

## REVISED GUIDELINES

(April, 2013)

## SCHEME OF CAPACITY BUILDING FOR SERVICE PROVIDERS

1. Trained human resource is an important component of the tourism infrastructure. Presently, the FCIs, IHMs and other tourism related educational/training institutes in the private sector are providing education and training in tourism and hospitality related fields. These institutions, however, are catering mainly to the organized sector. There is no formal training and certification mechanism for the un-organized sector and several categories of service providers in the organized sector. A large number of tourism service providers in the organized/ un-organized sector also require basic training and certification to provide better service standards and consumer satisfaction. At the same time, there is an equally important need to further up-skill or build capacities of the service providers already trained. These trained service providers could be engaged in providing service directly to the tourist or involved in the important task of teaching, administering or planning. The Ministry of Tourism, Government of India therefore plans to provide education, training and certification to the tourism service providers at every level through the CBSP Scheme. The main objectives of this initiative are to train and up-grade manpower at every strata of service in order to i) capitalize on the vast tourism potential of the country to the fullest, and ii) provide professional expertise to the local populace as well as create fresh opportunities for employment generation in the tourism sector both in urban as well as rural areas..

2. Training programmes for the following shall be covered under the Guidelines including development of a system for Certification:

- i) Skill Development in general for fresh candidates;
- ii) Specialised skill development, including language courses for fresh as well as existing service providers;
- iii) Training of teachers, administrators and planners;
- iv) Basic Skill up-gradation in general for existing service providers;
- v) Training of Trainers programmes;
- vi) Awareness Programmes;
- vii) Awareness of tourism benefits / knowledge in the rural areas.

3. **Implementing agencies:** Ministry of Tourism, Indiatourism Offices, Institutes of Hotel Management and Food Craft Institutes including such institutes approved by the AICTE, Indian Institute of Tourism & Travel Management, NCHMCT, Tourism Departments of State / UT Governments, State Tourism Development Corporations, India Tourism Development Corporation (ITDC), State/Center Training / academic Institutions. The specialized academic Training Institutes in the private sector engaged in giving training in the hospitality sector.



4. **Definition of Service Providers:** Persons engaged in providing services to a tourist will be termed as Service Providers viz. Persons employed in Hotels / Restaurants / Eating joints such as Cooks /Servers /Waiters /Helpers / Front office staff / Reception counter staff / Food Kiosks / Dhaba staff / Personnel engaged in handling tourists viz. Immigration staff / Airport staff, Centre / State Tourism Department staff /Security staff, Police Department staff/Guides /Monuments staff /Tourist Centre staff / Taxi /Bus Driver and Coach Staff, Railway staff / ex-service men, etc. People in rural areas engaged in art & craft, culture and eco tourism activities. This list is only illustrative and not exhaustive. In addition, persons engaged in teaching, administration and planning in areas specific to tourism, travel and hospitality will also be treated as service providers.

5. **Nature of Training:** Health & Personal Hygiene, Cleanliness, Basic Service techniques. Cooking Techniques, Garbage Disposal, Etiquette and basic manners, basic nutrition values. Energy saving and nutrition saving techniques. Basic tourism awareness. Presentation and Communication skills, Behavior Skills, First Aid, handling of accidents, Client Handling & Behaviour Skills, Sensitization to HIV/AIDS, Skill Development in general for fresh candidates, Specialised skill development, including language courses for fresh as well as existing service providers, Awareness Programmes, Basic Skill upgradation in general for existing service providers, Tourist police training programmes Training of Trainers programmes. Developing skills in product presentation in rural tourism. This list is only illustrative and not exhaustive.

6. **Minimum Age of Trainees:** Preferably 18 years and above.

