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GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(PMUSD)

GUIDELINES ON "ENTREPRENEURSHIP PROGRAMME" (EP)
(Effective from 3rd July, 2018)

(TOURISM AND HOSPITALITY SECTOR PROGRAMME FOR IMPLEMENTATION UNDER THE SCHEME OF"CAPACITY BUILDING FOR SERVICE ")

As part of the *Suo-Motu initiatives* of the Ministry of Tourism under the Scheme of "Capacity Building for Service Providers", it has been decided to provide financial assistance to Govt. sponsored Tourism & Hospitality Institutes, Kerala Institute of Tourism & Travel Studies (KITTS) and India Tourism Development Corporation (ITDC) to conduct entrepreneurship development programmes to be called **"ENTREPRENEURSHIP PROGRAMME"**.

To begin with, this Programme will offer short but quality training courses covering (**i) Cook – Tandoor , (ii) Barman, (iii) Baker, (iv) Homestay (Multi-Skilled Caretaker) and (v) Halwai – Indian Sweets.** The administrative and financial guidelines for implementation and regulation of the courses under the programme would be as under:-

TARGET GROUP

To target those who are 8th (Eight) Class pass and above the age of 18 years.

COURSES OFFERED

To begin with, the following **150 Hours courses** will be offered in the following five trades :-

i)   **Cook – Tandoor**
ii)   **Barman**
iii)   **Baker**
iv)   **Homestay (Multi-Skilled Caretaker)**
v)   **Halwai – Indian Sweets**

Each course will also have a built-in emphasis on improving the trainees in hygiene, sanitation, behavior and attitudes in order to enhance their market acceptability.

The Ministry of Tourism may introduce/add more entrepreneurial course(s) in future to meet the Sectoral requirements/expectations, in which case, specific course guidelines will be framed within the broad scope and width of the **"ENTREPRENEURSHIP PROGRAMME" (EP).**

CONDUCT OF THE PROGRAMME

The Programme will be implemented through the Institutes of Hotel Management, Food Craft Institutes sponsored by the Ministry of Tourism, Kerala Institute of Tourism & Travel

Studies (KITTS) and India Tourism Development Corporation (ITDC) or any other agency specifically nominated by the Ministry of Tourism.

INTAKE AND SELECTION

A class will have a minimum of 10 trainees and a maximum of 30. However, the programme will have an inclusive nature. In case the number of eligible candidates exceeds the requirement of a batch and there is a requirement of additional batches, the Implementing Agency will concurrently or in phases run more batches depending on its institutional capacity. In case of phasing, the scheduling of candidates between batches will be on first-cum-first-admitted basis. The Implementing Agency will maintain a register of applications which will also indicate the date of receipt of each.

MINIMUM TARGET

Each Implementing Agency will conduct the Programme in such a way that the minimum annual targets allocated by the Ministry of Tourism is not only achieved but also exceeded with the prior permission of the Ministry.

COURSE CONTENTS

The training contents and modules will be the same for all the Implementing Agencies and will be made available to them by the National Council of Hotel Management & Catering Technology (NCHMCT).

PUBLICITY

The Implementing Agencies will publicize the programme by inserting advertisement in the newspapers and also putting it on its respective websites. The Implementing Agencies will also publicize the programme to the Trade Associations, State Tourism Corporations and Vyapaar Mandals through interaction / workshops etc. Talks on TV/Radio channels may also be arranged.

FACULTY

In order to maintain the quality of regular courses as well as the short-term courses, the faculty arrangements for undertaking the courses mentioned above would be as under:

a) The implementing agency will have the option of conducting these courses either by using their regular faculty or by hiring additional faculty on contractual basis.

b) In case the implementing agency decides to appoint additional contractual Teachers for the short duration courses, their additional strength will be reckoned strictly on the basis of the SIU norms on faculty: student ratio (i.e. 1 teacher for every 25 students). Having ascertained the requirement, the additional faculty can be deployed after following the due process and taking approval of the Chairperson.

c) If the implementing agency conducts the courses through its existing faculty, it will be ensured that the involvement of existing teaching and non teaching faculty will not compromise the quality of the regular courses or the normal work.

d) The total honorarium/remuneration payable to the existing teaching and non-teaching staff for classes conducted or assistance rendered for the conduct of these courses shall be regulated as per the provisions of the CBSP Guidelines.

