

**GOVERNMENT OF MEGHALAYA
TOURISM DEPARTMENT**

NOTIFICATION

Dated Shillong, the 15th July, 2024.

No.Tourism. 24/2024/10 - The Governor of Meghalaya is please to notify the Guidelines for Community led Tourism Infrastructure scheme for providing financial assistance or grant to local Communities, registered Cooperative Societies for development aimed at enhancing existing tourism infrastructure and spearheading the development of tourist related facilities in their areas by seeking active participation from the communities in the planning and development process.

Sd/-Dr.Vijay Kumar D.IAS,
Commissioner & Secretary
Govt.of Meghalaya,
Tourism Department.

Memo No. Tourism. 24/2024/10 -A,
Copy forwarded to:

Dated Shillong, the 15th July, 2024.

1. The Secretary to the Governor of Meghalaya, for kind information.
2. The Hon'ble Chief Minister, Govt.of Meghalaya for kind information.
3. P.S to the Minister i/c Tourism Department, Govt.of Meghalaya, for kind information.
4. P.S. to the Chief Secretary, Government of Meghalaya for kind information.
5. The Commissioner & Secretary, Tourism Department for kind information.
6. The Director of Tourism, Shillong for kind information and necessary action.
7. The Director of Printing and Stationery, Meghalaya, Shillong for favour of publication in the Gazette.
8. The Chief Administrative Officer, Meghalayan Age Limited, Shillong.
9. The Executive Engineer, Directorate of Tourism, Shillong.
10. Shri.Navin Sharma, Executive Assistant & HR Manager, Meghalayan Age Limited, Shillong.

By order etc.



Deputy Secretary to the Govt.of Meghalaya,
Tourism Department



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**Directorate of Tourism,
Government of Meghalaya**

Scheme for Community-led Tourism Infrastructure

July 2024

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1 Scheme introduction

Meghalaya's stunning landscapes, from its pristine hills to lush forests and captivating waterfalls, have rightfully earned widespread acclaim, attracting travellers from all corners of the country and across the globe. Beyond the sheer beauty of its natural scenery, Meghalaya is striving to set a benchmark in sustainable and responsible tourism practices. This involves a strategic approach to diversifying destinations, creating new attractions, and catering to a variety of interests while safeguarding its environment and rich cultural heritage.

Recognizing the State's tourism potential, various initiatives have been undertaken to elevate the sector to new heights. It's understood that the involvement of local communities is crucial alongside governmental efforts. Thus, Meghalaya Tourism is launching a forward-thinking scheme that invites villagers, community members, village administrative bodies, and site management bodies registered with Government of Meghalaya to collaborate as partners in the development of their respective regions into thriving tourism destinations.

Under this scheme, communities are empowered to identify development needs aimed at enhancing existing tourism infrastructure and spearheading the development of necessary facilities in their areas. The Government will extend financial assistance of up to **INR 25 lakhs** as a grant to support infrastructure development works.

This initiative not only aims to enrich the tourist experience by ensuring quality infrastructure but also fosters active participation from local communities in the planning and development process. Applicants under this scheme will serve as an extension of the Government, playing a pivotal role in identifying site-specific infrastructure gaps and formulating and implementing plans to address them.

2 Rationale behind the scheme

Meghalaya stands as one of the most sought-after tourist destinations in the country, welcoming approximately 1.2 million visitors annually, with projections indicating a rise to 1.5 million by 2025. Recognizing the pivotal role of the travel and tourism sector as a cornerstone of the state's economy, it is imperative to pursue its development in a comprehensive manner.

In this pursuit, grassroots organizations like cooperative societies and village-level enterprises emerge as key players. Drawing inspiration from the successful cooperative movement within the State, which not only fostered inclusive growth but also institutionalized government-led reforms, their involvement becomes increasingly vital.

With over 47 registered cooperative societies under the Meghalaya Rural Tourism Cooperative Federation Ltd. and numerous tourism societies operating under district administrations, these grassroots entities are actively contributing to unlocking the tourism potential of Meghalaya. They are instrumental in revitalizing tourism sites, managing activities, promoting destinations, and laying a solid groundwork for delivering exceptional experiences to visitors.

This scheme capitalizes on the robust network of enterprises by empowering them to facilitate the transformation of all tourism destinations across the state. It aims to bolster the infrastructure, encompassing clean public conveniences, parking facilities, designated holding areas, ticketing counters, information centres, and market zones, to ensure a

seamless and enriching experience for tourists.

