Detailed Project Report

"Greater participation by local communities and livelihood activities
&
Strengthened Capacity of Sector agencies and local communities"

Submitted To

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Project Management Unit- IDIPT/TN/ADB
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CONTENTS

Executive Summary

Entrepreneurship Development and Innovation Institute (EDII), Tamil Nadu, was established in 2001 by Government of Tamil Nadu as a Non-Profit Society administered by the Department of Micro, Small and Medium Enterprises (MSME) Government of Tamil Nadu. It is an Apex Organization in the arena of building 'Entrepreneurial Ecosystem' through Capacity Building, Mentoring, Net working and hand holding existing and aspiring entrepreneurs, supporting Micro Small and Medium Enterprises (MSME) and clusters. EDII also serves as the **State Nodal Institution** for 'Innovation Promotion' in MSME sector.

EDII is the Nodal Agency for imparting training to the beneficiaries of Central and State Government schemes. EDII is also working closely with MSME associations of the Stare & District level and other stakeholders like Universities, Research Institutes, Business Incubators etc across the State. Till date, since inception, EDII has trained over 1.8 lakh entrepreneurs in various levels and fields.

Entrepreneurship Development and Innovation Institute is also supporting MSME Clusters assisted by SIDCO under MSME-CDP of Ministry of MSME, Government of India, through a *Cluster Development Programme* from the stage of its formation to reach sustainable growth through training, workshops for Special Purpose vehicle (SPV) members and Cluster officials.

Tamil Nadu as a State in India with all its tradition, culture, heritage and history which is as old as 2000 years, has the outstanding inflow of Tourists both domestic and foreign visiting most of the tourists sites over the period of time. The recent surveys conducted have also indicated the State of Tamil Nadu as one of the most preferred tourism places in the Country. Tamil Nadu is also attracting good number of Foreign Tourists. It is commendable to note that Tourism department, Government of Tamil Nadu has taken tremendous efforts to provide the best infrastructural facilities at all Tourist sites with the support of Asian Development Bank. As part of its Goals and Objective, under the Tourism Policy it has also been planned to strengthen the capacity of Sector agencies and stakeholders including local communities.

The State Government has also given tremendous importance to Tourism considering the generation of Foreign Exchange for the Country as well as generating employment especially in the services sector which helps improve the standard of living and quality of life of the people. The Tourists, particularly foreigners have a special liking for Tamil Nadu because of its traditional crafts, cuisine etc. The Tamil Nadu's traditional food, particularly Chettinad, Madurai and Kongu regions provide varied taste and forms, an attractive factor to enhance tourist arrivals.

The Tourism department, Tamil Nadu is also giving much importance to Gender Issues and implementing Gender Action Plan as per the guidelines of Asian Development Bank.

Keeping the above aspects in mind, EDII has designed and formulated this proposal on "**Greater participation by local communities and livelihood activities" & "Strengthened Capacity of Sector agencies and local communities".**

1. Greater participation by Local Communities and Livelihood Activities"

The Project design is innovative replicable and sustainable, bringing all stakeholders including the local communities in select Tourism spots in a common platform with a motive to improve their level of 'Skill Sets' and bringing consciousness about the need of 'Quality Improvement / Hygiene aspects'. The local communities in and around the tourist spots are generally those poor and small vendors falling under the category **"Micro Enterprises"** that of street vendors / mobile vendors / small tourists shop owners / small food business serving people and local artisan and handicrafts / handmade product producers, sellers. Even though, they are talented and skilled, they lack knowledge on design and quality aspects. They are also lagging in entrepreneurial qualities which limits their business answer. Hench enterprise development is not hastened.

On adopting a cluster based approach there will be a chain of training and monitoring programmes which will have follow up meets even after one year towards achieving the project outcomes. Wherever feasible the project would establish strong local tie-ups supporting the livelihoods and local Micro Small and Medium Enterprises (MSME) which will pave the way for sustaining the Stakeholders platform thereby creating a strong and vibrant bond to propel the system forward through **"Cluster Approach".** The successful cluster approach would lead into more of such sustainable cluster based models showing the way forward.

The project has three main deliverables

1) The "Cluster Approach" model is realistic though ambitious, which should be complemented and supported by State / Central Government's sponsored programme and pursued in the following years.
2) Existing knowledge including methodologies for mapping and defining Livelihoods and Enterprises for quality improvement will be adopted specifically in 2 circuits for adoption in other circuits as clusters within and across
3) The prime mover of the project will be the Community and Local Bodies with defined ownership.

The proposal has been designed giving importance to the following factors:

1. Planning on conducting Quality Improvement Program (QIP) for Food Business Operators and Artisans / local traditional handmade product producers at all important Tourist places in Tamil Nadu.
2. The secondary information available on tourist trends in Tamil Nadu have been analyzed thoroughly so as to identify various areas covered in two main circuits developed with the ADB financial assistance.
3. This proposal aims at improving the skill sets and competency of Food Business Operators (FBO) and artisans with a view to produce and serve the products to international standards and to allure more Foreign & Domestic tourists to Tamil Nadu.
4. It is proposed to involve 'Local Community People' to a larger extent to instill ownership and responsibility for sustainable tourism.
5. With regards to Artisans, the following factors have been given importance:
   - Developing Business Development/Growth Plan
   - Quality and productivity improvement
   - Design Development
   - Financial Literacy (improving access to finance)
   - Market Development (improving access to market, using Digital & Social Media)
   - Effective Business Communication
   - Seminar on Introduction of Appropriate Technology

Key Features of the Project – Sub Component-1

a) The local community and Local Body will be fully involved in the Project and all key stakeholders will play a facilitative role.
b) To have minimum 30% women participation in every consultation process and 60% women participation in programs involved in skill development.
c) 10 livelihood micro clusters managed by Community Based Society (CBS) will be developed through this program.
d) Creating 40 home grown social capital as a cadre in the form of Community Professionals Tourism (CPT) by continuous training.
e) Stakeholders in FBO and Artisans / local traditional micro cluster product producers both direct and indirect will be involved in all capacity building initiatives
f) Monitoring by local community and key stakeholders involved to instill ownership and responsibility as a result of training.

The Project will have following major components:

a) Mapping of local community in all 20 districts of Tranche 4 Tourist Location / Spots will be done by way of 'Participatory Rural Appraisal' (PRA) approach

capitalizing on the indigenous knowledge and opinion of local community people at tourism spots in the planning and management of the projects and programme implementation.

- o Street Play performances based on local folk arts to disseminate information of Gender Issues and Sustainable Tourism with the support of local community.
- o Study and development of FBO and Artisan Cluster, Sensitization and Promotional Seminar / Workshop / Quality Improvement Program
- o Training on QIP to FBO and Design and Skill aspects to Artisans, Linking various aspects of Tourism in to their business activity
- o One day Sensitization programs with Government and Non-government stakeholders so as to involve them and create linkage with local community groups.
- o Greater participation of local community and livelihood aspects will be improved by way of two days training program followed with one day review meets.
- o Entrepreneurship Development and Innovation institute as an Apex State Institute in promoting entrepreneurial skills will try to build a long term relationship with local community people in bridging their participation in developing tourism spots and improve livelihood conditions of such people.
- b) Resource Material preparation and Web Portal creation for data bank
- c) Monitoring, Evaluation, Learning and documentation
- d) Project Management

The budget for implementing this portion of the work in the project has been arrived at Rs 1.80 Crore (Rupees One Crore and Eighty Lakhs only).

2. Regarding "Strengthened Capacity of Sector agencies and Local Communities"

The present effort by EDII on strengthening capacity of sector agencies and local communities in IDIPT TN ADB Tranche-4 till 2020 June will focus on activities to deepen and consolidate the achievements made in the Asian Development Bank (ADB) investments made under the project. It will enable all stakeholders to work in cohesion and as resource base sustaining the initiatives to bring in Responsible Tourism and make Tamil Nadu the most desirable Tourist destination and making "Enchanting Tamil Nadu – Experience Yourself" attractive. This proposal by way of imparting suitable trainings will help various stakeholders in contributing their share in increasing the Domestic and Foreign Tourists to Tamil Nadu.

This proposal aims to build highly qualified and well trained human resources in the public and private sector to develop, manage and serve the industry in a sustainable and competitive manner in accordance with international standards. Intensive training to local communities/ private sector of different stakeholders identified in the project will be given so as to cover various aspects of development and management of tourism businesses, and hospitality skills.

The importance of foreign language skills, safety and security especially of women and children, business opportunity from tourism, growth of local micro and small trade and business activity, pride of nation etc., will be imbibed in this training programme.

The following are the Project Key Features

a) The local Community will be the focal point for all training. The local community and Local Body will be fully involved in the Project and all key stakeholders will play a facilitative role.

b) Creating a cadre of home grown social capital within the community by continuous training.

c) Monitoring by local community and key stakeholders involved to instill ownership, accountability and responsibility as a result of training.

d) All Stakeholders both direct and indirect will be involved and their capacity built.

The key strategic program intervention is Capacity building for Development and integration of Clusters:

a) Training and designing Development programs for direct stakeholders.

b) Training and designing Development programs for indirect stakeholders.

c) Training programs for setting up support systems.

d) Product development and Quality improvement programmes.

The Project will have a special focus on local Stakeholders covering major tourist areas. Special focus will be given to enhance the skills of the local youth through various skills developing training opportunities and various avenues for employment or wage employment around the tourist circuits. Necessary tie-ups with private sector, research institutions and other agencies will be established to provide technical know-how, product development and market linkages. Exposure visits, customized learning platforms would be adopted for creating a better learning atmosphere.

The proposal also makes a mention of the following key outcome indicators – Sub Component -2

a) Focal point for all training would be the local community and local body members including all key stakeholders and a 5 member district team formed for follow-up.

b) 300 members in tourism related skills with two third women participation would be trained.

c) 10 Community based societies(CBS) managed by a minimum of 30% women representatives will be facilitated to safeguard natural, traditional and cultural importance.

d) Monitoring by local community and key stakeholders involved to instill ownership, accountability and responsibility as a result of training.

The budget for implementing this portion of the work in the project has been arrived at Rs 2.50 Crores (Rupees Two Crore and Fifty Lakhs only).

3. EDII has designed the project proposal with five major components as under:

The Project will have four major components:

a) Greater Participation by Local Communities and Livelihood Activities
b) Strengthened Capacity of Sector Agencies and Local Communities
c) Resource Material preparation and a Web Portal creation for data bank
d) Monitoring, Evaluation, Learning and documentation
e) Project Management

The major components will have sub components to ensure specific delivery of services.

EDII also makes a commitment to link other relevant schemes under its purview as a follow up to ensure a sustainable tourism.

a. EDII will take measures to conduct the programs envisaged in the proposal within the budget approved in this regard.
b. EDII if needed will reallocate costs within programs then and there based on circumstances prevailing at that time.
c. Wherever additional work or new work is needed to be undertaken then EDII in consultation with Commissioner of Tourism will execute such work with necessary approval.
d. EDII has taken all efforts to justify the expenditure estimated under various heads as comparable to any other programs under Central / State Government Assistance. EDII will put all its sincere efforts to make this project successful.

A. Introduction

A.1. Entrepreneurship Development and Innovation Institute (EDII), Chennai

A.1.1- Brief Profile about EDII

Entrepreneurship Development and Innovation Institute (EDII), Tamil Nadu, an apex organisation in the arena of building entrepreneurial ecosystem through training to the existing and aspiring entrepreneurs, supporting Micro Small and Medium Enterprises (MSME). Entrepreneurship education, Innovation and self-employment promotion in the State was established in 2001 by Government of Tamil Nadu as a non-profit society administered by the Department of Micro, Small and Medium Enterprises (MSME), Government of Tamil Nadu. In addition to entrepreneurship development, EDII also serves as the State nodal institution for Innovation promotion in MSME and public sector. Till date, since inception, EDII has trained over 1.5 lakh entrepreneurs in various fields.

