

Tourism Development Plan for Meghalaya (April 2010)



Mawjymbuin Cave



Water Sports at Umiam



Indigenous Orchid

Prepared by:



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Tourism Development Plan for Meghalaya

Executive Summary

Tourism is service-oriented sector which has made rapid strides globally in terms of gross revenue and foreign exchange earnings. The tourism industry generates more employment opportunities (particularly in remote and backward areas) as well as develops necessary infrastructure like roads and telecom in the economy.

The tourism sector stimulates other economic sectors through its backward and forward linkage and cross-sectional synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport and construction. It contributes to the national integration; preserves natural and cultural environment; as well as enriches social and cultural lives of the people. It has the capacity to create substantial job opportunities, particularly for unskilled and semi-skilled workers as well as to alleviate the poverty in the country.

Tourism gives a financial incentive to preserve architectural heritages and helps the survival of art forms, crafts and culture. It is a composite of service providers, both public and private, which includes travel agents and tour operators; air, rail, and sea transportation operators; guides; owners of hotels and guest houses and inns, restaurants and shops; etc.

Meghalaya is the most sought-after destination of Northeast region. Cherapunjee acts as a special interest destination for the State. Meghalaya does not have the inner line permit now and the State is peaceful and does not have insurgency problems, therefore, it should be possible to develop inclusive tourism in Meghalaya.

The Department for Development of North Eastern Region (DONER), regional bodies like the North Eastern Council (NEC) have the mandate to accelerate the pace of socio-economic development in the North Eastern Region as well as to synergies the efforts of the Central and State Governments for balanced growth of the region.

Meghalaya, the land of immense natural beauty and cultural heritage provides ample scope to attract tourists. The mountain ranges, valleys, forests and biodiversity, rivers and lakes are basic resources for development of tourism in the State through destination and product planning. Keeping in mind the requirement to provide economic opportunities to the local communities as also the need to preserve the fragile eco-system and the ethnic identity of the people, tourism development plan has been designed to achieve both eco as well as cultural sustainability.

We have adopted the development paradigm enunciated by Mahatma Gandhi. We have suggested the development of tourism to be linked with the local community through their mobilization and organization. Mahatma Gandhi mobilized and organized the Indian society to achieve political rights, thereby getting freedom from the British Yoke.

Sustainable tourism plan for Meghalaya has been prepared to strengthen primary sector (agriculture and allied activities) and secondary sector (manufacturing and mining) for rapid inputs and raw materials in order to improve overall productivity of the economy. The development of the tertiary sector in turn gives a fillip to the primary as well as the secondary sectors from the respective sources to the production centers and from the production centres to the warehouses/wholesale/terminal markets.

The focus is given to local community mobilization for the development of tourism awareness, brand development through tourism promotion, setting up tourist city center, wayside amenities, accommodation, city tours and tour packages. INTACH proposed product portfolio for the plan - Cultural, Nature/Eco, Rural, Adventure, Wildlife and Forest, Leisure and Wellness Tourism for the State.

For tourists seeking adventure – trekking, camping, caving, rock climbing, water sports can be organized with advice from guides and tour operators. Meghalaya provides the best nature trek through rain forests to the river front at the bottom of the valley, to living root bridges which are exclusive to Meghalaya in the entire world. The topography and weather of the State are ideal for canoeing and paragliding. These are feasible and unique therefore, there is a huge demand for them.

The built resources (indigenous architecture) such as archaeological and historical sites and monuments as well as unique ethnic living heritage (socio-cultural), ethno medicine of the state expressed through festivals and handicraft are strong factors to attract tourist around the globe. It has been identified that way side amenities, road signages, accommodation, upgradation of Umroi and Baljek Airport and tourist information would be provided to tourists along with development of circuit tourism in the State.

The Garos, Khasis and Jaintias (three major ethnic groups) of Meghalaya are purely matrilineal society. Their occupation, manufacturing, food and drink, dress, jewellery, religious beliefs, rites and rituals, customs, folklore and festivals, traditional cuisine, traditional art and food preservation, traditional sport and games are cultural resources identified for the development of the State tourism.

The Khasis are a highly developed matriarchal group. Khasi women dominate many of the traditional institutions and are active in both craft and trade. One feature common to all tribes in this State is the exquisite creation of cane and bamboo products and their day to day dependence on these crafts. The different ways, in which the technology of working with bamboo and cane are understood by the various groups of people. There is fairly well established industry which supplies finished products to Handicraft emporia in the metropolitan cities. Most of these emporia-type products are sold as curios. There is a need to look at design intervention both for the local or external markets and, providing an identity to the crafts coming from the state of Meghalaya.

Unlike the rest of the Northeast States, Meghalaya Handlooms and Weaving Traditional have received little or no attention from Designers or Revivalists. The State has little claim to fame with respect to its cultural heritage of handwoven. There is a great deal of similarity in the cloth woven by different tribes both in terms of coarseness as well as designs they are yet distinguishable by means of expert eyes. Lack of literature as

well as past research has been a major stumbling block in the development of textiles from this region. A major focus of the development strategy in this area would be to research the history and symbolism of these textiles, improve upon the quality and designs of the fabric. Skill development and training generate income and employment in the tertiary sector.

Tourism to Meghalaya needs to be promoted by an aggressive and well coordinated marketing strategy and to be successful as a Brand in the market place. The State can be a strong contender for hosting international events on Cultural and Heritage tourism, Eco-tourism, Adventure tourism. Tourism linked activities and programmes of regional associations, like, SAARC, BIMST-EC etc. and SAARC Adventure Camp held in Darjeeling in West Bengal can be held in Meghalaya, which has immense potential for adventure tourism. The proposed tourism Board should take up these issues with the Ministries of Tourism, Culture, Youth Affairs and Sports and the External Affairs of the Government of India for organizing such events.

Meghalaya has diverse attraction for the development of tourism to identify strategic circuits for which effective marketing strategies are required to be worked out for promotion of tourism. The product portfolio offered for promotion of the State tourism conceived seven broad categories of tourism typologies viz. Cultural, Nature/Eco, Rural, Adventure, Wildlife and Forest, Leisure and Wellness Tourism. Marketing involves several activities – establishing the marketing objectives; formulating the marketing strategy; preparing and implementing the promotion programme; and providing tourist information services. Marketing planning can be done for both international and domestic tourists or a combination of these.

Meghalaya being a mountain state of India with salubrious weather, it should be possible for the state to develop sustainable tourism, practically for all areas and for all seasons. Connectivity and accommodation are important factors, which need to form part of tourism product. Fair and festivals, tribal games, handicrafts, orchids etc. should be linked with accommodation so that tourism product could have a meaning for people to come and stay at various locations in Meghalaya.

Major cultural activities focusing around the religious festivals, like, Dance, Musical nights, Open-air Evening Cultural programmes should be organized where the tourists' participation should be encouraged. There should also be a system of awarding Prize to the participations. Some other events specific to the State tradition and culture should also be organized.

Marketing of Meghalaya as a tourist destination is fairly at a low key with low promotional visibility. Print media, electronic media and event based promotions, like, festivals, fairs and exhibitions are included in marketing efforts. Eco-tourism in the different geo-climatic zones of the State should be emphasized promoting the tourism of the State.

Tourism as a major engine for growth and to harness its direct and multiplier effects for employment and poverty alleviation in an environmentally sustainable manner, human resource development constitutes a key area in tourism planning. This increases productivity and efficiencies in the hospitality functions and to provide

sustainable employment opportunities in the areas where options for other gainful avocations are limited.

Specialized and professional manpower are required for different sub-sector of the travel and hospitality industry related to tourism. Employment opportunities (direct and indirect) will be generated in the tourism sector. A well designed plan for capacity building and manpower training local, regional, national and international experiences will help make tourism development successful.

An efficient manpower base would help in promoting the economic, social, cultural and the environment objectives. Awareness, training, education, research and management activities for different stakeholders groups will be incorporated in the development of human resources. Manpower training may be provided through formal education system as well as tailor-made workshops and awareness programmes. Major service providers from the formal education system to the tourism industry in the State will be tagged with the main course of action for tourism development. Following four courses have been offered in 2000 by the Institute of Hotel Management, Catering Technology and Applied Nutrition, Shillong, Government of India:

1. B.Sc. in Hospitality and Hotel Administration
2. Trade Diploma in food production
3. Trade Diploma in Food and Beverage Service
4. Craftsmanship Course in Food Production

Under the specialized and technical education field setting up Hotel Management and Catering Technology Institute in Meghalaya, there are following diploma or degree courses for Hotel Management and Catering Technology:

1. Three year Diploma in Hotel Management offered by National Council for Hotel Management and Catering Technology (NCHMCT)
2. One year Post Diploma course offered by NCHMCT
3. Four year degree programme in Hotel Management and Catering Technology offered by few Universities and colleges affiliated to University.

Under the vocational training field, there is no chapter of Indian Institute of Tourism and Travel Management (IITTM) but Martin Luthur Christian University was set up in 2006 in which Master degree course of Tourism Management has been introduced.

Human Resource Development initiatives for promoting and developing education programmes can enhance awareness about nature conservation and sustainable use, local and indigenous cultures and their relationship with tourism. Capacity building through formal and specialized training should be a part of the planning exercise.

Various types of vocational courses should be organized on different tourism related subjects for various stakeholders, like, tour operators, taxi, operators, hotliers, guides, personnel in the hotel and catering services and media.

Strategic Plan

Tourism Sector

The tourism industry provides incentives to foster the quality of environment, generates more employment opportunities (particularly in remote and backward areas) as well as develops necessary infrastructure facilities like roads, telecom and medical services, in the economy.

Tourism Sector Growth

- **Foreign Tourists:** This segment shows a CAGR of 13% for tourist arrivals and CAGR of approximately 25% in terms of foreign exchange earnings. These numbers also show better realization per tourist of 2400 US Dollars in 2007 from 1780 US Dollars in 2004 a CAGR of approximately 10.5%.
- **Domestic Tourists:** The numbers of domestic tourists in India have also grown phenomenally over this period from 366.23 million in 2004 to an estimated 462 million in 2006. It has further grown to 526 million in 2007 giving a CAGR of more than 11%.

Contribution of the Tourism Sector

India: The contribution of tourism in GDP of the country has been 5.90 per cent in 2003-04, while employment in tourism sector (both direct and indirect) has been 41.8 million in the same year, thus accounting for 8.78 per cent of total employment in the country.

Meghalaya: The following table shows the sustained, positive and reassuring growth of the tourist traffic in Meghalaya over the 3 year period from 2006 to 2008 after the sudden drop in the tourist traffic in 2005. The foreign tourist arrival is stable at about 1 % of all tourists

Tourist	2006	2007	2008	CAGR (2005 base year)
Meghalaya-Domestic	400287	457685	549954	13.5%
Meghalaya-Foreign	4259	5267	4919	--
Meghalaya Total	404546	462952	554873	13.5%
Total Bed Nights	243035	270825	291006	16.25%
Average Bed Nights per Tourist	0.60	0.58	0.53	----

Strategic Approach:

“Tourism Development is an “Economic Activity with Social Impact”

Tourism Growth Targets

Tourism, as a growth driver for the state and direct impact on the trade sector, needs to contribute at least to the regional average of 13% and we would like to set a target of 10% for this sectors contribution to GSDP. We are taking a conservative and sustainable approach for target setting and planning for the increase at:

- **CAGR of 15% in the numbers**
- **CAGR of 10% in the spend per tourist.**

In order to achieve these targets we will have to:

- Build the Brand and facilitate tourist
- Improve activities and opportunities for the tourist to spend

Projected Tourist Arrivals

Tourist	2010-11	2011-12	2012-13	2013-14	2014-15
Domestic	719143	827015	951067	1093727	1257785
Foreign	14676	16877	19409	22320	25669
Total	733819	843892	970476	1116047	1283455

The Road Ahead

The tourism development plan to achieve the above key objectives and have a significant impact in the medium term of 3-5 years will be based upon the following principle:

- **Build Upon the Existing** – short to medium term initiatives
- **Create New Infrastructure and Markets-** medium to long term initiatives
- **"Brand Build Up"** plan to be launched by the State

Strategic Directions

The Tourism Development Plan is “Need Based” and “Tourist Centric.”

What is the guiding principle?

Benefit to the state and its people – income transfer and distributive character Sustainable in respect of both tangible and intangible assets.

What is the Plan expected to deliver?

- Initiatives for building the tourism sector for its contribution to the economic growth and employment needs of the state
- Ensure tourism related businesses and investments are viable and sustainable
- Key initiatives for the next 3-5 years
- Competitive approach to the tourism market
- Collaborative effort of all the stakeholders and consultation process between the Government, Industry, Civil Society and the for the design, implementation, ownership, participation and achievement of set objectives.
- Sustainable for the protection of the environment and culture of the people

Role of Technology

- a) A real time data base is to be created for tracking developments and take corrective action to meet the objectives and targets therein.
- b) Enhance the role of affordable and appropriate technology to meet the needs of market access (information & reservations etc), knowledge(skills etc) and funds (on line payments etc).

Demand Driven - Need Based Plan

In order to maximize our returns we need to address the gaps in the system for the tourism infrastructure and facilities. “TIME” spent provides the opportunity for the tourist to spend some money at the tourist site / destination visited and facilitate the income transfer to the area.

Connectivity: Guwahati airport is the gateway for air connectivity has to be well equipped to facilitate high end tourists visiting the state. There is also an urgent need to connect Shillong and Tura by regular air services. Regional airline network would also facilitate regional tour packages and Intra - region movement of the tourists.

Currently the tourist is at the mercy of the service provider for the quality of service and the price. The situation is almost the same at the railway station and the bus terminus.

Roads & Facilities: The entry to Meghalaya on the Guwahati-Shillong sector has to be made impressive as it is the key route and also vital for the Brand development. Bus / Taxi service with air conditioned vehicles and fixed rates has to be also introduced for the Guwahati-Tura sector. Wayside facilities are to be added on all routes as they are inadequate today.

Hotels: A key need is the availability of clean and secure accommodation, more so in the case of eco-tourism and village tourism.. Shillong, capital of the state, has to enhance its availability of rooms. Towns on Garo Hills and Jaintia Hills need special attention in view of their high tourism potential. The standard of the entire hotel industry in the state needs to be improved. The quality of the hotel and restaurant industry with proper grading is vital. The staff needs to be trained for all the services in the hospitality sector and also given proper attire.

Travel Agents Awareness & Training Program: There is a need for the training of the travel agents in the key areas of the current and emerging market states of India besides the dominant domestic tourist state of West Bengal. The well equipped travel agent can better promote the state as a destination.

Special Interest Groups: Special packages are to be developed for this segment of the tourist market as this attracts mostly the foreigners. The packages besides the eco-tourism, wild life tourism, river rafting would cover community living experience and hospitality in their traditional environments.

Local Participation & Skills Development: for the success of the tourism development and the comfort of the tourists the local community should take the ownership of the facilities and also the skills of the local youth are to be developed for meeting the needs of the tourism sector.

Strategic Initiatives

The Role of the State

State plays a crucial role in the development process and with the basic policies in place, the state has now to act as:

- “Agent of Change” beyond the role of a facilitator and a regulator
- Trigger Private Sector, including communities, based investment
- Promote “Public-Private-Community Partnership” for the economic development of the state
- “Participatory Approach” to bring about ownership and sustainability in the development initiatives
- Create an “Entrepreneurial” society to reduce dependence on either Government jobs or grant driven projects for State GDP and employment generation

The need of the hour is to create “**Delivery Mechanisms**” to deliver the intent of the policy. Need based “**Strategic Initiatives**” proposed by us are targeted to fill this gap to sustain and enhance the contribution of the tourism sector.

Past Development Initiatives & Current Needs

The Government of **Meghalaya** has taken up various initiatives in the past for the development of the tourism sector. These initiatives have included destinations, circuits and wayside amenities and funded, almost all, by different schemes of the Ministry of Tourism, Government of India and negligible amount from states own resources. The private sector participation has been at an extremely low profile due to early stage of private sector and entrepreneurship development in the state. Poor access to credit and land regulations have also been a limiting factor.

Based upon information received from the State Tourism Department, shows the investment trends for the last 5 years have been less than 0.2 % of the state GDP and predominantly from the Central Government Grants.

The major driver for tourism during this period has been the air fare eligibility for LTC travelers of the government and public sector employees to travel to the states in the North East. It is expected to keep this incentive till the growth stabilizes and the stimulus may not be required.

The Missing Links:

Infrastructure: In the absence of a State Tourism Strategic Plan, Comprehensive Tourism Policy (current & updated- last made in 2001), Destination Development (facilities at the specific tourist sites) most of the projects are encouraged by the different Grant Schemes of the Ministry of Tourism, Government of India and with very little linkages for the tourism infrastructure on a holistic and demand driven basis. The resources are thinly spread and show low quality and capacity to service high paying tourists as well as high end budget tourists as the expectations are way beyond what is being offered.

The current infrastructure does not allow the tourists to spend money for accommodation, at destinations, entertainment, shopping and restricts the income transfer for the benefit of the people in the state. The poor infrastructure and low capacity also inhibits the travel and tour trade to take aggressive stance to promote tourism.

Land is the most critical issue in the development of the tourism infrastructure. The complex and unresolved issue of land ownership and lease by the private sector is the single biggest barrier to investments by the local or outside the state investors. It also does not allow the projects to access funds from the financial institutions and / or banks, even if they are viable and sustainable.

Connectivity: The most important need of connectivity – telecom and internet for information, communication and confirmations etc is not included in these projects.

Roads: Tourism depends on the basic infrastructure of roads and these leave a lot to be desired. In some areas of interest to high paying tourists the roads are almost nonexistent as they are of extremely BAD quality and back breaking. Good quality road connectivity to destinations is a pre-requisite and non-negotiable.

Skills: The need of the “Human Resource Skills” starts at the level of **information and facilitation** be it at the tourist originating states with needs for holiday or a business visit planning or at the gateways to the state for the tourist (airports, rail heads, road transport stations - bus & taxi) to reach their destinations in the state for their holiday or business.

Meghalaya, being a hill state the dominant means for transport is the road transport system .The bus and taxi drivers are the first ambassadors for the state that interacts with the tourists and the **behaviour** of help or exploitation decides the impressions the tourist carries. This is important as the word of mouth is the best advertisement and supports all efforts for “Brand” development.

The grossly inadequate and poor **wayside amenities** and the **eating houses** (dhabas included) on the route also create a lasting impression for the facilities the state is providing for the tourists. The most common need of a clean and **functional toilet** is yet to be met. We have to train the people and create a mind set to benchmark their infrastructure and services such that it makes the journey pleasant.

The **rash highway driving** is full of near misses and does not add to any comfort of the tourist as the fear of an accident is always upper most in the mind of a traveler.

The lack of **highway / city information support system** leaves the tourist in the lurch. Current and relevant route and city maps are essential and should be available at all gateways and other visible pick up points at the commonly visited places by the tourist. A special cadre of **Tourist Police**, well informed and trained will go a long distance to meet this need.

Low cost **information leaflets/ brochures** etc are required at the destinations / sites on the itinerary of the tourist to enrich the visit and also ensure time is spent at these stops. There is an urgent need for well **trained and certified guides** at such stops.

We also need to upgrade the **skill set of the service providers** at these tourist destinations and sites, be it the tea stall, fruit vendor or a handicraft seller. This will assist in creating a higher spend environment for the tourist and increase the income for the people servicing the tourist as well as enrich the tourist’s experience.

Tourism Segment Growth Planning

Strategic planning is a dynamic process and it is recommended that the plan be reviewed every 3 years based upon the trends visible in the 2nd year.

Strategic Initiatives proposed are of 2 types:

- 1. Start Up:** Strategic Initiatives that are basic and need to be in place over a reasonable period of time (5 years) and the quality and content updated from time to time based upon baseline studies and feedback. Some of these initiatives, to be taken up on priority, are to trigger private sector and community participation by demonstration effect of the government initial investments, either through central government grant funds, state funds, PPP etc. The following are some examples:

- a. Brand Development for the State
- b. Information & Facilitation Centers
- c. Skills Development & Capacity Building
- d. Tourist City Centers
- e. Inns/ Guest Houses in low traffic areas
- f. Rural Tourism
- g. Home Stay-Rural Area
- h. Tourism Sector Investment Opportunity Profiles
- i. Tourism Cluster Promotion

The state has abundant forest resources with a large variety of flora and fauna. The forests are classified as: national parks, wild life sanctuaries and conservation reserves. It is recommended that a **Task Force** be created for the development of “**Wild Life Tourism – Community Based**”. Department of forest would be a key partner and knowledge resource in the Task Force.

2. **Tourist Infrastructure Capacity:** These initiatives are to be primarily taken by the private sector and the community with appropriate tourism development policy in place. In order to attract investors and facilitate investments the government should pro-actively identify Tourism sector project opportunities and present them on the state web site as well as hold Investor Workshops periodically. This initiative will go a long way in the development of the tourism sector.

Land, being a basic need, action should be taken to resolve the issue of participation by outside the state residents in the projects as current land regulations are highly restrictive and do not allow/ encourage participation of outsiders.

A complete review of the land policy needs to be done keeping in mind the local traditional ownership and state of development of local entrepreneurship. Policy should not allow exploitation on the basis of land speculation.

Growth Driver Projects

What are Growth Driver Projects and the Need?

Projects which fulfill one or many of the following objectives are Growth Driver Projects and are needed to be initiated by the government or its agencies.

1. **Projects with long gestation period** for economic recoveries and hence difficult for funding by normal financing channels. They would be driven by grant components and/or long term debt funds with generally have a moratorium of 3-5 years and repayment of 10-15 years thereafter. Such funding is normally not accessible to the private sector. Most of the projects in this category are **Infrastructure Projects:** access roads to the destinations, destination development in remote areas, projects with low tourist traffic at present but need to be developed for strategic reasons of equitable development of the various regions of the state etc.

2. **Projects where benefits are for the larger community** and cannot be funded by individual entrepreneurs. **Brand Building** of the state is one such project which needs to be done by the government as the benefits are not only for the tourism sector but overflows into many areas including Investments in the state in many sectors like education, health care, industry etc
3. **Projects for Capacity Building** is of a nature for the general benefit of the state and the impact is on a long term basis.
 - a. **Human Resource Skills Development** is one such major project at the level of INDIVIDUALS and would benefit other sectors like retail, healthcare, besides travel and tourism. A state wide structured initiative has to be launched for the benefit of the youth and to enhance their employability.
 - b. **Institutional Capacity** will enhance the ability within the state to conceive, design, develop and implement programs and projects in the state for the benefit of all. The impact of capacity building is also on the mindset for development of the tourism sector. This would also include the Tourism Department and others within the government and its institutions that contribute to the development of the tourism infrastructure and facilitate the travel and enhance the experience of the tourist. The civil society institutions and the community based traditional institutions will also benefit from these programs and develop participation and ownership for the success of the Tourism Development Plan. The entire travel and tour trade within the state needs to be upgraded to meet the needs of linkages within their trade network in India and the other countries abroad.
 - c. **IT Network** is a critical need in current times. Information flow and access for planning by individuals, bookings and confirmations, payment gateways etc are to be facilitated by a high speed and reliable IT network within the state linking all the players in the sector. Such a network will make it easy for the foreign travel and tour operators as well as individuals to plan a trip to the state. It will facilitate Brand Build up as well as create an advantage for the state when it is competing with other destinations both within the country and abroad.
4. **Information & Awareness Campaigns** and setups are **Critical Projects** that need to be started immediately as other projects are dependent on them. Information centers at the rail, road and air gateways, important states of tourist origin and cities within the state are an example of this need.
5. **Demonstration Projects:** The most important need of a tourist is affordable, safe and standard accommodation along with rest facilities on the highways as roads are the only means of transportation in the hill areas. Franchised brands

provided the credibility needed for the comfort of the motorist and ensured minimum standards and eliminated exploitation. Projects listed below will fill the gap in the tourism needs as well as these will trigger similar private sector initiatives by the demonstration projects acting as demonstrator with multiplier effect.

- Wayside Amenities,
- Inns /Guest Houses
- Rural Tourism, Home Stay etc

6. Transportation: There is a need to connect major centers for the tourist in the state with the gateways for rail, road and air which all happen to be in Assam and Guwahati being the main gateway for all travelers in the North East. Tourist Busses / Coaches / Taxis, both air-conditioned and non air conditioned need to be operated by the Tourism department either directly or in partnership of the private sector, communities, and retired service personnel to connect the gateways. Fixed fares to be charged and published.

7. City Tours: Conducted City tours with proper Guides achieve the twin objective of explaining the local heritage and opportunity for the local community to benefit from the regulated stops by selling goods and services to the tourists at these stops. It is more organized and transparent way of engaging the tourist's time during the visit to the state.

8. Package Tours: **Ensure** hassle free travel for the tourists. The numbers are small in the beginning but over time they are a key to the development of tourism as they take away the uncertainty from the tourists mind and create a better success chance for the state being opted as the destination. Package tours also facilitate in better utilization of the accommodation facilities as overnight stays can be planned for destinations other than the main hubs. This provides an opportunity for exposure to the local art, crafts, cuisine and entertainment thereby engaging the local community.

9. Tourist City Centers: Tourist City Centers, a new *Strategic Initiative*, are proposed by us to meet the tourist's needs on a holistic basis within the state. The Tourist City Center is:

- A single point information and facilitation center for the tourist in the city and acts as the center of activity for the entire travel and tour trade in the city and its neighboring area.
- A major feature of the Center is that it provides for good affordable accommodation, food court and shops for meeting tourists needs
- The Center also provides for the exposure to the local heritage, arts and crafts, cuisine and performing arts including entertainment.
- It also provides the base for Guides and City tours as well as day tours to tourist destinations in the area.

- The Tourist gets a 9am to 9 pm exposure and in the process transfers financial resources to the local community for their well being and gainful engagement.

Transportation Investment by the private sector will be need based and banks will finance it only if they are economically viable. It is where the Brand Development is involved that the State government will have to participate on the need basis. We leave it for the State Government to take the decision but would strongly recommend linking the gateways to the state.

In the Tourism Development Plan- Skills Development we have not only included the drivers for skills development but also developing them as Quasi- Guides as they are the first people who interact with the tourists and leave a lasting impression by their behavior and driving.

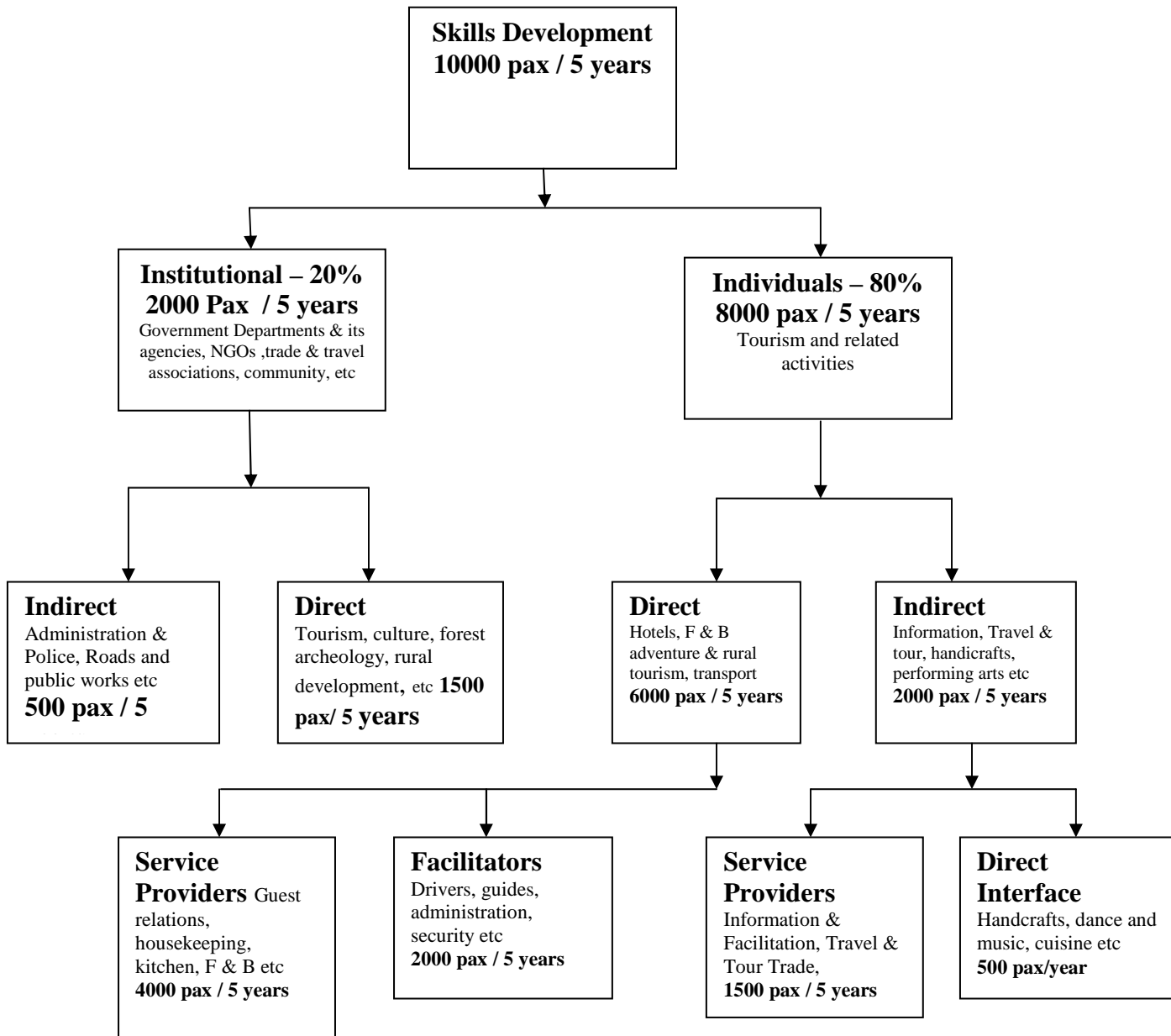
Skills Development & Capacity Building Strategy

The growth in tourism will have to be serviced by a substantial increase in infrastructure, including air-road-rail connectivity, hotels and restaurants. This will need capacity building and skills development, both at institutional and individual levels. Our plan is to train 10,000 people over a 5 year period to create the basic Human Resource for the state.

We propose the following areas for skills development and capacity building:

- **Institutional:** The Policy, planning, implementation, monitoring and sustainability of the individual projects and the entire tourism sector within the state will be dependent upon the pro-active action and the support the sector receives from the various government departments and its agencies, public finance institutions and the community at large.
- **Government:** Tourism Department, Industry, Forest Department, Local Administration, Police, Roads, Archeology Transport, Panchayat Raj, Rural Development, Local Communities, Employment, Social Welfare, Culture , Minorities, etc.
- **Public Institutions:** Industry and Trade bodies, Travel and Tour Trade, Hotel and Restaurant associations, Transport Sector- bus and taxi operators, NGOs, Community based organizations, Schools and Colleges, Village Council, Arts & Crafts Promotion Agencies etc.
- **Individuals:** Individuals across all activities of the tourism sector need to be trained to meet the emerging needs and expectations of the tourists. This will facilitate the states capacity to manage the growing tourism sector both effectively and efficiently and attract both investors and tourists to the state.

**Tourism Sector
Skills Development Matrix
10000 trained in 5 years**



Start Up Projects – Implemented over a 3 year period

Type & Locations	Nos	Unit Cost (Rs Crs)	Total Cost (Rs Crs)	Remarks	Spin Off Possibility
<u>Tourist City Centers</u>					
a) Shillong	1	12	27.9		Partial -75% Hotel, Restaurant, Food Court, TR Shops, Crafts Shops can be disinvested after 5 years.
b) Others: - Tura - Cherapunjee - Jowai	3	5.3			
<u>Wayside Amenities- & Information and Facilitation Centers:</u> (Midways on all major highways) Guwahati-Shillong – 2 nos Guwahati-Tura – 2 nos Shillong-Cherapunjee - 1no Cherapunjee-Jowai - 1 no	6	2.75	16.5		Completely Disinvested after 5 years with the right to run the information & facilitation center with the government.
<u>Inns/Guest Houses</u>	4	1.98	7.92		Yes, Completely Disinvested after 5 years
a) Garo hills - 1 b) Khasi hills - 2 c) Jaintia hills - 1 d)					
<u>Rural Tourism</u> – one each in the identified rural areas of: a) Shillong b) Cherapunjee c) Jowai d) Tura	4	1.65	6.6	Social Worker part of the project for better understanding	Yes, Completely Disinvested after 5 years
<u>Home Stays</u> – 2 cottages in each village identified in; Garo hills - 20 Khasi hills - 20 Jaintia hills - 10	50	0.10	5.0		
<u>Skills Development</u> a) Institutional b) Individual	10,000		5.0		Not applicable- capacity building
		Total	68.92		
	Add 10% contingency	Grand Total	Rs 75.81 crores		Each project will be funded differently

Private Sector Investment

New Opportunity & / On Going Projects Sustained

The Growth Driver Projects – State Initiated Projects will create new opportunities to meet the need for the 100,000 tourist increase every strategic plan period. They will also enhance the sustainability of the existing projects and the projects in the various stages of implementation.

Tourism department can take a pro-active action in preparing the pre-feasibility studies / project profiles for these projects to attract investors from outside and also opportunity for the financial institutions and the banks to invest in the state.

The projects needed for tourism infrastructure and to be added every year in the next 5 years to meet the 15% CAGR of domestic tourist arrivals are listed below:

Note: The project cost estimates do not include the cost of land

Type	Numbers	Unit Cost in Crores Rs.	Total Cost in Crores Rs.	Remarks
Accommodation 200 rooms	50 room Hotels - 2 25 room Inns - 5 10 room Inns - 5	7.5 2.5 0.75	15.00 12.50 03.75 Sub-Total 31.25	
Transport Sightseeing	20 seat Buses - 6 4/5 seat Cars - 20	0.15 0.05	0.90 1.00 Sub-Total 1.90	
Food & Beverages	Restaurants -10 Fast Food - 05	0.40 0.15	4.00 0.75 Sub-Total 4.75	The unit cost for Restaurant has been kept at Rs.40 lakhs instead of Rs. 5 lakhs and the unit cost for fast food is kept at Rs.15 lakhs instead of Rs.40 lakhs.
Amusement Parks Day Tourism	2	5	Sub-Total 10.00	
		Total	47.90	
add 10% contingency		Grand Total	Rs. 52.69 Crs	

Resource Mobilization-Funds

Government of India Central Schemes: The tourism development program also encourages the state governments to take benefit from the various financial assistance schemes of the Department of Tourism, for the planning of the projects in the state.

The North Eastern Council Schemes: The North Eastern Council is the nodal agency for the economic and social development of the North Eastern Region which consists of the eight States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.

North Eastern Development Finance Corporation Ltd: (NEDFi) was incorporated for the development of industries, infrastructure, animal husbandry, agri-horticulture plantation, medicinal plantation, sericulture plantation, aquaculture, poultry and dairy in the North Eastern states of India.

Government of Meghalaya: The state government will provide the counterpart funds for the development of the tourism sector and its projects from the state budget and also seek support of the Planning Commission during the finalization of the plans

Banks: It is suggested that we form Strategic Partnership with banks to finance projects in specific regions and/or finance specific region and projects therein. These projects could be of a replicable nature and reduce the effort of evaluating each and every project. The Entrepreneur will only be selected based upon the selection criteria. Credit Guarantee Corporation could also be a Strategic Partner in such cases to provide enhanced comfort to the lending banks.

Banks, by participating in the tourism development plan and funding the projects there under, would also be able to reduce their gap Credit /deposit ratio, priority sector lending targets and also their community responsibility of financing projects in areas from where they collect their deposits.

Financial Institutions: Infrastructure lending Institutions like IL&FS, IDFC and others could be brought in as Strategic partners. However we will need to consolidate the projects under a Program to make them viable in size for these organizations to participate in the funding of the projects across the state.

Institutional Investors: PE funds etc: We are in an early stage to be able to access these investors but in the later period of development they will be a strong driver for growth.

Equity: Equity funds will come from the various promoters and investors in individual projects based upon their shareholding.

Investment Workshops: We propose that the state plans for an Investors Workshop, on an annual basis, after the detailed plans are made and land identified for the project. Invite the investors from other state and also from abroad to participate in large tourism

projects. It would be essential to prepare pre-feasibility profiles for each project to be discussed at such events. Lead promoter from the state would also need to be identified to act as the start up partner with the investors from outside.

Resource Mobilization-Private Sector

The private sector projects will have access to the programs and lending schemes of the Financial Institutions and the Banks as they are also on the search for bankable projects to invest their funds. The projects identified and listed are need based and expected to meet the basic lending norms of DSCR and IRR for economic viability and risk management.

The Tourism Policy of the state should include tourism as an “**Industry**” to facilitate the lending as better conditions are applicable for lending – both for the lender and the borrower.

Tourism sector has land as a basic input in almost all projects and the location can make or break the project. The Tourism Policy should also facilitate availability of Land at affordable prices and at appropriate locations. Tourists will not go to remote areas if they are in city. A land bank should be identified for various

Resource Mobilization - Human Resource Development

Entrepreneurship Development: Development of a vibrant private sector would require the development of “Entrepreneurship” and social acceptance of the Entrepreneur in an environment where “Job Seeking” is a way of life and a stable job – mostly government or its agencies – commands the highest respect in the community.

Skills Development & Employability: We are proposing a skills development plan for 10000 trainees to be covered in the next 5 years in tourism and associated sectors, retail, healthcare, etc and would provide an opportunity for the youth to pursue a rewarding career in the state.

Managerial Capability: The skills development plan as above would also include the managerial capability development for the implementation and success of the projects under the Tourism Development plan. The availability of good managers locally would also reduce the cost of operations and meet the shortage of good managers across all sectors.

Institutional Capacity-Tourism Department: The most important and urgent need for the success of the Tourism Development Plan is the dedicated and committed staff of the Tourism department and its agencies engaged in the development and implementation of the Plan.

Implementation

3 Year Work Plan

The Strategic Plan, based upon need analysis and demand gaps, to be relevant efficient and effective needs to be implemented in a time bound manner over a period of 3 years after the preparatory / start up period of 1-2 years depending upon the individual nature of the project. The key features are;

Year 0-Preparatory Period: Enabling Environment & Tourism Policy, Approvals & Authorizations for the Strategic Plan, Organization and Staff in place, Strategic Partners in place

Year 1--Start & Build Up: Launch High Priority Projects- State Initiatives, Facilitate launch of Private Sector Initiatives

Year 2 -Mid-Term Review: Rationalize Plan and Policy, Growth Mode & Constraints

Year 3-The Road Ahead: Develop New Strategic Plan for the next period and identify New Strategic Partners for the growth

Implementation Mechanism: Management Plan

An agency needs to be identified immediately, with adequate powers, for implementation of the projects agreed upon under the “Start Up” plan on an emergency & time bound basis and thereafter follow up plans on an annual basis. It is suggested that a **Project Director** be appointed with 3 **Project Managers**, each assigned and directly responsible to the Project Director for the implementation of the 3 components listed hereunder:

Multi Agency Coordination: Government Departments, Strategic Partners, Resource Mobilization

Development Initiatives: non revenue generators: Brand Development, Information & Facilitation centers

Tourism Infrastructure: revenue generators: Wayside Amenities, City Centers, Inns, Rural Tourism & Home Stay and Adventure Tourism

It is expected that an effective and efficient implementation agency would be able to bring all projects in operational mode within 12-15 months from the date of individual project launch

Sustainability

Initiatives proposed will be designed and implemented with appropriate technology, skills development and management for:

Economic Sustainability

- Meet the norms for funding by the financial sector and
- Comply with good governance practices

Social Sustainability

- Participation of the local community and direct benefits to the community and the youth employment and income generating opportunities
- Social workers are integral part of the project design for rural tourism and home stays to ensure no side effects of tourism are created

Environment Sustainability

- Projects to be designed with local materials and green technology usage
- Pollution Control and Waste Management practices in place on operation.

Cost Recovery

- The Strategic Initiatives in form of Growth Driver Projects are based upon : Lending norms for IRR and DSCR to allow access to funds from banks and financial institutions
- Create opportunity for Public-Private-Partnership models to be created.
- Grant component is only for skills development training for enhanced employability and meeting the needs of skilled human resource for the tourism sector

Risk Management

The Tourism Development Plan success will depend upon managing the following:

Structural Risks

Tourism Development Policy to be pro-active and play the vital role of a facilitator beyond the normal role of a regulator

Government of India special encouragement for the North East States for LTC needs to be continued for at least another 5 years if not 10 years to build the nascent tourism in the region.

Remove procedural hassles which in getting investors and investments

Structural changes are required for managing TOURIST arrival and the risk factors of infrastructure, connectivity, medical aid & evacuation etc need both lead time and funds.

Operational Risk

- Attitude of the state towards the TOURIST has to be positive ,
- Tourism industry should be recognized as the key driver for inclusive growth in the state and reflected in allocation of funds for the tourism sector in the development plans for the state.
- Security perceptions of the tourist need to be addressed by “Brand Build Up”
- Good planning will reduce and/or eliminate the risk factors to enhance the quality of experience of the tourist.
- Mandatory training and certification of all the service providers in the tourism sector- transport, accommodation, Food & beverage, guides etc.
- Specify and enforce safety guidelines for all tourist activities.

Key Achievements- Direct – Tangible

Employment Generation: The projects required to meet the needs of 100,000 tourists over the strategic plan period will provide an opportunity to create nearly 7000 jobs, at various skill levels.

Targeted Tourism: Tourist with higher disposable income: Better facilities for the tourists will encourage higher income strata of the society to plan and visit the state.
MICE Destination Development: Better and adequate facilities will encourage the corporate sector to hold their meetings, conventions and exhibitions in the state.

Week End and Same Day Tourism: A well planned strategy to reach out to this segment of tourist would be in the interest of tourism promotion and income transfer to the state.

Package Tours -“Door to Door”: In order to promote tourism and have an effective utilization plan for the tourism infrastructure we recommend special effort to promote package tours. This would take away the uncertainty in the planning process of the tourist and ensure reliability and credibility. Special attention to be paid to the airline and the railways to develop tour packages jointly and also benefit from the Government of India’s schemes for LTC for the North Eastern states.

Growth Rate in Tourists - 15 % CAGR: Good Infrastructure will help achieve the planned growth rate of 15% in the tourist arrivals. This will assist in increasing the tourism income, better utilization for the investment and reduced seasonality impact.

Opportunity for Spend Increase - 10% CAGR: Destination, wayside facilities including access to local arts and crafts etc will provide the tourist an opportunity to spend more time and money.

Skills Development & Employability - 10000 people: The expansion of the tourism sector will create opportunity to absorb and sustain our skills development program for 10000 people/5 years.

Creation of “Tourist City Centers”: Our plan proposes to set up Tourist City Centers which will become the lifeline for the tourists across the state. They would also be the center of activity for the residents and creating ownership and participation in the tourism development initiatives

Key Achievements- Direct - Intangible

Private Sector Participation

The tourism development plan will create new opportunities for the participation of the private sector and assisted by the enabling policy of the government it will open opportunities for development of local entrepreneurship and small and medium enterprises which are expected to form the backbone of the tourism infrastructure for both goods and services

Public-Private-Community Partnership

The local area development strategies for regional development, community participation and ownership for the success of the project along with the design of the project on economically sustainable basis will create an opportunity for the extended partnership of the Public, Private and the Community and open new avenues for investments.

Brand Development

The development of tourism will facilitate creating a brand for the state and encourage investments in the state for its all-round economic development.

Key Achievements – Indirect

Retail Sector: The increased volume of tourist traffic will also facilitate the growth in the retail sector by meeting the demands of the tourist.

Crafts and Heritage Products: The tourists buy small gifts for friends and relatives and at the very least some souvenirs’ for themselves. This promotes the sale of local art and craft products and not only creates jobs and income but also facilitates revival and sustainability of local heritage.

Better transport facilities: In order to meet the needs of the tourist’s better transport services, not only in terms of quality of vehicles but also improved quality of service will also be available to the community.

Better restaurants for the community: Tourism creates demand for all type of cuisine and trained cooks provide better quality of food. Local cuisine also gets promoted and ingredients are easily available. Eating out opportunities improve the quality of family life and is also part of family entertainment and bonding.

City Center a meeting point for the locals: The new initiative of “**Tourist City Center**”, in smaller towns, will become the center of all activities for the town and create a lively environment for the tourists to enjoy and benefit from the local community in understanding their culture and custom.

Improved quality of life in the local area: The improved infrastructure and services in the area will improve the quality of life for the residents. Employment and income generation opportunities will also benefit the youth, the most vulnerable section of the society

Community Ownership- Facilitate the Tourist: The sustained involvement of the local community in the development and operation of the projects and its beneficial impact on their lives will create a sense of ownership and belonging for the residents. This will not only facilitate the tourists but also ensure both economic and social sustainability of the projects in the area

Preface

In August 2008 INTACH had addressed a letter to the Secretary- Ministry of Tourism, Government of India to allow INTACH to prepare a tourism plan for Meghalaya and asked for funds from them. After due enquiry by the Ministry, they agreed to give the required funds and we signed an agreement at annexure 'A' with the Government of India on the 28th March 2009. While informing the Central Government of our intentions to prepare an inclusive tourism develop plan, we suggested that the plan will account for:

- Community(Tribal) culture- traditional festivals and other performing arts;
- Heritage and other important places;
- Natural precincts, like, rain forest, wild life centuries etc.;
- Traditional Crafts;
- Museums – Government and privately owned reserved areas which promote tribal villages;
- Local knowledge which needs to be spread out for the benefit of local communities and others.

INTACH received the mobilization advance for the project on 28th March 2009, thereafter, a committee was constituted with a strategic expert to undertake a tour of Meghalaya from 27th April to 31st April 2009. During our visit to Meghalaya we stayed at Shillong and visited Chherapunjee, Mawphlang, Mawsynram and Nongkrem. Apart from these places, we also held meetings with the Tour operators and Travel Agents and the State Principal Secretary-Tourism and met other Secretaries. The outline given at annexure B, which we have prepared, was explained to them and they promised to send us the details on all aspects mentioned in the outline.

After the visit to Shillong, we coordinated with the Tourism Department on a regular basis and also appointed a local representative, Ms. Lorina Richmond to assist us. Mr. Scott Lyngdoh, Vice Chairman of Meghalaya Planning Board also helped us in

collecting information in this regard. We also deputed our representative Shri Rajeev Chawla to Meghalaya for the hospitality survey to Tura area, Shillong and other cities to assess the hotels and the tourist flow, which he did in the month of July 2009.

The expert and the Advisor went again to Tura and Shillong from 4 to 10 October 2009. At that time, a number of meetings with different Stakeholders and State Secretaries were held, the programme is enclosed at annexure 'C'. It was well attended by all concerned and in all deliberations Secretary Tourism, Ms. Rebecca Suchiang and Director Tourism, Mrs. R.C.Sohkhlet were present. The discussions were of great help in finalizing the inclusive tourism report.

These are primarily areas of heritage and the State of Meghalaya would become an important tourist destination if the heritage is properly accounted for, particularly, the Intangible Heritage is properly documented and given a wide publicity for people in general to know what all exists in Meghalaya.

We have tried to develop an inclusive tourism plan, where, current status and the need assessment are taken care of, discussions with the stakeholders at different points were done, project scopes and activities have been determined. We have also accounted for sustainability and how the cost recovery would take place. There are few issues, like, providing training to people employed in the tourism sector through setting up training institutes and getting local boys and girls trained in this area of activity.

The major objectives of tourism development plan are outlined below:-

- To develop international and domestic tourism so as to promote development of the State and understand unique culture of Meghalaya and its biodiversity.
- To promote conservation and enhancement of natural resources as regards flora and fauna, sacred grooves and unique features of the mountain environment through controlled development.
- To facilitate planned tourism in the State for bringing about great employment opportunities for the local community.

- To meet the required demand for trained manpower emerging from the tourism industry.
- To distribute the benefits of tourism as widely as possible across Meghalaya
- To formulate a tourism plan in consonance with local area capabilities so as to socially absorb tourism, subject to infrastructure and manpower constraints.
- To create infrastructure, communication network and to develop collateral for promotion, publicity, advertisement and celebration of fares and festivals.

Meghalaya the abode of clouds “Megha-clouds, Alaya-Adobe”, was inaugurated as an autonomous state on 2nd April 1970. It was declared as a state of Indian union on January 21st 1972. The exclusive tribal state of the Khasis, the Jaintias and Garos is located in the North East area of the country and is predominantly mountainous. Shillong, capital of the State is in the centre of the high plateau. The State has a total geographical area of 22,495 sq. kms. The Khasi hills occupy 10,440 sq. kms, Garo hills 8200 sq. kms. and Jaintia hills 3900 sq. kms. The major resources of the State, which can be exploited for industrial and economic development, are mineral resources, forest resources, agriculture and horticulture resources as well as livestock and sericulture. The State of Meghalaya has seven administrative districts, namely:-

- | | | |
|---------------------|---------------------|------------------|
| 1. South Garo hills | 4. West Khasi hills | 7. Jaintia hills |
| 2. West Garo hills | 5. East Khasi hills | |
| 3. East Garo hills | 6. Ri Bhoi. | |

Historically, in 1874, Assam was carved out of the Bengal on the basis of its cultural homogeneity. Shillong was named its capital. The British and clergymen made their homes in this town and develop it on western ambience. The Bengalis, the Nepalese, the Assamese came to Shillong and Khasi hills for various vocations. Thus, this is clear that once the difficult terrain, which could not be penetrated, was made accessible to the plains people by the intervention of the British, with the result that the Khasi hills became the nerve centre of administration and political power for the entire North East.

In 1962 the Mizo hills and Naga hills were separated from Assam and constituted their own States. All people hill leaders’ conference emerged as a party and won a majority in 1977 elections, thereby, emphasizing individual tribal identity mainly to

escape dominance of Assamese political leadership. When APHLC accepted the proposal for autonomous statehood, extremists broke away and formed the Hills State Peoples Democratic Party and forced for separate state, which they obtained in 1971. However, under the Sixth Schedule of the constitution, they still maintain the three district councils. The state of Meghalaya has a 60 member legislature. The state is represented in the National Parliament through one member of Rajya Sabha and two members in the Lok Sabha.

The State of Meghalaya is sparsely populated due to rugged terrain. It has a population of about 2.23 million with a density of 103 people per sq. kms. (2001). There are blocks with population density of 30% per sq. kms. The majority of the population groups in Meghalaya belong to 'Indo- Chinese Linguistic Family' of which two important sub-families are the Mon-Khmer and Tibeto Burman. Meghalaya is predominantly inhabited by three communities (tribes) the Garo, the Khasi and the Jaintia. The Khasi, Jaintia and Garo used the Roman script, which was introduced in this region in 1842 by Mr. Thomas Jones, a Calvinist Missionary. Khasi and Jaintia folklore and oral tradition tell of supernatural origins sayings that these people descended from heaven.

There are historical reasons for concentration of non-tribal in Shillong. As the city was the capital of Assam and Bengal during colonial days and continue to be so till the State of Meghalaya was created. Long before the advent of British the Garo hills and Jaintia hills attracted non tribal communities, particularly, Bengalis for trade purpose.

Chapter - I

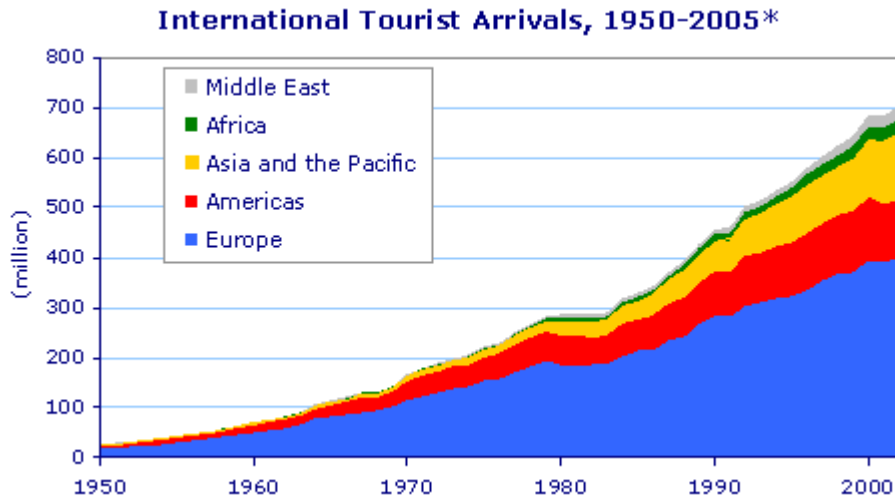
Present Tourism and Future Trends

1.1 Global Scenario

Tourism has always been a major social phenomenon of any society. It is motivated by the natural urge of every human being for new experience, adventure, education, knowledge and entertainment. In order to understand each other's cultures and values as well as to cater several other social, religious and business interests, it has resulted in development of many tourist and infrastructure facilities. This, along with the progress of proper transportation network globally, especially of airways and waterways, has encouraged people to venture out to the foreign lands. It has facilitated the trade and commerce between the different regions of a country and between the different countries. As a result, over the years, it has acquired the status of a key service industry.

Tourism plays a key role in achieving the socio-economic goals of the development plans of a nation. It is an important service-oriented sector which has made rapid strides globally in terms of gross revenue and foreign exchange earnings. It is a composite of service providers, both public and private, which includes travel agents and tour operators; air, rail and sea transportation operators; guides; owners of hotels, guest houses and inns, restaurants and shops; etc. They are involved in meeting the diverse interests and requirements of domestic and international tourists. The tourism industry provides incentives to foster the quality of environment, generates more employment opportunities (particularly in remote and backward areas) as well as develops necessary infrastructure facilities like roads, telecom and medical services, in the economy.

Tourism industry, after the Second World War, clearly marks as one of the most remarkable economic and social phenomenon of the past century. It has contributed remarkably to the development of areas, local communities and other assets, like, heritage. In fact, it ranks number two after the oil industry and third in India, next to Gem and Jewellery. The number of international arrivals shown an evolution from a mere 25 million international arrivals in 1950 to an estimated 806 million in 2005, corresponding to an average annual growth rate of 6.5%.



Source: World Trade Organization, World Tourism Organisation

In India, tourism industry holds special position as it not only have potential to grow at a high rate, but also stimulate other economic sectors through its backward and forward linkages and cross-sectional synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. That is, it can provide impetus to other industries in the country and generate enough wealth to help pay off the international debt. It is the third largest net earner of foreign exchange for the country. The travel and tourism sector contributes to the national integration; preserves natural and cultural environments; as well as enriches social and cultural lives of the people. It has the capacity to create substantial job opportunities, particularly for unskilled and semi-skilled workers as well as to alleviate the poverty in the country.

Another important feature of the Indian tourism sector is the contribution to national integration and transformation of the economic lives of the people. Over 500 million domestic tourists, travelling all over the country each year, help create a better understanding of people living in other regions of the country and the cultural diversity.

Tourism also gives a financial incentive to preserve architectural heritages and helps the survival of art forms, crafts and culture.

Given India's unique endowments of biodiversity, forests, rivers, mountains, historical places, temples and pilgrims, caves, museums, monuments and culture, the industry holds immense strength for obtaining higher growth rate.

The challenges in the sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers. India offers various categories of tourism products, such as adventure tourism; medical tourism (ayurveda and other forms of Indian medications) wellness tourism, eco-tourism; rural tourism; cruise tourism; meetings, incentives, conferences, and exhibitions (MICE) tourism; etc.

Europe's and America's were the most tourist receiving region between 1950 and 2000. Both regions represent a joint market share of over 95% in 1950 and 76% in 2000 today. Most of the countries link their development with tourism development and it is because of this most of the nations try to woo more international tourists to their countries and allow their own people to visit different places in the world. India is not an exception to this rule.

1.2 National Scenario

1.2.1 Government of India Initiatives

National Tourism Policy, formulated in the year 2002, aims to develop tourism in India in a systematic manner. It envisages a framework, within which the Government helps to create the basic infrastructure and legislative set up for tourism development, while the private sector helps to provide the quality products and offer active support services. The broad objectives of the policy are to:-

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on domestic tourism as a major driver of tourism growth;
- Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination;
- Acknowledge the critical role of private sector with Government working as a proactive facilitator and catalyst;
- Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with States, private sector and other agencies

- Ensure that the tourists to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and 'feel India from within'.

International tourism receipts represented in 2003 approximately 6% of worldwide exports of goods and services (as expressed in US\$). When considering services exports exclusively, the share of tourism exports increases to nearly 30%.

2003

World Exports of merchandise and commercial services (Balance of Payments, Goods and Services Credit)			
	US\$ billion	Share (%)	Share (%)
Total	9,089	100	
Merchandise exports	7,294	80	
Agricultural products	674	7	
Mining products	960	11	
Manufactures	5,437	60	
Other	223	2	
Commercial services	1,795	20	100
Transportation	405	4	23
Travel	525	6	29
Other	865	10	48

Source: World Trade Organization, World Tourism Organization

Tourism Receipts, 1950-2005*

	World	Africa the Pacific	Americas	Asia and Europe	Middle East	World	Africa the Pacific	Americas	Asia and Europe	Middle East		
	International Tourism Receipts (US\$, billion)					International Tourism Receipts (euro/ECU, billion)						
1950	2.1	0.1	1.1	0.04	0.9	0.03						
1960	6.9	0.2	2.5	0.2	3.9	0.1						
1970	17.9	0.5	4.8	1.2	11.0	0.4						
1980	104.4	3.4	24.7	11.2	61.6	3.5	75.0	2.4	17.7	8.1	44.2	2.5
1990	270.2	6.4	69.3	46.5	142.9	5.1	212.2	5.0	54.4	36.5	112.2	4.0
1995	410.7	8.5	98.4	80.7	212.2	10.9	314.0	6.5	75.3	61.7	162.2	8.3
2000	481.6	10.5	130.8	90.2	232.5	17.6	521.4	11.4	141.6	97.7	251.7	19.0
2004	634.7	19.2	132.0	129.5	328.5	25.5	510.3	15.4	106.1	104.1	264.1	20.5
2005*	682.7	21.5	144.6	140.8	348.3	27.6	548.7	17.3	116.2	113.1	279.9	22.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected in UNWTO database November 2006)

¹ Receipts data are in current US\$ and euro (based on the average annual exchange rate for euro or ECU to US\$) and can be strongly influenced by exchange

1.2.3 Tourism Sector Growth

- **Foreign Tourists**

India's share in international tourist arrivals, which was 0.46 per cent in 2004, has increased to 0.49 per cent during 2005; and further to an estimated 0.52 per cent in 2006 and 0.55 per cent in 2007. The foreign tourist arrivals have increased from a level of 3.46 million in 2004 to over 5 million in 2007. Similarly, the foreign exchange earnings from tourism have also shown a phenomenal growth from US\$ 6.17 billion (Rs.27944 crore) in 2004 to an estimated US\$ 11.96 billion (Rs.49413 crore) in 2007. The share of India in world earnings from tourism registered an increase from 0.98 per cent in 2004 to 1.21 per cent in 2006.

This segment shows a CAGR of 13% for tourist arrivals and CAGR of approximately 25% in terms of foreign exchange earnings. These numbers also show better realization per tourist of 2400 US Dollars in 2007 from 1780 US Dollars in 2004 a CAGR of approximately 10.5%.

- **Domestic Tourists**

The numbers of domestic tourists in India have also grown phenomenally over this period from 366.23 million in 2004 to an estimated 462 million in 2006. It has further grown to 526 million in 2007 giving a CAGR of more than 11%

1.2.4 Contribution of the Tourism Sector

World Travel and Tourism Council (WTTC) is the forum for business leaders in the travel and tourism industry. It addresses challenges and opportunities that affect all sectors of the industry globally. WTTC works to raise awareness of travel and tourism as one of the world's largest industries, employing approximately 231 million people and generating over 10.4 per cent of world GDP.

1.2.5 Global

According to the WTTC, tourism in the year 2008 accounted for 9.9 per cent of global GDP, 11.0 per cent of the total world exports and 8.4 per cent of global employment. It is firmly committed to realizing Indian tourism industry's potential for growth and ensuring maximum and sustainable benefits for everyone involved.

Indian travel and tourism industry has been on rise and is gaining popularity amongst travelers all over the world. It is an engine of growth for Indian economy and helps to promote sustained development of infrastructure, such as airports, railways and roads, leading to connectivity of various tourist destinations. Besides, improvement and expansion of existing and new tourism products such as cultural and heritage tourism, rural tourism, adventure tourism, health and healing tourism, etc; promotion of 'Incredible India' campaigns; as well as active participation of State Governments therein establish India's competitive advantage in the sector.