3 Scheme objectives

- i. Facilitate participatory development driven by insights from grassroots enterprises.
- ii. Address current infrastructure deficiencies to enhance the overall tourist experience.
- iii. Foster a convenient and safe environment in Meghalaya for all tourists.

4 Scope of the scheme and quantum of assistance

The primary objective of this scheme is to enhance infrastructure at tourist sites and locations. Through this initiative, the government intends to undertake infrastructure projects related to tourism activities in various tourist regions and provide the requisite funding for such developments. Under this scheme, the Department of Tourism, in collaboration with relevant stakeholders, will oversee the implementation of essential tourism-related infrastructure projects as outlined in this document. These projects aim to provide necessary amenities at tourist sites and villages, thereby unlocking their tourism potential. The financial assistance provided under this scheme will be capped at a maximum amount of **INR 25,00,000/- (Rupees Twenty Five Lakhs only)** per village and will be disbursed on attaining predefined milestones. Given the tourism infrastructure needs to be aesthetically pleasing, wherever required, the services of architects empaneled by the Directorate of Tourism/ Meghalayan Age Limited (MAL) will be availed for DPR preparation.

5 Scheme guidelines

5.1 Scheme eligibility

- **Scheme Beneficiaries:** The intended beneficiaries of the scheme are the registered cooperatives, societies and registered tourism entities in the State. Preference would be given to the cooperatives, societies which are already managing the site for a period of a year or longer from the date of submission of applications.
- **Eligible Villages:** The eligible villages are the ones with tourism potential (as evidenced by the footfall) and having either of the following:
 - Tourist site(s) with significant tourist footfalls
 - Nascent site(s) with no or low footfall but has significant tourism potential

5.2 Implementing agency

The scheme shall be implemented by the Directorate of Tourism, Government of Meghalaya

5.3 Scheme components

The scheme is aimed at improving or developing enabling infrastructures in regions that have considerable tourism potential measured by way of current tourist footfalls. The admissible components for development under the scheme include:

- Construction of toilets and public conveniences
- Installation of water ATMs

- Establishment of holding areas and ticketing facilities
- Development of hiking trails, viewpoints, and resting decks
- Establishment of experiential centers, museums, and information centers
- Provision of equipment for experiential products such as bicycles and kayaks
- Waste management solutions
- Children play area
- Parking infra, sheds
- Solar panels/ electric charging stations
- Any additional components as specified by the Directorate of Tourism through official notification.

5.4 Inadmissible components

The scheme will consider interventions listed in clause 5.2 as admissible. However, the following components are deemed inadmissible and fall beyond the scope of this scheme:

- Development of accommodations
- Guest houses
- Campsites
- Tents
- Homestays
- Motorized vehicles

5.5 Allocation of funds

Funds shall be made available for the scheme in the annual budget of the Department of Tourism.

The funds shall be drawn as a lumpsum grant in aid provided by the Directorate of Tourism. The funds would be disbursed by the Directorate of Tourism on attaining the project milestones as mentioned in clause 5.7.

5.6 Application Process and evaluation of proposals

- Applications are required to be made in an online mode adhering to the notification to be issued by the Directorate of Tourism.
- The details of the application process would also be made available at the official website of Meghalaya Tourism.
- Applicants must submit a Pre-Project Report (PPR), providing a concise overview of the current infrastructure status, identified gaps, visitor footfall, tourism revenues, and any other pertinent details, as per the format prescribed by the Directorate of Tourism.
- The PPR will then undergo evaluation by the Departmental Selection Committee. The applications would get approved based on the merit of the proposal and subject to

availability of budgetary provisions.

- The final list of the selected applications will be approved by the Hon'ble Minister in charge of Tourism in Meghalaya. The government's decision on proposal would be final.
- Wherever DPR preparation needs to be undertaken for the shortlisted projects, the architects empaneled with the Directorate of Tourism/ MAL would be engaged. The architects will conduct feasibility studies and get the Detailed Project Report (DPR) prepared in consultation with the applicants. The Directorate of Tourism shall make the payments for services of empaneled architects/ Monitoring and supervision of the project. The DPR needs to be vetted by the engineering team of the Directorate of Tourism prior to its approval.

5.7 Schedule for fund disbursement

The following is the schedule for the release of funds:

Milestone	Fund Disbursal
Approval of PPR	-
Approval of DPR	50%
Completion of 50% of Civil Works	25%
Completion of Civil Works	25%

- Funds shall be disbursed by the Directorate of Tourism on attaining the respective milestone as certified by the engineering team of the Directorate.