EDII is presently headed by the Director in the rank of Principal Secretary and is supervised by a Governing Council, appointed by the Government of Tamil Nadu and consists of senior Secretaries to Government and representatives of Industry as given below:

Principal Secretary to Government, MSME Department.	Chairman
Principal Secretary / Director, Entrepreneurship Development and Innovation Institute	Member-Secretary
Additional Chief Secretary to Government, Finance Department.	Member
Principal Secretary / Industries Commissioner and Director of Industries & Commerce	Member
Principal Secretary to Government, Higher Education Department.	Member
Additional Chief Secretary to Government, Industries Department.	Member
Managing Director, Tamil Nadu Industrial Investment Corporation (TIIC)	Member
Director, Employment &Training & Managing Director, TNSDC, Guindy	Member
Chief Executive Officer, IITM- Research Park	Member
Director, MSME Development Institute, Government of India, Guindy	Member

A.1.2 - Management

Director, EDII oversees the functioning and implementation of the various activities of the institute on a day today basis. He is assisted by a team of officers including an Additional Director, Joint Director, Deputy Directors, Assistant Directors and Training Coordinators.

A.1.3 – Vision

An aspirational and inclusive entrepreneurship and business innovation culture spread across Tamil Nadu with EDII emerging as the State resource hub in education, training, research & practice in Entrepreneurship & Innovation.

A.1.4 – Mission

Rapid, Sustainable and inclusive growth of micro, small and medium enterprises and innovation by youth and adults across Tamil Nadu through effective entrepreneur competency development, business linkages and partnerships, business network development, advocacy, training, communication, innovation promotion and business facilitation services, leading to job growth and economic development.

A.1.5 - Core Values

Entrepreneurship, Integrity, Objectivity, Timeliness, Teamwork, Excellence, Leadership, Innovation and Quality Consciousness.

A.1.6 – Objectives

EDII has set upon itself the following goals and objectives:

(a) Spread an aspirational entrepreneurship & innovation culture across Tamil Nadu
(b) Build entrepreneurial competencies of aspiring youth and entrepreneurs, including those from disadvantaged sections of society
(c) Enhancement of support ecosystem for entrepreneurs, including technology Start-ups
(d) Reduction in risk of enterprise and innovation failures.
(e) Embedding entrepreneurship education in the formal education system
(f) Research, surveys and publications on entrepreneurship and innovation
(g) Vibrant partnerships with government and non-government players in the entrepreneurship and innovation ecosystem
(h) Policy advocacy for entrepreneurship and innovation with Government agencies.

A.1.7 - Focus areas of EDII

Major focus of EDII is organising entrepreneurship awareness programmes, business launch training programmes for prospective entrepreneurs for establishment of new business ventures and business enhancement courses for existing MSMEs or clusters. The institute offers a wide array of programmes on entrepreneurship, including:

- Entrepreneurship Development Programmes
- MSME Cluster Development Programmes
- Student Innovation & Entrepreneurship Development Programmes
- Start-up & Innovation Promotion Programmes

A.1.8 - Activities during 2016-17

EDII prepared a comprehensive *Strategic Plan for Entrepreneurship & Innovation for 2016-21* encompassing training, facilitation, mentoring, networking, celebration programmes and documentation of entrepreneurship and innovation involving various stakeholders in the entrepreneurship and innovation ecosystem focused on bringing about a new shift in the entrepreneurship ecosystem in the State. Funding for the activities under the Strategic Plan is awaited from Government. Implementation of the Strategic Plan has commenced and the following is a report on the activities in 2016-17:

A.1.9 - Entrepreneurship Development Programmes

Based on the Strategic Plan 2016-2021, EDII switched to providing *life-cycle based facilitation services* for entrepreneurs, focusing on specific needs at every stage of enterprise development. In the year 2016-2017, a total of 15,834 persons have been trained in EDII through various programme covering students, academic institutions, clusters, budding and existing entrepreneurs across Tamil Nadu.

1. In the first phase (ideation stage), a *one-day entrepreneurship awareness camp* was organised jointly with District MSME associations in 85 towns across the State in June and July 2016 in which 9409 potential entrepreneurs participated. These prospective entrepreneurs were briefed about the benefits and challenges of starting businesses, steps to start a business, entrepreneurial competencies to be developed and Government schemes.
2. The *Help Desk* at EDII Chennai campus which commenced in 2015-16, assisted and guided 884 potential entrepreneurs from till date. These candidates were supplied a copy of the EDII Entrepreneurs Handbook and referred for an EDI training programme, either an awareness camp or the Business Model camp, based on the stage of planning.
3. A pilot walk-in *enterprise clinic* is being run in Chennai jointly with Bharat Yuva Shakti Trust (BYST) every Thursday evening at EDII campus since June 2016 and 376 prospective entrepreneurs have been counseled till date by experts for fine tuning their

business proposals. This programme is being expanded to 10 districts under the Business Facilitation Services Programme (BFSP) in collaboration with MSME District or Product Associations. This serves the purpose of clarifying doubts of entrepreneurs in the ideation stage.

4. First generation entrepreneurs continue to have difficulties in selecting and finalizing their business idea and model. To help them, EDII has setup a *Business Opportunity Guidance Centre* in EDII campus with computer terminals with access to an online database of business plans which is part of the EDII portal. Further, EDII proposes to organize a series of sub-sector specific *technical workshops* for entrepreneurs to give them an understanding of markets, technology options, machinery selection options and processes and costing of projects. EDII also helps such entrepreneurs write up their business plan.

5. In the second phase (business planning phase), *five-day business model and plan preparation camps* were organised in collaboration with Rural Self Employment Training Institutes (RSETIs) in 33 locations between August and October 2016 in which 759 persons participated. They were assisted in validating their business model and preparing their business plans and applications for loans under various Government schemes.

6. In the third Phase (business launch phase), entrepreneurs who have availed loans through Government Schemes like UYEGP, PMEGP, NEEDS, TAHDCO, etc, were given training.

7. In business launching and operations management. Under the flagship NEEDS program, in 2016 -17, 590 applicants sanctioned loans under NEEDS have been trained. Similarly, 4182 UYEGP entrepreneurs and 547 PMEGP entrepreneurs have been provided training for a period of 6 days and 10 days respectively in 2016-17.

8. Taking note of the benefits of training of new entrepreneurs under Industries & Commerce schemes, EDII will serve as the nodal training institution for TAHDCO for *training of all TAHDCO beneficiaries* from current year. EDII will train 4212 entrepreneurs covering all districts across the State. Under this program, a *one-day awareness program* on how to write business plan and obtain bank loans for business is being organised for applicants before their applications are processed. Once loans are sanctioned, a *six-day business launch training* is being given to all TAHDCO entrepreneurs prior to disbursement of the loan. Out of the target candidates to be trained, EDII has organised training for 1727 candidates for the year 2016-17.

9. New entrepreneurs under the above schemes are also attached to experienced industry professionals and entrepreneurs to receive mentoring support during the initial years of the business. Entrepreneurship Development and Innovation Institute has created an *online volunteer-mentors platform* (http://www.editn.in/pages/view/mentoring) for registering mentors. Mentors will be oriented, after which they can provide free mentoring services through a combination of telephonic interaction, personal visit by mentor to the mentee's place of business and vice versa. An android app – *Thozhilmunaivor Nanban* is being launched shortly to support online registration and networking of mentors and entrepreneurs.

10. In phase-IV of training (for running MSMEs), EDII focuses on issues of day-to-day relevance to daily operations and future expansion of MSMEs. Taking into account the changing needs of the market, operating MSMEs are provided with short training opportunities from half-day to 5 days on a variety of topics like digital marketing, sales & marketing strategy, export-import procedures, GST, insurance and claims management, digital payments, etc., across the State.

11. A *monthly networking meet* with a talk by a successful entrepreneur is being organized by TiE and EDII at EDII's campus every second friday to enable entrepreneurs to exchange cards and build on each other connections. This program will be expanded to all districts this year.

A.1.10 - Cluster Development Programme

Entrepreneurship Development and Innovation Institute has taken steps to support MSME clusters assisted by SIDCO under MSME-CDP of Ministry of MSME, Government of India, through a *Cluster Development Programme* from the stage of its formation to reach sustainable growth through training workshops for Special Purpose vehicle (SPV) members and cluster officials. A one-day awareness programme was organised with help of Foundation for MSME Clusters (FMC), Delhi for all CDP SPV leaders enabling them to learn about cluster visioning and project management.

EDII is also working jointly with National Productivity Council (NPC) in implementing '*Lean Manufacturing Competitiveness Scheme*' (LMCS) at cluster levels and with National Institute of Design in implementing 'Design Clinic Scheme (DCS)'. The Student Project Design" program will be implemented under DCS is done through IEDP Colleges of EDII.

EDII has also commenced implementation of the *Zero-Effect, Zero-Defect (ZED) programme* in coordination with Quality Council of India (QCI) nominated by Ministry of MSME of the Government of India. Through ZED, MSMEs in Tamil Nadu, especially in manufacturing sector can improve their production or service delivery processes and get themselves rated. This rating will help them in getting linked to OEM supply chains. EDII will complete a one-day ZED awareness program in 32 key clusters and district headquarters before end of March 2017. Thereafter, EDII will commence a 4 module training on ZED processes for MSME owners to enable them to understand and effectively use the ZED rating system to their benefit.

A.1.11 - Research and Innovation

EDII General Council has approved amendment of EDII society By-laws providing for promotion of innovation in MSME and public sector. Henceforth, EDII will also serve as the *State nodal institution for innovation* in Tamil Nadu.

EDII has constituted a *College Entrepreneurship, Innovation and Research Advisory Council* to facilitate research in entrepreneurship and innovation (E&I) as a tool for policy making, encourage publication of papers focused on policies and enable evidence based policy making. EDII will organise a E&I research conference with reputed academic institutions once a year.

EDII has proposed two innovation programs for consideration under Tamil Nadu Innovation Initiative (TANII) which is under advanced consideration of the Government. (a) *Tamil Nadu Manufacturing Incubators Programme* aimed at setting up technology incubators in to State Government Higher Education Institutions and (b) *Tamil Nadu Public Sector Innovation & Entrepreneurship Capacity Building Project* targeting training of Government officials on innovation.

TANSTIA-FNF implemented a successful project on *Innovation Vouchers* at a cost of Rs.5 crores. Innovation Vouchers is a simple and effective funding mechanism to promote product or process innovation by MSMEs in collaboration with a reputed research or product design institution. A proposal for implementing an innovation voucher program in Tamil Nadu is being proposed and sent to Government shortly.

As part of an effort to promote innovation and research efforts by MSMEs, EDII has also commenced coordination with the Global Innovation and Technology Alliance (GITA) to syndicate *funds for research and innovation for MSMEs* from TADF and TAFP as well as many other multilateral sources for R&D by MSMEs. Two workshops were organised jointly on TADF and TAFP with TANSTIA- FNF and GITA to promote these opportunities amongst MSMEs. Over 8 MSMEs have made applications to TADF as a result of these workshops.

A.1.12 - Innovation & Entrepreneurship Development Programme (IEDP)

Entrepreneurship Development and Innovation Institute has launched Innovation and Entrepreneurship Development Programme (IEDP), a comprehensive program for entrepreneurship and innovation development for all Colleges, Polytechnics, etc. Objectives of this programme would be as below:

- Create a positive and dynamic Entrepreneurship & Innovation ecosystem within and around higher educational institutions

- Build entrepreneurial and innovation competencies of faculty, students and alumni

- Support growth and graduation of new high impact enterprises of students, alumni and people.

- Incentivise and support creation and commercialisation of intellectual property.

Under the launched in 2016-17, six leading academic institutions in Chennai, Thanjavur, Madurai, Salem and Coimbatore have been selected as regional hubs for to support 20-25 colleges in that region to support student or alumni entrepreneurs within and around the campus to launch businesses.