This has enhanced the foreign exchange earnings of the country as well as improved its trade relations with other nations. All such measures and incentives, undertaken by public and private sectors, are a source of several investment opportunities in the industry.

Tourism depends on the economic conditions in major tourism generating markets. When economies grow, level of disposable income will also rise simultaneously. A relatively large part of discretionary income will be spent on tourism or on travel, in particular in the case of emerging economies. A tightening of economic situation on the other hand, will often results in decrease of tourism.



Source: World Tourism Organization; International Monetary Fund

Apart from developing socio-economic aspects in a society it also generates good amount of foreign exchange because it's economic climate during the month of summer

every year and lot of tourist can visit Meghalaya and State their during Summer months to enjoy the pleasant weather of the State. Projection given by World Tour Operator both in terms of foreign arrivals and foreign exchange earned from tourist. The third issue, which is limited to the development of tourism industry, is creation of better employment. There is no doubt that the nation started advancing towards economic growth though agriculture and mining sector contributes less and less to the GDP and the tertiary sector became very important and contributes roughly 2/3rd to the GDP. Tourism contributes in the service sector and therefore, it directly contributes towards the 2/3rd of GDP.

1.2.6 India

The contribution of tourism in GDP of the country has been 5.90 per cent in 2003-04, while employment in tourism sector (both direct and indirect) has been 41.8 million in the same year, thus accounting for 8.78 per cent of total employment in the country.

According to the WTTC the tourism sector over next 10 years will grow as follows:

1.2.7 Gross Domestic Product (GDP)

The contribution of Travel & Tourism to Gross Domestic Product is expected to stay the same at 6.0% (INR3,239.4 bn or US\$67.3 bn) in 2009 to 6.0% (INR10,274.1 bn or US\$187.3 bn) by 2019.

1.2.8 Employment

The contribution of the Travel & Tourism economy to employment is expected to rise from 31,105,000 jobs in 2009, 6.4% of total employment or 1 in every 15.6 jobs to 40,037,000 jobs, 7.2% of total employment or 1 in every 13.8 jobs by 2019.

1.2.9 Growth

Real GDP growth for Travel & Tourism economy is expected to be 0.2% in 2009 and to average 7.7% per annum over the coming 10 years.

1.2.10 Exports

Export earnings from international visitors and tourism goods are expected to generate 6.0% of total exports (INR811.9 bn or US\$16.9 bn) in 2009, growing (nominal terms) to INR2,819.0 bn or US\$51.4 bn (4.1% of total) in 2019.

1.2.11 WORLD RANKING

The India Travel & Tourism economy is ranked number:

- 14 in absolute size worldwide
- 144 in relative contribution to national economies
- 5 in long-term (10-year) growth

Tourism industry offers a whole range of challenges and opportunities in the present millennium in developing countries, like, India where tourism is all set to develop. If these challenges are successfully converted into opportunities, results are imminent and sky would be the limit. It is required to be insured that proper input is supplied to reap the dividends, which are enjoyed by all developing countries. Tourism industry in India is not properly organized. It primarily has a family business to act to this. There are no handful of international players of their sector of tourism market is according to specialization, like, in bound/out bound tour operation i.e. of tour operation and tour travel i.e. of a travel agent but with the increase in pressure of global player this family business is facing a challenge to continue to develop themselves to international standards, they are generally, acquired by or merged with big brothers who do not constitute family business.

The role of information technology has tremendously impacted on tourism industry, particularly, the use of internet by maximum number of people engaged in travel trade. Results of a survey on the increase impact of business productivity and individual habits reveals that 94% of the sample group access internet for online communication, 89% of respondents get flight information through internet and 82% of respondents access net to conduct competitive intelligence, 67% respondents make hotel reservations and 58% purchases online tickets.

The last two segments are likely to increase in India by 20% in next 2-3 years. This shows that one has to keep a pace with the latest changes and technology to work

efficiently and effectively. The technology revolution has also made the customers aware of the vast possibilities available to them. This has made him a self-declared king.

Today, it is possible for a tour operator or a travel agent to offer almost entire range of services to a customer under one roof. In other words, customization would be the need of the time with perceived value addition and a higher quality and degree of interaction with customers. On the other side to meet such challenges, travel professionals must possess all the required qualities, energy and contagious enthusiasm. They should have mission to organize for their customers a holiday of their life time. Obviously these travel professionals need to be technology savvy and should have positive considerations with positive attitude.

The tourism comprises a complex set of components, which activate actions of a number of socio-economic variables that have significant impact on the quality of life of the people and over all environment of a region. Tourism industry provides government with tax revenues and spurs economic developments through investments in new infrastructure in various tourism destination including backward areas. In the process to tourism development a number of spin-off benefits like optimal utilization of local resources of work force, upgrading of human resources etc. accrue to the economy which intern enhances the purchasing power of local community along with rapid monetization of the economy through advancement of trade and commerce. Creation of economic opportunities form the basis of tourism development in any region or area. The Manila Declaration (1980) of the World Tourism Organization contained altruistic vision of the promotion of tourism worldwide. Recent thrust has been planning for sustainable tourism development.

1.2.12 National Perspective

India, despite being endowed with vast potential in the growth of foreign tourist traffic, particularly, to view the 5 millennium old heritage (both Tangible and Intangible), recorded a very low growth after independence in 1947. It is for the first time that in 1995 foreign tourist arrival recorded above 2 million for the whole country and the figure continued to remain almost a little over two million till 2003. There has been a great jump thereafter, in 2004 it was around $3^{1/2}$ million and then rouse to above 5 million in

2007. The following table depicts that trend in foreign tourist arrivals to India between 1996 and 2007.

Foreign Tourist Arrivals (FTAs) In India, 1996-2008

Year	FTAs (in Million)	Percentage (%) change over the previous year
1996	2.29	7.7
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	2.72	11.1@
(Jan-June) (P)		

P: Provisional, @ Growth rate over Jan-June, 2007

Source: (i) Bureau of Immigration, Govt. of India, for 1996-2007

(ii) Ministry of Tourism, Govt. of India, for 2008



So far as country-wise tourist traffic to India is concerned, the government source (Ministry of Tourism & Culture, Govt. of India) indicates that in 2002 more than 18 percent of the total tourists visiting India originated from Bangladesh, while the U.K. has the share of about 16.3% tourists, followed by the USA (14.6%) and Sri Lanka (4.5%). Countries less than 4% share includes Canada and France. Countries having less than 3% share include Germany, Italy, Japan and Malaysia. Netherlands and Singapore have less than 2% share each of Switzerland, South Africa and Israel 1% share each.

India's earning of foreign exchange indicates that the share of the country in the world tourism receipt is almost the lowest till 2003. It is after 2003 when the increase in tourist arrival the receipts have also increased but not phenomenon.

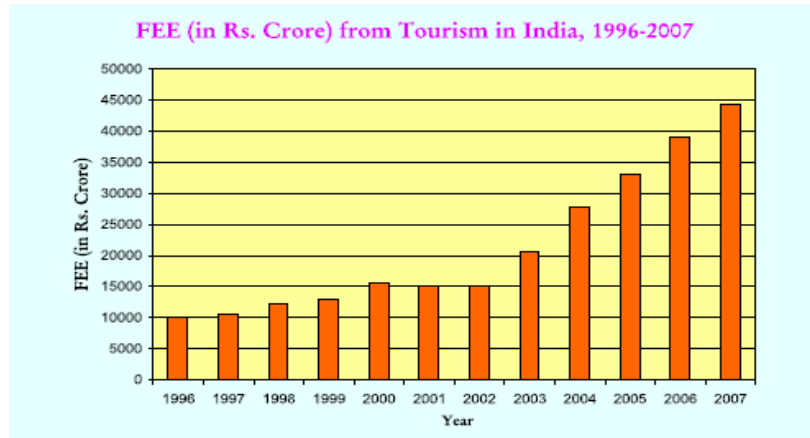
Foreign Exchange Earnings (FEE) (in Rs. Crore) from Tourism in India, 1996-2008

Year	FEE from Tourism in India (in Rs. Crore)	Percentage (%) change over the previous year
1996	10046	19.2
1997	10511	4.6
1998	12150	15.6
1999	12951	6.6
2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006*	39025	17.8
2007*	44360	13.7
2008 #	25825	18.2@
(Jan-June)		

*Revised Estimates, # Advance Estimates, @ Growth rate over Jan-June, 2007

Source: (i) Reserve Bank of India, for 1996 to 2007

(ii) Ministry of Tourism, Govt. of India, for 2008



It may be pointed out that the mode of transportation of foreign tourist to enter India indicates that air continues to be the predominant mode of travel. It constitutes nearly 85% of the foreign traffic. Arrival by sea increases and the share of arrival through land route is roughly 15% comprising tourist from Bangladesh, Nepal, Bhutan and Pakistan.

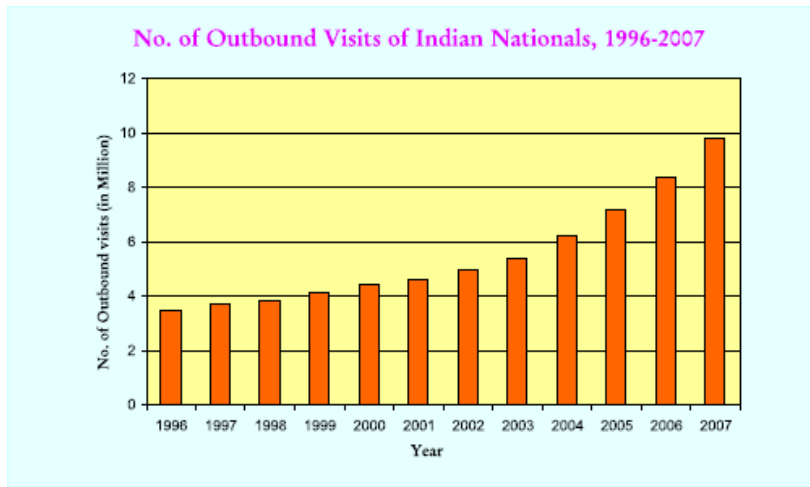
1.2.13 Domestic Scenario

Domestic sector plays a very important role in the growth of over all tourism in India. The following table depicts the trend of domestic traffic in 1995- 2007 in the country during the period of 1996-2007

Number of Outbound Visits of Indian Nationals, 1996-2007

Year	No.of outbound visits (in Million)	Percentage (%) change over the previous year
1996	3.46	13.3
1997	3.73	7.6
1998	3.81	2.3
1999	4.11	8.0
2000	4.42	7.3
2001	4.56	3.4
2002	4.94	8.2
2003	5.35	8.3
2004	6.21	16.1
2005	7.18	15.6
2006	8.34	16.1
2007	9.78	17.3

Source:- Bureau of Immigration, Govt. of India



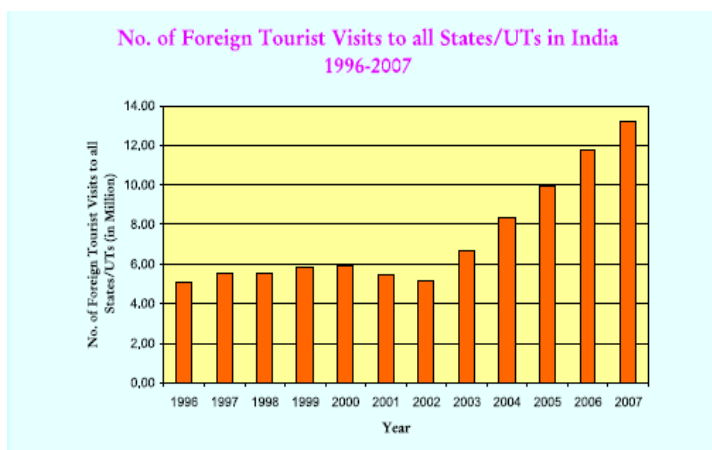
Number of Foreign Tourist Visits to all States/UTs in India, 1996-2007

Year	No. of Foreign Tourist Visits (in Million)	Percentage (%) change over the previous year
1996	5.03	8.4
1997	5.50	9.3
1998	5.54	0.7
1999	5.83	5.3
2000	5.89	1.1
2001	5.44	-7.8
2002	5.16	-5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.75	18.1
2007*	13.17	12.1

* Provisional

Note: Figures for Maharashtra & Chhattisgarh have been estimated

Source: State/ UT Tourism Departments



1.2.14 Share of Top 10 States/UTs of India

The original distribution of domestic tourist during 2007 show that maximum concentration of tourists is in the Southern region followed by Northern Region and Central and Western Region and Eastern region is the last. The flow of tourists to North East is conspicuously low for a followed reason likewise, arrival of foreign tourists to Northern Region because of Taj Mahal is maximum to 31%, and Southern Region to nearly 3%, Eastern Region share is about 13.5% while that of North East is 0.25%.

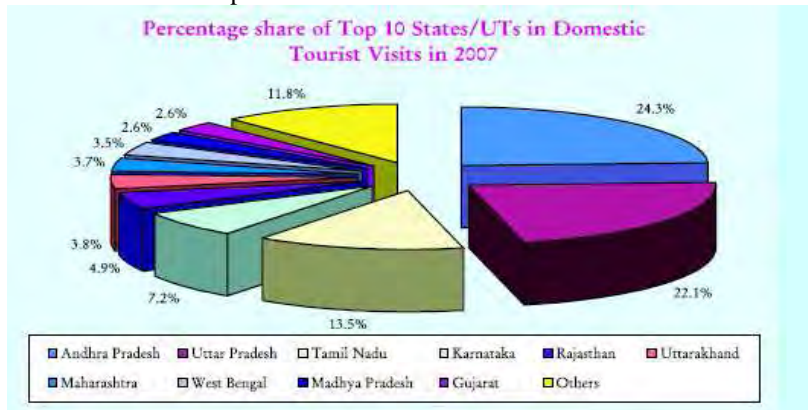
Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2007

Rank	State/UT	Domestic Tourist Visits *	
		Number	Percentage Share (%)
1	Andhra Pradesh	127933333	24.3
2	Uttar Pradesh	116244008	22.1
3	Tamil Nadu	71034651	13.5
4	Karnataka	37825953	7.2
5	Rajasthan	25920529	4.9
6	Uttarakhand	19803280	3.8
7	Maharashtra	19243597	3.7
8	West Bengal	18580669	3.5
9	Madhya Pradesh	13894500	2.6
10	Gujarat	13477316	2.6
Total of top 10		463957836	88.2
Others		62610962	11.8
Total		526568798	100.0

* Provisional

Note: Figures for Maharashtra & Chhattisgarh have been estimated

Source: State/UT Tourism Departments



1.2.15 Changes in Tourists' Destination Preferences

Based on the secondary data available with the North Eastern council (NEC), 2002, it was observed that between mid-90s and end of the decade, interesting permutations occurred in the northeastern states in terms of tourist arrivals. In 1995, Tripura ranked first followed by Meghalaya, Manipur, Mizoram, Nagaland and Arunachal Pradesh. This scenario underwent a reshuffle between the years due to the changing socio-political and development priorities within the states, which, inter alia, re-positioned the States in tourists' preference. In 2001, Assam ranked first (from 5th to 1st) followed by Tripura (1st to 2nd), Meghalaya (2nd to 3rd), Manipur (3rd to 4th), Mizoram (4th to 5th), while Nagaland and Arunachal Pradesh retained their rankings at 6th and 7th respectively. The changing dynamics in the popularity ranking is shown in the Table below:

Change in Tourists' Destination Preference

Rank	State (1996)	State (2001)
1.	Tripura	Assam
2.	Meghalaya	Tripura
3.	Manipur	Meghalaya
4.	Mizoram	Manipur
5.	Assam	Mizoram
6.	Nagaland	Nagaland
7.	Arunachal Pradesh	Arunachal Pradesh

Source: NEC, Shillong, 2002

1.2.16 Popularity Ranking among Foreign Tourists:

The following table presents the popularity ranking among of foreign tourists coming to the North Eastern States.

Popularity Ranking among Foreign Tourists		
Rank	State (1996)	State (2001)
1.	Meghalaya	Assam
2.	Assam	Meghalaya
3.	Manipur	Nagaland
4.	Tripura	Arunachal Pradesh
5.	Mizoram	Manipur
6.	Nagaland	Mizoram
7.	Arunachal Pradesh	

Source: NEC, Shillong, 2002

Popularity ranking of the northeastern states among foreign tourists shows Assam to be the most sought-after destination, followed by Meghalaya, Nagaland and Arunachal Pradesh. As per knowledgeable sources in the tourism industry of the region, wildlife is fast emerging as the biggest draw for the foreign tourists in Assam, while natural beauty and bio-diversity are the key pull-factors for Meghalaya and Nagaland. Cherapunjee acts as a special interest destination for Meghalaya.

1.3 India- North East Region

The **North East Region-Vision2020** document for the development of the North East region under Sectoral Strategies for the Region and Economic Development Perspectives for Poverty Eradication in the North East gives special emphasis to Tourism. The document States:

“Tourism has tremendous potential in the region. The promotion of tourism calls for widespread augmentation of infrastructure for the hospitality industry (always moderated by ecological and environmental considerations), skill up-gradation in hotel management and in the skills of officials promoting tourism and a thrust on domestic tourists and low budget hospitality services. Tourism may be constructed around four concentric circles:

- (a) State based i.e. intra-state tourism
- (b) Multi-state tourism circuits
- (c) Pan regional tourism within NER and other regions of the country, particularly the eastern region and
- (d) International tourism with connectivity with neighbouring foreign countries.”

Further the Vision 2020 document states:

For newly emerging states, and hill states in particular, the inflow of expenditure from an expansion in tourism services is an important driver of economic development. Tourism has tremendous income and employment ripple effects that spread far beyond the actual tourism activity itself, so that benefits disburse quite naturally to owners of small shops, peripheral services, and even to construction banking and handicrafts. In other words, tourism related services are naturally employment intensive.

(Note: A copy of the North Eastern Region-Vision 2020 Chapter 6 Services, Banking, Tourism and ITES is enclosed as Annexure 1 for your ready reference.)

The following table shows the growth of the tourist traffic in the North Eastern Region over a 3 year period from 2003 to 2005.

Tourist	2003	2004	2005	CAGR
Domestic	31.01	33.60	35.00	6.25 %
Foreign	0.30	0.39	0.37	9.24%
Total	31.31	33.99	35.37	6.28%

(Source: North Eastern Region - Vision 2020)
(Numbers in lakhs)

The region received only 35 lakh domestic tourists and 37000 foreign tourists in 2005 displaying a very poor footfall and also a drop in the numbers of foreign tourists during the year 2005.

The overall growth rate for the North Eastern region is also below the growth rate for India of 13% for foreign tourist arrivals and 11% for domestic tourist arrivals showing opportunity for building the tourism sector in this region. Even the domestic tourist do not visit the North East because of the inner line permit and insurgencies. The state of Meghalaya does not have the inner line permit now and the state is peaceful and does not have insurgency problems, therefore, it should be possible to develop inclusive tourism in Meghalaya.

The employment in the Trade, Hotel and Restaurants taken as a proxy for tourism sector employment also shows that against an all India average of 25.3% the employment in these sectors in the region are from a low of 15.3% in Meghalaya to a high of 40.2% in Nagaland (Source : Vision 2020 – Year 2004-05)

State	Trade , Hotel and Restaurants
Arunachal	22.7 %
Assam	28.6 %
Manipur	19.7 %
Meghalaya	15.3%
Mizogram	17.1 %
Nagaland	40.2 %
Sikkim	33.5 %
Tripura	27.2 %
India	25.3 5

Chapter – II

Development Paradigm

2.1 Development Perspective

The development of tourism is recognized as an important process to eliminate poverty, unemployment and to promote a dialogue amongst civilizations and provide different streams of culture to mingle as well as to preserve the environmental goods. Tourism per se, and particularly, for the niche types viz. nature, wildlife, wilderness and eco-tourism provides the right backdrop for disseminating the economic growth particularly, in economically backward areas.

2.1.1 International Perspective

i) WTO

Tourism 2020 vision, the document prepared by World Tourism Organisation (WTO) has forecasted that international tourist arrivals will reach the figure of 1.56 billion by the end of year 2020 out of which 1.18 billion will be intra regional and 0.38 billion would be long haul travelers. South Asia which witnessed positive signs in 2000 with the growth of 11% will record an average growth of 6.2% over the period 1995-2020, compared to the world average of 4.1%. The forecast of WTO is almost working out well till now, particularly when the estimates increases in tourism arrivals from international market.

ii) WTTC

The World Travel and Tourism Council (WTTC) has estimated that the economic value of personal travel and tourism in South Asia would grow at the rate of 7.3% per annum, in real terms which is likely to reach \$ 52.2 billion by the year 2013. WTTC has predicted that the over all impact of travel and tourism in South Asia is likely to contribute about 5.3% of their Gross Domestic Product in 2013. This sector will also generate employment to the tune of 36 million by that year. Price competitiveness in the South Asian countries has been identified as the key advantage though for

establishing the region as an international destination, much remained to be done in the areas of basic infrastructure development, environmental awareness, adoption of modern technologies, development of human resources in the tourism sector, liberalization of access regime (for eg Visa, restricted area permit etc.) and social development.

iii) Agenda 21

The agenda 21 and the principles of sustainable development endorsed by 182 Heads of State at the United Nation's Earth Summit at Rio de Janeiro in the early nineties provides an important framework for the travel and tourism industry. The Agenda 21 document for tourism industry emphasizes on the need to protect the natural and cultural resources as also to aim for sustainable development of the communities and countries in which tourism activities take place. Tourism heavily depends upon the natural and cultural resources of a country/region and has an important role to play in this existence for conservation and preservation.

iv) SAARC Declaration

The South Asian Association for Regional Cooperation (SAARC) recognizes the enormous tourism potential in the region and the possibilities of development of intra regional as well as international tourism. SAARC declaration at the end of the 12th Summit held in Islamabad in January 2004, called for the need to promote South Asia as a Tourist destination and designated the year 2005 as South Asian Tourism Year. The SAARC working group on tourism was established and the first meeting of the group was held in Colombo on 16th -17th August 2004 where representatives of ASEAN were also present. The working group, while emphasizing on Public Private Partnership, made a number of recommendations, which include, inter-alia, promotion and sustainable development of eco tourism, cultural tourism and natural tourism collaboration in human resource development in tourism sector etc.

v) SASEC Tourism

Under the South Asia Sub- Regional Economic Cooperation (SASEC) involving Bangladesh, Bhutan, India, Nepal (BBIN) the tourism Ministers of the four countries acknowledged that inter regional travel in the sub regional will assume similar significance as inter regional travel in the future and emphasized upon the need to develop a sub regional perspective in tourism planning. It would realize when the sub region receives more than 300 million international visitors per year with the combined revenue reaching \$ 3.5 billion in 2002. The per capita spend of each tourist have been estimated as US \$ 1073 per visit. Asian Development Bank in reflection of its experience in tourism cooperation in the Greater Mekong sub region comprising six countries had carried out a similar tourism development project for the SASEC countries.

vi) BIMST-EC Declaration

As a sequel to the Bay of Bengal initiative for Multi Sartorial and Economic Cooperation (BIMST-EC) Summit Declaration of Bangkok in 2004, the BIMST-EC Tourism Ministers' Round Table and Workshop was held in Kolkata in February 2005. In its joint declaration at the concluding session of the 3 day deliberations the seven BIMST-EC countries viz. Bangladesh, Bhutan, India, Myanmar, Nepal, Sri Lanka and Thailand agreed to reap the maximum advantage from plethora of heritage, cultural, adventure, eco tourism and MICE tourism products in a sustainable manner and devise attractive and cost effective thematic tour packages connecting different tourist destinations in the member countries. The meet also agreed for a proactive joint marketing campaign to promote BIMST-EC countries as a composite tourism destination and recognized the need for closer cooperation in transport networks. One of the foundations of BIMST-EC was to encourage Public Private Partnership and to make tourism a catalyst of available synergies for doubling tourism activities in the region in the next five year plan.

vii) The Asian Corridor

The ADB has envisaged an Asian Corridor linking Thailand in the east with Afghanistan in the west with tourism development in the BIMST-EC countries as one of the objectives. With this, the Northeastern region of India will be connected with Myanmar and Thailand by road that will also help in the enhancement of trade. As sub-regional initiative, it is proposed to launch a trilateral highway project linking the three South-Southeast Asian countries for enhancing trade, investment and tourism. The ADB has planned to undertake a joint tourism development plan which will focus on infrastructure, human resource development and harmonization of policies like visas, immigration and other related issues. For this ADB is likely to set up a regional cooperation fund under BIMST-EC with a corpus of US\$ 3 million.

2.2 National Tourism Policy

The development perspective for tourism is clearly set out in the 'Vision Statement' of the National Tourism Policy of 2002. It outlines the overarching objectives to achieve a superior quality of life for India's people through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation. The basic principles for achieving this is through evolving a framework based on Public Private Partnership and community orientation.

Under the new tourism policy, tourism is proposed to be placed in the concurrent list so as to provide a constitutional recognition to the tourism sector.

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on domestic tourism as a major driver of tourism growth.
- Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination;

- Acknowledges the critical role of private sector with government working as a proactive facilitator and catalyst;
- Create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture in partnership with States, private sector and other agencies and
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

2.2.1 DONER/NEC

The Department for Development of North Eastern Region (DONER), regional bodies like the North Eastern Council (NEC) have the mandate to accelerate the pace of socio-economic development in the North Eastern Region as well as to synergise the efforts of the Central and State Governments for balanced growth of the region. Plans are being evolved to undertake more cost-effective joint marketing initiatives aimed at intra-regional and interregional tourist markets as well as market research and analyses for encouraging tourism in the region. Experiences show that destination marketing on a joint / regional basis can be effective and can produce great efficiencies of scale.

2.3 Development Approach and Strategy

Meghalaya is endowed with resplendent natural beauty, flora/fauna and rich cultural heritage, which are prime assets for tourism to take place but one finds development in tourism sector has not taken place in State. Remoteness of the destinations, under developed tourism products as well as lack of adequate infrastructure and promotion/ marketing strategy have deprived this rich resources from the main stream of national and domestic tourist traffic. Keeping in mind the requirement to provide economic opportunities to the local communities as also the need to preserve the fragile eco-system and the ethnic identity of the people, tourism development plan has been designed to the both eco as well as culture sustainable. The sustainability has been drawn from the development paradigm taken from the ethos propounded by Mahatma Gandhi for attaining freedom for the Indian masses. The special coverage of the plan encompasses the entire State and along suitable sites on different circuits. Based on the

resource potential of the State and in the line with the objectives of the new tourism policy of Government of India, the development planning strategy for tourism is based on the following resources:

- a) People and Culture
- b) Natural Beauty and Solitude
- c) Floral and Faunal Diversity
- d) Archeological, Historical, Religious sites and Monuments

2.3.1 Development Strategy

The broad strategies to be adopted for the development of tourism in Meghalaya are given below

- Development of Linkages and Circulation corridors through Circuit / Extended Circuit and Sub-Circuit Planning
- Augmentation of the existing and Development of new destinations and products
- Emphasis on eco-tourism, nature tourism and rural tourism through community initiatives and partnerships and encouraging small and micro enterprises and promotion of Self Employment schemes.
- Conservation and management of natural resources through promotion of eco-tourism in partnership with local communities
- Market Segmentation and Focused Promotional Strategy
- Promotion and highlighting of the indigenous / tribal culture, lifestyles and the traditional wisdom of ethno-science among the communities.
- Promotion and show casing the rivers, bio diversity, forest and wildlife wealth of the State.
- Utilizing the natural, geo-physical resources viz. mountains, passes, gorges and the water wealth of rivers, high altitude lakes, waterfalls, etc for adventure sports, leisure and recreation.
- Promotion of the religio-cultural, pilgrimage, architectural and built-up resources lying across the State.
- Promotion of Festivals and Tribal Sports
- Promotion of Local Handicrafts and Cuisine

- Widening of the Tourist Season
- Sustaining the Destination Life Cycle through upgradation / augmentation
- Seeking synergy from the joint promotion of the North East Region
- Creation of investment opportunities for the private sector and livelihood options for the local communities
- Human Resource Development and Capacity building, social empowerment and improvement in the quality of life of the indigenous people
- Institutional Set-up and Tourism Management
- Environment Conservation and Management
- Communication, Education, Publicity and Awareness
- Synergising with the North East by way of the following:
 - Development of the narrow gauge railway line from Rangapara (Tezpur) to Murkongselek (Jonai) near Ruksin Check Gate - the gateway to Pasighat
 - Developing the river route over Brahmaputra from Tezpur to Dibrugarh
 - Introduction of Tourist Ferry across the Brahmaputra from Dibrugarh to Sonari Ghat and from Dibrugarh to Oiram Ghat

2.4 Product Portfolio

The suggested product portfolio for Meghalaya consists of the following:

1. Cultural Tourism
2. Nature / Eco Tourism
3. Rural Tourism
4. Adventure Tourism
5. Wildlife & Forest Tourism
6. Leisure Tourism
7. Wellness Tourism

The product rationale is presented in the following paragraphs.

1. Cultural Tourism

Meghalaya has a rich cultural heritage and varied and vibrant lifestyles of the indigenous tribal communities. Fairs and festivals resplendent with traditional ritual forms of the tribes passed on through generations are unique in their socio-cultural content. The State has immense potential for cultural tourism.

2. Nature / Eco-Tourism

The rich bio-diversity of Meghalaya resplendent with snow-capped mountains, passes, gorges, rivers, lakes, waterfalls, streams and the vastly undulating forested terrain makes the State an ideal destination for nature lovers and eco-tourists. Eco-tourism activities in different locations spread across the State involving the local communities productive, responsible and ecology sensitive have to be made for sustainability of the resource base.

3. Rural Tourism

The increasingly stressful urban settings provide an opportunity to urban dwellers with a recreational space amidst rural landscapes with natural and cultural diversity. In a way, tourism in rural areas can be categorized as cultural tourism where a visitor seeks to enhance personal experience through exchange of knowledge, interactions with different cultures and environment. Rural tourism can also form the base for eco-tourism, heritage tourism or simply recreation tourism.

4. Adventure Tourism

Meghalaya with its basket of natural resources spread over a widely undulating terrain can be a haven for adventure sports. Mountaineering, trekking (low, semi and high altitude), mountain biking, river rafting, angling, water sports (in the lakes and rivers), aero sports like paragliding, hang gliding, hot air ballooning, etc are the ingredients that can make the State an attractive destination for adventure sports both nationally and internationally.

5. Wildlife & Forest Tourism

With the second highest (68 per cent) forest cover among all the states in the country, Meghalaya has 2 (two) national parks, 11 (eleven) wildlife sanctuaries, 1 (one) biosphere reserve, 2 (two) tiger reserves, 4 (four) elephant reserves, 16 (sixteen) reserved forests and many Anchal forests spread all over the State. Doimara Reserve Forest, Pakhui Wildlife Sanctuary, Kane Wildlife Sanctuary, Dihang-Dibang Biosphere Reserve / Dibang Wildlife Sanctuary / Mouling National Park, D'Ering Wildlife Sanctuary, Namdhapha National Park, etc, which are home to some of the rare and endangered faunal species (including avifauna) have potential as international destinations for wildlife tourism / forest tourism.

6. Leisure Tourism

The whole of the State is a repository of breath taking landscapes, plateaus, passes, mountains, gorges, glaciers, waterfalls, rivers, streams, lakes and forests. Added to this, the sparse population density makes Meghalaya a unique destination for nature lovers, solitude seekers and leisure tourists as well as the film industry for location shooting. Natural beauty and solitude are the two sterling tourism resource attributes that can extend the cutting edge in tourism promotion for the State.

7. Wellness Tourism

The pristine, pollution free, salubrious environs of Meghalaya along with its much esteemed repertoire of traditional medicine provide the right combination to be the wellness-cum-rejuvenation destination for tourists seeking to experience indigenous medicine of the local communities. The State holds immense potential for emerging as a global destination for herbal healthcare and rejuvenation through indigenous medicine of the different tribal communities.

2.5 Development Matrix

The development matrix provides tourist resources to be developed, viz. infrastructure (both general and tourism specific), amenities and facilities for accommodation, recreational, adventure sports and special interest tourism, visitor management and support service, human resource development and environment management, etc, which in essence complete the tourism production system. The development components on which comprehensive Investment Plan and Financing Options have been worked out are summarized below.

2.5.1 Tourism Development Components

Sl. No	Development Components
1.	Adventure Tourism
2.	Fairs and Festivals
3.	Tourist Accommodation
4.	Restaurant, Bar and Cafeteria
5.	Wayside (Midway) Amenities
6.	Transportation
7.	Water Supply & Sanitation
8.	Sewage Disposal System
9.	Solid Waste Disposal
10.	Power Supply
11.	Human Resource Development
12.	Tourism Promotion

Some of these tourism development components have been indicated in separate Chapters, others are listed below.

In addition to the above, the Master Plan has been responsive to the extra-State development needs, which have direct impact on tourism development in Meghalaya. However, the same has not brought within the purview of Investment Planning for the

State. Details of the development components have been presented Circuit-wise and Phase - wise in the following section.

i) Accommodation

Creation of new/additional accommodation infrastructure have been formulated in keeping with the different categories of tourists identified to visit Meghalaya during the Plan Period. The suggested types of accommodation are Resorts, Hotels, Tourist Cottages, Eco-Lodge/ Huts and Host villages/ Host Accommodation.

ii) Restaurant, Bar and Cafeteria

Restaurant, Bar and Cafeteria have been proposed for all the six main tourist circuits, extended and sub circuits. The same have been suggested on the basis of the following:

- a) Establishment of Restaurant, bar and cafeteria is based on the mean tourist population i.e. the average number of tourist arrivals expected per day on the basis of peak season tourist nights.
- b) The seasonality factors of the peak season of the proposed six tourist circuits have been take into consideration.
- c) It is assumed that 60% of tourists will avail the restaurant, bar and cafeteria facilities in every circuit.

iii) Wayside (Midway) Facilities

Wayside (Midway) Facilities have been proposed for all the six Main Tourist Circuits including Extended and Sub-Circuits. The same have been suggested on the basis of the following,

- i) The seasonality factors in the circuits and the static tourist population i.e. the maximum number of simultaneous tourist arrivals per day during peak season,
- ii) The geo-physical condition of the local terrain and normal breaks required in a continuous journey for rest, re-filling and refreshments,
- iii) One Wayside Facility for 150 visitor / night in each circuit.

iv) Transportation

The planning for the development of the transportation sector has been based on the likely demand for various transportation vehicles and infrastructure demand. The vehicle demand specific to the tourism needs has been further segmented into three specific transport system usage viz. Mini cab, Maxi cab and Luxury Midi buses. Demand projections for transportation has been made on the basis of tourist arrivals during the peak as well as lean season, the peak season tourist days, tourist transport days and occupancy rates.

v) Airports / Heliports

Inadequate transportation facilities have been one of the stumbling blocks in the growth and development of Meghalaya. For bringing the geographically isolated regions of the State within the mainstream of transport network of the country and abroad, the air-service network will have to be rejuvenated. A study conducted earlier by the North Eastern Development Finance Corporation Ltd. (NEDFi) on the prospects of a regional air-service network for the North-East showed that given the additional opportunity to operate outside the region also, the regional air service could be a viable proposition. Against this backdrop and in view of the envisaged tourist inflow to Meghalaya during the plan period, it is suggested that the Airport Authority of India (AAI), NEC and the State Government work towards upgradation / operationalisation of the airports at Barapani and Beljek to aircraft, with 50/20 seats and may improve them to the landing of Boeing 737 aircrafts.

vi) Solid Waste Disposal

The basis for estimating generation of solid waste has been as follows.

- i) Solid Waste generated will be 0.5 kg / Tourist / Day
- ii) Cost for Disposal: Rs. 8000/- + 800/- per kg.

The augmentation of solid waste disposal system in tandem with increased tourist volumes has been considered in details. The technical infrastructure requirements and the physical targets are based on the mean tourist population i.e. the average number of

tourist arrivals expected per day on the basis of peak season tourist nights. Based on expert opinion, the capital investment norm of Rs. 80.00 lakh per MT of solid waste disposal (which includes disposal trucks, bulldozers, small trolleys, landfills etc.) has been considered.

vii) Water Supply

The basis for estimating Water Supply cost during the increased volume of tourist activities is as follows.

- i) Water Consumption - 140 (LPD)
- ii) Rate Rs. 21/- per day

viii) Sewage Disposal

The sewage disposal system has been envisaged for drainage of sewerage from point sources near the development of areas / sites and linking the same with the existing sewerage system in the vicinity. The basis for estimating sewage disposal has been as follows.

- 1) 80 % of Water Supply would be converted as sewage (i.e. 112 ltr. per Tourist / day)
- 2) Cost considered: Rs. 40/- per ltr.

The augmentation of sewerage system in pace with tourism development has been considered.

ix) Power

The basis for estimating power has been as follows.

- i) The average electricity consumption will be about 0.75KW per tourist bed.
- ii) Room Bed ratio considered is 1 : 1.8
- iii) The average project cost of micro Hydel Power Projects having a capacities between one (1) MW and three (3) MW in a hilly regions works out to Rs. 6 crore approx. per MW of power generated, (excluding the cost of transmission and distribution)

2.5.2 Development Paradigm

Inter-sectoral growth models indicate that the overall growth of an underdeveloped economy (dominated by agriculture and /or primary sector activities) comes initially from a 'big push', i.e. major investments in the secondary sector (i.e., the manufacturing sector activities), which absorbs the surplus labour of the primary sector / agriculture, and keeps growing by drawing several of the basic inputs (raw materials, besides labour) from the primary sector. In turn, it provides the primary sector with improved (mechanized) inputs (seeds, fertilizer, pesticides, etc) on one hand and more user-friendly, facilitating consumption items, on the other. This process is replicated in the development of the tertiary sector, basically in the form of transport, communication, trade and commerce, banking and financial activities as well as by the development of the social infrastructure viz. health, education, capacity building, entertainment, etc. The development of the tertiary sector in turn gives a fillip to the primary as well as the secondary sectors by better and quicker supply of inputs (including raw materials) from the respective sources to the production centers and from the production centers to the warehouses / wholesale / terminal markets. As a result, each sector reinforces the activities of the other sectors thereby improving the overall productivity of the economy significantly. However, in geographically disadvantaged economies with limited resources or access limitation to resources, the development impetus might well originate from the tertiary sector itself, which gives a boost not only to the secondary sector but also the primary sector.

In the present context of tourism development is envisaged with a major spurt in tourism activities propelled by investments therein in the form of accommodation, primary and secondary infrastructure, transportation, travel, trade etc., with their forward and backward linkages, the first visible impacts will be in the form of expanded livelihood options and employment opportunities for the local people and a resultant increase in their incomes. This would in turn give rise to the establishment of series of micro level, small and medium sector enterprises engaged in the manufacture of goods required by the tertiary sector activities e.g., engineering, construction materials, paper and paper products, wooden/ steel furniture, packaged/fast good, bakery items and mineral water, handloom and ready made garments, traditional medicine, etc. Thus

employment opportunities in the secondary sector will be opened up where general as well as specialized skills will be in demand. The existing handicrafts and handloom manufacturing activities will also get a substantial upward thrust. The spill over effect of the development of the tertiary sector will extend opportunities to the agriculture sector by way of improved facilities (e.g. transportation, communication, warehousing, marketing, etc.) and inputs and generation of more effective demand for the produce of the primary sector. On the social front the evolution of the tertiary sector will provide opportunities for modernization while major precautions should be taken to control degradation of the environment, ensure food security of the local people and the adoption of appropriate technologies.

It would be interesting to bring Mahatma Gandhi's development paradigm into effect for developing tourism in the State of Meghalaya. He had suggested that development of urban area is better linked with the development of local community, which is to be made through, mobilizing and organizing the local community e.g., achieving people objectives. He had mobilized and organized the Indian society to achieve political rights thereby getting freedom for the nation from the British Yoke. Here we will have to take same development paradigm into account to allow the local community to get organized after being mobilized for development of tourism. Being a multi disciplinary activity the local community will have to be given lessons in various areas of development and such lessons should be given periodically to them till they imbibe the ethos which we would like them to do so.

The over all multiplier effect of the initial thrust would envisage the tertiary sector led growth. Distributing the eco sensitive character of the State by any other development model is likely to create more problems in respect of sustainable development of the State and it's economy as well as of the welfare of the local community.

Chapter – III

State Profile

3.1 Introduction

Meghalaya, the land of immense natural beauty and cultural heritage, provides ample scope to attract tourists. The mountain ranges, valleys, forests and biodiversity, rivers and lakes are the existing natural wealth of the State. This wealth is the base resource for development of tourism in the State through proper destination and product planning. Trekking, mountaineering, wildlife tourism, river rafting and other water sports as well as its peaceful retreats can be promoted under such pristine natural environment. This would need a lot of improvement so that people can stay comfortably and go out for observing natural heritage and come back. Leisure and wellness tourism are important subject, which need to be developed in this State

The built resources such as archaeological and historical sites and monuments as well as living heritage (culture) of the state expressed through dance, art, crafts and some of the resources which have strong pull factor to attract tourist from different corners of the globe. With this unique ethnic diversity and distinctive socio-cultural heritage with wide repertoire with colourful festivals and dances resplendent in myriad hues are some of the resources which could be so showcased for tourism promotion. Indigenous architecture, ethno medicine and skilled craftsmanship of the tribal communities have great appeal before the discerning tourists.

In the succeeding paragraphs district wise profiles and resources has identified for the development of the State tourism has been provided with the contextual references to the present tourist circuits.

3.2 Brief History

Indigenous Tribal Institutions during Pre- British Period - Prior to the advent of the British into the Garo Hills areas, all the civil and criminal cases were tried and settled by the tribal chiefs known as A King Nokmas assisted by the village Nokmas and

their councils. The A King Nokmas were all in all, in all the civil administration, administration of justice and the welfare of his subjects within his A. King land.

They are all independent of each other and subjects to none. The proceedings of the cases were not recorded and every decision and judgments were oral but binding on the offender. The village elders took part in the melaa (bichal or meeting) argued the cases and gave decisions according to the customary laws and practices.

The traditional institutions in the form of Syiemships, Wadadarships, Doloiships, Lyngdohships and Nokmaships were functioning in the form of Panchayati Raj of other states.

The Khasi hills comprised of 25 native states commonly known as the 'Khasi States' which signed the Instrument of Accession and authorized the constituent Assembly of India to make Rules keeping in view the terms and conditions laid down in the Instrument of Accession.

Area of Garo Hills was annexed into the British dominion in the last battle of Chisobibra of Rongrengre village, near the present district of East Garo Hills headquarters Williamnagar on the 12th December, 1872. In this last battle with the British army, Pa Togan Sangma, Garo warrior and the Chief was shot and succumbed to bullet injuries. But, the Garos managed and retained the A. King Nokmanship till the present generation.

Post – Independence Periods - After the attainment of Independence, the Hilldistricts of Meghalaya is being administered according to the provision under Para – 1(1) of the Sixth Schedule of the constitution of India, the District Council was conserve, protect and strengthening the existing tribal indigenous institutions amongst tribal communities. District Council is empowered to make laws for an autonomous districts which have effect only after assented to by the Governor.

When the District Councils came into being in the Hill areas of Khasi and Jaintia and the Garo Hills districts, the traditionally elected chiefs or traditional heads such as Syiems, Dollonis, Wadadars and Lyngdohships were appointed by the District Councils

an the rights of election of Chiefs by the people were taken away. But, in the case of selection of A. King Nokmaship amongst the Garo community, the traditional way of selection continued unaffected. The District Council only recognize formally the A. King Nokma selected by the ma.chong or motherhood.

The President of India may direct that any Act of Parliament shall not apply to an autonomous districts. These provisions were inserted in the Schedule by the north-eastern areas (Re-organisation) Act, 1971. Further, the Governor of a state could exclude the operation of any Act of Parliament or of the State Legislature in these Autonomous District.

3.3 Source of Income - In the absence of industrialization in the State of Meghalaya the income of household were mainly from three different sources, such as agriculture, service and daily wages. About 36 percent of the income came from agriculture, 35 percent from service, 15 percent from wages and the rest 14 percent from various other sources including business, handloom and handicrafts, etc. Though income from agriculture was 36 percent at the State level it varied significantly from one district to the other.

The highest percentage income of 64 percent from agriculture was observed in West Garo Hills as against the lowest of 12 percent in West Khasi Hills.

Similarly income from services varied widely across districts. The maximum and minimum percentage of income from service sector was 66 percent in South Garo Hills and 19 percent in East Garo Hills. Similarly wage income was observed to be highest in Ri-bhoi (28%) followed by East Khasi Hills (27%) and the lowest in South Garo Hills (4%). Thus comparing the income from these important sources it reveals that different districts were having highest and lowest percentage of income from different sources.

3.4 Industry - The extent of industrialization is very low in the State. There are two mini industrial estates, one at Shillong and other at Mendipathar. At Williamnagar, Nongstoin, Jowai and Tura, mini industrial estates are being set up. Byrnihat has been declared an Industrial Area in order to promote industrial development in the State.

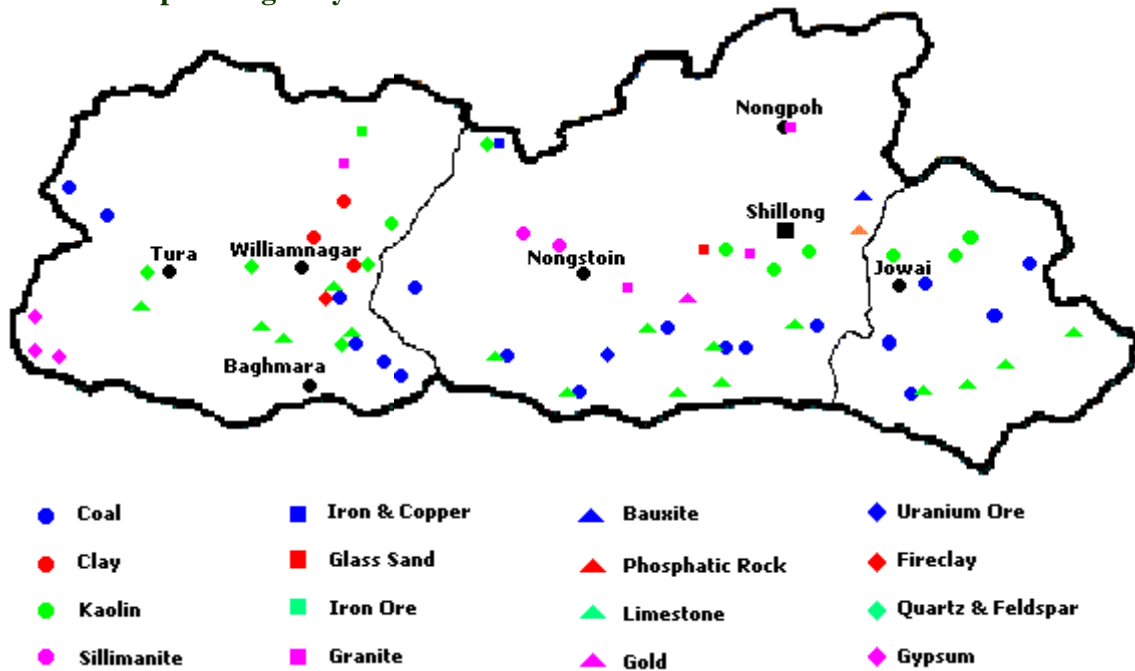
Entrepreneurship training programmes are conducted to encourage local youths to set up their own trades under self-employment generating programme.

Amongst the forest-based industries in the State, Meghalaya Plywood Factory is one of the biggest Plywood factories in Eastern India. In the small sector there are a number of small industries viz. bakeries, breweries, saw mills, metal works, rice and flour mills, furniture making, iron and steel fabrication, candle making. In addition there are cottage industries like weaving, cotton ginning, spice making bamboo and cane works, tailoring and knitting.

In North East India, Meghalaya has the largest hydro-electricity potential, second only to Arunachal Pradesh. The North East Region possesses a hydro-electricity potential of about 30,000 MW which is almost one-third of the total potential of the country. Out of this, Meghalaya has a potential of nearly 1,200 MW. The proposed Garo Hills Thermal Project at Nangwalbibra is expected to generate an additional 30 MW of power. In the Jaintia Hills District sector of the Assam-Meghalaya border, the North Eastern Electric Power Corporation Limited has commissioned Kupli Hydro-Electric Project with a capacity of 150 MW. At present there are five hydel power stations and one mini hydel power with a total installed capacity of 186.71 MW.

3.5 Mineral Resources - The main minerals found in Meghalaya are Coal, Limestone, Clay and Sillimanite. Coal and Limestone are also exported to Bangladesh, earning a good amount of foreign exchange. The State earned total revenue of Rs. 3980.32 lakh from mineral sector during 1997-98.

Mineral map of Meghalaya



1. Coal

Meghalaya Coal, popularly known as 'Tertiary coal' occurs in all the districts of the State. The ash content is much lower than that of the best quality coal of the country and its calorific value exceeds some of the best grade coal but is handicapped from its high sulphur-content. The total production of Coal in the State during 1997-98 was 32.34 lakh tonnes.

2. Limestone

An extensive belt (approximately 200 Km. Long) of good quality Limestone (cement grade to chemical grade), having 3 (three) brands of Limestone, occurs along the southern border of Meghalaya. The total production of Limestone in the State during 1997-98 was 3.95 lakh tonnes.

3. Clay and Kaolin

White Clay deposits are found to occur in various parts of the State.

4. Sillimanite

One of the best Sillimanite deposits of the world is found in the Sonapahar region of West Khasi Hills.

5. Phospherite

Nodules of Phospherite, a fertiliser mineral, occur at the base of the Kopili Shale of Eocene age in Meghalaya. A phosphate deposit is located in the Sung Valley at the border of Khasi and Jaintia Hills districts, besides, some Phosphatic nodules are also located in Rewak area of Garo Hills.

6. Glass-Sand

Glass-Sand or Silica-Sand occurs in Laitryngew, Umstew and Kreit in Khasi Hills and Tura in Garo Hills.

7. Granite

Deposits of multi-coloured Granite suitable for use as dimensional and decorative stones have been located in the area around Nongpoh, Myllem and Mawkyrwat as well as in the area around Mendipathar - Songsak road.

8. Quartz & Feldspar

Both Quartz & Feldspar are components of ceramic industry. These minerals are found to occur side by side in Pegmatite Veins in several localities of Khasi and Garo Hills of Meghalaya.

9. Gypsum

Gypsum, one of the ingredients in cement manufacture is reported to occur in Mohendraganj and Harigaon in West Garo Hills.

10. Base Metal

Geological and Geophysical investigations as carried out by Geological Survey of India in a Shear Zone from Tyrsad to Barapani in Khasi Hills could not indicate any rich zones of sulphide mineralisation, but established the occurrence of copper, zinc, nickel and cobalt, in the Shillong group of rocks and metadolerite of the area.

11. Gold

Occurrence of Gold in a Shear Zone has been reported from Tyrsad, Khasi Hills. The Gold is associated with Arseno-Pyrite and Pyrite.

12. Uranium

The Uranium deposit located at Domiasiat in West Khasi Hills district is of higher grade compared to a deposit presently been exploited in the country.

13. Iron-Ores

Banded-haematite quartzites are found in association with the gneissic complex at Aradonga, Athiabari and Nishangram areas of Meghalaya.

3.6 Forest

The total estimated forest area of the State is 8,514 sq. kms, only 722.36 sq. kms are directly under the control of the State Forest Department. The remaining areas are managed by the respective District Councils of Khasi Hills, Jaintia Hills and Garo Hills as per provisions of the Sixth Schedule to the Constitution of India. Under them, they have three kinds of forests, the old unclassed state forests which are directly under their control, the forests owned by the clans or communities and the private forests.

Except the reserved forest areas and protected forests in and around Shillong (being managed by the department in arrangement with the District Councils), the rest of the forest areas are subjected to the primitive agricultural practice of shifting cultivation or slash and burn method especially in Garo Hills. However, there are few pockets of undisturbed natural forests still in existence, comprising about 1000 sq. kms. being protected by the tribals as 'Sacred Groves'. Essentially they are located in strategic watersheds and still play an important role.

Status of forest cover of Meghalaya

Total area:	22,429sq. km	
DistrictArea	Forest	
East Khasi Hills	2748 sq. km	35.34%
West Khasi Hills	5247 sq. km	53.52%
Jaintia Hills	3819 sq. km	46.13%
West Garo Hills	3714 sq. km	54.45%
South Garo Hills	1850 sq. km	64.11%
East Garo Hills	2603 sq. km	58.38%
Ri Bhoi	2448 sq. km	50.24%

Type of Forest

The forests of Meghalaya can broadly be grouped under the tropical type and the temperate type, mainly based on the altitude, rainfall and dominant species composition.

1. Tropical Forests: These forests are met within areas upto an elevation of 1200m and with an average rainfall of about 100-250cm.

2. Tropical evergreen forests: These forests usually occur in high rainfall areas as well as near catchment areas.

3. Tropical semi-evergreen forests: This category of forests occupies the north-eastern and northern slopes of the State, typically upto elevations of 1200m, where annual rainfall is 150-200cm with a comparatively cooler winter.

4. Tropical moist and dry deciduous forests: This type of forests occurs where annual rainfall is below 150cm and at comparatively low elevations.

5. Grass and Savannas: The rolling grasslands covering large areas can be seen throughout the Shillong plateau, around Riango, Ranikor, Weiloi, Mawphlang, Mawsynram, Cherrapunji, Shillong, Jowai, Jarain, and Sutnga in Khasi and Jaintia Hills and major parts of west Garo Hills.

6. Temperate Forests: The temperate forests occupy the higher elevations about 1000m, mostly along the southern slope of Khasi and Jaintia Hills. The rainfall here is very high 200-500cm with a severe winter during November to March. Ground frost is also common during December to January.

7. Sacred Groves: The sacred groves of Meghalaya largely fall under the temperate type and are the relic type evolved through millions of years. Many of the endangered species of the State are presently confined to these pockets only. Fagaceae members dominate over others in these sacred forests. Epiphytic flora is quite abundant and again dominated over by ferns and orchids.

The intriguing phenomenon of traditional sacred forests is steeped in spiritual belief and held in great veneration. They represent some of the earliest representations of preserving the ancient eco-system.

Area in sq. km of Forest Type classes of different districts of Meghalaya

Class	East Khasi	West Khasi	Jaintia	West Garo	South Garo	East Garo	Ri Bhoi	Total
Sub tropical pine forest	111.88	341.07	54.52	-	-	34.97	542.44	542.44
Tropical semi-evergreen	170.68	221.53	503.31	480.79	292.18	453.87	337.19	2459.55
Tropical moist/ Dry deciduous	781.74	1568.67	828.39	1257.08	716.4	955.5	859.73	2459.55
Tropical dry deciduous and bamboo mix	127.66	677.1	382.27	316.99	177.49	110.29	-	6967.51
Degraded	577.27	852	462.97	656.3	110.67	360.27	364.3	1791.8
Grasslands	182.74	264.72	128.95	-	28.68	34.61	-	3383.78
Agriculture/ Non forest	760.21	1301.43	1430.93	914.04	470.68	675.42	793.19	621.7
Built up	16.46	-	-	-	-	-	-	16.46
Sandy area	4.05	18.29	13.21	33.17	38.17	9.18	13.54	129.61
Water bodies	15.31	20.19	14.45	55.63	15.73	3.86	45.08	170.25
Total	2748	5247	3819	3714	1850	2603	2448	22429

3.7 Agriculture

Meghalaya is basically an Agricultural State with about 80% of its total population depending entirely on Agriculture for their livelihood.

The total cropped area in the State has increased by about 42 per cent during the last twenty-five years. Food grain production sector covers an area of over 60 per cent of the total crop area.

Besides the major food crops of Rice and Maize, the State is also renowned for its Horticultural crops like Orange, Lemon, Pineapple, Guava, Litchi, Banana, Jack Fruits and Temperate fruits such as Plum, Pear, Peach etc. Potato, Ginger, Turmeric, Black Pepper, Arecanut, Tezpatta, Betelvine, Short-staple cotton, Jute, Mesta, Mustard and Rapseed etc. are some of the important cash crops in the State. Apart from the above the State have

achieved signal success in the cultivation of non-traditional crops like Tea, Cashewnut, Oilseeds, Tomato, Mushroom, Wheat, etc.

3.8 DISTRICT WISE TOURISM RESOURCES OF MEGHALAYA

SOUTH GARO HILLS

DISTRICT HEADQUARTER: Baghmara

LOCATION: 25°10' and 25°35'N latitudes and 90°15 and 91°-0' E longitude. It is bound by the West Garo Hills on the west, East Garo Hills on the north and West Khasi Hills on the east.

AREA: 1887 sq km

POPULATION (2001 census): 1, 00,980

Male: 51,000; Female: 48,100

Rural: 90,500; Urban 8,600

LITERACY RATE: 55.82 % (Male: 62.60 %; Female: 48.61%)

HOW TO REACH

Nearest Airport: Gopinath Bordoloi International Airport, Guwahati, Assam – 350 kms

Nearest Train Station: Guwahati Assam

Road: Two buses are available from Guwahati to Baghmara in the evening, one is direct and another via Tura. From Tura 4 trips by Sumo in before noon and no direct service available from Guwahati to Tura by Sumo, via Tura one trip in the morning and another in the after noon. After reaching Tura, one can reach Baghmara by bus.

PLACES OF TOURIST INTEREST

1. Balpakram National Park

Distance from Baghmara: 45 kms.

Accommodation : There is the guest house at Hattisil entrance to Balpakram run by the

Forest Department.

Access : The National Park can be approached by taking off from the Baghmara- Moheshkhola-Ranikor-Balut-Shillong Road, at a place called Sib-bari.

It is known as the land of perpetual winds. The plateau has enchanting views of the plains of Bangladesh with meandering rivers and large expanses of inland water. Herbs and

plants of medicinal value can be found here. It is home of the rare citrus plant Me-mang Narang. The Balpakram plateau gets covered by colourful wild flowers and butterflies in the month of April. The Garos believe that here the spirits of the dead dwell temporarily before embarking on the final journey. It is believed that Hanuman the life saving herb for Lakshman here. Balpakram has many mysterious and unnatural phenomena. Some of these mysterious sites are:-

Boldak Matchu Karam - A Boldak tree (schimawalliche) has a mysterious depression around its trunk. It is believed that the spirits of the dead tie their animals slaughtered for their funeral to this tree while taking a rest close by. Hence when one such tree was felled by strong winds, soon after another tree close by started having the same symptoms.

Chidimak - A small pool in Balpakram is absolutely black. It is believed that the spirits of the dead wash and clean themselves here before entering the realms of the dead. Hence the water has turned black from their sins and soot of cremation.

Matchru - is a big stretch of flat rocks that has a lot of foot prints of all kinds of animals. As per the myth it is said that it used to be a market place where all kind of animals gathered for their weekly markets.

Areng Patal - is a massive rock with a hollow space on its surface that is believed to have powerful magnetic powers. This hollow space acts as a death trap to any bird or animal, except for man that goes near it.

Goncho Dare - The rock cliffs of the canyon are believed to be the habitat of gonchos, the evil spirits who likes to take away people from their homes.

Dikkini Ring: is a massive flat rock in the shape of an upturned boat believed to be made by Dikki, a legendary hero but as the cocks started crowing before the task was completed, the boat turned to stone.

Rongsaljong Agal - is a rock tank 120 ft long and 90 ft wide in which the water remains clear all the time and at the same level. The Garos believe that it used to be the bathing ghat of Bandi's wife Shore and her bucket of water fossilized into stone remains in that place.

Rongsobok Rongkol - on the north east side of Balpakram is a cave that contains shining pieces of rock that resemble banana flowers.

2. Siju Cave (Dobakkol or the Cave of Bats)

Distance from Baghmara : 30 kms.
Accommodation : Siju Tourist Lodge
Access : Rongjeng-Siju road (PWD). Bus service available.

Located on the cliff overhanging the right bank of the Simsang River below Siju village in South Garo Hills district, the cave is locally known as Dobakkol or the Cave of

bats. Thousands of bats reside within the cave which has an opening of over sixteen feet in diameter.

It is the third longest cave in the Indian sub-continent with beautiful stalactites and stalagmites. There are innumerable internal chambers which have not yet been fully explored. The exact depth of the cave is yet to be determined though cave-explorers believe that the depth is over a kilometre. It is very dark and has beautiful river passage with different forms of aquatic life. The floor of the cave is covered with a very thick layer of bat-droppings.

