

1. **NER Tourism: Technology intervention for Sustainable Development of regional tourism of NER**

NER Tourism is an Integrated Tourism Information and Management System for the promotion of regional tourism of North Eastern States. An integrated system with all stake holder in a single platform like State Tourism Development Corporation, Tourist Operator, Hotels, State Guest House, Local State Transport, local shopping places and local traditional handloom and handicraft item, authenticate North Eastern Cuisine and much more. NER Tourism is the State of art single window tourism information and facilitation Centre with dedicated staff to guide and help the tourist to visit across any border of NER. The portal can also be used to grant Inner Line Permit(ILP) to the Indian visitors using Single Sign on with AADHAR authentication.

 The project fall under the focus area of **Regional Tourism** as indicated under Scheme Guidelines.

1. **RATIONALE OF THE PROJECT:**

The North-east India covers 7.9 percent of total geographical land area of country with the total area of 2.62 lakhs in square kilometer. It poses a unique biodiversity in the world. People often describe the northeast of India as a backwater – we prefer to think of it as the gateway to a wild frontier. This is a virgin land of green meadows, lush bamboo jungles, gushing waterfalls, hilly rivers, distinct flora and fauna and myths and mysteries of tribal world. Visiting North-east India is a trip that leaves a sentence etched in memory forever. Having such a unique and wonderful beauty across all the 8 States of NER, it is still tenuously connected to the rest of India, like they are world apart from Indian plains.

Tourism is arguably the world's largest and fastest growing industry. Most governments encourage tourism for its ability to spread economic development and reduce inequalities in income distribution by providing jobs. Tourism has been fund as a major area for revenue generation and regional economic growth in North-east India. Tourism has figured as one of the major thrust areas in the proposed Thai investment in the northeast. The central Indian government and provincial governments in the Northeast has taken several policy initiatives with the twofold objectives of promoting industrial development and investment in the Northeast and projecting the region as a potential driver of the Look East Policy (LEP).

Some major problem of tourism development in North-east region, in general, are improper transportation, no other alternative means of transportation to reach the other states and various tourists destination in states, Improper marketing Facilities, the issues of National boundary between states and also International boundary with other Nation like China, safety reasons like terrorism, various social, political and regional imbalances within state and so on are some serious constraints of tourism development in North-eastern part of India. Along with these all, the wrong mind set of the tourists, especially domestic tourists, about the North-east region as a tribal state is another old aged psychological constraint. All these have to shutout to have a fullest development in tourism as per the capacity of the North-eastern beauty. Further, the problem of permits system and period of permit for both inbound and outbound tourists is another major hurdle in the development of tourism in the region. The ILP is required for Indian citizens who wish to visit Arunachal Pradesh, Nagaland and Mizoram; the PAP and the RAP are applicable to foreign nationals who have to be granted special permission to travel on recognized routes by the relevant authorities.

2. **OBJECTIVES**

- Leverage ICT to establish a digital e-Governance ecosystem to promote NER Tourism and integrate all related Tourism services over common platform and provide hassle free and seamless experience to the traveler.
- To ensure Safety of Tourist and misguidance from the locals.
- Developing Dashboard for the Government to monitor Tourism activities across various parts of Northeast helping government for planning and management to promote the tourism and marketing.

Centre for Development of Advanced Computing(C-DAC)

- Creating a sustainable model with an integrated approach to map all stake holders of tourism in NER and increase in the efficiency of logistics and supply chain management. Helping Government in revenue generation and ensuring regional economic growth in North East India.
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3. PROGRAM DELIVERABLES

- NER Tourism will be the Integrated single window platform for the tourist to plan, travel, tracking, booking and marketing. Visitors can request for ILP Passes using Single sign-on Aadhar based authentication.
- NER Tourism will be a Common platform is empowered with latest technology including GPS Mapping, AR/VR Tours to famous tourist places of NER, NER Disaster Risk Reduction Alerts Dashboard, Emergency Alerts via SMS, Promotional Services to promote tourism across Indian citizens and A common platform for online booking of Tourist Spots.
- NER Tourism Single Sign On- An integrated system with all stake holder in a single platform like State Tourism Development Corporation, Tourist Operator, Hotels, State Guest House, Local State Transport, local shopping places and local traditional handloom and handicraft item, authenticate North Eastern Cousine
- NER Tourism Tourist Identity Card will issue a physical GPS enabled Tourist Identity Card to the traveler so that Tourist can travel safely and can be tracked during any unforeseen event or emergency. This will also help government to monitor the tourism activities across NER and hence may help government to develop most frequently travelled tourist Spots by providing better amenities.
- NER Tourism online Marketplace will provide opportunity to the locals to sale local craft items, and provide services as tour guide, local home stays, restaurant etc.
- NER Tourism Mobile Application for NER Tourism where tourist can register, store and share travel information with the other community and many more.
- VIRTUAL TOURISM: Using AR/VR creating a virtual tourism platform of NER for promotion of NER Tourism.
- TOURISM INFORMATION AND FACILITATION CENTRE: A state of art Tourism information and facilitation centre in East State of NER using Artificial Intelligence Chatbot for assistance in travel plan and assistance, CRM Software, dedicated social media Youtube Channel, FB, Instagram for tourist services and promotion. A single dial no applicable for all 8 states like 112.
- Capacity Building and Training for Hospitality and Tourism for youth of North Eastern States using technology.

4. KPIS FOR MONITORING THE PROJECT

- Number of Tourist Register for the Tourist Identity Card
- Number of Tourist avail the services through the web portal and Mobile App
- Number of Download of Mobile App
- Number of user registered in the web and mobile app
- Number of tourist visited NER availing services through the integrated system
- Increase in number of tourist visited in NER

5. INDICES IMPACTING KPIS

Indices	KPI
<ul style="list-style-type: none">Development of connectivity of deprived areas/location of NER for better tourist attraction	Increase in No of tourist visit
<ul style="list-style-type: none">Promotion of Handicraft and handloom and other exclusive items of NER to increase livelihood of locals	Increase in turnover and sales
<ul style="list-style-type: none">Hospitality services including Homestay, Authentic Cousine, Products, natural resource, food and preservation technique,	Increase in No of tourist availing the services
<ul style="list-style-type: none">Sustainable model for increase in efficiency in logistic and supply chain management in NER	Improve in delivery and transportation time

6. ROUGH COST ESTIMATE AND DEVELOPMENT TIME

Rs 50 Crores