



Jammu & Kashmir Tourism Development Corporation Limited

Tourist Reception Centre Srinagar

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Principal
Institute of Hotel Management
Rajbagh Srinagar

Sub: Launch of Homestay Scheme – Imparting of training thereof

Sir,

The Government of Jammu & Kashmir Union Territory has launched a program for providing home stay facilities to the visiting tourists to let them stay in a 'home' out of home to mingle with the local people, experience the culture and heritage, engage in the rituals and customs of people and get a flavour of the local lifestyle. Besides, this will help in overcoming the dearth of accommodation wherever the same is unavailable or inadequate to cater the quantum of visitors. In order to make the program successful, Jammu & Kashmir Tourism Development Corporation (JKTDC) in collaboration with Mission Youth J&K intends to hold a **Capacity Building Program** at TRC Jammu to the empanelled/ aspiring candidates who wish to work on the project for developing home-stay facilities at their native places. The guidelines for the project have been framed and shall be published shortly. The concept of Homestays will provide an opportunity to the local community members for active participation in tourism activities and act as a source of income for the local residents.

In this connection, you are requested to inform the pass-out candidates aspiring to work in tourism sector & have potential/ avenues to establish homestay facility at their respective places, to participate in the Capacity Building Program to be held shortly. The interested candidates can furnish their details to this office through email at jktcdmedia@gmail.com or send on WhatsApp No. 9419212448 by or before 10-06-2022.

Thanking you in anticipation.

yours faithfully,

S. F. Hamid (IAS)
Managing Director

No: JKTDC/MD/PS/ 351-55

Dated: 09/06/2022

Copy to the;

1. Chief Executive Officer, Mission Youth J&K.
2. Secretary to Government, Tourism Department.
3. Pvt. Secretary to Chief Secretary.
4. Pvt. Secretary to Principal Secretary to Hon'ble LG J&K.