Siju Bird Sanctuary it is close to the Siju Cave on the other side of Simsang River. It is the home for many rare and protected bird and other wildlife like the migratory Siberian ducks. There are fantastic rock formations near the entrance.

	NATURAL HERITAGE	BUILT HERITAGE	INTANGIBLE HERITAGE
Balpakram National Park	Known as land of perpetual winds - A great precipice or deep gorge compared to the Grand Canyon home of the rare citrus plant Me-mang Narang.	believed that here the spirits of the dead dwell temporarily before embarking on the final journey Boldak matchu karam, Chidimak, Matchru, Areng patal, Goncho Dare, Dikkini ring, Rongsaljong Agal, Rongsobok Rongkol are sites with legends and myths.	
Siju Cave	Third longest cave in the Indian sub-continent, more than a kilometre		
Siju bird sanctuary	Home for many rare and protected bird and other wildlife fantastic rock formations		

TOURIST FACILITIES AND ACCOMMODATIONS

- a) Government Circuit House, Baghmara, Forest Rest House, Baghmara, PWD Rest House, Baghmara

- b) Ronggara Block Rest House
- c) Chokpot Block Rest House
- d) Baghmara Block Rest House, Baghmara Tourist Lodge
- e) Forest Guest House, Hattisil, Balpakram

WEST GARO HILLS

DISTRICT HEADQUARTER: Tura

LOCATION: The West Garo Hills district lies on the western part of the state of Meghalaya bounded by the East Garo Hills district on the east, the South Garo Hills on the south-east, the Goalpara district of Assam on the north and north-west and Bangladesh on the south.

The district is situated approximately between the latitudes 90° 30' and 89° 40' E, and the longitudes of 26° and 25° 20' N.

AREA: 3714 Sq. Km.

POPULATION

(2001 census): 5,18,390
 Male;; Female:
 Rural: 4,59,412; Urban 58,978

LITERACY RATE: % (Male: 57.0 %; Female: 44.1 %)

HOW TO REACH

Tura, the headquarters of the district, is well connected by road with other places in the district as well as with the rest of the Meghalaya and Assam. Buses by Meghalaya Transport Corporation and other private transport services run regularly connecting Tura with all important places in the districts of Garo Hills and also to Shillong (323 kms), the capital of the State.

Regular day and night bus services are also available from Tura to Guwahati (220 kms), the capital of Assam, which is also the nearest railhead. There are also regular bus services connecting Tura to Siliguri, a city in North Bengal. Also the place is connected to Dhubri in Assam by road and river transport.

Helicopter services are available from Tura to Shillong and Guwahati.

The National Highway 51 connects Paikan on National Highway 37 in Assam with Tura, the district headquarter which extends further to Dalu, near the Bangladesh border.

There are City Bus services in and around Tura for the convenience of office goers and others. Taxi & Auto services are also available.

PLACES OF TOURIST INTEREST

1. Tura

Distance from Shillong : 323 kms.
Accommodation : Tourist bungalow, Orchid Lodge, Hotel Rikman
Continental,
Hotel Sundare, Circular Road

Tura the headquarter of West Garo Hills is named after a powerful goddess Durama-Imbama.

1. Tura Peak A majestic hill stands on the eastern flank of Tura, the largest town in the Garo Hills region of the State. It peaks 872 m above sea level over looking Tura with a magnificent view of lower Brahmaputra Valley as well as the golden yellow plains of Bangladesh is available all year round to viewers on Tura Peak.

It is believed to be the shelter or abode to the 'Gods'. The Tura range has been declared a reserve forest with an observatory, a Cinchona plantation. A foot-track that goes up to Tura peak that was developed during the British Raj is still in existence and can be used by tourists.

2. Nokrek Biosphere

Distance from Tura : 45 km
Accommodation : Nokachik and Forest Guest House
Access : About 40 kms, via Asanangiri and Sasatgiri but just 2 kms. from Tura peak

Nokrek – is the highest point in Garo Hills with an altitude of 1,412 metres. A virgin canopy of thick, tall and lush green forests covers Nokrek and its surroundings.

The mother of germo plasm 'Citrus indica' rare specie has been discovered by science researchers within Nokrek Range. This discovery led to the establishment of the National Citrus Gene Sanctuary-cum-Biosphere Reserve at Nokrek covering an area of forty-seven square kilometres. Nokrek hill is the home of a rare species of citrus called Memang Narang.

A comfortable 3-1/2 kilometer trek from Daribokgre village leads a visitor to Nokrek Peak. Abundant wildlife including herds of wild elephants, rare varieties of birds and pheasants, besides rare orchids abound in the sanctuary.

3. Chibragre

Distance from Tura : 9 km
Access : Jeepable road from Tura

Located at the confluence of Ganol and Rongram rivers, it is an ideal picnic spot.

4. Pelga Falls

Distance from Tura : 7 km

Access : Jeepable Road

It is popular with anglers and picnickers. A typical traditional Garo bamboo bridge constructed over Ganol river.

5. Rongbang Dare

Distance from Tura : 40 km

Access : PWD Road from Tura to Williamnagar. Bus and Sumo service also available

If one believes that small is beautiful, then the tiny waterfall near Chinabat village is a romantic view from Asanangre towards Williamnagar at Tura-Asanangre-Williamnagar State Highway. Although the fall is located about two crow flight kilometres away from the highway, the width and depth of the falls are enough to make it clearly visible and a sheer delight.

Cluster on either side by vast evergreen hills of bamboos, which sway rhythmically in the wind, the fall itself appears to be on the sway, leaving the viewer with memories of ecstatic joy.

6. Sasatgre Village

Distance from Tura : 36 km

Access : accessible by a jeepable road from Oragitok village which lies on the Tura-Asanangre-Williamnagar State highway.

Located on a hilly crescent like saddle, at the foot of the Nokrek peak in West Garo Hills district, Sasatgre village is accessible by a jeepable road from Oragitok village which lies on the Tura-Asanangre-Williamnagar State Highway.

The distinguished feature of this village is that although all houses are built in the typical Garo pattern and design, they are spacious, airy, well-built and firm. The villagers continue to be the repository of undiluted Garo custom, culture and convention. The surroundings of the village are healthy and clean. Domestic livestock are reared in a clean and hygienic manner.

Sasatgre has been blessed by nature in so far as orange plantations are concerned and the village is surrounded by healthy, dark green orange bushes, which are highly productive and get laden with sweet, juicy oranges, each year. Indeed during the winter months, when oranges ripen, the whole village looks like a vast planned park, with golden-yellow ripe oranges adorning the thousands of orange plants, which themselves look like well-trimmed décor.

The village falls on the periphery of the Nokrek Gene Sanctuary –cum-Boisphere Reserve.

7. Bhaitbari Village

Distance from Tura : 65 km

Accommodation : Inspection Bungalow(PWD)

Access : 8 kms. from Phulbari near Assam border

Located on the century old Mankachar-Phulbari-Goalpara Road, on the western frontier of the State, adjoining Goalpara district of Assam, Bhaitbari is a small village of West Garo Hills district. Standing on the banks of the Jinjiram river, the village spreads out across the narrow stretch of plain lands of the State, bordering the central hilly plateau.

The excavated artefacts reveal existence of planned places of worship with exquisitely designed masonry oil lamps. An ancient kingdom dating back to 4-8 A.D. were discovered here a few years ago. The Bhaitbari excavations are certainly of immense historical and anthropological interest and importance.

8. Rangapani

Distance from Tura : 40 km

Accommodation : Inspection Bungalow and Hotels at Mankachar in Assam

Access : Bus service from Tura

Mir Jumla, one of the most capable of Mughul Generals, was appointed by Governor of Bengal around 1659 by the Mughul Emperor Aurangzeb. Thereafter, Mir Jumla invaded Assam as an act of attrition against the local ruler who had captured some remote parts of Mughul territory on the Bengal frontier. He had considerable initial success but the difficult overland routes and the hostile malaria-infested climate took a heavy toll on the Mughul army. This forced Mir Jumla to retreat during 1663 without having fully accomplished the subjugation of Assam. Unfortunately, before the General could set foot on Bengal again, he was himself run down with the dreaded malaria, to which he succumbed later the same year, near Mankachar in Garo Hills.

His simple tomb located on a small hillock has been maintained over the centuries. The tomb reflects a remarkably long grave and bears testimony to the legendary height of Mir Jumla – a true giant among men.

Mir Jumla's tomb enriches the historical heritage of the State. History would have been otherwise had Mir Jumla's invasion succeeded and Assam including what is Meghalaya today, come under the control and reign of the Mughuls.

9. Kata Beel or Huge Lake

Garos called it as ' Chi-maite' or the Lake inhabited by Water God. It is historical place with nearly two hundred years old and deserves to be preserved as a site of historical significance for prosperity.

It is traditionally believed that this Lake was constructed by a Garo King name Lengta Raja who lived in the last quarter of 18th Century. When Jon Elliot, the Commissioner of Dhaka visited Garo Hills in 1788-89, he came into contact with this Lengta Raja and wanted to appoint him as East India Company Zamindar in charge of Garo Hills.

The local community believe that a water god reside the lake and that is why, it never runs dry, though there is no water in-let and out-let that why, the local population used to give offerings to this lake by throwing coins. This lake is constructed with ancient bricks are still visible at the present time.

	NATURAL HERITAGE	BUILT HERITAGE	INTANGIBLE HERITAGE
Tura	Tura peak reserve forest with an observatory, a Cinchona plantation.		believed to be the shelter or abode to the 'Gods'
Nokrek Biosphere	home of a rare species of citrus called Memang Narang		
Chibragre	picnic spot		
Pelga Falls	popular with anglers and picnickers	typical traditional Garo bamboo bridge	
Rongbang Dare	Water falls		mini bazaar for local agriculture products with indigenous food and tea stalls.
Sasatgre Village	orange plantations		
Rangapani		Remains of general Mir Jumla	

TOURIST FACILITIES AND ACCOMMODATIONS

Inspection Bungalow

- a) Barengapara
- b) Bhaitbari
- c) Damalgre
- d) Garobadha
- e) Hallidayganj
- f) Kherapara
- g) Phulbari
- h) Rongram
- i) Tikrikilla

Rest Houses

- a) Ampati
- b) Barangapara
- c) Dobasipara
- d) Mahendraganj
- e) Selsella

EAST GARO HILLS

DISTRICT HEADQUARTER: Williamnagar

LOCATION: The East Garo Hills lies between 25.24°N & 26.10°N Latitude and 90°E & 91.3°E Longitude. It is bound by the Assam on the north, West Garo Hills on the west and South Garo Hills on the south and West Khasi Hills on the east.

AREA: 2603 sq km

POPULATION

(2001 census):

2,50,582

Male : Rural: 109090 Urban :18384

Female : Rural:105585 Urban: 17523

LITERACY RATE: % (Male: 66.1 %; Female:54.9 %)

HOW TO REACH

Railhead: Guwahati is the nearest railhead and is well-connected to the rest of the country.

Airport: Lokapriya Gopinath Bordoloi International Airport of Guwahati is the nearest airport from where the district can be reached by bus or car.

Road Transport: Daily buses connect Williamnagar with Shillong, Guwahati & Tura. Meghalaya Transport Corporation (MTC) runs a regular bus service between Williamnagar & Shillong. There are numerous buses and taxi services from Tura to Williamnagar. A daily night bus service from Guwahati to Williamnagar is also available. There are also several bus services to other places in the district like Mendipathar / Resubelpara & Nongalbibra from Williamnagar & Guwahati.

PLACES OF TOURIST INTEREST

1. Rongbang Falls

Distance from Tura : 25 miles

Access : a little beyond Rombagre village

1. It is a tributary of the Simsang River and is at its best during the monsoon months and has evergreen hills of bamboo on either side.

2. Domre Falls

Distance from Williamnagar: 23 km

Access : just off the Williamnagar-Songsak road, near Dadengpara

It is small and is only of moderate size during monsoon nestled deep in the thick jungle.

3. Mokma Dare

Distance from Williamnagar : 35 km

Access : 20 km from Rongjeng Bus service. Bus service is available till Rongjeng (located at Mejolgre village)

This waterfall falls from a great height and makes a deafening sound.

4. Dainadubi

Distance from Williamnagar : 93 km

Accommodation : PWD Bungalow

Access : a few kilometers from the Trunk Road leading to Goalpara town some 60 kms to the west

This village is situated on the banks of the Manda River. A weekly market is held on every Thursday at Damra which is 1 km away.

5. Mendipathar

Distance from Williamnagar : 65 km

Accommodation : Inspection Bungalow (PWD), Forest Inspection Bungalow and Soil Inspection Bungalow

Access : 6 kilometers away from the Community Development Block headquarters at Resubelpara

The village is situated in northern Garo Hills on the banks of the Damring or Krishnai River.

A thriving market is held here every Saturday.

6. Nongalbibra

Distance from Williamnagar : 25 km

Accommodation : District Council Guest House

Access : Bus and Sumo service from Williamnagar

This important place is situated near the confluence of the Nongal and the Simsang Rivers in East Garo Hills District.

There are rich deposits of coal in and around this place. The place is electrified. Both mining and electrical undertakings are being undertaken by the Government and progress has, as a result, been fast. A Hospital and a Post Office are located here.

7. Naphak or Napak

Accommodation : Inspection Bungalow

Access : 6 km away from Songsak

8. Ta'sek Lake: It was formed during the Great Earthquake of 1897 by River Damring. It is believed to be the habitat of a huge water serpent called Sangkini. It has a potential for pisciculture.

9. Rajasimla

Distance from Williamnagar : 141 km

Accommodation : PWD Inspection Bungalow at Karkutha and Forest Guest House

Access : Bus Service from Williamnagar via Dudhnoi (Assam)

It is one of the earliest villages to be visited by the American Missionaries in the early years of the last century. The name Rajasimla was given to commemorate the treaty between the Rajah of Bijni and the villagers who recognized this particular spot as the boundary between the territory of the Rajah and the independent Garo villages.

It is the centre for socio-cultural activities of surrounding villages and plays like Kalsin-Sonatchi, Serejing Wal'jan and others are staged regularly.

10. Resubelpara

Distance from Williamnagar : 74km

Accommodation : Circuit House, PWD Inspection Bungalow, Soil Inspection Bungalow and Forest Inspection Bungalow

Access : Bus and Sumo service (PWD road) from Williamnagar

Hot spring Radi Nokad Shiva Lingam formation, Joilding Lake and Rangdotkram

11. Williamnagar

Distance from Tura : 78 km

Accommodation : government Circuit House and the District Council Inspection Bungalow

Access : Bus services are available daily between Williamnagar and other places within the Garo Hills and outside. There is a service connecting Williamnagar to Shillong with an alternative route via Nongstoin in West Khasi Hills in the event of floods.

A salt lake nearby attracts many kinds of wild animals and the surrounding thick jungles provide an ideal haunt for wild animals like elephants and tigers.

12. Rongrengiri

Distance from Williamnagar : 7 km

Accommodation : District Council I. B

Access : 10 kilometres off Williamnagar on the Tura-Asanangre-williamnagar state highway

It constitutes of the Rongrengiri Reserve Forest, about 36 sqkm. A Memorial to warrior Pa Togan, who led a war against British, has been erected at Chisobibra within Rongrengiri Reserve Forest and a function to commemorate him is held annually at the site of the Memorial, on the anniversary of his martyrdom. The River Simsang is an excellent spot for anglers. Imperial-Pigeons grazing for calcinates at Chisobibra are also found here.

13. Darugiri Reserve Forest

Distance from Williamnagar : 49 km
 Accommodation : Forest Rest House
 Access : Alongside the Dudhnoi- Damra-Darugiri-Baghmara road

One come across a vast expanse of Reserve Forest, covering an area of approximately ten-and-a-half square kilometres. This is the Darugiri Reserve Forest set up towards the close of the nineteenth century. The Forest located between Songsak and Rongjeng consists of mature Sal plantations, which stand elegant and tall, spreading an eternal canopy of emerald green over vast areas with very little undergrowth except their smooth, tall trunks which look like pillars set to uphold and bear the weighty canopy of Sal plants.

One the periphery of the Forest is the century old Darugiri Forest Rest House, still maintained in its original state of simple rural opulence, yet enough to meet the requirements of officials and visitors.

PLACES OF TOURIST INTEREST

	NATURAL HERITAGE	BUILT HERITAGE	INTANGIBLE HERITAGE
Ta'sek Lake	Formed by River Damring during the Great Earthquake of 1897		believed to be the habitat of a huge water serpent called Sangkini by the locals
Rong'bang Falls	tributary of the Simsang River		
Domre Falls	nestled deep in the thick jungle		
Mokma Dare	Waterfalls		
Dainadubi			Weekly market
Nongalbibra	rich deposits of coal		
Naphak	lake Ta sek Wari		believed to be a habitat of a large water serpent which is called Sangkni
Rajasimla			the treaty between the Rajah of Bijni and the villagers to recognize this place as the boundary between the territory of the Rajah and the independent Garo villages. American Baptist Missionaries laid the foundation plays as Kalsin-Sonatchi, Serejing Wal'jan and other dramas are regularly staged. Local theatres

			are still in a formative stage and need time to develop.
Resubelpara			
Williamnagar	salt-lick nearby attracts many kinds of wild animals surrounding thick jungles provide an ideal haunt for wild animals like elephants and tigers.		is becoming an important center for cultural, educational and socio-economical activities.
Rongrenggiri	Rongrengiri Reserve Forest excellent spot for anglers flocks of Imperial-Pigeons grazing for calcinates, on the sandy banks of the Simsang River, at Chisobibra		Function to commemorate the fallen martyr Pa Togan, is held annually
Darugiri	Reserve Forest		

TOURIST FACILITIES AND ACCOMMODATIONS

There are very few hotels in the district for the tourist. However, there are quite a number of Government Guest Houses and accommodations.

DISTRICT HEADQUARTER: Nongpoh

LOCATION: lies between North Latitudes 25 15' and 26 15' and between East Longitudes 91 45' and 92 15'. The District is bounded on the North and East by Assam, on the South by East Khasi Hills and West Khasi Hills Districts and on the West by the West Khasi District.

AREA: 2448.00 sq. kms (Ri Bhoi District contains an area of excluding the geographical areas under the erstwhile Nongwah Syiemship and other places which fall under the 'Areas of Differences' between Assam and Meghalaya)

POPULATION

(2001 census): 192790
Male: Rural: 92563 ; Urban 6756
Female: Rural: 87047 ; Urban 6424

LITERACY RATE: (Male: 68.8%; Female: 62.4 %)

PLACES OF TOURIST INTEREST

1. Umiam Lake:

Distance from Nongpoh : 44 km
Accommodation : 1. Orchid Lake Resort 2. Ri Kynjai Resort 3. Meghalaya State Electricity Board (MeSEB) Inspection Bungalow
Access : Shillong-Guwahati road. Closest Tourist Destination from the Umroi Airport

Offers water sports facilities including sailing, water skiing, water scooter.

2. Lum Sohpetbneng:

Distance from Nongpoh : 40 kms
Accommodation : 1. Orchid Lake Resort 2. Ri Kynjai Resort 3. Meghalaya State Electricity Board (MeSEB) Inspection Bungalow
Access : Situated on Shillong-Guwahati Road

It is about 6 kms from Umiam to reach the top of a peak. It is set against the backdrop of a sacred forest and is a legendary peak meaning the Naval or Heaven, or Heavenly Peak. As per Khasi mythology, it is believed that an ancient golden staircase connected earth and heaven. It was believed that sixteen families ascended and descended through this golden staircase but later on seven families decided to remain on earth.

3. Lum Nehru Park :

Distance from Nongpoh : (15 km from Shillong)
Accommodation : 1. Orchid Lake Resort 2. Ri Kynjai Resort 3. Meghalaya State Electricity Board (MeSEB) Inspection Bungalow
Access : Shillong-Guwahati Road

There is an orchidarium and aviary. Lum Nehru Park is noted for its aviary, orchid-house and superbly maintained lawns.

4. Dwar Ksuid :

Distance from Nongpoh :58 km
 Accommodation :1.Orchid Lake Resort 2. I.O.C Guest House 3. ICAR Guest House, Umroi
 Access : By Road along the Shillong-Guwahati Road

It is a beautiful spot by the river with lots of slippery boulders.

5. Nongkhylllem Wild Life Sanctuary:

Distance from Nongpoh : 42 km
 Accommodation : 1.Forest I.B 2. District Council I.B 3. PWD I.B
 Access : From Guahati Shillong National Highway (NH-40) at Umling and Umling Patharkhmah road for 17kms upto Lailad village. The Sanctuary lies next to the village.
 Area : 29 sq km. An additional area of about 23 sq km is in the process of acquisition.

It lies adjoining to the Nongkhylllem Reserved Forests. It is rich in flora and fauna supporting many rare and endangered species. Out of the 141 or so species of mammals, birds, amphibians and reptiles listed in schedule-1 of the Wildlife Protection Act about 30 are found in and around the Sanctuary. Globally endangered species found here are the Asian Elephant, Himalayan Black Bear, Royal Bengal Tiger, Clouded Leopard, Indian Bison, etc. There are about 400 species of birds in this area which lies in the Eastern Himalayan Endemic Bird Area. Few endangered species of birds are the Swamp Partridge, Brown Hornbill, Rufous Necked Hornbill, Manipur Bush Quail.

6. Kharsati Park

Distance from Nongpoh : (40 Kms from Shillong and 5 Kms from the National Highway)
 Accommodation : 1. Guest House inside the park. 2. Tents provided on hire by the proprietors of the Park.
 Access : PWD Road from Shillong

This park was built for the preservation and conservation of the flora and fauna of the area. There are lushful forest lands with perennial streams running through it and abundant wildlife.

7. Pdahkyndang Bat Caves

Distance from the Nongpoh : 15km
 Accommodation : 1. PWD I.B 2. Circuit House,Nongpoh
 Access : PWD Road and Trekking

	NATURAL HERITAGE	BUILT HERITAGE	INTANGIBLE HERITAGE
Umiam Lake	Lake with water sports facilities including sailing, water skiing,		

	water scooter		
Lum Sohpetbneng	peak offers a breathtaking view of its natural surroundings		A majestic legendary peak, literary mean the Naval or Heaven, or Heavenly Peak, as per Khasi mythology
Lum Nehru Park	orchidarium and aviary		
Dwar Ksuid	swift flowing river with lots of slippery boulders		
Nongkhylllem Wild Life Sanctuary	is rich in fauna too, supporting many rare and endangered species		
Kharsati Park	Forest, rivers and streams and wildlife		

TOURIST FACILITIES AND ACCOMMODATION

1. Star Valley Tourist Resort, Ri-Bhoi District, 13th MILE, Byrnihat
2. Ri Kynjai Resort, Umniuh Khwan, U.C.C. Road Ri-Bhoi

WEST KHASI HILLS

DISTRICT HEADQUARTER: Nongstoin

LOCATION: The District lies in the central part of the State of Meghalaya and is situated between approximately 25 degrees 10' and 25 degrees 51' N latitude, and between 90 degrees 44' and 91 degrees 49' E longitude. It is bounded on the north-west by Assam, on the north-east by Ri Bhoi district, on the east by East Khasi Hills district, on the south by Bangladesh, on the west by East Garo and South Garo Hills districts.

AREA: 5,247 sq.kms

POPULATION

(2001 census): 296049
 Male: Rural: 132981 ; Urban 17438
 Female: Rural: 128470; Urban 17160

LITERACY RATE: % (Male: 66.5%; Female:63.7 %)

PLACES OF TOURIST INTEREST

1. Ranikor

Distance from Nongstoin : 169 kms from Nongstoin and 129 kms from Shillong
 Accommodation : PWD I.B., CPWD I.B., Soil I.B
 Access : PWD road from Nongstoin. Border road is more favourable for travel

One comes across Ranikor located on the bank of the River Jadukata, barely two kilometres before it emerges into Bangladesh. Ranikor stands on the beautiful sunny-sands of the wide, open, flat-bottom valley of the formidable Jadukata, which has not yet been spanned. A ferry-service carries one across.

It is one of the best fishing spots and Jadukata has no shortage of huge golden-mahseers, the pride of every angler in tropical waters. Its abundance of wildlife transforms the place into a wildlife lover's paradise, as darkness descends on the quite shores of the Jadukata.

2. Mawlangkhar (The Green Deserts):

Distance from Nongstoin :13 kms and 83 km from Shillong
Access :Shillong-Nongstoin Road

The Rilang valley, Ding Ding Kohlangat falls and the blue river pools of Wah Rilang near Mawranglang are the scenic spots.

3. Mawthadraishan Peak

Distance from Nongstoin :25km from Nongstoin

Access : Takes an hour and a half to reach from the main road, is located on the northern side of Nongstoin - Shillong road, near Nongshillong, Mawroh and Markasa villages.

On top of the range is a depression with about 7 to 8 fish ponds of considerable size from where one has views of the plains of Assam, and the distant Himalayas on a clear day.

4. Nongkhnun River Island

Distance from Nongstoin :16 km

It is a couple of hours trek from Nongstoin. It has perennial falls namely Weinia fall in the northern side, Kshaid Thum fall in the southern side and Langshiang falls on the western side.

5. Thum Falls

Distance from Nongstoin :18 km

Access : From Nongstoin to Lawse village. One can divert either towards Thum falls (beach) or another falls called Weinia falls by vehicle. There's a trekking route from Weinia falls to Thum falls or vice versa, which will take 30-40 mins

It is situated near Dilingim village on the river Kynshi and is about 60 metres high. There is a pool at the base.

6. Weinia Falls

Distance from Nongstoin :16 km

Access : Same as above

It is on the river Kynshi near to the Thum falls.

The falls are surrounded with rocks on both sides. Step-like structures are formed by natural agencies on one side of the falls.

7. Langshiang Falls

Distance from Nongstoin : 18 km

Access : It can be accessed through Nongkhnum road via Sangriang Village.

It is situated near Sangriang formed just after the confluence of the diverged streams of the Kynshi river.

8. Jakrem Hot Spring

Distance from Nongstoin : 47 km, 69 km from Shillong

Accommodation : 1. Circuit House in Mawkyrwat 2. PWD I.B in Mawkyrwat.
Mawkyrwat is 7 km from the Jakrem Hot Springs

Access : About 45 kms from Nongstoin (via Mawthawpdah) and 69 kms from Shillong.

It is a hot spring of Sulphur water believed to have medicinal properties.

9. Kyllang Rock

Distance from Nongstoin : 60 km

Accommodation : Mairang Circuit House, which is 10 km from the site

Access : Situated at Mawnai about 10 kms from Mairang

A breathtaking geological phenomenon, the Kyllang Rock, located about 11 kilometres off Mairang, is steep dome of red granite rising to an elevation of about 5,400 feet above sea level. The rock is accessible from its northern and eastern flanks, but inaccessible from its southern flank where its slope exceeds 80 degree over an incline of about 600 feet. The rock rises about 400 feet above the mean level of its surroundings and about 700 feet above the bottom of the valley on its southern flank. The southern or steeper side of Kyllang Rock is encumbered with enormous detached blocks forests, containing age-old red Rhododendron trees and oaks besides bushy, white Rhododendron trees, which are not found elsewhere.

The red granite rock is covered with matted mosses, lichens, lycopodiums and ferns of varied hue and colour. The dome of Kyllang Rock offers a grand and extensive view, particularly of the Himalayas during the autumn months.

Kyllang Rock is regarded as sanctified and revered by the people. According to geologists, the hard red granite rock is several million years old. Undoubtedly, the grandest tourist-sighting of the State, it can also be clearly seen while flying.

It is made of a single huge solid igneous rock. It is believed that the rock possesses a magnetic field and no one has ever fallen off the slope of the rock.

	NATURAL HERITAGE	BUILT HERITAGE	INTANGIBLE HERITAGE
Ranikor	angling for the huge golden mahseers surrounding rock cliffs and the clear blue water add to the scenic beauty		
<u>Mawlangkhar</u> The Green Deserts	magnificently picturesque landscapes of Rilang valley Ding Ding Kohlangatfalls, and the blue river pools of Wah Rilang		
Mawthadraishan peak	On top of the range, there is a depression with about 7 to 8 fish ponds of considerable size apex of the peak offers a panoramic view of the plains of Assam, and the distant Himalayas		
Nongkhnun river Island	beautiful perennial falls namely Weinia fall in the northern side, Kshaid Thum fall in the southern side and Langshiang fall on the western side		
Thum falls	At the base is a beautiful pool surrounded by hard rocks on three sides		
Weinia falls	step-like structures formed by natural agencies are also seen on one side of the falls		

Langshiang falls	breathtaking scene to the nature lovers		
Jakrem Hot Spring	hot spring of Sulphur water which is believed to have medicinal properties		
Kyllang Rock	made of a single, huge solid igneous rock. top of the dome-shape rock can accommodate a considerable number of picnickers		Folklore has it that the rock possesses a sort of magnetic field since, so far no one has ever fallen off the slope of the huge rock.

EAST KHASI HILLS

DISTRICT HEADQUARTER: Shillong

LOCATION: The district lies between 25°07” & 25°41” N Lat. and 91°21” & 92°09” E Long. It is bounded by Ri-Bhoi District on the north, Karbi Anglong District on the north east, Jaintia Hills district on the east, Bangladesh on the south and West Khasi Hills district on the west.

AREA: 2,748 sq.kms

POPULATION

(2001 census): 660923
 Male: Rural: 194118 ; Urban: 139435
 Female: Rural: 189057 ; Urban: 138313

LITERACY RATE: % (Male:77.3 %; Female: 74.8%)

PLACES OF TOURIST INTEREST

1. Shillong

Distance : 103 kms. from Guwahati

Accommodation:

Hotel Pinewood, Royal Heritage – Tripura castle, Hotel Polo Towers, Hotel Alpine Continental, The Majestic Hotel, Ashutosh Inn, Hotel J.K. International, Hotel Embassy, Hotel Pine Borough, Hotel Orchid, Lakkhotaa

Lodge, Hotel Pegasus Crown, Hotel Centre Point, Hotel Micasa, Hotel Yalana, Hotel Boulevard, Hotel Broadway, Shillong Club

Guest Houses: Summit Guest House, Hilltop Chateau, Pine Brook Guest House, Best Holiday Inn, Lachumiere House, Eldorado Guest House, Bonnie Guest House, Highwinds, Apsara Guest House, Stay-Inn Guest House, Aesthetics Guest House, Rosaville Guest House.

Bed and Breakfast: Travellers Nest, Sanctum Bed and Breakfast

Access: Road: NH 44 from Guwahati to Shillong

Air: Pawan Hans Helicopter service from Guwahati to Shillong in 30 minutes. The flights are at 9.00 am and 1:30 pm everyday between Sunday and Tuesday of each week. The return helicopter services from Shillong to Guwahati are on the same day at 9:40 am, 12:30 pm and 2:10 pm. On Wednesday, the helicopter services from Guwahati to Shillong are at 9 am and 1.30 pm, and from Shillong to Guwahati at 9.40 a.m. 12.40 p.m. and 2.10 p.m.

Pawan Hans Helicopter Services fly from Guwahati to Shillong at 10 am on Thursdays, Fridays and Saturdays. Other flights for the same route operate at 1:30 pm on Thursday and Saturday. The return flights from Shillong to Guwahati is at 10:40 am on Thursdays and Fridays, 2:10 pm on Thursdays and 3:30 pm on Fridays.

It is the capital city of the State. Wards Lake, Air Force Museum at Upper Shillong, Rhino Heritage Museum, Forest Museum in Lady Hydari Park, Zoological Museum, Botanical Museum, Mattilang Park, Sweet Falls are some of the popular tourist spots of the city. Other important sites are:

Capt. Williamson Sangma State Museum: This Govt. Museum under the control of Art and Culture Department offers insights to the lifestyle of the people.

Don Bosco Centre for Indigenous Cultures: It comprises research on cultures, publications, training, animation programmes and the museum, which is a place of knowledge-sharing on the different cultures of the Northeast in particular and of culture in general.

Butterfly Museum: It is worth visiting as it has an excellent collection of these winged beauties many of which are facing extinction.

2. Smit

Distance from Shillong : 17 Kms South of Shillong

Access : PWD road from Shillong

It is the traditional seat of Khasi culture. The headquarter of Hima Khyrim or the Khasi State of Khyrim. The official residence of the High Priestess of the Hima known as Ka Ing Sad is located at Smit. The Ka Ing Sad is built in the traditional shape and style of Khasi dwelling house, although on a much larger and more elaborate scale. It has an elegant and spacious courtyard where the well known Nongkrem Dance is performed

annually in the month of November. Nongkrem village adjacent to Smit was the original seat of traditional

administration but later on shifted to Smit. Hence, the name Nongkrem Dance still persists till today.

There is one traditional house in the village owned by a Lyngdoh constructed 100 years ago with huge pine pillars in the traditional way, it has been partly modernised but amazingly, it still stands in very good condition.

3. Mawphlang

Distance from Shillong : 25 kilometres
Accommodation : P.H E Guest House
Access : PWD Road from Shillong

Near to all large Khasi and Jaintia villages, one finds a Forest-Grove variedly known as Ki Law Kyntang (Sacred forest), Ki Law Adong (Prohibited forests), Ki Law Shnong (Village forest) and Ki Law Kynti (Private forest). The sacred groves which have been preserved are in sharp contrast to their surrounding grasslands. These groves are generally rimmed by a dense growth Castanopsis Kurzii trees, forming a protective hedge which halts intrusion of Pinus Kasia (Khasi pine) which dominates all areas outside the sacred-groves. Inside the outer rime, the sacred-groves are virtually Natur's Own Museum.

The heavily covered grounds have a thick cushion of humus accumulated over the centuries. The trees in every sacred grove are heavily loaded with growth of aroids, pipers, ferns, fern-allies and orchids. It has an amazing life form of plants, flowering trees, orchids and butterflies. The grove at Mawphlang makes a unique contribution of the flora of the State are undoubtedly of immense and incalculable interest to all naturalists.

The massive water - works of the Greater Shillong Water Supply Scheme located at Mawphlang adds beauty and romance to the naturally exhilarating settings of Mawphlang – the little Shillong. Apart from Shillong and Cherrapunjee, the other Meghalayan addresses known across the globe would have Mawphlang on the top of such a list.

4. Sohra (Cherrapunjee)

Distance from Shillong : 60 km
Accommodation : Govt Circuit House, Sa-I-Mika Guest House, Eco - Park
Guest House Cherrapunjee Holiday Resort, Village
Laitkynsew, Cherrapunjee
Access : PWD Road from Shillong

Better known today as Sohra, it was the first civil and military station of the British on the Khasi-Jaintia hills with an altitude of approx. 4,200 feet. Cherrapunjee is known the world over as the rainiest place on the earth but a visitor finds a dry place with very little water around, except during the limited periods – when it rains. Rainwater soon runs off and gushes down the steep, stoney gorges, to cover the water-soaked valleys of Bangladesh, which lie below Cherrapunjee. Sohra is dotted with waterfalls cascading over deep gorges.

The civil and military station of Cherrapunjee was established by David Scott in 1829 in pursuance of an agreement made by him with Duwan Raja of Cherrapunjee. Later, this station was shifted around 1865-66, for administrative and logistic convenience to the present location of Shillong.

5. Parks near Sohra

Sa-I-Mika Park: Located on the way to the world famous ‘Dainthlen Falls’ and about 3 kms before reaching Sohra town is Sa -I - Mika Park, a one stop tourist destination.

Thangkharang Park: this park on Mawsmai - Shella Road - about 8 kms from Sohra. There are many rare and exotic orchids and some rare species of plants endemic to the area. A panoramic view of the plains of Bangladesh is clearly visible on a clear day from the park.

Eco Park: hosts several hybrid and indigenous orchids in the Green House donated by Shillong Agri-Horticultural Society. Also the Eco Park offers breathtaking view of distant Sylhet Plains of neighbouring Bangladesh.

5. Laitkynsew

Distance from Shillong : 75 km
Accommodation : Cherrapunji Holiday Resort
Access : 15 Kms further from Sohra (Cherrapunjee)

There is the living root bridge across a stream. In the adjacent village of Nongriat two such living bridges have been created by weaving roots of the same banyan tree.

6. Mawsynram

Distance from Shillong : 56 kilometres

It is reportedly the wettest place on Earth (about 11,872 mm / 39 feet) and according to the meteorologists now stands in the 2nd place in the world as the rainiest places on earth. Mawjymbuin Cave is located here with stalagmites and stalactites. The stalagmite of the Mawjymbuin Cave is shaped into a massive Shivalinga.

7. Mawlynnong Village

Distance from Shillong : 56 kilometres
Accommodation : PWD Inspection Bungalow
Access : PWD Road from Shillong

Mawlynnong Village has earned the distinction of being the cleanest village in India. It offers many interesting sights such as the living root bridge and another strange natural phenomenon of a boulder balancing on another rock.

8. Caves:

Krem Mawmluh: The cave is situated approximately half a kilometre west of Cherrapunjee adjacent to the small hamlet of Mawmluh. This cave interestingly has a five river passage with impressive proportions. With a length of 4503m it is currently the 4th longest in the Indian sub continent.

Krem Phyllut: Situated in village Mawsmal, south of Cherrapunjee. The cave has a large section of fossil passage, two stream ways and three entrances with a length of 1003 meters.

Krem Soh Shympi (Mawlong, East Khasi Hills): It has a large pothole entrance of 20m deep. The cave passage is very large with numerous formations at one end with a length of 760 meters.

Krem Dam: It is the largest sandstone cave in the Indian sub-continent. It has a very large entrance with a stream entering the cave and running down its main passage.

	NATURAL HERITAGE	BUILT HERITAGE	INTANGIBLE HERITAGE
Shillong	Wards Lake Sweet Falls		Archery
Smit		traditional house owned by the Lyngdoh	Nongkrem dance
Mawphlang	Sacred Forests		
Sohra	waterfalls cascading over deep gorges		
Laitkynsew		living root bridge	
Mawsynram	Wettest place on earth Mawjymbuin Cave		
Mawlynnong Village		living root bridge	cleanest village in India

Villages for development of Rural Tourism in the East Khasi Hills

1. Kyndiar 2. Mawlynnong

Distance from Shillong: 65 km and 79 km respectively from Shillong
 Connectivity: Bridle path / Black-top State roads
 Tourist facilities: Guesthouses & paying guest accommodations

Social Profile:	War-Khasi tribe, population 2107 (Mawlynnong) plantations and cottage industries (basket weaving).
Heritage Significance:	Kyndiar is an abandon hillock fort and it's in ruins. Mawlynnong has been voted as one of the cleanest villages in Asia.
Intangible Heritage:	Abandon fort and dwellings in Kyndiar village. Mawlynnong village has a balancing rock, which was use as a sacrificial altar.
Flora & Fauna:	Orchids
Potential activities:	Research and carbon dating of the heritage site in order to develop Kyndiar

3. Nongkrem 4. Smit

Distance from Shillong:	10 km and 15 km respectively from Shillong
Connectivity:	Black-top State roads
Social Profile:	Khasi tribe, population 24000, agriculture and cottage industries
Heritage Significance:	Nongkrem is the birthplace of the fame Nongkrem dance festival held every year in the month of November. Smit is the traditional seat of power of the Hima (kingdom) of Khyrim with a Syiem (chieftain) still presiding and ruling his subjects.
Tangible Heritage:	In Nongkrem village there stands a “Maw Kni” only one of its kind which showcases intricate carvings on a monolith. On the other hand, the Lyngdoh’s house traditionally designed is more than a hundred years old and holds a number of rare Khasi antiquities and there is also a traditional distillery from which the rice wine is use only for religious ceremonies. Smit boast the magnificent “IIng Sad” a traditional house built entirely with wood and thatch and no form of any metal is use. Their ground is also the venue for the Nongkrem dance.
Intangible Heritage:	Traditional crafts during the festival and traditional drinks, food and sports which includes Archery and Bull fights.
Current Tourist Activities:	Nongkrem Festival.
Flora & Fauna:	Orchids

Potential activities: Setting up of village museum cultural centre and tourist resort.

5. Nongkynrih 6. Laitlyngkot

Distance from Shillong : 25 km From Shillong
Connectivity: Black-top State roads
Social Profile: Khasi tribe, population 11000, agriculture and cottage industries

Heritage Significance: Nongkynrih is the only village famous for its production of traditional bows and arrows and Laitlyngkot is famous for production of traditional swords, knives, agricultural tools and traditional locks (handmade).

Intangible Heritage: Traditional crafts during the festival and traditional sports, which includes Archery and Bull fights.

Potential activities: Maintaining this dying art form by setting up a permanent workshop and a school of archery in order to encourage the youths to take up the sport.

7. Wakhen 8. Pynter

Distance from Shillong: 37 km and 53km respectively from Shillong
Connectivity: Black-top State roads
Social Profile: War-Khasi tribe, population 2316 and 2907 respective two villages; agriculture and cottage industries (basket weaving)

Tangible Heritage: Wakhen is famous for its contribution to Khasi traditional music. Villagers are engaged in making traditional percussions since time and immemorial.

Intangible Heritage: Wakhen village has a unique drums festival celebrated once every hundred years. Pynter village boast the only traditional musical orchestra group showcasing different instruments which are solely handmade.

Flora & Fauna: Orchids

Potential activities: Setting up of village museum cultural centre and guesthouse.

Software Component for Rural Tourism Projects:

1. Conduct base-line survey of village.

2. Organize management training and workshops for different tourism process and capacity building of villagers.
3. Specialists are sent to village for management training, who interact with local community to explain the various issues related to tourism. The training for:
 - Marketing of handicrafts
 - Product packages and
 - English conversational skills for foreign tourists to enable villagers to communicate with them
4. Workshops to be held on the following topics:
 - Solid Waste Management
 - Sanitation and cleanliness
 - First Aid and Health
 - Hygiene awareness for day-to-day activities e.g. cooking, cleaning etc.
 - Women empowerment and awareness
5. Workshops to enhance traditional and performing art of village, such as:
 - Art and crafts, Oral Tradition, Folklore
 - Design workshop
 - Theatre Workshop
6. Workshops to execute heritage tourism, such as:
 - Heritage Walk
 - Accounting and Book-keeping
7. Workshops for Community Development
 - Talk about the preservation of natural and cultural heritage (tangible and intangible), tourism process, the impacts of tourism, the importance of sustainable tourism development, protect environment and nourish assets of village.
8. Conceptualize and implement cultural programme/main festivals of village for tourism enhancement and improve visitors experience
9. Organize exhibitions of various crafts of village in different areas
10. Publicize art and craft of village for promotion and marketing

JAINTIA HILLS

DISTRICT HEADQUARTER : Jowai

LOCATION: It is bounded on the North and East by the State of Assam, on the South by Bangladesh and on the West by East Khasi Hills District.

AREA: 3,819 sq.kms

POPULATION

(2001 census): 2,95,692
Male: Rural: 137629 ; Urban 12262
Female: Rural : 136422 Urban : 12795

LITERACY RATE: % (Male: 50.1%; Female: 53.7 %)

PLACES OF TOURIST INTEREST

1. Jowai

Distance from Shillong : 64 kms
Accommodation : Orchid Inn, Thadlaskien and Government Circuit House
Access :Jowai is connected by NH 44 from Shillong. By road only.
Area : 18.55 sq.km

The district headquarter of Jaintia hills is built on a hill with the meandering Myntdu river almost encircling two thirds of this town. In the heart of the town not far from the Deputy Commissioner Office and the District Council office, there is a stone pig, called Kimusiang by the locals revered as one of the stone guardian deities that protect Jowai town.

At the fringe of the town in the eastern side, a calm serene deep pool of the Myntdu river popularly known as Syntu-ksiar meaning “the golden flower” is a popular spot for picnickers and the angler’s paradise. A monument in honour of the Jaintia patriot and martyr U Kiang Nongbah is constructed in the same place. U Kiang Nongbah was executed by the British for his flights against the British for freedom from suppression. The commemoration celebration to this great patriot is held on the 30th January.

Turmeric powder of a very high quality called Lakadong haldi variety is abundantly available. This Lakadong variety of turmeric grows well only in some parts of Jaintia hills in Lakadong area. It is much sought after for its great medicinal and cosmetic values, even as a condiment for cooking, it is most popular because of its strong colour and flavour.

2. Nartiang

Distance from Jowai : 27 km
Access :By PWD Road from Jowai or Shillong

The Village of Nartiang is famous for its Summer Palace of the Jaintia King whose Capital was Jaintiapur. The remnants of the Summer Palace is located on a hillock approximately two kilometres from the Nartiang market. The archway which can be seen to this day shows that they were well versed in the making of red bricks similar to the ones used by the Ahom Kings of Assam.

The cannons found in the Shiv temple indicate that they had skills in techniques of fire arms and metallurgy. At present there lies a Hindu temple in this vicinity and the priests who practice there are direct descendants of the original priests that came from Jaintiapur.

3. Nartiang Monoliths

Located at a place called Law Mulong within Nartiang village, there is a cluster of Menhirs locally known as Ki Moo Shynrang and Dolmens locally known as Ki Moo Kynthai.

Nartiang has the biggest collection of monoliths or Megalithic stones which consists of Menhirs (Upright stones) Moo Shynrang and Dolmens (flat stones in the horizontal position) locally known as Moo Kynthai. The tallest Menhir erected by U Mar Phalyngki a trusted lieutenant of the Jaintia King to commemorate his victory in battle, can be found here. Other monoliths were erected by U Mar Phalyngki, U Luh Lyngskor Lamare and various clans of Nartiang village between 1500A.D. and 1835A.D.

The Law Mulong as well as the adjacent Nartiang Market Place is regarded as sacred sites where puja according to the local religious rites are regularly performed. The monoliths of Nartiang are a major tourist attraction of the eastern part of the State of Meghalaya.

4. Durga Temple at Nartiang

It is located adjacent to the ruins of the Summer Palace believed to have been constructed by the Jaintia King on his conversion to Hinduism. It is said that the temple construction initially was like a typical Khasi house having a central wooden pillar and the thatch roof which was later replaced by a corrugated tin roof. It is believed that human sacrifices were offered to Goddess Durga during the rule of the Jaintia Kings and the heads were rolled through a tunnel from the temple to the river Myntang.

5. Khim Moo Sniang

Distance from Jowai : 1 km

Accommodation : Orchid Inn and Govt Circuit House in Jowai town

This locality derives its name from an embedded rock in the shape of a pig and the stone deity is venerated by the Jaintias for its protective power.

6. Thadlaskein Lake

Distance from Jowai : 8 km

Accommodation : Nearest accommodation is the Orchid Inn and Govt Circuit House in Jowai town

Access : on National highway - 44

It is a man made lake fed by perennial underground spring. It is believed to have been dug with the ends of bows as a memorial by Chieftain Sajar Nangli before he fled to

escape the King of Jaintiapur. The lake is revered by the people of Raid Mukhla who continue to offer sacrifices near the Lake and is also a popular picnic spot for locals.

7. Umhang Lake

Distance from Jowai :52 km

Access : Via Batau Village. PWD Road

This awe-inspiring lake is located at Bataw village overlooking the golden yellow plains of Bangladesh. It resembles a gem in perfect sylvan setting. On either side, its banks are adorned by lush green forests, which lend grace and beauty to the crystal clear water of the Umhang.

According to tradition, the lake was created by the famed Jaintian Chieftain U Sajar Nangli whose followers had also crated the lake at Thadlaskein. It is said that once U Sajar and his followers dined on the spot where Umhang stands today, as wholesome water was available from a small spring-well, which existed at the site. They were so please with the place and the quality of water that they spent several months working at the site, creating a lake which U Sajar hoped would be the biggest and brightest inland mass of water within the Jaintia Kingdom. Umhang was thus created.

The people of Bataw reagarded Umhang as sanctified and do not permit its use for any other propose. They offer annual sacrifice on its banks and zealously guard its surroundings from any ingress.

8. Kiang Nangbah Monument

Distance from Jowai : 3 km

Accommodation : Nearest accommodation is the Orchid Inn and Govt Circuit House in

Jowai town

Access : PWD Shillong-Jowai Road

On the banks of the Myntdu river in the Syntu Ksiar Valley on a field known as "Madiah Kmai Blai" stands a monument dedicated to Kiang Nangbah who died for the cause of Indian liberation from British rule.

The field known as Madiah Kmai Blai is itself of historical importance where a meeting of Jaintia leaders took place during 1861. At the meeting, U Kiang Nangbah took oath to lead his people to drive the British out of their land. The meeting gave U Kiang Nangbah mandate to wage war against the British who had, by then, attempted to strangulated the local economy and interfere with the religious and cultural life of the Jaintias.

Under his leadership, the Jaintias fought a bitter war of attrition for almost two years against the much superior British military might. Ultimately, the British managed to seize U Kiang Nangbah by deceit, on 27th December 1862. After a summary trial, they publicly hanged him at Iaw-musiang, Jowai on the 30th December 1862.

9. Syntu Ksiar

Distance from Jowai : 3 km

Accommodation : Nearest accommodation is the Orchid Inn and Govt Circuit House in

Jowai town

Access : PWD Shillong-Jowai Road

A vast pool of calm water, where the flow of the meandering River Myntdu, which almost encircles Jowai, appears to come to a sudden halt, is known as Syntu Ksiar which means golden flower. At Syntu Ksiar, the Myntdu provides a memorable scene of remarkable beauty as it seemingly disappears for rest into the calm of mighty pool, and then as if aroused from a momentary invigorating slumber, it runs its ever-vibrant course, again. The River Myntdu provides precious lush green valley, which stretches endlessly until it meets the distant horizon in a haze. People go there for picnics and angling.

The scintillating impact of the Myntdu at Syntu Ksiar led the well known Jaintia composer and musician U Beriwell Kyndiah to pen the musical master-piece entitled Wah Myntdu, often referred to as the Blue Danube of Meghalaya.

10. Stone Bridge at Thlumuwi

Distance from Jowai : 16 kms

Access : on the Jowai Muktapur road to Dawki lies Thlu Muwi.

This stone bridge was built by U Mar Phalyngki and U Luh Lamare under the orders of the Jaintia King to enable the King's journey from Jaintiapur to Nartiang during the monsoon. The bridge consists of huge well hewn granite stone slabs perched on equally similar pillars. Beside the stone bridge is also the Muwi Waterfalls, which overlook the bridge presents a memorable scenic-panorama to every visitor.

11. Dawki

Distance from Jowai : 59 km

Accommodation : PWD Rest house

Access : PWD Shillong –Jowai Road

Dawki is located on the Indo-Bangla frontier at the end of the Guwahati-Shillong-Dawki Road i.e. National Highway No. 40.

Dawki is approached through deep gorges and ravines. Dawki is located on Umngot river which is also the venue of the annual boat race held during March - April at Umsiem. This is the gateway to Bangladesh where major export and import transactions take place.

12. Iawmusiang

Distance from Jowai : In Jowai town

Accommodation : Orchid Inn and Govt Circuit House

Access : PWD Road from Shillong

It has the largest Jaintia market and is the commercial centre of Jaintia Hills. It derives its name from the sacred-stone within the market, which was brought to its present location from the village of Nongbah. The Iawmusiang market day occurs once in an eight-day circle.

13. Ruparsor Bathing Ghat

Distance from Jowai : 42 km

Access : On the Jowai Muktapur road approximately 8 kms. from Dawki

This bathing pool is hewn out of granite, which was used by Royalty and constructed by U Mar Phalyngki and U Luh Lyngskor Lamare under the direction of the Jaintia King. The pool is 19-1/2 feet in length and 15 feet in breadth.

A flight of steps hewn out of the same mass of rock leads to the bottom of the pool. On the right wall of the pool, the replica of an elephant has been carved out of the same rock, to serve as a platform for bathing princesses to sit upon. Overlooking the pool there are two huge rocks with designs of the Sun and the Moon carved on them. The pool is fed by crystal clear water run off from the Rupasor stream.

14. U Lum Sunaraja

Distance from Jowai : 94 km

Access : Near Umkiang village on top of the hill

This lake is believed to be the spot where old and aged elephants go to die by plunging themselves into the deep pool. It is also believed that ivory of the dead elephants are guarded by huge serpent.

15. Umlawan Cave

Distance from Jowai : 60 kms 66km

Access : Located in Lumshnong village

It is the longest and also the deepest in the sub-continent and is inter connected with two other caves namely Kot-Sati and Umskor caves. The total length of these caves is more than 21 kms and about 100 m in depth. There are other numerous caves and caverns with spectacular stalagmites and stalactite formations and only a few of these caves have been explored and surveyed.

16. Lady of good Health Shrine

Distance from Jowai : 32 Kms off Jowai

Access : In Raliang village

It is a magnificent triple storied octagonal structure consisting of only one big hall with the altar on the centre. At the top of the dome of the shrine and over the altar there is an imposing statue of our Lady of good Health made of shimmering white marble standing

upon a Globe. The style of architecture of the shrine is Roman. There are three main entrances into the shrine. Each entrance has two doors. The windows consist of Roman arches. The entire shrine is a close replica of the Shrine of Our Lady of Good Health at Turin in Italy.

17. Borghat Temple

Distance from Jowai : 78km

Access : PWD Road from Jowai

It is a Hindu temple located at Borghat, close to the Bangladesh border. This rectangular brick-tile temple is presently in ruins where sacrifices were offered in the olden days.

The dome of the temple shaped like a cupola, made of a solid mass of hard stone fell off during the big earthquake of 1897, is still intact and in one piece as it rests majestically on the side-court of the temple.

18. Jarain Pitcher Plant Lake

Distance from Jowai : 21 km

Access : via Jarain village.

Jarain is the natural habitat of the carnivorous pitcher plant -- *Nepenthes khasiana*. There is a lake with gravelled footpaths, arch bridges, pitcher plant garden and green house -interpretation centre.

19. Krang Suri Falls

Distance from Jowai : Located 1 km from Amlarem Civil Sub-Division

Access : PWD Road

Krang Suri is one of the most beautiful waterfalls in the District.

20. Ialong Park

Distance from Jowai : 8 kms

Accommodation : Nearest accommodation is the Orchid Inn and Govt Circuit House in

Jowai town
Access : PWD Road

It is known for its sacred grove and for its setting which overlooks the beautiful Pynthorwah Valley. A water eco park is being constructed.

21. Tyrshi Falls

Distance from Jowai : 5 kms

Accommodation : Nearest accommodation is the Orchid Inn and Govt Circuit House in Jowai town

Access : On the Shillong-Jowai Road (NH 44)

There is also a pretty arch bridge connecting an expanse of green paddy fields which opens up to the Tyrshi falls. A winding footpath offers panoramic views of the Pynthor Nein.

22. Iooksi (Kupli) Park

Distance from Jowai : 40 kms

Access : PWD Road from Shillong -Jowai

A recreation centre has been developed on the banks of Kopili river. ICSO (Iooksi Centre School Organization) regularly organises boat racing and swimming competitions in the area.

	NATURAL HERITAGE	BUILT HERITAGE	INTANGIBLE HERITAGE
Jowai			
Nartiang		Summer Palace Shiv temple Nartiang Monoliths Durga Temple	
Khim Moo Sniang	embedded rock in the shape of a pig		stone deity venerated by the Jaintias
Thadlaskein Lake	man made lake fed by a Perennial spring		believed to have been dug with the ends of bows as a memorial by Chieftain Sajar Nangli
Umhang Lake	Lake with forests on either side		dug by Sajar Nangli and his followers
Kiang Nongbah Monument		monument dedicated to Kiang Nongbah who died for the cause of Indian liberation from British rule	
Syntu Ksiar	vast stretch of the river bank of	monument erected in	

	Myntdu river	honour of the Jaintia patriot- U Kiang Nongbah	
Stone Bridge at Thlumuwi	Beside the stone bridge is also the Muwi Waterfalls	stone bridge was built to enable the King's journey from Jaintiapur to Nartiang during the monsoon	
Dawki			venue of the annual boat race
Iawmusiang	sacred stone within the market		largest Jaintia market
Ruparsor bathing ghat		bathing pool hewn out of granite	
U Lum Sunaraja			believed to be the spot where old and aged elephants go to die by plunging themselves
Umlawan Cave	longest and also the deepest in the sub-continent		
Lady of good Health Shrine		triple storied octagonal structure consisting of only one big hall with the altar on the centre	
Borghat Temple		Hindu temple	
Jarain Pitcher Plant Lake	lake		
Krang Suri Falls	Waterfall		
Ialong Park	sacred grove		

Tyrshi Falls	Waterfalls	arch bridge	
Looks (Kupli) Park			

Tourist Facilities and Accommodation

Sr.No	Name of Town/ Village	IB Name & Location	Minimu No.
1	Jowai Town	PWD IB, Mynthong-Jowai	1
2	Amlarem Village	PWD IB, Amlarem	1
3	Muktapur Village	PWD IB, Muktapur	1
4	Nongtalang Village	PWD IB, Nongtalang	1
5	Khliehriat Village	PWD IB, Khliehriat	1
6	Rymbai Village	PWD IB, Rymbai	1
7	Borghat Village	PWD IB, Borghat	1
8	Sutnga Village	PWD IB, Sutnga	1
9	Semmasi Village	PWD IB, Semmasi	1
10	Barato Village	PWD IB, Barato	1

Inspection Bungalow (I.B.) Jaintia Hills

3.9 Festivals

Garro Festival

1. Wangala Festival

The Wangala is a thanksgiving festival to the sun god of fertility, known as Misi-A-Gilpa-Saljong-Galapa after the harvest and also marks the end of the agricultural year. It is held in November. Three hundred dancers and hundred drums descend on the field in all their splendour in celebration.

2. Wangala Festival

This festival is observed by the Garo tribals of Assam. Following is a Garo Song sung by people:

The drum is beaten
 And the feet are itching to dance
 The season has come to an end
 And the harvesting is done.
 Let us sing and dance and eat
 To our heart's content

The fattest animal in the house
Let us wear the turbans new
To sing and dance and eat.

Khasi Festivals

1. Shad Suk Mynsiem Dance Festival

Every religious ritual of Khasi tribe is concluded with a thanks giving dance called 'Shad Phur', now called "Shad Suk Mynsiem". The religious rituals or ceremonies might concern certain families, clans, villages, raijs, or the state (Hima).

Shad Suk Mynsiem is celebrated in the month of April at the Weiking grounds near Shillong and at other places in Meghalaya.

2. Genna Festival

The word *genna* is one in common use amongst the Naga tribes. It seems to be a matter of doubt whether the word belongs to any of the numerous languages or dialects spoken by these tribes; but for our purpose it may be taken to mean taboo. The Khasi word *sang*, which implies an interdiction either religious or social from doing any particular thing, might have been employed but as the word *genna* is so commonly used when speaking of taboos amongst the hill tribes of this province, I have thought fit to employ it here.

This *genna* takes place twice a year, in the months of June and November, and lasts for a month each time. During the *genna* foreigners are not allowed to stay the night in these two villages, and the villagers must not sleep the night outside their villages. If they do not return home for the night, they are subjected to a fine. There is a prohibition against eating, smoking, or chewing betel-nut with foreigners during the period.

There are numerous instances of special taboos among the Khasis. Marrying within the *kur* of clan, is the most important taboo of all, and is regarded as the most serious offence a Khasi can commit. There are special taboos for certain clans, of which the following are some examples. The clan Nongathing cannot eat the lemon, the Khar Umnuid clan must abstain from pork, the Cherra Siem family cannot eat dried fish and the Siem family of Myllem taboo the pumpkin. Possibly these taboos may be relics of Totemism amongst the communities.

3. Shad Nongkrem Festival

It is a well known and popular Khasi festival. This festival of dance and prayers can be traced back to the days when the Khasis ruled themselves and had a State of their own. It was founded by U Shillong. As the times passed on, this State was further split into tiny States. Two of these still exist, namely Myllem and Khyrim. They are ruled by the Chiefs, who are direct descendents of Ka Pah Syntiew, daughter of U Shillong. The Khyrim State to this day performs the religious ceremonies which were observed in the past.

Offering of sacrifice to the gods is an institution, which can be found in all the lands, wherever man had dwell. The Kamakhya temple at Guwahati, reminds one of the rule of females in old Hindu society, which is the keynote of Khasi culture and way of life.

The Khasis have a very democratic way of governing themselves. The State consists of different villages which have their own councils to administer the area under the rule of the Siem. The Chief himself is elected by a Durbar- the representatives of the people. The Chief, not only stands as a symbol of administrative unity but is also a religious head. The Nongkrem festival, which is held every year in the month of May or June and which is organized by the Siem of Khyrim State, is not purely a dance festival. Dancing takes place almost at the end of the religious ceremonies and is an expression of joy and thanks. The religious aspect of the festival is more important. The proper day is announced by loud beats of drums. The actual ceremony is initiated by the Chief Priest who pours out a gourd of homemade rice beer handed to him by the eldest sister of the Chief.

