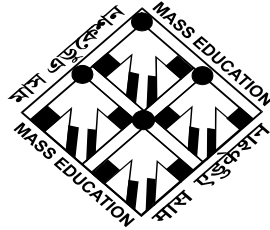


Projet 19

**Tourist guide & hospitality
management training
Inde**

4^{ème} Prix du Développement Durable
Touristique
2004

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MASS EDUCATION

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E-mail: mass@cal.vsnl.net.in

Web site: developmenttourism.com

Tourist Guide & Hospitality Management Training

1.0 Introduction : Organisation Profile

The name, Mass Education signified that as a non-government organization it does not confine its areas of intervention in a particular area of social interaction but it intervenes in issues standing in the way of development – development so necessary to arrest the course of poverty. A band of young activists with commitment for social development mustered strong to form an organization in 1978 under the style of Mass Education, registered under the W.B. Societies Act of 1961 with a purpose to lead to a new social destination help elevating poor villagers' social esteem.

Mass Education has been at work since 1978 with in its limited capability and has been launching programmes based on the local initiative to tackle the identified problems. Its organizational structure was laid down with a committed band of social workers who were closer to the people and who had an inside into the mounting task ahead of them. It was clearly understood that the benefit of state planning intended for attacking the identified problems could not reach the people resulting in a vacuum yielding place for NGOs to step in a limited way to display that a voluntary organization in association with the village people can give a lead for amelioration of the conditions of the economically weaker sections of the community. Mass Education believes that it is not an instrument for solution of all the social problems but it can be used as a launching -pad for building up a sustainable movement for better life by doing positive work though in a limited campus so as to create awareness among the masses to ensure pressure on the popular Govt. to take up result oriented development projects for the vast majority.

Mass Education provides basic Education to 15000 children of 4-14 years old, helps poor women to understand the gender crisis and become self-reliant through income generation activities; Provides opportunities for young people to learn vocational training and start own entrepreneurship; Build up latrines, houses, roads and tubewells for portable safe drinking water; Improvement of environment by social plantation, awareness raising and collection and disposal of refuses (wastes) in urban and rural areas, arranges leadership building,

capacity building and management training for Indian people and foreign students, and at the end promotes development and sustainable tourism for all kinds of tourists including students from India and abroad.

Mass Education operates in the eastern region of India covering 300 villages in West Bengal in particular and Eastern India in general. Run and managed by 1000 full time staffs and many more volunteers and financially supported by several International development organizations. Mass Education has built a large network of organization and Development Tourism in one such organization who take up sustainable tourism activities.

Mass Education managed by the Executive Committee of 9 (nine) persons followed by several Project Managers and Coordinators assisted by the Auxiliary Staffs. On above all, there is a Chief Functionary (Secretary) who takes the responsibility of smooth running of the organization. All decisions are taken jointly in Executive Committee meeting. There is an Annual General Meeting to vote for personal, projects and fund mobilization activities.

2.0 Activities on Development Tourism

2.1 Objective:

“Development Tourism” is a new type of tourism for tourists and students which offers social, cultural, ecological and political dimensions that are usually lacking in mainstream of so called tourism industry. It’s practices are more on development oriented, non-conventional tour operation activities to create awareness on development of environment, livelihood of the local people including socio-cultural spares of life cycle system.

The best way of “Development Tourism” is to get away from the so-called ‘mass tourism’ and get into the hinterland of India. The initiated travelers will come face to face with the reality and diversity of the true Indian experience. Live your experience to the full in rural India where the village encounter provides a natural landscape, which could vary from a tea plantation to a fishing village. From the hardy mountain tops in Ladakh to the natural backwaters of Kerala and Sunderbans, the green forests to the desert, the possibilities are endless. The local folklore, the performing artists, the social milieu and creative art and crafts, small entrepreneurs to women empowerment for sustainable agriculture, environment and various development activities initiated by the local people will enrich you while traveling in India through “Development Tourism”.