Student Innovation & Entrepreneurship Development Programme is supporting creation of an entrepreneurial & innovative ecosystem in Universities, Colleges, Polytechnics and ITIs through training and sensitizing top-management, training faculty in learning-by-doing methodologies and raising student competencies in entrepreneurship and creativity through online entrepreneurship learning courses in college campuses in collaboration with Wadhwani Foundation –National Entrepreneurship Network (WF-NEN). A total of 170 colleges have enrolled. Top management from 169 colleges, 420 faculty members and 400 student e-leaders from spoke colleges have been trained in the IEDP so far and online course developed by NEN is being launched shortly in over 100 campuses.

A series of workshops on *Biotechnology based entrepreneurship* are being organised at Sastra University, for IEDP BT departments to guide and facilitate biotech entrepreneurs. A set of programs on University-Industry Collaboration will also be launched to enable IEDP colleges to understand and tap such partnerships.

A.1.13 - Startup Mission

EDII drafted a Startup TN Action Plan in June 2016 and this is under consideration of the Government. Taking note of this, Government announced a *Startup initiative in colleges* for which Rs.1 crore was announced under the NEEDS program in the Budget for 2016-17.

EDII has tied up with Forge, the incubator of KCT, Coimbatore, to launch a three stage student startup activation process in February-March 2017. 25 finally selected teams with the best business ideas will be put through a 3 day boot camp at Forge Forward Accelerator. Selected teams will be rewarded with financial assistance under the Forge program or EDII startup program to incubate their business.

EDII will also be supporting similar initiatives from other colleges across the State with the goal of enabling launch of student startups. EDII will be organising ideation contests, Grand challenges on specific themes and seed grant support for successful startups.

A.1.14 - Infrastructure

EDII is situated in the Industrial Estate, Guindy in a sprawling 1.91 acre campus in its own where a 1945 sq.m building with a 622.5sq.m hostel have been constructed at a cost of Rs.4.88 Crores with fairly good facilities. It has additional facilities in its old campus at the TI building complex close to the Guindy railway station where big events and regular networking programmes are conducted. Amenities include seating facilities for faculties, training coordinators and adequate floor space to administration and accounts section. Office equipments include PCs, photocopiers, scanners, Wi-fi for trainees and faculty. The campus is networked with a LAN powered by a server.


Infrastructure in campus include:

- Seven Classrooms in new campus
- 2 class rooms in old campus
- Mini conference hall
- Library
- Video conference hall

- Two Computer centres
- Auditorium
- Hostel to accommodate 30 trainees
- VIP room

Classrooms

7 class rooms including a smart class room and 2 computer centres. In 4 class rooms, 25 candidates each can be accommodated for the training. 45 candidates can be accommodated in 2 computer training halls. Smart class room can accommodate 50 candidates. All training halls are provided with computer systems, projectors, internet facilities and audio, video facilities for the benefit of entrepreneurs who come for training. Workshops and seminars are facilitated here.
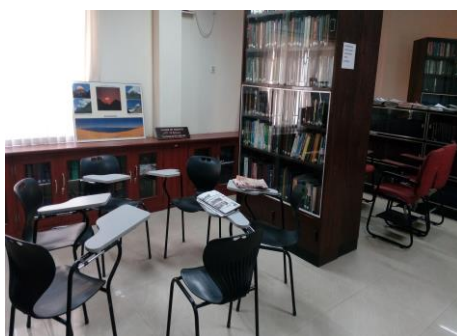
Library

EDII has an excellent library for the benefit of budding entrepreneurs, students, faculty, researchers. The library has a large collection of 4000 books and 1000 project reports from NEEDS (CD'S), TANSTIA (CDS), MSME (DVD's) on projects and is a full-fledged Technical Library with a large array of Books, Journals and published

Resources of Indian & Foreign Authors. Computers are provided for accessibility and navigation. A set of Magazines & Periodicals and CD's to Entrepreneurship education have been procured and subscribed. The library consists of Books under the following subjects:

- Technology guides for specific industries like plastic, electronics, wood, metals, civil engineering, chemical engineering, environment engineering, sanitary engineering, automobile engineering, solar businesses, bio-gas, computer science, etc.
- Books on enterprise management, marketing, leadership & motivation, successful business stories of successful entrepreneurs, skill development, communication, women entrepreneurship, etc.
- Special collection of business ideas and projects on food, waste management, service businesses, home-based businesses, etc., with low or minimal investments.
- English & Tamil Magazines, Journals were subscribed for the user's .News letter, Journals, Bulletins, catalogue, Annual conference books from the Industrial Department also subscribed for the users.

Auditorium

EDII has a spacious auditorium to accommodate 120 trainees conveniently in the T.I Building of EDII. It has now been renovated and has all facilities to conduct one day seminars and workshops connected to strengthening of entrepreneurship across the State. It is easily accessible by both metro and suburban rail and road.

Hostel

EDII's new premise has hostel facilities for the trainee participants undergoing residential trainings. It has facilities to accommodate 30 participants. The hostel has a peaceful environment for the studies. It has dining hall facilities, VIP room, solar heaters, RO drinking water facilities.

Green campus

EDII has installed two 10 KW solar panels to generate green power and are connected to TANGEDCO grid through a bidirectional meter. Through this EDII generates about 2400 units of green power every month, which constitutes 50% of its total power requirement and save Rs 25,000 every month.

A.1.15 - Help Desk

Entrepreneurs need counseling and guidance. To facilitate visitors, a helpdesk was set up in March 2016 at EDII's new campus under an experienced staff to guide visiting youngsters in setting up new businesses. Sector wise reference guides and computer terminals with thousands of project CDs are placed for use of visiting entrepreneurs in a Business Opportunities Guidance Centre at EDIIs campus. 1712 visitors used this facility since its launch in March 2016.

Business Guidance Centre

One of the key objectives outlined in the National Skill Development & Entrepreneurship Policy 2015 is to improve ease of doing business. Government of Tamil Nadu has constituted an Industrial Guidance and Export Promotion Bureau as the Nodal Agency for investment promotion and single window facilitation. To get the clearances / infrastructure support, investors need not contact concerned individual statutory authorities/agencies for getting clearances/infrastructure support and this may result in considerable delays and frustration on the part of investors. To avoid such procedural delays, Government of Tamil Nadu has established an effective **Single Window System** to accord all such pre project clearances at the State Government level.

To promote ease of doing business that is on par with the best in Asia, the Department of MSME will,

a) Devise a comprehensive internationally accepted framework of ease of doing business and periodically undertake benchmark studies.
b) To reduce the number of days taken for granting approval by fixing internationally acceptable timelines for different approvals
c) Facilitate grant of all approval online using common application form through single window mechanism.
d) A central Entrepreneur help desk (call center) will be established.

A sum of Rs.5 crore to meet up the recurring expenses of setting up the Guidance Cell as Single Window Service Bureau and Rs 5cr to meet up the infrastructure cost would be allotted. A total of Rs.10 crore would be set apart for this activity.

Social media presence

EDII web-portal **www.editn.in** has been refurbished with online services such as training program information, mentor registration, mentor selection etc. The institute has made its presence felt on all social

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media sites, such as What's app, Facebook, Twitter and YouTube. Information pertaining to training programmes, events held and expected, etc., along with information useful to entrepreneurs is published from on daily basis on these sites.

A.1.16 - Major Achievements

The major focus of EDII is organising entrepreneurship awareness programs, business launch training programmes, for establishment of new business ventures. The institute offers a wide array of programs on entrepreneurship. Some of the categories of training programs offers till date are:

- Entrepreneurship Development Programmes
- Entrepreneurship Skill Development Programmes
- Cluster Development Programme
- Student Innovation & Entrepreneurship Development Programmes
- ICT activities.
- Research & Innovation.

Pioneering efforts during 2016-17
- Business guidance center
- Cluster Development Programme
- Web Portal
- Android APP
- News Letter
- College IEDP
- Life cycle based EDPs
- Push SMS
- E-Learning
- Student Internship on documentation skills
- Trade fair participation
- Startup activation programme.
- Networking Meet
- Webinars

Highlights achievements since inception

- EDII has trained over 1,59,461 entrepreneurs since inception in 2001.
- 607 Conference / Seminars / Workshops conducted, 32077 candidates benefited so far
- 3,109 entrepreneurs have been trained under NEEDS till date
- 30,097 UYEGP entrepreneurs were provided a 6 day training programme
- 42,880 PMEGP entrepreneurs have been provided training for a period 10 days

- Training grants increased from Rs.4.89 crores in 2015-16 to Rs.7.86 crores in 2016-17, representing an increase of 16% in 2015-16 over 2014-15.
- There has been a steady growth in terms of number of entrepreneurs assisted: 2011-12 (6,744 beneficiaries), 2012-13 (13,504 beneficiaries), 2013-14 (19,443 beneficiaries), 2014-15 (26,633 beneficiaries), 2015-16 (7,974 beneficiaries) and 2016-17 (25,045 beneficiaries).
- 53 different types of EDPs and ESDPs have been conducted over the years ranging from awareness to a month long EDP for NEEDS.
- Experienced entrepreneurs were sourced as mentors to facilitate budding and existing entrepreneurs providing handholding and guidance.
- College level Entrepreneurship Awareness Camps in 212 Colleges covering 22686 were conducted to initiate students into the entrepreneurship mould.
- Under college IEDP 170 colleges enrolled and 305 faculties have trained reaching out to 378 students.

A.1.17 - Communications & ICT

EDII has prepared a detailed communication plan covering social media, electronic media and printed media. This will be largely implemented in 2017-18. EDII web portal (www.editn.in) has been thoroughly revamped and new features are very useful for new entrepreneurs. Users can create their own account with several services including training alerts, mentor linkages, business opportunity alerts, etc.. 18 short e-learning lessons are available. EDII's Facebook, twitter and YouTube accounts are active and constantly bring to users useful information and business tips. An *online volunteer-mentors network* is available for registering mentors. Programme Implementing Agencies that conduct training programs for EDII have been provided an online facility to register all candidates and certificates for successful participants are issued online. Certificates issued by EDII can be verified online.

A.1.18 - Road map for 2017-2018

Responding to the shifting needs of the entrepreneur based on market demands, existing MSMEs will continue to be facilitated through short-term training opportunities from half-day to 5 days on a range of topics like GST preparedness, digital payments, digital marketing, social media marketing strategy etc., across the State in the coming months.

- Mentoring support currently implemented in Chennai with BYST and monthly networking meet organized jointly by TiE and EDII at EDII's campus every second Friday will be extended to 10 other districts under the *Business Facilitation Services Program* in 2017 in collaboration with District Associations or IEDP hub colleges.
- Successful entrepreneurs require recognition and celebration to create an aspirational entrepreneurship culture in Tamil Nadu. It is proposed to organize an annual event to this effect, besides bringing together various stakeholders in the entrepreneurship and

innovation space. The *Annual MSME and Start-up Entrepreneurs Summit* will be organised in June 2017 at Chennai to recognize, celebrate, document successful entrepreneurs besides preparing a road map for stakeholders to grow the ecosystem further.

- The EDII College Entrepreneurship, Innovation and Research Advisory Council will support research by and identifying topics areas of research, promote research projects and disseminate results to various agencies related to entrepreneurship. It would inventorise all E&I research department faculty resources in research and develop an E&I research platform. EDII will also organise a conference of all E&I researchers in Tamil Nadu on an annual basis. EDII will also co-ordinate joint research platform in colleges across Tamil Nadu. EDII will undertake 'Development reporting' by instituting an *Annual State of MSMEs in Tamil Nadu report* to provide a comprehensive view of the state of enterprise development and to help the government make better to show case Tamil Nadu industry, and enterprise development, before the investor community and the public.