APPLICATION FEES

The fees chargeable to the applicant/eventual trainee would be Rs.100/- for general candidates, 50% fee (i.e. Rs.50/-) from women and Physically handicapped and no fees from the SC/ST candidates..

STIPEND

A trainee with a minimum attendance of 80% will be paid a uniform lump-sum stipend of Rs.1,000/- in respect of all the five courses. This amount would be payable in two equal instalments. The first instalment would be paid after completion of 75 hours of training and the balance paid only after the certified trainee submits his/her feedback on the quality of the course and his/her self-employment status to the Implementing Agency.

CERTIFICATION

The trainees with minimum attendance of 80 % will be required to appear in an end of the course test and those who pass it successfully will be awarded the certificate by the implementing agency under the joint signature of the Principal/Director/Institutional Head and the Programme Coordinator. For the purpose of this test, there will be one internal and one external examiner drawn from the relevant industry.

FUNDING OF THE PROGRAMME

The Programme will be funded under the MoT's Scheme of Capacity Building for Service Providers under *Suo Motu Initiatives*. The detailed Type-wise breakup of costs for the courses for **Baker, Halwai (Indian Sweets), Cook (Tandoor), Homestay (Multi-Skilled Caretaker) & Barman** would be as follows :-

Sl. No.	Component	Cost (Rs.)
01	**Training fee** (i/c Material Cost + Trainer Cost)	5,000/-
02	**Course Material** (Handouts)	500/-
03	**Certification fee** (Certificate + Evaluation charges)	1,000/-
04	**Apron**	300/-
05	**Lunch** (@ Rs.100 for 30 days)	3,000/-
06	**Stipend**	1,000/-
07	**TOTAL:**	**10,800/-**
08	**Administrative expenses 5%** (of Sl. No.07)	540/-
	GRAND TOTAL:	**11,340/-**

Over and above the costs listed above, Advertisements in the local papers will be reimbursed on actual basis subject to lowest/DAVP rates and Boarding & Lodging Costs at the rate of Rs. 2000/- per trainee in respect of all outstation candidates for the entire duration of the course.

Funds would be released to the Implementing Agencies in two instalments as per the following schedule:

Instalment	Percentage of Total Cost	Output Parameters
First	30%	On commencement of Training Batch against validated candidates
Final	70%	On successful certification of the trainees and submission of Utilization Certificate and consolidated accounts

The dropouts and unsuccessful trainees will not be considered for final tranche. The first tranche payment in respect of the dropouts will be adjusted in final tranche. Final release of funds will be upon receipt of Utilization Certificate and consolidated accounts as sustained against the indicated norms.

OUTCOME & EMPLOYMENT FACILITATION

The Implementing Agency will make conscious efforts to facilitate self-employment of the pass-outs of this Programme by assisting them in obtaining loans (e.g. Mudra), licenses/registrations etc. Possibilities will also be explored for their deployment at Mega Tourist Destinations/circuits. To know the pragmatic outcome from the training, the trainees will have to submit evidence in the form of documents like Bank loan/MUDRA loan/E-wallet receipts/ license/registration etc. For this purpose, a specific feedback application (App) will be developed by IITTM at the earliest.

FEEDBACK FROM TRAINEES

The views of the trainees on the content and delivery of the courses under "EP" should be obtained in a written feedback form to be designed by the NCHMCT. After completion of training, a WhatsApp group of trainees should be created by the Implementing Agencies for the purpose of tracking and monitoring of trainees.

UPLOADING OF VIDEO CLIPPING :

Each Implementing Agency will upload, on the 10th and concluding day of the training course, a video clipping/a clear photograph showing the class with trainees wearing their Aprons and with their respective tool kits on the e-mail address of the Programme Monitoring Unit (Skill Development) (pmuhsrt@gmail.com). After conclusion of training of every batch, each Implementing Agency will ensure that the list of the pass-outs along with their full contact details like address, telephone number, Mobile numbers (excluding female trainees) etc. and their employment and salary status is posted on their website. The Implementing Agency will also sensitize the passouts about LMIS and SDMS.

AADHAR LINKAGE & TRANSFER OF FUNDS TO BENEFICIARY

The students and trainers to be enrolled must be linked to Aadhar in the Implementing Agency's records as well as the individual's Banks account. The amount paid as Stipend to the successful trainee shall be transferred only to the individual beneficiary's Aadhar linked bank account through the PFMS. The Implementing Agency would also render a true audited account of the expenditure incurred separately on each component to the Ministry of Tourism.