Further gourds of beer are poured in honour of the departed elders and founder of the Khasi religion on the following days. These ceremonies are followed by dancing before the holy pillar. The Khasis believe that these sacrifices can bring in many blessings from the souls of elders. On the fourth days the women of the Siem clan dance round the altar and then proceed to the open courtyard.

After this “thanksgiving” dance follows a night of silence. It is reserved for prayers to the Creator. The Chief takes off his heavy turban– a sign of humility and prays at the altar for strength to serve his people.

4. Nongkrem Dance Festival

One of the greatest festivals in the Khasi Hills is the Nongkrem dance, which is really part of what is known as the ‘*Pom-blang*’, or goat-killing ceremony, performed by the Siem of Khyrim (or Nongkrem) with the aid of his *soh blei* (high priest) and the various *lyngdohs* (or priest) to Ka Blei Synshar (the ruling goddess).

The Nongkrem Dance is held in the courtyard of the Syiem of Hima Khyriem every year at Smit which is 15 Kilometers from Shillong. It is one of the most important festivals of the Khasi tribe and is performed by the Syiem, the head of the Khasi state, and Ka Syiem Sad, the Syiem priestess, who is considered the caretaker of all religious ceremonies, the ministers and the common people. On the fourth day of the festival a dance is performed by ladies and men dressed in some of the most exquisite traditional attires. Young girls in traditional dresses dance the Ka Shad Kynthei in the inner circle of the arena, while men also dressed in traditional dresses perform the Ka Shad Mastieh in the outer circle.

5. Weiking Dance Festival: Performed every year in Shillong in spring time.

Jaintia Festival

1. Beh-Deing-Khlam Festival

Behdeinkhlam meaning 'driving away of evil (plague) by wooden sticks' is celebrated for three days during July at Jowai. Men dance on the street playing drums and pipes while the women stay at home and offer sacrificial food to the spirits of the ancestors.

Decorative tower like structure called a 'Rath' prepared by each locality are carried to a small lake at Aitnar for immersion. The sacred tree called 'Khnonng' is brought to the centre of each locality in the end.

A traditional game called 'Datlawakor', which like soccer with a wooden ball is played between two teams from the upper and lower valleys of the Myntdu River. Those who win are believed to be blessed with a good harvest.

Men rise betimes on the day fixed and beat the roof with sticks, calling upon the plague demon to leave go down to the stream where the goddess "Aitan" dwells. People jump on the poles and try to break them; when they succeed in doing so, a great shout is given. After all these poles have been broken, a very large pole is fixed across the stream. People then divide themselves in to two parties and counted for the possession of the tree. The contest, however, is a good humoured one, and although many buffets are given and received. The party, which succeeds in obtaining possession of this post is supposed to gain health and prosperity during the coming year.

Many innovations, however, have crept in. People disguise themselves as giants and wild beast, they also parade images of serpents, elephants, tigers, peacocks, and etc. Dancing is clad in their best attire, remaining on-lookers. Before the meeting breaks up the males play a sort of game of hockey with wooden balls.

2. Laho Dance Festival

Members of both the sexes participate in this dance festival where usually two young men on either side of a girl dance. There is a cheer leader who recites ribald couplets.

3. Chad Sukra

It is a celebrated during the middle of April or early May every year by the Pnar people to invoke God to protect their crops and to maintain peace and harmony among the people.

Others

1. Autumn Festival

It is hosted by Meghalaya Tourism and various other organisations and has are food and wine festivals, flower shows, kite flying competitions, music and rock festivals, golf tournaments, fishing competitions and a host of other activities.

2. Strawberry Festival

The festival is held in February each year where one can buy and sell strawberries and other strawberry-based products as gifts.

3. Ranikor Festival

This was organised by Mawkyrwat Sub Divisional Officers Welfare Association, (MSDOWA) at Ranikor on the 23 and 24 February 2007 and included a rich display of the rich cultural diversity of Ranikor by various groups, like Khasis, Garos, Hajong, Assameese etc., through dance and music, beach soccer and beach volleyball, boat ride to the Jadukata Bridge, trekking to the International Border with the assistance of BSF, boat riding, archery competition with participants from all across Khasi Hills, swimming, kite flying, performance by live band and ethnic cuisine.

3.10 Calendar of Events

January

1. Attong Festival, **Baghmara, South Garo Hills**
2. River Beach Festival, **Ranikor, West Khasi Hills.**

February

1. Annual Pilgrimage (1st Sunday of Feb), Lumsohpetbneng, Umiam Khwan, Ri Bhoi District (22 kms from Shillong)
2. Cave Exploration/Expeditions, Whole State

March

1. Vienna Chamber Orchestra (11th Mar), Shillong, East Khasi Hills
2. Look Back-India International Women Film Festival 2009 (20th to 26th Mar), Shillong, East Khasi Hills
3. Annual Boating Competition, Dawki, Jaintia Hills

April

1. Archery Competition, Polo Ground, Shillong, East Khasi Hills
2. Spring Flower Show/Strawberry Festival, All Saints Hall, Shillong, East Khasi Hills
3. Shad Suk Mynsiem "Dance of the Joyful heart"(11th, 12th, 13th Apr), Weiking Ground, Shillong, East Khasi Hills
4. Shad Sukra (11th, 12th Apr), Jaintia Hills

May

1. Roots Festival, Shillong, East Khasi Hills
2. Traditional Music and Dance, Shillong, East Khasi Hills.

July

1. Behdeinkhlam Festival, Jowai, Jaintia Hills
2. Behdeinkhlam Festival, Tuber, Jaintia Hills

September

1. World Tourism Day (23rd Sep), Shillong, East Khasi Hills

October

1. Nongkrem Dance, Smit, East Khasi Hills (17 kms North of Shillong)
2. Autumn Festival, Shillong, Jowai, Cherrapunjee
3. Autumn Flower Show All Saints Hall, Shillong, East Khasi Hills
4. Pomblang Iewduh, Bara Bazar, Shillong, East Khasi Hills

November

1. Wangala Dance (100 Drums Festival), Asanang, West Garo Hills (19 kms from Tura)
2. Seng Kut Snem (23rd Nov), Shillong, East Khasi Hills

December

1. Rock Show featuring International Rock Band, Shillong, East Khasi Hills
2. Food Festival, Shillong, East Khasi Hills
3. Wine Festival, Shillong, East Khasi Hills

3.11 Meghalaya State Museum

The Museum has collected the valuable exhibits, rare articles and antiques. A number of Diorama has been put up depicting the socio-cultural lives of the people of the State.

District Museum, Tura is temporarily housed at the ground floor of the office of the Meghalaya Board of School Education, Tura. Museum authorities are taking necessary steps to improve and expand the activities in the near future.

State Museum, Shillong and District Museum, Tura are ethnographical Museum, also known as multipurpose Museum. Ethnographical collections include various kinds of objects of a race or clan, which include handicrafts, arts, industries, objects of rituals, domestic articles, weapons of war and chase, jewellerys, musical implements, costumes and so on. The main purposes of an ethnographic Museum are :

- i) to serve as a research institution for intellectual where records of civilization are stored;
- ii) to afford opportunities to the University and College students to observe the Khasi, Jaintia and Garo people;
- iii) to endow the common people with better ideas and knowledge about the culture and the life style of the Khasis, Jaintias and Garos.

The activities of the State Museum are increasingly dealing with the preservation, restoration and exhibitional aspects of the rich cultural heritage of the people of the State. Museum authorities are giving due attention and encouragement for the purpose of collection, preservation and restoration of various cultural properties of the people of the State.

3.12 Handlooms and Crafts of Meghalaya

Meghalaya nestled between Assam and Bangladesh consists of Khasi, Garo and Jaintia districts and the tribes associated with these. While the Khasis are a highly developed matriarchal group. Khasi women dominate many of the traditional institutions and are active in both craft and trade. The Hajong tribe is a relatively small tribe.

One feature common to all tribes in this state is the exquisite creation of cane and bamboo products and their day to day dependence on these crafts. From bamboo roof to bamboo doors- bamboo shoots to bamboo utensils this bamboo culture is all pervasive but draws its distinction from the variety of raw material available and the ways in which it is understood.

Fourteen kinds of bamboo and cane are made *khoh* (cone shaped basket), *khoh lyndung* (basket with a round base for measuring coal), *kriah* (basket with wide interstices used for carrying betel leaves), *prah* (it looks like a tray and it is used for winnowing), *pdung* (flat, circular basket for drying grain), *trop* (four-legged basket) and, *thiar* (really large basket for storage). Interestingly, these baskets, suspended from the forehead by a cane headstrap (*u star*), are always carried on the back.

Out of bamboo and cane are fashioned *shylliah* (sleeping mats) and rain shields, the latter being exclusive to the Khasi hills. No Khasi home is complete without the rain shield. Called *knup-bah*, the tortoise shell shaped rain shield is used to cover the back of the body and is commonly used by men who work in the fields. The rain shields made by the people of Sukia village are very uncommon and look different from anything from anything available in the market. Anywhere you go you would find water jugs, tumblers, pen-stands and little trinket-boxes made of bamboo. They not only look beautiful, but are also sturdy and modestly priced.

If bamboo is the favourite for basketery, pineapple too has a found few takers. Made of pineapple fibre, *iarong*, a netted bag, generally comes in two sizes: the large one for carrying betel nuts and leaves and the lime box to make *kwai (paan)* anytime, anywhere.

Cane and Bamboo Products

The Baskets : The baskets belonging to this region are utility and function oriented .The Khasi hill tribes are often seen with pig carrying baskets- crude and coarse; or *khoh* a closed weave basket for carrying on the back – often conical in shape and closely woven. The Khasi fruit baskets are used to transport fruits and vegetables. The shape of this basket is like a parabolic dome.

Split bamboo baskets : These are made by both the Janitia and Khasi tribes – these are usually meant for shallow storage or shop display. The Khasi tribes also manufacture small storage double walled baskets to store jewels and valuables. These are artistically shaped

with lids and often clasps or loops to secure. A larger version of this basket is used to store clothes and is made out of split bamboo.

Winnowing Fan : Another popular product from the region is the winnowing fan.

Bamboo Pipes: While the products mentioned above are no exception to the multitude of bamboo and cane products done in NE; however a product which scales slightly higher in craft aesthetics is the Khasi Bamboo Pipes; bamboo cigarette holders. These pipes have graduated to a still higher level of workmanship by using a combination of metal, wood, horn and bamboo. These are often carved and decorated.

Development Strategy: Product Diversity: In this state too the development strategy would stem from the diversity of skills and techniques. This diversity stems from several influencing factors. They are as follows:

- (1) The intended function of the product, i.e., whether the basket is used for the sole purpose of carrying a particular commodity or whether it is a general purpose basket for an assorted range of commodities of different volumes and weights.
- (2) The mode of carrying these baskets, i.e. whether they are carried in the hand; slung over one shoulder with a strap; slung over the back by two straps resting on the shoulders; hung at the waist by a strap attached to the bell; or slung over the back with a strap over the head.
- (3) Traditional and cultural differences between ethnic groups.
- (4) The availability of suitable raw materials as specific species of bamboo and cane are available in abundance in different areas within the region.
- (5) The different ways in which the technology of working with bamboo and cane are understood by the various groups of people.

The detailing and structural logic seen in these products show a sensitive understanding of the complex interplay of all the above factors. There is a fairly well-established industry which supplies finished products to Handicraft emporia in the metropolitan cities. This industry is distributed over several locations in Tripura, Assam, Meghalaya and Manipur. Most of these emporia-type products are sold as curios are however far removed from any functional context with respect to the buyer neither does it .

Any future interventions need to look at:

- Intensive product diversification, for instance extending the art and craft of pipe and cigars to costume accessories like combs, buttons and arm bands or by way of home furnishing accessories like bamboo curtains and napkin rings.
- Skill up gradation to scale the baskets meant just for local functional use to suit external and internal metro markets as well as tourists visiting the area.
- Design interventions both for the local or the external markets and
- Providing an identity to the crafts coming from the state of Meghalaya or conversely providing their existing product range an identity.

Handlooms :

- Unlike the rest of the NE States, Meghalaya Handlooms and Weaving Traditions have received little or no attention from Designers or Revivalists. The state has little claim to fame with respect to its cultural heritage of handwovens. What exists

is the back strap looms which are easily portable or the small frame looms who chiefly produce to meet local demand for menswear and womens wear.

- Most of the weaving is carried out by the tribal womenfolk as part of their domestic duties. Although there is a great deal of similarity in the cloth woven by different tribes both in terms of coarseness as well as designs they are yet distinguishable by means of expert eyes. Lack of literature as well as past research has been a major stumbling block in the development of textiles from this region.
- An important centre for weaving 'endi' silk is Sonidan village. The silk is famous for its texture and durability. A production of 'Jainsen' (typical Meghalaya women's wear) with local 'mulberry silk, is recently introduced by the Government.

Development Strategy

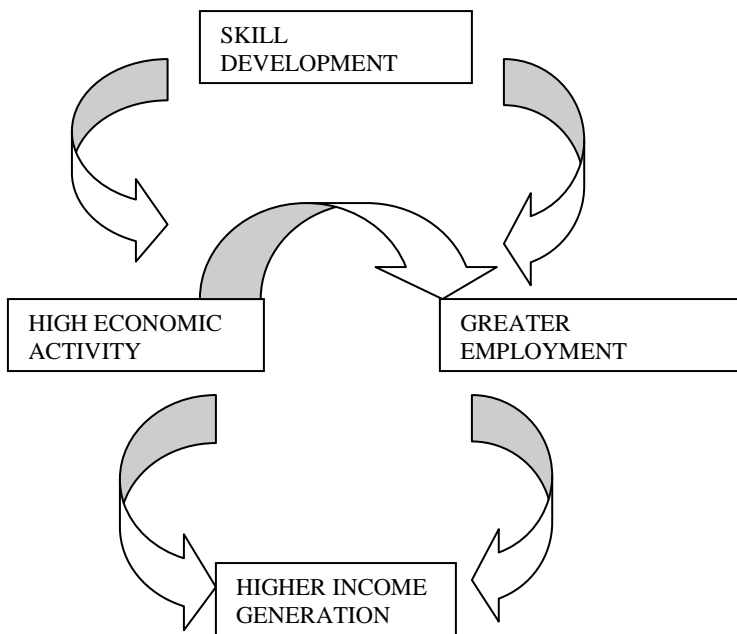
Hence a major focus of the development strategy in this area would be to research the history and symbolism of these textiles, improve upon the quality and designs of the fabric as well as to identify their distinguishing features and to provide them with an identity which they have been deprived of so far.

Secondly the strategy for developing hand wovens of this region should be to take them from a ritual domestic activity to market savvy niche products – such as stoles , scarves , sarongs , belts and blankets .

State Development Plan

The Backward Trap is converted into a virtuous cycle beginning from development in tertiary sectors accompanied by skill development, training leading to high economic activity, greater employment and subsequently income generation *in the producing sectors*.

Cycle of high income generation through skill development in tertiary sector



Pottery is a dying art, but in the earlier times people pounded earth on leather mats to turn it into clay dough which was then shaped and burnt into household utensils. However, in the Khasi hills, the potter's wheel was unknown and the potters used two different kinds of clay- dark-blue clay and grey. Scholars believe that there are only six families in Larnai village of Jaintia hills who still practise the traditional craft. They make exquisite *kpu tharao*- a round, flat wok complete with a lid to cook pancakes. In the hills, dry gourds are also fashioned into pretty containers, mainly used to store home- brewed liquor.

Iron smelting was once another popular occupation of the people of this region. They forged swords, hoes and other instruments. Even now several shops stack knives with wooden handles. The iron – smelting skills were described in great details by British anthropologists and scholars in their journals. Like pottery, iron-smelting is also fading away, but the hoes still stand testimony to the dexterity of the blacksmiths.

3.13 Adventure Tourism

For tourists seeking adventure - trekking, camping, caving, rock climbing, water sports can be organised with advice from guides and tour operators.

1. Trekking

Meghalaya provides the best nature trek through rain forests to the river front at the bottom of the valley, to living root bridges which are exclusive to Meghalaya in the entire world. The dry months from November to February throw open abundant trekking, camping and caving opportunities for the adventurous. The trekking opportunities in

Meghalaya is outstanding for the fact that, the terrain is very challenging. You can hire guides to walk through the terrains of Meghalaya.

Some of the best Trekking Routes: Living Root Bridge, Kyllang Rock, David Scott Trail, Sohpet-bneng.

One of the most popular trekking routes is the old mule track marked by David Scott, traditionally used by people to travel from Mawphlang to present day Bangladesh.

This entire picturesque route extends to a five days trek or can be divided into shorter treks, the most common being from Mawphlang to Lad Mawphlang, a one day trek (16 km).

This four hour walk takes you past clear streams, by waterfalls over rushing rivers, through meadows, jungles, valleys and also through a Khasi village on a hilltop.

Another interesting trek is from Cherrapunjee to Pynursula or Krang to Pynursula. This trek is hard as one has to walk deep into the valleys before climbing up to Pynursula. There are many Living Root bridges on this trek and the experience of life in the deep valleys, with no access to modern amenities is unforgettable. This trek can be undertaken with the help of guides or tour operators.

Another popular destination for trekking and rock climbing is the Kyllang rock at Mairang the sub-divisional head-quarter, 12 kms from which, lies the imposing Kyllang rock. A massive dome shape of single rock of granite, rising to an elevation of about 5400 ft above sea level, it measures 1,000 fts. across in diameter. Kyllang rock lies 78 km from Shillong.

According to geologists, this rock is about several million years old. The rock can be accessed from the northern and eastern flanks. The southern flank is inaccessible because of its slope exceeds 800 over an incline of about six hundred feet.

It is believed that the rock possesses a sort of magnetic field, so no one will fall from the slope. Enormous detached blocks of rock features the southern side and dense forests in the northern side. The forest is thickly populated with age-old red Rhododendron trees and oaks along with white Rhododendron trees, which are not found elsewhere.

The southern side of Kyllang Rock is encumbered with enormous detached blocks of rock, while its northern side is clothed with dense forests, containing age-old red Rhododendron trees and oaks besides bushy, white Rhododendron trees.

A beautiful memorial in the honour of U Tirot is constructed here in Mairang to commemorate his great feats.

Mawthadraishan in West Khasi Hills is a range of low hills which are ideal for easy treks through rolling hills. Mawthadraishan peak which takes an hour and a half to reach from the main road, is located on the northern side of Nongstoin - Shillong road,

near Nongshillong, Mawroh and Markasa villages. On top of the range, there is a depression with about 7 to 8 fish ponds of considerable size. The apex of the peak offers a panoramic view of the plains of Assam, and the distant Himalayas after the monsoon, on clear days. The districts of Garo Hills, Khasi Hills and part of Bangladesh come within the Panoramic horizons of Mawthadraishan peak.

Jaintia hills offers a trek from Nartiang (Summer Capital of the erstwhile Jaintia Kings), to the plains of Bangladesh. This is a historical trek relating to Jaintia hills offers a trek from Nartiang (Sum the history of the Jaintia Kingdom.

Trekking from Tura to the Nokrek peak is an arduous task but worth the effort if one has the stamina. For people inclined to exert less effort the trek can be reversed by taking a drive to the Nokrek Peak. This trek involves crossing through some virgin tropical forests and wading through mountain streams. While trekking in Garo Hills there is always a likelihood of seeing or hearing wild elephants.

One of the most attractive spots in Garo hills is Siju. Making a base here one can trek towards the Balpakram National Park (14 km), which can be expanded into a longer trek to include the Balpakram National Park to a village called Rongsu (14 km), which can be expanded into a longer trek to include the Balpakram National Park.

The Balpakram national park offers a wide variety of treks particularly ideal for wildlife treks. For these treks the assistance and advice from the Forest Department officials is necessary. A trek through this tropical forest is an unforgettable experience. Langurs, Hornbills and other birds are quite easily spotted and sometimes the elusive sambar can be seen.

2. Water sports

The water sports complex at Umaiam provides sailing, water skiing, angling and canoeing.

SKIING Rs 200 Per Head -5 Minutes Ride

YACHTING Rs 100 Per Head - 1 Hour Ride - (Capacity 2)

RIVER BUS Rs. 50 Per Head - 20 Minutes Ride(Capacity 30 + 2) Minimum 10 Person

HIGH SPEED BOAT Rs. 75 Per Head - 5 Minutes Ride (Capacity 14 + 1) min. 10 persons

SPEED BOAT Rs 150 Per Ride of 5 Minutes - (Capacity 4+1)

CRUISING BOAT Rs 20 Per Head -10 Minutes Ride (Capacity 12 + 1) Minimum 5 Person

SCOOTER Rs 50 Per Head - 5 Minutes Ride - (Capactty 1+1)

PEDAL BOAT/CANOE/KAYAK Rs 20 Per Head - 30 Minutes Ride - (Capacity 4)

3. Archery

A popular local sport is Archery where teams compete to hit a cylindrical straw target mounted on a bamboo pole. Archery is also a popular form of gambling where the bets are made on the number of arrows hitting the target. Archery game is usually held on

the eighth day, being the last market day of the week in rural areas. Competitions are also organized, prominent being the inter-Hima contest between the traditional administrative Khasi states, held on every 4th April, organized by the Apphira Archery Committee at the Polo grounds Shillong.

A daily commercial archery of betting on the last two digits that hit the target is held in Shillong, the tickets being sold in stalls and around the city.

4. Go Golfing

The site on the Shiilong Golf Course is located provides a scenic view, Developed in 1898, as a 9 Holes Course, it was later converted to 18 Holes in 1924 by Capt. Jackson and C.K Rhodes - both did a remarkable job in preserving its natural beauty and carved out the course amongst pine trees on gently undulating land. It is the third oldest Golf Course in India and was first surveyed in 1933.

General information about the Golf Course:

Year of foundation: 1898 - 9 Holes, 1924 - 18 Holes Course

Altitude: 1,496 metres from the sea level.

Open: Round the year

No. of holes: 18

Distance Ladies: 5,321

Distance Gentlemen: 5,873

Par: 70

5. River Canyoning

River Canyoning at Sohra is an adventure activity which is more demanding than treks. It involves following the river course. We have different sections of River Canyoning of varied challenge levels. One needs to be physically fit to clamber up huge rocks, hop from boulder to stretches also. Our experienced guides will help you in tackling these challenges. Ideal time for River Canyoning is from November to February.

6. Caving

It is also known as Spelaeology, or in some cases Pot-holing, which is exploration of natural underground passages and chambers, usually formed where water has dissolved away limestone, or other similarly soft rock. It is an adventurous sport.

Caving is often considered a combination of climbing/abseiling, hiking/fell running and, on occasion, swimming and of course plenty of physical endurance. Apart from this, there are many technical details that need to be considered before going for a caving expedition.

There are more than a 1000 caves in Meghalaya, many of which have not been explored or mapped. The longest cave is Krem Laitprah/Um Im Labbit system, which is 22.2 kilometres long and is located in Jaintia Hills.

As the limestone deposits in Jaintia Hills are a few million tons, numerous caves big and small, are found dotted across different parts of the District. The following are the most important caves in Jaintia Hills District.

Syndai Caves: Consists of eleven independent caves all located within Syndai village. The caves are *Amsohmatang, Rupasor, Kriah, Amkoi, Amkhloo, Amlashniah, Amthymme, Amkani, Lyngngohnat, Kynda* and *Chuld Cave*. The *Amsohmahatang* Cave is the longest of this group of caves. These caves have long been a major tourist attraction.

Kotsati-Umlawan Cave System: The combination of Kotsati and Umlawan is known as Kotsati-Umlawan Cave System, after two clusters of passages were surmised to comprise one system. It is a magnificent river cave and at present Indian mainland's longest cave with a length of 21.5 kms and depth of 215 m with several entrances. Cave life found bats, frogs, spiders, millipedes, etc.

Meghalaya has been receiving plenty of cavers (Spelaeologists) from different parts of the world, as well as general tourists. According to the General Secretary, Meghalaya Adventure Association, there are three types of visitors:

- who study caves
- who consider it to be a sport, and hence want to discover and explore caves
- who (general tourist) will not necessarily explore, but just walk into the mouth of the cave chamber or walk for a few metres to see what a cave actually looks like.

The Meghalaya Adventure Association provides experienced cave guides to tourists, they also conduct training courses on caving, expeditions etc.

Cave Tourism development entails high standards of safety and special training to be provided to the staff engaged in this activity for tourist. Technical facilities to be given for evacuation in case of any unforeseen circumstance. The general public who will be undertaking training need to be given lessons as to how to approach caves and how they should get evacuated in exceptional circumstance. It is recreational activity that requires very sophisticated skills at different levels dependent on the nature of the cave to explore. Caves should be mapped so that safety inside could be ensured for general tourism purpose.

Cave explorers for research purpose are well trained and are aware of the risk and be in good health and well informed about the caves. They also engage the services of well trained local guides and cave scholars.

In India, a study on cave tourism shows that domestic and international tourists are not satisfied with the medical facility provided at the destination and the adequate safety measures as well. They are also not able to find adequate information from the tourist information. Cave tourism should be developed with special focus on to train the current cave operators for ensuring the minimum safety standards.

The State is already sorting out the issue of the caves being damaged and unstable due to mining and this needs to be addressed separately once the Supreme Court decision on mining in the state and its implications on Cave tourism are cleared.

Coal mining threatens Meghalaya caves: Due to the limestone and coal mining, how the caves of Meghalaya as well as life of the creatures that are exclusive to these caves are in great danger of disappearing all together. Meghalaya carries a bewitching world in its belly.

The natural caves found in Jaintia Hills are a storehouse of geological treasures, such as:

- Rivers and streams flow through some of their dark,
- Damp chambers, lending an other-worldly beauty to the caves and
- Major coal producing area, with an estimated 40 million tonnes of coal reserve

Rampant coal mining is destroying these caves. About a thousand caves were discovered in the past decade and most of these are yet to be explored and mapped. Random mining has threatened the famed Krem Liat Prah-Um Lm-Labit cave system in Jaintia Hills, the longest in India at 30.9 km.

Over the years, 118 cave passages, stretching across 148 km. have been mapped on the Nongklieh-Shnongrim ridge, 60 km from Jowai town in Jaintia Hills. The ridge has India's longest Krem Liat Prah and third longest Krem Umthloo cave passages. Besides being geologically important, these caves are rich in biodiversity, teeming with fish, salamanders, spiders, woodlice and millipedes, which have adapted to the cave environment-they have no eyes, are white and have long antennae. These are yet to be studied properly. The caves are also home to three bat species: the Long Winged Bat, Dobson's Long Tongued Fruit Bat and the Kashmir Cave Bat. "The number of bats has reduced significantly, which is alarming because they control pests. Their current population is between 3,000 and 5,000," says Adora Thabah, an expert on bats.

Since ages, fishes have been living in these caves and have lost their pigmentation. Coal mining activities are a severe threat to these life forms. Unscientific mining of coal is a hazard to the existence of these caves and their fragile ecosystems. Already all the rivers in Jaintia Hills are polluted and highly acidic due to mining.

Rat-hole Mining: In Jaintia Hills, primitive surface mining method, also called rat-hole mining. The land is cleared by removing the vegetation and then pits, 5 to 100 sq metres in size, are dug to reach the coal seam. The excavated matter is dumped in the surrounding area. A large amount of soil runs off and gets swept inside the caves and coats the stalagmite and calcite formations with mud. In many areas, sandy clear underground streams are getting replaced by torrents of mud.

Coal seams, 30 cm to 212 cm thick, occur embedded in sedimentary rocks, sandstones and shale of the Eocene age (54-38 million years ago). During mining large amounts of shale are brought to the surface as mine spoil and as by-product of coal cleaning. Iron pyrites in shale decompose when exposed to air and water, and produce sulphuric acid and ferrous hydroxide. These flow into the surface and underground water,

making it unsuitable for aquatic life. The Centre for Environmental Science, North East Hills University, has found water bodies surrounding mines to be highly contaminated.

There is another threat 'increased flooding of caves'. Mining may be partly responsible for this as water gets accumulated in the excavated pits and seeps into the caves. Higher water levels inside the caves erode sediments. Coincidentally, caves are adjacent to huge reserves of coal and limestone.

Potential for Adventure Sports - Canoeing and Para Gliding are unique and feasible then there is a huge demand of these two sports. The topography, weather etc. of Meghalaya is ideal for canoeing and paragliding.

Canoeing is the activity of [paddling](#) a [canoe](#) for the purpose of recreation (also called a float trip), [sport](#), or [transportation](#). It usually refers exclusively to using a [paddle](#) to propel a canoe with only human muscle power. A [kayak](#) is propelled using a [paddle](#) with two blades where paddlers sit with their legs mostly extended in front of them, whereas [canoes](#) are propelled using single- or double-bladed paddles where the paddler - a "canoeist" or "canoer"- is kneeling or sitting on seat or thwart, with their knees bent and their legs more or less beneath them. The Umiam Lake is ideal for canoeing.

Paragliding is a recreational and competitive flying sport. A **paraglider** is a free-flying, foot-launched [aircraft](#). The pilot sits in a harness suspended below a fabric wing, whose shape is formed by its suspension lines and the pressure of air entering vents in the front of the [wing](#).

Meghalaya because of its topography in terms of hills, plateaus, peaks, valleys etc is ideal for the sport of paragliding. For example, Tura peak, Shillong peak or the Cherrapunji Plateaus will make excellent launch point for such a sport.

3.14 Development of Circuit Tourism

Work in progress:

Byrnihat – Nongpoh – Sumer - Shillong- Mawjrong - Cherrapunji
Williamnagar – Jakrem – Nartiang - Jowai

Sanctioned and ready to implement:

Mawphlang – Mawsynram –Lawbah – Balat - Ranikor
Laitlyngkot- Pynursla-Pongtung- Mawlynnong- Pomsutia-Dawki
Barengapara –Gasupara - Sibari – Baghmara – Rongara – Mahadeo Balpakram

Awaiting Sanction :

Mairang – Mawthadnaishun – Nongstoin – Nongkhnum –
Mawryngkneng – Jowai – Khliehriat – Lumshnong – Sonapur – Ratachura
Tura – Garobadha – Selsella – Bhaitbari - Phulbari – Tikrikilla

Tourist facilities, which will be developed in these circuits will include:

Accommodation
Way side Amenities
Road Signages
Tourist information

3.15 People and Culture

The State of Meghalaya was carved out of the Assam's Hill areas that sprawl along her southern frontiers with Bangladesh and act as her nature barriers. The Garos, Khasis and Jaintias (three major ethnic groups) of Meghalaya are purely matrilineal society and as such the descent of an individual either men or women is always reckoned and traced from the mother alone and through her genealogical tree traces its origin back to the common ancestress. The Matrilineal system gave the women, the wife and the mother, a social rather than a personal standing.

GARO HILLS

PEOPLE

Many theories about the origin of the tribe 'Garo' name are :

1. The Europeans and Bengalis first approached the Garos hailed from Mymensingh District (now in Bangladesh) who lived in the southern part of the hills of Meghalaya, which is very close to Mymensingh. A division of the tribe call themselves the name 'Gara', which has became Garo over a time.
2. The tribe migrated to these hills from Tibet and the original leader of the migration called 'Garu' give his name to the tribe. In fact in one of old songs, there is mention of the country of their origin as Garu-a song or the country of the Garu.

They never call themselves Garos except in conversation with any outsider, but always call themselves 'A.chik' the hill men. Therefore, it may be surmised that the term Garo has been given to them by others.

Regarding their original homeland, no one knows where the Garos came from, though a legend has a very distinct story of the Garos migrating from Tibet. However, similarities in language, customs and beliefs seem to indicate linkages with Tibet in some ways. Fact remains of many tribes are their ancestors have crossed the Himalayas and settled in the plains.

The home of the tribe is a dense, irregular mass of hills, of low elevation, which is traversed from the northwest to the southwest by a central ridge called the Tura range. Maximum height of the hills around 615 meters, the Arbella range whose elevations reach 985 meters and the central ridge is upto 1230 meters.

LIVING AND LIFE STYLE OF THE GAROS

1. Occupation - First and foremost the Garo is farmer and loves to till the soil. Agriculture is the principal occupation for his existence and he devotes all his energies to it.

Trading for him is restricted to bartering his produce in the market place, now in currency, though some do trade in their favourite white beads, 'daos' (choppers), swords, cloth, timber bamboo.

Industry for the Garo means blacksmithing and weaving. Every house wife has a rough loom.

2. Crops - The most prevalent form of cultivation yield excellent results is 'jhum' – which means clearing a section of forest on a hillside in the winter season, which are later burned where they fall and dry up. All crops are sown after the first rains in April or May. The land is not hoed, but holes are dug with a pointed stake at regular intervals and a few seeds put in each. For millet, the grains are simply transmitted into the remains.

In the first year, a number of crops are sown in the same field and gathered as they ripen, millet coming first, followed by rice and lastly cotton. In case of forestland, fields are weeded twice during the rains and three times in places where bamboo is grown. The most important crop grown by Garos is rice from the forest clearings. They also grow maize, job's tears, chillies, melons, pumpkins, some yams, sweet potatoes, ginger and indigo. Orange trees are grown in some areas. Another important cash-crop is cotton, which is sold in markets along the borders of the district and at Tura. 'Lac' is also profitable product, though it is confined to some portions of the hills.

3. Manufactures - Clothing, a few mats, boats and a few articles complete the Garo manufacturing range.

Plain Garos to the north of the hills weave a cotton cloth called 'Kancha' usually dark blue or red in colour.

Hill Garos wear this cloth but don't make them, they normally make garments worn by men and women which require no special skills.

4. Flora-fauna – Pitcher plant is commonly called 'me.mang koksi' or the basket of the spirits by the Garos. This insectivorous botanical wonder grow abundantly in wet places along the southern Khasi Hills and Garo Hills areas.

Another unique plant found in the jungles of Garo hill is 'du.kom' said to have magical poweres to make any unwary, unsuspecting travellers at night to lose his bearings and get completely lost. They say this particular plant is active only at night, as soon as the dawn breaks, it loses its potency as mysteriously as it started on stepping upon it and the persons would immediately find his bearings.

There are animal and avian life very rare and exotic species bordering on near extinction. Many of the exotic species like the colourful peacock pheasant are already on the brink of extinction. However, there are certain species that are yet to be identified like the mythical ape man, sighted by many in the deep jungles of Nokrek hill and Balpakram plateau the elusive slow loris, the red panda, the black panther continue to exist in small numbers.

Some of the common species of fauna include the pachyderms, royal bengal tigers and its other family members like the leopards, clouded leopards, civets, jungle cats, several species of primates that include golden langur, long tailed macaques, martens, river otters, pangolins, monitor lizards, and different species of deer family.

5. Food and Drinks - The Garo is a true 'carni-herbivorous'. He will eat almost any animal for meat usually raising goats, pigs, fowl and ducks in the village and buying cattle from the plains people. They are the only division of the Bodos who eat beef and other wild animals, except the tiger.

Snakes, lizards and even small ants with wings are eaten and a favourite food item is dried fish, 'na.kam' – some of which they prepare themselves and some procured from the plains. 'Gran', a dried version of beef or any meat is preferable.

The staple cereal is rice with millet, maize and job's tears are eaten boiled. On a journey, rice is cooked in hollow bamboo vessels, split open after cooking, and each person's share of rice put into plantain leaves and folded over.

Garos eat quite a few vegetables and many edible roots and creepers from the forest. Bamboo shoots are considered a delicacy and eaten boiled, as a vegetable or used for special dishes. Bamboo shoots are sometimes collected and put into a big cone made of split bamboo. The inside is lined with plantain leaves and cone erected with the top down. The potash-rich sap in the shoots slowly seeps out and is collected and used to boil vegetables.

Garos grow chillies and eat them in a great deal. They use salt but no fat for cooking. Normally the Garos eat three meals a day but on festive occasions, they really let their appetites free. Guests sit in rows, servers with baskets move around dispensing tempting pieces. They are followed by the liquor-bearers who carry 'bek' or 'pongsim' a kind of gourd holding liquor to wash down the food.

Garo women have the food first then give it to their children, a custom known as the 'chochoa'.

Gaors drink only brewed liquor, never distilled. The base ingredients could be rice, millet, maize or job's tears. Liquor obtained from job's tears is the most potent of all. 'Wanti' is a compound of a number of herbs and fruits such as chillies, sugarcane and fruit of the Kimka (*Solanum indicum*). They are crushed, mixed with rice flour and made into round flat cakes, which can be stored for a few months. Liquor-making is a duty of the women of a Garo household.

6. Jewellery - Tattooing is rare among hill Garos, they sometimes appear among the plain Garos of Mymensingh district.

Garos men wear two kinds of brass rings in their ears – the first in the lobe of the ear, thin brass wire hoops, sometimes 30-40 in each ear. In the upper part of the ear, they wear a small plain brass ring, sometimes embellished with the small plain brass dices and a string of beads, which end in semicircular pieces of brass, silver or crystal. Silver bangles are also worn, though they may be external influences. Some very heavy brass ornaments to be worn on the wrists appear during festivals.

Women, like their men, wear brass rings in their ears, but of much larger size ranging from two to four inches in diameter, these heavy ‘sishas’ are worn sometimes upto 50 a ear, which distend the ear lobes and finally split them. Brass and bronze bracelets, the ‘seng.ki’ are a kind of waist band comprising several strands of special cylinder shaped beads. During dancing women also wear headbands like the men, and a curious head-ornament, the ‘pilne’ or ‘salchok maldong’, which is a bamboo comb with a white-bead, ornamented, indigo-dyed cloth strip attached to the top. The comb is stuck in the hair-knot and the cloth hangs down behind.

Necklaces grace both men and women, and are usually long barrel-shaped beads of cornelian or red glass. A rare ornament is the ‘Kadesil’, a band of cloth covered with brass studs and worn round the forehead.

In the northern and eastern hills, village headmen or ‘nokmas’ wear the ‘Jaksil’, which is heavy iron-brass or silver ring worn just above the elbow, and may be flat or rounded in construction.

7. Tribal Organization - The Garos can be segmented into two broad classes – those who live in the hills and those who reside in the plains. Besides geography based subdivisions, the Garos are divided into three exogamous septs or clans – **Momin, Marak and Sangma**. Later, **Areng** and **Shira** separated themselves as distinct clans.

8. Marriage - Garos’ marriage is performed in different septs or clans – A Sangma cannot marry a Sangma, a Marak a Marak or Momin a Momin. That makes the Garos exogamous in marriage.

Children always belong to the mother’s sept and motherhood. This is a ground rule. Anyone who breaks it and marries within his clan is considered a social-sinner, but no taboo or punishment is levied for such occurrences nowadays but was strictly observed in olden days.

Proposals for marriage come from the women. She does not arrange the engagement but indicates her choice and father, uncle, brother bring about the alliance. Garo unmarried women have high moral standards.

Garos' marriage does not have much religious significance in Garo society and entails no sacrificial offerings or unusual religious symbols as are prevalent in birth and death. The priest only consults omens to ascertain whether the couple will be happy and prosperous.

In Garo society, a man may have as many wives, but the number is restricted to three. He may marry two sisters, but the elder before the younger. He also seeks the permission of his first wife when he wishes to marry a second. The chief wife is called 'jik-mamong'. The other 'jik-gite'.

No money is paid as the price of the bride or groom, presents are also not customary. In case of the son of a wealthy man or 'nokma', he may receive gifts of a sword, shield and spear, perhaps a cow or bull but nowadays, parents present gifts on the wedding day of their son.

Matrimonial bonds however, are loose and adultery is common. Punishment was severe in the old days but that has changed. Divorce is permitted when – the husband and wife mutually consent to separate; when either one is guilty of adultery; or when either one of them refuses to work for the household.

The separation case is heard by village elders and actual divorce takes place in a ceremony called 'bolsckidena', held in front of an assembly of villagers. Husband and wife pick up handfuls of dust and swear by Mane, the Earth, to have no dealings with and to claim nothing from each other. After the oath, the priest takes a sword or chopper or spear, strikes a tree with the weapon and calls upon it as a son-of-the-earth to stand witness. Nowadays, court divorces are not uncommon.

Inheritance follows the system of 'motherhoods' which divides Garos into clans where descent is attributed to a common ancestress and through the mother alone – and is, therefore, restricted to the females of the tribe. Men cannot inherit property under any circumstances. But parents are at liberty to present gifts.

Property once owned in a motherhood, cannot pass out of it. A woman's children are all of her 'ma.chong', and since property may pass out of it, if a son marries another clan woman and his children would be their mother's sept, the daughter must therefore, inherit and her daughters after her, and in case of no children, to another woman of the clan, duly appointed by its members.

During the lifetime of a woman's husband, he can fully use her property with complete authority, but cannot *will it away*. However, 'matriarchy' in the strict sense of the word, is not part of Garo law. The woman simply acts as a vehicle for inheritance of property from generation to generation.

9. Folklore – The poetic verses, stories in folklore, which are sung or recited by priests, elders and other Garos on various occasions, contain in them the sources and roots of their religious beliefs and instincts. Garos attribute the creation of the world and the control of natural phenomena; several divinities govern the destinies of man from birth to death; they believe in the spirit of man and reincarnation.

10. Religious Beliefs and Customs – Thunder, lightning, wind, earthquakes, eclipses, shooting stars – are believed to be controlled by a spirit and prayers are offered when rain or sunshine are required.

Worship of Deities – Throughout the hills, sacrificial erections of bamboos are to be seen, altars, varying with the spirit being worshipped. Sacrificial offerings are vital for all workshops and vary with the need for worship which could be illness, a wasted crop, choosing land to cultivate, harvesting etc.

Sacrificial Stones – These are to be seen at the entrance of all large villages. Rough, uneven, about three feet high stones set often irregularly on the ground, varying in number. A number of swords are placed nearby, point upwards, hilt inserted in a row of short bamboos. In some cases each stone represents a particular guardian spirit, smaller stones sometimes represents wives and families. Priests usually preside at the ceremony. Small clusters of stone are found in isolated places, called ‘kosi’; they used to mark a spot where a man is killed in war or for revenge.

Divination and Priesthood – The Garos priest uses two forms of divination ‘Pongsi-nina’ and ‘Merong-nia’. In the first, one a foot-long thin strip of bamboo is tied to a bow with thread in which a short length of string hang loose from one end of the bow. The loose end is rubbed on the body of the sick man. The priest lifts the bow, holds it between thumb and forefinger and invokes the gods by name, one after the other. In the second form of divining (merong-nia), the priest holds a cup of water in his left hand and drops uncooked rice grains into it calling out the name of the spirit. In both forms, the priest ends by preparing sacrifice to the spirit involved.

In Garo society, priesthood is not hereditary or confined to a social class. Anyone with the ability to memorize and recite obscure words and incantations and better endowed with divination powers – becomes eligible as a ‘Kamal’ or priest. He has his share of work in the fields but still he has to devote time to the needs and requirements of others. Even then a village ‘Kamal’ almost never shirks his duties.

11. Disposing the Dead – Many superstitions surround death and the after life in Garo society and the funeral ceremonies are quite varied and elaborate.

The core belief is that a spirit resides in the body of a man or a woman. Death releases it from its mortal home, and it goes away to dwell in the realm of the spirits, the Mangru-Mangram, which is a kind of purgatory through which both good and evil souls must pass.

Cremation of the dead at night, is the common practice among Garos but there are exceptions. A ‘leper’ is always buried. If a tiger kills a man, the body is burnt where it was found and in the day time. All his clothes, cooking pots, swords, spear etc. are destroyed and it is ‘Marang’ or taboo to use them. This does not apply to death by other animals.

The funeral process includes – washing of the dead man’s body with ‘chu-bitchi’ or undiluted liquor or with water if he is poor, then laying it out in the main room of the house. A rich man is laid on his ‘rangs’ or gongs, a poor man on the bamboo floor. A rupee on each palm ensures journey expenses.

12. Jadoreng – The story of the Garos can never stand complete without mentioning the inner-garo culture which gives them the capacity of transforming into tigers, elephants, snakes and other animals and the various form of garo magic such as Tikna nia or Simania (Divination), Betchalaia (sending cane in pursuit of a chief) and so on.

Known as the psycho-physical culture of the Garos JADORENG literally means conscious voluntary projection of one’s Jabirong or Jachir (conscious human psyche) in order to get itself engrafted in the body of any sentiment being in the universe, while one’s body lies undisturbed in a trance state.

It is magic-mantras, exorcisms, transformation of human beings into animal forms – and it has very strong reputation. A man turns into a tiger and transforms back when a ‘gamocha’ or towel is thrown at him, a fish ready for frying gets up and walks away, a shovel flies through the air to decapitate someone, rice does not soften in boiling water. Thrilling tales are heard about such things – and deep studies of these mysterious powers have been undertaken.

KHASIS HILLS

PEOPLE AND CULTURE

One fateful day, seven celestial families descended to earth, the remaining nine decided to stay back. The ambitious one saw his opportunity and while the others were busy farming, he slipped away and with a sharp axe cut down that mighty tree, trapping the seven families on earth.

Thus, humanity came to live on earth and it was from these seven roots or seven nests – Ki Hynniew Skum – as the Khasis call them – all nations on earth evolved.

Khasis hill is known as Mount Sohpetbneng, which means the navel of heaven.

Contemporary scholars have different opinions in the origins of the Khasis and the name. Some argue that Khasi is a generic name, which includes the Khyriam, Pnar, Bhoi, War, Lyngngam, Labang, Khyrwang and Nongphyllut who inhabit the northeastern slopes.

All communities living in these hills are generally known by the generic name Khasis but in reality the ‘Khyriams’ live in the central plateau or the Khasi Hills proper, while the Pnars live in the Jaintia Hills. The War lives in the War area in the south, the Bhois in the north and Lyngngams in the western border area. The Khyriam, War Khasi,

Bhoi Khasi and Lyngngam live in the Khasi Hills; the Pnar or Synteng, War Synteng and Bhoi Synteng live in the Jaintia Hills

It is assumed that despite some variations in manner, customs and dialects, the people who inhabit the Khasi and Jaintia Hills are the one same people, share the same ethnic origins have sprung from the same racial stock and share a common mythology.

The British occupied Sylhet in 1765 at a time when Khasis came to its borders to trade in silk, cotton goods, irons, wax, honey and ivory.

LIVING AND LIFE STYLE OF THE KHASIS

1. Occupation - The Khasis are industrious farmers and cultivators.

The bulk of the Khasi population rely on agriculture and cultivation for a living. The land for cultivation is usually categorised into — forest land, wet paddy land called *halt orpynthor*, high grassland *ka ri lum* or *ka ri phlang*, and homestead land. Forestlands are cleared *byjhuming*, the slash and burn method of cultivation and then seeds are broadcast without hoeing or dibbled into the soil with hoes. Seeds are sown during the first rains, there is no irrigation. Wet paddy lands are usually at the bottom of valleys and are divided into small plots by high earthen banks like the Assamese *alis*. As *Jhum* cultivation causes soil erosion and reduces the fertility factor, Khasis these days are fast adopting the scientific terrace or contour cultivation.

Their system of turning the sod, drying, burning and sprinkling the ashes back into the soil is an advanced method of creating and using natural organic fertiliser or manure.

Khasi cultivation covers Rice — both highland dry cultivation and lowland wet cultivation, Potato farming, raising Orange orchard, Betel nut plantations and pan or Betel-leaf growing.

Some of the agricultural implements used by Khasis are a large hoe, *mohkhiew heh*, an axe for felling trees, *u sdie*, a large cleaver or *dao* also used in tree felling known as *ka wait lyngngam*, two kinds of bill-hooks, *ka wait prat* and *ka wait khmut* and a sickle *ka rashi*.

2. Manufacturing -

There was a time when the Khasis were widely known for their excellence in smelting of iron ore and forging of iron implements. The quality of the iron was compared to the best quality Swedish iron. However, this skill has almost died out in recent times. The Khasis themselves did not undertake weaving but used to obtain their silks from the Assam valley and the villages of Nongtung or Khyrwang in Jaintia hills.

At present, inspired by the activities of the Sericulture department of the Government of Meghalaya, Khasis have taken to weaving and handloom production.

Many are engaged also in the production and manufacturing of items ranging from handicrafts to various products of small and cottage industries to achieve economic self-sufficiency.

Pottery made in the hills is the earthen pots called *khiew ranei* or the *khiew larnai*. They are usually a mixture of two kinds of coloured clays — dark blue and greyish. Pots are fashioned by hand, not on a potter's wheel, sun-dried and then fired. They are painted black with the infusion of a bark called *sohliya*.

3. Food and Drink - Two meals a day is standard Khasi fare, once in the morning and once in the evening. Except for those who do hard manual work in the open, who add a midday meal of cold boiled rice wrapped in a leaf, *kaja-song* and *ki kpu*, a kind of a cake and a slice of *u sohphlang*, a tuberous root eaten raw.

Meat is the chief delicacy and part of daily meals as well as consumed during festive feasting. Pork and beef are the principal favourites. The Khasis do not eat dog-meat unlike *Naga and Kuki* tribes.

The Khasis in general — except for Christians, do not use milk, butter or ghee as articles of food. It has a direct linkage with the *Mongolian* race known to not to have used milk as food.

Khasis eat the flesh of almost all wild animals including field rats and a kind monkey known as *u shrih*. *Lyngngams* love to eat tadpoles and the Khasis have a preference for a curry of a species of green frog called *kajapieh*, a *bonne Nongstoin* and other *Syiemships* eat the hairy caterpillar, *u'niang phlang*.

Another staple food is the inner portion of the bark of the *ka tlai* or sago palm tree, which grows abundantly in the wild. The inner bark is cut out, sliced, dried in the sun, and pounded, sieved into fine reddish flour, sweet to the taste. This is mixed with boiled rice and is also made into cakes and puddings.

Certain taboos about food exist among varied Khasi clans: *Cherra Syiems* cannot eat dried fish *kha-piah*. *Mylliem Syiem* must not eat the gourd, *upathaw*. Some *Syiemlieh* groups are forbidden to eat the *ka 'kha-Iani* fish. The *khar-um-nuid* clan of *Khyrim* is debarred from pork. The flesh of the sow is sung (taboo) to the *dkhar* clan, although that of the male pigs are allowed.

In ancient times, the Khasis drank only rice-beer but over time the practice of also drinking 'spirits' distilled from rice or millet has become widespread. In some areas, some homes have 'stills' for distilling spirits — both for home consumption and also for sale.

The spirits are known as *ka 'iadpudka* and the rice-beer is called the *ka 'iad hiar* and the *ka'iad um*. The beers are made from rice, sometimes millet and from the root of the *u kha-wiang* plant. *Ka iad hiar* is made by boiling rice or millet, spreading out to cool and then sprinkling with yeast *u khawiang*. It is then put into a basket and sealed in a wooden bowl for a couple of days. The beer then oozes out into the bowl and is

recovered. *Ka'iad um* is brewed from the residual mash of the *ka 'iad hiar* and is lighter in composition.

The highlanders prefer to drink rice-spirit, as do the *Wars*. The Khasis of the western hills' and the *Bhois*, *Lyngngams*, *Lalungs* and *Hadems* prefer rice-beer, which is an essential ingredient of many Khasi religious ceremonies, in which priests pour the brew from a hollow gourd as an offering to the Gods.

4. Dress and Jewellery - Menfolk wear the 'jymphong', a sleeveless coat and there is a fringe at the bottom and tassels in a row across the chest. It is fastened by European style frogs fasten it. Bhois and Lyngngams who inhabit the interior continue to use the jymphong. For headgear, the elderly Khasi males in the hills wear a cap with earflaps. The younger ones wear a large white well-tied turban on their heads. Residents of 'Syiemship' of Nongstoin and in the northwest part of Khasi hills, wear red knitted worsted caps. Khasi caps are usually of black cloth. They also wear a small cloth round the waist and between the legs, one end of this hangs like a small apron in front.

Khasi Ladies from villages wear the 'ka jympien' a body cloth wrapped round and fastened at the loins with a cloth belt that ends at the knee or just below it. They wear the 'ka jainsem' sometimes made of the muga silk hanged loosely from the shoulders down to the ankles and is not caught in at the waist. It has a built-in pocket for small personal articles. It is kept in position by knotting at both shoulders. Over this 'jainsem' another cloak like garment, the *ka jain kup* is worn with tow ends knotted in the front and the rest ganging free down the back and sides, to ankles. French grey and marron are most favourite colour of them but they also wear the bright colour or white 'ka tap-moh-khlieh', a kind of wrapper that goes round the head and shoulders.

Khasi Ladies do not wear a headcover during festive events, preferring to use jewellery or flowers in their hair. On all other occasions, they keep their heads covered.

War women do not use any headcovering at all. Men of the War clan dress like Hindu but their women, especially the Shellas, wear very pretty yellow and red-checked striped cloth.

The Khasis as a people love to adorn themselves with jewellery. Khasi women are very partial to large beaded gold and coral necklaces, usually unornamented without filigree and the like. The gold beads are hollow and filled with lac. Even men wear these necklaces on gala occasions.

There are many skilled Khasi goldsmiths and jewellery makers but ornaments made by *Sylheti* goldsmiths of Bangladeshi origin living in the Khasi Hills for ages. Craft necklaces, earrings etc., are more in demand.

The silver or gold crown is a distinctive article of Khasi jewellery. Worn by young women during the *Nongkrem* dance, these crowns are circlets of silver or gold with filigree work with a 'spike' at the back, *u tiew-lasubon*, about six inches long. Down the back of the crown hang ropes or tassels of silver.

Khasi men wear earrings as large as gold pendants, oval or circular in shape. Women wear different types of earrings.

Another remarkable piece of jewellery of the Khasis is the *rupa-tylli* or silver collar — a broad, flat silver band which hangs down the neck in front and is secured from behind. Both men and women wear silver chains — men around their waist and the women around their necks flowing down almost to their waists. Gold and silver bracelets are worn only by the womenfolk.,

Lynggam males on the other hand, wear cornelian bead necklaces, which are much prized *aspieng blei or gods' necklaces*. Brass earrings, worn in great numbers often stretch - the ear lobes of *Lynggam* women. They also wear silver armlets above the elbow and wristlets. These armlets are taken off only during mourning.

5. Khasi Society - The society is both endogamous and exogamous, but more endogamous.

Most *dans* trace their roots to their great-great grandmothers, *hi lawbei-Tynrai*, which means *grandmother of the root*. Descendants of one ancestress of the clan, *Ka lawbei Tynrai*, are called *shi kur* or one clan. The sub-clans or *kpoh* are all descendants of one great grandmother and are known as *shi kpoh*. The next sub-division is the family or *iing* (House). It is customary to have a grandmother, her daughters and the daughters' children to live together under the same roof. The living grandmother, *matriarch* of the family, is called *Ka lawbei Khyrrow* or *young grandmother* to distinguish her from the ancestress.

The Khasi *kur* or clan grew out of the Khasi family, *iing*, out of a common ancestor and points towards the migration from beyond the *Kopili* River to the present place. The clans today are actually overgrown families. Ancestor worship is common and tribal sepulchres clearly indicate that the original unit was the family and not the tribe. Clan names like *Shriek* (monkey) and *Tham* (Crab) are derived from strong *totemic* influences on clan-history of the Khasis. The greatest sin for a Khasi is to marry within the clan.

Khasi State or 'Syiemship' Organisation - The Khasi clan evolved from the family and established villages and the Khasi state evolved from a voluntary association of villages or groups of villages. The Head of the state is a *Syiem* or *Chief*, and since it is a limited monarchy, he normally takes important decisions in consultation with his *Durbar* (assembly comprising prominent people) consisting of *Ministers*. Summons is issued by the *Durbar* in the form of knotted piece of string or cane, number of knots denoting urgency/importance of the summons.

There is no land revenue, tithes or other imposts levied on the cultivators. The *Syiem* usually receives revenue in the form of subscriptions made by the people to the state or *pynsuk*. However, a *khrong* or toll *is payable* by all who sell at markets within the *Syiem's* territory. *Syiems* are always appointed by *Syiem* families who live in all fifteen Khasi states. Among the most important are the *Syiems* of *Khyrim*, *Mylliem*, *Cherra*, *Nongstoin* and *Nongkhlaw*. In the *Khyrim* or *Nongkrem* state there is a spiritual head or

High Priestess, the *Ka Syiem Sad*. Temporal power is delegated by the Priestess, to a *Syiem* who is her son or nephew or sometimes a more distant male descendant. A male *Syiem* is usually succeeded by the Priestess' eldest son.

The *Syiems* are supposed to be descendants of a *stag*, which may be again another instance of *totemism* in the Khasi society of the then days. It is customary for a *Syiem* to cremate the body of his predecessor, failing which *HE* is not permitted to be a *Syiem* as per Khasi religion. The remains of *Syiems* are preserved by a very special process of *embalming*. Elaborate cremation ceremonies are followed by huge feasting.

6. Marriage - The Khasi male does not carry his bride home after marriage. He comes instead to stay with his wife in his mother-in-law's home. Matriarchy is loud in the social customs.

As long as the wife stays with her mother, all her earnings go to her mother who runs the household. Once the children are born, the man may choose to build his own home and take his wife there, when they pool in their earnings for their own happiness.

Polyandry is unheard of among Khasis, with the women content to stay married to one man. Polygamy is also ruled out because of the matriarchic system. Marrying within the clan would mean expulsion from the clan. A Khasi cannot marry two sisters, but he can marry his deceased wife's sister one year after his wife's death. He cannot marry the daughter of his father's brother because she is *para kha* or birth sister. He also cannot marry the daughter of his father's paternal uncle. He can, however, marry the daughter of his mother's brother, provided the brother is dead.

Despite such paradoxes, reverence for elders — especially the father and maternal uncle is paramount in Khasi society. As the Khasi saying goes "*u kpa u ba lah u ba iai, u kni uba tang ha ka tap ha ka im*" which means 'the father bears the head and burden of the day, the maternal uncle only comes when it is a question of life or death'.

Marriage is one of the most important rites of people in almost all but, the most primitive societies. Among the Khasis it is an elaborate religious ceremony that seeks the blessings of the God, the Creator, *U Blei thaw briew man briew*, the god or goddess of the state, *u* or *ha'lei Synshar*, the ancestress and ancestor of the clan viz *ka lawbei—tymmen* and *Thawlang*.

Three types of weddings are prevalent among the Khasis—the *Pynhiarsynjat*, the *Lamdoh* and the *ladih kiad*. The first two are considered most respectable, the last one is for those who cannot afford the considerable expenses incurred by the other two.

A young man, eighteen to twenty-five years of age decides on a girl between thirteen and eighteen, probably makes her acquaintance, and mentions her name to his family. A male family representative then visits the bride-to-be's family, who, in turn, ascertains their daughter's wishes.

Once the daughter agrees, they usually do, the parents investigate any *sang* or taboo, such as clan relationship, between the bride and the groom. Once everything is

sorted out to the satisfaction of both families, the day to fix the final date for marriage *ban ia kut ktien* is settled. On the appointed day, egg-breaking and examination of cock entrails are done to hunt for the auspicious day. If anything inauspicious is found, the marriage is called off. If everything goes well the marriage date is fixed up.

Earlier it was customary for the groom and the bride to acquire a silver or gold ring for themselves prior to marriage. They then exchanged rings. This custom has now become rare.

The *Lamdoh* ceremony is the same except that there is no exchange of rings or ritual pig slaughter. The *Lynngams* follows a mixture of Khasi and Garo marriage customs.

Divorce - Among Khasis, divorce comes because of adultery, barrenness, incompatibility of temperament and a variety of other reasons. The Khasi rule is that divorce must take place by mutual consent. Among the *Wars*, especially the *Sheilas*, any divorce without consent of the other party results in payment of compensation. *Ka mynrain* or *ka them* is the compensatory divorce process decided by village elders. Divorced persons cannot remarry each other, but are free to marry into other families.

Pregnant women cannot be divorced. If the marriage has been celebrated by *thepynhiar synjat* rite, a go-between or *ksiang* is required on both sides for divorce proceedings and the *Kni* or maternal uncles of both parties have to be the witnesses.

In the event of a husband and wife being absent from each other for a long time like ten years, without any communication, a divorce ritual may be performed by relatives of either side.

Monogamy rules are very strict for Khasi wives. A man may sometimes form an informal alliance with a woman other than his wife. Such a person is known as 'the stolen wife' or *ka tynga tuh* (the legally married wife is called '*ka khun 'ka tyanga trai*'). Children of this unmarried wife are referred to as 'children from the top' or *ki khun kliar* meaning that they are not from the root but from the top of the family tree.

