEL** (District)

Neighboring regions are labeled: **NAGALAND** to the north, **ASSAM** to the west, **MYANMAR** to the south and east, and **INDIA** to the west.

BOUNDARIES

- International: Dashed line
- State: Solid line
- District: Dotted line
- Sub division: Thin solid line

SCALE (in kilometres)

10 0 10 20 30

Note: Tribes in bracket are unrecognised tribes.

[illegible]

ETHNOGRAPHIC MAP OF MANIPUR

The map displays the distribution of various tribes in Manipur, India, color-coded as follows:

- Kuki chiru:** Light green
- Meitei:** Medium green
- Naga:** Red

Other tribes labeled on the map include: Kacha naga, thadou, kachui, tangkhul, maram, mao, khoirao, nepali, vaiphei, meitei, muslim, koirang, chiru, jnepai, thadoi, vaiphei, maring, aimol, lamkang, moyon, anal, zou, mizo, paite, hmar, simte, gangte, dhobi dhupi, and kom.

Major towns and districts are marked:

- TAMENGLONG**
- SENAPATI**
- UKHRUL**
- IMPHAL**
- BISHNUPUR**
- THOUBASI**
- CHURACHANDPUR**
- CHANDEL**

Neighboring regions are labeled: **NAGALAND** to the north, **ASSAM** to the west, **MYANMAR** to the south and east, and **ORISSA** to the southwest.

BOUNDARIES

- International: Dashed blue line
- State: Solid blue line
- District: Dashed black line
- Sub division: Solid black line

SCALE (in kilometres)

10 0 10 20 30

Note: Tribes in bracket are unrecognised tribes.

ETHNOGRAPHIC MAP OF MANIPUR

The map displays the distribution of various tribes in Manipur, India, color-coded as follows:

- Kuki chiru:** Red shaded areas.
- Meitei:** Yellow shaded areas.
- Naga:** Green shaded areas.

Major towns and districts are marked with black dots and labels:

- TAMENGLONG** (District: Kachin)
- SENAPATI** (District: Imphal)
- UKHRUL** (District: Imphal)
- IMPHAL** (District: Imphal)
- BISHNUPUR** (District: Imphal)
- THOUBASI** (District: Imphal)
- CHURACHANDPUR** (District: Churachandpur)
- CHANDEL** (District: Chandel)

Neighboring regions are labeled: **NAGALAND** to the north, **ASSAM** to the west, **ARUNACHAL PRADESH** to the southwest, and **MYANMAR** to the south and east.

BOUNDARIES

- International: Dashed line
- State: Solid line
- District: Dotted line
- Sub division: Thin solid line

SCALE (in kilometres)

10 0 10 20 30

Note: Tribes in bracket are unrecognised tribes.

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FOLK, CLASSICAL AND TRADITIONAL ART FORMS OF MANIPUR

(Dances and Performing Art)

Manipur is synonymous with dances to the world outside . The colourful and rhythmic expressions , both traditional and classical dance form need no introduction . Influenced by the Vaishnav culture , the dances of the Meitei population supplemented by the folk dances of the hill tribes makes Manipur a unique stage for performing arts . The world is yet to see what Manipur can offer in performing arts .

“MAIBI LAICHING JAGOI”

One of the most popular festivals in the valley of Manipur mirrors the unique heritage of the ancient Pre-Vaisnavite Tradition of Manipur. It is celebrated during the month of March and April every year. The Lai-Haraoba Dance led by the Maibi s and the Maibi's symbolised the creation of life and growth of civilization in a highly rhythmic and absorbing style and performed before the sylvan deity to bring peace and prosperity to the land.

“THOUGAL JAGOI”

Thougal Jagoi is a part of the famous Manipuri, Traditional Lai-Haraoba depicting the performance before the sylvan god and goddess to bring peace and prosperity to the land.

“ PAOSA JAGOI “

Paosa Jagoi means conversation . This dance is a part of Manipuri Traditional “ Kanglei Haraoba”. Nongpok Panthoibi came out in search of Nongpok Ningthou. In the course of her journey she reached Nongmai-ching hillock and came across Nongpok Ningthou. As soon as she met him, they recalled the happenings in their past generation. They started merry making with a happy singing and dancing.

“ TRIBAL DANCE”

Kit Lam : Kit Lam Dance is an example of the creative skills of Kubuis inhabiting the western hill ranges of Manipur . The Kubui's are well known for their exquisite tribal folk dances and heart throbbing musical renderings. The Kit Lam Dance is particularly known for vigorous and rhythmic movements in highly sophisticated geometrical shape and design amidst background music and defening sound of the drum.

“ THANG - TA “

Martial Art : Thang - Ta popularly known worldwide as Martial Art of Manipur is an art for self defence and also for offence having a deep spiritual foundation and long historical tradition right from the Pre-historic times which reminds one of spartan life-style of the Greek. The agility and striking movement of the sword men with exciting and artistic gesture makes the art a thriller for the audience.

“ DHON DHOLOK CHOLOM”

Dhon Dholok Cholom is an indispensable part of the great Holi festival and belongs to the post Vaishnavite Culture of Manipur. Dhon Dholok is popularly known for agility and artistic precision in the part of the percussionists with thundering sound of the drums.

“PUNG CHOLOM”

Pung Cholom as a part of the Sankirtana music, by the drummers in spotless white costume is known world wide for vigorous and acrobatic style of movement executed with great artistry and precision. The talas numbering more than forty are highly complicated and classical in rhythmic structure.

“BASANTA RAS”

Basant Ras is one of the five traditional Manipur Ras Leela, based on the Bhagavata tradition of the Srīngara Rasa of the Lord Krishna and his Gopies led by Shrimati Radhika as conceived by the great Gurus of Manipur. The Gopies led by Radhika responding to flute of the lord came to the appointed grove and danced together and concluded with the milan of the Lord Krishna and Radhika.

• MARTIAL ARTS OF MANIPUR

While Manipur is famous for her dances and other performing arts, little is known about the martial arts that are a part of Manipuri life. The grace, rhythm and the speed of the performers are by no means inferior to the dancers. The movements have the affinity to the Mongoloid styles. All such arts were performed at the *Lai-Haraoba* festival. Some of the forms of martial arts and sports are:

Chongba

Thengou is a systematic pattern of movements sacred and ritualistic, in which the performer with sword or spear executes on the symbolic head of thousand petalled lotus or the *Ananta Nag* called *Pakhangba* in Manipuri . Thengou normally admits nine kinds of movements and it is believed that any mistake on the part of the performer would lead to serious misfortunes in the state . Hence Thengou is a closely guarded art form performed by only a handful that too under strict supervision of the masters.

Taa Khousarol (The Spear dance)

Similar to Thengou , Taa Khoursal also has nine kinds . This dance is more secular than Thengou . Every Khoursal has fixed sequences, which are handed down from generation to generations. It demands great skills and agility on the part of the performers . There are solo as well as duet performances as part of rituals and prayers for prosperity . Unlike Thengou, Khoursal is still in active form and is practised by priests and gurus .

Thanghairol (Art of sword fight)

The art of sword fight , apart from the sequences and steps has non Manipuri terms like *Yalak* , *Kalak* , *Shut etc.* associated with it because of which it is believed that the art has been influenced and enriched by similar art of fencing in northern India . Although the art was banned by the British as policy of subjugating a warrior race , the old art is being revived again .

Mukna (wrestling – Manipuri style)

Free from any rituals , Mukna is primarily a sporting event or art participated with competitive spirit . The rules are rigid and there are only a few thrusts and leap associated with the art. Mukna is very popular at the Lai-Haraoba festivals .

Besides the above major martial art forms in Manipur , there are hosts of other popular forms practised by the youth . Manipuris have always dominated the Indian sports world . Many sports persons from Manipur have brought laurels for the nation at international comeptions .

MANIPUR CONTRIBUTED POLO TO THE WORLD .

MAJOR FESTIVALS AND CELEBRATIONS IN MANIPUR .

Manipur is a land of festivals . Merriments and mirth making go on round the year. A year in Manipur represents a cycles of festivities. Hardly a month passes by without a festival which, to the Manipuri, is a symbol of his social and religious aspirations. The monotony of life is broken by providing physical diversions, mental recreation and emotional outlets which helps one to lead a more relaxed and fuller life.

Some of the important festivals are -

Gang - Ngai :

Celebration of Gang-Ngai festival takes five consecutive days in the month of Wakching (December/January). It is an important festival of the Kabui Nagas. The festival opens with a religious ceremony on the first day and the rest of the days are associated with common feasts, dances and presentation of gifts.

Ramjan Id (ID-UL-FITRE) :

Ramjan Id is the most popular festival of the Manipuri Muslims. It is observed in the usual spirit of joy and festivity as done in other Muslim worlds. Ramjan is the ninth month of Hijri year. Since the time of prophet Mohammed, during this month , the Muslims practice self-denial by avoiding food, drink and cigarettes from pre - dawn till sunset. The month is spent in offering of prayers. After a month, on the second day of SHAWWAL, when the new moon is visible, they break the fast . This day is called Id-UI-Fitre. On this occasion, they go to the mosques to pray, take delicious dishes, exchange greetings and call on friends and relatives.

Lui-Ngai-Ni :

Recognised by Ministry of Tourism, Government of India, it is a collective feast of the Nagas observed on the 15th day of February every year. This is a seed-sowing festival after which tribes belonging to the Naga group begin their cultivation. Social-gathering, songs, dances and rejoicing highlight the festivity. The annual festival also plays a great role in boosting the morale and strengthening the bond of Naga solidarity.

Yaoshang (Doljatra) :

Celebrated for five days commencing from the full-moon day of phalguna (Feb/March). YAOSHANG is the premier festival of Manipur. The Thabal Chongba, a kind of Manipuri folk dance in which boys and girls hold hands and dance away their blues in festive tube-lit ambience. Young and old folks collect donations from house to house and the money so collected is spent in parties and feasts. Indeed, Yaoshang is to Manipur as Durga Puja is to Bengal. However, of late, time and energy earlier spent in this festival had been channelised to locally organised games and sports meets. Athletes get the opportunity to be competitive ever since such practices started.

Lai-Haraoba :

Celebrated in honour of the sylvan deities known as Umang Lai, the festival represents the worship of traditional deities and ancestors. A number of dances by both men and women are performed before the ancient divinities. The Lai-Haraoba of god-Thangjing, the ruling deity of Moirang, is the most famous one and attracts huge gatherings. It is held in the month of May.

Cheiraoba :

On the day of the festival, people prepare and decorate dishes which are first offered to various deities. It is celebrated during the month of April. As a part of the ritual, people climb the nearest hill-top in the belief that it will enable them to rise to greater heights in the wordly life.

Ratha Jatra :

One of the greatest festivals of the Hindus of Manipur, the festival is celebrated for about 10 days in the month of Ingel (June/July). Lord Jagannath leaves his temple in a *Rath* locally known as *Kang* pulled by pilgrims who tie with one another for this honour.

Heikru Hitongba :

The traditional and religious boat race called "Heikru Hitongba " is held every September. This one day extravaganza is celebrated with much joy and meriment by the people of Manipur. According to belief, the race was introduced by the Rajarshi Bheigyachandra in the 18th century after the installation of Shree Bijoy Govinda

and Shri Govindaji in two different temples at different locations. However, references to the festival are also found in a number of ancient Manipur puranas. The boats used in the race are made of a single "Heikru" or "amla" fruit tree and the "Hitongba" that is, the "ride on the boat", is held on a moat called "Thangapat" near the Shree Bojoy Govinda temple on the Sagolband road, about 2 km. from the palace.

Kut Festival :

Kut festival is recognised by the Ministry of Tourism, Government of India. It is an autumnal festival of the tribes of Chin-Kuki-Mizo (CHIKIM) ethnic group of Manipur and they understand one another's dialect because they share a common origin and folklore. The festivals are being given different names in different places. But the spirit of the celebration is the same everywhere. It is a happy occasion for food-stock-laden villagers to make merry after a hard year's labour in the fields. It is also a thanks-giving festival in honour of the giver of an abundant harvest. The modern kut is observed on the 1st November every year. It glitters to dim the glimmer of folklore of yore, attracts huge crowds and threatens to uproot the pillars of Christian decency and spiritual propriety.

Rasa Lila :

In Manipur, there are six Rasa Lilas. These Rasa Lilas are classical dances based on the various episodes in the life of Lord Krishna.

- a) Kunja Rasa : On the night of the full moon of Mera/Aswin/October..
- b) Maharasa : On the night of the full moon of Hiyangei (Kartik/November).
- c) Basanta Rasa : On the night of the full moon of Sajibu (Beisakhi/ April).
- d) Nitya Rasa : This Rasa is about Radha and Gopies who play with Krishna. It is a stream of happiness, without separation, fear and anger in its theme. It has no specific time for performance.
- e) Gostha Rasa : The Gostha Rasa or Gopa Rasa in Manipur takes place on the 8th day of Kartak (Hiyangei/November).
- f) Udukhol Rasa : This festival commemorates the early life of LORD KRISHNA. This entertaining Rasa is performed in Manipur in the month of Mera (October-November).

Ningol Chakhouba :

It is a remarkable and one of the biggest socio festivals amongst the Meitei . Married women come to their parental homes along with their children to enjoy sumptuous meals with her father and brothers. It is a form of family rejoice service as a means to revive family ties and affections . It is observed on the second day after the new moon in the Manipuri month of Hiyangri (during October)

Chumpha :

Celebrated for seven days in the month of December, Chumpha is a great festival of the Tangkhul Nagas. It is held after the harvest. The first three days are devoted to social gathering and rejoicing . Unlike other festival, women folk play a social role in it. The concluding part ends up is a mass procession within the village of celebration.

Christmas :

It marks the greatest event for all the christians. The solemn occasion is observed on the 25th December every year . Prayer sessions, carol services and heart shoving sermons go together with the worldwide celebration of the heaven ordered birth of the saviour of the world. Some would not be cheered up without a non vegetarian celebration of Christmas . But the kingdom of god is not meat and drink, says Romans, 14:17, but righteous, peace and joy for the Holy spirit. Christians ought to rethinking as to why should cattle suffer where joy is coming to the world. The devil ought to shiver instead.

□□□□

CHAPTER II :



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

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AN ANALYSIS OF THE EXISTING STATUS OF MANIPUR WITH REFERENCE TO THE LAST DECADE

An analysis of the existing status of Manipur with reference to the last decade (1991-2000) has become extremely relevant in view of the fact that inspite of the efforts for rapid development of the State , the rate of growth has been lower than the national average . The analysis becomes even more relevant in context to the changing global economic scenario where Manipur cannot continue to exist in isolation . Investment must be made; yet it is not expected that their investments will continue to be made without any tangible returns. The analysis has been made for the key functions determining the economy of the state.

Population:

The growth rate of population in Manipur was found to be higher than the national average. During 1991-2001 decade , the growth rate of Manipur was 30.02 per cent as compared to 21.34 per cent for the country . The population density has also been increased to 107 as compared to 312 in India. The gender ratio for the state of Manipur was found to be 978 per 1000 males as against 933 national average.

Population support services :

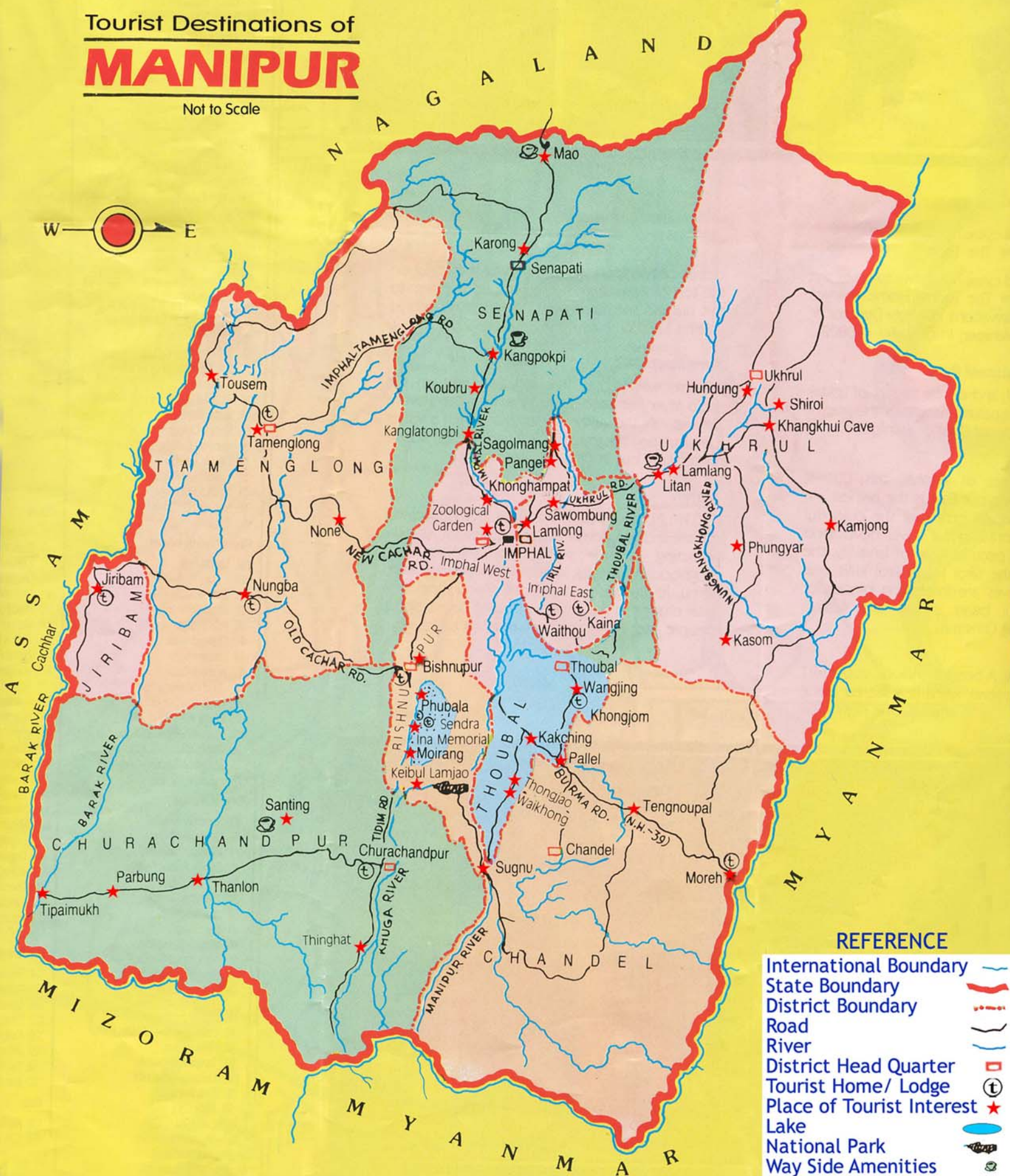
Health : The number of hospitals have been increased from 89 in the year 1992-93 to 97 in the year 1999-2000. However, the no of dispensaries has been decreased to 440 in the year 1999-2000 from 462 during the period 1992-93. The number of beds and doctors per lakh of population are 102 and 39 respectively during the year 1999-2000 .

Education : The number of educational institutions have been increased from 4371 in 1994-95 to 7065 during the year 1998-99 . Out of the total enrolment in educational institutions , primary educational institutions cover more than 28 per cent . The number of primary schools per thousand of population is estimated at one . The teacher-pupil ratio at the primary school level of education is about 20 against 21 in the high/higher secondary level.

Literacy : The state records 68.87 per cent literacy with reference to total population in the year 2001 . Rural literacy percentage in the state is marginally lower as compared to urban literacy percentage .

Tourist Destinations of **MANIPUR**

Not to Scale



REFERENCE

- International Boundary
- State Boundary
- District Boundary
- Road
- River
- District Head Quarter
- Tourist Home/ Lodge
- Place of Tourist Interest
- Lake
- National Park
- Way Side Amenities

Road : The total length of road in the state is 7153 km (1999-2000) of which only 17 per cent is national and state highway . The length of road per lakh of population is 265.53 km while the density of population is 107 per sq km .