7. **Training Programmes as given under shall be conducted to develop the following Service providers:** Bearers, Bartender, Cooks, stewards, Receptionists, Information Providers, Drivers, Govt. Staff who come in contact with tourists, Supervisors, Guides, Travel assistant, Manager for small Hotels, Baker & Confectioners, Catering staff, Meal Providers, Tour Escort/assistant, Reservation and ticketing assistant, House keeper, Event management supervisor, Hospital house keeper, Interior designer, Florist, Tourism Staff of Central and State Departments, Tourism facility Planners and management staff, Guides, Tourism facilitator/runner, Foreign language interpreters, Naturalists, rural artisans/craftsmen/entertainers, tourist police, teachers, administrators and planners etc. This list is only illustrative and not exhaustive

Details of Training Courses:

### **PART "A"**

#### **8. Specific to guide training programmes**

The IITTM shall conduct Induction Training Programmes for Regional Level Guides and (ii) Refresher Level Course for Regional Level Guides for such number of trainees and with such frequency as the Ministry of Tourism may indicate from time to time.



The IITTM shall also organize such other programmes of similar nature, including part time training programmes for language guides, as may be entrusted by the MOT. The MOT shall extend grants calculated @ Rs.500/- per trainee per day (at par with the rate prescribed for special tailor- made training programmes) to cover actual expenditure. The items of expenditure covered will include advertisement of programme, cost of entrance examination, payment to faculty ( at a rate prescribed in these Guidelines), hall hire charges, equipment and stationery charges expenses for refreshment, vehicle hire charges, convocation function, contingency and misc. expenses. The application fee to be paid by the applicants to the IITTM will reduce the amount of grant to that extent. Assistance to cover certification charges will be additional and will be paid upto Rs. 500 per trainee. The IITTM shall also be entitled for assistance to cover administrative cost in terms of para 21 of the Guidelines.

**PART “B”**

9. Expenditure permitted per trainee for 3-Month Training Programs (Class/Lab) for the

- (i) Skill up gradation in general for existing service providers.
- (ii) Language courses for Guides and other service providers.

**(Cost per trainee)**

S. No.	Head	3 months Language courses for Guides and other service providers.*	3 months programme for existing service provider. *
1	Training Fee	3,000	3,000
2	Course material	1,000	1,000
3	Certification Fee	500	500
4	Uniform	1,500	1,500
5	Tool Kit	400	400
6	Lunch charges @Rs. 70/- per meal	4200	4200
7	Miscellaneous expenses	500	500
<b>TOTAL</b>		<b>11,100</b>	<b>11,100</b>
<b>Expenditure per additional month</b>		Rs. 3,000 only for Training fee, Meals and Miscellaneous Charges.	Rs. 3,000 only for Training fee, Meals and Miscellaneous Charges.
<b>*Testing &amp; Certification procedure to be approved by MOT</b>			



Note 1; The cost of materials required for trainings in such skills as bakery or cookery (to name a few ) will be met additionally.

Note 2; Additionally, there will be 4 days of 'behavioural / attitude development' training in continuation. The implementing agency will be permitted to incur expenditure additionally in terms of provisions in paras 17 & 18.

**PART "C"**

10. Expenditure permitted per trainee for 6-Month Training Programs (Class/Lab) for the

Skill Development in general for fresh candidates.

(Cost per trainee)

S. No.	Head	6 months programme for fresh service provider programme***
1	Training Fee	6000
2	Course material	1500
3	Certification Fee	500
4	Uniform	1500
5	Tool Kit	400
6	Lunch charges @Rs. 70/- per meal	5600
7	Miscellaneous expenses	1000
<b>TOTAL</b>		<b>16500</b>
<b>Expenditure per additional month</b>		Rs. 3,000 only for Training fee, Meals and Miscellaneous Charges.
<b>*Testing &amp; Certification procedure to be approved by MOT</b>		

Note 1: The cost of materials required for trainings in such skills as cookery or bakery (to name a few) may be met additionally.



Note 2: Additionally, there will be 4 days of 'behavioural/attitude development' training in continuation. The implementing agency will be permitted to incur expenditure additionally in terms of provisions in paras 17 & 18

**Part "D"**

11. Special Training Programme of Capacity Building to ensure promotion of rural tourism 3-6 months duration in the villages.