A positive side of Khasi divorce, as different from many other communities, is the fact that it has no negative impact on the lives of the children, because they continue to enjoy the love and affection and companionship of their mother and mother's family.

Inheritance - *Long jaid na ka kynthei* says the Khasis — 'from the woman sprang the clan' and all 'descent' comes from the mother only, the husband is only a *u shong kha*, a 'begetter'. It is surprising that under such circumstances Khasi wives address their husbands as '*kynrad*' or Lord.

All religious ceremonies among Khasis are in the hands of the women and it is only natural that it is the 'women' who inherit property in Khasi society, not men.

The youngest daughter in a Khasi home 'holds' the religion *ka bat ka niam*. Her home is the *ka iing seng*, the centre of ceremonies and she owns the largest share of the

family property. Other daughters are also 'entitled' to the mother's property after her death but the bulk of it viz. jewellery, the family house and all its contents go to the youngest daughter. She, however, cannot sell off the property without her sisters' consent.

In the event of the death of the youngest daughter, the next living youngest daughter inherits the property. All sisters are honour-bound to repair the youngest sister's house free of cost. Failing daughters, the property would pass on to the youngest daughter to the sister's youngest daughter. If there are no sister's daughters, succession would revert to the mother's sisters and their female descendants. As per Khasi law all property acquired by a man prior to marriage belongs to his mother.

In *War* community, both male and female off-springs inherit ancestral or acquired property in equal shares. For the *Lyngngams* the rule of inheritance is the same as the Khasis.

7. Religious Beliefs and Customs - *U Blei Nong-thaw* is the Khasi God of creation, also known as the feminine *Ka lei Synshar*. But the *Khasis* do not regularly worship this Supreme God except praying to him during troubled times.

The Khasis are basically *animists* or spirit-worshippers. They call on both benevolent and evil spirits according to need. *Lyngdohs* or priests usually carry out the invocations, indulging in a kind of *Shamanism*. Some elders who are versed in *necromancy* also conduct proceedings.

"The spirits of the dead, whose funeral ceremonies have been rightly performed, go to the garden of God where great groves of betel-nut trees grow" so believe the Khasis who call the departed as *one who is eating betel-nut in God's house or garden and for whom uninterrupted betel-nut chewing is the supreme happiness*.

Spirits freed from human bondage whose funeral ceremonies have not been duly performed are believed to take the forms of animals, birds or insects to roam the earth.

Egg-breaking decides which spirit is to be invoked and which offering is acceptable to it. If the results are unsatisfactory, a fowl is killed and the entrails read to denote the exact nature of offerings to be performed.

There is no idol or image worship among the Khasis. Among the principal spirits worshipped (other than ancestral spirits) are—*U'lei muluk*, the *God of state* to whom goat and cock offerings are made annually. *U'lei umtung* the *God of water*, for drinking and cooking, worshipped yearly. *U'lei longspah* is *God of wealth*, *U Ryngkew* or *U Basa Shnong*, the tutelary deity, worshipped when required and another similar godling *Uphan u Kyrpad*. There are evil spirits like *Ka Rih*, the Malaria devil, *Ka Khlam*, the Cholera devil and the Fever devil—*Ka Duba*.

Ka Tarn is a she-devil which is believed to cause delirium with fever.

Ancestor Worship - Reverence and adoration for ancestors is integral to Khasi culture. A range of foods are offered to the spirits, many times in a year. Known as the *ai bam* or 'giving of food' to ancestral spirits is the way to ensure security and long term prosperity of the family and the clan.

In the old days, these food-offerings were made on flat stone slabs, and it is still the practice in the interiors, though in modern times people tend to make such offerings within the confines of their homes. The ancestor-worship of the Khasis has certain strange resemblances to practices of the Japanese *Shinto* cult.

In both, funeral ceremonies mean — the body is laid out in the house, food is placed before the corpse, and the rituals and ceremonies proceed thereafter. The *Shinto* practice of offering food and drink at the tombs of the departed are practically the same as the Khasis.

Of all deceased ancestors the Khasis revere *Ka lawbei* the most, the primeval ancestress of the clan, the 'tribal mother'. The bulk of the flat stone tables in front of the monoliths in the hills, are dedicated to her. Eggs are ritually broken, egg shells offered to her, a cotton cloth and a hen are also part of the offerings made, and incantations are uttered while a small drum called the *Ka sing ding dong* throbs in the background.

U Thawlang, the first father, husband of *Ka lawbei*, the 'great grandfather' is also worshipped. *U Suidnia* or *U Kni rangbah*, the first maternal uncle is also much revered and the great central monolith or memorial stone bears his name.

The *Wars* in contrast do not erect memorial stones but worship their ancestors in small thatched houses erected in the compounds of their homes which are called *iing ksuid*.

Worship of Natural Forces & Deities - Swift flowing rivers rushing through precipitous gorges and lush green valleys form not just a picturesque but 'awesome' spectacle that makes for spontaneous 'nature worship' in the Khasi Hills. The spirits of 'fell and fall' are, therefore, worshipped by all Khasis at given times in a year.

During the annual fishing festival on the river *Jadukata*, the *Syiems* of *Nongstoin*, *Langrin* and *Nobosohpoh* offer goats to the river goddess known as *Ka blei sam um*, before the first net is cast. Similar are the practices of the people of *War-ding* or the *valley of fire* on the *Khai-Mara* River and elsewhere in the Khasi hills.

Among the numerous hills worshipped in the Khasi land, one of the most popular hill-godlings is *U'lei Shillong*, residing in *Shillong Peak*, from which Shillong the capital city of Meghalaya derives its name. *Rableng Hill* within eye-view of *Shillong Peak* is also a much worshipped hill-god. Apparently no special ritual is performed to *u kyllang* (*the kyllang rock*) now-a-days. The beautiful *Symper Hill* is considered to be the abode of *U Symper*.

Rites and Rituals - The Khasis believe that among the numerous gods and goddesses, good and evil spirits – offence to any one in one way or another, can lead to illness or ill-fortune or even death if proper prayers are not offered to appease them.

It is customary to break an egg, throw cowries or examine the entrails of birds and animals, to find out which restless spirit has been offended. It is the art of divination whose roots can be traced back to ancient Roman customs of ‘*haruspex*’.

The ‘covenant of the cock’ has major significance in Khasi religious ritual.

In the egg-breaking form of divination, which accompanies even the smallest rituals in Khasi life and living, the egg is smeared with red earth and thrown onto a board. The fragmented shells and split yolk form a pattern from which auguries are drawn. Diviners use a ‘lime-box’ or ‘*shanam*’ to commune with the gods. If it swings, the answers are affirmative, if not, negative. It is reasonable to believe that ‘sleight of hand’ is often exercised to make statements.

Bows are also used for divination, balanced by the drawstring in the centre, and auguries coming according to the tilt. In another form of divining, cowries or grains of rice are placed in a bag or basket and the diviner plunges in his hand and if the number of shells or rice-grains come out odd, the omen is good.

Omen consultation or divination is expressed by one word in Khasi, *Khan* and the person or diviner is called, a ‘*nongkhan*’.

Lyngdoh - - The Khasi Priest - The priest in the Khasi clan always comes from the *Lyngdoh* clan. There are other priest-like persons called *soh-blei* or *soh-sla*. But the Khasis have no priests like *Hindu purohits* to perform family ceremonies, which is usually carried out by the head of the family or clan in collaboration with the *kni* or maternal uncle.

Khasi Elders are usually very experienced in divination from viscera. But when rituals are enacted for the good of the state or the community - they are performed by the *Lyngdoh*.

There are more than one *Lyngdoh* in the different Khasi states. In some places the priest takes position of the *Syiem*. The *Lyngdoh* must be assisted by a female priestess called *ka-soh-blei* or *ka sohsla* or simply *ka lyngdoh*, during ritual offerings. She collects all articles for worship and hands it over to the *Lyngdoh* during the ceremony. She is the *de-facto* in-charge of ceremonies with the *Lyngdoh* as her deputy. The same matriarchal lineage is visible in the powers of the *High Priestess of Nongkrem* and the *Syiem sad* at *Mawsynram*.

The role of *Lyngdohs* during community worship includes — rituals to ward off epidemics like cholera and other sickness, *jing lap khlam*. Offerings include a goat, a hen, *u kpu* or powdered rice, and a gourd of fermented liquor. He is assisted by a priestess who is either his mother, sister, niece or some maternal relation, and is known as *ka soh-sla*. The leaves of the Khasi oak, *diengsning* are used in the ceremony.

The *Lyngdoh* also worships the tutelary deity, *u Lei lyngdoh* alias *u Ryngkew*, for success in tribal or state litigations. Pigs and cocks are ceremonial offerings.

Lyngdoh is a life-time position, and after his decease a very elaborate procedure and ceremony takes place to name the successor. The new *Lyngdoh* accompanies the clan to the top of *Shillong peak*, singing and dancing all the way.

8. Death - For the Khasis the rituals are elaborate and have deep significance surrounding the event of death.

Once a person dies, a family member bends down and calls his or her name thrice in his or her ear. If there is no answer death is accepted and the family laments.

The rituals begin almost immediately. The body is washed in warm water stored in three earthen pots, and laid with great reverence on a *japung* or a mat. A white cloth is then wrapped round the body with the turban and waist-cloth folded from the left, not the right which is practiced in life.

Khasis can choose to cremate their dead, openly or enclosed in coffins. If cremation is chosen on a masonry pyre, *jingthang*, a bull is slaughtered. If the body is placed in a coffin, *ka shyngoid*, a pig is killed. If the pyre is to be decorated with flags a cock is killed.

Three nights are *sang* or taboo for the family who remain in mourning. After this *lait* period the family can bathe and wash the house and mats and go back to work.

The Khasis have interesting rituals when death by violence or accident occur. If a man dies by the sword, a black hen is ritually offered. Other *pujas* are offered for people who have drowned or killed by wild animals, women who have died giving birth and for those who have died far from home and the body not recovered. If someone dies of cholera or small-pox or such contagious diseases, the body is first buried, then dug up to be cremated.

All over the Khasi district 'memorial stones' called *maw-umkoi* are erected along the route when a body is brought home from an accident site.

9. Genna (Taboos) - Taboo in the 'hills' is almost universally known as *genna*, but the Khasis call it *sang* which means an interdiction either social or religious from doing a particular thing. *Sang* can be 'special' or 'general' among the Khasis, and *Lyngngams*.

Kaba shong sang or marrying within the *kur* or clan is the most important taboo of all, 5 the most serious offence a Khasi can commit. It cannot be absolved and the bones and ashes of the offender do not find place in the family tomb.

Some of the taboos include — not to build house with stone walls on four sides; not to use nails in home building, not to use more than one kind of timber to build the

hearth, not to cut trees from 'sacred forest', not to take or give anything with the left hand, not to drink the milk of cow or goat. There are separate taboos for pregnant women— not to attend a funeral procession, to complete any sewing she took up before she conceived, the husband cannot thatch the ridge pole or attach a handle to an axe or *dao*. But like the old customs fading from Khasi society, these taboos are also fast disappearing.

10. The Monoliths - The strange monoliths or memorial stones of the Khasis, the table stones, the cromlechs, that are found almost everywhere, in clusters or standing alone — reminds one of Stonehenge and other places which are thought to be endowed with mystic powers.

The Khasis call them the *kynmaw* which means to 'mark with a stone'. They are however not restricted only to being a memorial to the dead, because certain stones are known as *Mawmluh* or salt stone, *licking salt of the blade of a sword* is a Khasi form of oath taking. Others are named *Mawsmal*, the oath stone, *Mawphlang*, the grassy stone etc.

The Khasi monoliths or table-stones are similar to such memorial stones across India and in many parts of the world. The stones can be classified as — *menhirs* or vertical stones, table-stones or *dolmens*, stone *cromlechs* or *cairns*. The *menhirs* vary in height from 2-3 feet to 12-14 feet, some are even taller. The *menhirs* are usually erected in clusters of three, five or seven. They are hewn from gneiss, granite or sandstone, tapered at the top.

The largest table stones are to be seen in *Laitlyngkot* in the Khasi Hills measuring 28'-6" by 13'-9" and is about 1'-8" thick.

The stone cromlechs are meant to contain the bones of the dead and are intimately connected to the *menhirs* and tablestones. They are built of heavy blocks of stone in box form and can be very large in size. Their shapes are usually square or oblong and even circular at times.

11. Games - The Khasis have many games integral to their culture but the one that shines forth most brightly is Archery and could be called their state game.

It is said in Khasi mythology that the Khasi *Eve* or *Ka-mei-ka-nong-hukum* had two sons whom she taught the toxophilite art of archery and she gave them stern warning never to lose their tempers over a shooting match.

Other games played by the Khasi community include *peg-top* spinning by Khasi children who also play a kind of *hop-scotch* called *kyndat malai shito* and *ia tiet hile*.

Climbing the greased-pole is popular game. The team, which eventually reaches the top, grabs the bag full of silver ornaments or money, as also a leg of mutton or a slab of pork, which are fixed to the top of the pole.

Another popular game is wrestling, in which two men grab each other's head and necks and then try to push each other down. In tug-of-war two men sit face to face on the ground placing their feet against each other. In their hands, they hold a stick and try to pull each other off the ground. In the *ia tur masi* two men rush at each other like bulls and try to knock the other one down. Khasis also have games like blind man's buff, kite-flying, pitching cowries into a hole in the ground, long jump, high jump, marbles, but played with round pebbles among others.

JAINTIA HILLS

PEOPLE

The Genesis of the Jaintias - It is a traditional belief of Jaintias when the entire world was covered with a gigantic mass of rocks, the Almighty God ordered the Mother Earth to create soil and earth and called upon the Assembly of Gods in heaven. There were 16 families work and rule together according to hierarchy. In that Assembly, it was unanimously decided to send only 7 families to go and build colonies in the world, whereas the remaining 9 families were allowed to continue to live and stay in heaven.

Lore - Jaintia Hills was originally known in the local language as Ka Ri Khadar Dolloi or the land of Twelve Tribal Chiefs, because in those ancient days, Jaintial Hills was ruled by the twelve Dollois, who had their own Elakas or boundaries and powers to govern a sizable population.

Among the Dollois, the Dolloi of Nartiang was known as U Kongsan and the Nartiang Elaka was the biggest Elaka, which had the largest population in those days. The Dolloi of Nartiang was very powerful, as he could easily raise and command the largest army among the twelve Dollois. He was also very rich. The wealth of the Dolloi of Nartiang could be seen up to these days from the extensive service land he enjoyed during his Dolloiship.

LIVING AND LIFE STYLE OF THE JAINTIAS

1. Occupation – Agriculture is the main occupation of the Jaintias. About 80% of the people depend for their livelihood on agriculture. Rice is the most important good grain and it is the staple food of the local populace. Other food grains are Millet, Rye and Maize.

Horticulture has tremendous potential in the region. Oragne, Pineapple, Banana, Lemon, Guava, Jackfruit and temperate fruits such as Plum, Pear, and Peach are some of the most important horticulture crops grown in Jaintia Hills District.

Livestock and Dairy farming have tremendous potential for generating self-employment among the people, including the Educated Unemployed Youth.

Other activities are Trade and Commerce, Shop-keeping, Tailoring, Knitting, Embroidery, Blacksmithy, Pottery, Bakery, Butchery, Fishery, Carpentry, Masonry, Bee-keeping (in a small scale) etc.

Cane and Bamboo works is another occupation of the Jaintias. In almost all the villages in Jaintia Hills, there are people who are skilled and adept in cane and bamboo works. The Jaintias are experts in making household tools and implements from cane and bamboo such as tables, Chairs, Mura, Fishing Rods, Walking sticks and so on. Different types of trapping implants for fish and eel. The mats plaited from cane are very expensive. Various kind of winnowing baskets or sieves are also plaited. They knit different types of Trop (a kind of container made either from Cane or Bamboo) and big containers for carrying Betel Leaves.

2. Crops – Potato, Ginger, Turmeric, Garlic, Black-pepper, Arecanut, Betel-leaf and bay leaf are some of the cash crops. Recently, introduction of plantation crops such as Tea, Coffee and Rubber seems to be promising.

A variety of vegetables including pulses such as Peas, Cowpea, French Bean and Soya-bean are grown. Besides, Tomato, Sweet Potato, Pumpkin, Cabbage, Cauliflower, Cucumber, Squash, Brinjal Eggplant, Turnip, Mustard, Bottle-Gourd, Bitter-Gourd, Onion, Lettuce Carrot, Spinach Radish, Leek etc. are also grown in the District.

3. Industry – The major industries in Jaintia Hills are Cement, Coal and Limestone mining, which are in the private sector. Other small scale industrial units are Service industry, Furniture making, Iron and Steel Fabrication, Tyre retreading.

4. Forest – Jaintia Hills is rich in forest wealth but most of it remains to be exploited. The principal forest produce include Timber, Bamboo, Reeds, Canes, Medicinal herbs and plants, thatch-grasses and various kinds of exquisite orchids.

Pitcher plant, the insect eating plant of botanical wonder, is found in abundance in Jaintia Hills and is very rare in other parts of the world. Many rare and interesting plants are also wide spread in the District.

The Sacred groves are virgin forest, which are untouched by human being. Both trees and wild animals are never cut or killed inside the sacred groves. The Sacred groves are also the major catchment and water-shed areas for various villages in the District.

6. Food – Rice and curry is the staple food of the Jaintia people. They also consume good quantity of fish, both fresh and dry, and are very fond of most kinds of meat specially pork, beef and venison. Tadpoles, baby hornets and wasps, and silkworms are most sought after foods. Earlier people in the rural areas did not like milk, but nowadays, milk is being extensively consumed by them because they have realised the food value of milk.

They eat various types of vegetables including the wild varieties, bamboo-shoots and different kinds of edible mushrooms growing in the wild. They are also very fond of

betel-nuts *and* pan-leaves. They eat many types of fruits such as oranges, guavas, mangoes, bananas, litchi, peach, pears, plums, apples, grapes etc.

Tradition Cuisine - The Jaintias are well-versed in the art of cooking. Their speciality in cooking *The Tungtoh* or the Soyabean *chatni*, made from fermented soyabean and fried in mustard oil or pig lard with pork cut into small pieces, sliced ginger, red chillies, garlic, black *til* or sesame seeds and turmeric added with some salt is well known throughout the North Eastern region.

Tungtoh is indeed a popular condiment for both the local populace and for the outsiders who frequently visit Jaintia Hills. The special recipes for cooking the *Dakharang* or the smoked fish are also well known throughout the region as is their skill in cooking dry fish. They are also expert in making delicious gravy from different types of meat. *Jadoh* is another special cuisine of the Jaintias, very popular among the local inhabitants as well as the visitors from outside.

In some parts of the Jaintia Hills such as Mynngor, Saitsama, Shilliangmyntang, Thangrain, Maitdein and Yongkynchoor, people cook chillies, rice and curry inside bamboos. This type of cooking makes the rice and curry more tasty. The people in War areas of Jaintia hills are expert in cooking fish, young jack-fruits and curry. The Jaintias are also expert bakers and their traditional breads are *u Tpu-Wasain*, *u Tpu-Langdong*, *u Tpu-Suwe*, *u Tpu-Myngkruit*, *u Tpu-nai*, *u Tpu-niawhali*, *u Tpu-rusi*, *u Tpu-Saru*, *u Tpu-yilla*. Those who stay in Jowai town and big villages are also expert in cooking Western dishes, as well as Hindustani dishes or Indian dishes.

Tradional art and food preservation - The Jaintias have excellent and well-developed skills in the preservation of food so that they have ready food supplies throughout the year. For instance, to preserve Indian Maize (*U Saru*), they first boil the maize until it is fully cooked then they dry it in the sun.

The dried maize is known in local parlance as "*USaru Wachlang*". When they want to eat the maize, they first soak it in cold water till the maize become fully plump and then they boil it again and add some salt. Once the maize is cooked, it is ready for consumption, and it has a special flavour and taste.

To preserve soyabean they ferment it, so that it becomes *Tungtoh*. Dry fish known as *Ktung Tungtab* are fermented first by soaking it in fish lard inside huge earthen pots. When the fermentation is matured in a few months or so, it is ready for making *Tungtab chatni*, which is done by burning the *Tungtab* then grind it with chillies, onion, garlic, turmeric, *allium tuberosum* or yillang, a very pungent fruit resembling black pepper or *Yaiur* and some salt added, after thoroughly grinding the said *chatni* is ready for consumption. The *chatni* is very popular among local denizens and it is regarded as an appetizer.

To preserve green chillies they cook it inside a bamboo so that the chillies would not be spoilt and they can eat them over a long time. Jaintias eat a small type of eel known in the local parlance as *Ki Dathli kba* (this type of eels are found in paddy fields). They smoke the eels and then put them on the scaffold, which is hung just above the fire-

place. Likewise, in order to preserve a certain kind of insect, known as *Niangkseh* (the insect that usually eat the needle leaves of the pine trees), they cut the cocoons to obtain the insects, the pupa of which is known as *Nianglong*.

They first boil them until they are fully cooked and then they dry them on the scaffold, which is hung just above the hearth. When the insects are dry, they are ready for eating at any time of the year but before eating the insects, they usually fry them in mustard oil. It is a very tasty dish. In the same way, the Jaintias preserve the eggs of the monitor-lizard (*ka Tyrpit*). In order to preserve bamboo shoots so that they would last longer and remain suitable for eating, they soak it in mustard oil.

Small fishes are dried in the sun so that they could be eaten whenever wanted. To preserve big fishes they smoke them. Other big fishes are cut in such a way that right from the head up to its tail it resembles the shape of the teeth of a saw. Then they dry it in the sun for future consumption. This type of preservation of fish is known as *Ahlaharem*.

They also cut big fish and eel into small strips, but the head is severed and a small portion of the tail is left uncut so that while drying the same in the sun, that uncut part in the tail helps to hold the fish and eel on the clothes-lines. This type of preparation offish is known as *Dakhawatar* and for the eels is known as *Dathli wathad*.

Pork, beef and venison and other meat of wild animals are preserved by smoking. In order to ensure that Squash (*u Piskot*) is available for eating in winter, they preserve the same in a special way. First, they dig a hole in the garden, put hay inside the hole, and then place the squashes over the hay, then they spread more hay over the squashes. Finally, they cover the hole with earth. By this process, the squashes are preserved for use during the winter.

To preserve chillies, black-peppers and turmeric, they first dry them in the sun, then they put them inside a mortar and pound them with pestles in order to powderize them. They can then eat them at any time of the year and also use them for commercial purposes.

7. Dress and Jewellery - Traditional Costumes of the Jaintia men are the Turban (*Ka Yuspong*), a Conical Cap (*Ka Tupri Pynyien*), a Shirt (*Ka Miaj or Ka Sula PoU*), Waistcoat (*Ka Putoi*), Shawl known as *Ka Ryndia-Tlem*, and a Loin Cloth (*Ka Kamsa*), A strip of cloth worn by men round the waist (*Ka Yuslien* or *Lenguti* in Hindi).

Traditional costumes of the women are an outer garment worn nicely across the shoulders (*Ki Yusem*) variously known as Eri Garment (*Ka Yusem Ryndia*), Muga Garment (*Ka Yusem Muka*). Silk clothes are used on festive events only (*Ki Yusem Dhara*). The Eri clothes come with alternate white and mauve stripes from top to bottom (*Ki Thoh Khyrwang*).

Clothing with checks or patterns of small squares of black and white (*Ki Thoh Saru*), cloth tied round the neck, it covers the head and drops over the shoulders (*Ki Spainkhlieh*), the cloak or wrapper (*Ka That-kup*), a type of an apron worn over the

clothes (*Ka That Kyrchah*), a Headdress (*Ka Yuchniat Khlieh*) and the puttees (*Ki Yusap Kjat*).

In modern times both men and women as well as youngsters, dress themselves in western style - using jackets, trousers, shirt, coat, jeans, sweater, jersey, cardigan, pullover, blouses and the like. The traditional costumes are used mainly during festive events.

Jewellery - Gold earrings and big pea-shaped necklaces of gold are almost unalloyed, they use 24 carat gold for their jewellery, hence there's that unusual sheen to it. As if to provide a stark contrast to this sheen, the gold is strung with large pieces of coral, the golden and carotly red complementing each other beautifully. The women wear necklaces made of gold-plated beads that alternate with the coral obtained from Kolkata. Both men and women wear earrings, but their designs are very different. Bracelets and *shan ryndang* (a close-fitting necklace) are worn exclusively by women, though they do not wear anklets or nose pins. The armlets and the chain that adorn the collar are also intricately designed in gold and silver. Large strings of water pearls generally loop down to the bellybutton, and small fans made of birds' feathers, are added to the turban.

Jewellery is part of the family heirloom, handed down to generations for safe custody. The expensive (a thumb-sized coral alone could cost Rs. 50,000) and the exquisite ones are pulled out only for special occasions like family weddings or festivals. It is said in Meghalaya that even a poor man saves enough to give his daughter some gold during her wedding.

Traditional ornaments of the Jaintias include the following:

i) Gold necklaces include the gold necklaces called *Ki Kpein Satyra*, the biggest type of necklace. *Ki Kpein Sapahai* is the necklace, which are made in the shape of *U Saphai*, a round sour fruit. Solid round gold necklaces (*Ki Kpem Tylli*) and a type of necklace known as *U Chah-Radang* are also worn. Usually coral beads are placed in between the gold beads of the necklace.

ii) Golden chains include the *U Mynjli Ksiar*, *UKynjri Bather* which is joined together like a dog chain. Twist golden chain (*U Kynjri Khyrwait Ksair*), golden chain worn over the shoulders (*UKynjri Tabah Ksiar*) and golden lockets are made. Silver chains worn over the shoulders (*UKynjri Tabah Rupa*) and silver chain worn across the shoulders (*U Kynjri Tylle Rupa*) are among other varieties.

iii) Earrings - Men's earrings are known as *Ki Ksah Chkoor*, women's earrings are known as *Ki Khaila* which include *Ki Khaila Ar-ratap*, *Ki Khaila Shi-ratap*, *Ki Khaila sla* and *ki Khaila Pynboh Kynjri-nein*.

iv) Bracelets include *Ki Khadu Chieh* which are the biggest gold bracelets, twist gold bracelets (*Ki Khadu Kyllain*), gold bracelets designed with exquisite flowers on them (*Ki Khadu Syntu*) and bracelets which have no design on them (*Ki Khadu Plain*).

v) Rings (*Ki Sahkti*) include twisted gold rings (*Ki Sahkti Kyllain*), plaited rings (*Ki Sahkti Thain*), solid rings (*Ki Sahkti Tylli*) which are also engagement rings and gold rings with stones (*Ki Sahkti Moo*).

8. Marriage - Among the Jaintias according to the custom, which has been handed down to them by their ancestors, there is one very strict rule to be observed and that is no members of the same or related clans can marry each other. When a man and a woman reach the point of marriage, the members of both the families would scrutinize the character of the man and the woman and their family background. They will enquire if there is any kinship between the two or if there is any agreement between the male clan and the female clan to deem each other as the same clan, or if they are related first cousins and such related issues. This is because among the Jaintias, outside the clan marriage or exogamy, is strictly followed.

When they have thoroughly scrutinised and found that there is nothing then the two are allowed to tie the knot. On the wedding day, they perform the religious ceremony according to the traditional custom and also hold a marriage feast, big or small depending on the ability of the families concerned.

It is believed that clan exogamy is the main reason why amongst the Jaintias, there are very few disabled persons. By contrast, those who do marry within the clan have experienced cases of disability probably due to the fact that their physical constitutions and genes are weakened by inbreeding.

Inheritance - Among the Jaintias inheritance of ancestral property — wealth, land and houses go to the daughters. This is so because the Jaintias like the Khasis follow the Matrilineal system of Society, all of them take their title from the mother's side. Though ancestral property and other wealth are not given to men or the sons, men are highly respected, both in their respective mother's and wife's homes.

In Jaintia Hills there is another inheritance in which the father or the mother or the uncle could bestow a special gift known as *Ka Yutran* to either of his or her children and relatives, but this gift should be acquired by the donor.

9. Megalithic Culture - One of the exclusive traits has differentiated the Jaintias (except the Khasis) from the other tribes of the North Eastern Region is that they followed what is known as the *Megalithic Culture* pattern, or the Culture of erecting the Monoliths in chosen location. Vestiges of these megaliths of different descriptions are to be seen scattered throughout the length and breadth of Jaintia Hills. This culture continued until the arrival of the British, then for many years it was forgotten.

In recent times, the culture of erecting the monoliths has been revived jointly by the *Seng Khihlang* of the *Seng Khasi* and the *Seinraij*. They erect monoliths once a year during the time when they hold the Annual *Lympung*, where cultural activities and religious discourses are performed.

The menhirs or the standing stones are known in local dialect as, *Ki Moo-Pyniein* and the Dolmens or the table stones are known as *Ki Mooknor*. The standing stone is an undressed block of stones set on end with heights ranging from 2 and 3 feet upto 30 feet. The shapes are somewhat needle shaped, round, square, rectangular or of trapezoidal transverse section. The shapes often depend on the nature of the stones available nearby but instances are known where builders went far for stones. The standing stones are generally non-constructional and the simplest form of monument. The tallest monolith at Nartiang in Jaintia Hills is 27 feet and half inches in height, 6 feet in width and 2 feet 6 inches in thickness.

The most famous cluster of monoliths is found at Nartiang village in a place called *lawmulong* (the market place of Nartiang). Here hundreds of menhirs and dolmens are found. They were erected by *U Mar Phalangki*, *U Luh Lyngskor Lamare* and villagers of Nartiang. These monoliths belong to the clans, which were the founders of Nartiang village. During the religious festival known locally as, *Ka Puja Blai law*, the descendents of the original founders of Nartiang village, offered varieties of eatable food on brass plates and placed them on the dolmens as offering for the departed souls. This religious rites is known as, *Ka Siang Ka Pha*.

Other important clusters of monoliths are found in various places such as at "lawdaija" in Mookyrdur village, at lawmusiang rim and Mookyrdup at Nangbah village, at lawmuchai in Shangpung village, at lawkhyllaw in Sutnga village, at Khadsyiem near Sakhain village, at Pyrda near Moopat village, at Jowai, Mukhla, Raliang, Khonshnong, looksi, larain, Padu, Nongbareh, Nongtalang and the like.

The ossuaries are known in local language as, *Ki Mootyllein Ki Mootmmoh*. The Jaintias, like the Khasis, kept the calcinated bones of the clan members after cremation, in the ossuaries. The ossuaries of different clans are found in all the villages of Jaintia Hills but the ossuaries found at the Nongtalang village are smaller, shorter and covered with spherical stones. Unlike the other ossuaries found in other places that are bigger, taller and square in shape.

10. Sculptures - The Jaintias are great sculptors, especially those living during the reign of the Jaintia kings. This is clearly manifested in the discovery of many stones in many parts of Jaintia Hills, with the engraving of animals and man or woman on them. Some of the important stone sculptures are mentioned below.

i) Ki Moohati or the Stone Elephants: Four numbers of such stones with the engraving of an Elephant on each of them are found in the Jaintia Hills. The biggest and largest engraving of elephants are found at Tamu village.

ii) The Image of a Man and a Woman on Two Menhirs: On the bank of Sabi river which is half-way from Mynthlu village and Mulait village, the engraved images of a man and woman on two menhirs are to be found. These images are known as, *Ka Dur Shynrang Wa Ka Dur Kynthai Ha Ki Moo*.

iii) *Ka Dur U Khmi or the Image of the Earthquakes*: On the footpath from Syndai village to Umpubon bridge, on the right-hand side the image of the Earthquake is engraved on a big slab of rock. The image of *U Khmi* (Earthquake) has a close resemblance with the image of the *Lord Ganessa*.

iv) *U Moo-Kyndad or the Image of the Rhinoceros*: The image of the rhinoceros engraved on a big slab of rock is found in the place called Mootashroi in the Nongkhlieh Elaka of Jaintia Hills.

v) *Ki Moo-Tari or the Image of Knives Engraved on Menhirs*: In Jaintia Hills there are four such stones. Two of them are found at Mukhla village, another one is found at Tamu village and the last one is found at a place a bit far from Shangpung village.

vi) *U Moo-Knup or the Image of U Knup (a kind of rain shelter) Engraved on Menhir*: In the entire Jaintia Hills only one such stone is to be found. It is located at Mukhla village.

U Moo Chahang or the Image of the Crocodiles: About 5 kms from Kharkhana village on Myntdu river, lies the carved image of the Crocodile on a big slab of rock. The local people call the rock, *U Shmia Lahang*, which means the Crocodile stone and in Jaintia it is known as *U Moo Chahang* (Chahang means a Crocodile). This carved image of the Crocodile remains submerged under water throughout the year except in winter. Hence, it can be clearly seen and photographed only during the winter season.

vii) *IDur Ka Wait, Ka Stieh Wa Ka Ksin Ha Ki Moo or the Sword, the Shield and the Drum Carved on the Stones*: On the top of Ralang hill there is a cluster of menhirs, on which, the figures of the Sword, the Shield and the Drum are carved.

viii) *IDur U Wakhu Wa Ka Wait Ha VMoo or the Hoe and the Sword Carved on the Stones*: At a place called Mookynrum there stands a single menhir, the figure of the hoe and the sword are carved on its body.

ix) *UDaba, UShulim, Ka Wait WaKiDienjat DienktiHa UMoo or the Hooka, UShulim (A tobacco holder), the Footprints and the Fingerprints on the Rock*: On the top of the Moolian hillock which is also known as Lersu hillock, lies a huge rock. On the top of this rock the images of a *Hooka*, *U Shulim* (a tobacco holder), footprints and fingerprints are carved on it.

x) *Ka Knor, U Thlong Wa Ka Pliang Ha V Moo or the Low Stool, a Mortar and the Plate Carved on a Stone*: At a place called Larem Syiem near Lechka there is a big slab of rock on which the figure of a *Knor* (a low stool), a Mortar and a Plate are carved.

xi) *U Moo-Knia or a Sacrificial Stone*: Near the Longju river there is a sacrificial stone, on this stone the figures of *Ka Wait Tyngkrong* (a kind of cutting implement which the people use to cut fish, meat and vegetables), *UShang* or the basket and *U Shalani* (a winnowing implement made of cane and bamboo) are engraved. The Phyrngap clan of Tangnub village offer sacrifices on this stone up to this day.

xii) *U Musniang or the Image of a Pig on a Stone*: Located at Khimmusniang locality of Jowai town where lies a stone which is known as *Musniang* or a Stone Pig because a figure of a pig in lying position was carved on it.

xiii) *UMoo Syiem*: Located at Shilliangraij locality of Jowai town, is a menhir which was erected by the order of the Jaintia King to commemorate the incident that one handsome man from Rangad clan was taken to marry the niece of the King. On this menhir a figure of a man was engraved on it.

xiv) *IDur UHati, Ka Skai Wa V Thlen Lum Ha U Moo or the Images of the Elephant, the Deer and the Python on a Stone*: About 3 kms. from Moolaber village, lies a huge stone and on the top of this stone the figures of an Elephant, a Deer and a Python are carved on it. Local people say that it was the legendary hero, *U Sajar Nangli* who had sculpted those images.

xv) *I Dur U Khmi or The Image of The Earthquake*: About 2 kms. from Kharkhana village on the bank of river Myntdu there are three huge rocks. On the first rock the image of *U Khmi* or the Earthquake is carved. On the second, the images of a woman and a tiger are engraved and on the last rock the images of a man and a woman are sculpted. These rocks lie at a place called Dein Walieh on the bank of Myntdu River.

11. Wood Carving - The Jaintias are excellent wood carvers. In the traditional houses, known as *Ki Yungfyntoor*, that are found in Jowai town and other parts of Jaintia Hills, they have carvings of flowers and other designs on thick and long planks in the sitting room or parlour. At the portico of the entrance to the house of Belin Pde, there is an engraved image of two peacocks and a ring of flowers on a plank.

Kambel Shullai of Jowai town is a renowned carver of Jaintia Hills. At the parlour of his mother's house, there is a carving on a big slab of timber depicting the typical village life of the Jaintias, which is considered to be his masterpiece.

Most of the Jaintia carvers carve house decoration or showpieces such as wooden elephants, horses, monkeys, apes, birds and the like. People buy them for beautification of their homes.

12. Engraving on Metal - Kambel Shullai is also very adept in engraving on metal. He engraves the figure of two swords on a shield with a stand and supplies the finished products to the office of the General Manager, District Industries Centre, Jowai. Tourists buy them for taking home as souvenirs.

To mention in passing, the Jaintia Kings used to mint coins in between the year 1670 and 1788, which are called *Taka Rupia* and the figure of the swords were carved on the coins as written in the catalogue of the Provincial Coins Cabinet Section. The Jaintia Kings also minted gold coins. The cannons of the Jaintia Kings are kept in a Shiv Mandir at Nartiang, which was the erstwhile Summer Capital of the Jaintia Kingdom.

13. Masonary work - In the war area of Jaintia Hills many resting places specially constructed with large slabs of stones are to be found. At Nongtalang village, there are many such resting places. At Khonglah village, on a footpath halfway to *Ka Kut Thma* or a stony fortress, there is an elaborate masonry work of a resting place, known locally as *Ka Shmia UMaloon* because the place was built by one known as *UMaloon*. On the footpath from Syndai Village to Umpubon Bridge lies another resting place made up of a big slab of stone that resembles a chair.

Stone bridges are found at Umiaknieh, Thlu Muwi, Nartiang, Amdohkha and Amlamet in the Jaintia hills and living banyan root bridges are in the War area.

14. Traditional Sports and Games - The Jaintias have been ardent lovers and admirers of sports and games. Elders and youngsters, all enjoy different types of sports and games in which most of them are practised in the outdoor that are played not only for honour or championship but also for amusement and pleasure even simple fun.

The season for sports is generally after sowing or harvest time and during winter. Events are held and enjoyed during the day or night, in selected places, in and around villages or towns. Some sports have some of religious links, and are held during festivals. The most important sports and games of the Jaintias include some of the following:

i) *Ka Rah Mookrah or Weight-Lifting*: Is a masculine sport and is confined to those who are blessed with hardy and muscular physique combined with regular practices.

ii) *Ka latan-Tylle or Tug of War*: Usually held during festive event, such as New Year celebrations among the members of the *Dong* or locality, the Tug of War is sometimes held between married men and the bachelors. Before the start of the game, a piece of white cloth is tied to the middle of the rope. Two lines are drawn on the ground and one man is appointed as umpire to preside over the game. The team that can pull the rope untill the white cloth reaches the line on their side, becomes the winner.

iii) *Ka lasiat Thong or Archery*: A favourite sport of the elders is Archery. In the past, the centre of Archery was Jowai town, to which competing archers flocked from far off places such as Nongkrem, Smit and Jongksha of Khyrim Syiemship for wager and display of marksmanship.

Archery in those days was conducted according to the term of *Ka Kular* or Agreement between the two rival teams as to the number of arrows, archers the minimum amount of polled wager, time, and other terms and conditions, to ensure fair play and sanctity of the game. The heaviest season is eight weeks before Behdeiflkhlam Festival at Jowai, and the contest between rival teams was held on lawmusiang market day at Madan lasiat Thong (*Khmat Kashari*).

The best archers shots would strike the target with ten or with more arrows successfully or non-stop from a distance of about 50 metres. Sometimes an archer is not allowed to hit the target due to the ban exercised by *U Stad Swar* of opposing teams.

Now archery contests are held mainly in rural areas and *Thoh Team* or *Teer* is very popular in the Jowai town.

iv) *Ka laslait or Wrestling*: This is a sport commonly practised throughout Jaintia Hills especially in big villages such as Nongbah, Nartiang, Shangpung, Wataw, Raj Tuber and elsewhere. Boys are encouraged to take up wrestling and trained by their elders, especially fathers, in the arts of wrestling, which is fought according to well established code and rules of the game.

In the past, wrestling was a normal activity of the young men in Jowai town. They challenged each other for championship and competition among the wrestlers of local clubs such as Lulong, Panaliar, longpiah, Chilliangraij and the like was a common feature of social life.

The Panaliar and Chilliangraij produced famous wrestlers like *U long Sohlej* and others were highly respected and travelled from village to village as far as Mikir Hills (Karbi Anglong) purely for love of the sport and to exhibit matches against local wrestlers and for learning, skills and experiences of other wrestlers.

v) *Ka laphet Phari or Race*: Both young and old participate in this sport. It is the most common sport among the youth of both sexes. The distance varies from one to ten kms. In villages, during the time when they bring home the paddy from the fields to the house of the owner of the paddy field, they usually held the race called *laphetohari* and the winner was given a prize either in cash or in kind.

vi) *Ka Datlawakor*: It is the annual sport of Jowai town, which is associated with the Behdeinkhlam Festival, resembles like, soccer played with the traditional wooden ball. Jowai town has two vast paddy fields, located in the northern part of and the other in the southern.

In the evening of the last day of Behdeinkhlam festival, the *Datlawakor* game is played between selected players of the farmers of the northern and the southern paddy fields. The significance of the game is that if the team of the northern side wins the match, in that year, the northern paddy field will yield a bumper harvest and vice-versa.

vii) *Ka E-Iadaw Masi or Bull Fighting*: Bullfights are held just after the sowing season by the farming community in many villages of the Jaintia Hills. It is only in Nongjngi and Takhniang villages that bull fighting has a religious colour, because prior to bull fighting they ceremonially sacrifice goats.

viii) *Ka lapuh Syiar or Cock Fighting*: It is a favourite sport among boys and children.

ix) *Boating Competition*: An annual boating competition is held at the place called *Dongwar* on Myngngot river near Dawki. Competing teams from both sides of East Khasi Hills and Jaintia Hills District participate and the winning team is given prize money. Swimming Competitions are also held here every year and on the same day. Boating and Swimming are the favourite sports of youngsters and children living near the rivers of Jaintia Hills.

x) Nohsakyriat or Seasow: Is a game confined to the unmarried grown up female only, held especially during the festival at Nangbah and lalong villages. The festival is known as *Nohsakyriat*.

xi) Ka lariah Kuku: It is a children's favourite game of hide and seek in which one player (called it) tries to find the other players who have hidden.

xii) Ka latan Phiri: It resembles more or less a tug of war and it is played once in a year in Wataw village. However, in the *latan Phiri* game, instead of using a rope, they use two bamboos, which are bent at the centre and hooked together in handed joint.

Besides these games, other sporting activities include fishing or angling, swimming, hunting and trapping. The Jaintias are famous anglers because the rivers, streams, streamlets, brooks and rills in the Jaintia Hills District abound in fish. The rivers and streams located in the coalmine areas of Jaintia Hills District were in the past an angler's paradise. They have become today dead rivers and streams arising out of the acid water that flowed from the mines that has polluted them so much that no aquatic life can survive in them. Even the colour of the water in these rivers and streams have turned a rusty and murky colour. Hunting and trapping of wild animals and birds used to be a favourite winter sport and setting snares and trapping of birds were favourite sports for children.

15. Tradition Musical Instruments

i) Ka Ramaken, a piece of bamboo or metal musical instrument, which is made to vibrate close to the mouth, producing high or low tones according to the way the mouth is opened.

ii) Ka Chakudiah (a kind of flute) is a musical instrument made of bamboo is played by beating with two sticks and produces soft music for slow dances of the women.

iii) Ka Marynthein is a kind of musical instrument, which resembles the harp.

iv) Ka Talot is a wind pipe instrument.

v) Ki Sko is dry bottle gourds filled with sand; when they are shaken then produce some permanent accom-paniment.

vi) Ka Put Sla a simple kind of musical instrument made from certain leaves, which produces high-pitch sounds.

vii) Ka Chew-Chew is a kind of bell made of brass.

viii) Ka Bhuri is a musical pipe instrument used by the Jaintias and the Khasis to produce sweet melodious music.

ix) Drums (*ki Bom* and *ki Ksin*)

Today the Jaintia musicians are also using Western and Indian musical instruments such as the guitar, hawaiian guitar, electric guitar, double-bass, bass, bugle, violin, mandolin, clarinet, harmonium, mouth organ, organ, accordion, keyboards, piano, modern percussion instruments, tabla and so on and so forth.

3.16 List of Protected Sites – 2000 -2005

1. Protection & Preservation of Bong Sangma's Memorial structure with improvement & fencing etc. at Baghmara.
2. Archaeological site at Wadagokgre & Baitbari comprising of Temples, Buddhist Stupa & Fortress under West Garo Hills.
3. Improving the existing site at Syndai Jaintia Hills District.
4. Ganesh Stone carve figure at Syndai, Jaintia Hills District.
5. Protection & Preservation of Temple at Borghat, Jaintia Hills District.
6. Monoliths by improving the existing site at Nongbah.
7. Stone carved figure of Elephant and Man at Khloo Moohati, Tamu Vill, Jaintia Hills.
8. Stone carved figure of a man & women sleeping at Khanduli vill, Jaintia Hills District.
9. Neolithic site at Misi Kokdok Peak, Songsak, Bonegre, East Khasi Hills.
10. Monolith site at Nonglang Vill. Mawkyrwat, West Khasi Hills.
11. Improvement of the monolith site at Mawsmat vill. East Khasi Hills.
12. Improved of Monoliths Site at Laitlyngkot (Iew Shillong) East Khasi Hills.
13. Fencing work for protection & Preservation of the Monolith site at Laitlyngkot (Ap - Mihiong) East Khasi Hills.
14. Extension work of Sangkla boundary at Marngar, Ri-Bhoi District.
15. Monoliths Site at upper Shillong (San mer), East Khasi Hills.
16. Monoliths Site at Laitkdr Vill., East Khasi Hills.
17. Protection & Preservation of Mawknor at Lad Nongpriang, Sohra, East Khasi Hills.
18. Fencing for preservation of Monoliths at Nongkhrah vill, Ri-Bhoi District.
19. Monolith site at Pynursla, East Khasi Hills District.
20. Sanctum sanctorum Platform at u Lumsohpetbneng.
21. Monolith at Nongkhnum.
22. Cromlech at Nongjri Vill, Pynursla, East Khasi Hills District.
23. Monoliths Site at Mawphlang Vill. East Khasi Hills.
24. Royal Cremation at Sohra, East Khasi Hills.
25. Fencing for protection, preservation of Mawsngi (Sun Engraving) monolith at Nongsohma, West Khasi Hills.
26. Cremation Urns at Pomsahmen, Sohra, East Khasi Hills.
27. Monoliths site at Mawmaram Vill. East Khasi Hills.
28. Renovation of Brookside Bungalow (Heritage Building) at Kench's Trace, Shillong, East Khasi Hills.
29. Providing Stones Masonary steps footpath and sitting sheds - 2 (two) nos. at Baitbari Excavation sites, East Khasi Hills.

30. Improvement resetting and Preservation of Mawknor and Monolith adjacent to Lawkyntang at Mawphlang, East Khasi Hills.
31. Monolith at Pomsahmen under Sohra Civil Sub-Division.
32. Monolith and Rest Stone of Open Durbar ground at Pomsahmen, Sohra, East Khasi Hills.
33. Monoliths site at Mawsiatkham, East Khasi Hills.
34. Monolith Mawkhongbuh at Pomshutia Vill, East Khasi Hills.
35. Monolith at Old Mawlieh at Lyngkyrdem, East Khasi Hills.
36. Monolith at Marbaniang Sadew, Vill, East Khasi Hills.
37. Monolith near community Hall at Laitkor, East Khasi Hills.
38. Monolith at Sohra-Rim on the way to Sohra under Nongkhlaw Syiemship, East Khasi Hills.
39. Monolith at Mawkajem Vill, (on the way to Pynursla Dawki Shillong -Tamabil Road) East Khasi Hills.
40. Ancient monolith at Mookyndur, Jaintia Hills District.
41. Ancient Market at Nongbah, Jaintia Hills District.
42. Ancient Fort at Nongbareh, War Jaintia.
43. Shmai Lyngkdong U Mar Ballon & Monoliths at Pdengshakap, War Jaintia.
44. Improvement of David Scoot Bridle Pat from Nongrum Vill. (Mawphlang) towards Wahtham, East Khasi Hills.
45. U Krem Tirot Sing at Mairang Bah, West Khasi Hills.
46. Carved Stone figure of Human Being at Barato Mukrot Road.

2006 – 2007

1. Buddhist Stupa Site
2. Octagonal Temple Site
3. Shiva Rectangular Temple
4. Fortress
5. Mir Jumla Tomb
6. Existing (Swimming Pool) site at Syndai Village
7. Ganesh Stone Carve Figure at Syndai Village
8. Monoliths site at the old lawmusiang at Nongbah Village
9. Ancient Sacrificial site at Misi Kokdok Peak, Songsak Banegre
10. Sangla (Monolith) site at Marngar
11. Historical Monuments (Monoliths) site at Mawmaram Village
12. Colonial structures at Cherrapunjee
13. Ancient Fort/Monoliths site near Nongbareh Village
14. Monolith at Umden
15. Ancient Nongbha (Capital of raid Nongtluh)
16. Ancient Palace site at Sutnga
17. Shiva Temple at Nartiang
18. Nokpante (Bachelor Dormitory) of Eman Asagre
19. Monoliths at the Open Durbar Ancient Durbar ground at Nongtalang Village
20. The Old British Cementary at Tura
21. Remains at the Ancient and abandoned capital of the Raid Myrdon
22. Projection & Preservation of Ancient Nongbah at Raid Umwang

23. Preservation & Development of Cultural Heritage (Erection) of the Collapsed monoliths etc. at the Heritage site of Sjar Nangli Lake Thadlaskein
24. David Scoot Briddle path from Lad Mawphlang to Laitsohma
25. Old Police Station at Sohra
26. Monolith Site at Mqopat

2007-2008

1. The old British Cemetery at Tura
2. Bong Sangma Memorial at Baghmara, South Garo Hills District
3. Nokpante (Bachelor Dormitory) of Eman Asakgre South Garo Hills
4. Katta Bill or huge lake at Nogolpara, West Garo Hill
5. Stone Bridge of Jaintia Kings at Thlu Umwi Jaintia Hills Dist.
6. Borghat Temple, Jaintia Hills District
7. Durga Temple at Nartiang, Jaintia Hills
8. Circuit House, Sohra East Khasi Hills District
9. Motphran lewmusiang (War Memorial) Jaintia Hills.

Some of the Heritage Buildings identified are listed below:

1. All Saints' Cathedral Shillong, East Khasi Hills District.
2. Khasi and Jaintia Presbyterian Assembly English Service, East Khasi Hills District.
3. Nongsawlia Presbyterian Church, East Khasi Hills District.
4. Thomas School of Mission Sohra, East Khasi Hills District.
5. Official Residence of DC Tura, East Garo Hills.
6. Christian Girls' Higher Secondary.
7. Pine Wood Hotel.
8. Civil Surgeons Bungalow Tura.
9. Tura Christian Hospital.
10. Sodalpara Heritage Village Tura.

3.17 The Statistical data of tourist arrivals in Meghalaya for the last five years:

YEAR	NO. OF DOMESTIC TOURISTS	NO. OF FOREIGN TOURISTS	TOTAL
1992	1,38,932	380	1,39,312
1993	1,56,152	505	1,56,657
1994	1,54,977	577	1,55,554
1995	1,44,529	1172	1,45,701
1996	1,36,183	1573	1,37,756
1997	1,15,563	1071	1,16,634
1998	1,36,952	1055	1,38,007
1999	1,59,730	1971	1,61,701
2000	1,69,929	2327	1,72,256
2001	1,78,697	2390	1,81,087
2002	2,68,529	3191	2,71,720
2003	3,71,953	6304	3,78,257
2004	4,33,495	12407	4,45,902

2005	3,75,911	5099	3,81,010
2006	4,00,287	4259	4,04,546
2007	4,57,685	5267	4,62,952
2008	5,49,954	4919	5,54,873

3.18 Infrastructure Airports

Upgradation of Umroi Airport - It was felt necessary that the existing Umroi Airport be upgraded and facilities for landing of bigger aircrafts be provided. Accordingly, in March 1991, Airport Authority of India inspected the site and recommended the additional land be made available for expansion of the runway and other infrastructure. However, nothing can be done during the Tenth Five Year Plan. Airport Authority officials recommended the following:

1. Acquisition of land for extension of runway from 6000 ft to 8500 ft
2. Development and grading of runway strip.
3. Extension of runway and associated pavements.
4. Extension and modification of terminal building complex.
5. Provision of V.O.R. /R.ME, and PAPI.
6. Cutting of hills and construction of boundary walls.

Hence a sum of **Rs.150.00 lakhs** is proposed for the **Eleventh Five Year Plan**.

Further, a proposal for **finding alternative Airport in lieu of Umroi Airport in case the aforesaid upgradations can not be taken up by the Authority concerned**, is also being processed for selection of suitable sites by the Department of Transport in coordination with the District Authorities in the State. The same is yet to be finalized.

Construction / Uneradation of Baljek Airport - The Baljek Airport was initially planned and designed for operating flight of smaller Aircraft of the STOL category. As most of the Airlines no longer operate small Aircrafts, it is necessary to upgrade the airport by extension of the Runway of the Baljek Airport by another 700 meters at least. Hence, **Rs. 50.00 Lakhs is proposed for the 11th Five Year Plan 2007-2012**.

Chapter – IV

Tourism Promotion

4.1 Introduction

Marketing of tourism for an area is essential in order to inform prospective tourists about what the area has to offer and to persuade them to visit it. Market planning needs to be understood as part of the overall tourism planning process, and as it relates to development of the tourism product. Marketing involves several activities — establishing the marketing objectives; formulating the marketing strategy; preparing and implementing the promotion programme; and providing tourist information services. Market planning can be done for both international and domestic tourists or a combination of these.

Today tourism industry is highly competitive in the run to attract potential tourists. Meghalaya is composed of so many diverse attractions that it calls for identification of *strategic locations* for which effective marketing strategies are required to be worked out for promotion of tourism. The product portfolio offered for promotion of Meghalaya has been conceived 7 (seven) broad categories of tourism typologies viz.(i) Cultural Tourism, (ii) Nature / Ecotourism, (iii) Rural Tourism, (iv) Adventure Tourism, (v) Wildlife and Forest Tourism, (vi) Leisure Tourism, (vii) Wellness Tourism.

The State should provide a budget of approximately 10% of the annual investment in the tourism sector for promotion and development of the tourism. The State could employ specialized agency for the distribution of funds amongst different components given in this Chapter. It should be made in consultation with specialized agency by the Tourism Department for achieving the best results in the State's promotional efforts.

4.2 Tourism Market Overview

4.2.1 Formulating the Marketing Strategy

The marketing strategy sets forth the most effective approach to be applied to achieve the marketing objectives. The strategy may include:

- Whether the marketing will be general, aimed at general interest tourists, or be selective and directed to specific types of tourist markets. Primary, secondary and opportunity markets are identified.
- The general types of promotional techniques to be used and where they should be directed — to tour operators, the tourist consumer or a combination of these.
- The timing or priority scheduling of promotional efforts to certain types of markets or countries. Timing may depend on the scheduling of tourism development projects.
- The image and reality of the area to be conveyed. A newly developing tourist destination may need to first create a desirable image of itself before engaging in specific promotion.
- Any particular obstacles to overcome such as recent political instability or a natural disaster.
- Whether promotion offices should be established in the major market source countries, or local marketing representation contracted in those countries, or promotion is handled directly from the home office.
- Consideration of any contingencies which may arise such as the opening of previously closed market sources.

The marketing strategy should be related to both long term and short term objectives. By doing this, the foundation is laid to achieve the longer-term objectives but with the short term ones planned more specifically. The marketing strategy should be reviewed fairly often. It can be modified, if necessary, depending on market trends and any changes in development of the tourism product.

4.2.2 Destination Selection: The Decision Variables

Tourism demand is a consumption process influenced by a number of decision variables. At the individual level, attitudes, perceptions and the intensity of motivation play vital role in the decision making framework. The decision making process of a tourism consumption involves four (4) basic elements viz.

- i) **Motivating Elements:** These are the energizers of demand which propel a tourist to visit a particular destination.
- ii) **Filtration Elements:** These are the demand constraints (that may be economic, social, psychological/ risk factors), which are assessed before taking final decision.
- iii) **Impacting Elements:** These are the promotional elements of a destination which impacts consumer decision making positively or negatively by affecting the motivating elements.
- iv) **Extraneous Elements:** These are the influences of culture, family (main decision maker), friends and colleagues, which have bearing upon the consumption type and manner of tourism products.

Marketing and promotional strategies therefore should be cognizant of the tourist behavioral patterns.

4.2.3 Tourism Product

Meghalaya being a mountainous state of India with salubrious weather, it should be possible for the state to develop sustainable tourism, practically for all areas and for all seasons. Connectivity and accommodation are important factor, which need to form part of tourism product so that people are informed. Fairs and Festivals, tribal games, handicrafts, orchids etc should be linked with accommodation so that tourism product could have a meaning for people to come and stay at various locations in Meghalaya.

4.2.4 Market Segmentation by Product Typology

The likely visitation of domestic and foreign tourists over the different product typologies offered by the State is summarized in the following Table.

Product Typology vis-a-vis Tourist Visitation

Sl. No.	Tourism Typology	High Visitation	Moderate Visitation
1.	Cultural Tourism	Foreign	Domestic
2.	Nature /Ecotourism	Foreign Domestic	
3.	Rural Tourism	Domestic	Foreign
4.	Adventure Tourism	Foreign	Domestic
5.	Wildlife and Forest Tourism	Foreign Domestic	
6.	Leisure Tourism	Domestic	Foreign
7.	Special Interest Tourism	Domestic	Foreign
8.	Wellness Tourism	Domestic	Foreign

4.2.5 Market Segmentation by Spatial Source

The following geographic market segments have been identified for promotion of the products and destinations of Meghalaya. The source markets where thrust will have to be given during the immediate, intermediate and long term periods are given below:

Stages and Source Markets

Stage	States within India	International
Immediate	West Bengal, Maharashtra, Gujarat, Delhi and other N-E States	Nepal, Bhutan, Sri Lanka, Myanmar, Thailand, China, Japan, South Korea, UK, USA and Israel
Intermediate	Uttar Pradesh, Uttaranchal, Punjab, Haryana, Rajasthan, Andhra Pradesh,	Indonesia, Malaysia, Singapore, Vietnam, Cambodia, Bangladesh, Canada, Italy, Holland Germany
Long Term	Himachal Pradesh, Tamil Nadu, Chandigarh, Orissa, Kerala, and Karnataka	Taiwan, Australia, New Zealand, Spain

4.3 Proposed Marketing Strategy

Like any consumer product, tourism needs to be promoted by an aggressive and well coordinated marketing strategy. And to be successful as a Brand in the market place, all the elements of its marketing mix will have to be managed in a professional way. With a view to attaining the stated objectives the following marketing / promotion strategy has been suggested.

4.3.1 Promotion of Events / Fairs and Festivals

Meghalaya can be a strong contender for hosting international events on Cultural and Heritage tourism, Eco-tourism, Adventure tourism. Tourism linked activities and programmes of regional associations like SAARC, BIMST-EC, etc like the SAARC Adventure Camp held in Darjeeling in West Bengal can be held in Meghalaya, which has immense potential for adventure tourism. The proposed Tourism Board should take up these issues with the Ministries of Tourism, Culture, Youth Affairs and Sports and the External Affairs of the Government of India for organizing such events.

