

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO.†\*266  
ANSWERED ON 05.12.2016**

**PARYATAK MITRA**

**†\*266. DR. MANOJ RAJORIA:**

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has launched the Paryatak Mitra (Tourist Facilitators) Scheme in the country and if so, the details of the scheme;**
- (b) the number of tourist facilitators in the country, State/UT-wise; and**
- (c) whether any guidelines have been issued under the scheme and if so, the details thereof?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(DR. MAHESH SHARMA)**

**(a) to (c): A Statement is laid on the Table of the House.**

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**STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION  
NO.†\*266 ANSWERED ON 05.12.2016 REGARDING PARYATAK  
MITRA.**

**(a) to (c): The Ministry of Tourism launched an initiative on the occasion of “National Youth Day” on 12th January, 2016. Titled Paryatak Mitra Programme, it targets college-going students including those enrolled with the National Cadet Corps (NCC) & National Service Scheme (NSS), in the age group of 18-28 years. The programme attempts to inculcate appropriate tourism traits and knowledge among the trainees to enable them to act/work as Tourist Facilitators (Paryatak Mitra). Each course is of 10 days duration. The programme is being implemented by the Indian Institute of Tourism and Travel Management (IITTM), first at destinations identified under the PRASAD Scheme of Ministry of Tourism. Two batches of 119 students were trained in January, 2016 at Varanasi and Puri. The guidelines for the ‘Paryatak Mitra’ training programme are enclosed as Annexure.**

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## **ANNEXURE**

**STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA  
STARRED QUESTION NO.†\*266 ANSWERED ON 05.12.2016  
REGARDING PARYATAK MITRA.**

### **A PROGRAMME OF TRAINING TO BRING UP 'PARYATAK MITRA' GUIDELINES**

#### **i. Objective**

- i) To inculcate appropriate tourism traits and knowledge amongst the trainees to enable them to act/work as Tourist Facilitators (Prayatak Mitra).**
- ii) To expect the young men and women so trained to act as catalyst/resource persons in turn for similar effort.**
- iii) To gradually work towards a tourism-sensitive citizenary**

#### **ii. Implementation**

**The following will be the authorities for implementation:**

- a) Joint Secretary/Additional Director General, Government of India Ministry of Tourism (MoT)  
For the matters of policy, strategy and the size of the programme and the matters connected therewith.**
- b) HSRT Unit – Skill Development, MoT  
For processing financial sanctions and issuing clarification on administrative aspect.**
- c) The programme Monitoring Unit – Skill Development, MoT.  
For monitoring the programme**
- d) The Director, IITTM for conduct of the programme and certification**

#### **iii. Target Group & Eligibility**

**College going student including those enrolled with the NCC & NSS in the age group of 18 – 28 years. The age will be reckoned on the last date prescribed for application for admission. The applicant will also furnish a no-objection/sponsorship letter issued by the Principal concerned as to his/her joining the programme.**

**iv. Training target**

**Initially three- four batches of 30 each at the sites identified under the Scheme National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive.**

**v. Publicity**

**IITTM will provide adequate publicity to the programme through inserting advertisements in English and Hindi newspapers and also through its website. The IITTM will also contact various colleges and Institutions and sensitize their Principals / Heads about the programme and seek their support. The IITTM will be reimbursed the cost of advertisement in the newspapers.**

**vi. Selection**

**The selection will be done on a first come first serve basis.**

**vii. Course contents**

**Some of the topics, to be covered during the programme, will be**

**1. Indian Society and Culture**

- a) Important Monuments of India**
- b) Monuments of Delhi**
- c) History of India**
- d) Indian Art, Culture & Tradition**
- e) Dances, Music ,Sculptures of India**
- f) How to draw up programmes/itineraries**
- g) Dos and Don'ts at Monuments**

**2. An overview of Tourism Travel & Hospitality Industry**

- a) Elementary knowledge of Travel & Tourism business**
- b) Frontier Formalities. Aviation Industry, Indian Railways, Surface**
- c) Transportation, STDCs/ITDC**
- d) Sports Tourism**

**3. Managerial & Behavioural skills**

- a) Handling Emergencies**

- b) Inter- Personal behavior, Group behavior**
- c) Etiquettes and Manners**
- d) Public Speaking/presentation**

- 4. Swachcha Bharat Abhiyaan**
- 5. Pride in Nation**
- 6. Gender Sensitization**
- 7. Responsible Tourism**

**viii. Duration**

**Each programme will be of a duration of 10 working days (8 hours per day including lunch and refreshment breaks ).**

**ix. Stipend**

**Each trainee certified successful will be paid on onetime stipend of Rs.1000/-.**

**x. Certification**

**The trainees with minimum attendance of 90% will be required to appear in an end-of the- programme test which will comprise a written examination and presentation on a topic assigned. Each successful trainee will be awarded a certificate by the IITTM. However, Director, IITTM will have the discretion, for reasons to be recorded in writing, to relax the attendance norms by 10 % specific to eligibility for the end of the programme test.**

**xi. Pass-outs records**

**After conclusion of training, the IITTM will ensure that the list of the pass-outs along with their full contact details like address, telephone number, mobile number (excluding female trainees) etc. and their employment and salary status, if any, are posted on its website.**

**xii. Employment Facilitation**

- i) The IITTM will widely and regularly sensitize the stakeholders about this programme. It will also invite the industry leaders/prospective employers in valedictory functions.**

- ii) The IITTM will forward the list of pass-outs with their contact details to the State Tourism Departments concerned, for being drawn up should there be a need for tourist facilitators.**

**xiii. Funding of the programme**

**The Ministry of Tourism will extend assistance to the IITTM to enable it to meet the expenditure on the programme as per the following norms:**

- i) Training cost @ Rs. 500/- per trainee per day Rs.5000/- (as per provision in para 20 (i) of the CBSP scheme)**
- ii) Certification @ Rs. 500/- per trainee Rs.500/- (as per provision in para 20 (i) of the CBSP scheme)**

**Sub total Rs.5500/-**

- iii) Administrative charges per trainee Rs.275/- @ 5% of subtotal**
- iv.) Stipend @ Rs 1000 per trainee Rs.1000/- (same as allowed for a six week training course under HSRT)**

**Total Rs.6775/-**

**The following will be admissible extra:**

- i) Cost of advertisement on actuals subject to lowest/DAVP rates.**
- ii) Training courses conducted at places other than NCR of Delhi, Gwalior, Bhubaneswar, Goa and Nellore, an additional Rs. 100 per trainee per day.**

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