S. No.	Head	Expenditure permitted
1	Special training programs of Capacity Building to ensure promotion of rural tourism (developing skills in product presentation, etiquette, behaviour etc.) based on present programme being implemented with UNDP assistance.	Rs.20.00 lakhs per village

**Part "E"**

12. Expenditure permitted per trainee for 15-30 days Training Programs for the training of the trainers programme (other than the Certified Hospitality Training Programme of the MoT) as detailed below:-

S. No	Head	Expenditure permitted
1	15-30 days training programme for trainers*	Lump sum provision limited up to Rs.5000 per person

\*Testing & Certification procedure to be approved by MOT

**Part "F"**

13. **Tourism Awareness Programme 4 - 6 days**

(a) **Dhaba Staff** (24 hours spread over 6 days)

- 8 hours on Manners/Etiquette's
- 8 hours on Hygiene
- 8 hours on Cooking Skills



**(b) Taxi/Coach Drivers, Porters etc. (4 day programme of 16 hours)**

- Importance of Tourism
- Etiquette
- Behaviour Skills
- First Aid

**(c) Immigration/Customs/Police staff (4 day programme of 16 hours)**

- Importance of Tourism
- Client Handling & Behaviour Skills
- Communication Skills

**(d) Hotel Staff (4 day programme of 16 hours)**

- Hygiene
- Behaviour skills
- Communication Skills

14. For other courses under the Tourism Awareness Programmes, the training authorities may evolve the syllabus on similar lines. However, the structure as outlined above should be followed.

15. The IHMs and FCIs will not be eligible for conducting these short duration programmes.

16. Short duration programmes of less than 3 days duration will be allowed only in exceptional cases on proper and acceptable justification.

**17. The following expenditure can be incurred:**

**(1) Honorarium to Trainers :**

- (i) Rs.1000/- for guest faculty- for a class of 60-90 minutes duration.
- (ii) Rs.500/- for faculty/staff of Implementing Agency- *for a session ( of four hours ) subject to a ceiling of upto 30 days or 60 sessions in a year, whichever is lower.*
- (iii) Rs.250/- for student-trainer who provide training for a two hour class.
- (iv) An additional Rs. 200/- shall be payable to a guest faculty per day, on self-certification, for meeting the local travel cost.  
(Senior students of IHMs/FCIs may be used as trainers)
- (v) Expenses on meals for trainers/trainees - Rs.70/- per person per day.

**(2) Hire & other consumables Charges (For parts E & F)**

- |      |   |   |                        |
|------|---|---|------------------------|
| i)   | Hire charges for premises               | - | Rs. 1,000/- per day    |
| ii)  | Vehicle hire charges                    | - | Rs. 2,000/- per day    |
| iii) | Equipment hire charges                  | - | Rs. 2,000/- per day    |
| iv)  | Consumable stationery/material charges. | - | Rs. 2,000/- per Course |



- (3) Contingency and miscellaneous expenses for trainings under paras 12, 13, 14 & 16
- (i) Rs.2,000/- for more than 3 days course.
  - (ii) Rs.1000/- for a course of 3 days or less

18. **Stipend for Trainees under Para 13, 14 & 16**

Rs. 200/- per day per person for Tourism Awareness Programmes (not admissible to Govt. Servants)

**Note:** Other than Tourism Awareness Programmes, the duration of training courses may vary depending on the requirements and level of training. The expenditure for additional duration / period of training beyond the period specified against the above mentioned categories would be calculated on the basis as specified for the Training programmes under item No. 20 after obtaining approval of MOT

20. (i) **Special / Tailor-Made Training programmes:** Apart from the programmes listed above, special/tailor-made training programmes for any category of service providers which do not fall within the above mentioned training programmes may be allowed at the rate not exceeding Rs.500/- per trainee/ per day (10 AM to 5 PM). This cost would include the faculty fees, lab/outdoor training cost, uniform, study material, tool kit, lunch and tea, advertisement and contingencies,.