2.2 People’s participation in the Development Tour:

Socio-economic and cultural impact of tourism is one of the major concerns for “Development Tourism”. Although tourism is an important source of revenue, certain types of growth in tourist frequentation generate many problems. In particular, destruction of traditional ways of life, increase in the cost of living, high consumption and disbalanced of community relationship and increase of sexual abuse.

In these conditions, Development Tourism ensures full participation of community people and tourist in community development process so that socio-economic and cultural rights of the people are respected.

2.3 Exchange between People & Tourist:

Tourist & the local population are encouraged to interact between them, exchange views & cultural feelings to satisfy themselves. Through regular meetings, visits & participation in the programme "Development Tourism" creates an environment for mutual satisfaction without disturbing the community culture and social system so that the visit of foreign tourist people don't feel threaten but see the tourist as "friend" and "Partners" in development process.

"Development Tourism" pays the correct wages to all people who are employed for management of visitors such as cook, guide, room facilitators, or suppliers of necessary goods for the purpose.

2.4 Young people of the village are also given training on technical education, which would help them to generate their own income & set up a business:

- (1) Automobile Repair & Maintenance
- (2) House Wiring & Armature winding
- (3) Home appliances
- (4) Dress making & fashion designing
- (5) Computer
- (6) Carpentry
- (7) Plumbing
- (8) Mason work etc.
- (9) Entrepreneurship Training etc.

2.5 Development Tourism: Area of operation

"Development Tourism" brings visitor in several districts of West Bengal, mainly in the South Bengal covering Sunderbans the heritage side of the World in the district of South 24 Parganas; Kolkata, North 24 Parganas, Bankura, Purulia, Midnapur (East & West), Birbhum, Murshidabad, Hooghly, Burdwan and in the North of West Bengal covering Darjeeling and Jalpaiguri districts in total covering 300 villages under the tour programme in West Bengal.

2.6 Accommodation & Hospitality :

In each Project area Mass Education has a place (accommodation & other facilities) for the foreign friends (tourist). The basic infrastructure available are attached room fitted with toilet and kitchen but many more infrastructural development is required, such as room with minimum facilities; transportation means etc.

2.7 Requirement for Development Tourism:

Since the organization is involved in multifarious activities specially on sustainable tourism, it requires regular income not only to improve the livelihood but also for sustainable development and build basic infrastructural and support services for the tourism development.

Therefore, funds for the following activities are necessary for few years for the following activities:

- (i) To build infrastructure like accommodation facilities for the tourists at Pathar Pratima situated on the Bay of Bengal in the Sundarban Island, Bankura having tribal

concentration, Siliguri the hinterland of the North East India covering the variegated life style of the Assamise, Mizos, Nagas, Kukies and Maitis. These places have mountainous tracks & wild life of interest.

- (ii) Transport facilities to move around the local villages to learn/feel the vegetation and rural scene.
- (iii) To build cottages for the Tourists for their short stay in a cogent atmosphere.
- (iv) Training of local youths is a must. Hence 150 local youths will be trained as Tourist Guide with intimate knowledge/background the locality, its flora, fauna, geography and history.
- (v) The guides in course of Training will have acquaintance with agricultural development programmes along with the status of sanitation, water, roads, and electricity so as to share the experiences with the Tourists.
- (vi) The guides will inter act with the tourists for improving skills.
- (vii) Such interaction will help in creating employment opportunities of the local youths & market development as per demand pattern.
- (viii) The entire objective is to build up community assets side by side with Tourism Development.
- (ix) The scheme is designed to promote tourism for education of the Tourists-Foreign/Domestic and to make the project sustainable out of it's the surplus generated as well as to plouback the surplus to support selected schools for the rural poor, ensure sanitation for the mothers and children and also to help the needy in the water scarcity areas through supply of potable water. Besides creation of community assets building, the scheme will open up avenues of direct employment to the trained guides numbering 150 and indirect employment to host of people through product marketing, create education facilities for 2000 children of 12 Primary Schools. The sanitation facilities will help 100 families to construct family Toilets and 12000 families will be benefited from potable water supply. In fine, the project will be self financed in course of 3 years.