6 Terms and Conditions

- A maximum amount of Rs. 25 lakhs would be sanctioned for a village under the scheme against one or multiple project depending in project feasibility, merit of the proposal and other relevant aspects as determined appropriate by the Departmental Selection Committee.
- The grant sanctioned shall be utilised only for the purpose it was sanctioned.
- The Directorate of Tourism has the right to inspect the facilities while being created and also at any time post their creation.
- Beneficiary organizations need to submit utilization certificates before the funds for their next instalment is released.
- Beneficiaries to follow all laid down procedures and financial propriety and shall be open to review by the Directorate of Tourism
- The Directorate of Tourism reserves the right to terminate the project at its discretion in case there are any deviations from the scheme guidelines
- The beneficiary must maintain a bank account in the name of organisation and not of an individual. The account Should be jointly operated by at least two individuals from the beneficiary organisation.
- The grant shall not be transferred to other organisation without the prior permission of the sanctioning authority.
- Beneficiaries need to adhere to the project timelines (if any) provided by the Directorate

of Tourism at the time of approval of the project/ DPR approval

- Beneficiaries need to ensure that the infrastructure once created is not left unutilized and properly maintain the infrastructure once created.
- Beneficiary organization need to agree to undertake the following responsibilities post development of infrastructure:
 - Credit Meghalaya Tourism for the facility and display its logo prominently at the facility created
 - Collect and share visitor info and related data with the Directorate of Tourism on a timely basis
 - Undertake acceptable waste management practices
 - Maintain the infrastructure once established
 - Undertake sustainable tourism practices taking carrying capacity into account and adhere to the carrying capacity
 - Work with the Directorate of Tourism in uplifting Tourism in the vicinity and making Meghalaya a preferred tourism destination including undertaking trainings and participating in fairs as advised by the Directorate of Tourism from time to time.
 - Follow various standards and guidelines as prescribed by the Directorate of Tourism from time to time
- Beneficiaries need to adhere to the various undertakings submitted at the time of application.

Pre-Project Report Submission Toolkit

Instructions

This toolkit has been prepared to help Applicants to prepare Detailed Project Reports to be submitted for Financial Assistance under **Community led tourism infrastructure development Scheme** of Directorate of Tourism, Government of Meghalaya. This is an indicative "Table of Content" to be followed in all DPRs here onwards to observe standardization of the reports. These reports form crucial part of the vetting process. Information provided under each head shall be verified and attested by the concerned body and deemed to be correct if forwarded. List & format of various forms have been attached herewith to complete the DPR in all respect to be considered for funding.

Table of Contents for Detailed Project Report

1. **Executive Summary**
2. **Introduction:** Tourism Overview at the Destination / Region – The section should entail description of the region, tourism offerings, current state of tourist footfalls, revenue generated through tourism activities, Carrying Capacity of the destination/site etc.
3. **Existing Situational Analysis**

Particulars	Description of Response
Approach & Accessibility (to various internal parts, if any)	Good / Bad
Ticket Management	Whether site is ticketed (Charges for accessing the site; parking charges should not be considered for this field)
Tourist Information Center	Yes / No
Reception Center	Yes / No
Availability of Parking area	Yes/ No
Accommodation (both public & private sector)	Yes / No
Street furniture	Yes / No
Drinking water	Yes / No
Public toilets	Yes / No
Lighting	Yes / No
Rain shelters	Yes / No
Signages & Way-finders	Yes / No
Commercial activities	Yes / No

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(shops/commercial space/cafes/restaurants/craft bazaars etc.)	
Waste Management (Solid & Liquid)	Yes / No
Safety Signages	Yes / No
Proximity to Medical facilities (CHC/PHC)	In Kms
Details of management Capacity	
Details of management body of site/region	Provide details of personnels/ society/ people managing the site
Number of people involved in operations & maintenance of site destination, including headcount and job responsibilities	Self-Explanatory
Current level of education, qualifications to carry out the jobs efficiently.	Self-Explanatory
Trainings & Skilling sessions participation in last 3 years	Self-Explanatory

***Photographs of all built infrastructure to be provided.**

4. **Proposed Interventions** – List of infrastructure that are proposed to be developed
5. **Broad Project Cost** – Abstract of Cost
6. **No objection certificates** form relevant bodies and details of available land parcels for undertaking proposed interventions.