Power : The installed capacity of power generation during the last decade has been decreased from 12.07 MW to 11.84 MW during the year 1999-2000. The actual generation has also been decreased from 1.53 MU to 0.83 MU during the same period . The total consumption of power is estimated at 173.06 MU of which industrial consumption is 10.90 M U. The per capita consumption of electricity in Manipur is found to be at 76.49 Kwh units as against 339 units at national average .

Industries : The industrial scenerio in the state of Manipur is not very much of encouraging . The number of industrial units and factories have gone down year after year as the time passes due to prevailing law and order situation . The total number of registered factories and industrial units have gone down from 304 in the year 1992-93 to 175 in the year 1999-2000. As such there is also decrease of employment by 32 per cent in the year 1999-2000 in comparison to 1992-93.

Agriculture: Agriculture is the single largest economic activity of the state involving 57.18 per cent of total workers. The net area sown as percentage to total geographical area is about 78.26 during the year 1999-2000. The percentage of area sown more than once to net area sown is approximate 6.70 per cent. The per capita land availability in Ha (NSA vs Agril workers) is about 0.27 ha during 1999-2000. The consumption of fertiliser per hectare of cropped area sown is only 48 kg during 1999-2000 as against the all India consumption of 116 kg/ha. The yield rate of rice which is the the staple food of the state has marginally increased from 2505 kg per ha in 1995-96 to 2324 kg per hectare in 1999-2000. The percentage of GCA used for horticultural activities is nearly 22 per cent. A wide range of production profile with a number of low value horticultural crops which indicate very poor level of commercial thrust in this primary production sector.

Marketing : Marketing and distribution system of commodities in Manipur is no different from the same prevailing in N.E.Region . Dynamics of local import trade from Mynmarr significantly affect the dynamics of local market in the state. The Co-op. marketing system in the state is totally defunct. There is no effective public sector-marketing agency also. As such, the entire marketing and distribution system in the state is unintervened and managed by private traders without any regulation.

Transport : The transport network in the state of Manipur has developed very fast . The number of vehicles in the year 2000 was estimated at 76,375. The number of four wheelers per thousand of population is estimated at 5.

Banking : The number of bank branches per lakh population is worked at 5 as on March '99 . The Credit deposit ratio is 44.35 per cent as on March 1999 against the national average of 56%.

State finance : There has been increased in the volume of revenue receipt and expenditure since 1990-91 to 1999-2000. While there is a surplus of Rs 13,742 lakhs in the year 1998-99 ,a deficit of Rs 9,360 lakhs in the year 2000-01.

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 industrial workers at the end of the year 1999 was 424 (base 1982 at100) whereas CPI for Agricultural labourers was 1907 (base 1960-61at100)

Per Capita Income : The per capita income at Current price for Manipur during the year 1999-2000 is Rs 10,614 against the National figure of Rs 10,204 for the same period . An annual growth rate of 11 per cent is observed during the period 1993-2000 .

Summary of Assessment :

The assessment made above can be grossly summarised as under :

1. The valley Plains comprising four district namely Imphal East, Imphal West, Thoubal and Bishnupur are densely populated. Whereas the hill districts are scantily populated. Such disproportionate distribution has resulted in :
 - a) Valley being the primary region for agricultural productivity, there is gradual decreasing land resource for agricultural production. .
 - b) Excessive use, abuse and endroachment to Wetlands in the valley plains.
 - c) Disproportionate investment for development activities, thereby causing discontent amongst the hill populations belonging mostly to the Naga & Kuki.ethnological groups.
2. The infrastructural facilities specifically the road network, drinking water and health services are grossly inadequate.

3. Although the per capita income of the state is comparable to the national referendum, but the price index or the per capita expenditures is high and hence the economic status of the people of the state is grossly below the national referendum .
4. The declining per capita consumption of electric power, more specifically, considering .the insignificant consumption in the agricultural and industrial sector indicates not only the lack of infrastructure, but also the reducing economic growth rate of the state.
5. The state has been unable to generate any employment for the past two decades. Even the employment under the non-permanent employment schemes such as JRY, TRYSEM, DWCRA etc. have been declining over the years.

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 hills comprising about 90% of the states geographical area is inhabited by only 10% of the population; thereby, providing adequate opportunities for development to sustain the population economically. The overall population density being relatively low (107 per sq.km.) , the land resources are adequate not only to sustain the population but also to be surplus in production of food and forest related products.
- The state is rich with natural assets like forests, lakes, rivers which have been providing not only the energy in the form of food and firewood but is also a store house of bio-diversity. These assets are major tourist attractions for the state.
- The literacy level is relatively high.
- The state is bounded on the eastern side by Myanmar.
- The state is extremely rich cultural heritage with a wide ethnological diversity.

- Unlike most other states of the nation, Manipur has no gender discrimination for employment.

Weaknesses :

- The state is geographically remote from the sources of production and hence the product prices at the consumer level are very high due to high cost of transportation. The situation is further aggravated by the fact that all transporters need to pay to the underground and insurgent outfits in Nagaland and its adjoining areas on an average price of Rs. 1.00 per kg of goods taken into Manipur.
- The only effective access to the state from other parts of the country is through Nagaland which has always been the major weakness of the state.
- The state economy has been affected by the underground activities and insurgency which has been the major retarding factor in the process of growth and development of the state .
- The Industrial sector of the state is weak and lacking the potential to generate any employment and economic growth.
- There appears to be no regulation on urban development and town planning.
- The soil conditions , more specifically the soil bearing capacity, is very poor in the valley region and hence no major construction can be envisaged . Ground water is not available at most parts of the state .
- The quality of sand and gravel are very poor for any construction purposes .
- The state is grossly deficit in revenue generation and is depended on the Union Government for Grants-in-Aid. The state is totally incapable of investment for development .
- There is still a restriction to inflow of tourists to the state for the reason that inner line permit is required for the tourist to travel through Nagaland .
Any foreign tourist visiting the state is required to obtain **RAP** (Restricted Area Permit) .

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 which is to be channelised through North East Council (NEC).
- With the opening of international border for free trade, there is an opportunity for Manipur to promote border trade in an organised manner. It is necessary that the government takes the initiative through planning, motivation and incentives to promote Moreh as the major border Trade centre with Myanmar and thereafter with Singapore via Thailand and Malaysia.
- The attitude of tourism in the developed world has become knowledge based focussing on 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 Manipur can bring about prosperity to the state through large scale employment.

Threats :

- The insurgency, more specifically the many groups of NSCN and their demand for Nagaland pose the major threat for any development/ investment in Manipur.
- The lack of opportunity for gainful employment and production has led to excessive use / abuse of forest resources causing wide scale environmental degradation in the hills which has caused silting in the Wetlands (rivers & lakes) in the plains. The bed levels having risen considerably resulted in increase in inundated areas caused by floods. The major wetlands like Loktak lake system is seriously threatened today.
- The deteriorating economic conditions of the state, increasing unemployment is eroding the value system of the Manipuris. Besides leads to political instability, increased inter group conflicts. There is a rapid drainage of capital from state. Investments for any fixed assets are often made outside the state even by the local Manipuris.
- The lack of opportunities and infrastructure in the hills have resulted in migration into the plains causing decrease in land availability for agriculture.

- With the dismantling of the APM (administered price mechanism) of petroleum products , Manipur in near future is likely to be face acute crisis for petroleum products .

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 to the flagging economy of the state and take initiative to mitigate the insurgency problems on a sustainable prospective.

□□□□

CHAPTER III :

TOURISM SCENARIO OF NORTH EAST INDIA : AN ANALYSIS



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TOURISM SCENARIO OF NORTH EAST: AN ANALYSIS

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 on 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.

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

Most Important Factors for Positioning a Destination :

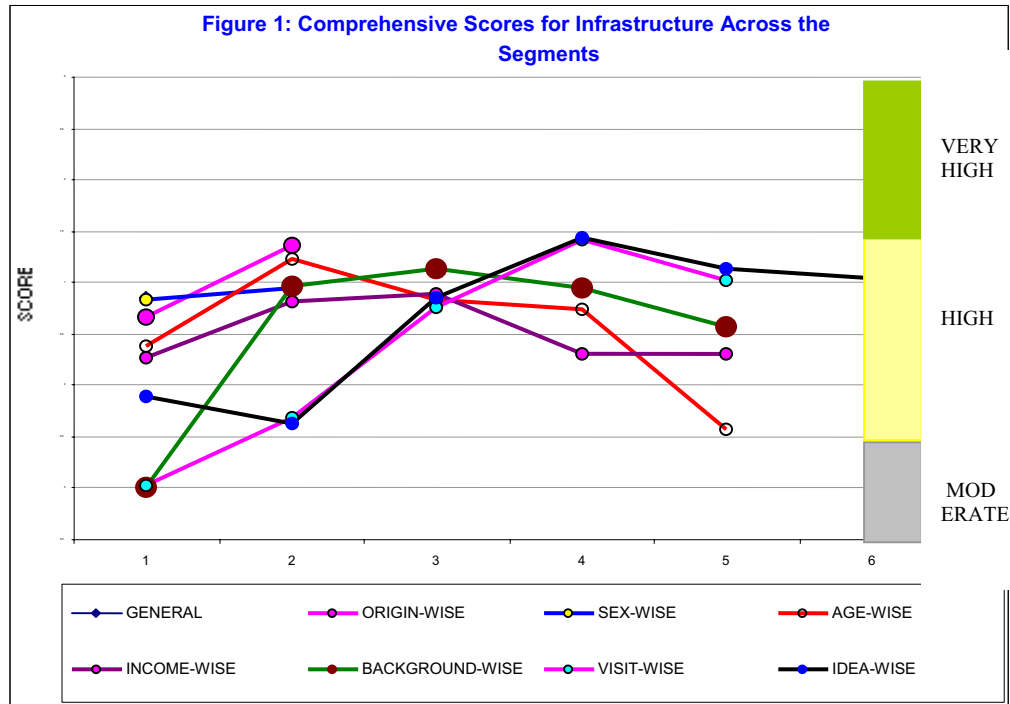
Destination positioning is a very new concept in tourism marketing. Like product positioning, a tourist destination may also be positioned in the minds of the targeted group of tourists. This position is rather symbolic to be used during policy formulation and preparation of detailed marketing strategy 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 loading 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. 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.

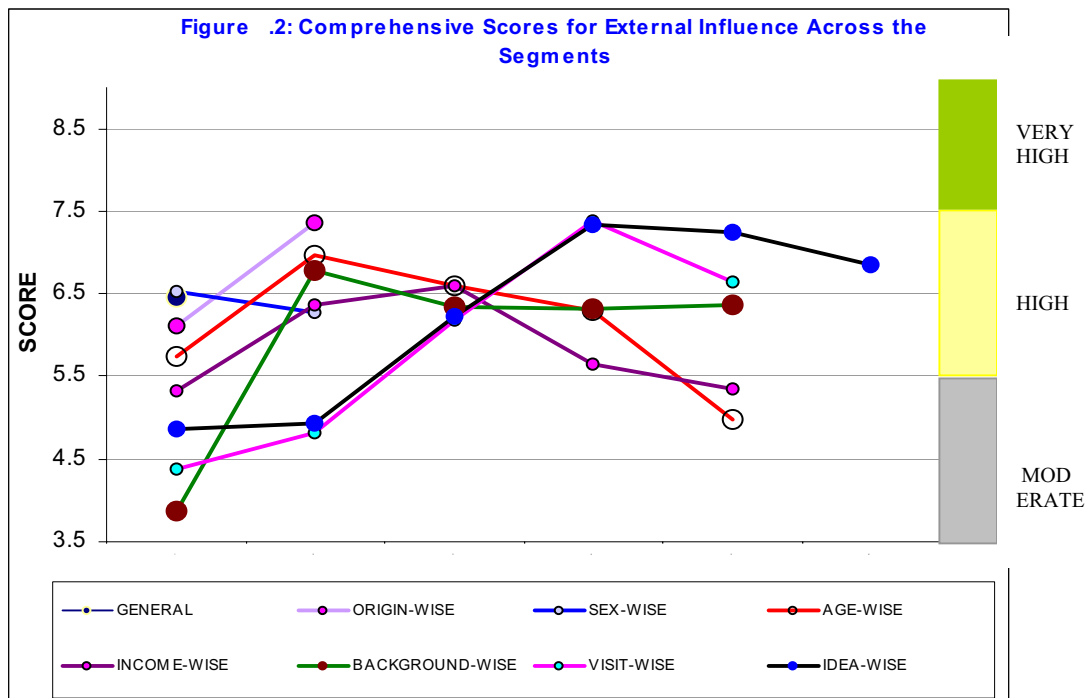
However, the difference between “Male” and “Female” respondents are very thin and thus the segmentation would not serve any purpose. Likewise, the different Age groups between 25 years to 50 years are having scores on *Infrastructure* around the same range. In case of Income, no two consecutive groups 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.

- | | |
|--|--|
| a) Drinking Water (0.58) | b) Main Tourist Attraction (0.54) |
| c) Chance (0.64) | d) Local People / Culture (0.58) |
| e) Number of Tourists Visiting (0.74) | f) Distance from Origin (0.63) |
| g) Recommendations of Earlier Visitor (0.57) | h) Recommendation of Tour Operators (0.67) |
| i) Weather (0.56) | j) Proximity to a Place Visited (0.67) |
| k) Basic Nature (0.53) | |

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.

Segmentation 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 are 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 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 alongwith 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 Kanyakumarka) 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.

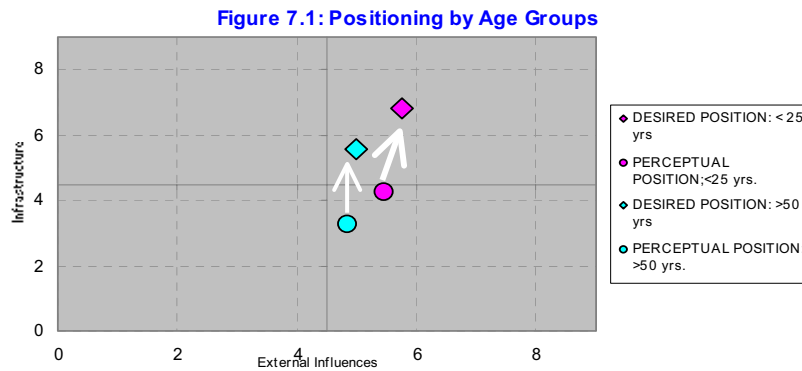
2. Positioning Based on Age of the Tourists:

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*.

Figure 3: Positioning by Age Groups



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.

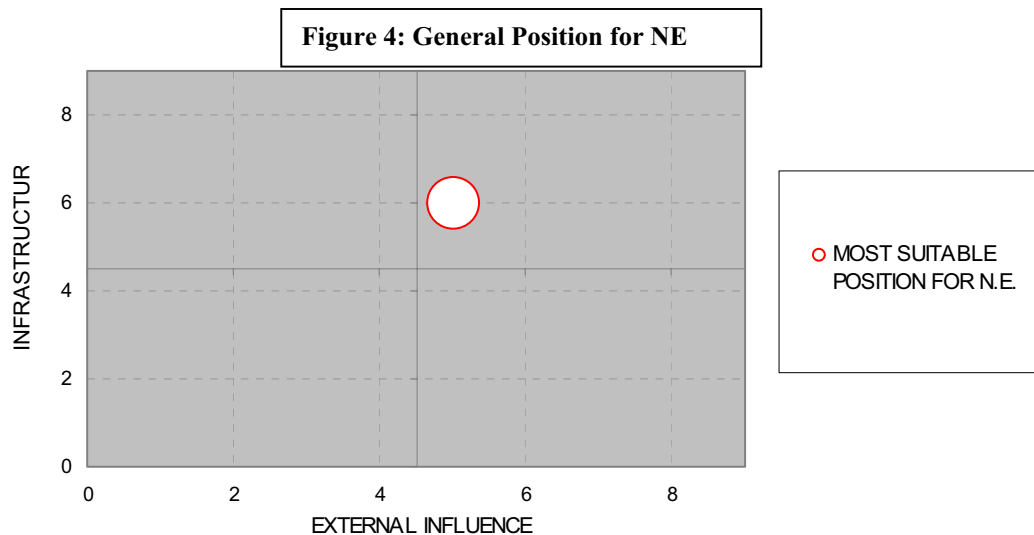
3 Positioning Based on Income:

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.

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.



A General Position for NE:

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 distant evaluator an idea about the destination. Travel brochure may be made available in two distinct broad forms: a) in print format and b) in electronic format mainly in the Internet. Possible steps that can be taken up in this regard by the NTOs of NE are discussed below.

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)ⁱⁱ 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 in to 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 hazyⁱⁱⁱ 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.

Manipur :

a) Loktak Lake :

USP : Largest Fresh water lake with floating bio-mass (*Phumdis*) islands .

Competition : No competition (unique due to *Phumdis*) .

b) Ukhrul:

USP: Hill station full of unexplored hills nearby full of *Siroi* Lily and Surrounded by *Khangkhui* Cave.

Competition: Same as Shillong , Tura

c) Tamenglong :

USP : Zailad Lakes , Barak Waterfalls , deep gorges and exotic orchids

Competition: Same as Shillong , Tura

Other North East States

a) Tawang / Bomdila :

USP: Himalayan Tourism with Tibetan connections. Snow and trekking.
Virginity of the environment.

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

b) Shillong:

USP: Hill resort with Cherrapunjee nearby. Virginity in the environment with unexplored limestone caves and waterfalls.

Competition: From Shimla, Ooty etc. But none of these destinations is bestowed with so many exciting options of nearby attractions.

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 only as examples, and therefore, these 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.

Manipur

Keibul Lamjao National Park :

USP : Only floating National Park in the world, the last natural habitat of Sangai deer an endangered species.

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.

Manipur **Moirang** : Birth place of Indian National army and main centre of early Meitai folk culture.

Other North East States

- a) **Majuli**: *USP*: Largest river island in the world, full of 15th century Vaisnavite culture. Declared World Heritage Site.
- 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 of spots where adventure tourism can also be promoted. Some of them are mentioned below.

Manipur

- a) **Phubala** : Boating and other water sports
- b) **Tamenglong** : Speleology

Other North East States

- a) **Tawang**: Skiing, trekking and hand gliding.
- b) **Shillong**: Speleology and trekking.
- c) **Stillwell Road**: Exploration of the ancient road connecting India and Myanmar, developed during the world war II may 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.

Manipur

Govindajee temple : A historic centre for Vaishnavites

Other North East States

- a) **Tripura Sundari Temple**: *USP*: Built in 1501 AD. It is regarded as one of the 51 Piths of Hindu pilgrimage.
- b) **Kamakhya**: *USP*: Legendary Hindu Temple
- c) **Parasuram Kund** : A sacred shrine for Hindus.
- d) **Gompa of 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 Joseph; *The Analysis of Image and the Formulation of Tourism Policy*; in

iii Briasoulis, Helen and Straaten, Jan Van der, *Tourism and Environment Regional, Economic, Cultural and Policy Issues*, Kluwer Academic Publishers, 2000, page 231.

CHAPTER IV :



EVALUATION & ANALYSIS OF TOURISM SCENARIO OF MANIPUR :

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EVALUATION & ANALYSIS OF TOURISM SCENARIO OF MANIPUR

AN ANALYSIS

A state level survey was conducted in conformity to the regional level survey, as stated in the previous chapter, amongst 150 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 provides the knowledge of strength and weaknesses of the state in reference to tourism. The survey has also revealed the class of tourists to the state. The above provides a scientific approach in formulating a strategy for development of Tourism in NE region in general and the state of Manipur in particular which can be summarised as under:

- The awareness and knowledge about the tourist destinations of Manipur is very poor and hence publicity is a prime and immediate need.
- Although transportation is rated as fair, 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 through 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 border trade centre namely Moreh.
- Although there are a number of hotels in Imphal and are adequate presently catering primarily to business tourists comprising above 80% of the visitors, the infrastructure is grossly inadequate for seasonal demand as reflected by the fact that the tourist Factor of Imphal is less than 0.2. 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 is primarily of economy class.
- Potential for development of tourism is rated high by all tourists, irrespective of their class. Tourism is viewed by the local population as a potential source for generation of employment and economy in the state.
- Educational excursions at school level is observed to be a major tourism traffic for the state at intra state tourism .