In addition, major cultural activities focusing around the religious festivals like Dance, Musical nights, Open-air Evening Cultural programmes should be organized where the tourists' participation should be encouraged. There should also be a system of awarding Prize to the participants. Some other events specific to Meghalaya's tradition and culture should also be organised as follows.

i) Promotion of Tribal Games: Indigenous games of Meghalaya have been closely attached with celebration and festivities and form a vibrant expression of the cultural identity of the communities. Theme based promotion of some of the games should be made either back- to- back with the local festivals or as stand alone events. The identified games are (i) Mimic Warfare (ii) Mock Hunting (iii) Archery (iv) Snake Games (v) Dragon Trail (vi) Hog's Rub (vii) Cat and Mouse, etc. Some of the Children's Games should also be highlighted.

ii) Festivals of Meghalaya are an important socio-cultural practice among some of the tribes. Promotion of Tattoo Festival may be made either during the major festivals of the communities or separately. Modern tattooing techniques should be utilized to promote this unique art using motifs approved by the said communities.

iii) Other Festivals and Events to be promoted are:

- Tribal Dance Festivals
- Food Festival
- Orchid Festival and Flower Show
- Handicrafts Festival
- Festival of Tribal Sports

Showing Films (initially at national level and subsequently at international level) on Adventure Sports - in collaboration with the Dept. of Tourism & Culture, Govt. of India, New Delhi should also be organized.

iv) Health Care Treatment: Meghalaya's intangible resources should be promoted. Khasi and other local herbal spa treatments should be developed. A good example is available at Rikynjai, a resort very near Shillong ,which overlooks a spectacular lake of Barapani

v) Exhibitions and Workshops may be organized as follows:

- *Photo Exhibitions* on nature and wildlife in association with leading photography instrument makers like Nikon, Kodak, Canon, Olympia in collaboration with internationally popular TV channels like The National Geographic, Discovery, BBC and CNN
- *Conservation Awareness Workshops* in collaboration with world bodies like UNEP, UNESCO, etc.
- Observation of World Tourism Day as a fixed annual event
- Institution of Awards for Responsible Tourism for the operators of Travel and Hospitality industry, Ecotourism Committees among the Tribal Communities

Appropriate planning linking the other Northeastern States should be made for integrating the fairs and festivals of the region as a whole. A calendar of events of the major Fairs and Festivals should be prepared.

vi) Overseas Representation: International awareness on Meghalaya needs to be created through the Indian embassies and the front desks of Air India and the Tourism Department of the Government of India

vii) Tourism Exhibitions: The Department of Tourism has been participating in various tourism related fairs and marts held in the country. It is suggested that the current endeavour be stepped up by promoting various themes of Meghalaya. Representing Meghalaya at the major fairs / events / exhibitions at the both national and international level.

4.4 Public Relations

Major thrust should be given to Public Relations in the source markets during the first phase of tourism development for making brand 'Meghalaya' as a premium product. This is essential to create the right image for Meghalaya in the marketplace where active cooperation is needed from the hoteliers, transport operators, etc, for developing complementarities between the source and the destination markets. Organizing Familiarization (FAM) tours of the major tour operators, travel agents, airlines in the source markets particularly South and South East Asia region need to be initiated to promote Buddhist and cultural packages targeted at both domestic and international tourists as part of promoting the North East as a composite destination in collaboration with other States.

Inviting travel writers to Meghalaya who in turn can write about their impressions in their respective papers. This is a very effective method of stimulation of the motivational elements of a would-be tourist.

Organising familiarization (FAM) trips for journalists, travel writers, tour operators, airlines, etc. from the SAARC/ BIMST-EC countries under full local hospitality by the APTDB. A FAM trip had already been organized to the North Eastern States of Assam and Meghalaya for BIMST-EC delegates.

4.5 Present Marketing Efforts

Marketing of Meghalaya as a tourist destination is fairly low keyed with low promotional visibility. On present reckoning however, some marketing efforts have been taken, which include the print media, electronic media and event based promotions like festivals, fairs and exhibitions.

The Directorate of Information, Public Relation and Printing of the Government of Meghalaya, publishes brochures/leaflets and propaganda materials on general tourism related issues. The Department of Tourism, Govt. of Meghalaya supported by Government of India, jointly brings out brochures and promotional collaterals in general as also highlighting fairs and festivals. The Environment and Forest Department, Govt. of Meghalaya also brings out literatures on forest and wildlife. Some initiatives have been taken by Directorate of Sports & Youth Affairs and the Directorate of Research, Govt. of Meghalaya. A number of tour operators, who have been promoting Meghalaya have also published brochures and other tourist literature highlighting places of tourist interest, tour programmes, etc.

The State Government also undertakes cultural programmes and supports exhibitions at national and international levels. State Tourism Department also participates either directly or indirectly through its authorised tour operators in event like the Travel and Tourism Fair (TTF), an annual event in Kolkata and Bangalore. Government of Meghalaya has hosted a web site highlighting the destinations spread over the approved tourism circuits. However, the information brochures of the sub-agents are qualitatively inferior for attracting potential visitors. So far as the electronic media is concerned, the Directorate of Tourism.

The present level of promotional and publicity programmes initiated by Meghalaya are not much effective to attract tourists in a viable numbers round the year so as to sustain the sectoral economy. Tourism marketing is virtually absent in Meghalaya.

Travel writers rarely cover the State. Information on the State is difficult to obtain and a large number of Indians may not even be aware of the location of the State. The major limiting factors for the low-trap inertia in tourism marketing can be attributed to the following.

- i) Low priority accorded to the tourism sector in the State Plan.
- ii) Despite a number of circuits having already identified, the critical gaps in their linkages have still remained due to weak interaction among different stakeholder Departments

- iii) Tourism as an economic activity has been unable to build confidence among private entrepreneurs for Investment in the State.
- iv) Regional tourism i.e. tourism within the Northeastern States has also remained low-keyed having minimum linkage effects on Meghalaya.
- v) The general sense of insecurity among tourists over political disturbances in the Northeastern region.

4.6 Establishing the Marketing Objectives

In the comprehensive and integrated planned approach, the marketing objectives are represented by market targets of the types and numbers of tourists to be attracted. The targets are expressed in terms of the approximate numbers of tourist arrivals by type, average length of stay, and other characteristics. The tourist groups aimed for should be closely related to the tourism product and the kinds of tourists and tourism desired. The major objectives of tourism marketing are as follows:

- Creation of a sustainable demand base at the national and international levels for consumption of the tourism products and services through a set of dynamic promotional strategies
- Balanced distribution of tourists over time and space.
- Emphasis on Quality tourism over Quantity tourism.
- Positioning Meghalaya in national and global tourism map.
- Establishing a brand image of Meghalaya.
- Promoting myths and cultural ethos of the tribal communities.
- Showcasing the DSPs of the products which have sufficient strength to pull the tourists and thereby, monopolising the products from the competitive basket of other States.
- Ensuring the selling of right tourist products to the right market segment at appropriate time and affordable price.
- Promoting logistics for attracting high spending tourists keeping in view, control of budget tourists to check mass tourism particularly in 'eco and ethnic' sensitive zones.
- Widening the seasonal base
- Promoting activity based tourism particularly during lean period so as to reduce /mitigate seasonality of tourist arrivals.

- Deepening the market penetration of the existing source markets in the area
- Augmentation/up gradation of tourism destinations/products life cycles for maintaining their sustainability.
- Product upgradation particularly for attracting repeat visitation for obviating the indifference in satisfaction fatigue.

In already developed tourist destinations, the marketing objectives may also relate to changing the types of markets, such as aiming for higher quality or special interest markets. Such objectives must, of course, be coordinated with corresponding changes made in the tourism product of attractions, facilities and services

4.7 Preparing the Promotion Programme

The promotion programme is prepared based on several considerations - the marketing strategy; knowledge of marketing distribution channels; the promotion techniques available; and the amount of the budget. This programme is usually designed for a three- to five-year period. It specifies by year the types of promotion to be undertaken and their estimated costs. Continuing costs, such as for maintenance of offices in the market source countries and local tourist information offices, are usually included in the promotion budget. The most commonly used promotional techniques are as follows:

- Preparing printed material such as brochures, posters, maps, postcards and travel agent manuals, and distributing these to travel agents, tour operators and the tourist consumers.
- Preparing audio-visual material — slide, film and video shows — for use in travel seminars and other types of presentations.
- Advertising in newspapers, magazines, radio and television aimed at the tourist consumers, and in travel trade publications aimed at tour operators.
- Attending travel trade fairs, of which there are now many held annually in Europe, North America and East Asia.
- Undertaking special promotional trips to the market countries in order to contact travel agents and tour operators.
- Inviting and hosting visits by tour operators and travel writers and photographers.
- Preparing and publishing guide and general information books about the area, if these are not available commercially. These books can be sold to recover the costs involved.

Marketing of specialized forms of tourism such as convention and cruise ship tourism, requires specific knowledge and promotional techniques.

Promotion of an area and its attractions and facilities should be accurate and honest. If promotion misrepresents the area and tourists are attracted by inaccurate statements made in the promotion, they may well be dissatisfied. This can lead to tourists advising their friends not to visit the area, and to unfavorable publicity in the public media of the market source countries.

Promotion should be closely coordinated between the public and private sectors. A common practice is to establish a joint promotion board for coordinating and carrying out promotional activities. This board is jointly funded by the public and private sectors. The private sector will still undertake promotional activities for their own enterprises. The government must provide adequate budget for its share of marketing, if tourism is to be successful. At the same time, marketing should be carefully programmed so as to maximize effective use of the funds that are available.

4.8 Providing Tourist Information Services

An important function of marketing is providing information to tourists before and after they arrive at their destinations. Various types of information should be available — the general geographical, historical and cultural background of the area; the attractions, facilities and services (and their costs) that are available; transportation schedules; location of shopping, medical and postal facilities, consulates, embassies and religious institutions; and other specific information. It is also very important to inform tourists about local customs, dress and behavioral codes, tipping policy, and any security problems they should be aware of.

Tourist information offices should be established in convenient locations, and be staffed by knowledgeable personnel. Information officers should have foreign language capabilities where needed. Often, a successful approach is to develop visitor information centres. In addition to information material, visitor centres contain exhibits, offers audio-visual shows and have literature, slides and other material for sale.

4.9 Networking Strategy

The Central Government has finally opened Delhi, Chennai, Mumbai, Kolkata along with 18 other tourist destinations for being linked directly to the Association of South-East Asian Nations (ASEAN) countries by air.

Designated carriers from the 10 member ASEAN States, which include Indonesia, Malaysia, Thailand, the Philippines, Singapore, Vietnam, Laos, Cambodia, Brunei and Myanmar will now be able to operate flights to and from the Indian metros apart from 18 other tourist destinations in India. As of now the foreign airlines concerned will make stopovers at four intermediate points - Cambodia, Myanmar, Laos and Vietnam.

The whole exercise is aimed to promote the tourism destinations in India in which these countries have interest. According to ASSOCHAM sources, this will help raise the tourist flow to India by at least 35 per cent. At present, only Indian Airlines and Air India have been allowed as designated carriers for the ASEAN countries.

With the domestic private airlines brought in at a subsequent stage, there will be a tremendous growth in tourist movement to and from the ASEAN countries in the future. In an earlier move, the Government of India has allowed private domestic airlines to operate flights to SAARC countries from the four metros plus Bangalore and Hyderabad. Other areas of networking will include:

- 1) Networking with Travel Agents, Private Sector Airlines
- 2) Networking with mountaineering clubs both within and outside the country. Holding/organizing Workshops on mountaineering and adventure sports.
- 3) Tie up arrangements with major International Airlines in the key source markets in South and South East Asia viz. Singapore, Malaysia, Thailand, Sri Lanka for organizing 'all inclusive' tour packages.
- 4) Networking with major Environment NGOs (eg. WWF) / Nature clubs, etc at national and international levels.
- 5) To set up / promote setting up of Tourism / Nature Film clubs in the State (selected districts).

4.10 Sales Promotion

Emphasis should be given on promoting Ecotourism in the different geo-climatic zones of Meghalaya. Collaboration with travel agents and tour operators (both retail and wholesale) in the various States and abroad should be made to promote special theme based packages like Rain Forest Tours, Cloud Forest Tours, Honeymoon Tours, Wellness Tours, Biodiversity Tours, Adventure Trails, Pilgrimage Tours, etc. Incentives should be offered to sell the tourist destinations and packages to the trade channels. Establishing of a permanent channel of communication with the travel-trade through regular issue and distribution of newsletters and bulletins on Meghalaya Tourism should also be made.

i) Print Media:

- Preparation of a Compendium of Hotels, Restaurants, Travel Agents/Tour Operators approved by the Department of Tourism, Government of India, Meghalaya Tourism Development Board and recognized by the industry associations in the SAARC / BIMST-EC member countries.
- Different type of Information for different segment such as Travel Agency, Tour Operator.
- Attraction wise information (Cultural Tourism, Adventure Sports, Trek Trail Map, Wildlife Tourism, Ecotourism, Special Interest Areas, Rural Tourism, etc)

ii) Media Advertising:

- Audio - in the FM channels at the source States in the country
- Print Media- Newspapers, Travel magazines, In-flight magazines
- Electronic Media - CD, Documentary Film (National Geographic Channel, Discovery, and vernacular channels in the source markets.
- Hoardings and Banners

Media advertising has to be launched in a selective manner, largely to support the specific promotions / product launches. Media advertising has to remain modest in scope

because of the high cost it entails. The imagery of any visual material should be highly inspirational and should emphasize upon the unique aspects of Meghalaya as tourist destination. Coining of appropriate promotional slogans for appeal should be made. Professional agencies should be engaged for this purpose.

iii) Promotion Pricing: To promote tourism, promotional pricing will have to be adopted in the beginning. This means prices for packages should be low initially to encourage potential customers to try the product. For this purpose, collaborative assistance should be sought from various suppliers of tourism consumption like the railways, airlines, transport operators, accommodation providers and travel agents.

iv) Differential Pricing: The package tours should be priced in such a manner that the perceived value of the package is greater than what the tourist hopes to get by traveling on his own. Different packages may be designed based on various tourists' types. There may be certain exclusive packages for wildlife enthusiasts or adventure sport lovers or golf players. Discounted prices during the lean periods should be offered and properly promoted to attract tourists from both within the country and abroad.

4.11 Other Promotional Issues

i) Source markets for countries viz. Nepal, Bhutan, Sri Lanka particularly for adventure and nature /eco-tourism should be tapped. These countries along with countries like Japan would constitute the principal geographic market segments for initiating focused marketing launch in the first Phase of the proposed Plan period. A dynamic process of periodic market review will be undertaken by the proposed Tourism Development Board for Meghalaya to broad-base the supply spectrum for ensuring positive growth during the subsequent Phases.

ii) The ADB's promotion of the Greater Mekong sub-region as a composite tourist destination involving six countries has become an annual industry event. Similar efforts of events can be mooted under ADB's SASEC programme of tourism which has identified the eastern and northeastern region of India as the common denominator for providing cultural, nature-based and Buddhist destinations.

iii) The Ministry of Tourism Government of India had earlier initiated two studies on Taxes levied by the State and Central Governments in the tourism sector and on the Impact of Civil Aviation policies to assess the problems of high taxation rates and the multitude of Central and State level taxes that impact upon the industry. The studies recommended rationalization of both Central and State Taxes like expenditure tax, Service tax, Customer duty, etc. The study should also identify deficiencies in air links with tourist source markets, etc.

Tourism Promotion needs to be strategised and different print and electronic media should be used for making people of the world and within the country to be aware of what product is offered to them by Meghalaya. INTACH has a complete set up in preparing the plan for tourism promotion for any state depending upon the budget for year to year. The state can engage INTACH for its promotional aspects. INTACH would charge about 10% of the total budgetary outlay for tourism promotion.

Chapter – V

Human Resources Development for Tourism

5.1 Introduction

The role of Human Resource Development in Tourism Sector is not just to create new jobs but to build capacities of different functionaries in the demand - supply chain of tourism product and consumption. With the objective of positioning tourism as a major engine of growth and to harness its direct and multiplier effects for employment and poverty alleviation in an environmentally sustainable manner, human resource development constitutes a key area in tourism planning.

Human resource development is necessary for tourism sector to increase productivity and efficiencies in the hospitality functions, and to provide sustainable employment opportunities in the areas where options for other gainful vocations are limited.

5.2 Human Capital and Tourism Industry

i) Global Perspective

a) World Tourism Organisation (WTO) - Manpower is a key for competitiveness in the tourism destinations to emphasize on the development of human capital for sustainability of the tourism industry. Global code of ethics for Tourism are giving priority to local manpower development providing appropriate initial and continuous training on skills and professional activities. There are exchange of experiences between and among the executives and workers.

b) International Labour Organisation (ILO) – There is a need today to devise social and economic systems, which ensure basic security and employment while remaining capable of adaptation to rapidly changing circumstances in a highly competitive global market.

c) Quebec Declaration on Ecotourism - Lack of education facilities, communication systems and other infrastructure facilities are major impediments for growth of sustainable tourism. Private sector investment is important in the training of the local workforce for better human resource inputs in their operations as well as for promoting an ethical and environmentally conscious

behaviour. An emphasis of stakeholders' on environment education and awareness is necessary for development of local community and poverty alleviation.

ii) SAARC Regional Perspective

Following actions are needed in the SAARC region for tourism activities taken by the South Asian Regional Conference on Conservation and Ecotourism:

- Training and skill development programmes
- Consumer awareness and education
- Community capacity assessment
- Local social structures and their values,
- Integration of pro-poor and biodiversity agendas,
- Inter-stakeholder partnerships

A Technical Assistance programme has recently been approved by ADB under the SASEC initiative involving the four South Asian countries viz. Bangladesh, Bhutan, Nepal and India for Human Resource Development and Capacity Building in the tourism sector.

iii) National and State Policies

• National Tourism Policy

The National Tourism Policy recognizes the importance of the country's human capital for maximizing productivity. The Policy notes the high employment potential of the tourism sector and emphasises on the need for training of manpower at different levels among different stakeholders.

• Tourism Policy of Meghalaya

The Tourism Policy of the State underscores the requirement of creating a wholly new culture of professionals for hospitality sector with strong emphasis on courtesy management. One of the objectives of the Tourism Policy is to build capacities and create mechanisms to support small and medium enterprises.

5.3 Human Resource Development (HRD) in Tourism Sector of Meghalaya

Employment opportunities (direct and indirect) will be generated in the tourism sector with specialized skills and professional manpower required for the different sub-sectors of the travel

and hospitality industry. A well-designed plan for capacity building and manpower training local, regional, national and international experiences will help make tourism development successful.

The aim of the HRD Plan will be to create an efficient manpower base that would help promote the economic, social, cultural and the environmental objectives. HRD for the tourism sector will thus incorporate awareness, training, education, research and management activities for different stakeholder groups.

5.4 Important Issues for HRD Planning

a) Productivity - Tourism industry is regarded as a labour intensive industry. Productivity of personnel depends on the level of education, skill and training in new technologies, which also provides for customer satisfaction as well as career progression for the personnel and ultimately to the overall State economy. Strategies for enhancing productivity include refocusing of core competence, upgrading of skills, creation of new professional profiles, multi-skilling, promotion of team work, etc.

b) Education and Training - The increasing demand for quality services in the travel and hospitality sector makes it imperative to provide literate and professionally skilled manpower.

c) Women's Role and Empowerment - Women occupies the lower levels of the service hierarchy in the tourism labour market with limited career development opportunities. The growing emphasis on women's empowerment makes it mandatory to provide non-discriminatory opportunities in education and training as part of HRD policy in the tourism sector.

d) Child Labour - HRD planning for the tourism sector should be sensitive to the issue of child labour, which is common across the globe in the tourism industry. An estimated 13-19 million children and young people below 18 years of age (nearly 10-15 per cent of the entire workforce of the global tourism industry) are employed in the tourism industry worldwide.

e) Human Values – Tourism industry often faces the challenges of commercial sexual exploitation of women and children. This is more prevalent in the developing economies of Asia. Tour operators, hotel staff, taxi drivers and entertainment bodies often work in collusion to satisfy tourist demands. Any HRD planning exercise for tourism should take this issue into account so as

to prevent cultural degradation of the destination. Respect for the socio-cultural life and traditional values of the indigenous people of the destinations should be given.

f) Environment, Health and Safety - With great emphasis being placed on environment conservation, there is an increasing need for the tourism managers both at Government and private levels to be careful about the environmental impacts during the construction as well as operational phase of tourism development project. Monitoring of the environmental health vis-a-vis carrying capacity of the destination as well as food safety, general health and hygiene and the security environment of the area requires to be done for overall sustainability of the tourism activities.

g) Entertainment, Sports and Performing Arts - Tourist destinations are embellished with product and sub-product support where entertainment, sports and performing arts are the vital components. For catering to the tourists' needs, the HRD plan should focus on developing a corpus of trained personnel / experts in the various forms of the said activities from among the local communities.

Honing of skills for tribal sports, golf, etc. should be made so as to cater to the tourist destinations. Similar exercises should be undertaken for capacity building for Adventure Tourism, Wildlife and Forest Tourism, Ecotourism Wellness and Rejuvenation Tourism, Special Interest Tourism, etc.

5.5 Formal and Specialized Education

Manpower training may be provided through formal education system as well as tailor-made workshops and awareness programmes. The beneficiaries of the formal education system will be the major service providers to the tourism industry in the State and will be tagged with the main course of action for tourism development.

Institute of Hotel Management, Catering Technology & Applied Nutrition, Shillong, Govt. of India, Ministry of Tourism

The Institute of Hotel Management Shillong was set up in 2000, every year approx. 120 students (35% northeast students included Meghalaya and 65% from other States) are enrolled for all courses of the Institute. Graduates of IHM, Shillong, are prepared for employment in hospitality

industry, hotel, tourism sector, services management and event management positions at a global level. The courses focus on:

- Hotel operational skills (continued learning in a changing global business environment)
- Management practices in the tourism and hospitality industry

Well-equipped classes, hands-on learning experience, state-of-the art teaching facilities, and skill-focused education and personality development are being imparted.

The Bachelor of Science programme in Hospitality and Hotel Administration is offered jointly by the National Council of Hotel Management & the Indira Gandhi National Open University. The 3 year programme equips students with all the required skills, knowledge & attitude to efficiently discharge supervisory responsibilities in the Hospitality sector.

The programme involves in-depth practical work for students to acquire required knowledge & skills standard in the operational area of Food production, Food & Beverage service, Front office operation & House keeping & providing material inputs i.e. Hotel Accountancy food safety & quality, managements in tourism, human Resource management, facility planning, financial management, strategic management tourism marketing etc.

Course Offered

Courses	Duration	Qualification
1. B.Sc. in Hospitality & Hotel Administration	3 years	10+2 or Equivalent
2. Trade Diploma in food production	1 ½ years	10+2 or Equivalent
3. Trade Diploma in Food & Beverage Service	1 ½ years	10+2 or Equivalent
4. Craftmanship Course in Food Production	1 ½ years	10th Class pass or 10+2

60 students are taken for the B.Sc. programme and this number needs to be increased and more children of Meaghalaya should participate in the course.

Admission to B.Sc in Hospitality & Hotel Administration, the candidates has to appear in Joint Entrance Examination (JEE) for Hotel Management Catering Technology and Applied Nutrition Government of India, New Delhi followed by centralized counselling on the basis of Merit.

For State Quota (only Meghalaya Domicile) and North-Eastern quota only Domicile of North Eastern State may apply directly to the state and North Eastern Council respectively between May and June each year.

Announcement of Admission for other courses (other than B.Sc. in HHA) advertisement is released by the Institute between May - July each year. Candidates meeting the prescribed entry level requirements may apply to the concerned Institute, admission will be based on Admission Test and candidate's merit in the qualifying examination. Reservation for SC/ST and Physically Handicapped candidates will be as per norms of Government of India.

Co-Curricular Activities - To enhance their personality, the institute motivates the students to participate in different activities/events such as :-

- Food festivals
- Theme dinners
- Competition & seminars on Hospitality, Tourism and Nutrition
- Exhibition on culinary skills
- Tourism fairs

Training & Placement – A few industrial training placement cells have been functioning to provide industrial training opportunities to the students by exploring various avenues for their future career. The emphasis is laid to students in order to provide sufficient exposure related to personality development.

Address: Institute of Hotel Management Catering Technology & Applied Nutrition (Govt. of India, Ministry of Tourism) Lumpyngad, Bishop Cotton Road, Shillong-793001 Ph. No.:0364-2501616, Fax: 0364-2501616 email: ihmshill@yahoo.co.in

Technical Education in the area of Hotel Management has significant importance and continuing growth of tourism poised to create many new jobs require appropriate education and training at all levels in the Specialized and Technical Education field. There are three types for Hotel Management and Catering Technology Education for setting up Hotel Management and Catering Technology Institute in Meghalaya.

1. **Three year Diploma in Hotel Management** for the students who have pass 10 + 2. This type of diploma is being offered by the **Polytechnics in the country in various nomenclatures in**

Hotel Management & Catering Technology. The examinations are being conducted by the State Council of the Technical Education of the States. The syllabi are also prescribed by technical boards, constituted by State Council of technical education. Separate guidelines on norms and standards for diploma level institution (Polytechnic Institutions) are published by the **All India Council of Technical Education (AICTE)**.

or

Three year Diploma in Hotel Management for the students who have passed 10+2. This type of diploma is offered by **National Council for Hotel Management and Catering Technology (NCHMCT)**. The admission procedure and the examination system has been worked out by National Council for Hotel Management and conducted by the National Council for Hotel Management, and Catering Technology (this diploma is not equivalent to degree of a University).

2. **One year Post Diploma course** intended to be offered by National Council for Hotel Management and Catering Technology for those candidates who had passed three year diploma after 10+2 level. This post diploma after three year diploma programme has a course duration of 1 year with course contents and academic equivalence to professional degree in Hotel Management & Catering Technology as given below.
3. **Four year degree programme in Hotel Management and Catering Technology** after 10+2. This programme is being offered by few Universities and colleges affiliated to University.

AICTE has determined course structure for the following diploma and degree courses:

- Teaching for Three Year Diploma
- Teaching for Four Year Degree

The Academic Scheme of teaching and evaluation in Hotel Management and Catering Technology for diploma and post diploma courses shall be prescribed by National Council for Hotel Management and Catering Technology (NCHMCT).

Staff and Infrastructure Norms should be followed as per the guidelines determined by AICTE.

It should be mandatory for the officers and staff of Department of Tourism in the State to attend one-week course of IHM.

5.6 Scope for HRD

Non-availability of the adequate number of skilled manpower is a major constraint in the State. Higher education facilities and vocational training centres are insufficient to meet the future challenges of the tourism industry. The future development of tourism industry in the State will generate a large volume of employment opportunity (direct and indirect) and this future workforce will need specialized training to serve the industry in a professional manner. The scope for Human Resource Development in the State will thus broadly encompasses the following:

- Development of New Skills
- Importance of Continuous Training
- Learning for Competencies
- Certification
- Training provided by Employers
- Filling the Training Gap i.e. matching training demand with training supply
- Voluntary Contribution by the private sector for Training, Environment Education, Conservation and Management of community resources by the local population
- Technical and Educational support from NGOs, community based associations, academic and research institutions on ecotourism, culture and society.

5.7 Human Resource Development (HRD) Initiatives

Training and capacity building will be initiated both for the existing workforce in the hospitality and travel industry in the State as well as for the new generation to be empowered at the community level and NGOs for promoting programmes, strategies of tourism development while making their activities environmentally, socially, and culturally sustainable.

HRD initiatives for promoting and developing education programmes can enhance awareness about nature conservation and sustainable use, local and indigenous cultures and their relationship with tourism. Capacity building through formal and specialized training should be a part of the Planning exercise.

5.8 Capacity Building through Formal Education

Training for manpower development for the tourism sector can be initiated through formal education and training. Formal education system may be divided into two branches viz. (i) Basic

Education - to deal with environmental awareness programmes and (ii) Specialised Education - to deal with producing knowledgeable and skilled manpower to meet the demand of the tourism industry.

i) Basic Education

Following basic education system at the Primary, Secondary and Higher Secondary schools should include courses for building awareness among students in the areas of environmental protection, bio-diversity, conservation of natural resources and codes of ecotourism. The school curriculum should emphasize on:

- a) Knowledge of environment and cultural diversity.
- b) Regional history and archaeology.
- c) Importance of tourism for Meghalaya, both for conservation purpose and economic benefits.
- d) Special features of different regions in terms of tourism resources, biodiversity and culture.
- e) Importance of ensuring hygiene and sanitation in places of tourist interests as well as urban centers from ecology and environment protection angle.

Students of Secondary and Higher Secondary schools will have more ability to absorb issues related to environmental protection and conservation of the natural resources. They may be encouraged to set up *eco-clubs* in the schools and conduct biological tours. School students may be utilized to conduct campaigns in the villages for environmental protection in association with the Village Conservation Committees (VCC).

ii) Specialized Education

The purpose of specialized education is to create trained manpower for the future with professional knowledge and skill to meet the demands for tourism services. This class of trained manpower will act as the major driving force for the advancement of tourism in Meghalaya. Specialized education should be divided into the following branches:

- a) Hospitality - Hotel Management, Catering Technology, Tourism and Travel Management
- b) Products - Ecotourism, Wildlife Tourism, Adventure Tourism specializing in Trekking, River Rafting, Angling, Mountaineering, Rock Climbing, Biking, First Aid and Emergency Rescue operations. Professionally skilled manpower in adventure tourism may act as Instructors and Guides for tourists.

- c) Ecology and Environment - Independent subjects to be offered at Undergraduate and Postgraduate levels suitable for field level operators, managers and decision makers.
- d) Social Sciences - Independent subjects to be offered at Undergraduate and Postgraduate levels suitable for operators, field level managers and decision makers.

iii) Vocational Training

Vocational courses may cover short-term diplomatic / certification / crash courses on different tourism related subjects for various stakeholders like tour operators, taxi operators, hoteliers, guides, personnel in the hotel and catering services, media, etc. The various types of vocational courses, suitable for tourism development in the State are given below:

- Tourism study may be taken up as a Vocational Course at the UG level in the Degree Colleges in the State.
- Post Graduate and Management courses can be developed as part of courses in humanities, environmental sciences and management studies streams covering hotel management and catering technology, travel management, adventure tourism, heritage tourism, etc. In all the above courses, history and culture, anthropology, mountain ecology and environment and major economic issues of the State / region should be included.
- Tourism should be included as part of the secondary and higher secondary syllabi under Environment Education.
- At the primary level eco-tourism can be a part of nature study course. Establishment of Eco-Clubs in schools should be made mandatory.
- Interactive meets on tourism, environment conservation and management of common property resources should be organized by the Block level/District level Committees specially formed for the purpose with the Village Conservation Committees. The proposed Tourism Development Board should play a pro-active role in this regard. This would help the communities to be better acquainted with the requirements and role of the tourism sector as well as the tourism values.
- Training programmes for the Trainers, Government officials, and other major service providers viz. tour operators, guides, Instructors of Adventure tourism activities, etc. should be organized for increasing efficiencies in manpower for productive dispensation keeping pace with the developed situations. Training is also necessary for villagers on orchid production, handicraft items, food processing for the tourists.

There is no chapter of **Indian Institute of Tourism and Travel Management (IITTM)** but **Martin Luther Christian University** was set up in 2006 and every year approx. 1500 students (85% students from Meghalaya and 15% North-east and other States) are enrolled for all courses of the University. It has introduced the Master degree course of Tourism Management, outline of the course structure 2009 – 10 is enumerated here under:

Ist Semester

1. Principal of Management - Purposes, functions, and techniques of management. Understanding of important management concepts, processes and techniques in modern organisations with special focus on tourism and travel.
2. Fundamentals of Tourism Management and Tourism Products of India - Nature, characteristics and components of the tourism industry. Elements and characteristics of tourism products. Tourism product production system, tourism product life cycle, typology of tourism products.
3. Tourism Policies, Planning and Development - National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992. Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding. Understanding tourism planning. Public and private sector role in tourism development.
4. Business Environment - Concept, significance and nature of business environment. Government policies: industrial policy, fiscal & monetary policy, EXIM policy. Political and legal environment of business: MRTP Act and FEMA. International and technological environment: multinational corporations; WTO, World Bank, IMF, foreign trade policies. Union and states budgets. Stock Exchange.
5. Geography of Indian Tourism - Fundamentals of geography, importance of geography in tourism, climatic variations, climate regions of world, study of maps, longitude and latitude, international date line, time variations, time difference. Indian geography, physical and political features of the Indian subcontinent. Tourism attractions in states and territories of India.
6. Accounting for Tourism Management - Basic principles and techniques of preparing financial information. Nature of accounting and generally accepted accounting principles. Preparation of trial balance. Bank reconciliation statement. Accounting for hotels, travel accounting, mechanized system of accounting.

2nd Semester

1. Organizational Behaviour - Basic principles and techniques of preparing financial information. Nature of accounting and generally accepted accounting principles. Preparation of trial balance.

Bank reconciliation statement. Accounting for hotels, travel accounting, mechanised system of accounting.

2. Financial Management - Key dimensions, processes and influences upon human behaviour at the level of the individual and the group in the context of work organisations. Individual dimensions, perception, learning, interpersonal and group behaviour, groups at work: nature, conflicts, causes and effects, effective conflict management techniques. Consumer behaviour.

3. Tourism Marketing Operations - Operational techniques of tourism marketing. Basic knowledge of marketing principles, suitability of alternative promotional approaches to and formulation of marketing plans and promotional approaches to tourism and other related organizations.

4. Research Methodology for Tourism - Business research: research process, problem formulation, steps in preparing a business research plan/proposal. Business research design. Data collection: primary and secondary data, data collection methods. Questionnaire design, qualitative techniques. Hypothesis formulation. Sampling. Data analysis. Statistical analysis of business research.

Financial Management - Meaning, role, scope and importance of financial management. The financial manager, financial goals, financial control. Financial planning, working capital management. Financial statements and analysis. Tourism Finance Corporation of India.

Business Communication and Personality Development - Print and electronic media for the planning and management of advertising and other communication tools. Meaning of personality, personality factors. Effective or winning personality, developing a selling personality. Communication skills. Personality grooming, physical fitness, dressing sense, behaviour with male and female clients, behaviour in office.

3rd Semester

1. Human Resource Management - Alignment between business and human resource management strategies. Talent management; job and organization design; performance management; designing development programs; succession planning and career development; strategic reward systems; labour-management relations.

2. Transport and Tourism Management - Air transportation: policies, practices. Air charters. Surface transport: rent-a-car Scheme and coach-bus tours, fare calculations. Transport and insurance documents. Rail transport: major railway systems of the world, Indian Railways, rail tours in India. Water transport: cruise ships, ferries, hovercraft, river and canal boats.
3. Tour Operation Management - Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaison with principals, preparation of itineraries, tour operation and post-tour management.
4. Rural and Sustainable Tourism - Principles and importance of rural tourism, scope and cultural significance of the countryside. Understand benefits and costs, demand and supply of rural tourism. Planning, marketing and management of rural tourism. Community capacity-building. Sustainability. Social and economic impacts on rural communities.
5. Airline Travel Management - Airline industry policies, practices. Functioning of Indian carriers. Air Corporation Act, air charters.
6. Project - Two week field study to provide practical knowledge of tourist resources and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects of tourism promotion. After the completion of the project each student is required to submit a report.

4th Semester

1. Public Relations and Advertising - Printing and advertising. Media decisions. Different media types- print media, television, radio and the new electronic media. Preparation of brochures, booklets, maps etc. Advertising agency function. Direct marketing, sales promotion, public relations and sponsorship. What is public relations? Major activities of PR departments. Sponsorship. PR at exhibitions, conferences, openings and inauguration.
2. Event Management - Managerial and operational aspects pertaining to event and conference or convention management. Concept of MICE: meetings, incentives, conference/conventions, and exhibitions. Management of conferences, trade shows and exhibitions. Project planning and development, budgeting. Registration, seating, documentation, teleconferencing, recording and publishing proceedings. Interpretation and language.

3. Hospitality and Resort Management - The resort guest. Development and management of resorts. Marketing the resort experience. Resort operations and economics. Guest activity programming and format. Program management and evaluation.

4. Destination Planning and Development - Traditional and current management theory as it applies to destination planning and development. Management decision making processes as it applies to destination planning and development. The significance of a destination and the components that comprise a destination. The stages involved in destination planning. The destination life cycle stages. Strategies utilized to manage a destination in each life cycle stage. The role of urban planning in tourism destination planning.

5. Internship - The internship is designed to provide qualified students and young professionals with an opportunity to gain valuable practical experience in the in the tourism/hospitality Sector. It is a platform where students can enhance their skills and positively change their outlook towards their profession.

5.9 Training Courses

The courses should be conducted in all remote tourist destinations and to be dealt with should include the following:

- (a) Destination Management
- (b) Food Production
- (c) Restaurant Service
- (d) Hotel Accounts
- (e) Lodge Management Training
- (f) Home-stay Management
- (g) Trek Leadership
- (h) Medical Aid / Emergency Relief
- (i) Travel Agency Personnel

The local NGOs and Village schools can play an important role in organizing such training and help in creating awareness among drivers, porters, hotel owners etc. where formal training is not required.

Chapter – VI

Strategic Approach

6.1 India- North East Region

The **North East Region-Vision 2020** document for the development of the North East region under Sectoral Strategies for the Region and Economic Development Perspectives for Poverty Eradication in the North East gives special emphasis to Tourism. The document States:

“Tourism has tremendous potential in the region. The promotion of tourism calls for widespread augmentation of infrastructure for the hospitality industry (always moderated by ecological and environmental considerations), skill upgradation in hotel management and in the skills of officials promoting tourism and a thrust on domestic tourists and low budget hospitality services. Tourism may be constructed around four concentric circles:

- (e) State based i.e. intra-state tourism
- (f) Multi-state tourism circuits
- (g) Pan regional tourism within NER and other regions of the country, particularly the eastern region and
- (h) International tourism with connectivity with neighbouring foreign countries.”

Further the Vision 2020 document states:

For newly emerging states, and hill states in particular, the inflow of expenditure from an expansion in tourism services is an important driver of economic development. Tourism has tremendous income and employment ripple effects that spread far beyond the actual tourism activity itself, so that benefits disburse quite naturally to owners of small shops, peripheral services, and even to construction banking and handicrafts. In other words, tourism related services are naturally employment intensive.

The following table shows the growth of the tourist traffic in the North Eastern Region over a 3 year period from 2003 to 2005.

Tourist	2003	2004	2005	CAGR
Domestic	31.01	33.60	35.00	6.25 %
Foreign	0.30	0.39	0.37	9.24%
Total	31.31	33.99	35.37	6.28%

(Source: North Eastern Region -Vision 2020)
(Numbers in lakhs)

The region received only 35 lakhs domestic tourists and 37000 foreign tourists in 2005 displaying a very poor footfall and also a drop in the numbers of foreign tourists during the year 2005.

The overall growth rate for the North Eastern region is also below the growth rate for India of 13% for foreign tourist arrivals and 11% for domestic tourist arrivals showing opportunity for building the tourism sector in this region.

The employment in the Trade, Hotel and Restaurants taken as a proxy for tourism sector employment also shows that against an all India average of 25.3% the employment in these sectors in the region are from a low of 15.3% in Meghalaya to a high of 40.2% in Nagaland (Source : Vision 2020 – Year 2004-05)

State	Trade , Hotel and Restaurants
Arunachal	22.7 %
Assam	28.6 %
Manipur	19.7 %
Meghalaya	15.3%
Mizogram	17.1 %
Nagaland	40.2 %
Sikkim	33.5 %
Tripura	27.2 %
India	25.3 5

6.2 Meghalaya State

The following table shows the growth of the tourist traffic to Meghalaya from 2003 to 2005.

Tourist	2003	2004	2005	CAGR
Meghalaya-Domestic	371953	433495	375911	16.5 %*
Meghalaya-Foreign	6304	12407	5049	96.8%*
Meghalaya Total	378257	445902	381010	17.88%*
NE Region-Domestic	3101472	3360084	3500 000	6.25 %
NE Region-Foreigners	29478	39168	37000	9.24%

(Source: North Eastern Region -Vision 2020-table 5.31)* for 1 year growth only as the next year shows a sudden drop in the tourist traffic to Meghalaya

The following table shows the positive and reassuring growth of the tourist traffic in Meghalaya over the further 3 year period from 2006 to 2008 after the sudden drop in the tourist traffic in 2005. The data on foreign tourist for the last 3 years available is as follows and shows very small numbers less than 1% of the total tourists:

Tourist	2006	2007	2008	CAGR (2005 base year)
Meghalaya-Domestic	400287	457685	549954	13.5%
Meghalaya-Foreign	4259	5267	4919	--
Meghalaya Total	404546	462952	554873	13.5%

The issues of Visa and immigration relate to the Home Ministry and are related to the overall security of the state and India. This needs to be taken up separately in view of its sensitivity. The transportation proposal includes connectivity with the domestic and international gateways to the state. When implemented the connectivity issue with the Bangladesh border will get addressed on a demand driven basis by the private sector and if extra capacity exists today they will get relocated to meet this need.

The connectivity issue will not get totally resolved in a short span of time. It is in view of this that the transport plan was prepared by us and was basically demand driven and primarily implemented by the private sector.

The data shows the growth of tourists both domestic and foreigners is better than the regional average and also for domestic it is better than the all India average of 11% for domestic tourists. In respect of the foreign tourists the base is so small that even

though it is below the all India growth of 13 % we need to increase the absolute numbers of foreign tourists to enhance our revenue realizations as they constitute an extremely high paying segment with an estimated average of 1800 US Dollars per visitor being spent during the visit excluding travel costs.

The employment in the Trade, Hotel and Restaurants taken as a proxy for tourism sector employment also shows that against an all India average of 25.3% growth the employment in these sectors in Meghalaya has fallen at an average of 9.7% and this needs to be investigated.

Year	Trade , Hotel and Restaurants
1999-2000	22.2%
2004-05	15.3%
CAGR	-9.7%

(Source : Vision 2020 – Year 2004-05 table 9.7)

6.3 Tourism Sector -Capital Intensity

Tourism has a very positive Labour-capital ratio. An investment of one million rupees (at 1985-1986 prices) would create 89 jobs in the hotel and restaurant industry, compared to 44.7 jobs in agriculture and 12.6 jobs in manufacturing industries.

The average for the whole tourism industry is 47.5 jobs for an investment of one million rupees (at 1985-1986 prices).

A comparison of labour/capital ratios in different economic sectors is shown in table below:

Labour-Capital ratios by sector

Sector	L-C Ratio
Agriculture	12.6
Mining and quarrying	2.06
Railways	0.9
Other transport	13.8
Hotels and restaurants	89.0
Tourism- overall	47.5

Source: Annual Plan 1996-97, Department of Tourism, Government of India.

6.4 Tourism Sector – Force Multipliers

	Direct	Total
A. GDP (2002-03)		
GDP Overnight Stay	2.78%	5.83%
GDP Same Day	1%	1.00%
GDP	3.78%	6.83%
B. Employment Generation (2002-03)		
Jobs Overnight stay	4.59%	8.27%
Jobs Same Day	1%	1%
Jobs	5.59%	9.27%

6.5 Tourism Development is an “Economic Activity with Social Impact”

NEED

- (i) Economic Development which is: inclusive, equitable and reduces disparities of gender, urban-rural and different regions and its communities.
- (ii) Local Area Development strategies to have direct and positive impact on rural migration and creation of income and job opportunities in rural areas.
- (iii) Addresses the issue of proximity based regional linkages, investment and income transfer opportunities in the state and its districts.
- (iv) The overall impact of the Tourism Development Plan is dependent upon the political and administrative will of the state to synergize the tourism development plan with the states vision and development strategies.
- (v) The socially and economically empowered society will have the ability to make choices for improved lifestyle and quality of life.

- (vi) Strong concern for environmental conservation and that local people should benefit and be involved in tourism.

6.6 Economic Growth Targets

The economic growth as per the plan targets for the welfare of its people are:

PERIOD	GSDP @ 2007-07 prices	Growth	Population Growth Rate	Per Capita GSDP At 2006-07 prices	Per Capita Growth Rate
	Rs (Crore)	%	%	Rs	Average %
Base Year 2006-07	6630			26841	
11 th Plan	42247 (8449)	8.75	1.19	164720	7.47
12 th Plan	68395 (13679)	11.35	1.13	251630	10.10
13 th Plan	65968 (13197)	14.25	1.01	232774	13.11
Required growth rate		10.96	1.13		9.72
Growth rate 2000-01 to 2004-05		5.77			
			Source:	Vision 2020	

6.7 Tourism Growth Targets

Using the Trade, Hotel and Restaurant data as a proxy for Tourism contribution of 15% of state GSDP we need to increase the capacity of the Tourism sector to create an annual revenue of Rs. 1267 crores in the 11th plan and Rs. 2052 crores in the 12th plan from the current annual revenue of Rs. 975 crores i.e. 14.7% of State GSDP of Rs. 6630 crores.

The annual increase of 1076 by the 12th plan accounts for more than 110% growth in the tourist arrivals over the 10 year period i.e. CAGR of approx 10%.

The States GDP growth rate for the last few years is as well as the tourism growth rate has picked up after a sudden fall in 2005 and is now the tourism growth rate is at a CAGR 13.5% for the 3 year period 2006-2008.

The existence of a global positive economic growth indicators and the picking up of the economy in India is creating a favourable environment for the planning of tourism traffic growth both domestic and foreign.

Tourism, as a growth driver for the state and direct impact on the trade sector, needs to contribute at least to the regional average of 13% and we would like to set a target of 10% for this sectors contribution to GSDP. We are taking a conservative and sustainable approach for target setting and planning for the increase at:

- **CAGR of 15% in the numbers**
- **CAGR of 10% in the spend per tourist.**

In order to achieve these targets we will have to:

- (i) Build the Brand and facilitate tourist
- (ii) Improve activities and opportunities for the tourist to spend

6.8 Projected Tourist Arrivals

Assumptions:

- (i) Base year is 2008 for which data is available from the Tourism Department
- (ii) Growth rate for total tourist is 15% CAGR
- (iii) Foreign tourists are 2% of the total. In the year 2004 they were 3% but currently they are 1%.
- (iv) Connectivity and permissions for the foreigners will not be the constraint.
- (v) The number of nights used by tourist both foreign and domestic is 5

Tourist	2010	2011	2012	2013	2014
Domestic	719143	827015	951067	1093727	1257785
Foreign	14676	16877	19409	22320	25669
Total	733819	843892	970476	1116047	1283455
Nights/Tourist Domestic	5	5	5	5	5
Nights/Tourist Foreign	5	5	5	5	5

6.9 Projected Tourist Arrivals per Capita

The population growth of Meghalaya is projected as follows and accordingly based upon the 15% CAGR for tourist arrival the per lakh population are:

Year	Population	Tourist Arrivals	Tourist/Lac Population
2001	23.19	-----	population as per the census
2003	-----	378257*	-----
2004	24.00*	445902*	15760
2006	24.70 #	404546*	16378
2011	27.13	843892	31105 @
2014	28.20	1283455	45512

Note:

- (i) Ministry of Tourism, Government of India projections of 760 million domestic tourists and 11 million foreigners by 2011 will mean approximately an average of 64000 tourists per 100,000 population across the country.
- (ii) * Data provided by the Tourism Department, Meghalaya.
- (iii) @ Sikkim today has a tourist per lakh population figure of 35000 which is considered to be a very good in terms of carrying capacity management.

A new growth sector is medical tourism. It is currently growing at around 30% per annum. Medical tourist arrivals are expected to reach one million soon.

The tourism industry of India is based on certain core nationalistic ideals and standards which are: Swaagat or welcome, Sahyog or cooperation, Soochanaa or information, Sanrachanaa or infrastructure, Suvidha or facilitation, Safaai or cleanliness and Surakshaa or security.

6.10 Environment

a. Competition

We have to realize that like all market driven situations there is competition in the tourism space also, both for the tourist traffic and tourism infrastructure investments. This competition covers the needs of the local, regional, pan-India and foreign tourist.

- i) An informed tourist collects information, evaluates, refers and then makes the choice of a destination and the offerings by the destination. Pleasant experiences and value for money being the key parameters for word of mouth referral for repeat visit and promotion of the destination for others. This enhances the value of the Brand Build Up exercise the state may embark upon.
- ii) Investments also are promoted by the tourist indirectly based upon their experiences during the exploration visits. A proactive policy is the best way of reaching out to the investors. Most of the developing countries and its states the biggest issue is licenses and permissions.
- iii) Structural headaches of governance far outweigh the fiscal incentives offered and the investors are not forthcoming. The Tourism Policy to be “Problem Resolution” based rather than “Philosophy” based. The ease of implementation of the policy and automatic approval routes with sunset clauses for restrictions to be integrated into the policy formulation. Other states are competing for the same investment.

b. Employment Opportunity

The tourism sectors contribution is next only to retail sector and it also supports the development of the retail sector. Together they account for almost 20-25% of all jobs created. The benefit of promoting tourism in naturally endowed areas is even greater as nature is a heritage and little investment gives high returns.

1 in 10 jobs globally are created by the tourism sector and the CAGR is approximately 15%. Such is the impact of this sector on development approaches and

strategies. Unlike other service sector jobs, the tourism and retail sector create jobs at all skill levels and being mostly local jobs have a very high income distributive capacity. The multiplier effect is also significant as it creates jobs in its own service sectors like food & beverages, transport, crafts, guides etc.

c. Tourism-Emerging New Drivers

While everybody wants to promote foreign tourist the key point they miss is that the Indians are the biggest spending tourists in the world. The average spend is in the region of 1500-2000 dollars for a week's trip. Many countries who would make it difficult for the Indians to get a visa are now giving Visa on arrival. Such is the power of the Indian Tourist and this market needs to be tapped aggressively

Government of India is also giving greater emphasis on the development of the states in the North East and this again provides the opportunity to create better infrastructure for promoting tourism with enhanced connectivity and better tourist services.

6.11 The Road Ahead

The plan establishes a benchmark for:

- a. increasing the number of tourists by 15% CAGR
- b. increase in spend of the tourist by 10 % CAGR

The tourism development plan to achieve the above key objectives and have a significant impact in the medium term of 3-5 years will be based upon the following principle:

- Build Upon the Existing – short to medium term initiatives
- Create new Infrastructure and Markets- medium to long term initiatives
- "Brand Build Up" plan to be launched by the State

6.11.1 Build Upon the Existing:

We expect this to be achieved by improving the ongoing activities and creating opportunities for the tourist to spend money on travel, participation in cultural and other activities and purchases of cultural and heritage products. We want to aggressively

promote our brand in the already established markets to give better value to the tourist and enhance our image through word of mouth and ensure security of the current tourist traffic while we address new markets.

6.12 Create new Infrastructure, Products and Markets

6.12.1 Infrastructure

Transport

Improved connectivity and good quality, reliable and safe inland transport is required for increasing tourist comfort and confidence.

The Transport should connect the State with the entry points on the Air and rail network besides the road transit points. These are mostly in Assam. Within the state also adequate and reliable network for the tourists needs to be created.

Besides good vehicles we also need to ensure that the drivers are well behaved and well trained for hill driving. They should not drive recklessly as it creates a bad image and no tourist wants to risk their lives. The drivers should also be trained to be Quasi-Guides and facilitate the journey of the tourist

• Wayside Amenities

All along the road network for the tourist basic facilities of rest rooms and beverages to be created at standard driving time of 1 hour intervals and later at ½ hour intervals. Today this basic need is not attended to leaves a credibility gap in tourist facilitation.

• Accommodation

The increasing number of tourist would need affordable accommodation at various destinations. Reliable, safe and clean basic accommodation for the tourist is required. These should be built beyond Shillong also to encourage tourists to stay at destinations listed for development and also create a income transfer and job creation opportunity at these places

- **New Markets**

New markets have to be reached to increase the number of tourists and also the average spends. This would require better facilities and planned activities to cater to new segments of leisure, MICE and adventure tourist. Rural, health and eco-tourism segment needs to be developed.

The overall development of the state as an education destination and a trading point for the North East states could also help in increasing the tourist traffic. Regional Tourism should be actively encouraged and facilities strategically located to take advantage of the gap in meeting these needs today.

Same day tourism accounts for approximately 30% and should be actively followed with Guwahati as the key target market

6.13 Develop the Brand and Facilitate Tourists

An integrated "Brand Build Up" plan to be launched by the State for creating the image of the State as a safe and enjoyable destination. Meghalaya "Brand" duly supported by good infrastructure and facilities at the destination is the pre-requisite for the development of tourism. This would require development of very good network of roads and accommodation at destinations.

Meghalaya, being a hill State, the basic means of travel is by the road transport system for both entries to the state from domestic and international gateways as well as for travel within the state. The road system has also to be addressed on an urgent basis in the Garo and Jaintia Hills areas not only for the development of tourism but also for all round development of the region. The improvement in the quality and maintenance of the roads is of foremost requirement.

Tourist Information Centers should be set up across the State and also key market locations in India and managed pro-actively.

Chapter - VII

Strategic Direction

7.1 Strategic Directions

The Tourism Development Plan is “Need Based” and “Tourist Centric.”

What is the guiding principle?

- (i) Benefit to the state and its people – income transfer and distributive character
- (ii) Sustainable in respect of both tangible and intangible assets.

What is the Plan expected to deliver?

- (i) Initiatives for building the tourism sector for its contribution to the economic growth and employment needs of the state
- (ii) Ensure tourism related businesses and investments are viable and sustainable
- (iii) Key initiatives for the next 3-5 years
- (iv) Competitive approach to the tourism market
- (v) Collaborative effort of all the stakeholders and consultation process between the Government, Industry, Civil Society and for the design, implementation, ownership, participation and achievement of set objectives.
- (vi) Sustainable for the protection of the environment and culture of the people

The Next Growth Wave

The current economic downturn is an opportunity to create tourism facilities to catch the next growth wave expected in 2-3 years time

Government- A key facilitator

- (i) The larger objective of local area development, disparities reduction and employment to be addressed by the Government besides revenue generation through taxes etc.
- (ii) Create a Tourism Policy by adopting a strategy of problem resolution and constraints removal for the inception and growth of tourism related enterprises and the development of local entrepreneurship and the private sector.

- (iii) Facilitate a multi – ministry initiative for the success of the plan
- (iv) Create a platform for the collaborative effort between the various stakeholders

Strategic Partners

We should pro-actively seek and search for partners who would add value to the tourism development in the state. They are from Media, Travel and Tour operators, Hotel Chains, Airlines and the Railways

7.2 Role of Technology

- (i) A real time data base is to be created for tracking the developments in the tourism sector as they emerge and take corrective action to meet the objectives and targets therein. The current situation is far from satisfactory and in the fast changing world it is many times irrelevant for the managers for any action and also too dated for the planners to derive reasonable benefit.
- (ii) It is recommended to enhance the role of affordable and appropriate technology to meet the needs of market access (reservations etc), knowledge (skills etc) and funds (on line payments etc).

7.3 Demand Driven - Need Based Plan

In order to maximize our returns we need to address the gaps in the system for the tourism infrastructure and facilities. The tourist should not only come to the state and its various destinations but feel good and spend “TIME” at each destination. “TIME” spent provides the opportunity for the tourist to spend some money at the tourist site / destination visited and facilitate the income transfer to the area ,one of the basic requirement of tourism development plan for local area development.

Need Assessment

We have relied upon various need assessments for the hospitality sector including our own and discussions with the people in the hospitality and travel& trade

Asian Development Bank

ADB has conducted a survey for the entire eastern region of India and its neighboring countries and held workshops across India and the eastern region. Some of the key areas that are relevant to our effort and need attention are:

Travel Related

- Regional Airlines for improved connectivity
- Create facilities at the Borders
- Signage's-Road side and at destinations
- Wayside facilities- toilets etc

Develop Human Resource

- Create / modernize training facilities
- Use competitive advantage of spoken English language
- Training and communication skills for tourism officials
- Integrated training programs for other stakeholders (Government, Private, Community etc) with Tourism Department
- Detailed manuals for each destination for information and training (Priced nominally for revenue generation)
- Improve the delivery of culture- standards of interpretation, guides training, printed information etc
- Eco-Tourism-Guides with greater depth of knowledge and multi-language capability
- Train service providers at the grass root levels-hospitality, retail, transport

Product Development

- Improve product quality to give better value to the tourists
- Develop & promote eco-tourism based on nature & culture
- Develop river based products

- Seasonality by new products to exploit the uniqueness of the seasons
- Convention tourism – small scale
- Youth & School tourism to be developed
- Home stays in tea gardens etc
- *Standardization and certification for enhancing the tourists comfort level (NE Region – NE Council)*

Heritage Products

- Promote handicrafts
- Promote weaving
- Bamboo & cane based products

Marketing & Branding

- *Awareness programs to remove wrong perceptions of the NE as security risk area*
- *Source market to be flooded with information and training for the North East tourism*
- Joint marketing for the region to avoid duplication and offer complete experience (combinations of religion, nature, leisure, adventure, wildlife etc)
- NE as an Eco-Tourism region
- Publicity materials-CDs, brochures, website
- Extend the market beyond national borders to the South East Asia
- Create “**North East**” as a Brand

Data Management

- Harmonize data collection and analysis across the North east States – NEC can help in this
- Intra regional arrivals
- Linked travels within the region

Local Communities

- Local communities to be engaged in the development of the infrastructure and services for the tourists
- Promote appreciation of tourists
- Realize the importance of regional tourists (not foreigners only)

Security & Image

- Each destination with a Task Force (Police to be included) to manage the destinations and resolve problems.
- Cleanliness / hoardings / vehicles / hawkers etc – reduce/minimize hassles

Enabling the Private Sector

- State regulations for business development
- Radical reform of investment regulations-domestic & foreign
- Promote PPP
- Upgrade the capacities of the institutions, chambers
- Pro-active effort to bring the private sector on board for planning and implementation of multi-sectoral projects for tourism development

7.4 INTACH – Hospitality Field Survey

We have also done a direct survey of the hospitality status in the state and the outcome is as follows:

Opportunity

There is tremendous opportunity for the development of tourism in the state as it has the blessings of nature with abundance of flora, fauna, natural and manmade heritage. The local communities are hospitable and willing to accept tourists.

Connectivity

Guwahati airport as the gateway for air connectivity has to be well equipped to facilitate tourists visiting the state. They should not only provide printed literature but also assist in reservations of hotels, bus / taxi for the journey to the state. In the current situation the tourist is at the mercy of the service provider for the quality of service and the price and this is not conducive for the Brand development for the state. The situation is almost the same at the railway station and the bus terminus

Roads & Facilities

The entry to Meghalaya on the Guwahati-Shillong sector has to be made impressive as it is the key route and also vital for the Brand development.

Bus / Taxi service with air conditioned vehicles and fixed rates has to be introduced for the Guwahati-Tura sector

Wayside facilities are to be added on all routes as they are inadequate today.

Hotels

In the absence of an effective policy and practice for the registration the hotels are not able to access the financial sector for the need of funds.

While there are few good hotels, the standard of the entire hotel industry in the state needs to be improved. New accommodation needs to be added to take care of demand in the peak season.

Shillong being the hub has to enhance its availability of rooms and as a showcase city of the state, the quality of the hotel and restaurant industry with proper grading is vital for creating a credible and reliable tourism image of the state.

Tura, Jowai and Cherapunjee need special attention in view of their dormant tourism potential. Availability of good accommodation will encourage tourists to stay overnight and enhance the duration of their stay in the state for increased revenue from this sector.

The staff needs to be trained for all the services in the hospitality sector and also given proper attire.

Travel & Tour Trade Feedback

We have also held discussions with the tour and trade operators and the following facts are highlighted for action:

Connectivity

There is an urgent need to connect Shillong with the country directly by air and not limited to the current structure with Guwahati acting as the gateway for the state.

Regional airline network would also facilitate regional tour packages and Intra - region movement of the tourists.

Travel Agents Awareness & Training Program

All the representatives felt that there is a need for the training of the travel agents in the key areas of the current and emerging market states of India besides the dominant domestic tourist state of West Bengal. The well equipped travel agent can better promote the state as a destination.

Special Interest Groups

Special packages are to be developed for this segment of the tourist market as this attracts mostly the foreigners. The packages besides the eco-tourism would cover nostalgia trips and community living experience in their traditional environments.

Accommodation

A key need is the availability of clean and secure accommodation, more so in the case of eco-tourism and village tourism. In the current environment the tour operators have to move full camp sites to cater to the needs of the foreign tourists who are the mainstay of special interest tourism

Local Participation & Skills Development

Both for the success of the tourism development and the comfort of the tourists it is felt that the local community should take the ownership of the facilities and also the skills of the local youth are developed for meeting the needs of the sector.

7.5 Plan Development Process

We are building the Tourism Development Plan based upon the needs and constraints identified. The plan will be targeted to the interventions required.

Targets for achieving the growth in both domestic and foreign tourists along with higher spend per tourist will be the basis for planning the basic infrastructure.

We are taking in account the past initiatives, lessons learnt and ongoing activities. The basic issue of change and change management during the transition period of 3 years is being kept in mind in the implementation schedule.

We have also looked into the issue of the entire north eastern region development process as envisaged in the Vision 2020 and its impact on the state.

Local Area Development Strategies along with Replicable Packages for infrastructure development have been considered for participation of the local community, skills development, entrepreneurship and ownership through local enterprises and also enhancement of economic sustainability with low cost technical assistance to the tourism enterprises during the initial stages of the tourism development plan implementation.