2.8 “Development Tourism” gives you detail explanation to plan your next tour to India with the following possibilities:

- (a) “Development Tourism” provides opportunities to the tourists of the North to be exposed to the reality of the oppressed urban and rural poor, to their daily life and their struggle for sustainable socio-economic, cultural and ecological development;
- (b) “Development Tourism” helps the tourist to visit the various development activities conducted by the NGO’s, Government organizations and private organizations;
- (c) “Development Tourism” helps the tourist to make dialogue between the tourists and small artisans, craftsmen, weavers and entrepreneurs so that the Indian traditional art and culture can be promoted for sustainability of small sectors;
- (d) To encourage the tourist to be ‘concern’ for development of the poor and participate in Eco-friendly tourism, create opinion in their own country against “Tourism only for Pleasure”, “Destruction of Environment” and massive consumption.
- (e) To provide general and authentic information to the tourists so that they are not misguided or harassed unnecessarily;
- (f) The most important feature of “Development Tourism” is that it adds the political dimension of empowering people and preventing the exploitation and abuse of women and children in sex tours and mass tourism;
- (g) “Development Tourism” helps to generate employment and provide alternative sources of income to service providers and help to continue the various development activities such

as Basic Education, Health, sanitation, Micro-Credit, Infrastructural development etc. organized by the peoples initiatives; This economic dimension is one of the goals of “Development Tourism” as a tool to alleviate poverty.

2.9 Programs to Participate:

“Development Tourism” is organized by Mass Education (NGO) a field based development organization working in West Bengal since last 25 years in the field of Education, Health, Sanitation, Water, Housing Environment, Micro-credit, Street children, women empowerment and rural development, and many more similar organization throughout India.

“Development Tourism” is organized according to the interest of the tourist. Duration of the tour may be from 7 days to 3 months. The options offered are:

- To see how primary schools or high schools are running in the villages;
- To choose one or several schools to study for 2-3 weeks;
- To stay with the teachers/students, and see the planning process, you can discuss with the teachers/students, and share your experiences with them;
- To play with the children, draw pictures, sing, dance or show any visuals or physical activities (games, sports, etc...) you know;
- To visit children’s house, meet the parents, and observe the daily life of the village or several villages;
- if you are an expert in the field of agriculture, pisciculture, wood craft, health and nutrition or any trade which could be taught to the children or to the young people, you can spend time to share your knowledge;
- To visit several villages and see different activities like schools, clinics, women’s groups (micro-credit), trainings, cultural and social events of the community;
- To participate in the community discussion, meetings, and community actions for development;
- To visit city development programmes like street children, garbage disposal work, slums, rehabilitation work etc...;
- To visit all types of work done by Mass Education & other NGOs throughout West Bengal and Eastern Region of India to have general ideas for deeper understanding;
- To visit the activities with the Mass Education as one of the team members, which would give you a broader knowledge about Mass Education and the geographical area of West Bengal;
- “Development Tourism” would give you exposure to a family, community, children’s hostel, technical schools, etc... to have life experience;
- Also tour includes the villages of delta region of Sunderbans, Bankura, Birbhum, Purulia, North Bengal, Darjeeling and Kolkata of West Bengal State and several interesting land marks and villages of Sikkim, Bodhgaya, Vaishali, Konarak, Bhubaneswar, Dhablegiri National Park, Puri, Varanasi, Khajurao, Agra, Delhi, Jaipur, Udaipur, Puskar, Mount Abu and Ahmedabad. Other than this, tour is organized in other parts of India as per the interest of the tourists.