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

THE MAJOR TOURIST DESTINATIONS OF MANIPUR

The tourist destinations of Manipur are well defined and no new destinations have been identified in the past two decades. The traffic being extremely low, the returns are inadequate and grossly disproportionate to the investments and hence cannot sustain operation and maintenance of the earlier identified destinations. Therefore, it is not recommended to promote new destinations. The destinations, which are commercially viable or have the potential to be viable, are as under:

Imphal

Imphal, the capital of Manipur is a bustling mini metropolis situated at the height of 790 M above sea level. It is surrounded by beautiful hills like the dignified Nongmaijing hills in the East and the Langol in the North. Imphal has a total geographical area of 1228 sq km and has a population of 7,07, 184. The beautiful land of blue -green hills, cascading rapids, carpets of flowers, and winding rivers beacons the tourist. Imphal is the nerve centre for all cultural, commercial and administrative activities of the state. Imphal is connected by a network of roads with all-important cities of the N E Region including Guwahati through NH 39 and Silchar through NH 35. It also has air connection with New Delhi , Kolkata , Aizawl , Silchar and Guwahati .

- **Govindajee Temple :**

Adjoining the Royal place of the former rulers of Manipur, this temple is a historic centre for Vaishnavities. It is a simple but beautiful structure with twin gold domes, a paved courtyard and a large, raised congregation hall . The presiding deity in the centre is flanked by idols of Lord Krishna and Balaram on one side and Jagannath on the other. Priests come down the steps to accept offerings from devotees in the courtyard.

- **War Cemetery :**

Commemorating the memories of the British and Indian soldiers who died during the Second world war, these cemeteries are serene and well maintained, with little stone markers and bronze plaques recording the sacrifice of those gallant soldiers. These cemetery is maintained by the commonwealth war graves commission.



- **Shaheed Minar :**

The tall minar at Bir Tikendrajit Park, in the heart of the capital, commemorates the indomitable spirit of Manipur martyrs who sacrificed their lives while fighting against the British in 1891.

- **Manipur State Museum :**

The interesting museum near the polo ground has a fairly good display of Manipur's tribal heritage and a collection of portraits of Manipur's former rulers. Particularly interesting items are costumes, arms and weapons, relics and historical documents.

- **Khonghampat Orchidarium :**

The orchid yard of the forest department on the National Highway 39, about 7 Km from Imphal is another place of interest. More than 110 varieties of orchids including several rare species are grown over 200 acres of land. The peak blooming season is in April and May.

- **Manipur Zoological Park :**

About 6 km off Imphal, towards the west is the Zoological Park at Iroishemba on the Imphal Kangchup road. Graceful brown antlered Deer, (Sangai) one of the rarest species in the world in Sylvan surroundings can be seen here. A trip to this garden/park at the foot of the pine growing hillocks in the western most corner of Lamphelpat is really enjoyable.

- **Langthabal :**

Langthabal is situated 8 KM from Imphal.. Down the India Myanmar road, lies this small hill with relics of an old historic palace, temples of architectural importance and ceremonial houses amidst pine trees and jack fruits trees planted symmetrically. Langthabal offers a view of the Manipur University and same picturesque vistas.

- **Red Hill (Lokpaching)**

Red hill is a hillock about 16 KM from Imphal road. It is a thrilling spot where a fierce battle took place between the Japanese and British forces in World War II and regarded as a holy place. The Japanese war veterans had constructed 'India place Memorial' a monument in memory of Japanese martyrs who sacrificed their lives in the fierce battle.

- **Waithou Lake :**

16 KM from Imphal on the Indo-Myanmar road, Waithou Lake is a picturesque, serene location for holidaying. It is also famous for its pineapples.

- **Kangchup :**

At an altitude of 921 metres, 16 KM from Imphal to the west is a healthy resort on the hills over looking Manipur valley. The scenery is picturesque. It is also a mountain pass on the road to Tamenglong. There is an inspection B' Low here.

- **Kaina :**

29 KM from Imphal, a beautiful hillock, about 921 metres above sea level, Kaina is a sacred place of Hindus. According to Legend, one night Shri Govindajee appeared to his devotee Bhaigyachandra Maharaja Manipur in a dream and asked him to build a temple enshrined with his images carved out of a jackfruit tree which was then growing at Kaina. Beautiful hill shrubs and charming natural surroundings give the place a saintly solemnity. Ceremonial dances depicting the divine dream are performed at the Rasa Mandap. Kaina can be reached by bus via Thoubal.

- **Khongjam :**

36 KM from Imphal, situated on the Indo –Myanmar road, this is a place of great historic importance. It was here that Major General Paona Brajabashi, one of the great warriors of Manipur, proved his valour against the superior force of the invading British Army in 1891. The hillock, at the foot of which he laid down his life in defense of his motherland is reminiscent of the past heroic deeds of Manipuri warriors. A war memorial on the top of the scenic hill feature adds charm to the historic site. Khongjom day is celebrated as a state function every year on April 23.

- **Koubru Leikha :**

Koubra is one of the pious mountains of Manipur situated 37 KM away from Imphal (NH-39). A three hundred years old temples of Lord Koubru Mahadeva is situated in the foot hills of " Awang asuppa yoi myai khunda ahanha mountain ". The devotees offer rituals in the name of Kaubru Baba or at the Lord Shiva. In the month of Savan and Mahashiva Ratri. Around twenty-five thousands devottes used to come in ceremonial attires from different places to offer rituals and chant Mantras in praise of Lord Shiva. The temple is situated besides a beautiful mountain river, which attracts hundreds and thousands of tourists. The temple has been maintained for the last 10 years by the Manipur Seva Kanwariya Samittee.

Bishnupur

27 KM from Imphal on the Tiddim road stands the single-cell conical roofed temple of Vishnu. It was built in 1467 in the reign of king Kiyamba and is interesting because of its antiquity and design, which was influenced by Chinese style. It is Also well known for its stoneware production, Handloom textiles.

Moirang

45 KM from Imphal , Moirang is one of the main centres of early Miete folk culture with the anicent temple of the pre-Hindu diety Lord Thangjing . In the month of May. men and women dressed in colourful traditional costumes sing and dance in the honour of the Lord at the Moirang Lai Haraoba which is a ritual dance festival held every year . The township was also special place in the history of the Indian Freedom struggle. It was at Moirang that the flag of the Indian National Army was unfurled on April 14, 1944. There is an INA Museum containing letters, photographs, badges of ranks and other articles associated with this movement. Private bus operators are operating bus services from Keishampat, Imphal to Moirang .

Loktak lake System and Sendra island

- **Phubala**

40 KM from Imphal on the Western fringe of the Loktak Lake and south of Imphal, Phubala is a charming little resort to the mainland by a narrow causeway. Boating and other water sports are being currently introduced here.

48 KM from Imphal a huge and beautiful stretch of water, this lake is like a miniature sea inland. From the tourist bungalow at the top of Sendra Island, visitors can get a bird's eye view of the lake and the life on it. The fisher- men and their families live in neat huts on its shores and the floating islands of bio-mass (Phumdis). Loktak is a storehouse of bio-diversity and has attracted international bodies like Wetland International, Indo-Canadian Environment Facilities for conservation and development. The feeder channel to the lake has been well harvested to generate power under NHPC.



- **Keibul Lamjao National Park :**

The only floating National Park in the world on the Loktak Lake, this park is the last natural habitat of. 'Sangai', the dancing deer of Manipur. Other animals like hog deer, antlered deer and a host of water fowls and migratory birds can be seen during November to March. The forest department maintains watch-towers and two rest houses within the park.



Ukhrul :

83 KM to the east of Imphal, this district HQ of Manipur East is the highest hill station of the state. A tribal centre for the colourful warrior tribe Tangkhul Nagas, Ukhrul is a developed town and is famous for the Khangkhui lime caves and the rare species of land-lily , better known as the **Siroi Lily** , grown on the Siroi hills .



- **Kangkhui caves :**

10 KM from Ukhrul. Kangkhui is the name of the village where the caves are located. The caves are 10000 years old and are interesting places for excursions. Ukhrul bears a gay and festive appearance during Christmas .

New Churachandpur :

59 KM from Imphal, the district HQ of Manipur South, New Churachandpur is mainly inhabited by the Kuki tribe and it is an ideal place for sightseeing and holidaying .It is also a developed tribal town where local handicrafts are available in the market.

Tengnoupal :

69 KM from Imphal Tengnoupal is the highest point on the Indo Myanmar road from where one can have a full view of the valley of Manipur. When a visitor passes along the road, he finds him self amidst the clouds .

Moreh :

110 KM from Imphal, Moreh is the border town on Indo -Myanmar border. A commercial town attracting a large number of people primarily for border trade. It is only 5 KM away from Tamu, its Burmese counterpart. Tanu depicts a total change in the attire and eating habits of the people and in the architecture of its buildings. With the implementation of free border trade, Moreh hold promise for rapid development as a commercial town.

Tamenglong :

It is 156 KM from Imphal and is the district H.Q. of the Tamenglong district. This region is known for its deep gorge ,mysterious caves and splendid waterfalls and its exotic orchids . The Tharon caves, Zailed lake, Barak waterfalls are some of the places of tourist interst. The road to Tamenglong is an experience of lifetime.

CLASSIFICATION OF TOURISM ASSETS / DESTINATIONS (Based on Class of Tourism)

(A) Pilgrimage tourism :

- i) Govindajee - A historic centre of Vaishnavites.
- ii) Langthabal - Temples of architectural importance.
- iii) Bishnupur - Single celled conical roofed temple of Bishnu.
- iv) Kaina - An image of Shri Govindajee carved out of a jack fruit tree .
- v) Koubru Leikha - Three hundred years old temple of Lord Koubru (Lord Shiva)

(B) Sentimental tourism :

- i) War Cemetery - Commemorating the memories of the British and Indian soldiers who died in the second world war .
- ii) Shaheed Minar - Memory of Manipur Martyrs who sacrificed their lives while fighting against British .
- iii) Red Hill - War between Japanese and British forces .
- iv) Moirang - Head Quarters of INA
- v) Khongjom - A war memorial in the memory of Manipur warriors .

(C) Eco - tourism :

- i) Floating park in Keibul Lamjao National Park - Dancing deer.
- ii) Loktak lake , Waithou lake , Zaild Lake .
- iii) Tamenglong - Tharon caves, Ukhrul - Kangkhui caves
- iv) Land lily-Siroi hills, Djuko Flower Valley

(D) Adventure tourism : Boating and water sports -- Phubala .

(E) Business tourism :

- i) Imphal - Commercial Capital
- ii) Moreh - Border town (Indo-Myanmar)

- iii) Mao - Production centre of Horticultural commodities and business centre .

(F) Picnic / pleasures / excursion / Cultural :

- i) Imphal - Museum, Orchidarium, Zoological park
- ii) Churchandpur - Holidaying , sight seeing , cultural .
- iii) Tengenoupal - sight seeing

(Based on Tourist Traffic)

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

RANK / ORDER DESTINATIONS

1 st order	Imphal
2 nd order	Moreh , Loktak , Moirang , Sendra , Keibual Lamjao National Park
3 rd order	Ukhrul , Churchandpur , Kaina , Khongjam , Mao , Bishnupur , Phubala , Koubru Leikha .
4 th order	Tamenglong , Tengenoupal , Djuko valley

• **STATUS & PROGRESS FOR THE CENTRAL PRIORITISED SCHEME IN MANIPUR**
(AS ON MARCH 2002)

The state has undertaken a large number of centrally sponsored works since 1985-86 . The works were executed reasonably efficiently till 1997-98 as the state was not required to contribute to the investment . But there after, there has been no progress of the new works primarily due to the lack of state equity. The detail status of the works are as under :

(Rs in Lakhs)

Sl No	Name of the Project	Amount sanctioned	Total released	Balance to be released	Implement ing agency	Remarks / Status
1	Construction of Tourist guest house at Moirang.	14.98	12.5	2.48	P.W.D.	1. Tourist lodge is occupied by army 2. The present status is dismal and needs repairing & renovation at an estimated L.S. amount of 5.0 lakhs .
2	Tourist home at Jiribam	15.92	13.50	2.42	MPHC	1. Balance amount to be released . 2. The present status is poor and needs immediate renovation .The estimated requirement is about 6.0 Lakhs .
3	Tourist home at Rengpang , Nungba .	8.34	7.75	0.59	MPHC	1. Balance amount to be released . 2 .Occupancy is very poor . 3. An L.S. amount of 5.0 Lakh is required for renovation .
4	Tourist home at Tamenglong	8.34	7.75	0.59	-Do-	1. Balace amount to be released . 2. Construction completed and inagurated .
5	Tourist home at Moreh	8.34	4.00	4.34	-Do-	1. Construction work is in progress
6.	Construction of Tourist Lodge at Base camp ,Lamdiam	9.83	6	3.83	-Do-	Construction work is in progress .
7	Copnstruction of Tourist Lodge at base camp .Shiroi .	9.83	5.00	4.83	P.W.D.	Construction is not yet started as the land for construction is not yet handed over by the Revenue Deptt
8.	Construction of Tourist lodge at Serou	10.91	5.50	5.41	PWD	Work is in progress
9.	Construction of Yatri - Niwas at Imphal	35.00	15.00	20.00	CPWD	Work is in progress .
10	Renovation of Imphal Tourist Lodge (Hotel Imphal)	105.00	25.00	80.00	P.W.D.	The hotel is now closed .
11.	Construction of Tourist home at Kachai ,Ukhrul .	32.01	5.00	27.01	T.P.Cell .	1. Construction work is not yet started 2. Released amount has been deposit in the Govt account .
12	Constructiion of Tourist home at Thoubal Dam	26.79	3.70	23.09	-Do-	-Do-
13.	Construction of Tourist home at Behiang	26.79	4.00	22.79	-Do-	-Do-

14.	Construction of Tourist home at Jessami	34.67	7.50	27.17	-Do-	-Do-
15.	Construction of Tourist home (Dormitorias)at Chingoi Baruni.	34.66	7.50	27.16	-Do-	-Do-
16.	Construction Tourist Home at Chandel District	49.92	10.80	39.12	-Do-	-Do-
17.	Construction of Tourist home at Thanlon in Manipur	49.92	10.80	39.12	-Do-	-Do-
18.	Construction of Tourist home at Changpol	43.51	10.00	33.51	DC Engg. Cell	-Do-
19.	Construction of base camp at Wakha	-	10.50		T.P.Cell	-Do-
20.	Construction of Tourist Home at Khangkhui Cave	43.51	9.92	33.59	D C Engg. Cell	-Do-
21.	Construction of Tourist Home at Chonir, Somdal, Ukhrul	43.50	9.92	33.58	-Do-	-Do-
22.	Construction of Dormitory at Koubru Tank	49.91	10.57	39.34	T.P.Cell	-Do-
23.	Construction of Dormitory at Zailad Lake	32.35	6.90	25.45	DC Engg Cell	-Do-
24.	Construction of Dormitory at Barak	32.35	6.90	25.45	-Do -	-Do-
25.	Construction of Tourist Home at Nungbi	43.50	9.92	33.58	-Do-	-Do-
26.	Construction of Dormitory at Baruni Cave, Imphal East Dist.	32.35	7.48	24.87	Dist. Council Engg Cell	-Do-
27.	Construction of Dormitory at Dzuko Valley	32.53	7.48	25.05	DC. Engg Cell	-Do-
28.	Development of Mughal Gardens at Bishnupur Hill Range	150.66	36.00	114.66	CPWD	-Do-
29.	Construction of Tourist Home at Nambashi, Ukhrul Dist.	57.97	13.38	44.59	Dist. Council Engg. Cell	-Do-
30.	Construction of Tourist Reception Centre-cum-lodge at Ukhrul	155.56	34.65	120.91	-Do-	-Do-
31.	Development of Manipur State Museum , Imphal	10.02	2.38	7.64	-Do-	-Do-
32.	Construction of Tourist centre at Choither	138.00	29.66	108.34	CPWD	-Do-
33.	Construction of Tourist Centre at Wangoi	87.56	20.42	67.14	CPWD	-Do-
34.	Construction of Cafeteria at Mao gate	3.25	3.00	0.25	PWD	Cafeteria is not functioning .
35.	Construction of Cafeteria at Iroishemba	4.74	2.50	2.24	MPHC	Construction is not yet finished
36.	Construction of Cafeteria and Jetty at Boat Ghat, Phubala	7.05	3.50	3.55	PWD	Construction is not yet finished
37.	Construction of Cafeteria and Jetty at Boat Ghat, Sendra	7.05	3.50	3.55	PWD	Construction is not yet finished
38.	Construction of Tourist Lodge at base camp, Keirad	9.83	5.00	4.83	PWD	Constn. work is yet to be started.
39.	Wayside Amenity at Kangpokpi	3.48	3.48	.00	MPHC	Not functioning
40.	Wayside amenities at Litan	3.48	3.00	0.48	-do-	-do-
41.	Waysideamenity at Santing	3.48	3.00	0.48	-do-	-do-
42.	Wayside amenity at Khonghampat	5.19	4.00	1.19	PWD	Construction completed. Not functioning properly

43.	Beautification and Illumination of war cemeteries at Imphal	2.73	2.25	0.48	PWD	Work is in progress
44.	Constn. of Alpine Hutes and community toilets and other tourist facilities at Sendra.	24.90	12.50	12.40	PWD	-do-
45.	Constn. of Health Resort at Imphal	47.90	35.00	12.90	MANIDCO	-do-
46.	Constn. of wayside Amenities at Noney	20.51	4.50	16.01	TP cell	Release amount has been deposited in the govt. account
47.	Constn. of wayside Amenities at Nungba	20.50	3.50	17.00	TP cell	Release amount has been deposited in the govt. account
48.	Constn. of Tourist Recreation facilities/ Gallery and platform at Thangjing Temple, Moirang	51.86	12.00	39.86	-do-	-do-
49.	Constn. of wayside Amenities at Senapati	20.77	4.50	16.27	TP cell	-do-
50.	Constn. of Tourist complex at Theron Cave.	11.92	9.52	2.40	PWD	i) Balance amt. to be release ii) Constn. is in not yet finished
51.	Constn. of Tourist complex at Thongam Mondum	10.91	8.73	1.18	PWD	Constn. is not yet finished.
52.	Constn. of Tourist complex at Ukhrul	10.91	9.50	1.41	MPHC	Present status is dismal and need reparing and renovation. The estimated L.S.amount is about 5.0 lakhs.
53.	Constn. of Tourist facilities at INA Guest house at Moirang	6.90	3.50	3.40	PWD	Work is in progress
54.	Tourist Complex at Moreh	52.13	12.00	40.13	MPHC	Amount has been deposit the govt. account.
55.	Tourist Complex at Singda	51.98	8.35	43.63	TPCell	-do-
56.	Constn. of Tourist Complex at Sekta	30.24	7.00	23.34	-do-	Work is in progress
57.	Constn. of Tourist Complex at Dolaithabi Dam	51.05	6.35	44.70	Engg. cell , Dist. Council	Amount has been deposit the govt. account
58.	Constn. of Tourist Complex at Langol	51.05	6.35	44.70	Engg. cell , Dist. Council	Amount has been deposit the govt. account
59.	Constn. of Tourist Complex at Khuga Dam	51.05	8.00	43.05	Engg. cell , Dist. Council	Amount has been deposit the govt. account
60.	Constn. of base camp at Koubru Laikha	50.26	10.50	39.76	TP Cell	-do-
61.	Constn. of Parking at Sendra Tourist Home	12.48	3.00	9.48	-do-	-do-
62.	Constn. of wayside amenities at Thoubal	18.98	4.37	14.61	Dist. council Engg. cell	-do-

- Due to acute shortage of financial position, the state share of investment could not be made and central assistance to the tune of Rs. 8.90 crores could not be availed. Therefore , it is suggested that state equity of 5.21crores can be availed from PM 'S special package fund for developed of NE region. An approximate amount of Rs. 4.87 crores Central Govt fund have been deposited in the Govt. account.