- Under Cluster Development Programme, EDII will intensify efforts to enable MSMEs in clusters to adopt lean manufacturing, ZED and Design thinking practices.
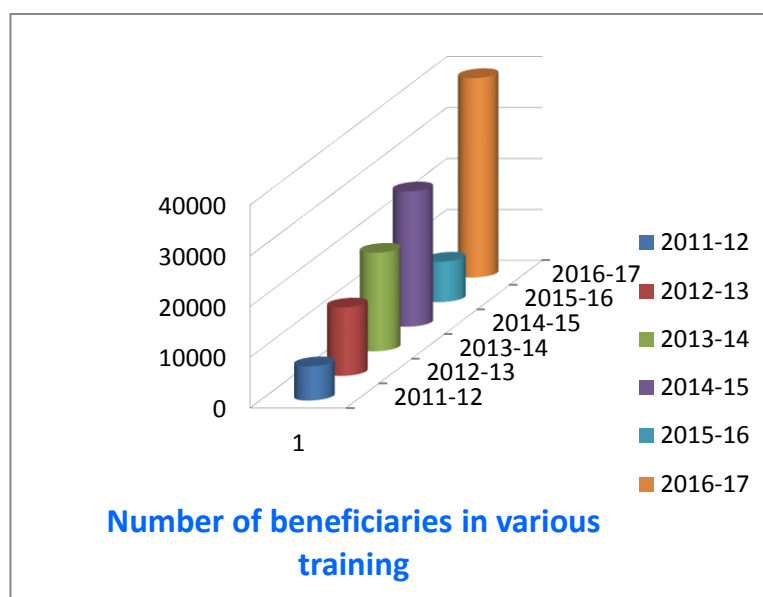
Number of beneficiaries in various training

A.1.19 - Organisational Orgonogram
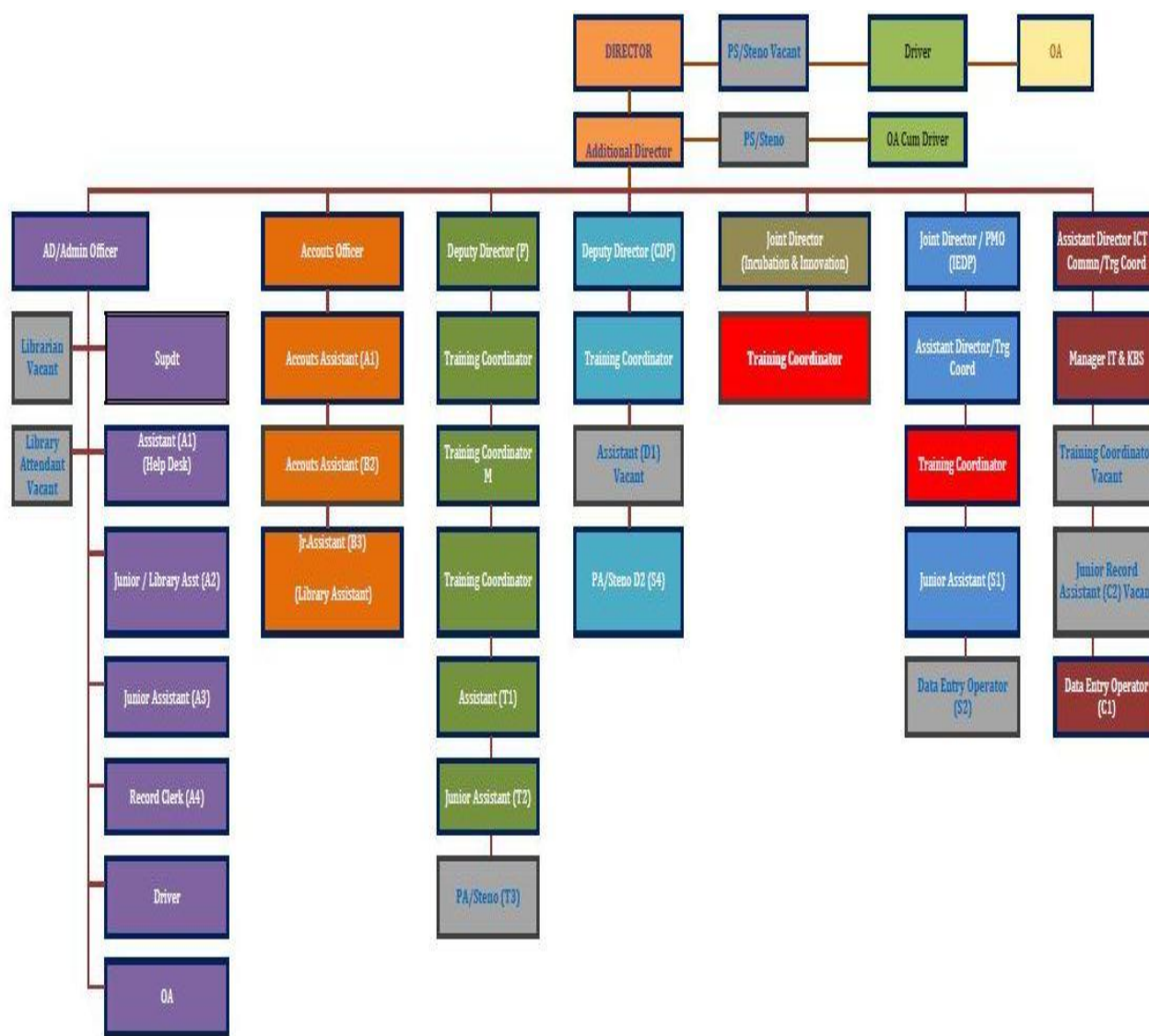
The copy of Annual Report 2016-17 is given in Annexure- I.

A.2. Tourism sector in Tamil Nadu

Tamil Nadu, a place of peace and serenity in the far south of the Indian sub-continent with its feet washed by the Indian Ocean, is a paradise for tourists. People who come here go back with an everlasting memory of the land and people. Tamil Nadu is a land of magnificent temples that remain intact exposing the marvel and glory of the Dravidian culture, art, architecture and spiritual values. Not only temples but Churches and mosques too, declare the inbuilt secularism of the land.

The ancient glory and modern hub of life mingle amazingly well, giving joy and soothing comforts. Long, sandy and sunny beaches abound to brace one's health and enhance happiness. It is also a land of sanctuaries for birds and animals, forests, mountains, hill stations, natural sceneries and waterfalls – enough to forget everything else and be immersed in enchanting beauty. Modern amusement theme parks have come up in various places to provide heart-throbbing and thrilling experience to young and old. The people of Tamil Nadu are traditionally hospitable and friendly – making one feel at home while being there.

A.2.1 - Foreign and Domestic Visitors

As per the news dated Jun 24 2017: The Times of India (Chennai) has reported as under regarding Tourism in Tamil Nadu.:

For the third straight year, Tamil Nadu topped the country in attracting tourists, both foreign and domestic, in 2016.

Data released by the Union tourism ministry on Friday pegged the foreign tourist arrivals in the state last year at 4.72 million, the highest in the country. It was followed Maharashtra and Uttar Pradesh.
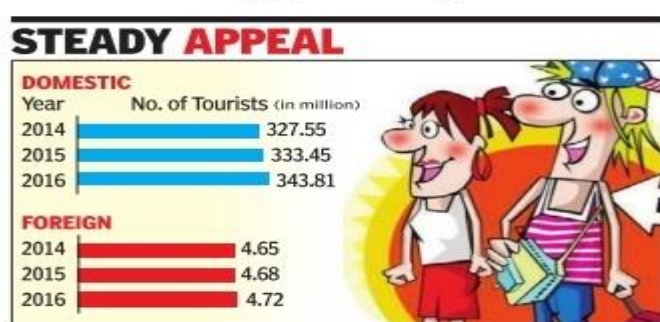
The information released showed that the graph on the footfall of international tourists visiting Tamil Nadu has been witnessing a steady growth in the last three years with the state receiving about 4.68 million foreign tourists in 2015, an increase from 4.65 million in 2014.

Chennai-based approved tour guides' association president P Asoka attributed the increase in foreign tourist arrivals to regular visits of ethnic Indians of Tamil native from abroad and interests of American travellers exploring South India. "The flow of tourists from the US is on the rise during the last five years. Interestingly, tour operators in the US, who were primarily promoting destinations in North India, have started focusing on tourist attractions in the southern states, of late," he said.

Noting that the heritage monuments and temples are one of the major factors driving international tourists to Tamil Nadu, he said, the usual attractions for foreigners down south are Chennai, Mamallapuram, Puducherry, Thanjavur, Madurai, Chettinad and Kochi in Kerala. This apart, inbound tourists from the UK, France, Germany and Spain are the major contributors to Tamil Nadu records.

On the domestic front, the state received 343.81 million travellers last year, hitting a hat-trick in retaining the first position since 2014. "The contribution of top 10 states was about 84.21% to the total number of domestic tourist visits during 2016. Tamil Nadu, Uttar Pradesh and Andhra Pradesh maintained the first, second and third ranks in domestic tourists (arrivals) in 2016," an official statement of the ministry said. While the state recorded 343.81 million domestic tourists in 2016, it was 333.45 million in 2015 and 327.55 million in 2014.

A.2.2 - Evolution of Tamil Nadu

Tamil Nadu is said to be older than Northern India. North India and the Himalayan range appeared on the globe recently in terms of geological time scale. Tamil Nadu existed before that as part of the continent that linked Africa and Australia together. It was called *Lemuria* or *Kumarik Kandam*. So the origin of the first man should have taken place somewhere in this continent, and later, the race should have migrated to various parts of the world. The Tamil or the Dravidians are therefore one of the earliest races of the world. Prehistoric tools and weapons and burial sites have been discovered in various parts of Tamil Nadu. The earliest known period of organised life and history of the Tamils belongs to the *Sangam* Age.

Though the exact dates are disputed, it is pre-Aryan, non-Aryan and roughly goes back to 4000 BC. The first, second and third *Sangams* flourished during this period and the Tamil poets of these *Sangams*or Academies produced numerouss   literary works. Though most of them have been lost, a few anthologies are available in printed form. They throw considerable light on the everyday life of the people of those times and also reveal their culture, polity and social set-up. The country was ruled by three kingdoms called the Pandyas, Cheras and Cholas. The Chera Kingdom is the modern Kerala state. The Pandyas ruled the South and the Cholas the North.

The *Sangam* Age is supposed to be the Golden Age of Tamils. After the *Sangam* Age, there is a dark period and the land comes under the domination of an alien race called the 'Kalabras'. There was chaos, confusion and instability as a result of which there is little evidence of the happenings of this period. This period was followed by the Pallavas who ruled the country for over two centuries (600 AD to 800 AD). Though the Pallavas were also alien, there was stability, peace prevailed and a lot of constructive work followed. Kanchipuram was their head quarter and the Pallavas were patrons of art, architecture and literature. The advent of rock temples by the Pallavas is a breakthrough in the construction of temples which were hitherto built with wood, brick and mud. Even today, these rock-cut temples are seen in their pristine beauty in various places.

The Pallava period was followed by Cholas. They ruled the country from 9th centuryAD to 13thAD. They gave a clean administration and people were free from worries. They were great conquerors and builders of great temples. Art, architecture, literature and spiritualism flourished during the Chola reign. The art of metal casting and bronze icons were a specialty of this period. The amazing product is the icon of the cosmic dancer – Nataraja – the presiding deity of Chidambaram Temple.

The Cholas were overthrown by the later Pandyas for a brief period in the early 14th century. During this period, the Khiljis invaded the South and the Pandya capital was sacked and a sultanate formed that was destroyed by the rise of the Hindu Vijayanagara Empire. The Vijayanagara Empire prevented the spread of the Muslim rule south of river Thungabadra. The Vijayanagara kings and their governors undertook the process of renovating most of the ageing and decaying temples. The main feature of their temple works was the erecting of Raja Gopuram or the tall temple towers at the threshold of the temples. As a result of their supremacy, the Nayak dynasty adorned the thrones of Madurai,Thanjavur and Trichy. Their contribution to temple architecture was considerable and a valuable addition to those already done by the Pallavas, Cholas and the Pandyas.