2.10 Field Placements and Training for Students:

Development Tourism is offering fields placement and training for the students of developed countries to take part in the various development activities initiated by the local people, government authorities and NGO’s in the fields of agriculture, small industry, environment, Hospital service, livelihood improvement, and service delivery activities. To help the students

to acquire better the development tools and learn the techniques to be more effective in implementing and mobilizing human resources, and to provide opportunities to the students to be expose to the reality of the socio-economic conditions in which people live so that they can regulate the decision making process once they take the leadership in the state.

Development Tourism arranges field placements and training for students to study social development, tourism, commerce and equitable marketing and Medical & Nursing Practices in the Hospitals and community Clinics, etc with Mass Education and other institutions. Development Tourism ensures that students have a positive and safe experience. Students will enjoy participating in Seminars, Workshops, Debates, Shows, Teaching in schools and Technical Training Centers, Nursing & Medical Treatment Practices (general Tropical medicine), Performance of Arts, Survey & Research works on Equitable Tourism, Sustainable Development, Environment, Women and Child Development, Micro-credit, Business Administration, Networking and many such interesting matters of various development organizations.

2.11 Field placement means (Rules & Regulations) :

1. Spend at least two weeks to visit and observe various development initiatives, participate in the seminars, workshop, discussion and group meeting, personal sharing with the leaders/workers of Mass Education/organization before choosing the activities they would like to do.
2. Students need to write a report on field observation share the sense with the organization of Placement Express of the student Development Tourism.
3. On the basis of understanding of student Mass Education will delegate responsibilities and the place of work so that students can work in consultation with the organization. Students will not be encouraged to impose their ideas, directives directly to the beneficiaries without the knowledge of Mass Education's respective responsible personal, however student may make suggestions to improve the quality of work.
4. According to their interest and knowledge, student will be asked to volunteer in performing the activities. The activities can have large variety :
 - Help in documenting Mass Education activities either in audio-video and written methods; in any language they desire and edit it for publication and circulation, without distortion of Mass Education's philosophy, objectives and activities.
 - Teach the language he knows to the group of young Indian people as means to develop communication tools, at the same time learn the local language.
 - Help in secretariat and financial management work of Mass Education.
 - Can be a teacher of sports, performing art, or as a subject teacher in a Primary or High School.
 - Can be a teacher of Mass Education Technical Training Institute and teach any trade/skill he knows to Indian students at the basic level who has just completed ten years of study or dropped out before that at the age of 16-18 years old.
 - Training can be given in the field of motor mechanics, TV, Radio, Refrigeration repair, Automobiles, Diesel engine, Electrical wiring or in the field of agriculture, animal raring, wood-crafting, or in any trade which would help the young people of India to be self-reliant. The training can be for 6 month to 1 year, depends upon the courses. Those

courses can be for both women and men in a residential arrangement. Trainers should have well designed curriculum, and may be taught in English.

- Student from foreign countries must inform Mass Education about their qualifications and interested subjects to teach.
- 5. Field Placement can be in any project area of Mass Education as it thinks to be suitable. At the end, he should present a written report of his achievements and learning experiences to the chief functionary of Mass Education.
- 6. During the placement, no foreign student will be allowed to go anywhere without the knowledge of Mass Education. Mass Education will not be responsible for his security.
- 7. Students are requested to give a copy to all the information they send about the activities of Mass Education to anyone.
- 8. All students must have an application letter and all legal documents and such copy should be submitted to Development Tourism for official formalities.
- 9. All students must have medical, general and other insurance if necessary on their own. Development Tourism will not be responsible for providing any claim against lost, theft, illness or if any emergency occurs. However Development Tourism will do the basic necessary in case of emergency.
- 10. In no case, Development Tourism or any organization who offer placement for training to students will pay any salary/honorarium against the service they provide. It should be absolutely on “voluntary basis”.
- 11. The placement may vary from 1 month to 6 months.
- 12. Students are requested to contribute a nominal amount of \$15 per day for fooding, lodging & local transportation. All the students will be host under the Development Tourism Guest House.
- 13. During the placement consuming drug or alcohol is strictly prohibited.
- 14. Medical fitness Certificate is must before taking the placement. In other wards all students must be thoroughly check up by the authorized Indian Medical Institutions or Personal on arrival.