The Private Sector Development, currently at a very nascent stage will put greater pressure on the government to move beyond the role of the regulator and facilitator and also shoulder the responsibility of the startup entrepreneur for “Growth Driver Projects” and later spin off these enterprises. This could be done through various Special Purpose Vehicles (SPV) for each / a set of projects or through the existing tourism development corporation. Public Private Partnership (PPP) models could also be looked into for larger projects and where there is a larger lead time available.

Financial Sector has to play a critical role and be more pro-actively responsible in meeting its obligation to the state beyond using the state for deposit collection.

Our Plan is forward looking and based on “**Making Things Work**”. We have given priority to problem identification and resolution approaches over policy development. The Policy should be an outcome of the issues to be resolved in the development process for grass root planning and successful implementation.

7.6 Tourist’s Planning Process

Tourism is an aggregate of all businesses that directly provide goods and services to facilitate business, pleasure and leisure activities away from home (S Smith 1988).

Tourism is not spontaneous- it is carefully planned and we need to help in the planning or make planning very simple.

We can do this by easy access to information and facilitation outlets. This is to be achieved by media, events, festivals and direct mailing to select target groups.

Strategic alliances with tour operators, airlines and railways can help create attractive, no- hassles tour packages and reduce apprehensions to enhance tourist experience and create brand equity to increase tourist traffic.

We must also keep in mind that the “Tourism” product is perishable – room nights, bus seats etc cannot be stored away for the future and we must the targeted utilization by dynamic pricing or early bird approach. This will encourage tourist to plan early and fill capacity.

7.7 Tourists Perspective

The effort in traveling to a far off place has to be satisfying in terms of:

- Targeted tourist profile and their expectations
- Information
- Connectivity- access / time / costs
- Comfort of stay
- Local transport
- Highway Rest Points & Facilities
- City Rest Points & Facilities Food & Beverages
- Tourism Opportunities-products & services
- Entertainment – cultural shows
- Shopping – heritage & cultural products
- “Feel Good” factor -Welcome & not Exploited
- Brand Build Up- affordability-availability-reliability-credibility

7.8 Sustainable Tourism

Key Principles of Conservation and Environment Management

- a) The community to treat the natural and manmade heritage as its own asset and manage it prudently for future generations.
- b) Risk management strategies to be followed in development of the tourism plan.
- c) Follow the principles of carrying capacity of the various destinations.
- d) Environment friendly technologies to be used for accommodation, energy, water etc

Tourism has become an important source of identity, revenues and employment for destinations. With almost a billion people traveling each year the Tourism sector is credited by leading international Tourism authorities including the UNWTO for generating over US\$ 1 trillion per annum in direct revenues and the stimulation of 10% of global employment.

The Tourism sector inspires investment into, and the development of, essential infrastructure, both general and sector specific. Tourism has become a powerful driver of global understanding, respect, harmony, and of course, commerce. With increases in arrivals of leisure and business travelers to a destination, tourism has the potential to cause damage to a destination's value and values system as a result of, inter alia,

- (i) Over-use of infrastructure without re-investment back into maintenance and renewal critical to the 'engineering' of the destination
- (ii) Excessive exposure of natural elements and attractions causing erosion and/or eradication of the environment and ecosystems unique to the destination
- (iii) Forfeiting of cultural codes and / or principles for the sake of tourist comfort, - generated money and destination competitiveness, ultimately creating a local tourism culture based on short-term personal gains and greed.
- (iv) Creation and magnification of seasonal peaks and troughs in tourism industry activity, causing destabilisation in the sector's contribution to the economy and employment.

With these risks in mind, governments and private entities are realizing the importance of adoption of an approach to tourism growth which ensures long-term destination development grounded in:

1. **RESPONSIBILITY**: encouraging and stimulating tourism growth in a way which builds the industry for the enduring benefit of the destination as a whole – its product, its people, its proposition and its profile.
2. **ACCOUNTABILITY**: absolute respect for, and ownership of, the impact of the sector on the destination at economic and social levels
3. **LEGACY**: maximising Tourism sector opportunity today for the long-term benefit of the destination, its stakeholders and its visitors

Areas of Sustainable Tourism

Ultimately **Sustainable Tourism** is a reflection of measurable approach to sector growth and development which focuses and invests directly in ensuring on-going strengthening of the following core elements of the destination, namely:

- **ESSENCE**: the core proposition which uniquely, competitively and proudly defines the destination as a Brand and experience
- **EARNINGS**: revenues and investment generated directly and indirectly from tourism activity
- **ECONOMY**: inter-related, inter-dependent sectors which work together to service and support the Tourism industry
- **EMPLOYMENT**: on-going, year-round job creation of the sector
- **ENVIRONMENT**: safety, stability and survival of the natural surroundings of the destination
- **ECO-SYSTEMS**: natural eco-systems which inhabit the destination's land, aqua and air environments.
- **EQUITY**: the sense of value and worth of the destination, financially and emotionally.

The concept of sustainability is fundamentally important to the long-term viability, credibility, authenticity and productivity of the Tourism sector. As leaders of

the Tourism sector it is our responsibility to ensure that the richness and rightness of the term is not diminished by the cliché of its application.

Extracts from Ref:-Created for CNN's TASK Group by Anita Mendiratta

7.10 Tourism Sector -Enabling Policy

The key issues that need to be addressed in the tourism policy are as under. The FHRAI report 2007-08 has also identified key areas of intervention and the extracts are reproduced hereunder for consideration while finalizing the Tourism Policy

- (i) Tourism as an industry
- (ii) Fiscal incentives
- (iii) Income tax exemptions
- (iv) Sales tax exemptions
- (v) Statutory Incentives
- (vi) Permissions & Licenses- Automatic in 3 days
- (vii) Land ownership / Lease for outside the state residents
- (viii) Entrepreneurship Development State wide Campaign
- (ix) Skills Development
- (x) State Brand Build up – exhibitions, media etc
- (xi) Security Perceptions / Automatic Insurance for all registered tourists
- (xii) Promote Joint ventures and protect outside investors with Government designated investment agency holding controlling shares

FHRAI in its report 2007-08 has highlighted the following issues:

In order to compete with the leading tourist destinations in Asia like Malaysia, Indonesia, Thailand, Macau etc, who have a very pro-active tourism policy with low levels of taxation, hotels in India need a rational licensing, procurement and tax structure (especially with regard to taxes imposed by state governments like Luxury Tax, Value Added Tax, Entertainment Tax, State Excise Duty etc.). The complicated licensing regime and the high taxes are stifling growth in our industry.

To provide growth, there is a need to take the following steps:

- (i) Providing tax incentives as given to service exporters, providing the necessary fillip for increasing hotel capacity and tourism infrastructure.

- (ii) Rationalisation of taxes such as service tax charged by the GOI. Hotels should be exempted from service tax if the guests staying with them pay their invoices in convertible foreign exchange.
- (iii) Rationalisation of taxes such as Luxury Tax, Value Added Tax (Sales Tax) etc levied by the State Governments.
- (iv) Capacity building of service providers, taxi drivers, guides and immigration staff.
- (v) Constant innovation of the Incredible India campaign and penetration into newer markets.
- (vi) Convergence of tourism with other sectors of the Indian economy.
- (vii) Continued opening of the skies and improvement of rail-road, seaports, internal waterways and airport infrastructures.

As India expands its base in travel and tourism, it will generate many more jobs and the tourism sector will become a major engine for India's economic growth. In order to be more effective and competitive, we suggest the following specific changes be made

DIRECT TAXES

Under the *Income Tax Act, 1961*, the following changes may be considered favourably:

- (i) **Inclusion of Hotels in Infrastructure:** On hotels being included in the infrastructure list just like airports, seaports, railways etc. all new hotel projects will be able to avail the benefit of deductions of 100% in respect to profits and gains for a period of ten years.
- (ii) Hotels should be given the benefits available through the **Section 80-HHD** which were available till 2004/05. These benefits allow hotels to get a tax exemption on amounts earned through foreign exchange earnings.
- (iii) Special category states like Sikkim, Assam, Tripura, Meghalaya, Mizoram, Nagaland, Manipur, Arunachal Pradesh, Uttarakhand and Himachal Pradesh are allowed 100% deductions from profits and gains for five years for computing the total income for promoting **Eco Tourism** in the country in terms of *Income Tax Act 1961*, Schedule XIV Part-C, Serial No 15. However, Income Tax authorities have disallowed deductions to hoteliers on the grounds that an activity of a hotel

- does not constitute an operation as specified in Schedule XIV of the act. This is a set back not only for hoteliers who are in the process of building hotels with eco tourism being the mainstay but also discourages the development of eco friendly hotels, something that this country and the world are in urgent need of.
- (iv) While computing the total income of an individual, **deduction of LTC** paid to an employee (government/private) be admissible as is the case for provident funds, mutual funds, insurance etc.
 - (v) In the **Income Tax Act 2007/08, Section 80 ID** was introduced to encourage development of one, two, three and four-star hotels and Convention Centres of a minimum seating capacity of 3,000 persons built in Delhi, Faridabad, Gurgaon etc. A tax holiday of five years was granted to these hotels. We request that this section not only be extended to hotels in other categories such as five and five-star deluxe hotels but also all hotels being built across the country. We also think that this tax holiday be increased from five to ten years.
 - (vi) As per the latest accounting norms, hotel buildings should be **depreciated** at a rate of 10% per year. However, hotels need to maintain their facilities in prime condition and this adds a lot of pressure on existing structures, demanding a higher level of maintenance and resulting in higher wear and tear. We suggest that a rate of depreciation of 20% be allowed.

INDIRECT TAXES

- (i) **Exemption from Para 63, Service Tax Act 1994:** Hotels and other tourism related service providers who earn foreign exchange have been included as the 13th Sector in the Service Export Promotion Council (SEPC) set up by the Ministry of Commerce GOI. We think that they should be granted exemption to the extent of foreign exchange for services such as commission paid to foreign travel agents, cab rentals, dry cleaning services, health club, and beauty parlour services.
- (ii) Hotels should be allowed a **concessional rate of customs duty** for hotels and restaurants in tune with international level of duty.
- (iii) Preparations such as bread, biscuits, chocolates etc, which are consumed regularly by guests, should be exempted from levy of central excise duty.

SALES TAX/VAT/LUXURY TAX AND OTHERS

- (i) Luxury Tax should be rationalised on the actual amount received by the hotel and not the published tariffs.
- (ii) A common policy should be established for luxury tax as well as uniform VAT/Sales Tax on Food and Beverage and excise duty on liquor.

ECONOMIC ISSUES PENDING WITH MINISTRY OF FINANCE

- (i) A 2% interest subvention should be extended to hotels for being an employment extensive industry similar to textiles, leather, marine and handicrafts which currently enjoy these benefits.
- (ii) Deletion of hotels from being equated with real estate by the Reserve Bank of India, a condition which implies very high risk levels (3-4% higher than the prime lending rate).
- (iii) Tourism to be declared as an industry under the Industries (Development and Regulation) Act 1951, which will allow hotels benefits such as getting land banks, exemption of duty on stamp paper, exemption and concessions on VAT, water and electricity charges as per industrial rates, road tax, single window clearance for projects etc.

LAND / FSI

This brings us to another issue faced by mid market, budget and economy hotels. Most of the existing hotels in this category lie in the heart of the city. The low FSI (Floor Space Index or the amount that can be constructed on a given parcel of land) is so low that larger inventories cannot be made. The only alternative left for hotel owners is to buy additional land which is very difficult especially with the prohibitively high land prices across most Indian cities.

Chapter - VIII

Strategic Initiatives

8.1 The Role of the State

State plays a crucial role in the development process and more so in areas/ regions lagging behind in the development for multiplicity of reasons. State has even greater role to play for reduction of disparities- regional, gender, rural and other disadvantaged groups.

India's development process for over 60 years stands as a testimony for the above strategy even though at many stages the same has been subject to criticism. The "temples of modern India" conceived and built through the early years after independence laid the foundation of a very dynamic society, which even though is battling to solve the problem of population growth and associated poverty, stands at the threshold of a nation creating and using the most advanced technologies and development approaches.

Meghalaya has taken new initiatives for the state to meet:

- (i) Constitutional obligation for the development of its people
- (ii) Equitable socio-economic development
- (iii) Reduction of regional and other disparities
- (iv) Empower the people and communities

With the basic policies in place, the state has now to act as:

- (i) "Agent of Change" beyond the role of a facilitator and a regulator
- (ii) Trigger Private Sector, including communities, based investment
- (iii) Promote "Public-Private-Community Partnership" for the economic development of the state
- (iv) "Participatory Approach" to bring about ownership and sustainability in the development initiatives
- (v) Create an "Entrepreneurial" society to reduce dependence on either Government jobs or grant driven projects for State GDP and employment generation

8.2 Tourism - A Strategic Sector for Development of Meghalaya

Meghalaya, with its natural beauty offers a unique opportunity for the development of the tourism sector. This will not only bring about a transfer of income from outside the state to the state but also create a distributive opportunity for the income to reach out in remote areas: areas which have been left out from the mainstream due to their remote locations.

Shillong was the centre of education and commercial activity for the North East Region for a very long time both before and after independence. There is no reason why the same cannot be rejuvenated to give a fillip to the growth of Tourism. Tourism sector will create new opportunity for development of an entrepreneurial society and also jobs at all skill levels, both in urban and rural areas.

The tourism growth trends in India and the State are very encouraging and it is essential for the state to benefit from this opportunity. An aggressive and proactive Policy in place duly supported by strong implementation mechanisms can bring about immense benefits to the state and its people.

The need of the hour is to create “**Delivery Mechanisms**” to deliver the intent of the policy. Need based “**Strategic Initiatives**” proposed by us are targeted to fill this gap to sustain and enhance the contribution of the tourism sector.

The development of the tourism sector would entail the following:

- (i) Mindset to welcome the Tourists with a “SMILE”.
- (ii) Resolution of the issue of LAND, a basic for all tourism projects.
- (iii) Creating a “Brand Equity” for the state to bring tourists and also investment in the tourism infrastructure.
- (iv) Building the local Skills to manage the tourism sector.
- (v) Local Entrepreneurs for joint ventures / franchise for knowledge transfer.
- (vi) Access to funding for the individuals and community based projects beyond the centrally sponsored schemes for the development of the tourism sector.

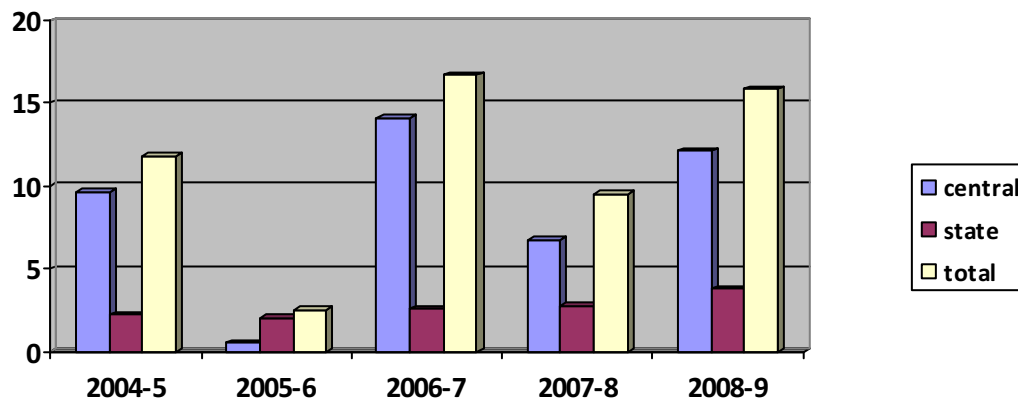
8.3 Past Development Initiatives & Current Needs

The Government of Meghalaya has taken up various initiatives in the past for the development of the tourism sector. These initiatives have included destinations, circuits and wayside amenities and funded by different schemes of the Ministry of Tourism, Government of India and also from states own resources. The private sector participation has been at a low profile due to early stage of private sector and entrepreneurship development in the state. Poor access to credit and land regulations have also been a limiting factor.

The following data shows the investment trends for the last 5 years:

8.3.1 Tourism Investments`-Past Budgets (Rs crores)

Year	Central	State	Total	%GDP
2004-05	9.63	2.20	11.83	< 0.2%
2005-06	0.50	2.00	2.50	
2006-07	14.10	2.60	16.70	
2007-08	6.74	2.75	9.49	
2008-09	12.13	3.75	15.88	



**List of Schemes sanctioned by the Ministry of Tourism
Government of India**

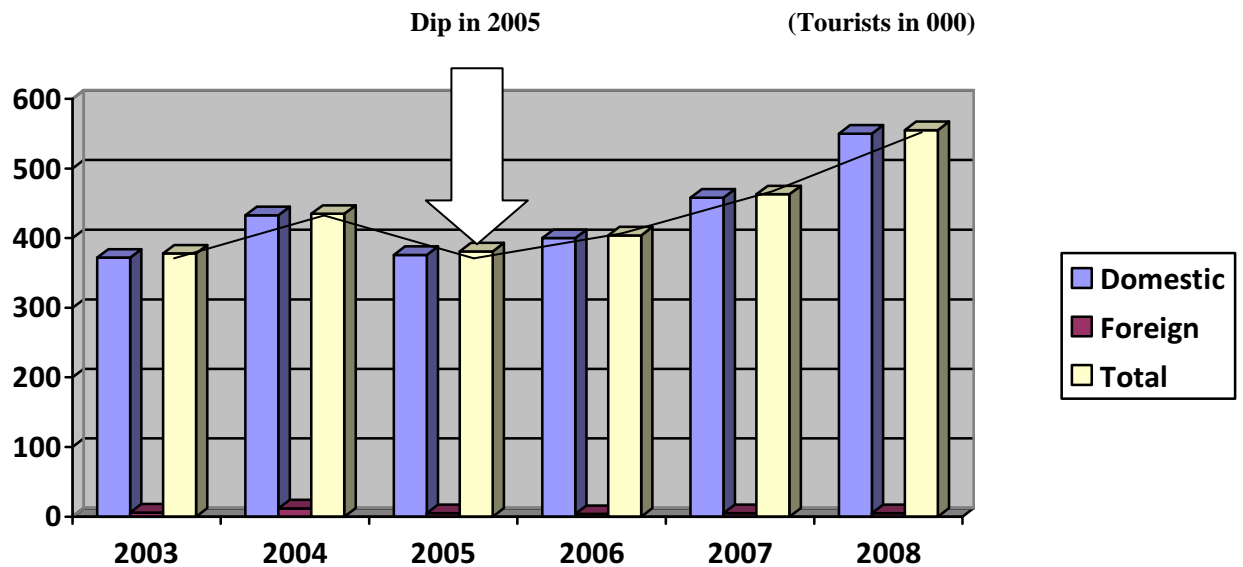
Name of the Project	Nature of Work	Amount Sanctioned
1. Destination Development at Barapani 2004-05	Construction of cottages, swimming pool health club & remodelling of the existing infrastructure at OLR	Rs. 289.15 Lakhs
2. Destination Development at Tura 2006-2007	Tura Orchid Lodge additional resort wayside amenities, picnic spot, viewpoint etc.	Rs. 487.00 Lakhs
3. Development of Circuit Tourism Byrnihat-Nongpoh-Sumer-Shillong-Mawkdok-Cherrapunjee 2004-05	Wayside amenities, dhaba, boathouse, cafeteria, toilet, entrance gate, kiosks, observatory tower car parking etc.	Rs. 674.15 Lakhs
4. Development of Circuit Tourism Williamnagar-Jakrem-Nartiang-Jowai 2006-07	Tourist resort, parks, dormitory, guest house, swimming pool, bath & shower toilet, footpath, gallery & improvement of lake, way side amenities	Rs. 885.00 Lakhs
5. Development of Circuit Tourism Mawphlang-Mawsynram-Lawbah Balat-Ranikor 2007-08	Wayside amenities, tourist lodge, viewpoint, toilet, footpath, site development	Rs. 368.89 Lakhs
6. Development of Circuit Tourism Cherrapunjee 2007-08	TIC, Restaurant, Tourist lodge, convention centre, village inn etc.	Rs. 305.50 Lakhs
7. Development of Circuit Tourism Pongtung-Mawlynnong-Pomshutia-Dawki 2008-09	Wayside amenities, tourist lodge, viewpoint, toilet, footpath, site development	Rs. 570.69 Lakhs
8. Development of Circuit Tourism Barengapara-Gasuapara-Rongara Mahadeo-Balpakram 2008-09	Wayside, tourist lodge, viewpoint, toilet, footpath, site development, boat house etc.	Rs. 642.85 Lakhs

9. Development of Rural Tourism in Sasatgre Village (Hardware)	Traditional house, nokpante, crafts shop, toilet, boring, car parking etc.	Rs. 38.49 Lakhs
10. Software Work Plan under capacity building for service providers schemes at Sasatgre, West Garo Hills		Rs. 23.95 Lakhs
11. Development of Circuit Tourism Shillong- Mawryngkneng-Jowai Khliehriat-Lumshnong-Sonapur- Ratacherra 2009-10	Wayside amenities, tourist lodge, kiosks viewpoint ,toilet, footpath, site development, .rain shelter etc	Rs. 609.04 Lakhs
12. Development of Circuit Tourism Tura-Garobadha-Selsella-Bhaitbari -Phulbari – Tikrikilla 2009-10	Wayside amenities, tourist lodge, view point, toilet, footpath, site development, preservation of archeological site, boating facilities etc	Rs. 538.23 Lakhs
13. Destination Development at Resubelpera East Garo Hills 2009-10	Tourist lodge, toilet, cooking shed, boat house, rain shelter, sit-out, footpath, preservation of fossils, phyller stones etc.	Rs. 281.11 Lakhs

8.3.2 Growth of Tourist Arrivals in Meghalaya

The tourist arrival during the 5 year period from 2004 to 2009, for which the state has made investments in the tourism infrastructure development, is as follows:

Tourist	2003	2004	2005	2006	2007	2008
Meghalaya-Domestic	371953	433495	375911	400287	457685	549954
Meghalaya-Foreign	6304	12407	5049	4259	5267	4919
Meghalaya Total	378257	445902	381010	404546	462952	554873



The chart above shows the trends of the stable growth at a CAGR of 13.5 % in the total tourist arrival after a sudden fall in 2005. The tourists are mostly Domestic with Foreigners being just 1% of the total tourists.

The major driver for tourism during this period has been the air fare eligibility for LTC travelers of the government and public sector employees to travel to the states in the North East. It is expected to keep this incentive till the growth stabilizes and the stimulus may not be required.

8.4 The Missing Links

8.4.1 Infrastructure

In the absence of a State Tourism Strategic Plan, Tourism Policy (current & updated- last made in 2001), Destination Development (facilities at the specific tourist sites) most of the projects are encouraged by the Grant schemes of the Ministry of Tourism, government of India and with very little linkages for the tourism infrastructure on a holistic basis.

The resources are thinly spread and show low quality and capacity to service high paying tourists as well as high end budget tourists as the expectations are way beyond what is being offered.

The current infrastructure does not allow the tourists to spend money for accommodation, at destinations, entertainment, shopping and restricts the income transfer for the benefit of the people in the state.

The poor infrastructure and low capacity also inhibits the travel and tour trade to take aggressive stance to promote tourism.

The most important need of connectivity – telecom and internet for information, communication and confirmations etc is not included in these projects

Tourism depends on the basic infrastructure of roads and these leave a lot to be desired. In some areas of interest to high paying tourists the roads are almost nonexistent as they are of extremely BAD quality and back breaking. Good quality road connectivity to destinations is a pre-requisite and non-negotiable.

A glaring example is the NH 62 and connecting roads to Balapakram Wild Life Sanctuary and roads beyond TURA in the Garo Hills area. This is also a major cause for the underdevelopment of tourism in the Garo Hills area, a rich resource and for which demand exists from high paying tourists both domestic and foreign.

8.4.2 The Missing Links: Skills

The need of the “Human Resource Skills” starts at the level of **information and facilitation** be it at the tourist originating states with needs for holiday or a business visit planning or at the gateways to the state for the tourist (airports, rail heads, road transport stations - bus & taxi) to reach their destinations in the state for their holiday or business.

Meghalaya, being a hill state the dominant means for transport is the road transport system .The bus and taxi drivers are the first ambassadors for the state that interacts with the tourists and the **behavior** of help or exploitation decides the impressions the tourist carries. This is important as the word of mouth is the best advertisement and supports all efforts for “Brand” development.

The grossly inadequate and poor **wayside amenities** and the **eating houses** (dhabas included) on the route also create a lasting impression for the facilities the state is providing for the tourists. The most common need of a clean and **functional toilet** is yet to be met. We have to train the people and create a mind set to benchmark their infrastructure and services such that it makes the journey pleasant.

The **rash highway driving** is full of near misses and does not add to any comfort of the tourist as the fear of an accident is always upper most in the mind of a traveler.

The lack of **highway / city information support system** leaves the tourist in the lurch. Current and relevant route and city maps are essential and should be available at all gateways and other visible pick up points at the commonly visited places by the tourist. A special cadre of **Tourist Police**, well informed and trained will go a long distance to meet this need

Low cost **information leaflets/ brochures** etc are required at the destinations / sites on the itinerary of the tourist to enrich the visit and also ensure time is spent at these stops. There is an urgent need for well **trained and certified guides** at such stops.

We also need to upgrade the **skill set of the service providers** at these tourist destinations and sites, be it the tea stall, fruit vendor or a handicraft seller. This will assist in creating a higher spend environment for the tourist and increase the income for the people servicing the tourist as well as enrich the tourist's experience.

8.5 Tourism Growth Planning

The rapid increase in tourism is being fuelled by a wide range of contributory factors as outlined in the table below.

Tourism Segment Growth Drivers

Domestic tourism

- Rapidly increasing purchasing power of the middle class.
- Better road connectivity
- Evolving lifestyle

International tourism

- Development of internationally acclaimed destinations such as Goa, Kerala & Rajasthan and the Golden triangle
- Favourable perception of Brand India
- Attractive market that motivates foreign business travelers

The past trends and projected number of tourists based upon a CAGR of 15% it is clear that the annual increase in the number of tourists is over 100,000 per year for the next period of 5 years and the same is expected to continue for longer period and grow at a faster pace if proper initiatives are taken and tourism development support systems (both hardware and software) are in place.

We have taken a planning Module of 100,000 tourist addition per strategic plan period. The infrastructure needs are demonstrated and the planned annual capacity needs can be extrapolated for future years.

Strategic planning is a dynamic process and it is recommended that the plan be reviewed every 3 years based upon the trends visible in the 2nd year.

Domestic Tourism

The large numbers of domestic tourists are driving the tourism sector growth. This is because of work, leisure, increased disposable income in the hands of the younger generation and lifestyle changes. Considering that the total domestic tourists were 550 million during the period of these survey even small percentages are large in terms of absolute numbers to be catered to in the different segments.

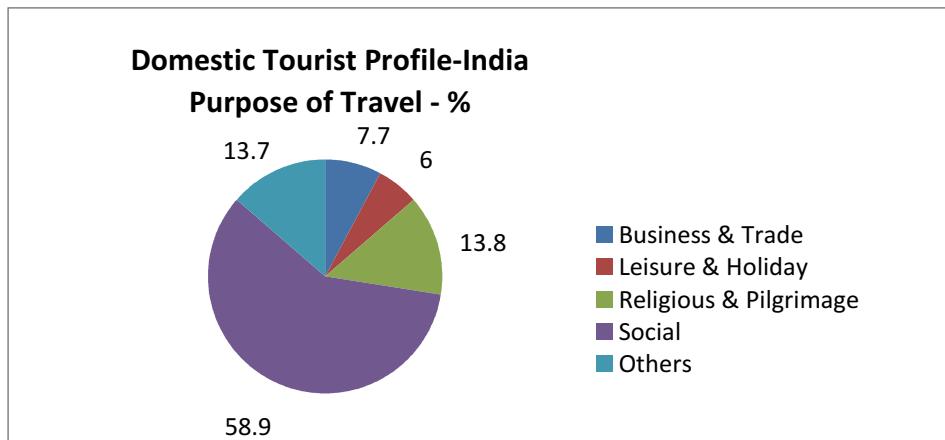
The tourism infrastructure will have to meet the needs of the various segments of travelers and provide adequate, affordable and available facilities and services for transport, accommodation and entertainment for the tourists besides the development of the tourist's sites and destinations.

The survey conducted by the Ministry of Tourism has shown the following pattern:

Distribution of Tourists by Purpose (%) (Domestic)

Purpose	Urban	Rural	All India
Business & Trade	10.7	6.6	7.7
Leisure & Holiday	8.7	5.0	6.0
Religious & Pilgrimage	16.2	12.9	13.8
Social	52.9	61.0	58.9
Others	11.6	14.4	13.7
Total	100.0	100.0	100.0

Source: MoT and NCAER Domestic Tourism Study



Summary of Domestic Tourism Statistics (2002)			
	Urban	Rural	All India
Estimated households (Million)	55.2	140.6	195.7
Estimated tourist households (Million)	21.9	64.9	86.8
Number of trips (Million)	60.9	168.6	229.4
Number of package trips (Million)	1.3	2.6	3.9
Number of tourists (Million)	157.0	392.4	549.4
Number of same day tourists (December 2002)	67.0	176.0	243.0
Number of trips per households	2.78	2.60	2.64
Number of tourists per trip	2.58	2.33	2.39
Average expenditure (Rs.) per trip	2,043	1,160	1,389
Average expenditure (Rs.) per package trip	2,129	1,288	1,558
Average expenditure (Rs.) per same-day trip	119	78	89
Distribution of tourists by purpose (%)			
Business & Trade	10.7	6.6	7.7
Leisure & Holiday	8.7	5.0	6.0
Religious & Pilgrimage	16.2	12.9	13.8
Social	52.9	61.0	58.9
Others	11.6	14.4	13.7
Total	100.0	100.0	100.0

Source: MoT and NCAER Domestic Tourism Study

8.6 Strategic Initiatives proposed are of 2 types:

8.6.1 Start Up

Strategic Initiatives that are basic and need to be in place over a reasonable period of time (5 years) and the quality and content updated from time to time based upon baseline studies and feedback.

Some of these initiatives, to be taken up on priority, are to trigger private sector and community participation by demonstration effect of the government initial investments, either through central government grant funds, state funds, PPP etc

The following are some examples:

- (i) Brand Development for the State
- (ii) Information & Facilitation Centers
- (iii) Skills Development & Capacity Building
- (iv) Tourist City Centers
- (v) Inns/ Guest Houses in low traffic areas
- (vi) Rural Tourism
- (vii) Home Stay-Rural Area
- (viii) Tourism Sector Investment Opportunity Profiles
- (ix) Tourism Cluster Promotion

The Start-up projects have been listed to be implemented by the State Government and we are happy that you have agreed to do so.

8.6.2 Tourist Infrastructure Capacity

Initiatives that are required on a continuing basis to meet the demands for infrastructure on year to year basis due to increasing number of tourists.

These initiatives are to be primarily taken by the private sector and the community with appropriate tourism development policy in place.

The funding of these initiatives is from the regular financial intermediation and based upon economic sustainability and meeting the norms of prudent financial management.

In order to attract investors and facilitate investments the government should pro-actively identify Tourism sector project opportunities and present them on the state web site as well as hold Investor Workshops periodically. This initiative will go a long way in the development of the tourism sector.

The projects identified should meet the financial sector lending norms of IRR and DSCR as applicable to both short and long gestation period projects. Special schemes need to be in place to encourage local entrepreneurship.

Land being a basic need action should be taken to resolve the issue of participation by outside the state residents in the projects as current land regulations are highly restrictive and do not allow/ encourage participation of outsiders. To development process globally is driven by investments coming from outside as they also bring in markets and technology. A complete review of the land policy needs to be done keeping in mind the local traditional ownership and state of development of local entrepreneurship. Policy should not allow exploitation on the basis of land speculation.

The following are some examples:

- (i) Wayside Amenities
- (ii) Inns/ Guest Houses
- (iii) Hotels / Motels
- (iv) Home Stays
- (v) Rural Tourism
- (vi) Food & Beverages
- (vii) Transport Services
- (viii) Travel and Tour Trade
- (ix) Bed & Breakfast Schemes in Cities

8.7 Growth Driver Projects

8.7.1 What are Growth Driver Projects and the Need?

Projects which fulfill one or many of the following objectives are Growth Driver Projects and are needed to be initiated by the government or its agencies.

6. **Projects with long gestation period** for economic recoveries and hence difficult for funding by normal financing channels. They would be driven by grant components and/or long term debt funds with generally have a moratorium of 3-5 years and repayment of 10-15 years thereafter. Such funding is normally not accessible to the private sector. Most of the projects in this category are **Infrastructure Projects**: access roads to the destinations, destination development in remote areas, projects with low tourist traffic at present but need to be developed for strategic reasons of equitable development of the various regions of the state etc.

7. **Projects where benefits are for the larger community** and cannot be funded by individual entrepreneurs. **Brand Building** of the state is one such project which needs to be done by the government as the benefits are not only for the tourism sector but overflows into many areas including Investments in the state in many sectors like education, health care, industry etc

3. **Projects for Capacity Building** is of a nature for the general benefit of the state and the impact is on a long term basis.
 - a. **Human Resource Skills Development** is one such major project at the level of INDIVIDUALS and would benefit other sectors like retail, healthcare, BPO besides travel and tourism. A state wide structured initiative has to be launched for the benefit of the youth and to enhance their employability.

 - b. **Institutional Capacity** will enhance the ability within the state to conceive, design, develop and implement programs and projects in the state for the benefit of all. The impact of capacity building is also on the mindset for development of the tourism sector. This would also include the Tourism Department and others within the government and its institutions that contribute to the development of the tourism infrastructure and facilitate the travel and enhance the experience of the tourist. The civil society institutions and the community based traditional institutions will also benefit from these programs and develop participation and ownership for the success of the Tourism Development Plan. The entire travel and tour trade within the state needs to be upgraded to meet the needs of linkages within their trade network in India and the other countries abroad

 - c. **IT Network** is a critical need in current times. Information flow and access for planning by individuals, bookings and confirmations, payment gateways etc are to be facilitated by a high speed and reliable IT network within the state linking all the players in the sector. Such a network will make it easy for the foreign travel and tour operators as well as individuals to plan a trip to the state. It will facilitate Brand Build up for the state as well as create an advantage for the state when it is competing with other destinations both within the country and abroad.

4. **Information & Awareness Campaigns** and setups are **Critical Projects** that need to be started immediately as other projects are dependent on them. Information centers at the rail, road and air gateways, important states of tourist origin and cities within the state are an example of this need.

5. **Demonstration Projects**

The most important need of a tourist is affordable, safe and standard accommodation along with rest facilities on the highways as roads are the only means of transportation in the hill areas. The road system in the USA developed due to the wayside facilities and accommodation as MOTELS.

Franchised brands provided the credibility needed for the comfort of the motorist and ensured minimum standards and eliminated exploitation.

In order to promote and facilitate tourists in the state it is imperative for the Tourism Plan to provide for these facilities which are non-existent or grossly inadequate. Projects listed below will fill the gap in the tourism needs as well as these will trigger similar private sector initiatives by the demonstration projects acting as demonstrator with multiplier effect.

- Wayside Amenities,
- Inns /Guest Houses
- Rural Tourism,
- Home Stay etc

6. **Transportation**

There is a need to connect major centers for the tourist in the state with the gateways for rail, road and air which all happen to be in Assam and Guwahati being the main gateway for all travelers in the North East.

Tourist Busses / Coaches / Taxis, both air-conditioned and non air conditioned need to be operated by the Tourism department either directly or in partnership of the private sector, communities, and retired service personnel to connect the gateways. Fixed fares to be charged and published.

7. **City Tours**

Conducted City tours with proper Guides achieve the twin objective of explaining the local heritage and opportunity for the local community to benefit from the regulated stops by selling goods and services to the tourists at these stops. It is more organized and transparent way of engaging the tourist's time during the visit to the state

8. **Package Tours** ensure hassle free travel for the tourists. The numbers are small in the beginning but over time they are a key to the development of tourism as they take away the uncertainty from the tourists mind and create a better success chance for the state being opted as the destination.

Package tours also facilitate in better utilization of the accommodation facilities as overnight stays can be planned for destinations other than the main hubs. This provides an opportunity for exposure to the local art, crafts, cuisine and entertainment thereby engaging the local community.

Transportation Investment by the private sector will be need based and banks will finance it only if they are economically viable. It is where the Brand Development is involved that the State government will have to participate on the need basis. We leave it for the State Government to take the decision but would strongly recommend linking the gateways to the state.

In the Tourism Development Plan- Skills Development we have not only included the drivers for skills development but also developing them as Quasi- Guides as they are the first people who interact with the tourists and leave a lasting impression by their behavior and driving.

9. **Tourist City Centers**

Tourist City Centers, a new *Strategic Initiative*, are proposed by us to meet the tourist's needs on a holistic basis within the state. The Tourist City Center is:

- (i) A single point information and facilitation center for the tourist in the city and acts as the center of activity for the entire travel and tour trade in the city and its neighboring area.
- (ii) A major feature of the Center is that it provides for good affordable accommodation, food court and shops for meeting tourists needs

- (iii) The Center also provides for the exposure to the local heritage, arts and crafts, cuisine and performing arts including entertainment.
- (iv) It also provides the base for Guides and City tours as well as day tours to tourist destinations in the area.
- (v) The Tourist gets a 9am to 9 pm exposure and in the process transfers financial resources to the local community for their well being and gainful engagement.

8.8 Demonstration Projects -Tourism Sector

8.8.1 “Wayside Amenities” Project – Meghalaya

1. The Need

Tourism is one of thrust sectors for growth in the hill state of Meghalaya. Employment and distributive growth is the need of the hour and **tourism** offers an excellent avenue as it creates income transfers and actively involves local communities.

The primary means of transport for the tourists in the hill area is through roads. However, the infrastructure available for these tourist is very minimal if not absent in the hill region.

There are clearly identified **needs** of clean wash rooms - especially for women, rest points offering credibility, reliability in quality of products and services and security. Developing “**Wayside Amenities**” for the tourist across the state including remote areas will attract more tourist and also increase the tourist spend in the state.

2. The Project

The project consists of a chain of branded cafés. This project is based on a **Public – Private – Community Partnership (PPCP) model**. The location of our outlets in the hill areas will provide new opportunities for the local entrepreneurs, create new jobs in the local communities and also provide access to market for heritage products and local produce.

The Structure of project consists of about 50 outlets classified as Base stations/ Nodes and Modular outlets. The base stations will work as distribution points and training grounds for the other outlets and also provide additional services.

Base Stations will be flagship outlets located at strategic points so as to serve as centre of the supply chain and as training grounds for other outlets.

Module A is the basic module for all outlets. It will offer the basic services such as Clean Toilets, Tea & Coffee, Beverages (Soft drinks, Bottled water, flavored milk etc.), Basic Packaged foods counter, Basic Travel Requisites (OTC Drugs, travel pack etc.), Forest Produce and Local Tourist Guides

Module B can be added on to Module A based on the demand. It will offer add on services to the basic module such as Communication Center (Telephone/ email), ATM machine, Add on retail products (Souvenirs, travel requisites like books, magazines, audio cassettes etc.), Forest Nursery Products

Module C will be added on to the module B at places with high traffic such as tourist spots and roads between major tourist destinations. It will have extra seating space and offer add on services to Module B like Heat and Eat Food, Kiddy rides and play area and Facilitate emergency medical care.

3. Benefits to Key Stakeholders

The State gets an opportunity to create 50 new entrepreneurs, 250 direct jobs and 1250 indirect jobs .The development of this infrastructure will promote tourism and increased tourism income in the state and create demand for ethnic products.

The **Local Communities** will benefit from the jobs created, income enhancement opportunities and access to markets for their produce.

The **Entrepreneur** benefits from a new income generation opportunity, skill up gradation and enterprise sustainability by being part of a larger project.

The **Tourists** gets access to high quality facilities, reliable quality products and services, and an opportunity to enjoy nature and access to ethnic products

WAYSIDE AMENITIES
(Government of India, Ministry of Tourism- Press Report)

Wayside amenities should be located after about every 50kms. on the way leading to the tourist destinations/circuits.

A workshop held in Delhi on World Class Tourism Infrastructure in which Mr. Sujit Banerjee said, "We have proposed to set up wayside amenities every 25-30 kms on national and state highways, district roads, smaller roads that connect highways and places of tourism importance. This will be achieved in coordination with the Ministry of Surface Transport which has given its assent."

A proposal to set up amenities will be funded through: investments from state tourism boards, PPPs and if required, through Central Financing Assistance (CFA). Banerjee said, "The important aspect of this project is that the amenities may be established on private land as well. Suppose there is a conventional dhaba, we can ascertain the viability of the same wherein a small area can be designated for the amenity with appropriate signage. We are working on the modalities."

The ministry is considering three different forms of amenities: **only with a washroom, washroom with a small room to serve refreshments, and one on a larger scale having 10-12 tables for dining with washrooms.** "These facilities will be basic in nature for travelers who need a clean environment for a stopover during long road journeys," he explained.

The decision on locations will be left to the respective states. Banerjee added, "These amenities could have **different designs depending on the states, depicting their architecture and culture.** State governments, we expect, will soon start sending their proposals to private operators for this projects. This project will be vital for us to promote rural tourism."

Following facilities for Wayside Amenities are:

- (i) Eating place, drinking water and wash rooms;

- (ii) Dormitory for rest;
- (iii) Facility of telephone;
- (iv) Fueling facilities;
- (v) Sufficient parking space for different categories of vehicles segregating the parking for buses and trucks from car and other light vehicles;
- (vi) Repair shops (mechanical and electrical) and shops for spare parts;
- (vii) A kiosk for sundry items;
- (viii) A space for spreading awareness about various government welfare programmes including first aid facility; and
- (ix) Landscaping;
- (x) Recreational facilities
- (xi) Vehicle accessories and workshops
- (xii) Information hoardings and landscaping etc.
- (xiii) Illumination
- (xiv) Improvement of road and parking

8.8.2 INN's / Guest Houses Project – Meghalaya

The INNs/ Guest houses are based upon a standardized modular design and expandable and they target the Family Tourists – Budget Tourist corresponding to 1 & 2 star hotels.

Overall project investment is envisaged at Rs 25 crores (excluding cost of land) creating 500 rooms and providing direct and indirect employment to 2000 people. They are proposed to be taken up gradually, in the next 5 years by 2015, to include all tiers 1, 2 and 3 cities / towns in the state and provide reliable, secure and standardized high quality accommodation to the budget and family tourists.

Four Inns are proposed to be taken up in the initial stage as part of Growth Driver Projects. The benefits will accrue due to demonstration factor and multiplier effect at various locations in cities other than Shillong where the Flagship Inn will be located. They could be taken up in partnership with the local community to facilitate access to land and create local participation and ownership.

Inns would also facilitate creation of budget accommodation for tour packages to be developed for structured tourism.

1. The Need

Tourism is one of thrust sectors for growth in the hill state of Meghalaya. Employment and distributive growth is the need of the hour and **tourism** offers an excellent avenue as it creates income transfers and actively involves local communities. The primary means of transport for the tourists in the hill area is through **roads**. However, the infrastructure available for these tourist is very minimal if not absent in the hill region.

There are clearly identified **needs** of overnight stay accommodation in form of Inns / Hotels offering credibility, reliability in quality of products and services and security. Developing “**INNs**” for the tourist across the state including remote areas will attract more tourist and also increase the tourist spends in the state.

2. The Project

The project consists of a chain of branded “**INNs**”. This project is based on a **Public – Private – Community Partnership (PPCP) model**. The location of our INNs in the hill areas will provide new opportunities for the local entrepreneurs

*The **Structure** of project consists of about 29 modular INNs across the state and would contribute to the development of tourism infrastructure across the state. The flagship INN located at Shillong, will serve as centre of training for other INNs.*

Location	Capacity Rooms each	Numbers	Total Capacity Rooms	Remarks
Shillong-	50	1	50	Flagship & Training Center
Tura, Jowai, Cherapunjee, Barapani	25	8	200	Phase 1
Other cities, towns and tourist destinations	12	20	240	Phase 2
	Total	29	490 (say 500)	

3. Benefits to Key Stakeholders

The **State** gets an opportunity to create about 100 new entrepreneurs, 1000 direct jobs and another 1000 indirect jobs .The development of this infrastructure will promote tourism and increased tourism income in the state and create demand for ethnic products.

The **Local Communities** will benefit from the jobs created, income enhancement opportunities and access to markets for their produce.

The **Entrepreneur** benefits from a new income generation opportunity, skill up gradation and enterprise sustainability by being part of a larger project.

The **Tourists** gets access to high quality facilities, reliable quality products and services, and an opportunity to enjoy nature and access to ethnic products

8.8.3 Hotels / Motels – The Critical Need

This segment of the tourism infrastructure is proposed to be taken up basically by the Private Sector and hence not included in the list of “Growth Driver Project” to be initiated by the state. However the following issues need to be addressed by an appropriate Tourism Development Policy so that an attractive enabling environment exists for the investors and investments are economically viable for the investors and financial institutions to provide access to funds as these projects have a long gestation period.

A key need for the tourism infrastructure is good and affordable accommodation. The accommodation exists in the following 3 segments: (a) 5star, 4 star and heritage hotels (b) Three, two & one star hotels and (c) Small budget hotels, guesthouses & inns in the unorganized sector.

The sluggish investment scenario in the hotel and tourism segment implies that most of the investors are not willing to come forward because of the inherent problems there in like:

1. Lack of hotel sites, expensive land available through auctions
2. Construction of hotel is capital-intensive and it has a long gestation period

3. There are few Government incentives presently available to the hotel industry
4. There is extremely large number of approvals / sanctions required to construct and operate a hotel (regulatory process) as well as uncertainties of permissions.
5. Inadequate returns on the investment as compared to other sectors of the Economy

Over the five-year period from 1999-00 to 2003-04, the compounded annual growth rate has been the strongest in the ‘budget segment’. During this period, the revenue per available room (RevPAR) for the 3-star category has grown at 11%, the 4-star segment has grown at 9% and slowest growth was recorded in the 5-star deluxe segment that grew at a marginal 1.2% only (source: survey for 2005-06 done for FHRAI by HVS International).

With rise in domestic tourism, overall occupancy in the non-luxury sector has already touched 65%-70% across the country. Demand for the mid-priced or non-luxury segment is being fuelled by a surge in mid-management corporate travel (junior business executives, medical representatives) and domestic tourism. Foreign corporate and holiday travelers also fuel demand for budget hotels.

Tourism Policy- Affirmative Actions for Accommodation

- The formation of budget hotels in the country needs a multi-prong strategy from the State Governments/local authorities in terms of land pricing, moderate taxation and speedy approvals.
- The state could consider for budget hotels a 10- year tax incentives, reimbursement of stamp-duty and lower transfer fee for leasehold land.
- In order, to keep the tariffs competitive, budget hotels should also be extended concession on entertainment and luxury tax. The base tariff for luxury tax needs to be revised to above Rs. 2000/- per night room rent and periodically raised.
- Land availability and the auction of hotel plots is linked to the real – estate values of the land, which makes the project cost prohibitively high and setting-up of budget hotels becomes an economically un-viable proposition.

Growth in the accommodation will trigger small businesses and self-employment. These activities can range from providing tour and guidance services to setting-up of hotels, restaurants, souvenir shops and local handicrafts outlets.

Findings from the primary survey – Domestic Tourists

Shillong accommodation required by the domestic tourists 70%

Average bed nights per visitor	Domestic	1.12	Foreigner	1.36
Person per room		2.09		1.15

Type of accommodation required Luxury 2.16 Budget 30.23 Others 67.61

(Source: ACNielsen ORG-MARG Pvt. Ltd. Assessment of requirement of Hotel Room / Accommodation in Metro Cities 10 and 50 major Tourist Centres in India –MoT Feb 2008)

The growing number of domestic tourist, encouraged by the incentive given by the government for the Government and public sector employees, offers an unique opportunity for the private sector to invest in the Hotel industry. A pro-active action needs to be taken by the government to initiate a dialogue with all the stakeholders, including the financial sector, to identify and resolve the bottlenecks to growth

8.8.4 Rural Tourism & Home Stays

We propose to use development of rural tourism as one our most important tourism promotion initiative. It is easy low cost high return initiative and takes the benefit of tourism to remote areas of the state. Rural tourism has also been a key component of Ministry of Tourism various initiative and also interfaces with the rural development and panchayat raj. Rural tourism could thus trigger an all round development of the rural areas by providing jobs and income generating opportunities for the residents, women empowerment and community participation and ownership for both economic and social sustainability of the project.

Government of India has also conducted an impact assessment study and the results are very encouraging. In view of the multi-dimensional impact of rural tourism and home stays the extracts of the study are being reproduced. Rural Tourism and home stay Projects are to be carefully designed to protect the heritage and avoid negative impact of un-regulated tourism. The residents of the area have to be prepared to understand the project and its impact and supported by a sociologist to act as a counselor during the early stages for both the tourist and the residents.

Following are the excerpts from the study:

The Ministry of Tourism, Government of India is implementing Rural Tourism Scheme to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions in India. The primary beneficiaries are rural communities (especially women and unemployed youth), PRI representatives, tourists etc.

Under the 10th Five Year Plan thrust has been given to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions.

For creation or improvement of infrastructure at the selected site, various activities have been undertaken, viz, improvement of surroundings of the village which include landscaping, development of parks, fencing, compound wall etc; improvements of roads within the Panchayat limits; illumination in the village; provision for improvement in solid waste management and sewerage management; procurement of equipments directly related to tourism, like water sports, adventure sports, eco-friendly modes of transport for moving within the tourism zone; refurbishment of the monuments; signages; reception centres; tourist accommodation and other work/activities directly related to tourism

Further to build capacity and enhance the participation of local community, various software activities are undertaken by implementing agencies like Non Government Organisations (NGO) / Panchayat Raj Institutions (PRI)/ etc. The objectives of the software activities is to develop a sustainable Rural Tourism product, convergence with the Ministry's Rural Tourism Scheme (Hardware) through tourism awareness, capacity building for tourism/hospitality services, gender equity, creation of Gurukul, environment care and marketing of traditional art and folk forms.

Various activities at the selected sites that have been undertaken include the baseline survey of the site; enhancing local community awareness of the tourism process; gender sensitization; capacity building/design inputs related to art & craft skills, cultural & natural heritage; Gurukul process; capacity building for various aspects of visitor handling; convergence with other yojanas/schemes in the site; environment care and

access to cleaner technology with local material, local skills and local traditional styles; marketing convergence including the travel trade for domestic and international visitors.

Based on the Tenth Five Year Plan goals of the Government of India, and on the United Nations Development Assistance Framework priorities of strengthening decentralization and promoting gender equality, Government of India- United Nations Development Programme (UNDP) Country Programme (2003-2007) has been initiated. UNDP has committed funding support to the Government of India (Ministry of Tourism) for the Endogenous Tourism Project initiative. The Project seeks to promote local culture and craft based eco-tourism for sustainable livelihoods and integrated rural development during the 10th Five Year Plan. The primary facilitation of the Endogenous Tourism Project is for capacity building / direct training; thereby enabling low-income village communities create and articulate their skills from within.

IMPACT ASSESSMENT OF SCHEME

Impact Assessment of Rural Tourism projects, particularly on Tourist arrivals

Most of the sites chosen for rural tourism project have inherent advantages in terms of historic importance, craft, culture, cuisine, natural beauty etc. It was assessed that prior to the intervention of Ministry of Tourism, there were five basic issues hindering the flow of tourist.

- Lack of basic infrastructural facilities for tourists like sanitation, drinking water facility, wayside amenities
- Lack of accommodation and fooding facilities
- Lack of awareness about the site importance and the need for local guides
- Need to maintain hygienic and good sanitation conditions at the sites
- Xenophobia among the local population

With the intervention of Ministry of Tourism, there has been considerable change. Though, it is too early to assess quantitatively the increase in the number of tourists (in most of the cases, the project is not yet completed), but our study shows that the Xenophobia (fear towards unknown) has been removed from the mind of the local people. The smaller radii in the tourism circuit have been identified within the destination

for keeping the tourist stay for more than a day. Different goal setting exercises have been conducted with the host community in due participation and suggestion of village committee as well as the District Coordination Committee.

The following factors have complemented and are indicative of the fact that Rural Tourism scheme has been successful in attracting more tourists and elongating their period of stay in the village.

- Effective documentation of the site by preparation of Brochures, cards, websites etc depicting the site attractions. This has helped in marketing the sites even among foreign tourists.
- Equipping the artisans to produce the artistic products with good quality. Encouraging product diversification and provision of marketing linkages as well as credit facilities has increased sales of the local art and craft forms from the craft interpretation centre.
- Documentation of traditional festivals and folk lore has been carried to the tourists.
- Improvement in the cleanliness and hygiene in the village and environmental awareness among the people has fostered a conducive atmosphere for tourists at few places. The drainage system, garbage disposal system etc has changed the Sanitation and health of the village
- Guide training among the local youths has led to an increasing number of youths helping the tourists in knowing the places of attraction in the villages.
- Concept of home stays with food, clean water and toilets being promoted among the host community has resolved the problem of accommodation on one hand and on the other hand helped the tourists to feel a part of the local community.
- Training of the women/ the host community in preparation of different types of cuisine and other hospitality aspects has also resulted in increasing the satisfaction level of the visitors.
- The tourist arrival to control villages is constant over a period of time. Not much of efforts have been done by local community members to increase the total inflow to the destinations.

Impact Assessment of Rural Tourism Projects, Particularly on Employment Generation –overall and for the Local Population

The overall goal of the rural tourism is to create a community managed rural tourism model through strengthening livelihoods of the local communities and the preservation and development of local heritage of the villages. Due to the initiatives taken by the Ministry of Tourism to promote rural tourism, a number of avenues for employment of local population have opened. The direct and indirect sources of income are enumerated below:

- The employment of local youths as tour guides has given gainful employment to a large number of unemployed youth in the village.
- The concept of homestays with toilets has supplemented the income of the host population.
- A large number of tea stalls, small restaurants, pan shops etc have started functioning due to the increase in inflow of tourists, which has again improved the socio-economic conditions of the local people.
- As local resources (labour and material) were used to construct the hardware structure under this scheme in the villages, a number of people have got employed.
- The revival of Tourism products like folk arts by formation of activity groups has also helped the local population. These folk arts provides link with the past and bring alive ancient traditional art forms and culture. They also helped in perpetuating legacy for the future. The support to rejuvenate the folk arts has lead to the revival of the folk arts and also providing livelihoods to the practitioners of the arts.
- A vital aspect of the Rural Tourism Scheme was to check the migration of the artisans from the village. To tackle the problem of migration, the artisans in different categories like stone carvers, pot makers, wood carvers, painters, weavers etc have been given trainings and exposure visits. Their product has been effectively promoted via different means and they have been taught about product diversification and demand of market, which has ultimately enhanced their income and stopped the migration.
- Integration of gender perspectives into the tourism industry has also evolved as an important concept through the Rural Tourism Scheme, as it is the major employer of women and offers various opportunities for independent income generating activities for them. The Self Help Groups (SHGs) which were either non functional or disintegrated and have been provided/ will be provided financial and marketing linkages helping them to increase their income.
- In control villages, due to lack of concept of integration of existing economic activity with the tourism, the villagers lack the basis understanding of alternative livelihood opportunity

Impact Assessment of Rural Tourism Projects, Particularly on Preservation and Improvement of Environment

One of the biggest challenges of the tourism industry is that success should not destroy, what attracts the visitors in the first place i.e. the environment. During the field visits, it was observed that there is change in villager's attitudes towards cleanliness, hygiene and sensitiveness towards environment. The changes in relation to preservation and improvement of environment that were noticed during the field visit are listed below:

- **Solid Waste Management:** Solid Waste Management (SWM) Training has been imparted by the NGOs/ implementing agencies to the villagers covering issues like awareness generation; appropriate waste segregation; disposal of plastics; reuse and recycling of plastic, composting and vermi-composting. The measures adopted have improved the environment and facilitated the tourists. After training, the villagers have initiated waste management and started collection, segregation and dumping of the waste in designated areas. The SWM brought in the much required scientific approach to the whole process of waste management and a proper disposal of plastic which was unchecked. It also gave Waste Management a new perspective in terms 'waste as wealth' and 'waste as source of income'.
- **Beautification and Landscaping of the village:** It has been reported that the rural tourism has improved the natural beauty of the rural tourism sites. Beautiful parks; renovation of old and heritage buildings, temples, mosques etc; decoration of entry gates etc have gone a long way in attracting the tourists by presenting them a clean and environment friendly village.
- **Sanitation and Personal Hygiene:** The quality of the living conditions of the local community and their standard of living has improved at select rural tourism sites. For the development of village, people have showed their priority towards sanitation. For instance, in Lachen (Sikkim), the cows and yaks roam in plenty and pose a threat to health of the villagers. To spread awareness among people, various measures have been undertaken under the rural tourism scheme. For instance, for improvement in health and hygiene, camps and demonstrations of hygienic practices; workshop on cleanliness has been organized. This has resulted in improved living condition of the local community through proper hygienic practices.

Again, for improvement in the sanitation facilities, need assessment was done with the local community to identify the needs of the people in the improvement of sanitation. Environmental awareness workshops were organized. The output of all these has been creation of sanitation facilities such as the toilet facilities for the usage of local community and enhancement in awareness on the utilization of created infrastructure.

In control villages, the participation of local community members for improvement of sanitation condition is limited and lack the concept of improved sanitation conditions in the village can increase stay period of tourist which would ultimately lead to enhancement of income generation

Impact Assessment of Rural Tourism Projects on Direct Revenue Generated

One of the most important objectives of the rural tourism programme is to increase the income flow of the local population and improving their quality of life. After receiving training on various aspects like hospitality management, guide training, visitor handling, linguistic ability etc, many rural unemployed youths have come forward and started working as guides. Youth who were already employed in the profession, have improved their skills on visitor handling. Most of them neither could speak in English nor had any formal degree. These guides have now become much more organised and many have opted for various courses and certification, which will increase their income in future.

Besides, the development of homestays in this programme has resulted in a smooth flow of income for the host community. They have been given training on cleanliness, preparation of cuisines and other vital aspects of visitor handling. During the field survey, it was found that in Kumbhalanghi (Kerala), the charges of rooms are as high as Rs 1200 per day. Besides, the host community also earns by serving the guests with different types of cuisines.

Artisans and craftsmen in the villages are another set of people whose earning has moderately increased due to the efforts taken under rural tourism scheme. They have participated in various workshops and training sessions, updating their knowledge and skill on modern designs, colours, technology and experimented with different models. While participating in the local festivals or in national events, they have earned good profit by selling their products. In control villages, artisans still use traditional techniques and designs for their product. It leads to low demand for their product in the market.

Impact Assessment of Rural Tourism Projects on Self-Sustainability of Projects

Another major objective of the rural tourism is to build the capacity of local communities so that the projects may be sustainable in long run. In most of the rural

tourism sites, the community has been effectively mobilised and their capacity being built (especially for UNDP supported sites). The local community has been trained to manage the tourism site, all by its own for sustainability. The community has been equipped through the goal setting exercises in the maintenance of the site; outcomes of the tourism through community participation and effective monitoring of all the said activities. The Village Coordination Committee, consisting of both genders has enabled the local community in the activities for the successful results. The active participation in need assessment, group discussion, disadvantaged groups, women, and unemployed youth has also been ensured in this process. This institution building among the artisan community has resulted in the formation of Federation of artisans, VLCs, SHGs, producer groups etc. These institutions are constituted to manage the site on sustainable basis. In control villages, the concept of self sustainability totally lacking amongst the local communities

Impact Assessment of Rural Tourism Projects on System of Maintenance of Facilities for Tourists

The maintenance of the facilities created is an aspect which requires a lot of attention or else the utilities and civil structures created would either be destroyed due to sheer negligence or would not be able to draw the desired number of tourists. At Paranpur (Madhya Pradesh), it has been observed that the structures like Kala Kendras, Craft Museums, Toilets, Parking sheds, rest rooms etc are maintained by the villagers under the direct supervision of the village panchayat. This also serves an important objective of the rural tourism i.e. to increase the livelihood opportunities of the locals. For maintaining these facilities, in many places (or already in place in many sites) the local youths and women are working as sweepers, guards, cleaners, facilitators, receptionists etc. Thus not only the structures gets utilized and maintained, but the people also get gainful employment resulting in self sustainability.

Impact Assessment of Rural Tourism Projects of Publicity/ Campaign Launched by the Agency Implementing the Project for Attracting Tourists

The publicity/campaign launched by various NGOs and implementing partners has helped in projecting the particular sites as places in the tourism circuit of India. Earlier, the visitors were either unaware about the site or didn't stop over in the village.

