

**ASSAM TOURISM** invites applications from interested youths & families under



Rural Homestay Scheme 2017-18



**SHRI SARBANANDA SONOWAL**  
Hon'ble Chief Minister  
of Assam

*for setting up of new homestays & registration of existing homestays in Assam*

“**Amaaar Aalohi**” - Rural Homestay Scheme is framed by the Tourism Department, Govt. of Assam, with the objectives of giving a new dimension and thrust to the Rural Homestay Facilities in the State of Assam and creation of self-employment opportunities for educated youths in rural and semi-urban areas of tourism potential and importance. Assam Tourism Development Corporation Ltd. hereby invites application for setting up of new homestays & registration of existing homestays from interested youths and families of Assam under “Amar Alohi Rural Homestay Scheme 2017-18.”

#### **FOR SETTING UP OF NEW HOMESTAY:**

##### **Eligibility criteria:**

- # Applicants minimum of 12<sup>th</sup> Std. passed in any discipline from a recognized institute or three-year Diploma holder in Travel, Tourism & Hotel management from a recognized University/Institute recognized by AICTE.
- # Only one applicant from one (same) family will be eligible for assistance.
- # The age of the applicants should not be less than 26 years and not more than 40 years as on 01.01.2017. There will be no relaxation in case of age bar.

##### **Funding pattern:**

- (i) For construction of Assam type cottage (type 1): Assistance of 70% of the project cost limiting the project cost to a maximum of 8.00 lakhs.
- (ii) For construction of Stilted Assam type cottage (type 2): Assistance of 70% of the project cost limiting the project cost to a maximum of 10.00 lakhs.

The remaining fund (30% of project cost) would have to be arranged by own source or from bank loan or such other sources by the beneficiaries. The Govt. of Assam or ATDC Ltd. shall not provide any guarantee for the loan components nor shall be liable for any financial liability of the beneficiaries.

#### **FOR REGISTRATION OF EXISTING HOMESTAY:**

**Eligibility criteria:** Any family, who have existing homestays in Assam can apply for registration with documents and testimonials under the scheme.

**Incentives to be provided:** Recognition through registration as an authorized tourist establishment register under Assam Tourism; Professional advice for improvements services by experts, free training on homestay and hospitality services, basic accounts, attitude building, marketing; Free publicity and marketing opportunities through official websites of Assam Tourism; Listing the accommodation guide and homestay directory & printed brochures and advertisement; Free marketing opportunities; allow eligible homestay unit to display the Assam Tourism homestay logo.

#### **SELECTION PROCESS:**

**Phase I:** The Standard & Quality Assurance Committee will scrutinise all homestay units for whom application will be received;

**Phase II:** A training program will be conducted for selected applicants for hospitality & housekeeping services and management skills to run homestay units and;

**Phase III:** Based on above processes, an applicant will be selected for registration of existing homestays.

**APPLICATION:** Application Forms for both category along with the guideline may be downloaded from our official website: [www.assamtourisonline.com](http://www.assamtourisonline.com) from 05.05.2017 and to be submitted within the stipulated time of 31.05.2017 along with all prescribed documents and testimonials at the office of the undersigned.

In the 1<sup>st</sup> Phase i.e. for the year 2017-18 the following locations have been identified for setting up new homestays under the scheme - Dibru-Saikhowa, Majuli, Kaziranga, Pobitora, Nameri - Bhalukpong, Manas and Orang.

**FEE:** For both category applications, the processing fee is 1000.00 to be submitted along with application. The registration for existing homestays is for one year and a minimal amount will be imposed for the renewal of registration from the next year. The mode of payment is on DD in favour of “Managing Director, Assam Tourism Development Corporation Limited.”



Issued by:

**ASSAM TOURISM DEVELOPMENT CORPORATION LTD.**

(A Govt. of Assam undertaking and ISO 9001:2015 certified organisation)

Asom Paryatan Bhawan, 4<sup>th</sup> floor, A.K.Azad Road, Paltanbazar-781008

Website: [assamtourisonline.com](http://assamtourisonline.com), Email: [atdcltd@gmail.com](mailto:atdcltd@gmail.com), [mdatdc@gmail.com](mailto:mdatdc@gmail.com), Phone: +91 361 2633654