- The project which have already been completed or those which are nearing completion such as Tourist Guest house at Moirang, Ukhrul; Cafeteria at Phubala, Guest House at Sendra etc. either not being utilised appropriately or are already been damaged to a great extent. And hence require additional investment to make them useable.
- It is recommended that all these GuestHouses must be leashed out to the private sector or to competent NGOs on mutually beneficial terms.
- Considering the performance of women NGOs in the state, it is suggested that, in absence of any private individual investors, the way side cafeteria /amenities may be handed over to women NGOs on nominal rentals but with the repair and maintenance expenses to be borne by the NGO.
- As regards the hotel Imphal which is presently under the Directorate of Tourism, it is suggested that the hotel be reopened as the hotel Imphal has always been the main tourism promotion centre for Manipur Tourism. The modest operandi for the hotel must invite private participation for which the Directorate of Tourism may enter into a agreement for contract operation of the hotel including the maintenance of the assets. The initial investment for commencement for agreement such as replacement of consumables, painting & rennovation could be made jointly or by the lessi. The money which has been released for the purpose deposited to the Govt / Electrical division must be utilised for re-opening of the hotel. However expenditure should be incurred only after finalisation of modus operandi. Nevertheless, the manpower has to be rationalised.
- Further investment for all tourism development must be executed or implemented directly by the Directorate through consultants/ Architects or on BOOT system. Dependence on state machineries such as PWD, MPHC, TP (cell) etc. needs to be eliminated in view of the quality & speed of implementation.

CALENDAR FOR TOURIST DESTINATIONS, FESTIVALS AND FESTIVITIES

DESTINATIONS	ASSETS	
Imphal	1. Govindajee Temple	Through out the year
	2. War cemetery	-Do-
	3 . Shaheed Minar	-Do-
	4. Manipur State Museum	-D0-
	5. Khonghampat Orchidarium	March/April
	6. Zoological Park	Throughout the year
Langthabal	Temples of Architectural Importance	Throughout the year
Red Hill	A mourment imemory martyrs	-do-
Waithon Lake	Picturesque lake	-do-
		best in the winter season
Kaina	An image of Shri Govindajee curved out of a jack fruit tree	
Khongjam	A war memorial in memory of Manipur warriors	Through the year. Best in the winter season
Konbru Leikha	Three hundred year old temple of lord koubru	Best in the winter season
Bishnupur	Single called conical roofed temple of Bishnu	Throughout the year
Moirang	HQ of INA	-do-
Loktak lake & Sendra island	I. Biggest fresh water lake in Eastern India	-do-
	ii. Storehouse of Bio-diversity	Oct,May.
Keibul Lamjao National Park	Floating National park in the world	
Phubala	Charming little resort	Best in the winter season
Moreh	Border town on Indo Myanmar border	Best in winter season
Ukhrul	I. Famous for Siroi Lily - a rare species of land lily	April-May
	ii. Kangkhui caves	-do-
Kangkhui caves	1000 years old caves	Nov-March
Tamengiong	1. Tharon caves	Nov-March
	2. Zailed lake	

	3. Barak waterfalls	
Mao	Production centre of Horticultural commodities	Nov-May
FESTIVALS		
Nagatribe		
Gang-NGoi	Religious ceremony festival	Dec-January
Lui-NGai-Ni	Seed sowing festival	15th feb every year
Meitei population		
Yaohang (Daljatra	Celebrated for five days commencing from the full moon day of phalguna dedicated to lord Gouranga	February/March
Lai-Haraoba	A traditional stylised dance for appearing gods & goddesses	April-May
Cheiraoba	Offer decorate dishes to various deities	April
Ratha Jatra	Lord Jagannath leaves his temple in car pulled by mass of pilgrims	June/July
Ningol Chakhouba	Visit of married women to parental home for feast	November
Chin-Kuki-Mizo		
Heiku Hitongba	Traditional & religious boat race	September
Kut Festival	Thanks giving festival in honour of the giver for abundance harvest	Autumn season
Rasalila		
a) Kunja Rasa	Night of full moon	Aswin (October)
b) Maharasa	-do-	Kartik (Nov)
c) Basanta	-do-	Baisakhi (April)
d) Nitya Rasa	Rasa is about Radha & Gopies who play with Krishna	No specific time for performance

• TOURIST TRAFFIC AND FORECAST

The tourist traffic into Manipur has remained stagnant at about 1 Lakh visitors, over the past decade with less than 1% 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, ICEF, Wetland International, UNESCO 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 Imphal (considering the tourist factor) for even 10% increase. The lack of trained human resources is another impediment for any growth. Assuming that focussed attention is paid to fortify these weaknesses, it will not be ambitious to expect atleast 100% 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:

<u>Year</u>	<u>Domestic Tourists</u>	<u>Foreign Tourists</u>	<u>Total</u>
2	1,50,000	2,000	1,52,000
4	2,50,000	5,000	2,55,000
6	3,00,000	10,000	3,10,000
8	3,50,000	15,000	3,65,000
10	5,00,000	20,000	5,20,000
12	6,00,000	25,000	6,25,000
14	6,50,000	30,000	6,80,000
16	7,00,000	35,000	7,35,000
18	7,20,000	38,000	7,58,000
20	7,50,000	40,000	7,90,000

- The above expectations are based on the basic assumption that law and order more specifically the problems of insurgency is curbed effectively and immediately.
- Considering the host population, annual Traffic over 6 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.

DESTINATIONWISE ANTICIPATED TOURIST TRAFFIC IN MANIPUR

Sl.No.	Destination	At Present	5 th year	10 th year	28 th year
1.	Govindajee Temple	85,000	1,80,000	3,00,000	42,000
2.	War Cemetary	98,000	2,00,000	2,50,000	4,00,000
3.	Shaheed Minar	76,000	1,80,000	2,50,000	4,00,000
4.	Manipur State Museum	15,000	35,000	70,000	1,50,000
5.	Khonghampat Orchidarium	28,000	55,000	1,00,000	1,75,000
6.	Manipur Zoological Park	16,000	25,000	50,000	80,000
7.	Langthabal	6,800	16,000	30,000	45,000
8.	Waithou Lake	12,000	40,000	60,000	80,000
9.	Kangchup	12,000	40,000	60,000	85,000
10.	Kaina	14,000	35,000	65,000	90,000
11.	Khongjam	24,000	65,000	1,00,000	1,50,000
12.	Koubru Leikha	14,000	30,000	45,000	60,000
13.	Bishnupur	24,000	65,000	70,000	1,20,000
14.	Moirang	70,000	2,00,000	3,20,000	4,00,000
15.	Loktak Lake & Sendra Island	85,000	2,50,000	4,00,000	6,00,000
16.	Keibual Lamjao National Park	40,000	1,00,000	1,40,000	1,75,000
17.	Phubala	12,000	40,000	45,000	55,000
18.	New Churachandpur	8,000	25,000	60,000	85,000
19.	Moreh	1,45,000	2,75,000	4,50,000	6,50,000
20.	Ukhrul	6,000	9,000	15,000	25,000
21.	Kangkhuai Caves	6,500	18,000	25,000	40,000
22.	Tamenglong	18,000	50,000	60,000	85,000

FORECAST FOR ACCOMMODATION IN MANIPUR

(No. of beds)

Sl.No.	Place	At present	15 th year	10 th year	28 th year
1.	Imphal	1050	1500	2050	4000
2.	Churchandpur	4	12	20	40
3.	Tengnoupal	37	50	80	100
4.	Ukhrul	31	40	80	120
5.	Moreh	320	800	1400	2200

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CHAPTER V :

STRATEGY FOR DEVELOPMENT OF TOURISM IN MANIPUR :



SUGGESTIONS & RECOMMENDATIONS

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STRATEGY FOR DEVELOPMENT : SUGGESTIONS AND RECOMMENDATIONS

STRATEGY FOR DEVELOPMENT OF TOURISM :

Development of Tourism forms an integral part of overall economic development of the state and in case of Manipur, 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. In absence of any policy guidelines in the state, the strategy so suggested is based on the philosophy of maintaining the harmony amongsts 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) Institutionalization . 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 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 ”.

Manipur tourism is yet to be discovered and 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 classssified into the aspects of:

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

I POLICY ADJUSTMENTS AND ADMINISTRATIVE RESTRUCTURING :

- Adoption of state level tourism policy including formation of Tourism Development Advisory Committee (TDAC) and Tourism Development Council (TDC) .
- Enactment of pollution control act, Urban Development regulation act.
- Upgradation and restructuring of Tourism Directorate/ Department.
- Formation of a Noth East India Tourism Coordination forum.
- Abolishing of the requirement of RAP (Restricted Area Permit) and Inner Line Permit to Permit free movement of tourists.
- The state must seek from the Non-lapsable pool account an amount of Rs. 5.21 Crores as Grant-in-aid for the state equity for the unimplemented, centre sponsored projects for development of tourism infrastucture as listed earlier so as to be able to receive the balance for completion of the works.

- The state assets such as the Tourist guest houses, hotels, cafeteria etc. needs to be leased out 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.

II. INFRASTRUCTURE DEVELOPMENT :

- Construction of a double track light rail (electrically operated) transport system in the valley in North South alignment from Senapati to Pallel, thereby reducing the pressure on road transport & pollution due to vehicular emission .
- Construction of a rapid transport system on elevated rail from Airport to and within the Imphal city.
- Construction of a truck terminus with amenities outside the city limits on the Dimapur road.
- Construction of inter state bus terminus outside the city limits on Dimapur road.
- Construction of Bye-pass to Imphal city on the North South alignment.
- Augmentation of generation ,transmission and distribution of electric power and improvement of quality & reliability in terms of voltage level and interruptions of supply .
- Solid waste collection, treatment and disposal systems for all urban activities.
- 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 .

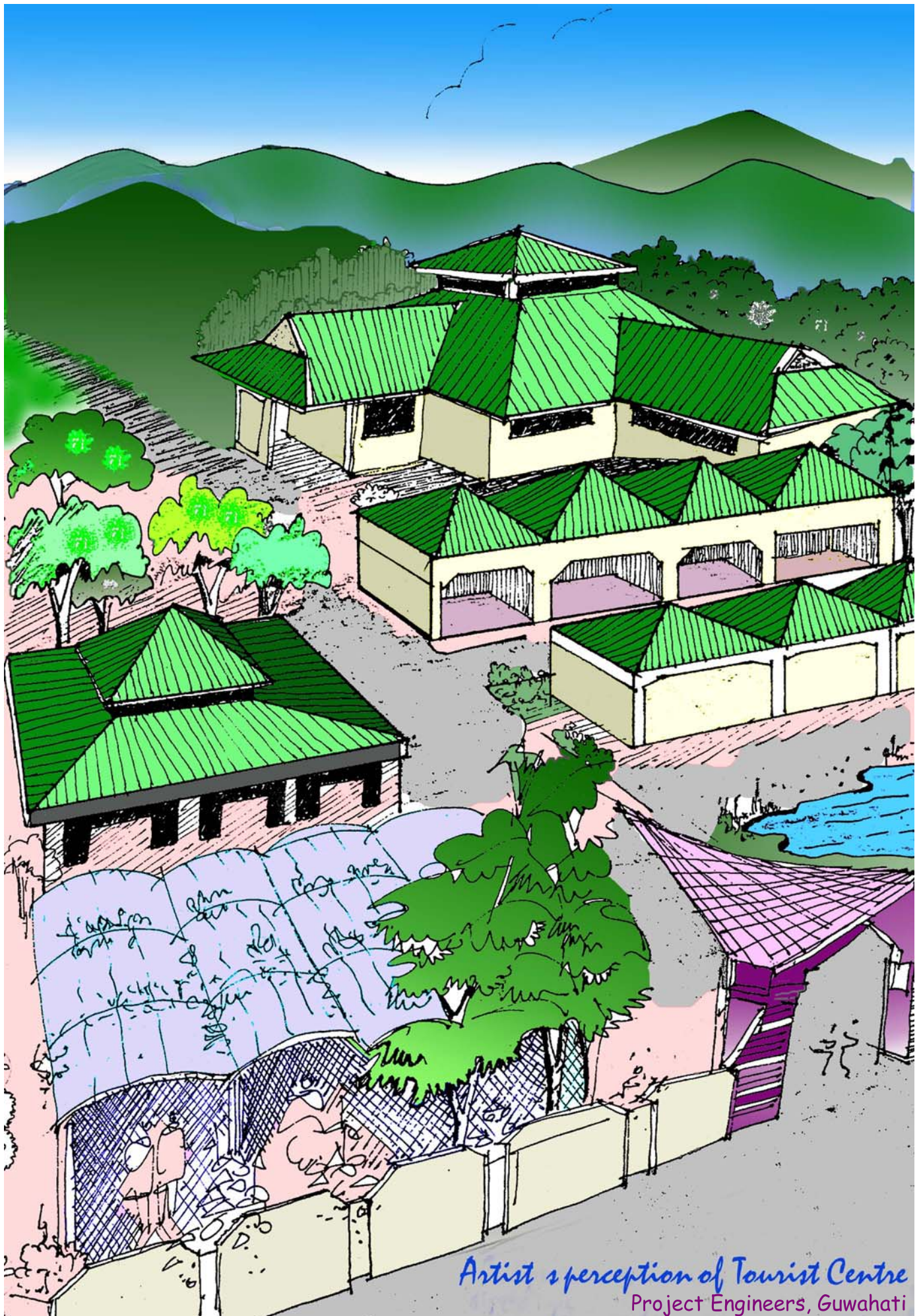
- Elimination of slow moving manual cycle rickshaws , hand carts etc. which cause traffic congestion. Schemes will need to be implemented for alternative means to livelihood of the displaced.
- Improvement of the state highways and P.W.D. roads and way side amenities.
- Improvement of the city road networks with fly-overs , pedestrian crossing bays, parking areas etc.
- Shifting of the vegetable wholesale market away from the city but along the Dimapur 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 :

1. 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 .

2. Establishment of Moirang, the **Janmabhumi** of **Indian National Army**, as **The Heritage Centre for Indian Army** with upgradation of the Netaji Museum , developing tourism cum cultural centre as stated above , establishment of tourist Accommodation facilities with a golf course , swimming pool etc. The Moirang area is envisaged to be developed by the Indian Army in cooperation with the host population. Such inter-dependency with the Army and the people will eliminate the conflict between the Army and the people.



Artist's perception of Tourist Centre
Project Engineers, Guwahati

3. Upgrading of the **Imphal airport** to an International airport and connecting Imphal with the South East Asian nations.
4. Establishment of **a cultural University / Institute** with centre for performing arts, Art gallery, art museum, Institute for development of Tourism products, fashion design centre etc.
5. Upgradation / enhancement of the tourism destinations through **addition of Tourism attractions** such as Orchidiums , snake parks , butterfly parks etc.
6. Introduction of **commercial institutes** for teaching of foreign languages – more specifically Japanese . Tai , Chinese , Burmese and French , Tourism development and management , Hotel management and training for Culinary art of multi- national cuisine .
7. **Establishment of a Japanese village** at or near Red Hill war cemetery with accommodations in Japanese style , golf course , Japanese food centre. Meditation and yoga centre, centre for herbal treatment, Tourism centre with a cultural centre including a Bonsai garden, Rose garden and an Orchidium. A project of such nature can be expected to be financed by the Japanese for their sentimental attachment with Imphal. Such a village is likely to increase the inflow of Japanese tourists' manifolds.
8. Development of **picnic spots** for domestic tourism.
9. 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 .**
10. **Publicity and Promotion** of Tourism in Manipur through picture post card, CD ROM, TV programmes , and Website .
11. Introduction of Tourism festival like “ **Manipur Darshan** ” or “ **Loktak Utsav** ” 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 *Ras Lila* or the *Dol Jatra* .

12. Introduction 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 near the Loktak lake.
13. Establishment of **Eco- parks as well as amusement parks** at imphal (near Orchidium on Dimapur road)
14. Beautification of **Kangla Moat** at Imphal.
15. Upgradation of **State Museum** as a Tourist Attraction.
16. Beautification of **Royal Palace** as a tourist destination.

IV INDUSTRIAL RELATED ACTIVITIES

• 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 | • Handicrafts |
| • Printing | • Miscellaneous area specific consumer products. |
| • Service industries | |

Handloom & Textile :

Handloom & textile products enjoy the major market share amongst all tourism related products. Handloom products of Manipur are very famous for their quality and unique 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. The inadequate working capital does not permit stocking of variety products. The major products identified are:

- | | | |
|---------------------------|------------------|--------------------|
| 1) Saris cotton & silk | 2) Chaddar | 3) Sarong |
| 4) Bed spreads | 5) Woolen shawts | 6) Woolen garments |
| 7) Misc. fabric products. | | |

Handloom sector needs to be commercialised and promoted with renewed investment 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 at the international level would be in SE Asian Nations for specific products such as Sarongs . The products like silk sarees be upgraded to compete with Jamdani & Tengail Sarees of Bangladesh. The existing product designs and textures vary from place to place and from ethnic group to group which could be used for advantages through reputed fashion designers of national and international repute.

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 such as in Wengkhei village of Imphal, Moirang, Bishnupur, Chuachandpur and , Ukhul.
- The existing yarn dye house at Iroishemba needs to be revived and upgraded to include dyeing of silk and acrylic yarns so as to make the yarn available through out the year .
- Arrangement for working capital from the banks must be arranged for which the government intervention has become necessary .
- Icons for Manipur tourism such as the Siroi Lily , Sangai deer , Loktak lake , dances etc. be identified and developed for screen printing on T-shirts , caps , shorts , skirts 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 :

- | | | |
|-------------------|------------------------|-----------------|
| • Cane works | • Bamboo works | • Wood works |
| • Terracota works | • Jewellery | • Metal works |
| • Leather works | • Paper mache products | • Electric Toys |
| • Utility goods | • Doll making | |

Amongst the above handicrafts, Bamboo works, wood works and doll making is 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. Besides the colourful dolls of Krishna and the Gopies, 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 Manipur. Metal casting for production of curios more specifically depicting the various tribal cultures 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 wood carvings 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 Sangai deer in leather would surely attract the tourists.
- Promotion of the **jwellery craft** as an industry with product design identified by an **tourism icon** more specifically the **SIROI LILY** in 18 carat plated gold and hot enamel coated is likely to bring about a revolution to the craft .
- Manipur is known to have deposits of semi-precious stones like jade and Lapis Lazoli, which can be used in making of sculptures, idols and decorative goods.

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 craft of dressmaking, 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.