The Nayaks continued long after the fall of the Vijayanagara Empire. The rise of the Marathas had its impact on Tamil Nadu and there was Maratha rule for a brief period in Thanjavur and its neighbourhood. After this, Tamil Nadu was in Muslim rule of the Nawab of Arcot. The advent of the Europeans and their struggle for supremacy resulted in the founding of the British Empire. The first presidency established by them was Madras i.e. in Tamil Nadu. During the Pallava period, Buddhism, Jainism, Vaishnavism, and Saivism had an ardent following. Then came Islam and Christianity. Thus a secular seed of tolerance was sown in Tamil Nadu and places of worships of all of them flourished. Today one can find monuments and temples of all sorts throughout the state. Madras, now Chennai, the first city of Tamil Nadu, is comparatively a new city. The erstwhile villages of Mylapore, Triplicane, Ezhumbur (Egmore) etc., all part of Chennai, have a recorded historical past centuries older than Chennai itself. Chennai, the present Gateway to the South of India is however, only about 350 years old.

Chennai is ever growing, changing and pulsating with new activities. Chennai, as on today, is one of the great metropolitan cities of the world, and the fourth largest city in India, grew from the fort that Francis Day and his superior Andrew Cogan of East India Company built on a narrow spit of no-man's land negotiated with the local governor of the Vijayanagar Empire. The approximately 5km sand strip has grown into a city of about 170 km with a population of nearly 6million.Chennai was the first major British settlement in India and it was here that many who went on to build the Empire first learnt their trade. As a consequence, the city is replete with much that is of significance in British Indian history. But the much older settlements have stories to tell too, and so the city is an amalgam of ancient and more modern history. Wherever one may go in Chennai, one will find history written in every name. The particularly charming features of Chennai are its allegiance to ancient traditions, no matter how modernised it has become and its willingness to spread out further rather than develop into a multi-storey concrete jungle.

The result is a widespread city still open to the skies; a green, airy city with several vestiges of its rural past; a city that adheres to the leisurely tempo of the life of a world of yesterday; a city whose values of the other day still survive amidst the humdrum bustle of today; a city that still retains the charm, culture, hospitality and courtesies of the ages. In this gracious, spacious city there is much to see. A suggested tour round the city is best completed by following this route: Fort St. George, Pantheon Complex, Valluvar Kottam, St. Thomas Mount, Guindy National Park, the Shrines of Mylapore and Triplicane, Government Estate, the Marina and Anna Salai. Newer attractions are –theme parks such as Kishkinta, MGM Dizzy World and Little Folks, Vandalur Zoo, VGP Golden Beach Resort, Crocodile Bank and Muttukadu Boat house.

A.2.3 - Geographic Features

Tamil Nadu is one of the southern states of India and is located in the Northern hemisphere between 8º N and 13º N latitude and between 78º E and 80º E longitude . It is bounded by the states of Karnataka and Andhra Pradesh in the North, and Kerala in the West. The southern tip is in the Indian Ocean and the long eastern coast is lapped by the Bay of Bengal. Point Calimere forms the eastern-most tip and the Mudumalai wildlife sanctuary is the western-most tip. The northern extreme touches Lake Pulicat. The southern-most tip is Cape Comorin, popularly known as Kanyakumari. Tamil Nadu has a population over 55.8 millions and occupies an area of 130,058km.

A.2.4 – Various type of Tourism

The key contributor to Tamil Nadu's tourism success is the development of niche tourism segments. For example, Tamil Nadu is associated with three major segments: Pilgrimage, Heritage and Hill station holidays. The other important segments are eco-tourism, adventure and wildlife tourism. The state has a number of attractions such as a long shoreline with excellent beaches, temples and monuments with ancient architecture, popular hill resorts and

sanctuaries, and United Nations Educational, Scientific and Cultural Organisation's (UNESCO) declared world heritage sites. Tamil Nadu's tourism industry is among the largest in India. Tourism has the potential to provide high level of local employment. Tamil Nadu has considerable natural endowments that enable tourism as an industry to flourish.

A.2.5 - Tamil Nadu Tourism vision and status

The Vision Tamil Nadu 2023 Strategic Plan for Infrastructure Development in Tamil Nadu was launched by the then Honourable Chief Minister on March 22, 2012. The Vision document outlined the outcomes that are targeted to be achieved by 2023. The focus of the Vision is on implementing physical and social infrastructure projects that will aid economic development and make Tamil Nadu the most prosperous and progressive state in the country.

The State is promoted as "Enchanting Tamil Nadu" and has several tourist attractions such as beaches, forests, hill stations, national parks, wildlife sanctuaries, pilgrimage and heritage locations as well as the long and bio diverse coastline. The Government of Tamil Nadu has its tourist offices at several key tourist centres including other state capitals such as Mumbai, Kolkata, Goa and New Delhi. In addition, there are tourist information centres at Hyderabad, Thiruvananthapuram, Bengaluru and important railway stations and airports.

Targeted promotional strategies and extensive marketing campaigns through print and electronic media at the national and international levels and creation and upgradation of basic amenities and infrastructure at tourist destinations have resulted in the increase of tourist arrivals to Tamil Nadu. The current statistical figures stands as under:

Table: A.1

Year	Domestic	Foreign	Total (in Lakhs)
2012	1841.37	35.62	1876.99
2013	2442.32	39.90	2482.22
2014	3275.55	46.88	3322.13
2015	3334.59	46.85	3381.44
2016	3438.10	47.20	3485.30

Source: Ministry of Tourism, Government of India

India Tourism Statistics at a Glance, 2015 Share of Top 3 States/UTs of India in Number of Domestic Tourist Visits in 2015.

Table: A.2

Rank	State / UT	Number	Percentage % share
1	Tamil Nadu	333459047	23.3
2	Uttar Pradesh	204888457	14.3
3	Andhra Pradesh	121591054	8.5
4	Other States /UT	772035236	53.9
	Total	1431973794	100

Source: Ministry of Tourism, Government of India

India Tourism Statistics at a Glance, 2015 Share of Top 3 States/UTs of India in Number of Foreign Tourist Visits in 2015.

Table: A.3

Rank	State / UT	Number	Percentage % share
1	Tamil Nadu	4684707	20.1
2	Maharashtra	4408916	18.9
3	Uttar Pradesh	3104062	13.3
4	Other States /UT	8423178	47.7
	Total	20620863	100

Source: Ministry of Tourism, Government of India

A.2.6 - Food and Art & Crafts of Tamil Nadu

A.2.6.1.1 Food Culture in Tamil Nadu

The food culture and traditions of Tamil Nadu has been shaped by its long history, unique geography, and greatly influenced by the different rulers, travellers and neighbours. Food is an important part of Tamil culture, and also playing a vital role in everyday life as well as in festivals. In many families, everyday meals are sit-down affairs consisting of two to three main course dishes, carbohydrate staples such as Rice, varied accompaniments such as chutneys and pickles, as well as desserts.

Tamil cuisine is generally famous for its different species and also for spicy foods. Tamil Nadu cuisine is of wide variety of tasty dishes and offers wide range of both vegetarian and non-vegetarian dishes.

Tamil cuisine has well known curries for instance Sambar, Rasam or perhaps kuzhambu. Food is not just important for eating, but it is also a way of socializing, getting together with family, relatives and friends.

The State's varied regions have given rise to an amazing range of preparations that are special to each area. The choice of vegetarian meals is wide and most dishes are rice based. Grams, lentils, vegetables, rice and spices add an incredible taste to the South Indian food. A traditional South Indian meal is served on a freshly cut green banana leaves. For nonvegetarians, fish, chicken, and mutton are common whereas beef and pork are only rarely eaten.

For kaalai chirtrundi (breakfast or Tiffin), the favourites include rice idly (soft steamed fluffy rice cakes), dosai (thin crisp pancakes either plain or stuffed with potatoes), vadai(deep fried lentil doughnuts), pongal (cooked rice with lentils and flavoured with ghee, pepper, cumin seeds, curry leaves, ginger bits and cashew nuts), all served with coconut chutney, sambar (seasoned lentil and vegetable broth) and chilli powder (a mix of various dried lentils, chilly and salt with oil poured on it) and finally the filter coffee. There are about 40 versions of the regular kind of idlis of which the foot-long-koli idli from Kancheepuram is most sought after.

Steaming these take about 3 hours and it takes another one hour to cool it enough to be served.

The lunch or meals consists of basic boiled rice accompanied by rasam (clear peppery lentil soup), sambar, plain yoghurt, chutney, preparations like curry, poriyal (fried or sauteed vegetable dish), kootu (semi-solid mix of vegetables and lentil), avial (thick mixture of vegetables, curd and coconut, seasoned with coconut oil and curry leaves) and kosumbiri (salad made from split legumes and seasoned with mustard seeds). Lemon rice, curd rice and coconut rice are served as separate courses after the basic rice. Morekuzhambu (buttermilk based curry) is also served. The desert usually is palpayasam (made from the staple rice and sugar cooked in milk and gently flavoured with cardamom). A small banana, appalam or pappad (frumps) and a sweet complete the meal. A beeda or betel leaf and nut package sprinkled with desiccated coconut is the finale of the meal.

The cuisine from Chettinad is a specialty of Tamil Nadu and the non-veg items like chicken chettinad, meen kuzhambu (fish curry) and the eral varuval (prawn fry) are very popular. The pepper spiced, fried mutton, garlic and onion vatral kuzhambu, fried chicken, and drumstick soup from Chettinad are known for their cheer taste. The Tirunelveli area is famous for its fish curry, wheat halwa (wheat pudding rice halwa, and black puttu). In the Coimbatore area, chicken kuzhambu (chicken curry) and sora puttu (seasons flakes of shark fish) are famous and the all time favourite vadai curry (masala vadas dunked in flavoured gravy). The best idli-sambar, dosai-chutney, vatral kuzhambu (gravy prepared with dried sundakkai, small onions cooked in tamarind water), and tamarind rice come from Thanjavur. The idlis prepared by Thanjavur cooks are as soft as jasmine flowers. The place is also better known for its tava dosai (crepe made of semolina along with rice flour and all purpose flour). Madurai is for parotta (a layered dough of refined white flour pressed between hands, baked and fried on hot flat tawa). This extremely popular bread is crushed to pieces and eaten with mutton / chicken curry or vegetable kurma in dinner.

The decoction for the famous Tamil Nadu, filter coffee is made from freshly roasted coffee seeds, grounded, slow brewed in brass or stainless steel filters, filtered and served mixed with hot milk. The frothy mix retains its original aroma and flavour as it is served in a steel tumbler and poured into a bowl.

Tamil Nadu is famous for its deep belief that serving food to others is a service to humanity, as it is common in many regions of India. According to the adage "Athithi Devo Bava"(Guest is God). The region has a rich cuisine involving both traditional vegetarian and non-vegetarian dishes. Rice, legumes and lentils are used extensively and flavour is achieved by the blending of various spices. Vegetables and dairy products are essential accompaniments and tamarind is used as the favoured souring agent.

On special occasions, traditional Tamil dishes are prepared in an elaborate and leisurely way and served in traditional style on a banana leaf. The traditional way of eating a meal involves being seated on the floor, having the food served on a banana leaf, and using clean fingers of the right hand to transfer the food to the mouth. After the meal, the fingers are washed, and the banana leaf becomes food for cows. Typically breakfast includes Idli or dosa and rice accompanied by lentil preparations Sambar, Rasam and curd for lunch.

Guests sit on a coir mat rolled out on the floor and a full course meal was served on a banana leaf. Nowadays, guests often sit on a dinner table and have the same type of food. Traditionally the banana leaf is laid so that the leaf tip is pointed left. Before the feast begins the leaf is sprinkled with water and cleaned by the diner himself even though the leaves are already clean. The top half of the banana leaf is reserved for accessories, the lower half for the rice. The lower right portion of the leaf may have a scoop of warm sweet milky rice Payasam, Kesari, Sweet Pongal or any Dessert items. While the top left includes a pinch of salt, a dash of pickle and a thimbleful of salad, or a smidgen of chutney. In the middle of the leaf there may be an odd number of fried items like small circles of chips either banana, yam or potato, thin crisp papads or frilly wafers, Appalams and vadai. The top right hand corner is reserved for spicy foods including curry, hot, sweet, or sour and the dry items.