2.12 Sustainability of the Project:

To sustain the project “Development Tourism” requires:

- (1) Minimum 300 visitors per year with minimum stay two weeks per visitors.
- (2) To start continuous awareness campaign and training programme for the local young people on ”Development Tourism”.
- (3) Regular publicity to influence tourist of different countries through Internet & Tourism network.
- (4) Training of local youths on ‘Tourist Guide’ vocational training, agriculture training to general income.

(5) Development programmes like sanitation, water, roads, electricity, etc. will be provided with the surplus.

2.13 Impact of Tourism on Local population & Tourist:

- (1) Local people are exposed to foreign tourist as ‘friend’ and not as client. Therefore, a healthy relationship is developed among the both to be concerned for mutual development.
- (2) Local populations are provided satisfaction to undertake development activities to improve the livelihood.
- (3) Basic infrastructure are developed like toilet facilities, drinking water, education for children and women, basic health, cultural integration, job opportunity for the community people, awareness generation on environment, protection of eco-system & combat poverty, improve local market and production system; provide interesting opportunity for sharing. Impact on foreign tourists are to be come aware of the problem of the local population, to be ‘concern’ in their struggle for sustainability; less consumption attitude and flexibility to adjust with situation; play a role of lobby the Govt. to change their tourism policy and use tourism industry as poverty reduction programme rather than only pleasure and satisfactions. Foreign tourists should also realise that they are helping in poverty reduction programme through the tourism.

2.14 Fund generated from “Development Tourism” are spent through the following development activities:

To do any activities to benefit community through employment generations for example use the profit for building, maintain village link road, plantation of trees, build of individual toilet facilities in each family, sinking a tubewell for safe drinking water, repair the housing for the poor specially concrete floor for the community, providing electric connection either conventional or non-conventional (solar energy) electricity to the family, running of school for children and clinic for everybody etc. which involves the local people and creates employment opportunities.

2.15 Lobby with the Govt.:

To improve the infrastructure for development tourism, Mass Education will lobby with the Govt. authorities for road construction, public toilet, drinking water facilities, rural electrification, agriculture development for employment opportunities.

2.16 Tourist Guide Training:

Mass Education will provide tourist guide training to about 150 youths for throughout Eastern India so that the trained guide will have vast area for employment opportunities to serve the tourist. They will not only serve the foreign tourist but also to the domestic tourists.

3.0 Proposed Training & Employment Opportunities through Training on ‘Tourist Guide and Hospitality Management :

Objective:

Development Tourism offers training for local young people on “Tourist Guide & Hospitality Management”. 6 (six) months’ basic courses are offered to the village young people who have just completed minimum education of 10 years.

The tourist guide training is provided as professional qualification, which opens up self-employment opportunities. This career offers a varied and interesting life in an Eco-tourism Industry with practical knowledge and creative artistic work. Young people on the job will lead a full and stimulating life.

Selection of Students:

Students will be chosen from all over West Bengal through NGO network, individual contacts and public information systems without castes, creed & Religion discrimination. 100 to 150 students will be selected for admission.

Eligibility:

Any students who have done his/her basic academic study up to Class-X or above. Minimum age 18 years and above.

Duration of Class:

The Class will be held from Monday to Friday daily from 11 A.M. to 4 P.M. for six months.

The course will cover the following aspects:

- Generate awareness on socio-cultural, economical, political and environmental conditions of India;
- Tourism Development product, operations and case studies;
- Management of Tourism;
- Ecology, Environment and Tourism;
- Indian Culture-a prospective for Tourism;
- Develop better understanding between the people and tourists and help build sustainable development through Tourism Industry;
- Help to open a dialogue between the tourists and the small artisan, craftsmen, weavers an entrepreneurs so that the Indian traditional art and culture can be promoted;
- The most important feature of the course is that it adds the historical & political dimension of empowering people and preventing the exploitation and abuse of women and children in sex tours and mass tourism.