However, no purchase of any capital item would be permitted.

(ii) **Testing & Certification:** Wherever required, an expenditure of Rs.500/- per candidate shall be incurred towards the testing and certification of candidates who have undergone the training programmes conducted under this scheme. The service providers who wish to get themselves certified through an identified Certification/Testing Agency for the purpose could also undergo the testing/certification Process through these agencies. The testing/certification agency will be entitled for the same norm @ Rs. 500 per candidate for conducting the testing / certification process. The funds for the purpose will be routed through the implementing agency as specified in para no. 3. Prior approval of MOT will be required for identifying /selecting the 'Testing & certification Agency'.

(iii) **Design and development:** Provision for designing and developing various training modules/programmes, specialised printing, production, distribution of modules, monitoring, supervision and co-ordination of implementation of programmes would be included in the scheme guidelines. The GFR provisions would be followed while incurring expenditure under these items.



21. **Administrative cost:** The administrative expenses incurred by the implementing agencies towards organizing the training programmes shall be met by the MoT to the extent of 5% of the total estimated sanctioned training cost for a training confined to one city and @10% for a training involving more than one city. This provision shall be applicable to all the trainings organized under the Scheme except Tourism Awareness Programmes organized under paras 13, 14 & 16.

22. **General Instructions:**

- i. Other than Guide Training Courses the batch size should ideally be of 20 persons.
- ii. Selection of trainees to be done in a transparent manner and the same trainee or person should not be selected again.
- iii. While selecting candidates, it should be ensured that majority of the trainees are from the unorganized sector. Priority should be given to candidates who are from roadside food outlets/dhabas/kiosks at tourist destinations etc.
- iv. While selecting candidates from rural areas preference would be given to artisans, craftsmen/women engaged in eco-tourism etc.
- v. Certificates should be provided to the trainees who have undergone the training by concerned agency.
- vi. Proper accounts are to be maintained for all training courses organized by the implementing agency & Utilization Certificates of funds shall be provided to Ministry of Tourism.
- vii. Honoraria to the trainers should not exceed the amount prescribed in the scheme and should be within the overall cost of the programme.
- viii. In order to ensure optimum use of institutional infrastructure, as also to attract service providers, the training classes shall preferably be organized in evenings and on public holidays.
- ix. To ensure that trainings are viewed seriously, a trainee must attend 75% of the classes/periods to become eligible for a certificate/ for appearing in the end-of-the-course test.
- x. Calendar of Training Programmes shall be formulated by the Implementing agency well in advance.
- xi. Implementing agency will send proposal to MOT well in advance. The funds will be released by MOT after approval.
- xii. Implementing agency shall maintain record of all training Programmes.
- xiii. Implementing agency will furnish Quarterly Progress Report to MOT indicating Physical and Financial Performance. Funds will be released by MOT only after receipt of the 'Utilisation Certificate' for earlier release.



23. The following records should be maintained by all the implementing agencies:

(i) **Record of Trainees:** It is mandatory that a record of persons trained / trainees is maintained by all agencies giving following information for each Batch of trainees:

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

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



**Part "G"**

**SUO MOTU INITIATIVES OF THE MINISTRY OF TOURISM**

24 The Ministry of Tourism may selectively sponsor teachers and tourism-administrators in the Ministry and the institutions under it for training and development, both within the country and abroad, with a view to creating a pool of resource persons with proven academic excellence or administrative acumen, that can be drawn for taking the tourism and hospitality education forward or for macro level policy planning and strategizing. The cost of a training, including travel cost and per diem shall be met by the MoT.

25. The MoT may, either itself or through institutions(s) under it, undertake any programme/training not explicitly provided for or anticipated in these Guidelines and which are considered necessary for promotion of tourism in the country, whether directly or indirectly. The cost of each such training will be met out of the provision for the CBSP Scheme and shall be worked out on case-to-case basis.