Over a period of time, each geographical area where Tamils have lived has developed its own distinct variant of the common dishes in addition to dishes native to itself. The four divisions of ancient Tamil Nadu are the primary means of dividing Tamil cuisine.

- Chettinad region comprising Karaikudi and adjoining areas is known for both traditional vegetarian dishes like idiyappam, uthappam, paniyaram and non-vegetarian dishes.
- Madurai, Tirunelveli and the other southern districts of Tamil Nadu are known for non-vegetarian food made of mutton, chicken and fish. Parotta made with maida or all-purpose flour, and loosely similar to the north Indian wheat flour-based Parotta. Madurai has its own unique foods such as *jigarthanda*, *muttaiparotta* (minced parotta

and scrambled egg), *paruthipal* (made of cottonseeds) and *Karidosai* (dosai with mutton stuffing).

- Nanjilnadu (Kanniyakumari) region which forms the southern most part is famous for its fish curry and usage of coconut oil as a base for almost all the preparations.
- The western Kongunadu (Coimbatore) region has specialities like Santhakai/Sandhavai (a noodle like item of rice), Oputtu (a sweet tasting pizza-like dish that is dry outside with a sweet stuffing), kola urundai (meatballs), Thengai Paal (sweet hot milk made of jaggery, coconut and cotton seeds), Ulundu Kali (Sweet made out of Jaggery, Gingely Oil and Black Gram), Kasayam (sweet made out of jaggery and rice), Arisimparupu sadam, Ragi puttumavu, Arisi Puttumavu, Kambu Paniyaram, Ragi Pakoda, Thengai Barbi, Kadalai Urundai, Ellu Urundai and Pori Urundai.

A.2.6.1.2-Food Culture in other parts of India / World

Every nation people like specific food according to their taste depending on the traditional food habits, climatic condition, baking and cooking style, nature of oil used, spicy things etc. For example Japanese emphasis placed on food's appearances, small portions and colourful, seasonal vegetables make for a visually appealing and healthy plat. Chinese are using chopsticks which help them to eat slower, which usually mean eat less for them. French associate food with pleasure as opposed to health, the country has lower rates of obesity and cardiovascular disease than U.S. Indian cuisine features tons of spices, which add yummy flavour, appealing colour and surprising health benefits. Spices like turmeric, ginger and red pepper are added to lower cholesterol. They also use aromatics like onions and garlic to lower risk of heart disease. Likewise, even the food habit of South Indians and North Indians also differ much in this aspect.

Taking into account of all above factors, the restaurants are expected to prepare and serve food of various grade, variety and combination to keep the foreign visitors / domestic tourist feel at home while they visit Tamil Nadu.

A.2.6.1.3 –Food Business Operators

From Star Hotels restaurant to Stand-alone restaurants, other Restaurants & Dhabas to street vendors, Food business are abound in all touristically important places. Whereas expert food Business operators are very few.

In the both circuits Eco-Tourism places like Pichavaram, Kalakkadhu, Mundanthurai and coastline area like Nagapattinam, Velankanni, Manappadu etc where trained man-power is not available. Hence it becomes indispensible to impart training to the food business operators.

A.2.7 Artisans

Art & Craft in Tamil Nadu

Handicrafts:

Tamil Nadu handicraft industry is quite widespread across its various districts. The various crafts of Tamil Nadu are mostly created in the remote villages and towns of the state and exported all over the country/world.

Tamil Nadu is known as the temple state of India as the state has remarkable temples with beautiful and intricate figurines and carvings. The history of the state is thousands of years old. The culture of Tamil Nadu is ancient and rich. This is also a perfect destination for religious people. The state has a touch of everything including hill stations, beaches, cities and so on. Moreover, the handicrafts of Tamil Nadu are also a part of the rich culture of the state.

The handicrafts of Tamil Nadu showcase the profuse history of Tamil culture and traditions that has grown over the ages. The different crafts of Tamil Nadu add elegance and splendour to lifestyles of People in Tamil Nadu and all over the world. The various crafts of Tamil Nadu include Thanjavur Paintings, Jewellery, Woodcarving, Stone Carving, Pottery, and much more. The traditional ornate paintings, known as Thanjavur paintings of Tamil Nadu are most distinct paintings of the state. Pure gold foils are used in these paintings and semi precious stones for decoration. Making musical instruments is another craft of Tamil Nadu. In fact, music is a very significant part of Tamil life and most children pursue it during their growing years.

Different categories of Tamil Nadu handicrafts are

1. Paintings of Thanjavur
2. Musical Instruments
3. Jewellery
4. Metalware
5. Pottery
6. Woodcraft
7. Stone Carving
8. Textile

Kautilya provides earlier references to the indigenous arts referring to the pearls of River Tambaraparani in the Pandya Kingdom; Cotton handloom products from Madurai, sandalwood carvings, and the sculptures of Mamallapuram. The famous bronzes of Tamil Nadu reached the zenith of perfection during the rule of the Chola. The love of baroque developed after AD 1370 influenced the temple design. There was a deep-rooted connection

between the art form and craft. With time the village terracotta figures became the great bronzes and the woodcarvings were replicated in great monuments of stone. Outside elements were introduced during the Vijayanagar period. The glorious tradition continues to survive in Tamil Nadu, the ritual kolam drawn with great reverence and creativity by a simple housewife outside her door is still a work of beauty. Terracotta horses still placed as votive offerings in shrines provide permanence to Tamil culture. Still at every festival occasion and celebrations the traditional textiles and jewellery adorns a woman and a bride's trousseau must still include her prayer items.

Bronze

Bronze continue to be the copies of the great Pallava and Chola images, of which the most outstanding figure is Nataraja (Shiva as the cosmic dancer). Another popular figure today is depiction of Lord Ganesha in an impressive variety of iconographic forms.

First, the wax is used to mould the image followed by a coating of clay strengthened with ground cotton, salt and charred husk applied thrice. The heated metal is poured into the mould from which the wax had been heated and removed earlier. Not final touches are made to the image brought out from the cooled mouth. The figures used for worship are solid and those required for decoration are hollow. Earlier copper was used as primary metal and later on the panchaloha (five metals-copper, tin, lead, silver and gold) representing the five elements (earth, air, ether, water and fire) became more popular. The bronze idols made in Swamimalai are mostly in demand. The artisans create a range of exotic bronze images in oxidized, antique, and natural finish. Taking out an Uthasavamurthy in bronze during a temple festival procession is an ancient tradition.

Brass Lamps

The deepam (lamp), the symbol of the God of Fire (Agni) and the sun (Surya) in Hindu philosophy and spirituality has always deified the sacred flame. Tradition has it that a lamp standing guard on an anniversary, initiation, or marriage heightens its solemnity. The early lamps of stone and shell became terracotta and then metal and the brass lamps supported by pedestals. Lamps cased in solid and hollow form adapt the technique of lost wax process.

Characterized by their peculiar shape and use these groups into different classes. The kuthu vilakku (standing lamp) commonly has mythical hamsa (swan) as decoration on the top. A round 5-wicked bowl balanced on a slim pedestal stands on a heavy base. The arathi (votive) lamps generally small in size have handles carved like a cobra, fish, peacock, monkey or other shapes with the number of wicks varying from 1-251. The hand lamps generally decorating the homes have larger and deeper bowl. Gajalakshmi (the Goddess Lakshmi flanked on either side by elephants) and lamps with parrots on the rim of the bowl are most common. The thoondavilakku (hanging lamp) consists of elaborately decorated bowls suspended by chains. The bowl may be Gajalakshmi or Ganesha lamp and the chain is embellished with ornamental female figures at regular intervals. These lamps decorated with

birds and beasts of several species hanging from the arches look beautiful. For the people of Tamil Nadu the lamp is also a symbol of prosperity.

Bells

The genius of the artisanship in the bell production is the making of proper alloy consisting of copper and tin to get the correct sound. Practiced in places like Kumbakonam and Nachiarkoil in Thanjavur district, bells like pooja bells, temple bells and church bells commonly produced vary in size and weight.

Thanjavur Paintings

Apart from bronzes, Thanjavur painting is the other art form most identified with Tamil Nadu. Rajas (a group of Telugu artists) of Mysore who migrated to Thanjavur originated this art in the 10 century. This highly stylised form of painting flourished under the patronage of Nayak rulers. The traditional artists drew themes usually deities like Krishna, Rama, Lakshmi, Ganesha, Nataraja, Muruga on a specially treated plaster surface and then coloured the sketches with vegetable dyes-bright red, royal blue and the occasional ochre and green. Gold leaf was used to emboss the elements like jewels, drapery, and pillars and then these were embedded with semi precious stones. The most popular motifs were the Krishna in childhood, Krishna with his consorts, the coronation of Rama. The traditional motifs painted on wood, glass and mica these days make it affordable. Colourful glass pieces and pearls embellish the painting.

The Paintings of Thanjavur are famous and one of the most significant art and crafts of Tamil Nadu. The unique thing about these paintings is that they are done on wood, glass, mica, ivory as well as on walls. Moreover, a thin sheet of gold is used to color the painting along with primary colours. These Thanjavur paintings on ivory, mica and glass were introduced in the 18th century.

Thanjavur Art Plate

Decorative plates having silver and brass patterns in relief or inlaid are quite popular. The plates feature designs of religious figures, birds, flowers, and geometric patterns beaten out from the back of copper and silver sheets. These then encrust a brass tray, kudam (pot) or panchapaathra (cup).

Formerly used for making ritual objects, this works is now restricted to wall hangings which depict a deity in silver in the centre and alternating copper and silver designs around the rim. A more elaborate form of this art is visible in the kavacham (covering) of the deity and the vimana of the temple. The design is drawn on the sheet metal and in wrought. These plates mounted on a wooden base find extensive use as mementoes.

Jewellery

The desire to adorn with ornaments goes back to the very dawn of civilization when primitive man and women decorated themselves with reeds, feathers, beads, stones. The materials changed to copper, ivory, agate and semi precious stones and later to silver, gold, precious stones and diamonds. However, the motifs of predominant even to this day. In Tamil Nadu leaves of the sacred bo tree, the betel leaf, jasmine buds, the lotus, the shenbogapoo, and chrysanthemum form the basic encrusted with stones dominate the traditional jewellery designs.

The very unique Temple Jewellery of Tamil Nadu as the name suggests is used to bejewel the various deities in the temples. This includes elaborate hair adornments, ear and nose rings, pendants, necklaces, armbands, waistbands and anklets, flower, swan or peacock, serpent and young Krishna playing the flute continue to form the basic design. Now some innovations in the form of hair clips, hair pins, tiny earrings, and belt buckles are in use. The principle was to use a base of gold or silver dipped in gold, intricately patterned and studded with rubies, emeralds or palachai (flat diamonds). Vadasery in Kanniyakumari district is the present hub of temple jewellery manufacturing. Gold unless specified is no longer in use instead it is silver dipped in gold, and the stones are semi precious of coloured glass.

Craft of Making Musical Instruments

The Craft of Making Musical Instruments is another popular craft of Tamil Nadu as music is like life and soul of Tamil Nadu. The art of making musical instruments is regarded as a major craft of the state. Thanjavur, which is the home town of many famous musicians, is the major hub of this craft in Tamil Nadu. This town is famous for families that are involved in the trade of manufacturing Veenas for generations now. Other musical instruments made here are Thamburas with wooden base, the flute, and so on.

Pottery is again a popular craft here. The potters make large terracotta horses and other terracotta art item in this craft.

Woodcraft in Tamil Nadu is used to create basketry and other fiber products, which are also exported abroad. Palm along with grasses, bamboo, and cane, etc., are used to make products such as baskets, ropes, mats etc.

Stone Carving is a rich craft of the state that has received high degree of excellence. Granite carving is very popular and sought after craft. Soapstone is another craft common here.

In addition, Textile is also a popular craft of Tamil Nadu. Cotton Dhothi, Kanchipuram Saris, and many such fabrics are produced in the state.