Due to the publicity and marketing efforts of the Ministry of Tourism, State departments and the implementing partners, situation is gradually changing. Various publicity methods have been adopted to promote tourism at the sites like documentation of the site with the campaign of “Incredible India”; preparation of brochures, cards depicting the site attractions; developing websites explaining in details the history, culture, food, craft etc of the site; strategic tie-up with various tour operators and travel agents to market the site; video shooting; Taking natives to exposure visits to unknown places, thereby spreading the culture through word of mouth ; putting up signages in villages so that visitors know exactly what to see or where to go and conducting workshops in places like Delhi Haat etc where the true art form of the natives is showcased thereby getting more recognition to the villages.

Impact Assessment of Rural Tourism Projects on Involvement of Travel agents/ Tour Operators to Promote destinations

The travel agents and tour operators are playing an important role in promotion of the destinations. Most of these places were till recently unknown to many domestic and foreign tourists. However, most of tour operators who conduct package tours, (taking the people for sight seeing to different places and arrange for their accommodation and food too) have started taking the visitors to these sites now.

Though it is still at a nascent stage, with volume of tourists slowly increasing to the sites, however the efforts are in place to promote these sites. During interaction with private tour operators, it has been reported that the situation is slowly changing and visitors are now desirous to see these destinations.

Perception, Experience and Expectation of Tourists about the Facilities Available

During the interaction with tourists (both domestic and international), overall the visitors seem to be truly satisfied with their trip to India. While some of them were in the site for the first time, few others had repeated their tour. The positives of the rural tourism according to them are enumerated below:

- India being a land of diversity, this type of trips gives a platform to visit the hinterlands and meet the rural people.
- Local community warmth and the natural beauty of the places is really enchanting

- Their expectations have been fulfilled, as they felt a part of the family itself
- They really enjoyed the homestays and talking and mixing with people
- Added attraction for them was that the local art and crafts were being made in front of them and the process being explained to them.
- It was a great experience to witness the way of living, to exchange views with rural people and being close to nature.
- They enjoyed the hospitality of the people who were very receptive.

8.8.5 Skills Development & Capacity Building Strategy for Meghalaya

8.8.5.1 Background

The growth in tourism will have to be serviced by a substantial increase in infrastructure, including air-road-rail connectivity, hotels and restaurants. Department of Tourism, Ministry of Tourism & Culture, Government of India, undertook a study to assess the manpower requirement in the hotel and restaurant sector as well as the tour and travel operation business.

The extracts of the key findings are:

Hotels in India

- There are an estimated 1.2 million hotel rooms in the country. However, the star category hotels account for a mere 7% (approximately 80000 rooms).
- There are almost 750,000 people working in hotels across India. In addition, there are more than 1 lakh employees working in motels on state & national highways.
- A bulk of the employees (approximately 60%) are working in F&B service,
- Kitchen and Housekeeping.
- Almost 80% of the employees in key hotel functions such as F&B, front office and housekeeping are young; they are less than 40 years old.
- Hotels in the unorganized sector employ largely untrained manpower.

Restaurants in India

- Our estimate is that there are at least 140,000 restaurants in urban India.
- Conventional restaurants account for the largest population (30%), followed by sweet shops (16%), fast food outlets (16%) and *dhabas* (13%).
- There are almost 1.85 million people working in restaurants across India.
- In addition, there are more than 1.3 million people employed in small restaurants and *dhabas* on the state and national highways.
- Almost 70% of the employees in key functions of F& B service and kitchen are less than 30 years old.

- Almost 20% of those employed in F & B of conventional restaurants, cafes and fast food outlets are diploma holders either from private hotel management institutions or Food Craft Institutes. *Dhabas*, largely, employ untrained manpower.

Travel Trade Business in India

- There are approximately 6000 travel trade companies/ firms in the country.
- The population of these agencies could be growing at 7.5 - 10% annually.
- This sector employs almost 83,500 people. Of them, a significant proportion is in functions such as ticketing, tour operations and accounts/ administration.
- Almost 44% of the employees in ticketing have a formal IATA/ UTA certificate or a diploma in travel & tour management; 17% of those in administration also have a formal education in travel & tour management. Overall, 17.5% of the employees have formal training in tour and travel management.

8.8.5.2 Emerging Needs for Skills Development & Capacity Building Strategy for Meghalaya

With the growth in the tourism sector and needs for the capacity building and skills development, both at institutional and individual levels. Our plan is to train 10,000 people over a 5 year period to create the basic Human Resource for the state. We propose the following areas for skills development and capacity building:

➤ Institutional

The Policy, planning, implementation, monitoring and sustainability of the individual projects and the entire tourism sector within the state will be dependent upon the pro-active action and the support the sector receives from the various government departments and its agencies, public finance institutions and the community at large.

In order to ensure proper awareness and understanding of the importance of this sector it is proposed that the people in these offices are exposed to a sensitization program and also to specific support and skills therein needed from their respective organizations. This initiative will also create synergy and better utilization of state resources.

Government:

Tourism Department, Industry, Forest Department, Local Administration, Police, Roads, Archeology Transport, Panchayat Raj, Rural Development, Local Communities,

Employment, Social Welfare, Culture, Minorities, etc

Public Institutions:

Industry and Trade bodies, Travel and Tour Trade, Hotel and Restaurant associations, Transport Sector- bus and taxi operators, NGOs, Community based organizations, Schools and Colleges, Village Council , Arts & Crafts Promotion Agencies etc

➤ **Individuals**

Individuals across all activities of the tourism sector need to be trained to meet the emerging needs and expectations of the tourists. This will facilitate the states capacity to manage the growing tourism sector both effectively and efficiently and attract both investors and tourists to the state.

We have identified the following core areas for the skills development:

Information and Facilitation centers

Front Desk
Tour Planning
Reservations

Travel and Tour Trade

Ticketing
Tour Planning
Tour Escorts & Guides

Transport

Owners
Drivers
Conductors

Guides

Heritage & Religious sites
Community Heritage & Sacred Forests etc
Forests- Flora & Fauna
Eco Tourism-Mountains, rivers, lakes etc

Hotels, Resorts, Rural Tourism, Wayside Facilities

Reservation – IT enabled
Guest Relations
Housekeeping
Food & Beverages
Kitchen

Restaurants and “DHABAS”

- Housekeeping
- Food & Beverages
- Kitchen

Handicrafts

- Product & Services development & display
- Sales & Customer Relations

Performing Arts

- Dance, Drama, Music
- Folklore & Story telling

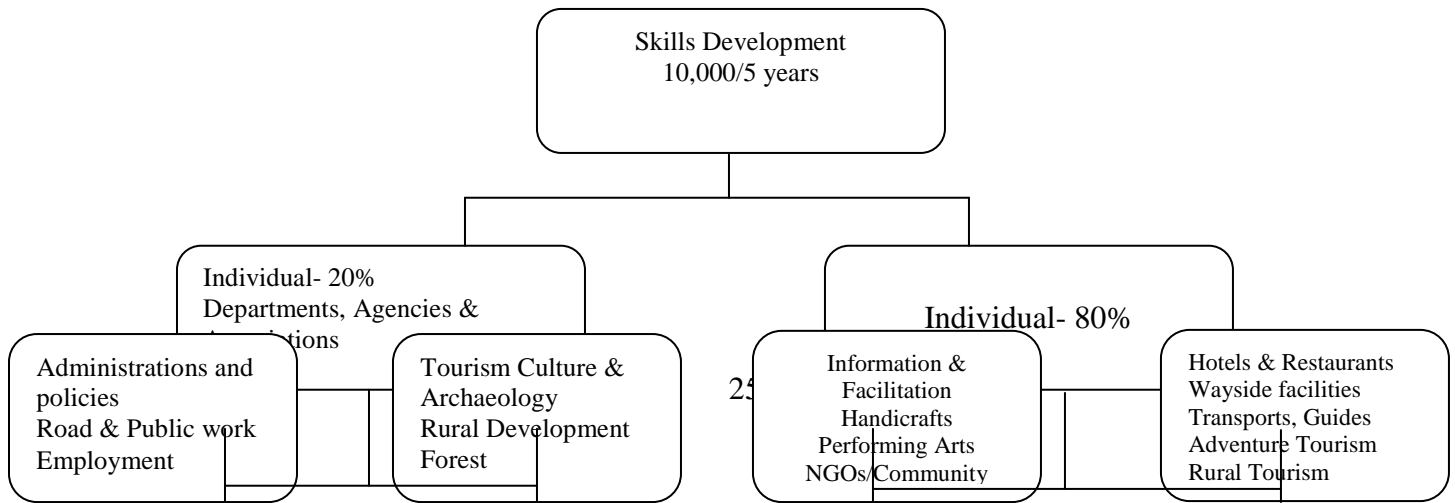
Adventure Tourism

- Mountains- trekking, bikingh
- Water Sports – River & lake
- Paragliding etc

Environment Sustainability

- Water Pollution
- Waste Management

**Skills Development Matrix
10,000 Trained in 5 years**



8.9 Growth Driver Projects - Strategic Start Up Projects Stakeholders Workshop at Shillong on October 2009

The government departments, its agencies and other institutions and enterprises engaged in the following activities are the stakeholders in the project either directly or indirectly:

- Culture & Heritage
- Nature
- Government- development initiatives
- Private Sector-tour operators/investors
- Local Community- entrepreneurs/jobs
- Financial Sector-Opportunity/CSR/Community Act
- Tourist

A 2 day stakeholders workshop was organized at Shillong during October 2009 for discussions and suggestions from the various stakeholders.

This was interactive and very beneficial as:

- Part of a process to promote participation and ownership of the initiatives to achieve the desired outcomes
- Critical to bottom up planning as the implementation success is dependent upon the details at the operational levels and not brevity of the policy
- Provides knowledge of past initiatives and their failure / success
- Makes the information more objective
- The environment is for all round efforts to succeed rather than criticize.

8.10 Investment Strategy

The Investment Strategy proposed for the development of the tourism sector is driven by the need to create the Brand and the basic facilities to attract more tourists to the state. Having started this action the private sector will initiate investments in the facilities based upon economic returns in a demand driven situation. The government has to have enabling policies in place to encourage the same. Strategic alliances with the financial sector are required to make the access to funds simpler for the tourism sector. The initial investment by the government will also give it the lead time required to solve the issue of land for encouraging outside investors, essential for the development and participation by the private sector.

The investments initiated by the government can explore all funding routes: grants from central government, budgetary support of loans from the state government, public private partnership, Regional development funds and also other funds dedicated to the rural development and employment generation.

We are proposing the following matrix for the overall investments:

Investor	Type	%	Remarks
Government	Growth Driver Projects	20%	Start up and Spin Off-5yrs
Private Sector & Community	Core Investments in Tourism Infrastructure	80%	Dispersed Ownership

The private sector investments will be more sustainable after growth driver projects are launched by the government as explained above. The overall opportunity from the growth of the tourism sector will open new avenues for the financial institutions and the banks to proactively fund the tourism sector projects which they are reluctant to do so due to issue of land, adequate entrepreneurial development in the state and collaterals at all levels of funding.

Consolidation of the projects under one Program will enable larger players (ILFS, IDFC, PE Funds etc) to participate as financial partners or joint venture partners.

Each project by itself is very small for these to participate and thus excluding the state from access to investments by such large players.

8.11 Growth Driver Projects – State Initiated Projects

8.11.1 Start up Consensus

During the stakeholders meetings the following need based projects were agreed upon to be taken up at the earliest by the state government as they are critical for the development of the tourism sector and the benefits will be received widely across the state.

These projects will trigger private and community based investments as well as sustains the investments already made by the private sector.

The locations of the project have been identified based upon the current needs and the need to develop other areas besides Shillong for the dispersal of tourist infrastructure and promotion of tourism in those areas. The development of remote areas adjunct to the main cities will follow once tourist traffic builds up in all areas across the state and the need is felt to create new destinations and products for the tourists

Each type of project selected for the start up is unique in character as it addresses a very specific need and fills in the gap in the current set up. The projects are demand driven and as the tourist traffic builds up they will be replicated by the private sector and the skills and knowledge created within the state will benefit all in this infrastructure expansion drive later.

The projects are to be structured in a manner that the revenue earning component of the project can be spun off later on to create new resources for the Tourism Department/ Agency identified to implement the Tourism Development Plan and enable them to develop new destinations with these resources. They are likely to become self sustained within the period of 5 years from commercial operations.

We have already highlighted the need to implement the Strategic Plan in a period of 3 years with a start up / preparatory period of 1-2 years for the plan to be relevant and effective for the state and derive benefits from the growing tourism.

Start Up Projects – Implemented over a 3 year period

Type & Locations	Nos	Unit Cost (Rs Crs)	Total Cost (Rs Crs)	Remarks	Spin Off Possibility
<u>Tourist City Centers</u> c) Shillong d) Others: Tura Cherapunjee Jowai	1 3	12 5.3	27.9		Partial -75% Hotel, Restaurant, Food Court, TR Shops, Crafts Shops can be disinvested after 5 years
<u>Wayside Amenities- & Information and Facilitation Centers</u> (Midways on all major highways) Guwahati-Shillong – 2 nos Guwahati-Tura - 2 nos Shillong-Cherapunjee-1no Cherapunjee-Jowai - 1 no	6	2.75	16.5		Completely Disinvested after 5 years with the right to run the information & facilitation center with the government
<u>Inns/Guest Houses</u> e) Garo hills- 1 f) Khasi hills-2 g) Jaintia hills-1	4	1.98	7.92		Yes- Completely Disinvested after 5 years
<u>Rural Tourism</u> – one each in the identified rural areas of: e) Shillong f) Cherapunjee g) Jowai h) Tura & <u>Home Stays</u> – 2 cottages in each village identified in; Garo hills- 20 Khasi hills-20 Jaintia hills-10	4 50	1.65 0.10	6.6 5.0	Social Worker part of the project for better understanding	Yes- Completely Disinvested after 5 years
<u>Skills Development</u> a) Institutional b) Individual	10,000		5.0		Not applicable as for capacity building of the state
		Total	68.92		
	Add 10% contin gency	Grand Total	Rs 75.81 crores		Each project will be funded differently

8.11.2 Private Sector Investment New Opportunity & / On Going Projects Sustained

The Growth Driver Projects – State Initiated Projects will create new opportunities to meet the need for the 100,000 tourist increase every strategic plan period.

They will also enhance the sustainability of the existing projects and the projects in the various stages of implementation.

(a) Tourism department can take a pro-active action in preparing the pre-

Type	Numbers	Unit Cost in Crores Rs.	Total Cost in Crores Rs.	Remarks
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feasibility studies / project profiles for these projects to attract investors from outside and also opportunity for the financial institutions and the banks to invest in the state.

(b) The projects needed for tourism infrastructure and to be added in the next 5 years to meet the 15% CAGR of domestic tourist arrivals are listed below:

Note: The project cost estimates do not include the cost of land

Accommodation 200 rooms	50 room Hotels - 2 25 room Inns - 5 10 room Inns - 5	7.5 2.5 0.75	15.00 12.50 03.75 Sub-Total 31.25	
Transport Sightseeing	20 seat Buses - 6 4/5 seat Cars - 20	0.15 0.05	0.90 1.00 Sub-Total 1.90	
Food & Beverages	Restaurants -10 Fast Food - 05	0.40 0.15	4.00 0.75 Sub-Total 4.75	The unit cost for Restaurant has been kept at Rs.40 lakhs instead of Rs. 5 lakhs and the unit cost for fast food is kept at Rs.15 lakhs instead of Rs.40 lakhs.
Amusement Parks Day Tourism	2	5	Sub-Total 10.00	
		Total	47.90	
add 10% contingency		Grand Total	Rs 52.69 Crs	

We would also like to bring to your attention that the need of the 100,000 new tourists per plan period of 5 years will not be met only by the “Start up Projects” implemented by the State Government. It would support, sustain and create opportunities for the private sector investments to meet the demand.

You would kindly observe that the distribution of projects proposed by us is for an equitable development of the State and not just concentrated in Shillong. This will facilitate, not only an increase in arrival of tourists but also higher spend per tourist. Within the total accommodation of nearly 200 rooms, the current accommodation in the middle (more than 200rs/room night) and higher spend category (more than 400rs/room night) is extremely low or nonexistent across the state.

We would also address the issue of extending the tourism season by incentives and other promotional packages. This will improve the occupancy factor. However given that the window of opportunity is low due to seasonal factor it is also required that we increase the capacity to handle larger number of tourists during this period. The economic viability will automatically be adjusted once the recovery rates are higher due to better facilities & activities attracting higher spend tourist.

Land is the most critical issue in the development of the tourism infrastructure. However, if resolving the issue of land lease etc will take the State Government considerable time, then in the interest of developing the tourism infrastructure the State Government should also take on these projects for implementation at this stage and explore the possibilities of Public-Private partnership and or spin off at a later date.

8.12 Resource Mobilization - Funds

8.12.1 Government of India Central Schemes

Ministry of Tourism, Government of India, besides developing a policy, has taken many pro-active steps for the promotion of tourism in India. The tourism development program also encourages the state governments to take benefit from the various financial assistance schemes of the Department of Tourism, for the planning of the projects in the state. The Policy & Schemes are given below for quick reference:

Tourism Policy and Schemes

In order to develop tourism in India in a systematic manner, position it as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication an environmentally sustainable manner, the National Tourism Policy was formulated in the year 2002. Broadly, the “Policy” attempts to:-

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on domestic tourism as a major driver of tourism growth.
- Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination;
- Acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst;
- Create and develop integrated tourism circuits based on India’s unique civilization, heritage, and culture in partnership with States, private sector and other agencies
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and “feel India from within”.

Keeping in view the basic principles and guidelines of the Tourism Policy, the Ministry of Tourism has been broadly implementing the following schemes/ programs during the 11th Five Year Plan:

Guidelines for Plan Scheme (11th)

- Scheme for Product/ Infrastructure Development and Destination & Circuits
- Scheme of Assistance for Large Revenue Generating Projects
- Scheme of Capacity Building for Service Providers (CBSP)
- Scheme of Rural Tourism
- Scheme of Central Financial Assistance for Information Technology (IT) Projects
- Scheme for support to Public Private Partnership in Infrastructure Development (Viability Gap Funding)
- Time Share Resorts (TSR)
- Market Research- Professional Services
- Marketing Development Assistance Scheme for promotion of Domestic Tourism
- Revised Guidelines for Adhoc Advertisement
- Scheme of financial assistance to the IHMS/FCIS/IITTM/ITIS/Polytechnic etc

Guidelines with Application Forms for Recognition / Classification Schemes

- Revised Guidelines for Marketing Development Assistance MDA Scheme
- Policy For Development And Promotion Of Caravan And Caravan Camping Parks
- Revised Guidelines For MDA Scheme for Medical / Wellness Tourism
- I T Guidelines for Central Financial Assistance
- Scheme of Financial Assistance to the IHMs /FCIs /IITTM/ITIs/ Polytechnic
- Revised Guidelines for postings in Overseas India Tourism Offices
- Approval of Hotels at Project Stage and Classification & Reclassification of Hotels
- Classification of Heritage Hotels
- Recognition as approved Travel Agents
- Recognition as approved Inbound Tour Operators
- Recognition as approved Tourist Transport Operators
- Recognition as approved Adventure Tour Operators
- Recognition as approved Domestic Tour Operators
- Approval of Standalone Air Catering Units
- Revised Guidelines for Grant of Licence for Regional Level Guides
- Time Share Resorts (TSR)
- Stand Alone Restaurants
- Incredible India Bed & Breakfast Guidelines

- Guidelines for Approval of Guest Houses
- Basic Minimum Standards for Adventure Tourism Related Activities
- Guidelines of Apartment of Hotels
- Guidelines for Tented Accommodation
- Revised Guidelines for CBSP Scheme
- Guidelines for Central Financial Assistance for broad basing hospitality education.

(Last Updated On 23 November 2009)

8.13 The North Eastern Council Schemes

The North Eastern Council is the nodal agency for the economic and social development of the North Eastern Region which consists of the eight States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.

The North Eastern Council was constituted in 1971 by an Act of Parliament. The constitution of the Council has marked the beginning of a new chapter of concerted and planned endeavour for the rapid development of the Region. Over the last thirty five years, NEC has been instrumental in setting in motion a new economic endeavour aimed at removing the basic handicaps that stood in the way of normal development of the region and has ushered in an era of new hope in this backward area full of great potentialities.

STATEMENT IN REPLY TO RAJYA SABHA UNSTARRED QUESTION NO 1657 RAISED BY SHRI MATILAL SARKAR, M.P. FOR 20TH JULY 2009, REGARDING "NEC PROJECTS".

Tourism is one of the thrust areas of the North East Council and below are listed the various schemes for the promotion of tourism in the North East Region:

Scheme for Promotion of Tourism in the North Eastern Region and Sikkim

Background

- Objectives
- Development of Infrastructure facilities

- Tea Tourism
- Religious and Cultural Tourism
- Eco Tourism
- Wild Life Tourism
- Rural Tourism
- Adventure Sports Water Sports and Golf Tourism
- Support to Festivals and Fairs etc
- Publicity and Publications etc. including Information Centres for States
- Capacity Building in the Tourism Industry
- 10th Plan Achievements
- Establishment of North East Tourism Development Council

North East industrial and investment promotion policy, 2007

(General operational guidelines for registration of industrial units and procedure for handling subsidy claims under various schemes under NEIIP,2007)

Extracts

“Subsidy under various subsidy schemes under NEIIPP, 2007 viz. Capital Investment Subsidy Scheme, Central Interest Subsidy Scheme and Comprehensive Insurance Scheme have been devised alongwith necessary checklists to be strictly followed for scrutiny of claims. In addition, general Operational Guidelines have also been evolved which are to be strictly followed by all the State Governments concerned.

These have been ‘**e-mailed**’ to the North Eastern Development Finance Corporation (NEDFi) and may kindly be obtained from them. Specific guidelines have already been provided under the respective subsidy schemes under NEIIPP, 2007”.

Establishment of North East Tourism Development Council

Background

In order to understand the perspective of the State Governments of the region on the concept of establishment of the North East Tourism Development Council (NETDC), a meeting was held under the aegis of H.E. Governor of Assam on 3rd September, 2005. Hon'ble Ministers of Tourism of various North Eastern States, senior officials of Tourism Departments and other stakeholders like Banks, Railways, Airlines, Tour Operators and Entrepreneurs attended the meeting. Everyone present accepted in principle the concept of creation of a common institutional platform called the "North East Tourism Development Council" for all the stakeholders of tourism industry. It was considered essential to create a Corpus Fund for the functioning of the Council through contribution of the North Eastern Council (Rs 1.00 crore), North East Development Financial Corporation Ltd. (Rs 1.00 crore) and the Ministry of Tourism, Govt. of India (Rs 8.00 crores).

Objective

The broad objective of the NETDC would be to facilitate development of tourism industry through effective networking of stakeholders, marketing through creation of a common North East Brand. NETDC would function in such a way that (a) NETDC will not infringe upon individual State Govt. jurisdiction, its plan/ programmes, NETDC would rather augment them; (b) NETDC will not bid for any financial support from the central Govt. out of funds earmarked for the State Govts.; (c) NETDC would be a facilitating body and there will be no involvement in actual infrastructure development.

8.14 North Eastern Development Finance Corporation Ltd

North Eastern Development Finance Corporation Ltd. (NEDFi) was incorporated under the Companies Act, 1956, on August 9, 1995 with its registered office at Guwahati, Assam, for the development of industries, infrastructure, animal husbandry, agri-horticulture plantation, medicinal plantation, sericulture plantation, aquaculture, poultry and dairy in the North Eastern states of India.

NEDFi has been promoted by All India Financial Institutions - Industrial Development Bank of India, ICICI Ltd., Industrial Finance Corporation of India, Small Industries Development Bank of India, Insurance Companies - Life Insurance

Corporation of India, General Insurance Corporation and its subsidiaries, Investment Company - Unit Trust of India and Bank - State Bank of India.

After the creation of [DONER](#), NEDFi has come under the administrative control of this Ministry.

NEDFi is the premier financial and development institution of the North East of India. The main objects to be pursued by NEDFi as per its Memorandum of Association is :

To carry on and transact the business of providing credit and other facilities for promotion, expansion and modernization of industrial enterprises and infrastructure projects in the North Eastern Region of India, also carry on and transact business of providing credit and other facilities for promotion of agri-horticulture plantation, medicinal plantation, sericulture plantation, aquaculture, poultry, dairy and animal husbandry development in order to initiate large involvement of rural population in the economic upsurge of the society and faster economic growth of different parts of the North Eastern region.

NEDFi with its [Products and Services](#) aims to be a dynamic and responsive organization catalyzing the economic development of the Northeast of India.

8.15 Government of Meghalaya Schemes

The state government will provide the counterpart funds for the development of the tourism sector and its projects from the state budget and also seek support of the Planning Commission during the finalization of the plans.

8.16 Banks

The banks, including national, regional and cooperative will form the backbone for the development of the tourism sector and its projects. All projects will require operational funds in form of Working Capital and this has to come from the banks.

It is suggested that we form Strategic Partnership with banks to finance projects in specific regions and/or finance specific region and projects therein. These projects could be of a replicable nature and reduce the effort of evaluating each and every project. The Entrepreneur will only be selected based upon the selection criteria. Credit Guarantee Corporation could also be a Strategic Partner in such cases to provide enhanced comfort to the lending banks.

Banks, by participating in the tourism development plan and funding the projects there under, would also be able to reduce their gap Credit /deposit ratio, priority sector lending targets and also their community responsibility of financing projects in areas from where they collect their deposits.

8.17 Financial Institutions

Infrastructure lending Institutions like IL&FS, IDFC and others could be brought in as Strategic partners. However we will need to consolidate the projects under a Program to make them viable in size for these organizations to participate in the funding of the projects across the state.

8.18 Institutional Investors - PE funds etc

We are in an early stage to be able to access these investors but in the later period of development they will be a strong driver for growth.

8.19 Equity

Equity funds will come from the various promoters and investors in individual projects based upon their shareholding.

8.20 Investment Workshops

We propose that the state plans for an Investors Workshop, on an annual basis, after the detailed plans are made and land identified for the project. Invite the investors from other state and also from abroad to participate in large tourism projects. It would be essential to prepare pre-feasibility profiles for each project to be discussed at such events. Lead promoter from the state would also need to be identified to act as the start up partner with the investors from outside.

MINISTRY OF TOURISM- Extracts of Specific Schemes

Ministry of Tourism has been implementing the following two schemes during the 10th Five Year Plan:

- 1) Major destinations and circuits development
- 2) Rural Tourism infrastructure development

1) Major destinations and circuits development

- a) Identification - The destination and circuits will be selected on the basis of its tourism potential in consultation with the State Governments. The destination/circuits to be taken up for development will be identified by the Ministry of Tourism at the beginning of each year.

A tourist circuit could be limited to a State or it could be a regional circuit covering more than a State/U.T. The identification of the project, the implementation agency and the mode of channelisation of funds would be done in consultation with the State Government / U.T. Administration.

- b) Funding pattern of the project – Ministry of Tourism would bear 100% of the project cost based on the project plan and estimates submitted, excluding the items (given below) which are the exclusive responsibility of the State Governments and should be quantified in the DPR.
 - i) Making the land available for development
 - ii) Rehabilitation package
 - iii) Operation, maintenance and management of the assets created
 - iv) External infrastructure like water supply, electricity and roads

There may be no ceiling on project cost, Government of India contribution would be capped at Rs.25 crore for destination development and Rs.50 crore for circuit development for identified major destinations and circuits based on tourist traffic. The provisions for preparation of comprehensive DPR for Destinations/Circuits Project will be as follows:

Large Destinations/Circuit Project involving central financial assistance of Rs.25 crore and above will be assisted towards the cost of DPR preparation amounting to 50% of the total cost of DPR preparation or Rs.15 lakh, which is lower. DPR for smaller projects are concerned, the assistance will be limited to 50% of the total cost of DPR preparation or Rs.10 lakh, which ever is lower.

However, the existing ceiling of Rs.5 crore and Rs.8 crore for destination and circuit respectively would continue for other projects. In respect of each large project involving central financial assistance of Rs. 25 crore and above, the Ministry should formalize MOU with State Government and other stakeholders indicating the works to be undertaken by them in physical and financial terms.

Total project should include contribution from State Government and contribution from other stakeholders.

- c) Codal formalities – There would not be any compulsion to execute projects through CPWD. The execution of projects would primarily be the responsibility of State Government and local agencies. However, whenever a project is to be driven by the Central Government, central agencies could be engaged both for project preparation and for implementation with consent of State/U.T. Govt. concerned.
- d) Management of assets created – The infrastructure and assets created will be maintained and managed by the State/UT Governments or their agencies with no financial commitment to Government of India. The sustainable maintenance plan for the assets to be created must be built into the project proposal for this purpose.

2) Rural Tourism Infrastructure Development

The scheme of Rural Tourism has been set up to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic regions. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under different schemes of Ministry of Rural Development, State Governments and other Ministries / Departments of the Government of India.

- a) Identification of villages – Each State / UT Government will furnish proposals for promotion of Rural Tourism. Based on the merits, the proposals would be identified for implementation in the country.
- b) Financial Assistance of the project – Rs. 3.00 lakh would be provided to the State Government for engaging an expert for preparing the project report. A maximum of Rs. 50 lakh would be sanctioned under the scheme for hardware activities.
- c) Codal formalities – The implementing agency shall follow all codal formalities while awarding contracts and procurement and equipments and ensure complete transparency in its transactions. While executing the works the implementing agency shall follow the shedule of rates prescribed by the CPWD or the State PWD or Zila Parishad / Panchayat or DRDA or Rural Engineering Department. However, if there is any item of work to be undertaken does not have rates prescribed by any one of the above mentioned agencies then the District Collector could certify the reasonableness of the rates.
- d) Management of assets created: The infrastructure and assets created will be maintained and managed by the State / UT Governments or their agencies with no financial commitment to Government of India. The sustainable plan for the assets to be created must be built into the project proposal for this purpose.

8.21 Resource Mobilization - Private Sector

The private sector projects will have access to the programs and lending schemes of the Financial Institutions and the Banks as they are also on the search for bankable projects to invest their funds.

The projects identified and listed below are need based and expected to meet the basic lending norms of DSCR and IRR for economic viability and risk management.

The Tourism Policy of the state should include tourism as an “**Industry**” to facilitate the lending as better conditions are applicable for lending – both for the lender and the borrower.

Tourism sector has land as a basic input in almost all projects and the location can make or break the project. The Tourism Policy should also facilitate availability of Land at affordable prices and at appropriate locations. Tourists will not go to remote areas if they are in city. A land bank should be identified for various projects to speed up the implementation of the projects required to be taken up by the private sector to augment the tourism infrastructure in the state.

Project	Total	Equity	Debt	Remarks
Hotels etc	135	68	67	
Transport	18	4	14	
Food & Beverages	16	8	8	
Amusement Park	11	6	5	
Total	180	86	94	Banks & FIs

8.22 Resource Mobilization - Human Resource Development

Entrepreneurship Development

Development of a vibrant private sector would require the development of “Entrepreneurship” and social acceptance of the Entrepreneur in an environment where “Job Seeking” is a way of life and a stable job – mostly government or its agencies – commands the highest respect in the community.

Entrepreneurship Development would need to be started on a war footing as the ability of the government and its agencies to provide jobs is diminishing in the new economic order. This has to begin at the educational institutions and special programs launched at higher education centers to promote entrepreneurship.

Enabling Environment to encourage pro-actively Enterprise Creation has to be part of the state development plans. This will also address the difficult issue of unemployment, migration to urban areas and migration out of the state in search of the employment and long term demographic destabilization as a result thereof.

Skills Development & Employability

The emerging needs of the jobs would require job specific skill set with the employees. To meet the specific need of the Hospitality sector based upon the Tourism Development plan we are proposing a skills development plan for 10000 trainees to be covered in the next 5 years. Our skills development plan would also facilitate associated sectors of job creation like, retail, healthcare, BPO etc and would provide an opportunity for the youth to pursue a rewarding career in the state rather than migrate as is happening on a large scale at present.

The education system would also need to realize the changing economic scenario and incorporate at some stage the skills development program to enhance employability of the educated youth.

Managerial Capability

The success of any Program or Projects there under depends upon the managerial capability of the organization. Global records show 50% failures of enterprise are because of basically poor:

- Managerial capabilities to manage resources at their disposal,
- Ability to see emerging trends and plan for the future
- Capacity to create an effective organizational structure and succession plan

The skills development plan as above would also include the managerial capability development for the implementation and success of the projects under the

Tourism Development plan. The availability of good managers locally would also reduce the cost of operations and meet the shortage of good managers across all sectors.

Good managers also are creators of new enterprises and this would lead to the development of private sector, mostly SMEs.

Institutional Capacity-Tourism Department

The most important and urgent need for the success of the Tourism Development Plan is the dedicated and committed staff of the Tourism department and its agencies engaged in the development and implementation of the Plan.

The Skills development plan would include not only the staff of tourism departments etc but also those who interact and support the tourism development infrastructure and enabling environment. This would improve the capability of the Tourism staff to deliver results and manage resources better and effectively.

The Tourism staff should also be exposed to other organizations within India with success records and globally to centers of tourism in similar economic environment to understand the needs and facilities required for higher paying tourist and to set world class benchmarks and build capacity to meet them in a competitive world.

8.23 Implementation Plan

8.23.1 Implementation-3 Year Work Plan

Why 3 years?

The Strategic Plan, based upon need analysis and demand gaps, to be relevant efficient and effective needs to be implemented in a time bound manner over a period of 3 years after the preparatory / start up period of 1-2 years depending upon the individual nature of the project. The key features are;

Year 0 Preparatory Period

- Enabling Environment & Tourism Policy
- Approvals & Authorizations for the Strategic Plan
- Organization and Staff in place

- Strategic Partners in place
- Year 1 **Start & Build Up**
- Launch High Priority Projects- State Initiatives
 - Facilitate launch of Private Sector Initiatives
- Year 2 **Mid-Term Review**
- Rationalize Plan and Policy
 - Growth Mode & Constraints
- Year 3 **The Road Ahead**
- Develop New Strategic Plan for the next period
 - Identify New Strategic Partners for the growth

8.23.2 Implementation Mechanism: Management Plan

An agency needs to be identified immediately, with adequate powers, for implementation of the projects agreed upon under the “Start Up” plan on an emergency & time bound basis and thereafter follow up plans on an annual basis.

Individual projects as prioritized, under the Tourism Development Plan, are to be implemented by the State Government and later on disinvested as applicable on case to case basis.

It is suggested that a **Project Director** be appointed with 3 **Project Managers**, each assigned and directly responsible to the Project Director for the implementation of the 3 components listed hereunder:

A. Multi Agency Coordination

- a. Government Departments,
- b. Strategic Partners
- c. Resource Mobilization

B. Development Initiatives- non revenue generators

- a. Brand Development
- b. Information & Facilitation centers

C. Tourism Infrastructure- revenue generators

- a. Wayside Amenities
- b. City Centers
- c. Inns
- d. Rural Tourism & Home Stay

8.23.2 Implementation Time frame;

Each project identified has to have the time frame for implementation as indicated hereunder:

A. Preparatory time – 3 months

- a. Location & Land Allocation/Purchase
- b. Project Report
- c. Project partners
- d. Project in principle clearances from specified agencies
- e. Project Funding / Sanctions

B. Execution- 6-9 months

- a. Project Manager
- b. Tender
- c. Contract Finalization
- d. Construction
- e. Fittings & Furnishing

C. Operations- 3 months

- a. Operational Staff in place
- b. O & M Systems in place
- c. Trial Runs
- d. Commercial Launch

It is expected that an effective and efficient implementation agency would be able to bring all projects in operational mode within 12-15 months from the date of individual project launch. To be able to do this the peripheral support has to be in place and no holdups due to midway reviews / change of plans and priorities. The operational team should be in place at least 2-3 months before the trail run schedule and be involved and familiar with the final completion of the construction and fitment of the project.

Sustainability

World Tourism Organization defines as:

“...Development [that] meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

Sustainable tourism is only viable in the long-term if it balances the ecological, economic, and socio-cultural aspects of tourism. It is a continuous process that requires the informed participation of all relevant stakeholders, strong political leadership, and the ongoing monitoring of ecological, socio-cultural, and economic impacts **(WTO, 2004)**.

MEGHALAYA Tourism Development Plan

Initiatives proposed will be designed and implemented with appropriate technology, skills development and management for:

Economic Sustainability

- Meet the norms for funding by the financial sector and
- Comply with good governance practices

Social Sustainability

- Participation of the local community and direct benefits to the community and the youth employment and income generating opportunities
- Social workers are integral part of the project design for rural tourism and home stays to ensure no side effects of tourism are created

Environment Sustainability

- Projects to be designed with local materials and green technology usage
- Pollution Control and Waste Management practices in place on operation.

8.24 Cost Recovery

The Strategic Initiatives in form of Growth Driver Projects are based upon:

- Lending norms for IRR and DSCR to allow access to funds from banks and financial institutions
- Create opportunity for Public-Private-Partnership models to be created.

Grant component is only for skills development training for enhanced employability and meeting the needs of skilled human resource for the tourism sector.

8.25 Risk Management

The Tourism Development Plan success will depend upon managing the following:

Structural Risks

- Tourism Development Policy to be pro-active and play the vital role of a facilitator beyond the normal role of a regulator
- Government of India special encouragement for the North East States for LTC needs to be continued for at least another 5 years if not 10 years to build the nascent tourism in the region. The growth in the domestic tourism in this region is a direct impact of the LTC scheme and it needs to be supported
- Encourage investors and do away with procedural hassles which are the biggest hurdle today in getting investors and investments
- Structural changes are required for managing TOURIST arrival and the risk factors of infrastructure, connectivity, medical aid & evacuation etc need both lead time and funds.

Operational Risk

- Attitude of the state towards the TOURIST has to be positive , the tourism industry should be recognized as the key driver for inclusive growth in the state and reflected in allocation of funds for the tourism sector in the development plans for the state.
- Security perceptions of the tourist need to be addressed by “**Brand Build Up**” across the country.
- Good planning will reduce and/or eliminate the risk factors to enhance the quality of experience of the tourist.
- Mandatory training and certification of all the service providers in the tourism sector- transport, accommodation, Food & beverage, guides etc.
- Specify and enforce safety guidelines for all tourist activities

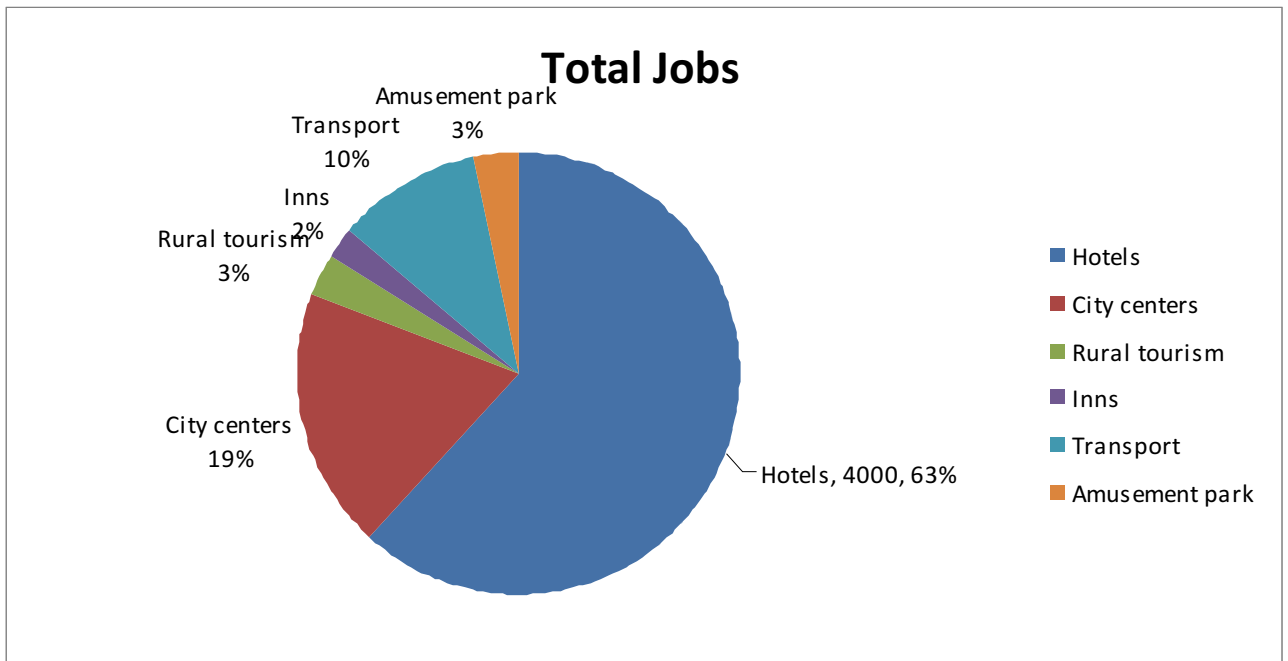
Chapter – IX

Key Achievements

9.1 Key Achievements - Employment Generation

The projects required to meet the needs of an annual increase of 100,000 tourists will provide an opportunity to create nearly 7000 jobs, at various skill levels in the local area of the projects as listed below:

Project Type	Direct	Total
• Hotels	2000	4000
• City Centers	620	1240
• Rural Tourism	100	200
• Inns/Guest houses	72	144
• Transport-Tourists	340	680
• Amusement Park	110	220
○ Total	3402	6804



9.2 Key Achievements - Direct (Tangible)

9.2.1 Targeted Tourism:

Tourist with higher disposable income

Better facilities for the tourists will encourage higher income strata of the society to plan and visit the state as it will be in line with the minimum / expected standards of this class of tourist.

MICE Destination Development

Better and adequate facilities will encourage the corporate sector to hold their meetings, conventions and exhibitions in the state. This segment is in the higher paying and regular long term planning is involved. This can also balance peak load capacity of the tourism infrastructure

Same Day Tourism

A well planned strategy to reach out to this segment of tourist would be in the interest of tourism promotion and income transfer to the state. A good facility within 2-4 hours of driving time is needed to encourage same day tourism. The infrastructure investments are lower and higher revenues per unit investment are realized from this class of tourist.

Week End Packages -“Door to Door”

In order to promote tourism and have an effective utilization plan for the tourism infrastructure we recommend special effort to promote package tours. This would take away the uncertainty in the planning process of the tourist and ensure reliability and credibility. The state government should register/ accredit the tour operators based upon their market standing. The bigger tour operators should be sought as strategic partners to help build brand equity for the state. Package tours to also start from gateways to the state besides other start points in India.

Special attention to be paid to the airline and the railways to develop tour packages jointly and also benefit from the Government of India's schemes for LTC for the North Eastern states.

9.2.2 Growth Rate in Tourists – 15 % CAGR

Good Infrastructure will help achieve the planned growth rate of 15% in the tourist arrivals. This will assist in increasing the tourism income, better utilization for the investment and reduced seasonality impact.

9.2.3 Opportunity for Spend Increase-10% CAGR

Destination and wayside facilities including access to local arts and crafts etc will provide the tourist an opportunity to spend more time and money. The tourist would also be engaged with evening activities of cultural performances, crafts bazaar etc for better experience and in turn spend more. We have taken a very modest target of 10% increase in spend of the tourist whereas the disposable income of the middle class has gone up by approximately 14%. This is a proxy of the buying power with the tourist.

9.2.4 Skills Development & Employability- 10000 people

The skills development program along with the expansion of the tourism sector, both demands driven, will create opportunity to absorb and sustain our skills development program targeted for 10000 people every 5 years. It is also expected that an increase of 100000 tourists every year will create 10,000 new jobs every year

9.2.5 Creation of “Tourist City Centers”

Our plan proposes to set up Tourist City Centers which will become the lifeline for the tourists across the state over time. They would also be the center of activity for the residents and thus facilitate better and deeper interaction with the tourists, thus enriching their lives and also creating the realization of the importance of tourism for their economy and well being and creating ownership and participation in the tourism development initiatives

9.3 Key Achievements – Direct (Intangible)

9.3.1 Private Sector Participation;

The tourism development plan will create new opportunities for the participation of the private sector and assisted by the enabling policy of the government it will open opportunities for development of local entrepreneurship and small and medium enterprises which are expected to form the backbone of the tourism infrastructure for both goods and services

9.3.2 Public-Private-Community Partnership

The local area development strategies for regional development, community participation and ownership for the success of the project along with the design of the project on economically sustainable basis will create an opportunity for the extended partnership of the Public, Private and the Community and open new avenues for investments.

9.3.3 Brand Development

The state will need to launch a campaign for the creation of a positive image of the State and project it as a secure, credible and reliable tourism destination. The campaign should also create high recall for the promotion of tourism.

The development of tourism will facilitate creating a brand for the state and encourage investments in the state for its all-round economic development. The state has below normal investment in the manufacturing sector and thus limited capacity for job creation at all skill levels

9.4 Key Achievements – Indirect

9.4.1 Retail Sector

The increased volume of tourist traffic will also facilitate the growth in the retail sector by meeting the demands of the tourist. The skills developed in the

retail sector will also support the tourists and give them a pleasant experience during their stay

Better quality goods and services required by the tourists also encourages corporate to provide access to new products and at competitive prices to the local retailers and this in turn benefits the local community

9.4.2 Crafts and Heritage products

The tourists buy small gifts for friends and relatives and at the very least some souvenirs' for themselves. This promotes the sale of local art and craft products and not only creates jobs and income but also facilitates revival and sustainability of local heritage.

9.4.3 Better transport facilities

In order to meet the needs of the tourist's better transport services, not only in terms of quality of vehicles but also improved quality of service will also be available to the community.

9.4.4 Better restaurants for the community

Tourism creates demand for all type of cuisine and trained cooks provide better quality of food. Local cuisine also gets promoted and ingredients are easily available. Eating out opportunities improve the quality of family life and is also part of family entertainment and bonding.

9.4.5 City Center a meeting point for the locals

The new initiative of “**Tourist City Center**” will provide a focal point for meeting all the needs of the tourist. It will also facilitate the lives of the local residents with the facilities of TR Shops and Craft shops.

In smaller towns it will become the center of all activities for the town and create a lively environment for the tourists to enjoy and benefit from the local community in understanding their culture and custom.

The facility for performing arts will give the tourists an opportunity to engage themselves in the evening and understand the richness of the local culture.

9.4.6 Improved quality of life in the local area

The improved infrastructure and services in the area will improve the quality of life for the residents. Employment and income generation opportunities will also benefit the youth, the most vulnerable section of the society

9.4.7 Community Ownership- Facilitate the Tourist

The sustained involvement of the local community in the development and operation of the projects and its beneficial impact on their lives will create a sense of ownership and belonging for the residents. This will not only facilitate the tourists but also ensure both economic and social sustainability of the projects in the area

WORK AGREEMENT

Agreement made onBETWEEN THE PRESIDENT OF INDIA acting through Secretary (Tourism) hereinafter called 'THE GOVERNMENT' of the one part and Indian National Trust for Art and Cultural Heritage (INTACH) 71, Lodhi Estate, New Delhi (Registered under the Societies Registration Act XXI of 1860 (No. S/14219)) hereinafter called 'INTACH' (which expression shall, unless excluded by or repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns) of the other part.

WHEREAS the Government has taken a decision to **“Prepare the Tourism Development Plan for the States of Meghalaya and Arunachal Pradesh”**.

AND WHEREAS, INTACH has represented to the Government that they are competent to handle such a project efficiently, as they have the necessary expertise.

AND WHEREAS, on such representation, the Government has agreed to appoint INTACH and INTACH has agreed to act as an agent of the Government for the project on the terms and conditions set out hereunder.

NOW THIS DEED WITNEESES that in consideration of the amounts to be paid by the Government in the manner as mentioned in clause (1), it is agreed by and between the parties as follows:

(1) For satisfactory services to be rendered by INTACH to the Government, the Government shall pay to INTACH a total sum of Rs.40,00,000/- (Rupees forty lacs only). The payment of the said amount will be made in 3 installments as follows:

- (i) Rs.12,00,000/- (30% of the cost) as advance on assignment of work and signing of Work Agreement and submission of Account Payee Demand Draft of equivalent amount by the Consultant.
- (ii) Rs.20,00,000/- (50% of the cost) on submission of the draft report and its acceptance.
- (iii) Rs.8,00,000/- (20% of the cost) on submission of final report and its acceptance by the respective State Governments.

(2) INTACH shall act as Consultant of the Government with effect fromwith full power and authority to complete the project. INTACH is hereby fully authorized to do and perform all such lawful acts, deeds and things as deemed necessary and expedient for the purpose aforesaid.

(3) The scope of work of the project undertaken by INTACH shall be as under:

- i) Separate Tourism Development Plan will be prepared for the State of Meghalaya and Arunachal Pradesh.

- ii) The Tourism Development Plan will focus on opportunities (natural and manmade) participation (community and tourists) and sustainability (economic and environment) and take into account:-
 - a) Tribal culture – traditional festivals and performing arts
 - b) Palaces and temples and other important old buildings
 - c) Natural precincts, like, wild life sanctuaries
 - d) Buddhist culture
 - e) Traditional Crafts
 - f) Museums – Government and privately owned reserved areas which promote tribal villages
 - g) Local knowledge which needs to be spread out for the benefits of local community and others
- iii) Experts would be deputed to visit two States to determine heritage sites and precinct, formation of tourism circuit, listing of intangible heritage and taking up some villages for their development so that they become tourism friendly and visitors are able to have a useful experience.
- iv) Input of Tourism Departments of two States would be taken for the Plan.

(4) INTACH will not enter into sub-contract with any other agency/party to conduct investigations for the purpose of this project.

(5) The Government will exercise control by supervising the conduct of the project and will examine the final report as to same being as per the task entrusted and being done in a professional manner before releasing the final installment. The project shall be completed within 8 months from the date of receipt of the first installment of the project or after signing of work agreement.

(6) INTACH shall ensure effective supervision of the fieldwork during the entire period of the project in consultation with the officers of Ministry of Tourism. However, the responsibility for conducting the project as also for the findings and conclusions shall rest on INTACH.

(7) The Ministry of Tourism shall extend necessary assistance for getting cooperation of Indian tourism offices and other stakeholders including State Tourism Departments and shall also provide letters requesting them to provide information.

(8) INTACH shall be fully responsible for the project. On completion of field work, the INTACH will submit 5 copies of the draft report to the Ministry of Tourism, 10 copies of the Final Report will be submitted within 15 days of receipt of comments on draft report. The Final Report will also be submitted in soft copy in CD in word and pdf format.

(9) INTACH shall apply for extension of time giving full justification if due to any unforeseen circumstances the project cannot be completed within stipulated period. The Government would have the sole discretion to allow such an extension.

(10) INTACH will not be entitled to publish the report or any part thereof without the clearance from the Government.

(11) The settlement of the final installment of the bill shall be done after the report has been found satisfactory by the respective State Governments.

(12) If Ministry of Tourism is of the opinion that the project is not being conducted properly, it will issue directives from time to time for ensuring that the project yields meaningful results. **If the work of the consultant is not found satisfactory or if there is a delay in submission of the deliverables, an amount, to be decided by the competent authority in Ministry of Tourism, will be deducted from the consultancy fee.**

(13) Termination of contract

Ministry of Tourism may at its sole discretion, stop the project at any time if, in its opinion, the project is not being conducted on prescribed lines or it is unlikely to yield fruitful results. If the Government of India for any reasons were to come to the conclusion that the project should be discontinued, Ministry of Tourism may issue directive to that effect. In case of premature termination of the contract by the Government, Secretary (Tourism) may, at his sole discretion, decide whether INTACH have to refund the amount already paid to them or they are entitled to any remuneration upto the effective date of termination of contract, irrespective of Schedule of payment and of the cost/liabilities incurred on all the works completed in progress till such date.

(14) Force Majeure

(14) War, invasion, revolution, riots, sabotage, lock-outs, strikes, work shut-downs imposed by Government, Acts of legislature or other authorities, stoppage in supply of material fuel or electricity, break-down of machinery, acts of God, epidemics, fires, earthquakes, floods, explosions, accidents, sea navigation blockage, or any other acts or events, whatsoever which are beyond reasonable control of INTACH and which shall directly or indirectly prevent completion of the project within the time specified in the Agreement, will be considered Force Majeure. INTACH shall be granted necessary extension to cover the delay caused by Force Majeure without any financial repercussions.

(15) Arbitration

(a) In the event of any question or dispute or differences arising between parties with regard to interpretation of work, rights, liabilities or duties arising out of this Contract, except those where the decision of the Secretary (Tourism) is final, Secretary (Tourism) will nominate a sole Arbitrator in consultation with INTACH for adjudicating the dispute (s). There will be no objection that such Arbitrator is a Government servant, that he has to deal with the matters to which the Contract relates, he has expressed views on all or any of the matter in dispute or difference. The award of the Arbitrator shall be final and binding on the parties to this contract.

(b) The Arbitrator shall have his seat principally in New Delhi or at such other place as may be decided upon by the Arbitrator. The decision of the Arbitrator shall be final and binding on the parties.

(c) Each party shall bear its own cost of preparing and presenting its case before the arbitrator. The cost of arbitration (including the fees and expenses of the Arbitrator) shall be shared equally by the parties unless the award provided otherwise, the parties shall continue to perform their obligations under this contract during the arbitration proceedings provided that no payment due or payable by the parties shall be withheld or delayed unless such payment forms the direct part of the subject matter of the Arbitration proceedings.

(d) The Arbitrator may from time to time with the consent of the parties enlarge the time for making the award. In the event the Arbitrator resigns or becomes incapable to act, the Government shall be entitled to appoint another in place of the outgoing Arbitrator and arbitration proceedings shall continue without recommencement as if such Arbitrator had been originally nominated.

(e) The arbitration proceedings shall be in accordance with the Arbitration and Conciliation Act 1996 and the Rules thereunder and any statutory modifications thereof for the time being in force shall be deemed to apply to the arbitration proceedings under the clause.

IN WITNESS WHEREOF the parties hereto have set and subscribed their respective hands the day, month and year first above mentioned.

Signed by:

(A.K. Gupta)
Jt. Director (Gen.)
Ministry of Tourism, Government of India

(Yogendra Narain)
Member Secretary, INTACH, New Delhi

In the presence of :

1. _____

2. _____

Outline for Development of Tourism Plan for Meghalaya

The Tourism Plan aims to enhance the tourism potential in the State while also improving the socio-economic standards of the people. It would be based on the tangible and intangible heritage of the State and it would aim to minimise the adverse impact of tourism on the fragile environmental and cultural heritage of the State. The remit of the Tourism Plan for Meghalaya will include a study of the current status of tourism in the State, the tourism potential, understanding from the past initiatives & lessons learnt and their impact as well as emerging tourism trends and needs. Our plan would also scan the architectural, archaeological, natural environments and the tribal culture of the State, their customs, art and beliefs.

Meghalaya covers an area of 22,429 sq km which is inhabited by three main tribes-Garo, Khasi and Jaintiya. Meghalaya offers a wide range of opportunities for tourists ranging from cultural discovery to mountaineering, trekking and experiencing the nature which remains largely unexplored. Currently, the Northeast region receives only 1% of the total tourist arrival in India. Meghalaya received 401529 Indian tourists and 4287 foreign tourists, in 2007. The number of Indian tourist has remained almost constant from 2004, which was 433495; however the number of foreign tourists has declined from 12407 in 2004. Only 0.09% of the Indian tourists and 0.04% of the foreign tourists organise a trip in this remote part (sources: Department of Tourism Government of India Tourism Statistics).

The Tourism Development Plan will focus on opportunities (natural and manmade) participation (community and tourists) and sustainability (economic and environment) and take into account:

- Tribal culture-traditional festivals and performing arts
- Palaces and temples and other important old buildings
- Natural precincts, like wild life sanctuaries
- Buddhist culture
- Traditional crafts
- Museums- government and privately owned reserved areas which promote tribal villages
- Local knowledge which needs to be spread out for the benefits of the local community and others

We propose to develop a tourism plan based on:

- Nature: nature walks, nature fauna and flora trails
- Wildlife tourism: wild life sanctuaries, forest walk.
- Adventure travel: rafting, trekking, alpinism, bungee jumping, climbing, camping.
- Culture tourism: making visitors aware of the tribal culture and understand their way of living through discovering their craft, history and beliefs. Cultural tourism should not be intrusive in the lifestyle of the tribes.
- Leisure tourism: river cruise, luxury resorts

Existing features and component of the State would be looked into:

- State profile (economical, social) and background (history).
- Geographic components and available period for visits considering the weather constraint of the different areas (monsoon period, snow, etc.).
- Demographic details of the population of Meghalaya.

A few tourist circuits have already been identified and are popular amongst tourists. We would as a “Tourism plan approach” build upon the existing circuits and identify & develop new circuits to cater to the needs of the target audience. To gain in efficiency and effectiveness it is essential for both conceptualising of the plan and later to implement it, to work with the local population and involve them in the decision process. We would also look at hiring staff for process facilitation and local NGO for social mobilization and skill development. The plan would also look at convergence of tourism plan with state priorities.

The target tourist profile and number would be determined at the onset of the plan. The plan would identify the different project partners and stakeholders involved in the tourism activities. The impact of alternate tourist destinations in the region and the neighbouring countries would be taken into account; the two key factors would be time and expense to get to these destinations.

Identification of areas and resources for Tourism Product Development

- Identification of tangible heritage like natural parks, archaeological sites and important monuments like monasteries and temples.
- Identification of intangible heritage like music, dance, festivals, food, crafts, weavings, etc
- Identify existing and potential trails linking the built heritage sites, natural heritage sites and tribal villages.

Along these sites and circuits chosen, the following would be studied to identify the potential and the constraints for developing tourism:

- Access and connectivity :
 - Study of the access to the state and different sites within the state: railway station, airport, road conditions, frequency and quality of public transport and making recommendations for any improvements required to get into the State and reach the destination.
 - Review the condition of connectivity between tourist’s attractions and along the identified routes
 - Review the logistic strategies offered by different travel agencies.
 - Identify condition of traffic, pedestrian areas, park and ride facilities, traffic routing.
 - Suggestions would be made if improvements are required for further development of the areas.
- Infrastructure study : Accommodation, Restaurants and Facilities:

- Assessing the number and standard of accommodation and restaurants that are currently available. Detailed concerning the number of visits, their provenance and prices strategy used by the owner of the guest house/hotels.
- Study of home-stays possibility through contact with the local community.
- Study of amenities (drinking water, sanitation, benches) and signages along the roads.
- Tourist Information:
 - Study of the information available for the tourists e.g. tourist reception, information centre and interpretation centre to get information on accommodation, day trips, treks, bus timings, and also about the heritage and significance of town and the availability of guides.
 - Survey is needed to get information about the available marketing and communication strategies like booklet, available information on websites. Marketing strategy should be developed to ensure regular flow of tourists.
 - Suggestion of ways of establishing linkages with national and international trekking agencies and tour operators.
 - Evaluate the soft skills of the people involved in the information process (front desk, agencies, hotel). Suggestions could be made for further improvement.
- Tourist Activities:
 - existing activities for the tourists like boating, rafting, trekking, forest walks, sight seeing
 - Tourist profile (length of stay, provenance, budget, purpose of visit, interests, etc). Identification of the target group.
 - Identification of the gaps and the needs of the tourists that haven't been satisfied during their stays for improvement proposal.
 - Attitude and acceptance of tourism by host population and other stakeholders.
 - Analyse the involvement of the locals in the different activities and their benefits.
 - Listing of the local handicrafts and promote it through development of design and new products, keeping the traditional style of the tribes.
 - Increasing buying opportunities with well organised shopping centralised places grouping local craft from different villages in one place.

The Tourism Plan will outline:

- Projects- scope of activities
- Project size- tentative outputs
- Implementation schedule
- Project partners and their roles
- Project management
- Resources required
- Sustainability and cost recovery
- Resource mobilization

The Tourism Plan will also facilitate the preparation of:

- Guidelines to Assess economic viability for each activity we are proposing
- Funding of the various projects suggested in the plan.
- Carrying capacity of various sites in line with the recommendations of various agencies
- Capacity building of the local community so that projects like home-stays, training of guides, craft workshops can be suggested
- Entrepreneurship Development for the beneficial participation of the local community in economic opportunities and employment generation
- Sustainability and preservation of natural and cultural heritage.
- Risk factors for success of the plan and risk mitigation approaches.