The course will be followed for the following methods:

A. Knowledge based area ;

- B. Skilled based area and contents and methodology;
- C. Practical subject works and practice;
- D. Compulsory optional subjects for acquiring knowledge in different areas of development tourism.

Duration: 6 months

Syllabus will be divided into 4 parts:

- PART-I:** Introduction to society (Regional & National)
- PART-II:** Social Institutions
- PART-III:** Indian social issues
- PART-IV:** Development Tourism & Management

In the six months all four parts will be completed by Lecture, Reading of papers on the subject, reference books, case study, field exposure and visual shows, etc. on the following:

PAPER-I : Introduction to society : Regional & National

Group- A

1. ***Identity of Society*** : Micro & Macro analysis of Society (anthropology, psychology, history, geography, economics, political, social & cultural systems).
2. ***Culture, Society & individual*** : Meaning and characteristics of culture; cultural diversity and cultural identity and ethnocentrism, saffronization; society as concept; socialization: Agencies; Theories of Child Development; Women empowerment; ethnical development; the life course: socialization sustainable development; community participation and individual freedom.
3. ***Type of Society***: Characteristics of pre-modern and modern society; The earliest society: hunters and gatherers; pastoral and agrarian societies; non-industrial civilization or traditional states; Travellers ancient to modern times; The modern world: Industrial societies; advanced industrial societies and developing societies.
4. ***Social interaction and everyday life***: The study of every day life; non-verbal communication; social roles and talk; face, body and speech in interaction in time and space; micro and macro society.

Group-B

5. ***Gender and Sexuality***: Sex, Gender & Biology; Gender socialization; gender identity and sexuality: two theories; gender sexuality and inequality; child abuse and sexual harassment.
6. ***Ethnicity and Race***: Ethnicity, prejudice and discrimination; ethnic antagonism; likely future development in ethnic relations.

PAPER-II : Social Institutions

Group – A

1. ***Modern organizations*** : Organizations and modern life; beyond bureaucracy: The influence of the large corporations; The reordering of technology and modern organizations, Tourism Industry.

2. **Work and economic life** : Paid and unpaid work; The division of labour and economic dependence; Trends in the occupational systems; hazards in Tourism Industry.
3. **Mass Media and popular culture**: Early mass media; The Newspapers; The impact of Television; Theories of media; The globalization of media; The issue of media regulation; Multi media; The Internet. Impact of media on Tourism Industry.

Group-B

4. **Education**: The development of literacy and schooling; Gender and the education system; Education and ethnicity; Theories of schooling: Education and cultural reproduction; Education and inequality; New approaches to development tourism.
5. **Religion**: Defining religion; varieties of Religion; Theories of Religion; Religion secularization and social change. Religion tourism.
6. **Tourism and Development**: Tourism Development product; Operations and case studies; Ecology, Environment and Tourism; Interaction between the people and Tourists participation and transparency; Tourism Management; sustainable Tourism; socio-cultural dimension of tourism.

PAPER-III: Indian Social Issues

Group – A

1. **Population**: Culture and Fertility; Migration: Causes and Consequences; population trends in India; Population policy of the Government; Tourism policy of the Govt. (Regional/National) conventional and non-conventional tour practices; - A critical Appraisal.
2. **Communalism and Secularism**: Problems of communalism – Saffronization and Secularism: Impact of Tourism.
3. **Social values**: Traditional and modern values; Folk culture and Traditional Arts; Cultural Modernization as a process; Congruence and conflict; Practices in Tourism.
4. **Environment**: Globalization and Ecological crisis; Nature and causes of Ecological problem; Ecological development; sustainable ecology; - Environment movement in India.