Handloom

Tradition of Indian Handlooms dates back to prehistoric ages. Its early origin and development through ages can be traced through various Hindu literary sources like Veda,

Upanishad, Ramayana, Mahabharatha and Kautilya's Arthasastra. In Brihatsamhita, Varahamihir who lived in AD 405 describes a wide variety of textiles that were in existence in those days.

On the basis of the archaeological evidence i.e. fragment of cotton cloth dyed with madder found in Mohenjodaro and Harappa (Indus Valley Civilisation), it is known that the art of hand spinning, handloom weaving and dyeing/printing of cotton with natural dyes were practised by our people and it formed an established industry in the country, about 4500 years ago. All testifies to a glorious tradition that has remained for about fifty centuries with changing and reshaping according to the creativity of the artisan and the demands of the monarchs as well as market. It also has a lot of influence from the invasions, trade and cultural contacts with various sects like Mughals, Portuguese, Dutches, Britishers etc. Till 18th century, India was the largest exporter of textiles, obviously hand woven and hand processed with natural dyes, in the world.

Beauty of Indian Textiles, through the centuries, was expressed in various poetic forms by many poets. Two thousand years ago the Tamil poets of Sangam age compared them to the ethereal elusiveness of smoke and vapour. Sheer muslins were the prized possessions of the Romans.

Handloom Silk

The tradition of spinning finds references in the great Tamil works of Porunatrupadai and the Silappathikaram of the Sangam age. the dry hot climate of Tamil Nadu has been the home of luminous silks and brightly hued cottons. The threads are woven together – one for the border and pallu (outer end of the saree) and another for the body creating a rich effect by their colour contrasts and tonal blending.

Particularly famous for silk handloom product, Kancheepuram Saree is unique. the separately woven pallu is attached with the body of the sari. Reputed for its taxture, luster, durability it has a very fine finish. A muhurtha pudavai (brocade bridal sari). Swarna Pookal, and thanga pezhai from Kancheepruam and among the most coveted of women's wardrobe. The sirpakalai pattu is exquisitely designed and intricately hand woven, using the traditional and contemporary weaving techniques, some based on the sculpture of the temples. Sirpakalai pattu is also designed with simpler patterns and motifs. Most of the works in Kancheepuram are concentrated in large co-operative societies. Kumbakonam, Arani, Coimbatore and Madurai are also famous for exquisite weaving of handloom sarees in silk and cotton.

Art and Architecture of Tamil Nadu

Temple architecture showcases the Dravidian style, the hallmark of which is towering gopurams (temple towers) in which statues of gods and goddesses are engraved with a range of filigree works sculpted all over the towering edifice.

In fact the architecture in Meenakshi Amman temple (Madurai), Brihadeeswarar temple (Thanjavur) and in countless others that dot the TN landscape narrates the grand legacy of Tamils who have a cultural history drawing mainly from Hindu scriptures and mythological anecdotes.

While temples are replete with giant marvels in sculptural works and aesthetic carvings, there are monuments like at Mamallapuram seashore resort that just give one a glimpse of the construction ability of Pallava rulers who were known for their seafaring ability and also patronised fine arts and crafts during their reign.
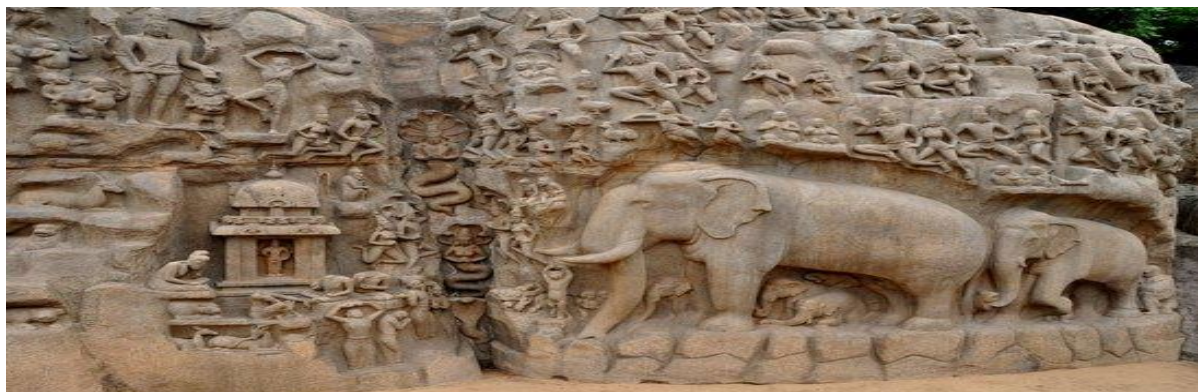
Stone Carvings

The magnificent stone temples, the exquisite carvings, the outstanding sculptures stand testimony to the illustrious ancient craft of Tamil Nadu. The art of stone carving in producing superbly sculpted images, small icons, and columns for temples is now mainly concentrated around Mamallapuram near Chennai.

Other handicraft from Tamil Nadu include temple car of Nagercoil, marapachi bommai (wodden dolls) of Kallakurichi and Arumbavur carved exclusively from red sanders wood; choppuy (toy cooking sets) made out of local sandstone in Nammakal; stone carvings of Kanniyakumari and Mayiladi; the Plaster of Paris Toys created by the Kuyavan community concertrated mainly in Puducherry; the terrracotta utility items and votive objects; the bamboo and cane products made in districts of Chennai, North Arcot and Thanjavur; the sieves and winnow made out of Palmyra fibres in Ramnad and the decorative square baskets of Rameswaram; the pith work of fashioning ivory coloured reed into various playthings in the district of Thanjavur; the block printing of Pudukottai; the cotton applique work to decorate temple chariots produced in Kumbakonam and Thanjavur; the Bhavani durry of Salem and the areca nut boxes and nut crackers. The cotton readymade and textile from Coimbatore, Tirupur, and Madurai and famous throughout the country. The state sun Poompuhar or Tamil Nadu Handicraft Development Corporation (TNHDC) markets most of the traditional art and craft through its stores and is also seeking GI (Geographic Indicator) tag for many of the state's culturally significant items. Online trading is also initiated.

Tamil Nadu Traditional Music

While singing comes naturally to the people here, Tamil language is flexible enough to accommodate the growth of a number of dialects which have their own music genre evolved over centuries.

However, when it comes to the music for the elite group, the Carnatic music that evolved during later half of 18th and early 19th centuries have been known to entertain a refined audience known for their acute sensibilities and knowledge of the music.

But for the masses who could not decipher the intricacies of the Carnatic music, popular numbers having common lyrics snatched from the popular usage hold sway and form an important medium of entertainment.

Tamilnadu Traditional Dance

Rich in diversity, the states boasts of a variety of folk dances like Parai, Karakattam, Villupaatu and Koothu that add spice to the life of local inhabitants including tribes in hill areas. These traditional arts practised by a location-specific group have been the source of livelihood for many who perform them during temple festivals or on any grand occasions.

Bharathanatyam is the officially recognised classical dance form of Tamil Nadu. The dance requires intense training to master its gentle movements, subtle poses and flexible gestures (of senses and body) even as many exponents like Padma Subrahmaniyam have used this medium to become cultural ambassadors of the state in foreign countries.

Mat Weaving

A very ancient art prevalent in Tamil Nadu, mats of exquisite design and weave are weaved from various types of grass, seeds and leaves including those of the screw pine, the date and coconut palm. A small village called Pattamadai in Tirunelveli district is famous for the beautiful mats made from the korai grass, which grow plentifully by the River Thamiraparani. Patthamadai mat was gifted to Queen Elizabeth on her coronation in 1953 and thus it earned

worldwide fame. While the weft in the mats is of reed, the warp is cotton or silk depending upon the quality desired. It is easy to fold a very finely woven mat (140 counts) without causing any damage and it can easily fit into a coat pocket. The best mats weight only 400 grams and it takes a weaver up to two weeks to complete a mat depending on the intricacy of design and the fineness of weave. Mats are also dyed in vegetable colours apart from the natural golden colour of the dried korai grass, however now more of synthetic dyes are used.

Mapping of Art & Crafts associated with Crafts Council of India

CRAFTS COUNCIL OF INDIA

Tamil Nadu

Symbol	Description
▦	Grass craft : Grass mats -korai *pai*; Palmyra leaf- *panna olai*;root craft
	Conch shell and other shell crafts -*valampuri* and *edampuri sanghu*
	TEXTILE :Bobbin lace;weaving -*nisavu*,Crochet
	Metal Images : sheet metal claddings -*Kavasam* or *kavacham* ,bronze casting , lamps - *kuthuvilakku*
	Stone carving - *kallu silai* ;temple construction -*Suthai*, stucco *uyirottam kal*, granite-*karun kall*
	Wood carving - *mara silai*
	Jewellery making - *nagai velai*
	Paper craft :handmade paper
	Pottery and clay -*man panai/ayyanar silai*
	Leather: bags and others -*tholl velai*
	Folk painting : Thanjavur glass paintings- *Pallagal padam*
	Dolls & Toys :*kolu bommai*
	Metalware : Brass repoussé *pithallai thatu*
	Textiles: hand painted : kalamkari, tie / dyeing - *Sungadi*
	Musical instrument : veena,wind instrument *nagaswaram* ;bamboo flu
	Glass
	Textile : applique -*thombai*; Toda embroidery
	theatre crafts: *Muthangi* -(pearl - studded attire)
	Dhurries and rugs
HL	Handloom

Meta-Cluster : Tamilnadu

A.3 - Vision of the Project Proposal

A.3.1 - Vision of the proposal on Greater participation by local communities and livelihood activities & Strengthened Capacity of Sector agencies and local communities"

A.3.1.1 – Project perception

1. The present effort on strengthened capacity of sector agencies and local communities will focus on the following activities to deepen and consolidate the achievements made in the Asian Development Bank (ADB) investments made under the project, influencing other Government programme with similar objectives and clients to work in cohesion and as resource base sustaining the initiatives to bring in responsible Tourism and make Tamil Nadu the most desirable Tourist destination and making "Enchanting Tamil Nadu – Experience Yourself" attractive.

2. The proposal will assist FBOs and Artisans in improving their skill sets and level of competency so as to produce and serve their products to the international level standards and enable them in contributing their share in increasing the Domestic and Foreign Tourist visitors to Tamil Nadu. Necessary design thinking process will also be carried out at Artisan Clusters. Field exposures will also be arranged as part of practical knowledge skill improvement.

3. The proposal will assist various stakeholders in contributing their share in increasing the Domestic and Foreign Tourist visitors to Tamil Nadu. The Capacity Building will focus on the above aspects more specifically and work out on the joint effort to be put into by various stakeholders.

4. This proposal will also give importance to the aspects of Gender Issues at Tourism spots and will focus on Gender Action Plan. The scope of improving the standard of living of local community people and improving the functioning of livelihood clusters will be given much importance.

A.3.1.2 – Project Key Features

a) The local Community will be the focal point for all training. The local community and Local Body will be fully involved in the Project and all key stakeholders will play a facilitation role.

b) People in the local Community involved in Food Business Operations, as well as Artisans and traditional micro cluster product producers will be the focal point for all training. The local community and Local Body will be fully involved in the Project and all key stakeholders will play a facilitation role.

c) Creating home grown social capital by continuous training.

d) Local communities classified as Street Vendors (Mobile, Platform, hops, organized and Unorganized), Food based business vendors (Tiny, Small and Hotelier), Local transport operators (Auto, Van, Cab operators, Travel Agents –

both authorized and unauthorized and Local Artisans (handmade product makers, Narikuravas, artist, artisan and handicraft).

e) Monitoring by local community and key stakeholders involved to instill ownership and responsibility as a result of training.

f) All Stake holders both direct and indirect will be involved and their capacity built.

A.3.1.3 - Total Quantum of Funds required

The Project will have four major components:

a) Greater Participation by Local Communities and Livelihood Activities
b) Strengthened Capacity of Sector Agencies and Local Communities
c) Resource Material preparation and a Web Portal creation for data bank
d) Monitoring, Evaluation, Learning and documentation
e) Project Management

The major components will have sub components to ensure specific delivery of services.