• **DEVELOPMENT OF HUMAN RESOURCES FOR THE TOURISM INDUSTRY IN MANIPUR**

The **strength** of Manipur is its people who have proved their competence time and again. The nature too has bestowed immense scenic beauty and unique natural wealths. The ethnic diversity makes Manipur a vibrant state which alone can attract hoards of tourists. The state suffers from numerous **weaknesses** amongst which the lack of opportunity for productive employment 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 Manipur, is likely to attract investment in the tourism sector for which Manipur already has a number of unique assets and destinations. The inter group clashes, insurgency in the state continue to be the major **threat** to the state. 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 Manipur 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 Manipur 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 guides 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, dressmaking 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 organised 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 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 needs 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) :

S/No	Training Programme	No. of Beneficiary	Per Person Requirement of Fund (Rs)	Total Requirement (Rs in Lakh)	Remarks
1.	Tour Operation and Management	50	25,000.00	12.5	It is expected that after the first phase there will be further need for investment by the Government for training and education .
2.	Tour Guidance	50	23,000.00	11.5	
3.	Beauty care and Herbal Treatment	50	20,000.00	10.0	
4.	Tour circuit operation and Management	50	27,000.00	13.5	
5.	Yoga , Meditation physiotherapy	50	26,00.00	13.0	
6.	Product design & Marketing of Tourism products	100	26,000.00	26.0	
7.	Garment design , dress making & Boutique	50	19,000.00	9.5	
8.	Catering and Culinary services	50	17,000.00	8.5	
9.	Exposure to International Tourism	50	31,600.00	15.8	
	A. TOTAL for conducting the TRAINING PROGRAMMES			120.3	

SUMMARY OF REQUIREMENT OF FUNDS FOR FIRST PHASE OF IMPLEMENTATION for HRD

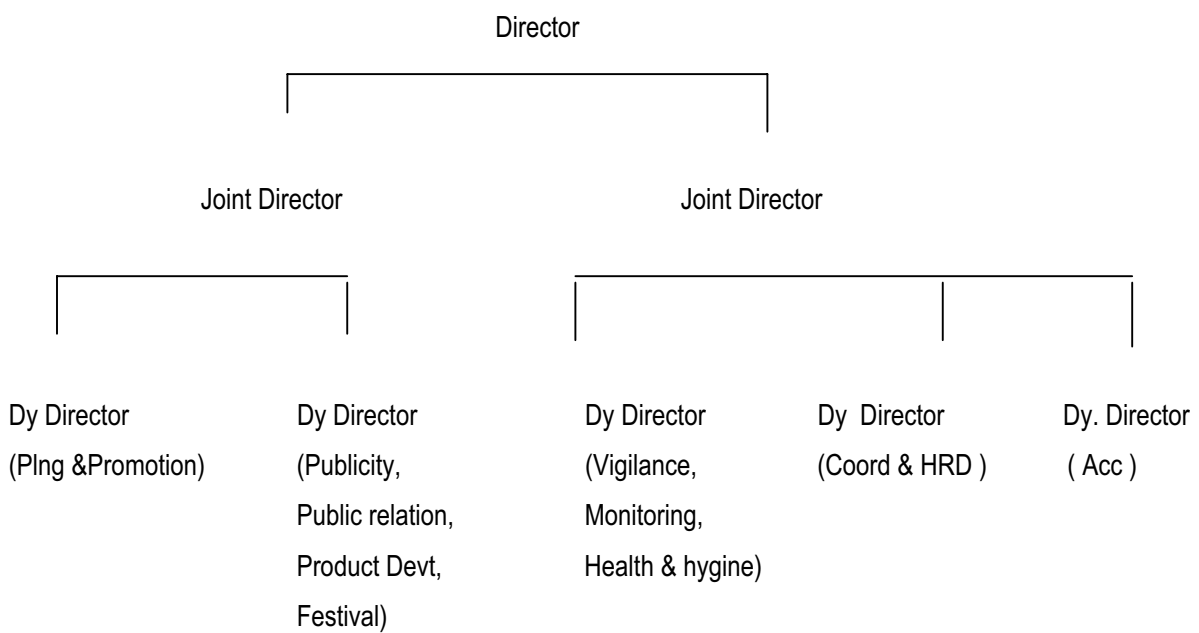
Sl No.	Particulars	Amount (Rs in Lakhs)
A.	For Conducting the Training Programmes	120.30
B.	Consultancy and preparation of model feasibility study For seeking bank finances	7.50
C.	Expenses for travelling, advertisement, selection	3.50
D.	Miscellaneous and un-foreseen expenditures	0.70
Total Proposal		132.0 Lakhs

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 : RESTRUCTURING OF TOURISM DIRECTORATE :

The role of the government must be limited to that of facilitate, 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 suggestion structure therefore is



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 greivance cell.

Dy. Director : Vigilance, Monitoring health & hygine

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

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 enterpreneurship 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 Manipur 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 a Draft policy is enclosed in Appendix no. Which includes the advisory and executive bodies related to Tourism activities.

■ ■ ■ ■

• **REQUIREMENT OF FUND , SOURCE and PHASEWISE IMPLEMENTATION OF THE PROJECTS PROPOSED .**

Sl.No.	Name of the schemes	Estimate cost	Source of fund	Requirement of fund for phasewise implementation (years) (Rs in Lakh)			
				10 th plan	11 th plan	12 th plan	13 th plan
1.	Dev. of museum of Manipur as tourist centre	18.0	GOM MOT , GOI	4.5 13.5			
2.	Dev. of palace as tourist spot	36.00	GOM GOI	9.0 27.0			
3.	Beautification of the Kangla Moat	141.00	GOM Imphal Munic. Corp Public fund raising MOT , GOI	11 15 30 56	2.0 3.0 10.0 14.0		
4.	Construction of tourist centre	129.20 x 4 = 516.80	Private Investment Loan from TDFCI Subsidy, GOI	26.20 77.00 26.00	52.40 154.00 52.00		
5.	Estimation for preparation of CD rom on Manipur Tourism	6.70	MOT , GOI	6.70 -			
6.	Printing of post card	2.5	MOT , GOI	2.5			
7.	Preparation cost for TV advertisement through Doordarshan (DD 1 & DD Bharati)	5.0	-do-	5			
8.	Cultural University/Autonomous institution	15000.00	PM's Non lapsable . fund for NE	2000	13000		

9.	Web site for Manipur tourism	4.0	MOT , GOI	4	- - -		
10.	Tourism festivals in Manipur (Manipur Darshan)	59.0	MOT, GOI, Tour operator/ Hotel, DT , GOM .	66 24 22	30 75 63	- 60 52	- 90 78
11.	Adoption of state level Tourism policy including formation TDAC & TDC		Policy adjustment	-	-	-	-
12.	Enactment of pollution Control Act , Urban Dev. regulation Act etc.	-	Policy adjustment	-	-	-	
13.	Grants--in-aid for the state equity for the Un- implemented, central funded projects for Dev. of Tourism infrastructure	1898	NEC – GOI – An amount Of 487 lakhs from GOI is deposited to state	521 890	-	-	-
14.	Construction of double track light rail	20000	MOST -GOI	-	7000	13000	-
15.	Construction of a rapid transport system on elevated rail from Airport to within Imphal city	15000	Private - on BOO system on global bidding	-	6000	9000	-
16.	Construction of truck terminus with amenities outside the city limits .	300	NEC GOM	200 100	-	-	-
17	Construction of interstate bus terminus outside the city limits on the Dimapur Road	500	NEC GOM	100 50	300 50	-	-

18.	Construction of Bye-pass to Imphal city.	Depended on the route.	-	-	-	-	-	-
19.	Augmentation of generation, transmission & distribution of electric power & improvement of quality & reliability	Demands detail assessment and viability study . Only the study can be considered at this stage at a lump sum fees of 5.0 Lakhs NEC	5	-	-	-	-	-
20.	Augmentation supply & distribution of water in urban centres & the tourist destination.	Proposal demands a detail technical evaluation	-	-	-	-	-	-
21.	Development of internal air shuttle services by small aircrafts connecting the various, identified centres & destinations of NE region	Project already under NEC consideration . Needs to be pursued for speedy implementation by the forum of CMs of NE states .	-	-	-	-	-	-
22.	Schemes for rehabilitation of displaced rishaw & handcart pullers which will be eliminated by alternative mode of transportation	2000 people to be rehabilitated @ Rs.20000/- loan @ Rs. 80,000/-	200 800	200 800	-	-	-	-
23.	Improvement of the state highways & PWD roads & way side amenities	Projects may be considered under NEC for infrastructure development	-	-	-	-	-	-
24.	Shifting of vegetable wholesale market away from the city along the Dimapur Road.	1000	NHB SFAC DoH - GOM	200 300 100	200 200	-	-	-
25.	Beautification of approaches to the urban centre & the tourist destination	750 75 nos. @ Rs. 10.0 Lakhs	Town com Private fund Panchayat MP/MLA MOT - GOI	8 8 4 8 122	12 12 6 12 183	8 8 4 8 122	12 12 6 12 183	12 12 6 12 183

26.	Establishment of the heritage centre for Indian army with upgradation of Netaji Museum developing of cultural centres with accommodation and recreation facilities like golf course, swimming pool etc.	800	Indian Army Land will be provided by GOM	600	200	-	-
27.	Upgradation of Imphal airport to an international Airport.	Project to be considered by AAI		-	-	-	-
28.	Introduction of commercial Institute for teaching of foreign language more specifically Japanese, Tai, Chinese, Burmese	40	Private with loan MoHRD- GOI through GOM	30 10	-	-	-
29.	Establishment of a Japanese village with accommodation in Japanese style, golf course, Japanese food centre, Meditation & Yoga centre, centre for herbal treatment , cultural centre including a Bousai garden	1000	Japanese Government / people as grant in aid Land will be provided by GOM	200	800	-	-
30	Dev. of picnic spots for domestic tourism.	20	DT- GOM	10	10	-	-
31.	Developing cottage industries centres for enterprises producing traditional handloom & handicraft products.	500 The IGC may be converted .	DI – GOM MHDC MoHRD NEC Fis for loan	30 50 20 70 100	60 60 30 60 300	40 40 10 50 200	- - - - 360
32.	Research , promotion & publicity for development handloom & handicraft products	15.0	MOT- GOI MHDC TRIFED	2 2 1	2 2 2	2 2 1	-

33.	Introduction & promotion of water sports, adventure sports like rock climbing para sailing, hand gliding, sailing .	90	Private with loan from TDFCI	15	75	-	-
34.	Dev. of human resources for Tourism industry in Manipur.	132.0	MDFC- GOI BCDFC- GOI TDC	44	66	22	-
35	Construction of amusement park	600	Private with loan from TDFCI	200	-	200	200
36	Preparation of DPR , Brochures etc, for Fund sourcing , Investment promotion etc.	25	MOT – GOI	10	15	-	-

TOTAL INVESTMENT (Rs in crores – 619.52)
EXCLUDING LOAN AMOUNTS

74.27 301.12 234.58 9.55

• **EMPLOYMENT OPPORTUNITIES AND COST BENEFIT ANALYSIS OF THE PROPOSED INVESTMENT .**

Sl.No.	Name of the schemes	Estimate cost (Rs in Lakhs)	Employment Opportunities		INVESTMENT BENEFITS			
			During investment (in mandays)	Additional Permanent (in Nos.)	Average Annual Returns after implementation (Rs in Lakhs)	Pay back period for investment (in years)	Investment potential fom individuals / private sector (Additional) (Rs. in Lakhs)	Remarks
1.	Dev. of museum of Manipur as tourist centre	18.0	8000	4	3.5	6	-	Activities such as travel , tour guidance will promote indirect employment
2.	Dev. of palace as tourist spot	36.00	22,000	20	7.0	6	15.0	- do -
3.	Beautification of the Kangla Moat	141.00	52,500	30	15.0	9	55.0	Indirect Employment potential is over 200 persons by activities like sports , catering , videography etc.
4.	Construction of tourist centre	129.20 x 4 = 516.80	187000	40	48.0	13	200.0	Investments are anticipated for commercial activities like shops, catering . Employment to over 400 persons
5.	Estimation for preparation of CD rom on Manipur Tourism	6.70	2000	2	13.5 -	1	10.0	Repeatable and renewable investment while promoting tourism .
6.	Printing of post card	2.5	500	5	7.5	1	2.5	- do -
7.	Preparation cost for TV advertisement through Doordarshan (DD 1 & DD Bharati)	5.0	300	4	5	1	2.5	- do -

8.	Cultural University/Autonomous institution	15000.00	38,00,000	120	-	-	Very large investments can be anticipated from foreign universities and agencies.
9.	Web site for Manipur tourism	4.0	100	2	15.0	1	Return is in form of advertisement and commission of sales
10.	Tourism festivals in Manipur (Manipur Darshan)	59.0	10000	5	40.0	-	The returns are indirect. The initial investments are promotional . Anticipated to be self sustaining after about three years .
11.	Adoption of state level Tourism policy including formation TDAC & TDC				-	-	Objective is to give a direction to the development of the tourism industry in the state.
12.	Grants--in-aid for the state equity for the Un- implemented, central funded projects for Dev. of Tourism infrastructure	1898	7,80,000	600	300.0	7	Investment for commercial activities likely if disinvestment is considered . Will promote other activities.
13.	Construction of double track light rail	20000	1,00,00,000	250	2000	10	Will contribute to reduced cost of living, better environment etc. Reduce consumption of Fuel oils .
14.	Construction of a rapid transport system on elevated rail from Airport to within Imphal city	15000	10,30,000	100	2000	8	- do -
15.	Construction of truck terminus with amenities outside the city limits .	300	1,00,000	30	50.0	6	All operation and infrastructure through private operation.
16	Construction of interstate bus terminus outside the city limits on the Dimapur Road	500	1,00,000	50	80.0	7	- do -

17.	Construction of Bye-pass to Imphal city.	Depended on the route.	-	-	-	-	-	-	Will generate a very employment opportunity for a period of not less than five years . A detail feasibility is to be studied
18.	Augmentation of generation, transmission & distribution of electric power & improvement of quality & reliability	-	-	-	-	-	-	-	- do -
19.	Augmentation supply & distribution of water in urban centres & the tourist destination.	-	-	-	-	-	-	-	- do -
20.	Development of internal air shuttle services by small aircrafts connecting the various, identified centres & destinations of NE region	-	-	-	-	-	-	-	- do -
21.	Schemes for rehabilitation of displaced rischaw & handcart pullers which will be eliminated by alternative mode of transportation	2000.0	6,00,000	1500	60.0	4	-	-	To promote employment , decongestion of Imphal city .
22.	Improvement of the state highways & PWD roads & way side amenities	Depended on the route.	-	-	-	-	-	-	Will generate a very employment opportunity for a period of not less than five years . A detail feasibility is to be studied

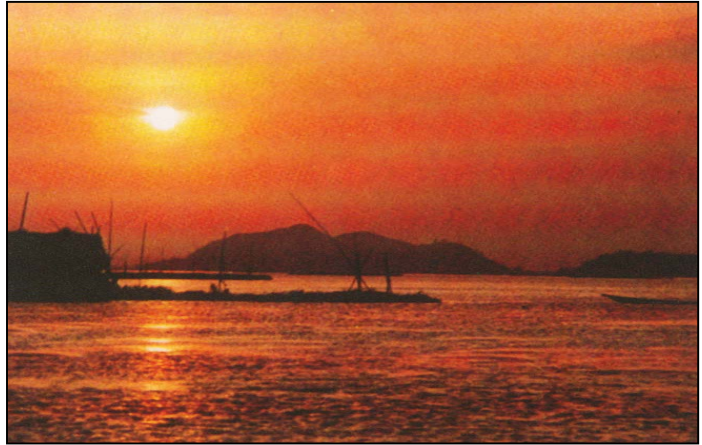
23.	Shifting of vegetable wholesale market away from the city along the Dimapur Road.	1000.0	3,75, 000	100	150.0	7	200.0	Indirect employment generated is estimated over 800
24.	Beautification of approaches to the urban centre & the tourist destination	750 75 nos. @ Rs. 10.0 Lakhs	2,00,000	150	-	-	-	Promotional only .
25.	Establishment of the heritage centre for Indian army with upgradation of Netaji Museum developing of cultural centres with accomodation and recreation facilities like golf course, swimming pool etc.	800	1,00,000	60	100.0	8	400.0	Will generate opportunity for large scale employment .
26.	Upgradation of Imphal airport to an international Airport.	Project to be considered by AAI	-	-	-	-	-	-
27.	Introduction of commercial Institute for teaching of foreign language more specifically Japanese, Tai, Chinese, Burnese	40	2000	20	10.0	4	30.0	Will generate 20 persons every year
28.	Establishment of a Japanese village with accomodation in Japanese style, golf course, Japanese food centre, Meditation & Yoga centre, centre for herbal treatment , cultural centre including	1000	3,00,000	30	80.0	12	-	The returns are likely to be faster with opportunities to receive various grants – in – aid .

29	Dev. of picnic spots for domestic tourism.	20	10, 000	20	3.20	7	20.0	Opportunity for indirect employment .
30	Developing cottage industries centres for enterprises producing traditional handloom & handicraft products.	500 The IGC may be converted .	50,000	100	200	3	1500 (including loan for 960.0)	Opportunity for very large scale employment directly for production and indirectly for marketing. Must be integrated with Tourism
31	Research , promotion & publicity for development handloom & handicraft products	15.0	300	10	3.0	5	-	Promotional . Sustenance through grant-in-aid.
32.	Introduction & promotion of water sports, adventure sports like rock climbing para sailing, hand gliding, sailing .	90	3000	15	20.0	5	40.0	Viability improves with popularity .
33.	Dev. of human resources for Tourism industry in Manipur.	132.0	65000	500	500	5	-	-
34	Construction of amusement park	600	1,00,000	100	220.0	3	150.0	Reasonably high Indirect investment and employment is anticipated .
35	Preparation of DPR , Brochures etc, for Fund sourcing , Investment promotion etc.	25	200	-	-	-	-	-
	TOTAL INVESTMENT EXCLUDING LOAN AMOUNTS	619.52 (Rs Crores)	1,78,89,900	3863	-	-	65.25 (Rs in crores)	

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CHAPTER VI

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IMPACT ASSESSMENT

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- Suggestions and Recommendations on Environmental Issues . 99
- Environmental Impact Assessment on Development of Tourism 100

SOCIOLOGICAL

- Sociological Status Assessment 100
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CONCLUSION

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IMPACT ASSESSMENT

ENVIRONMENTAL STATUS OF THE STATE :

The increasing unemployment coupled with conflict amongst the different ethnic groups and wide scale migration from hills to the plains has led to abuse and encroachment of wetland in the valleys. Rapidly increasing vehicular traffics primarily in the Imphal city, has led to degrading quality of ambient air in the capital city . The CO₂ , NO₂ in dust content is already very high . The indiscriminate deforestation and the practice of 'Jhum' cultivation has made the hill faces bare off trees and the undergrowth which has resulted in large scale erosion of the top soil in the hills and siltation in the plains . The detrimental impact has been that while the hills are becoming barren , the area inundated by floods in the plains are increasing every year thereby decreasing the net agricultural land resources of the state . The degeneration of the Loktak lake system (the biggest lake system in the eastern part of the country is the glaring example of such enviromental degradation).

Assessing the grave situation of the degrading Loktak lake system which is a warehouse of bio-diversity besides being the natural reservoir of fresh water for the state , international organisation like the Wetland International , Indo-Canadian Environmental facilities and IFAD have taken the initiative to conserve the lake system . While IFAD's main objective is to conserve the soil erosion on the hill surfaces through alternative activities to jhum cultivation on sustainable basis , the Wetland International is being engaged primarily for the conservation of the lake system . The catchment area under consideration includes the rivers & channels flowing into or out of the lake system and the nearby hills which drain the rain water into the lake system .

Manipur in a way is however fortunate that the industrial as well as mining activities are almost absent in the state . Hence , the contribution to pollution from the secondary activities are not really significant . It is also observed that as a part of conservation activities , the Loktak Development Authority has been removing bio-mass called *Phumdis* and silt from the feeder channel to the lake system . The dredged silt and bio-mass have been dumped all over the roads around the lake which has damaged the beauty of the lake areas very seriously .

In the urban centres like Imphal, the polluting factors are the - 1. vehicler emission, 2. domestic solid waste, 3. excessive dust fall, 4. unwarranted noise generation by vehicular traffic due to slow moving vehicles namely cycle rickshaws . There is also total absence of any systematic drainage system in the city Imphal . Although Imphal has the potential to become one of the most beautiful urban centres in the country, the city

presently has a very shabby and poor appearance. The urban living environment is generally dirty and the total apathy of all concerned has forced the people to accept such poor conditions as normal urban environment .