26. The IITTM and the NCHMCT shall develop standard test modules specific to tourism and hospitality education respectively and make the same accessible to the interested service providers for the testing of and certification of their skills. Both the modules and facilities shall be in place on or before 31/03/2009. The two Institutes shall also be responsible for the updation of modules. The MoT shall meet the cost of developing test modules and of creating test facilities. This cost of updation and maintenance of the dispensation shall be met by the two Institutes from the certification fee that they shall prescribe in consultation with the MoT.

27. The Ministry of Tourism shall authorize the NCHMCT and/or IHMs or any other institute considered suitable by it to conduct, on its behalf, the certified hospitality trainers programmes in such numbers and for such number of persons as may be indicated by it. The MoT shall meet the entire cost of such programmes and shall also pay 5% of the actual programme cost to an implementing agency for meeting the administrative expenses. The MoT shall also pay a stipend of Rs.10,000/- per month per trainee to attract talent and for the programme viability.

28. The Ministry of Tourism shall authorize the IITTM and/or any other Institute considered suitable by it to conduct, on its behalf, the Earn While You Learn' Programmes (programmes to sensitise youth to tourism and work as student volunteers) in such numbers and for such number of persons as may be indicated by it. The MoT shall meet the entire cost of such programmes and shall also pay 5% of the actual programme cost to an implementing agency for meeting the administrative expenses. The MoT shall also pay a stipend of Rs.1,000/- per trainee.



29. The Ministry of Tourism shall authorize the IHMs or any other institute considered suitable by it to conduct, on its behalf, the Regional Cuisine Specialisation Programmes. The purpose of the programmes will be to build capacities specific to these cuisines in order, eventually, to preserve and promote these vanishing skills. The Institute authorized will invite applications on an all India basis, select 10-15 persons, each atleast a Hotel Management Graduate, call them Research Fellows, for a one year attachment leading to the Certificate of Regional Cuisine Specialisation. The Fellows trained will be valuable resource persons with an all India availability. Since the Institute will take up this programme on the behest of the MoT, the entire expenditure thereon will be borne by the MoT including fellowship of Rs.15,000/- per Research Fellow per month.

30. The Ministry of Tourism shall authorize an appropriate agency or agencies to conduct, on its behalf, training of ex-servicemen to build capacity in them necessary for taking up the job of tourist police. The MoT shall meet the entire cost of such trainings including the cost of testing and certification and shall also pay 5% of the actual training cost to the agency or agencies to enable it/them to cover the administrative cost. The MoT shall also pay stipend to the trainees @ of Rs. 200/- per person per training day.

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# MINISTRY OF TOURISM

## Proposal Submission for Capacity Building for Service Providers

### General Information

For Official Use Only:

**Plan Year** \_\_\_\_\_ **File No.** \_\_\_\_\_

**Application Date** (in dd/mm/yyyy format) \_\_\_/\_\_\_/\_\_\_

**Proposing Agency** \_\_\_\_\_

**Scheme** \_\_\_\_\_

**Project Name** \_\_\_\_\_

**Project Detail:** (Attach additional Sheets for more Details)

**Duration for Project Completion** (in months) \_\_\_\_\_

**Primary Implementing Agency** \_\_\_\_\_

**Primary Site Address** (Please give complete Address of the Site):

**City / Town** \_\_\_\_\_

**State\*** \_\_\_\_\_ **District** \_\_\_\_\_

**PIN Code**

**Project Co-ordinator** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_





# MINISTRY OF TOURISM

## Proposal Submission for Capacity Building for Service Providers

### General Information

Tourism Sector \_\_\_\_\_

Category \_\_\_\_\_ Sub-Category \_\_\_\_\_

State Govt. Letter No. \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_\_\_

### Project Cost Details (Provide Value in Lakhs)

Total Project Cost \_\_\_\_\_

MoT Share \_\_\_\_\_

State Share \_\_\_\_\_

Other Sources \_\_\_\_\_

Sent hard copy of the proposal along

with all necessary enclosures:  YES  NO

Authorized Signatory

Annexure:

1. Form T \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_



