

## NOMINATION FORMAT

**Title of the Course:** Entrepreneurship  
Development for Rural Tourism  
(June 25-29, 2018)

**Last date of receiving nominations:**  
20/06/2018

Duly filled up Nomination Forms are to be returned to:

The Chairman  
Arunachal University of Studies  
National Highway 52, Namsai, Arunachal  
Pradesh

**Phone:** 087319 44477

**e-mail:** [yva@arunachaluniversity.ac.in](mailto:yva@arunachaluniversity.ac.in)

**Copy to :** [nirdghy@gmail.com](mailto:nirdghy@gmail.com)

1. Name of the participant :
2. Designation & present assignment:
3. Department/Organization :
4. Address for communication :  
With telephone Nos.

Tel.: (0)

Fax:

Email:

5. Age :

6. Educational Qualification

7. Hostel Accommodation Required? YES/ NO

Date : Signature of the sponsor  
Place : with office seal

## About the Institute

The NIRDPR is an apex organization under the Ministry of Rural Development, Government of India (GOI) for training, research, action research and consultancy in rural development. It is the think tank of the Government of India on issues pertaining to rural development. The Institute serves as a forum for discussion and debate on issue of common concern, attracts academics and development practitioners from all over the country and abroad. It is recognized nationally and internationally as a 'Centre for Excellence in Rural Development' in general and 'Centre for Excellence in HRD Research and Training' by the UN-ESCAP in particular and has been actively engaged in international training, workshop and consultancy during the last four decades.

The North Eastern Regional Centre of the National Institute of Rural Development (NIRDPR-NERC) came into existence in July 1983 at Guwahati with the aim to orient its training and research activities to the specific needs and potentials of North Eastern States.



## COLLABOATIVE PROGRAMME ON ENTREPRENEURSHIP DEVELOPMENT FOR RURAL TOURISM

(June 25-29, 2018)

**Venue : Arunachal University of Studies,  
Namsai, Arunachal Pradesh**



## BROCHURE



Organised by

**NATIONAL INSTITUTE OF RURAL DEVELOPMENT  
& PANCHAYATI RAJ**

**NORTH EASTERN REGIONAL CENTRE  
JAWAHARNAGAR, KHANAPARA, GUWAHATI - 781 022**



In collaboration with

**ARUNACHAL UNIVERSITY OF STUDIES  
NAMSAI, ARUNACHAL PRADESH**

## BACKGROUND

Though the Government of India through the Ministry of Rural Development has initiated many a scheme to bring about a change in standard of living of the rural households, but the schemes are yet to bring in the desired changes. The Ministry of Tourism, GoI realising off late the significance of rural tourism, has put much emphasis in promoting it as a tool to provide better livelihoods amidst the rural households. This has further led to development of rural tourism sites based on the potential of the prospective rural tourism spots. No doubt, these efforts, put through with the right perspective can modify the entire rural landscape of the country and can transform the living standards of the rural populace.

Tourism being a labour intensive industry can generate enough employment opportunities for the village households thereby making them economically empowered. It has a special significance for the marginalised sections of the society, especially women and backward communities. Through rural tourism, when rural households find a source of livelihood in the nearby vicinity of their native place, this would lead to an improvement in their well-being sans migration. This would have several other indirect benefits by slowing down the rate of migration from rural to urban areas with optimum utilisation of local resources.

The North Eastern states have an immense potential for tourist attractions across rural areas. The cultural heritage in the form of folklores, ethnicity, dance, drama etc. of the region is very rich.

Entrepreneurs can play an important role in sustaining rural tourism and formulation of sustainable strategies being the initiators of the tourism business and the local development. Therefore, it is necessary to stimulate the

development of entrepreneurial activities for harnessing rural tourism potentials. Promotion of rural tourism will not only help in opening new sources of income for unemployed youth living in villages, but also reverse the process of migration from rural areas.

Keeping this in view, there is a need to sensitize entrepreneurs and other stakeholders of all concerned departments about the entrepreneurship development for rural tourism, NIRDPR-NERC, Guwahati propose to organise a training programme on “Entrepreneurship Development for Rural Tourism” from June 25-29, 2018 in collaboration with AUS Namsai, Arunachal Pradesh with the following objectives:

### OBJECTIVES

- To create awareness about importance of rural-tourism
- To understand the importance of involvement of local people/entrepreneurs in rural-tourism for sustainable rural development as well as creating livelihoods;
- To understand and appreciate local cultures, arts, handicrafts etc. for promotion of entrepreneurship;
- To sensitize and motivate local people as trainer/entrepreneur to develop a management system of ancillary and support services related to rural tourism
- To develop understanding on Homestays and hospitality management for promotion of rural tourism

### COURSE CONTENTS

- Introduction to rural tourism
- Entrepreneurship in Rural tourism and transformation of rural economies
- Involvement of local community for promotion of rural-tourism
- HR interventions for capacity building of local community

- Managing ancillary services, rural tourism and employment generation
- Rural tourism & promotion of culture
- Managing Homestays, and
- Marketing of local ethnic products, art crafts, handicrafts etc.

### TRAINING METHODOLOGY

- ❖ Lecture-cum-Discussion
- ❖ Audio Video Presentation
- ❖ Field Visit
- ❖ Case Studies

### CLIENTELE GROUP

Home stay Owners and Young Entrepreneurs and members from reputed NGOs.

### COURSE DIRECTOR

**Dr. R.M. Pant**  
**M K Shrivastava**

### COURSE FEE

There is no course fee.

**DURATION:** five days (June 25-29, 2018)

### BOARD & LODGING

Free board and lodging will be provided to all participants.

### TRAVEL

Travelling expenditure of the participants including local conveyance will have to be borne by the nominating authorities/own.

### VENUE

Arunachal University of Studies  
National Highway 52, Namsai, Arunachal Pradesh  
[Phone: 087319 44477](tel:08731944477)

### NOMINATIONS:

Nominations in the prescribed format should reach the address given **on or before 20<sup>th</sup> June, 2018.**