Loktak Lake System

Loktak Lake system is the icon of Manipur Tourism . The catchment area covering 1046 sq. K.M. has 293 Sq Km of watershed area and 114 Sq Km is covered by *Phumdis* . The lake system not only supports a population of 8700 belonging to fishing community and provide 40 per cent of the fresh water fish of the state with an yield of over 1200 Mt/Annum . It is also a habitat for over 53 species of fish belonging 17 families ,135 plant species comprising aquatic and semi-aquatic and 9 species of birds . The floating island in the Loktak lake , Keibul Lamjao National Park is the habitat for Sangai deer .

The lake system which receives about 1517 Million cum water annually is surplus in water during May to November and deficit during 5 months . The channels and stream carry over 6,57,000 Mt of sediments into the lake system of which only about 62,000 Mton flow out . The trapped silt raises the lake beds and floods become an annual event . Although the loss of life has not been recorded but loss of property , cattle and crops damages are very high .

The presence of bacteria content from total platecount in the lake water is very high . The highest being at KLNK (220000/ 100ml) and the highest coliform count is recorded from Sendra area which is attributed to disposal of human and cattle wastages and seepage of waste matters from the surrounding area .

The water in general is acidic and the pH value is between 6.0 to 7.5 . The CO₂ content is high .

All the above indicate that the Loktak lake system deserve immediate attention . The needs are :-

- 1) To arrest siltation by foresttation on hill slopes and mechanical structure . Treatment of forests through aided regeneration .
- 2) To remove phumdis from some areas to expose the water to sunlight .
- 3) To dredge out the channels when required .
- 4) Prevent seepage of sewage water by proper sanitation of the surrounding areas .

5. Other engineering measures like contour trenching , check dams , flow restrictor etc .

Considering the fragile structure of the Loktak lake system , the environmental aspect of the lake needs to be monitored continuously. It is therefore suggested that while promoting tourism the following aspects must be followed .

- Engine mounted motor boats must not be permitted to be used . Only boats with sails or with oars be allowed .
- Sanitation facilities must be provided in the fringe areas .
- High fountain within the lake shall improve the water quality besides adding beauty to the lake .
- Commercial activities such as fishery should be segregated and the present rate of harvest must be regulated .
- House boats must not be allowed within the lake system . Separate water body be identified for such purposes where treatment of water becomes economically viable .
- It is expected that the dredged silt and *phumdis* can be used as bio-fertilizer which can be centrifuges for compaction and packaging . Investment on the research is likely bear fruitful results .

Suggestions and recommendations on Enviromental Issues

The other suggestions and recommendations made are such that these schemes when implemented will not cause any damage . In fact suggestions are being made to supplement the nature's regenerative capacity . they are :

- Kangla Moat beautification as suggested will remove dust and vehicular emission such as ioxides of nitrogen & carbon emitted by the vehicles besides maintaining the comfortable micro climate around the city Imphal
- Collection and treatment of city effluent and sewage before draining to the rivers .
- Implementation and installation of a solid waste disposal system for the urban centres including a compost manufacturing yard. (it is learnt that the efforts are on to commision such as a system with the help of the French Govt .)

- In order to decrease the traffic congestion thereby decrease the net vehicular emission in the city ,the manual Rickshaws should be removed / replaced with effective and cheap bus transportation system .
- Use of polythene bags must be totally eliminated .
- Vehicular emission testing and monitoring within the state needs to be introduced .

Environmental Impact Assessment on Development of Tourism

The major environment pollution caused by or envisaged 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, bottles , cans etc.
- iii) Tourist 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 :

- Manipur at present is a disturbed state with political instability and any person from outside the state will term Manipur as an unsafe state. Likely so, insurgency holding of buses and cars and demanding money is rampant in most hill areas in the North and Western border parts of the state.
- Ethnic group conflicts are common features of the state. So much so such that the conflicts lead to polarization of politicians irrespective of party and in the line of ethnicity and thereby causing political instability. During the last two decades, no political party has survived over 3 years of administration.
- The lack of employment opportunity has lead to not only discontent among the youth but has lead to erosion of social value which one time so carefully preserved . Drug abuse has become rampant in

Manipur. Number of cases effected by AIDS has become significantly large to cause fear amongst the tourists from outside the state . The boards and banners with caution warning against AIDS are vulgarly positioned , more specifically on the way from the airport to Imphal city , giving an impression to the visitors that the city Imphal is a centre of illicit sex . Something needs to done immediately .

- The transportation & illegal trading of goods has been rampant even prior to liberlisation . The direction of flow of goods is primarily from Myanmar to Manipur. The border trade needs to be organised immediately so that the police , taxation department do not harass the people engaged in trading of the imported goods .
- The influence of insurgency on common person is so much so that life in Manipur ends with the sunset. Hardly any one is found on the roads after the sunset. The cable operators are not allowed to transmit channels featuring Hindi films. The Cinema halls donot screen Hindi Films. All such antagonism is only for the fact that there iare no opportunities for productive employment of the youth in the state.
- 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 insurgency and ethnic 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 atleast 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 handloom , 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 .

CONCLUSION

For a state like Manipur , development of tourism industry is probably the only opportunity to generate employment and bring about the reversal to the deteriorating socio-economic conditions of the state . Being a smokeless industry, tourism will cause the least damage to the fragile ecology of the region . The pressure on the only urban centre , Imphal 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 MANIPUR (In lakh Persons)

Sl.No .	Name of the district	Geographical Area (sq/km)	1991			2001			2011 (Projected)			2021 (Projected)		
			Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
1.	Senapati	3271	2.08	-	2.08	3.79	-	3.79	6.90	-	6.90	12.56	-	12.56
2.	Tamenglong	4391	0.89	-	0.86	1.11	-	1.11	1.43	-	4.43	1.84	-	1.84
3.	Churchandpur	4570	1.42	0.34	1.76	1.84	0.44	2.28	2.39	0.56	2.96	3.10	0.75	3.85
4.	Chandel	3313	0.61	0.10	0.71	1.04	0.18	1.22	1.76	0.32	2.08	2.99	0.55	3.55
5.	Thonbal	514	1.86	1.07	2.93	2.32	1.34	3.66	2.90	1.67	4.57	3.62	2.09	5.71
6.	Bishnupur	496	1.17	0.63	1.80	0.79	1.26	2.05	1.08	1.74	2.82	1.49	2.40	3.89
7.	Imphal West	1228	-	-	-	3.16	1.23	4.39	3.88	1.56	5.44	4.81	1.94	6.75
8.	Imphal East	-	4.19	2.91	7.11	2.51	1.42	3.93	3.11	1.76	4.87	3.88	2.15	6.04
9.	Ukhrul	4544	1.09	-	1.09	1.46	-	1.40	1.72	-	1.72	2.27	-	2.29
	Total	22327	13.31	5.05	18.37	18.18	5.70	23.88	25.17	7.62	32.79	36.58	9.90	46.48

Source : Census, 1991 & 2001 (Govt. of India)

ANNEXURE-II (A)

AGRO-CLIMATIC SUB - ZONES OF MANIPUR :

Name of the Zones	Characteristics Features	Areas Located
1.Sub-Alpine and temperate zone (a) Sub-temperate climate	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 ^o C and a minimum of 12 ^o C with sometimes mercury dipping upto 0 ^o C. The average rainfall in the Manipur record above 2000 cm per year. The soil of Manipur is lateritic. The soil are uniformly deficient in available phosphorus which in due to acidic reaction.	Mao, Maram areas of North district , Ukhrul and adjoining areas of East district, Laitang areas of Central district.
2. Sub-tropical plain zone (valley area)	This zone locate within attitude range 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 ^o C during summer. The soils of the valley are mostly alluvial, highly retentive , difficult to work when wet farming deep and wide cracks when dry.	Imphal Valley
3. Mild Tropical hill zone	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 1400 mm, maximum temperature of 20 ^o C and the minimum of 12 ^o 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.	West district Jiribam area of Churachandpur and Thanlang South district.

Source : Report of ICAR Research Review Committee of NEH region.

ANNEXURE-II (B)

ANALYSIS OF MICRO CLIMATIC VARIATION BY RAINFALL IN MANIPUR

Sl No.	Station	1991-2000 average in mm	Highest in the year	Lowest in the year
1.	Kang Poksi	212.7	256.7 (1995)	186.5 (1992)
2.	Saikul	133.3	153.7 (1995)	98.3 (1991)
3.	Tamenglong	219.4	340.0 (1993)	81.3 (1996)
4.	Thanion	139.6	337.0 (1991)	14.1 (1996)
5.	Tinsong	283.5	374.0 (1991)	14.1 (1996)
6.	Churchandpur	224.3	285.4 (1998)	148.1 (1992)
7.	Geljang	57.4	208.4 (1991)	24.9 (1993)
8.	Lamphepat	109.6	209.4 (1991)	66.7 (1995)
9.	Imphal	111.9	202.7 (1991)	62.8 (1995)
10.	Litan	129.1	201.7 (1991)	89.6 (1993)
11.	Wangbal	112.5	158.8 (1991)	90.8 (1996)

Source :Directorate of Agriculture, Manipur

Annexure II(C)

AVERAGE MONTHWISE MAXIMUM AND MINIMUM TEMPERATURE AT SOME STATIONS (1991-01)

Sl.No.	Station	Temperature in Centigrade																							
		Jan		Feb		Mar		April		May		June		July		Aug		Sep		Oct		Nov		Dec	
		Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min
1.	Tamenglong	25	9	28	10	27	15	28	14	29	15	29	18	29	19	29	20	30	17	30	15	27	12	25	10
2.	Thanlon	22	7	29	7	24	12	28	14	29	14	27	18	29	18	29	18	30	18	30	16	28	14	25	10
3.	Tinsong	25	8	23	9	26	11	31	14	29	16	30	18	28	19	28	19	29	18	31	15	28	14	25	8
4.	Geljang	32	1	32	1	33	4	34	5	37	5	37	5	37	5	37	5	36	6	36	6	35	4	29	2
5.	Chakpi Karong	26	8	28	10	28	15	30	14	29	15	29	18	29	19	29	20	30	17	29	15	27	14	26	12
6.	Wangbol	28	4	25	4	27	8	29	12	31	16	30	20	31	18	31	21	32	18	32	15	29	11	24	3

Source : Directorate of Agriculture, Manipur

ANNEXURE III

LAND UTILISATION PATTERN IN MANIPUR SINCE 1990-91 (AREA IN ‘ 000 HA)

Sl. No	Year	Geographical Area	Reporting Area of land use	Forest	Non-agri uses	Barrebed Uncultivable land	Total (5+6)	Permanent pasture & grazing land	Culturable Waste land	Fallow land	Net area sown	Total Cropped area	Area Sown more than once
1	1990-91	223	189	0.12	31	1.22	32.2	1.67	1.40	0.29	147	153.00	5.76
2.	1991-92	223	190	0.12	26	1.22	27.2	1.21	1.40	0.06	153	159.00	6.21
3.	1992-93	223	192	0.12	26	1.06	27.0	1.18	1.40	-	155	161.47	6.07
4.	1993-94	223	191	0.12	26	1.16	27.0	1.19	1.40	0.30	154	160.03	6.23
5.	1994-95	223	191	0.12	26	1.16	27.0	1.19	1.40	0.10	154	160.27	6.23
6.	1995-96	223	192	0.12	27	1.12	28.0	1.12	1.30	0.46	154	160.52	6.75
7.	1996-97	223	191	0.12	26	0.96	26.96	1.47	0.86	0.32	155	165.00	9.01
8.	1997-98	223	190	0.12	26	0.95	26.95	1.47	0.85	0.32	155	165.37	10.37
9.	1998-99	223	190	0.12	26	0.94	26.94	1.42	0.78	0.36	155	165.61	10.47

_Source : Statistical Hand Book of Manipur

Annexure IV

DISTRICTWISE LITERATES' POPULATION AND LITERACY IN MANIPUR (2001 CENSUS)

Sl.No.	District	No. of Literati's			Literacy Ratio		
		Persons	Male	Female	Persons	Male	Female
1.	Senapati	171100	99583	71517	50.47	56.39	44.04
2.	Tamenglong	56269	33640	22629	58.46	67.04	49.11
3.	Churachandpur	148829	84537	64292	74.67	84.98	64.40
4.	Bishnupur	127667	72751	54916	71.59	82.25	61.09
5.	Thoubal	208464	123372	85092	67.90	80.50	55.34
6.	Imphal West	312125	171350	140775	80.61	89.10	72.24
7.	Imphal East	260573	147617	112956	76.38	86.44	66.30
8.	Ukhrul	83284	47625	35659	68.96	75.40	61.91
9.	Chandel	61345	35469	25876	57.38	66.12	48.57
	Total	1429656	815944	613712	68.87	77.87	59.70

Source : Census, 2001 (Govt. of India)

Annexure V

POWER SCENARIO OF MANIPUR SINCE 1990-91

Sl.No.	Description	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00
1.	Installed capacity (MW)	12.07	12.02	12.22	12.42	12.62	12.37	12.37	12.62	11.84	11.84
2.	Generation (MU)	1.53	2.83	3.84	3.27	2.97	2.17	1.07	0.68	0.76	0.83
3.	Power Imported (MU)	219.39	251.50	252.52	276.35	271.28	255.03	303.80	343.61	275.70	380.16
4.	Sector wise Consumption (MU)										
i)	Domestic	79.45	85.23	88.30	97.50	111.78	113.76	131.73	157.87	90.40	101.68
ii)	Commercial	11.94	13.87	11.90	13.63	14.01	16.07	18.61	20.94	10.80	14.13
iii)	Industrial	33.77	41.62	41.67	42.74	17.84	48.23	55.84	51.55	19.30	10.90
iv)	Public Lighting	7.36	7.93	5.95	7.38	4.70	8.66	10.02	11.28	2.70	3.12
v)	Agriculture	2.80	3.96	3.97	5.27	12.61	6.18	7.16	8.05	10.70	3.63
vi)	Others	40.31	45.59	46.63	50.09	52.79	54.41	63.00	72.49	45.90	39.60
vii)	Total	175.63	198.20	198.42	216.51	213.73	247.31	286.36	322.18	179.80	173.06
viii)	Per capita Consumption of electricity (kWh)	-	-	-	109.68	105.77	119.59	135.35	148.87	81.31	76.49

Source : Statistical abstract of Manipur, 2001

Annexure VI

ROAD LENGTH BY DIFFERENT TYPES OF MANIPUR :

Sl No.	Classification	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
1.	National Highway	434.3	434.3	434.3	434.0	434.0	434.0	434.0	434.0	438.0	95.7	95.7
2.	State Highway	547.0	557.0	880.0	1158.0	1158.0	1158.0	1271.0	1271.0	1603.0	675.0	675.0
3.	Major District Roads	889.0	978.1	1037.1	1010.0	1014.0	1029.0	713.0	713.0	740.0	964.0	964.0
4.	Other District Roads	440.0	443.0	480.0	744.0	747.0	797.0	683.0	767.0	882.0	1013.0	1013.0
5.	Inter Village Roads	2415.0	2507.0	2398.0	2428.0	2468.0	2518.0	2877.0	3145.0	3348.0	3563.0	3563.0
6.	Other Non Surface	1100.0	1150.0	1150.0	1220.0	1280.0	1320.0	1380.0	1420.0	-	2745.0	2745.0
7.	Total	4835.3	5034.4	5344.4	5896.0	5949.0	6068.0	6116.0	6472.0	7011.0	7172.0	7172.0

Source : Statistical abstract of Manipur

Annexure VI I(A)

DISTRICT WISE OVERVIEW OF AGRI-HORTICULTURAL SCENARIO OF MANIPUR (1999-2000)

Sl.No.	Description	Senapati	Tamenglong	Chrchandpur	Chandel	Ukhrul	Imphal East	Imphal West	Bishnupur	Thoubal	Total
1.	Net sown area (000ha)	22.00	16.30	11.84	9.49	15.27	24.03	22.20	19.02	34.39	174.54
2.	Lad sown more than once (000ha)	7.60	0.82	7.57	2.34	5.26	12.77	2.15	5.19	2.40	46.10
3.	Gross cropped area (000ha)	29.60	17.12	19.41	11.83	20.53	36.80	24.35	24.21	36.79	220.64
4.	Cropping intensity(%)	134.54	105.00	163.93	124.65	134.44	153.14	109.68	127.28	106.97	126.41
5.	Land occupancy by major crops										
a)	Paddy	23.45	9.36	13.68	6.24	16.23	33.23	18.73	17.61	28.36	166.89
b)	Other cereals	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
c)	Pulses & oil seeds	Na	NA	NA	NA	NA	NA	NA	NA	NA	NA
d)	Fruits	4.20	3.35	3.78	2.46	1.62	1.36	0.76	3.33	3.73	24.59
e)	Vegetables	0.50	0.32	0.31	0.29	0.36	0.88	0.75	1.37	1.70	6.48
f)	Spices & condiments	1.25	0.64	1.64	0.64	0.32	1.33	1.11	0.74	1.25	8.92
g)	Others	0.20	3.45	-	2.20	2.40	-	3.25	1.16	1.75	14.01

Source : Directorate of Agriculture, Govt. of Manipur

ANNEXURE—VII (B)

AGRICULTURAL GROWTH RATES RECORDED IN MANIPUR DURING 1991 - 2000 IN RESPECT OF AREA EXPANSION, PRODUCTION AUGMENTATION & PRODUCTIVITY ENHANCEMENT

Sl.No.	Crops	Area Expansion	Production Augmentation	Productivity Enhancement (in %)
1.	Rice	0.45	1.36	0.87
2.	Other Cereals	(-) 0.11	0.52	0.63
3	Cole Crops	2.21	4.03	1.51
4.	Potato	0.72	5.26	4.24
5.	Carrot	1.85	1.70	(-) 0.13
6.	Summer Vegetables	1.96	1.25	(-) 0.60
7.	Temperate fruits	1.41	3.14	1.53
8.	Orange	(-)1.11	(-)1.19	(-)0.08
9.	Other citrus crops	1.23	1.96	0.65
10.	Pineapple	0.62	0.79	0.16
11.	Other fruits	0.83	0.69	0.20
12.	Ginger	7.69	0.42	2.26
13.	Turmeric	0.76	0.56	0.69
14.	Chilly	0.34	0.19	4.24

ANNEXURE VIII
INDUSTRIAL SCENARIO IN THE STATE OF MANIPUR

Year	No. of Industries			No. of Employees Involved			Increase/Decrease of employees		
	Factories	Indust. unit	Total	Factories	Indust. unit	Total	Factories	Indust. unit	Total
1992-93	-	304	304	-	1490	1490	-	-	-
1993-94	-	400	400	-	1280	1280	-	(-) 14	(-)14
1994-95	-	275	275	-	3040	3040	-	138	138
1995-96	41	272	313	-	1680	1680	-	(-)81	(-)81
1996-97	43	298	341	-	1618	1618	-	(-)4.0	(-)4.0
1997-98	49	178	227	186	1004	1190	-	(-)26	(-)26
1998-99	22	152	174	582	924	1506	213	(-)12	27
1999-00	5	175	180	15	1126	1141	-	21	(-)32

Source: Statistical abstract of Manipur, 2001

ANNEXURE-IX

NUMBER OF EDUCATIONAL INSTITUTIONS IN MANIPUR

Institute	1994-95	1995-96	1996-97	1997-98	1998-99
Pre-primary , Primary & Junior basic	2941	2548	2575	2548	2572
Middle & Senior Base	738	535	557	611	631
High & Higher Secondary	525	539	556	576	582
School for professional & other education	77*	77*	77*	3183	3188
College for art, Science , Commerce	50	50	50	51	50
College for professional & other Education	38	38	37	37	40
Universities	2	2	2	2	2
All Institutions	4371	3789	3794	7008	7065

Note :- * Excluding non -formal education

Source :- Statistical abstract of Manipur , 2001 .