Group-B

5. **Child Abuse**: Types, Incidence, causes; Areas of Child Labour.
6. **Youth Alienation**: Adolescent problem, unemployment problems, causes after effect; student movement.
7. **Women**: Violence against women; Dowry; Divorce; Sex discrimination.
8. **Old age**: Problems; Policies and Programmes.
9. **NGO** : Areas of activity; Relationship with the State.
10. **Poverty**: Concept; measurement; social indicators; poverty in India.
11. **Illiteracy**: Mass literacy programme.
12. **Tourism**: Conventional–non conventional Tourism Industry–Participation in Development.

PAPER-IV : Development Tourism & Management

1. **Knowledge**: History, Geography, Social cultural – economical and political system.
2. **People**: Individual, Community, Ethnical and Minorities.

3. **Infrastructure:** Roads, Toilets, Drinking water, Transportation system, Food, Accommodation.
4. **Social behaviour :** Communication skills; Respect for People's daily practices; social awareness; Flexibility and adjustment patient; Participation in all spare of life. Gentle behaviour; Attentive; Resource saving.
5. **Human Development:** Skill development; Resource development; Basic need fulfillment; Relationship; Socio-cultural integration; harmony and network.
6. **Management:** Language improvement; Discipline in time and practices; Infrastructural support; Capacity building, Secretarial practices, Computer literacy, internet; Fund management.

Projected Income & Expenditure per year

A. Income:	INR	\$
1. Monthly Tuition fees for 150 trainees @ Rs. 200x6x150 (six month course)=	1,80,000	3,913
2. Fooding & Lodging charges from 300 Tourists per year with halt of 15 days per head i.e. 300x15= 4500 mandays @ Rs. 920x4500=	41,40,000	90,000
Total:	43,20,000	93,913
B. Expenditure:		
<u>Administrative (Operational Cost)</u>		
1. <u>Personnel Cost:</u>		
(i) Teaching Staffs 6 Nos. @ Rs. 5000x6x12=	3,60,000	7,826
(ii) Non-teaching Staffs 3 Nos. Rs. 3000x3x12=	1,08,000	2,348
(iii) Staff Welfare	1,00,000	2,174
2. <u>Educational Support:</u> (Books, Journals & Library)		
3. Office Expenses	60,000	1,304
4. Electricity Charges	42,000	913
5. Telephone & E-mail Charges	36,000	783
6. Publicity & Advertisement	30,000	652
7. Taxes & Insurance	50,000	1,087
8. Fuel & Maintenance	60,000	1,304
Total:	9,46,000	20,565
C. <u>Non-Recurring Expenditure:</u>		
1. Furniture & Fixture including Computer	1,50,000	3,261
2. Slide/overhead projector	50,000	1,087
3. Guest house construction for Tourists	10,00,000	21,739
4. One Vehicle	5,00,000	10,870
Total:	17,00,000	36,957
Surplus: (A-B+C)	16,74,000	36,391

Utilisation of Surplus in Development Intervention

<i>Name of Project</i>	<i>No. of Schools/Units for support</i>	<i>INR</i>	<i>\$</i>
1. Education for 2000 Rural Children @Rs. 50,000 x 12=	12	6,00,000	13,043
2. Toilets for 100 Families @ Rs. 4000 x 100=	100	4,00,000	8,696
3. Deep Tubewells for 12000 families @ Rs. Rs. 50000x12=	12	6,00,000	13,043
4. Monitoring Cost for the Project	01	74,000	1,609
	Total:	16,74,000	36,391
Total Project Cost INR		26,46,000	57,522

Fund Requested : \$ 57,522 (\$ 1 = INR 46)

WEST BENGAL



For further information contact

Mr. Sukumar Singh (Secretary)

MASS EDUCATION

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E-mail : mass@cal.vsnl.net.in

Website: www.developmenttourism.com

General

- | | | |
|----|---|---|
| 1 | Name/Proposed Name of the Institute:
(with full address) | Mass Education Technical
Training Institute
Vill. Tetulberia, Mirzapur More,
P.O. & P.S. Mathurapur,
Dist. 24 Parganas (South). |
| 2 | Year of foundation/Proposed year of
foundation | 1978 |
| 3 | Name of the Trust /Foundation /
Society for running the Institute | Mass Education
Mahamayatala, Garia P.O.,
Kolkata – 700 084. |
| 4 | Does the Trust / Foundation Society :
belong to a religious body or
minority community ?
If so, give details. | No |
| 5 | Whether the Trust / Foundation /
Society is registered ?
If so, Registration No. and name of
the Act under which registered. | Yes, Regd. No. S/22243 of
1978-1979.
Registered Under W.B. Act
1961 & Regd. Under FCRA. |
| 6. | Bank Details | American Express Bank Ltd.
21 Old Court House Street
Kolkata- 700 001.
Mass Education – FCRA A/C
Savings Account
A/C No. 420148025 |

II. Particulars of the Institution

- | | | |
|----|---|---|
| 7. | Exact Location of the said institute :
with full postal address, Development
Block, Police Station, name of the
nearest Railway Station, distance
from Railway Station, Bus stand,
mode of transport | Exact Location of the utilisation -
Vill. Tetulberia, Mirzapur More,
P.O. & P.S.- Mathurapur,
Dist. 24 Parganas (South).
Nearest Railway Station-
Mathurapur.
Distance from Railway Station–
1.1/2 Km. Bus Stand-Mathurapur
Mode of Transport by Bus
Kolkata – Mathurapur by State
Transport or By Private Bus. |
|----|---|---|

8 Whether there is any such training : No,
Centre already existing in the
locality

Distance (in km.) from Kolkata : 50 Km away from Kolkata.

Justification for establishment of the Proposed Training Institute :

- Mass Education is a social development organisation. During the last 26 years it intervened in various sectors of social development and one of its major thrust area is promotion of Primary Education / Secondary Education to the rural poor particularly the girl children. Its constant endeavour during the last 26 years brought about 60 non-formal schools and three High Schools, one of which is recognized by the Board of Secondary Education. Mass Education have schools in the non-formal sector covering role strength of 15,500 children, a large member of whom are drop outs. Mass Education conducts regular Training Programme for these schools Teachers to up date skill and knowledge and Technical Training for the unemployed Youth to create employment opportunities.

Mass Education has set up a large complex – Three storied building with a sprawling open compound at Tetulberia, Mirzapur More, P.O. & P.S. Mathurapur, Dist 24 Parganas (S). This building is covering 40,000 square feet of area, out of which 6,000 Sq. ft. have been earmarked for the ‘Guide & Hospitality Management Training’ with facilities of three large Training Halls each with an accommodation capacity of more than 150 students. Library & reading rooms, computer room, office room, Teachers common room, separate hostel accommodation for Gents and Ladies, Privy and Urinals and Canteen, etc. The existing facilities can accommodate 100 – 150 Trainees with allied facilities, electricity and potable waters/Tank for Pisciculture and swimming. Arrangements are there for sports & games. Total area covered is on 2.5 acres of land.

9. Is the said Institution for Male/ : Co-educational.
Female/Co-educational?

10. Working hours of the said Institute : 11 A.M. to 4 P.M. (Monday to
Saturday).

11. Medium of Instruction : Bengali

12. Whether admission in the said : Open to all without any discrimi-
Institute is open for all without nation based on religion, caste,
any discrimination based on creed or race.
religion, caste, creed or race

II. Academic Inputs

13. Whether Curriculum, Syllabus and : Yes
Courses of Studies are prepared.

14. Students’ Intake (Should be not less : 150

than 100 and not to exceed 150)

IV Teaching and Non-Teaching Staff

15. Whether Teacher-student ratio as per : Yes, in the ratio of 1 : 20
norm will be observed
[N.B. It should not exceed 1:20]
16. Number of teachers (full time/ : Teachers & other Staffs will be
part time) already appointed/ to be
appointed.

West Bengal