ANNEXURE -X

HEALTH CARE AND FAMILY WELFARE SERVICES IN MANIPUR

Year	No. of Welfare Centres		No. of Beds	Beds / Lakh population	Doctor / lakh population
	Hospital/PHC	Dispensary			
1992-93	89	462	1904	98	35
1993-94	94	440	1950	97	34
1994-95	97	440	1973	96	34
1995-96	100	400	2058	97	40
1996-97	100	440	2315	107	40
1997-98	97	440	2367	106	39
1998-99	97	440	2367	104	41
1999-00	97	440	2371	102	39

Source :- Statistical abstract of Manipur , 2001

ANNEXURE XI

DISTRIBUTION OF SERVICE SECTOR TO NSDP

Year	Sector	1993-94	1997-98	1998-99 (Q)	1999-2000 (A)
Current prices	I) Service	52196	86581	94970	104158
	ii) Total SDP	115107	197646	222857	238634
	iii) Contribution of service sector to SDP	45.34	43.80	42.60	43.64

Note : Q = Quick estimate A = Advance estimate

Source : Statistical abstract of Manipur 2001

ANNEXURE XII

TOURISM INFORMATION :

• ACCOMODATION , TARIFF RATE AND TOURIST ASSETS

Location with tourist assets	Name of hotel	Class of hotel	No of beds	Tariff ranges (Rs)
Imphal	Hotel Imphal	Upper Class	75	200-750
Govindajee Temple	Hotel White Palace	Economy class	41	125-350
War Cemetery	Hotel Apollo	-Do-	38	50-250
Shaheed Minar	Hotel Prince	-Do-	38	200-700
Manipur State Museum	Hotel Anand Continental	Upper class	37	250-700
Khonghampat Orchidarium	Hotel Excellency	-Do-	39	250-750
Manipur Zoological Park	Hotel Nirmala	-Do-	43	300-900
Langthabal	Hotel Gaylord	Economy class	18	90-120
Red Hill	Hotel Nataraj	-Do-	35	60-200
Bishnupur	Hotel City Heart	-Do-	34	110-300
Phubala	Hotel Mayur	-Do-	42	65-200
Moirang	Hotel Shanky	-Do-	19	110-200
Loktak lake	Eastern Star Hotel	-Do-	83	100-300
Sendra Island	Mass Hotel	-Do-	44	120-250
K.L.P. Park	Tampha Hotel	-Do-	84	70-150
Waithou lake	Hotel Pintu	-Do-	58	120-400
Kaina	Hotel Avenue	-Do-	12	150-250
Khongjom	Raj Hotel	-Do-	13	60-90
Kangchup	New Raj Hotel	-Do-	33	35-110
Kouburu Leikha	Hotel Embassy	-Do-	33	120-200
	hotel Bheigo	-Do-	34	200-300
	Assembly Guest House	-Do-	24	750-900 p.m.
	Rajasthan Guest house	-Do-	28	75-200
	Youth Hostel	-Do-	40	20-50
	State guest House	-Do-		15-30
	Shri Marwari Dharamsal	-Do-	80--85	20 per bed
Churachandpur	Circuit House	-	4	40-60
Tengnoupal	Green Hotel	Economy Class	19	40-80
	Hotel Eden	-D0 -	18	30-80
Ukhrul	Circuit House	-Do-	4	15-20
	Hotel Popular	-Do-	13	30-75
	Hotel Iceland	-Do-	14	60-150
Moreh	Imphal Hotel	-Do-	14	20-40
	Hotel Eastern place	-Do-	27	50-120
	Hotel Cargo	-Do-	18	80- 100
	Sahara Lodge	-Do-	22	20-50
	Hotel Manipur	-Do-	10	80-125
	Hotel Moreh	-Do-	12	70-200
	Hotel International	-Do-	10	70-200
	Forest Guest House	-D0-	8	40-60
Tamenlong	Circuit House	-Do-	10	40-60

Source: Directorate of Tourism , Govt. of Manipur .

• **YEAR WISE BUDGETARY ALLOTMENT AND REVENUE RECEIPT IN RESPECT OF TOURISM DEPARTMENT**

(Rs in Lakhs)

Year	Budget provision	Revenue receipt
1996-97	125.67	1.20
1997-98	168.91	5.19
1998-99	156.41	0.67
1999-2000	178.09	18.64
2000-01	229.37	0.82
Total	858.45	26.52

Source : Directorate of Tourism , Imphal

• **LIST OF TRAVEL AGENTS OF MANIPUR**

1	Good Will Travels	Thangal Bazaar
2	Seven Sisters Travel	North A.O.C.
3	Pioneer Travels	B.T.Road

• **LIST OF TOUR OPERATORS OF MANIPUR**

1	Manipur Golden Travels	Imphal
2	Blue Hill Travel	-Do-
3	Golden Valley Travel	-Do-
4	Zet travels	-Do-
5	Net work Travels	-Do-
6	Manipur State Road Transport Corporation	-Do-
7	Rajdhani Travels	-Do-
8	Sangai Tour and Travels	-Do-
9	All Manipur Taxi Owners' Association	-Do-
10	Kangleipak Tours & Travels	-Do-

Source : Directorate of Tourism ,Imphal

• **LIST OF NGO INVOLVE IN TOURISM ACTIVITIES IN MANIPUR**

Sl No.	Activities undertaken	Names of the N . G . O /Institute.	Address
1	Adventure Tourism	Manipur Hang Gliding Association	Imphal
2	Foreign Language Training	Manipur University	Imphal
3	-Do-	Indo-Japan Friendship Association	Imphal
4	Cultural exchange	Indo-Myanmar Friendship Assn.	Imphal
5		MMTA	Imphal
6		MASSI	Imphal

Source : Directorate of Tourism , Imphal.

• **MANPOWER EMPLOYED IN MANIPUR TOURISM DEPARTMENT**

Director	-	1
Dy. Director/Senior Manager	-	2
Asstt. Director /Tourist Officer /		
Store Officer	-	5
Grade -III	-	62
Grade IV	-	73
Total		143

• **EXISTING ITINERARY OF MANIPUR TOURISM DEPARTMENT**

Tour No-1

First Day	-	Arrive Imphal by Air /Local Sight seeing .
2nd Day	-	Imphal- Red Hill - Bishnupur- Moirang- Sendra (Loktak Lake)- Keibul Lemjao National Park--Imphal
3rd Day-	-	Imphal- Litan - Ukhrul- Imphal
Fourth Day	-	Departure Imphal .

Tour No- 2

First Day	-	Arrive Imphal by Air /Local sight seeing .
2nd Day -	-	Imphal- Red Hill - Bishnupur -Moirang -Sendra (Loktak Lake)- Kaibul Lamjao National Park -Imphal
Third Day	-	Imphal - Pallel -Moreh-Imphal .
Fourth Day	-	Departure Imphal .

Tour No-3

First Day	-	Arrive Imphal by Air /Local sight seeing .
2nd Day	-	Imphal -Red Hill -Bishnupur -Moirang -Sendra(Loktak Lake) -Kaibul Lamjao National Park -Imphal .
Third Day	-	Imphal - Senapati - Mao - Imphal .
Fourth Day	-	Departure Imphal .

Courtesy : Directorate of Tourism , Imphal .

- **TOURIST TRAFFIC INTO MANIPUR**

YEAR	DOMESTIC	FOREIGN	TOTAL
1991 - 92	91,664	374	92,038
1992– 93	62,374	221	62,395
1993 – 94	72,980	350	73,330
1994 – 95	82,798	370	83,168
1995 – 96	84,025	288	84,313
1996 – 97	87,074	219	87,293
1997 – 98	91,620	173	91,793
1998 – 99	95,897	294	96,191
1999– 2000	99,399	335	99,734
2000 - 2001	103,854	409	104,263

(Source : Director of Tourism)

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 you 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 inyear (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.
- | Sl.No. | Poor | Fair | Good | Better | Excellent |
|---|------|------|------|--------|-----------|
| a. Transportation | | | | | |
| b. Availability of suitable accommodation | | | | | |
| c. Accommodation cost & transportation | | | | | |
| d. Law & order situation | | | | | |
| e. Drinking water | | | | | |
| f. Tourist attractions | | | | | |
| g. Local people | | | | | |
| h. Local/heritage/culture | | | | | |
| I. No. of tourists visiting | | | | | |
18. How much money do you plan/want to spend in this state ?
(Budget /day/men)
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.

LOCAL TOURIST

Schedule II

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 openion about the tourist :
 - I) they come to exploit & extra it.
 - ii) they provide in come & scope for employment
 - iii) they are generally hostile
 - iv) they are damaging the environment.
 - v) they are spreading had effects on the social values.

Schedule III

Questionnaire III

- (D) 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
- (D) Do you feel reduction of annual forces in the state will change/improve the socio- political scenario of the state. Yes/No
- (D) Do you feel the armed forces can contribute towards the economic development of the state ? If so how is it proposed ?
- (D) Do you feel that the abuse of drugs & hooliganism will be reduced with the development of tourism industry

■ ■ ■ ■

APPENDIX II

• PROPOSED ITINERARY FOR DAY TOURS

Tour No-1

- 1st & 2nd Day - Arrive Imphal / Local sight seeing .
3rd Day - Imphal – Bishnupur – Moirang – Kaibul Lamjao National Park
and Sendra (Loktok Lake) and halt overnight with cultural show .
4th Day - Sendra – Churchandpur – Imphal .

Tour No-2

- 1ST Day - Imphal – Khongjom - Moreh and halt overnight with cultural show .
2nd Day - Shopping and sight seeing at Moreh and nearby places including Tamu
in Myanmar - Imphal

Tour No –3

- 1st Day - Imphal - Ukhrul – Siroi hills and halt at Ukhrul with cultural show
2nd Day - Ukhrul - Khangkhui Caves – Imphal.

Tour No. 4

- 1st Day - Imphal - Noney – Tamenglong - Barak waterfall, Zailad lakes – halt
overnight with cultural show .
2nd Day - Tharon Caves – Imphal.

Note : The Imphal city tour can be further made into half day tours .

■ ■ ■ ■

APPENDIX III

ESTIMATES FOR PROPOSED SCHEMES & PROJECTS

A. DEVELOPMENT OF THE STATE MUSEUM AS A TOURIST DESTINATION

1.	Face lift of Museum with highlighting of mural depicting the historic events of Manipur.	-	Rs. 5.0 Lakhs.
2.	Installation of fountain with statue in front of Museum.	-	Rs. 2.5 Lakhs.
3.	Yard lighting around the campus of Museum.	-	Rs. 1.5 Lakhs.
4.	Publication of tourist guide in colour in respect of varied section of Manipur State Museum.	-	Rs. 2.0 Lakhs.
5.	Drinking water system through Acquaguard for the public.	-	Rs. 1.0 Lakhs.
6.	Construction of Room for tourist guests.	-	Rs. 6.0 Lakhs.
			<hr/> Rs.18.0 Lakhs. (Eighteen Lakhs)

B DEVELOPMENT OF THE ROYAL PALACE AS TOURIST SPOT.

Manipur has been enjoying 2000 year of civilization through many events of cultural heritage. The present palace established in 1907 A.D. is the seat of such activities, besides being a Heritage building. Due to the Architectural design itself

Considering the importance of the palace, the Royal Trust now proposes not only to open a Royal Museum depicting the history of Manipur but also to improve the palace ground as a Tourist attraction .

1.	Beautification of the palace compound including fountain with statue of Maharaja including the main gate.	-	Rs. 8.0 Lakhs
2.	Illumination of the palace	-	Rs. 6.0 Lakhs
3.	Renovation & Restoration of the palace	-	Rs.10.0 Lakhs
4.	Improvement of Royal Museum	-	Rs.10.0 Lakhs
			<hr/> Rs.34.0 Lakhs

(Rupees Thirty Four Lakhs) only.

C BEAUTIFICATION OF KANGLA MOAT

1.	Design, Detail Engineering, Tender Preparations -		Rs. 3.0 Lakhs
2.	Construction of Fountains		
.	Mechanical System :		
	• GI pipe 100 NB - 8000 m	- Rs. 48.0 Lakhs	
	• SS Nozzles - 4000 nb	- Rs. 6.4 Lakhs	
	• Pump sets with accessories (8 sets)	- Rs. 8.8 Lakhs	
		Rs. 66.2 Lakhs	Rs. 66.2 Lakhs
	Electrical System :		
	• Post top 120 Nos.	- Rs. 6.0 Lakhs	
	• Waterproof fountain lights	- Rs. 6.0 Lakhs	
	• Cables & Panels	- Rs. 12.0 Lakhs	
	• 100 KVA DG set with accessories	- Rs. 6.5 Lakhs	
	• Earthing/transformer	- Rs. 4.0 Lakhs	
	• Misc. equipment	- Rs. 1.0 Lakhs	
		Rs. 35.5 Lakhs	Rs. 35.5 Lakhs
3.	Improvement to fencing & pavement	LS	Rs 15.0 Lakhs
4.	Landscaping & gardening	LS	Rs 15.0 Lakhs
5.	Boats & Equipment	LS	Rs 4.0 Lakhs
6.	Misc. civil structures	LS	Rs 5.0 Lakhs
			Rs 143.7 Lakhs
		<u>Say Rs. 144.0 lakhs</u>	

(E) ESTIMATE FOR CONSTRUCTION OF TOURIST CENTRES

(Rs. in lakhs)

1.	Design, tender preparation	-	2. 00
	Construction cost for civil works		
	• Centre for performing art 500 sqm @ Rs. 6000 per sqm	- 30.0	
	• Shopping arcade, Artist village, restaurant, service centre, ticket counter etc. 500sqm @ Rs. 5000 per sqm	- 25.0	
	• Orchidarium/Aviary/Butterfly park 600 sqm @ Rs. 2000 per sqm	- 12.0	
	• Snake pit/Aquarium 400 sqm @ Rs. 2000 per sqm	- 8.0	
	• Roads & Pavements 600 sqm @ Rs. 150 per sqm	- 9.0	
	• Boundary fencing /gate 1200 sqm @ Rs. 600 per sqm	- 7.20	
	• Drains & Culverts LS	- 2.0	
	• Earth work & Development (2 Ha)	- <u>4.0</u>	
			97. 20
3.	Water supply & Distribution ~ 7%	-	7. 00
4.	Electrical & distribution~ 10%	-	10. 00
5.	DG set 50 KVA with panel LS	-	3. 50
6.	Telecom linkage	-	1. 00
7.	Equipment for auditorium / ticketing / restaurant	-	3. 00
8.	Landscaping & beautification LS	-	3. 00
9.	Misc. & unforeseen expenses Ls	-	2. 50
			129. 20
			<u>Say Rs. 129 Lakhs</u>

The proposal is for four such centres at Imphal , Ukhrul , Moirang , Moreh and Tamenglong in a phase manner.

- **PUBLICITY CAMPAIGN**

F.1 ESTIMATE FOR PRINTING OF POST CARD :

Picture postcard still finds a major market amongst the tourists. More specifically amongst the budget tourists. The product is very cheap and is easily affordable . In some instances where photography is prohibited or object is rare and not often sighted by the tourists such as rare species of flowers , birds, animal , events and festivals , picture post cards are the only token of of records for most tourists. It is, therefore, suggested that investment for production of a set of 24 picture post cards be considered as a part of publicity of Manipur tourism. Although the main objectivity is publicity, a certain revenue is expected as return from the revenue earned by selling the post cards.

While a cost of picture post card is estimated to be Re 0.70 p each if printed in excess of 5000 Prints, the selling price is to be targeted at Rs. 1.00 each. The estimated requirement of fund is about **Rs. 2.5 lakhs** including initial preparation, photography, travel cost etc.

F.2 ESTIMATE FOR PREPARATION OF CD ROM ON MANIPUR TOURISM :

Production of CD Rom on Manipur Tourism featuring tourism assets with commentary on historical, cultural, heritage, approach to destination, itinerary, hotels, list of tour operators, ticketing agents, cultural centres, market centres, health care facilities, festival & functions etc. Revenue earnings from the setting of CDS will go towards return of the investment.

Estimate

(Value in Rs.)

(1)	Videography including travel accomodation, hire charge of Camera etc.	-	2.50 Lakhs
(2)	Reproduction of 5000 CDS including cost of blank CD	-	3.00 Lakhs
(3)	Initial preparation for CD including professional fees for translation into eight languages Manipuri, English, Hindi, Assamese, Bengali, Japanese, Burmese & French	-	1.20 Lakhs

6.70 Lakhs.

It is expected to generate return of Rs 10.0 lakhs if sold at Rs. 200 per CD . As the information contained in the CD will also be academically rewarding , the market for such a product is likely to include the student community also.

F.3 PREPARATION COST FOR TELECAST OR ADVERTISEMENT THROUGH DOORDARSHAN (DD-I & DD BHARATI CHANNEL) :

With an objective to minimize the expenditure on advertisement, the publicity is envisaged through documentary & feature films considering the major assets of the state. Such features can also be linked with environmental & enthnological preservation development. NEVERTHELESS, TV advertisement is essential more specifically for domestic tourism within the NE region. For such purpose, a budgetary allotment much be earmarked amounting to a lumpsum amount of about 5.0 lakh in the initial years. Effort must be there from the Tourism Department for promote sponsorship individually or jointly with private sector such as the hotels, tour operators etc. to produce documentary or features which would periodically telecast.

F.4 WEB SITE FOR MANIPUR TOURISM

The trend today is knowledged based for every human activity . The electronic media with satellite communication enable men to access and communicate to and from any part of the world through internet service and computers . Marketing today can't be conceived without positioning the product on a web-site world wide .

The web-site so conceived for Manipur Tourism is with the objectives :

- To place the destination for viewing by the prospective tourists and others
 - (i) to position of all tourism assets including handloom, handicrafts ,art & culture , festivals, unique natural features with fauna & flora etc for viewing by tourists and others .
 - (ii) to provide all relevant informations on the above ;
- to provide information on the infrastructures such as accomodation,tour itineraries, mode of transport to the destination and any other relevant information that may be desired by the prospective tourists .
 - (i) to provide on the line booking for hotels , tourist lodge and tourist guest house ,tour operators ,ticketing agencies etc.

- (ii) to provide a forum for marketing of products which may be available on the web . Even booking of orders could also be confirmed through such services.
 - (iii) to promote music & performing art of Manipur . Booking of specialised troops for such performances well in advance of the visit may be possible.
 - (iv) to provide facilities to be determined the no. of visits to the web-site so as forecast the market . This also enables us to generate the relevant statistics.
- To provide a forum to tourist to interact with the the concerned authorities responsible for development of tourism in Manipur so that tourists criticism can act as a feed back mechanism for quality tourism services of Manipur .

Estimate for Budget :

Considering the objective of the Web-site to be the globally excecissible, it is recommened that HTML 4B may be used . HTML ,Java script and V B script will enable to increase interaction and provide additional functions such as menus ,animation , dynamic contents etc . Flash page will made the web site more vibrant . The site monitoring system to know the activity of the visitors can be done with CGF ASP . It is also recommended to provide form,guest book etc to get feed back from the visitors . Chating in the form of Java applates is to be provided for increase visitors interaction . The data base so required for the web-site can be designed in MS Exel/SQL/Oricle .

It is also be required to buy the web-page and register a domaini & data base . The estimated cost for and above system containing around 75 pages with graphics including photography ,travel etc is estimated at **Rs 4.0 lakhs** .

• **CULTURAL UNIVERSITY/AUTONOMOUS INSTITUTION :**

The cultural university aims to facilitate higher leaving in the field of Music,art, Sculpture, dramatics, Folk art, Textile & Handicraft designs . Film making of studies. The University is concerned with its own museum, library, auditorium, gallery with infrastructures & facilities for accommodation of students, faculty and the support staff. Considering the existing infrastructure the location of the university is proposed adjacent to Manipur University. Such a university needs

to be of national standard so as to interest students for not only outside the state but also for outside the country.

The area envisaged for such an institution is about 100 crores and the investment envisaged is about 150 crores. Such fund may be made available from the P.M.'s non-lapsable fund for North East.

- **Tourism festivals in Manipur (Manipur Darshan)**

It is proposed that the annual Tourism festival be held at the peak of the tourism season i.e. during the month of Feb, March coinciding with the famous 'Dol Yatra Festival' or alternatively during the Ras Lila. The objective of the festival is primarily to remove the any inhibition which the tourists may have developed during the past three decades of instability and unrest in the state. It is important to target the prospective customers for such a large scale festivals. The main attraction of the festival should be exhibition or exposition of the unique features of the state more specifically in the field of art & culture.

The visits to the tourist spots or destination shall form a part of this festival. Games and sports more specially the indigenous varieties must be incorporated into the festival programmes.

The pre-requisite for successful celebration of such a festival –

- (1) Publicity
- (2) Assurance for participation from local groups, people, performing artists, invited guests, Govt. machineries & the local business community.

It is likely that the response of private participation for such a festival is likely to be disappointing. Therefore, the Government will need not only to exercise extra efforts to motivate the private enterprises & investors but also actually make certain investments themselves. Fortunately, adequate accommodation and space is available and sports village at Iroishemba, Imphal. It is also to be required for the Directorate to Tourism for co-ordinate among the numerous Govt. agencies for success of this festival. Media could help bringing about in a long way in promoting publicity so urgently needed by the state tourism.

Sl.No	Estimate	Amount (Rs in Lakhs)
1	Publicity campaign	5.0
2	beautification ,illumination of Imphal city	15.0
3	Travel and accomodation to special invitees like selected national/international tour operators , artists ,media personalities ,prospective investors	7.0
4	Transportation	2.0
5	Beautification&face lifting of tourist centre	10.0
6	Construction of temporary canopies,stalls etc	5.0
7	Remuneration to artists &troop including to &fro fair	6.0
8	Eletricity ,sound system ,water supply ,fire safety ,communication etc etc including hiring of DG set	6.0
Total		56.0

Source of finance- 1. Tour operators ,hotels, shops etc. 10.0 lakhs
2. Earning of Souvenior printing & advertisement of products –10.0 lakhs
3. Ministry of Tourism, Govt of India for promotion activities- 36.0 Lakh

FINANCIAL ASSESSMENT for HUMAN RESOURCE DEVELOPMENT

The detail assessment of the various training programmes and modules are

(**Estimates are for individual entrepreneur**) :

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 . The comprehensive course so envisaged is expected to be of a duration **for 4 (Four) months** and the financial implications are :

a.	Course fees for 4 months	-	10,000.00
b.	Accommodation	-	6,000.00
c.	Travelling	-	2,000.00
d.	Food & other expenses	-	5,000.00
e.	Field training	-	<u>3,000.00</u>
	Total		<u>25,000.00</u>

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 . The duration of the course is anticipated to **be for 4 Four months** .

a.	Course fees for 4 months	-	7,000.00
b.	Accommodation	-	4,000.00
c.	Travelling	-	4,000.00
d.	Food & other expenses	-	5,000.00
e.	Field training	-	<u>3,000.00</u>
	Total		<u>23,000.00</u>

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 .The course is **expected to be of 3 months** .

a.	Course fees for 3 months	-	7,500.00
b.	Accommodation	-	3,000.00
c.	Travelling	-	1,000.00
d.	Food & other expenses	-	3,500.00
e.	Expenditures on consumables	-	5,000.00
			<u>Total 20,000.00</u>

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 . The programme is designed for a minimum period of **4 (Four) months** .

a.	Basic Course fees for 2 months	-	7,000.00
b.	Accommodation and travelling	-	5,000.00
c.	Food & other expenses	-	5,000.00
d.	Field training 2 months	-	10,000.00
			<u>Total 27,000.00</u>

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 . The training is envisaged for **6 (Six) months** .

a.	Training fees for 6 months	-	12,000.00
b.	Accommodation	-	6,000.00
c.	Food & other expenses	-	6,000.00
d.	Travelling and misc.	-	2,000.00
			<u>Total 26,000.00</u>

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 .

a.	Basic Course fees for 3 months	-	7,000.00
b.	Accommodation	-	5,000.00
c.	Travelling	-	4,000.00
d.	Food & other expenses	-	5,000.00
e.	Field training 2 months	-	5,000.00
			<u>Total 26,000.00</u>

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 .

a.	Basic Course fees for 3 months	-	3,000.00
b.	Accommodation	-	3,000.00
c.	Food & other expenses	-	5,000.00
d.	Books and Journals	-	2,000.00
e.	Materials & consumables	-	6,000.00
			<u>Total 19,000.00</u>

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 .

a.	Basic Course fees for 3 months	-	3,000.00
b.	Accommodation	-	3,000.00
c.	Food & other expenses	-	2,000.00
d.	Books and Journals	-	4,000.00
e.	Materials & consumables	-	5,000.00
			<u>Total 17,000.00</u>

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 five members comprising of an Official , the Supervisor and three entrepreneurs to the nearest nation where the tourism has been a major revenue earner for the state : Namely Thailand .

a.	Basic Air travel costs with taxes	-	15,000.00
b.	Accommodation (40 US\$ for five days)	-	9,600.00
c.	Food & other expenses	-	2,000.00
d.	Tours , travels and Misc. expenses -		<u>5,000.00</u>
			<u>Total 31,600.00</u>

□□□□

APPENDIX IV

PROPOSED TOURISM POLICY OF MANIPUR 2003

INTRODUCTION

Tourism , in the last decade , has emerged to be a major industry in most of the nations . With the globalisation of economy , tourism industry is likely to have the advantages over all other industries . This is more specifically true for developing nations with large inventory of tourism assets . The change of economy brought about through development of tourism in countries like Thailand , Malaysia , Singapore etc. is noteworthy . The basic advantage of the tourism industries is that if a state , region or a nation is endowed with nature's gift or has inherited a glorious cultural heritage then the required investment to harness the benefits by marketing such products is almost insignificant as compared to the returns . Further , a major share of the benefits percolate to all the individuals involved with the effort .

In the twentieth century , , 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 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 .

The tourism industry in Manipur is still at the discovery stage and has a long way to develop . Considering the strength of the state , Manipur can be termed as a Nature's gift to mankind . The deep forests , sprawling water bodies , cascading rivers in the hills which flow lazily across the plains , 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 . Manipur is a heaven for nature lovers , nature – scientists and ethnologists . Such diversity is however possible only through an extremely delicate balance of man and nature and hence , any planning for development must be with extreme care for the protection of the environment .

Manipur , the eastern most state of the country , covers an area of about 22000 SqKm with a population of about 24 lakhs . This small population , comprising only about 0.2% of the nation's population , has made remarkable contributions to the national heritage . Manipur is one of the leading states of the nation in the fields of Art & culture as well as in the games and sports . Manipuri dance is one of the seven recognized national dances . The performing art like the *Pung Cholom* is well appreciated all over the world . Manipuri handloom and handicraft products are well sought after by all . In the field of games and sports , Manipur has contributed Polo as well as Hockey to the world . The state is not only a leader in the national games , but also that the sports- persons from Manipur have represented the nation in various international events and have brought laurels to the nation . The traditional forms of martial arts like *Mukna* (

wrestling) , *Thangkairol* (sword dance) , *Khosarol* (spear dance) , *Sareet Sarat* , *Huyen Langlong* are wonders to the rest of the world . All the above and more only exhibits the high level of competence of the Manipuri people ; And yet Manipur is one of the poorest states of the nation . The poverty has led to gross social conflict amongst the different ethnic groups : And Manipur , which once boasted itself for being the birth place of Indian National Army , is today notorious for insurgency and drugs . The geographical location coupled with a negligible market cannot justify investment in engineering or consumer goods industries in Manipur . Likewise , the agriculture has the limitation of productivity . Considering the present status of the grain stock of the country and the low agricultural productivity of the state , it would be disastrous to promote for higher production in agricultural sector. All efforts on the agricultural sector is to be limited for improved productivity , value addition and high value horticultural produces .

The political neglect by the union government in the past , regional economic disparities leading to political instability and inter group conflicts , lack of opportunities for employment have ultimately pushed the youth to the dreaded path of insurgency . Most planners today tend to write off Manipur as a state beyond recovery . This negative attitude has not only caused great financial losses to the state as well as the nation but is gradually destroying the pride and confidence of a fiercely independent , competent and proud race .

The people of Manipur today aspire for both economic prosperity as well as peace and harmony amongst all tribes and communities in the state .

OBJECTIVE OF THE POLICY

In the context of the above , the overall objective of the tourism policy will be :

- (I) To Create self sustainable employment and self-employment opportunities for the local youth of the state ;
- (ii) To Generate revenue for the state exchequer ;
- (iii) To Bring Socio-economic Benefits to the community and the state in terms of faster economic growth , greater employment opportunities , better income generation and foreign exchange earning , balanced development of backward areas and weaker sections , higher tax revenue to the state and sustainable development of human skills ;
- (iv) To Promote local interest through strategic alliances with investors , NGOs and individuals ;
- (v) To be the major tourism destination in India by per capita market share of visitors' expenditure ;
- (vi) To Create a business climate which will attract outside investment ;
- (vii) To encourage domestic tourism (inter and intra state) with a view to provide to the people of the country as well as the state specially those living in rural areas , opportunities to understand geographical and cultural diversity of the state ;
- (viii) To Project an image of care and hospitality 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 ;
- (ix) To create suitable environment for development of basic infrastructure facilities for tourism including communication and transportation linkages ;
- (x) To promote and protect the interest of the people of Manipur by making various incentives available for setting up infrastructure support facilities like hotels , health resorts , amusement parks etc ;

- (xi) To encourage traditional artisans , weavers and the handicraft sector ;
- (xii) To encourage promotion of the cultural heritage and the artistes of performing arts for staging cultural performances ;
- (xiv) To include all circuit Houses and Dak Bungalows under different departments of the state within and outside the state for providing facilities to Tourists in co-ordination with the concerned departments ; and
- (xiv) To encourage investment and channelise the incentives and benefits such as subsidies , relief and support services for coordination with the financial institutions .

ROLE OF THE GOVERNMENT :

Tourism is a multi-sector activity and the industry is influenced by many other sectors . 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 which include but not limited to :

- Providing public infrastructure facility including local planning.
- Planning tourism development as a part of the other overall area development strategy.
- Creating nucleus infrastructure in the initial stage of development to demonstrate the potential of the area.
- Providing support facilities and facilitation services to private enterprises along with appropriate incentives.
- Introducing regulatory measures to ensure social , cultural and environmental sustainability.
- Ensuring that the type and scale of tourism development is compatible with the environment and socio-cultural milieu of the area.
- Ensuring that the local community is fully involved and the benefits of tourism accrue to them.
- Facilitating availability of trained manpower and providing training and exposure particularly from amongst the local population jointly with departments like the industry , Minority and Other Backward Classes , Tribal Development , Border Trade etc.
- undertaking research including folklore legends etc. and compiling , preparing master plans, and facilitating formulation of marketing strategies.
- Providing efficient transport and communication services
- Providing clean and adequate basic amenities like drinking water, toilet facilities, wayside refreshment centres, healthcare centres etc.
- Providing aggressive publicity in all the Metropolitan cities as well as abroad and setting up of Tourist information centres including internet website publicity , telecast and preparation of CD Rom .
- Inter departmental co-ordination.

Inter departmental co-ordination to be established 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 / Addl 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/ Director Art & Culture	: Member
vi)	Principal Secretary/Commissioner & Secretary/Secretary, C & RD	: Member
vii)	Principal Secretary/Commissioner & Secretary/Secretary/ Director , Industries	: Member
viii)	Principal Secretary/Commissioner & Secretary/Secretary, Tourism	: Member
ix)	Principal Secretary/Commissioner & Secretary/Secretary / Director , MOBC	: Member
x)	Secretary, PWD	: Member
xi)	Director of Tourism	: Member-Secretary

The State Government will confine its 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 must not be 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 agents and tour operators in ensuring that the tourists are provided a fair deal. The State is to ensure that its natural and cultural resources be enhanced with the help of tourism activities and nothing that disturbs the ecological balance be permitted.

ROLE FOR 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 and take cognizance of the investors , promoters , institutions and individuals associated with tourism activities . It is expected that the predominant role of the private sector will be in the following areas :

- Building & managing the required tourist facilities in all places of tourist interest in the state .
- Assuring collective responsibility for laying down standards, ethics and fair practices.
- Involving the local community in tourism projects and ensuring that the benefits of tourism accrue to them in right measure.
- Undertaking / imparting training and manpower development for achieving excellence in quality of services.
- Participating in the preparation of investment guidelines and marketing strategies and assisting in database creation and research.
- Facilitating safety and security of tourists.
- Ensuring preservation and protection of tourist attractions.
- Endeavoring to promote tourism on a sustained and long-term perspective.

The private sector being the implementing agencies , their opinions , suggestions , participation and perspective must need to be taken seriously and in order to harness the co-operation

THRUST AREAS :

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

- **Nature Tourism (Flora & Fauna)** : There is tremendous scope for development of tourism based on nature such as Loktak lake , Khonghampat orchidarium ,Keibul Lamjao National Park , Sangai deer and Siroi hills .
- **Adventure Tourism** : Comprising of trekking spelology watersports. Hang gliding bungee-jumping, mountain treaking, climbing etc. and abseiling activities. This type of tourism should be promoted in close coordination with recognized adventure associations.
- **Cultural and Socio-cultural Tourism (Fairs & Festivals)**: Cultural centres are proposed to be developed in the major districts of Imphal west ,Imphal East ,Bishnupur ,Ukhrul for. Promotion of major fairs and festivals will be effected in both domestic and international markets.
- **Health resort Tourism** : The state as a whole is can develop for treatment centres 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.
- **Horse Polo Tourism** : Manipur and Imphal in particular have tremendous potential for development of several horse polo grounds. The moderate climate also is a comparative advantage for promoting this form of tourism.
- **Conferencing and Convention Tourism** : The salubrious climate and beautiful natural setting are a comparative advantage which could make Imphal in particular an important convention centre.
- **Sports Tourism** : Once the studies are completed, Imphal can become ventures for international tournaments and other sports such as martial arts , boxing , acqustrian and so on. The moderate climate makes the State ctttractive for such events.
- **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 Myannmer ,Thailand However, an international airport at Imphal is a prerequisite if this project is to succeed.
- **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 Manipur.
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. Entrepreneurs in the private sector would also be encouraged to provide such facilities.
The passenger tax will be restructured to encourage larger tourist movement . The Government will continue to provide interstate transport permits and such other facilities as may be necessary.
- **Arts & Crafts Promotion Tourism** : The Tourism Department in association with the Art and 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 :

- The Directorate of Tourism will register all tourism and tourism related units.
- The Directorate of Tourism will create and provide the tourism related infrastructure and prioritize as far as possible.
- The Directorate of Tourism in collaboration with Director of Industries , Commercial Banks/Financial Institutions will scrutinize sanction and disburse subsidies to tourism units.
- The Department of Tourism shall work out the criteria for accreditation of certain Categories of Hotels/Restaurants within the State of Manipur.

DEFINITION & ELIGIBILITY

NEW UNIT :

New units shall mean a tourism unit, which commences execution / operation of the project on or after January 2000 with prior approval in writing from the Director of Tourism, Government of Manipur.

ELIGIBLE UNITS :

Only projects approved by the Department of Tourism after 2000 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. INVESTMENT SUBSIDY :

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 facilities for water supply.

2. MAINTENANCE AND UP KEEP SUBSIDY :

20% on the cost of maintenance and upkeep of the equipment needed for the horse polo, 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 Manipur Industrial Policy 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 entrepreneur 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 reimbursement 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 charges 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 (five) years form the date of commencing operation .

DEFINITION

Tourism Units :

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

1. Accomodation units including hotels and restaurants, wayside facilities, apartments, hotels, cultural centres 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 :

- (1) Accommodation of at least 10 (ten) rooms with attached bath/toilets in urban areas and 5 (five) in the rural areas.
- (2) Full-fledged restaurant with modern kitchen and geared to provide room service etc.
- (3) Health club facilities e.g. Sauna Bath, Jacuzzi, Steam Bath, Gymnasium etc.
- (4) Water sports e.g. white water rafting, canoeing , kayaking.
- (5) Beauty parlor including Barber Shops and massage facilities.
- (6) Children's corners including park, Indoor Games and other recreational facilities.
- (7) Landscaped Gardens and Orchards.
- (8) Jogging tracks / nature trails.
- (9) Convention / Conference facilities.
- (10) Shopping Arcade.
- (11) Well-stocked library including Video Library.
- (12) Auditorium
- (13) Nature care facilities e.g. Yoga , Ayurvedic / Herbal Care centres .

© 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 Accommodation :**

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.

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, a major role is to be played by the hoteliers, tour operators, travel agencies and others 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.

Secretary to the Govt. of Manipur

Tourism Department ,Manipur

APPENDIX V

10th PLAN OUTLAY OF THE STATE TOURISM DEPARTMENT OF MANIPUR

(Rs. in lakhs)		
Sl.No.	Particulars	Proposed Outlay
1.	Tourist Centres/Accomn. CAPITAL ACCOUNT“ A ” Category State Matching Share	
a)	Tourist complex at Moreh	12.13
b)	Tourist complex at Thongam Mondum	2.17
c)	Tourist Recreation facilities/Gallery & Platform at Thangjing Temple, Moirang	11.96
d)	Wayside Amenities at Khonghampat	4.06
e)	Tourist complex at Singda	12.40
f)	Renovation of Imphal Tourist Lodge (Hotel Imphal)	25.00
g)	Health Resort at Imphal	39.73
h)	Base camp at Koubru Leikha	15.26
i)	Development of Manipur Museum	2.09
j)	Tourist Centre at Wangoi	19.50
k)	Construction of Tourist complex at Sekta	6.98
l)	Construction of wayside Amenities at Money	5.51
m)	Construction of wayside Amenities at Nungba	8.58
n)	Tourist complex at Langol	26.53
o)	Construction of Tourist Home at Thoubal Dam.	14.35
p)	Construction of Tourist Home at Dolaithabi	26.53
q)	Construction of Tourist Home at Kachai	17.16
	Total State Matching Share	249.94
“B”	Caegory HOTEL IMPHAL.	
a)	Construction of Modern kitchen	50.00
b)	Construction of Swimming pool	50.00
c)	Construction of staff quarter	80.00
d)	Fencing	20.00
e)	Repairing	10.00
	Total : Hotel Imphal	210.00
	SENDRA TOURIST HOME	
a)	Construction of New building of Sendra Tourist Home	158.58
b)	Compound wall fencing	75.00
	Total : Sendra Tourist Home	233.58
	KHONGJOM TOURIST HOME	
a)	Construction of Chowkidar quarter	5.00
b)	Repairing	8.00
	Total Khongjom Tourist Home	13.00
	CHURACHANDPUR TOURIST HOME	
a)	Repairing	5.00
	Total : Churachandpur Tourist home	5.00
	UKHRUL TOURIST HOME .	
a)	Construction of compound wall fencing	10.00
b)	Furniture / Fixture	5.55
	Total : Ukhurul tourist home	15.55

	REVENUE ACCOUNT. “C” – Category TOURIST TRANSPORT	
a)	Purchase of 1(one) Delux Coach (A/C)	20.00
b)	Purchase of 1 (one) Maruty Gypsy	5.00
	Total : Tourist Transport	25.00
	PROMOTION AND PUBLICITY.	
a)	Publication of Tourist literature, folders, View cards, Calendars etc.	46.93
b)	Photo materials	5.00
c)	Tourist festival for participating outside and inside of the state	23.00
d)	Tourism promotion	40.00
	Total : Promotion & Publicity	116.93
	Total : Tourism 10 th plan	869.00