B. The Project Design

B.1. Goal and Objectives

B.1.1. "Greater participation by local communities and livelihood activities"

With regard to local community and livelihood activities at Tourism sector Local Small Vendors / Street Vendors, Food Business Operators and Artisans have been experiencing huge deficit in quality human resources. The scheme organising trainings, seminars and quality improvement programme provides facilitation to cover a wide range of services like health, personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette, and basic manners, basic nutrition values, energy saving techniques, etc., They also need training to improve their business and entrepreneurial skill.

Tourists generally apart from looking into the factors of the Tourist spot also give preference on the Quality of services available on food based services and other products sold locally. They are also interested in visiting rural based and traditional micro artisan clusters as matter of interest during their travel. As QIP for food business operators and artisans will help on a large scale to attract tourists, the proposal is designed with this objective as its goal and the various seminars / workshops / trainings, have been chartered out centered around this theme.

Tourism and hospitality is a diverse industry, being a collection of activities comprising transportation, accommodation, eating and beverages establishment, retail shops, entertainment business and other hospitality services provided to individuals or groups travelling away from home for leisure, business or other purposes. The broad scope of economic activities involved in Tourism enables wide participation in its growth including the participation of informal sector.

Furthermore, tourism is highly dependent upon natural capital (eg. Handicraft / Handloom etc. manufactured with local material / traditional skill and culture. The growth of local community in such sector depends mainly on marketing through visits made by tourist at a manufacturing place.

FBO and Artisan sector is a major generator of employment depending mainly on Tourism. As a highly labour intensive activity, tourism and tourism support activities create a high proportion of employment and career opportunities for low-skilled and semi-skilled workers particularly the poor, female and young workers. Promoting these areas under tourism sector can be an important source for development of lining standards of the local community economy and of the state.

Tourism development should focus on developing tourism from people's perspective by involving panchayats and local communities at various stages. This will help in understanding the social, cultural and environmental impacts of tourism projects on communities enable the development of tourism in a sustainable manner -owned, operated and managed by the people themselves for themselves.

B.1.2. "Strengthened Capacity of Sector agencies and local communities"

The Tourism sector for sustainable development requires a robust and integrated policy framework, and an effective, accountable democratic system of governance that enable and encourage multi-stakeholder collaboration in tourism planning, development and management. Institutional Strengthening and Public Private Partnerships are the most needed factors to carry forward the sustainable development in this sector. People in general view tourism as a way of life rather than a luxury reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. With rapid development in the field of transport and communications, the size of the global tourism industry is likely to double in the next decade.

The 'visa on arrival' scheme introduced by Government of India is also enhancing foreign tourist arrivals. The tourism industry in India is economically important and it is growing rapidly. Tamil Nadu is a State with multifarious tourist attractions. It has mountains, verdant vegetation, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence. Tourism is also declared as an "Industry".

With regard to Capacity Building of stakeholders, in order to improve the overall quality of products and services within the tourism industry (all tourism-related accommodation, restaurants, tour guides, tour operators, and other tourism-related service providers etc.,), need based skill development training is to be provided for them. Moreover, we have to create sustainable backward linkages between micro producers and service providers and the tourism sector (hotels, restaurants, tour operators) in order to make this sector strong and sustainable on its own. All the stakeholders promote environmentally and culturally sustainable and socially inclusive tourism. It is pertinent encouragement of private sector and community participation only can bring in responsible tourism.

The prime objective of this sub-project under the ADB sanctioned project would be capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, empowerment of women and disadvantaged groups.

This proposal is aiming to build up highly qualified and well trained human resources in the public and private sectors to develop, manage and serve the industry in a sustainable and competitive manner in accordance with international standards. Intensive training to local communities/ private sector of different stakeholders identified in the project will be provided. Training will be in given on various aspects of development and management of tourism businesses, and hospitality skills. The importance of language skills, safety and

security, business opportunity from tourism, growth of local micro and small trade and business activity, pride of nation etc., will be focussed in this training program.

Special focus on 'Capacity development of Tourism related Institutions and Officials' will be given (Government, Institutions and private sector) to individuals and organizations as a whole. This will strengthen and maintain the capabilities set to achieve their own development objectives over time in order to accomplish the targeted growth in this sector.

Moreover, the adoption of ICT in tourism and collaborative schemes will also be focussed and training imparted for skill development in IT so as to enable faster Tourism communications which is the need of hour for this sector. This will also help to foster destination and SMEs' competitiveness in the State.

B.2. Community based participation by local people and livelihood activities

- Provision of basic tourism infrastructure and equipment for the operation of community, production of handicraft, guided tour of cultural beside sites, presentation of cultural performance, art and craft, traditional agricultural and fishing practice and eco tourism activities.
- A package of assistance to facilitate community operation with private sector partners for marketing and distribution of nature and culture based eco-tourism activity.
- Capacity building should be undertaken prior to any significant investment in physical infrastructure to ensure that institutional capacity is in place to ensure the sustainability of the investment.
- It becomes necessary to build capacity of local communities to participate in the provision of operation and maintenance of tourism services and small scale tourism infrastructures, home-stay, small guest houses, community camps boat operations and guided tours small market shops and also food services with a view to develop community based tourism.
- Estimation of house hold involved in the Tourism Business.
- Awareness campaigns.
- Discussion with local communities as well as community leaders to determine beneficiaries, education and skill level.
- Capacity building through training of panchayat and other related officials of site managers of cultural and national, heritage in community participation, planning and development methods, practices and procedures.
- Monitoring and evaluation of the impact of the community based tourism initiatives.

B.3. Cluster Circuits

Developing the capacity of local communities more effectively to participate moving up with the tourism value chain and community based tourism interactions, in locations mentioned in the circuits.

- Heritage village rural tourism project at Vittalapuram (Kancheepuram Dist.)
- Promotion of handicraft and rural themes including presentation of cultural skills with support for community development, limited basic marketing infrastructure and incubation arrangement.
- Agriculture and handcraft: Rural tourism project Tiebuvam (Thiruvallur Dist.) Kasipuram (Salem Dist), Karikiri (Vellore Dist.)
- Art and culture rural tourism project at Chetupattu (Kancheepuram Dist), Jamnamaruthur (Thiruvannamalai Dist), Kariyalur (Villupuram Dist), Alagarkoil (Madurai Dist), Nilakottai (Madurai Dist)
- Identify Cluster of villages having unique craft art form for development of tourism project.
- Workshop and Seminar to be organised for creating awareness among various stake-holders.

Niche tourism products have to be created so as to highlight unique products of the tourism destination for the benefits of tourists to visit throughout the year.

B.4. Key Outcome Indicators

- The key stakeholders become aware and responsible for promoting this sector. The growth of every stakeholder along with the growth of tourism sector will be ensured. The key stakeholders become aware and responsible for promoting this sector by improving their present way of working.

- FBO sector will be trained on the importance of Quality and the need and method of improving Quality taking into the view of Tourist both Domestic and International.

- The local community development will be give importance which in turn will help for developing a sustainable tourism.

- The local traditional and artisans will be encouraged to improve their entrepreneurial skills to meet the need to take over their products to much higher level both at domestic and international market.

- Every effort will be taken to ensure the practices adopted are sustained and atleast 40% of the practices are retained beyond the project period of 3 years.

B.5. Project Scope

The scope of the Project is to adopt Cluster based interventions in Tourism circuits for effective, sustainable and responsible Tourism in Tamil Nadu. The soft skill training programmes will be conducted under this programme. A nominal level hard interventions will be explored on an experimental basis if need, on a cluster concept basis. The scope of the Project is also to adopt Cluster based interventions in FBO and Artisan sectors for effective, sustainable and responsible Tourism in Tamil Nadu. A study on the present working of this sector and the need of changes for improving the Quality level will be charted out by conducting seminar/workshop.

B.6. Project Strategy

The Project aims to achieve its objective through the following strategic interventions.

*Sustainable and Responsible approach through Community Demand Driven method (CDD)***:** The Project will follow the CDD approach wherein the local communities, direct and indirect stakeholders will identify their own training needs, design and plan interventions, and implement and monitor them.

*Development and integration of Clusters***:**

   a) There will be Training and design Development programmes for direct stakeholders.
   b) Training and design Development programmes for indirect stakeholders.
   c) Training programmes for setting up support systems.
   d) Product development and Quality improvement programmes

*B.6.1 Focus on Local stakeholders***:** The Project will have a special focus on local Stakeholders. This component will have focus on following major areas.

Special focus will be given to enhance the skills of the local youth through various skills training opportunities and various avenues for employment or wage employment around the tourist circuit.

Necessary tie-ups with private sector, research institutions and other agencies will be established to provide technical know-how, product development and market linkages. Exposure visits, customized learning platforms would be adopted for creating a better learning atmosphere.

A meeting with various Stakeholders of Tourism was conducted at Commissioner of Tourism Office at 9th May 2017 to get first hand information on the various types of training expected by Stakeholders with regard to promoting tourism activity by them.Based on the Suggestions received the training programme design has been formulated by EDII.

B.6.2 Focus on cluster in FBO and Artisans

The Project will have a special focus on a cluster level approach. This component will have focus on following major areas.

Special focus will be given to enhance the skills of the Artisans/Hotelier through various skills training opportunities and various avenues for improving Quality.
Necessary tie-ups with private sector, research institutions and other agencies will be established to provide technical know-how, product development and market linkages. Exposure visits, if need be customized learning platforms would be adopted for creating a better learning atmosphere.

B.6.3 Quality Improvement Programme

In the service Industry Quality of service plays a vital role in the economic activities especially in food business and Arts & Craft.

Defining quality

Degree or level of excellence in service offered by tourism service providers is to ensured. Regarding consumer satisfaction tourists are the primary focus of any model of service offered. Tourists have ready access to effective system of complaint and compliment.

Six Dimension of quality

Quality and Service has six dimensions:

- Safety
- Effectiveness
- Appropriateness
- Consumer Participation
- Access
- Efficiency of service delivery

Aspects of Quality

Quality of tangible and intangible products (Tourism related services and products) could be determined based on the following:

- Service
- Cost
- Safety
- Taste / Nutrition (especially in food Business operation)
- Consistency
- Timeliness
- Temperature

B.6.4 Quality of service in Food Business Operation:

Food which has been selected prepared and served in such a manner to retain or enhance flavour and identity to conserve nutrients and to be acceptable, attractive and micro-biologically and chemically safe.

B.6.5 Skill development programme and Certification for FBO

Training Programmes and seminar/workshop have to be organised to improve the quality of those involved in Food Business Operations for re-skilling/skill upgradation of persons already engaged in hospitality related occupations:

- Food Production
- Bakery & Patisserie
- Food & Beverage Services
- House Keeping Utility

For this, sensitization program will be conducted to make aware about the schemes of Tamil Nadu Skill Development Corporation and Ministry of Tourism, Government of India programmes available. EDII to the extent possible will consider training for such category of workers in its programme currently conducted.

B.6.6 Upgrading the Skills and Training in Traditional Arts/Crafts for Development

Tamil Nadu is known for its traditions and culture. Artisans in Tamil Nadu are known for their traditional skills, arts and crafts. But due to forces of competitive market and globalization, and due to deteriorating socio-economic condition of master craftsmen/artisan, these skills are not being pursued by the young generation. There is a need to augment traditional arts and entrepreneurial skill which are the backbone of cottage and small scale industry and establish better market linkages, enhance branding and ensure access to credit.

Objectives
1. To build capacity of master craftsmen/artisans and training of young generation through the master craftsmen/ artisans for traditional arts/crafts.
2. Set up standards of identified arts/ crafts and their documentation.
3. To establish linkages of traditional skills with the global market.
4. To improve employability of existing workers, school dropouts etc.
5. To generate means of better livelihood for marginalized minorities and bring them in the mainstream.
6. To enable artisans to avail opportunities in the growing market.
7. To ensure dignity of labour.
8. Design development and Research in traditional arts/crafts.

EDII in collaboration with Tamil Nadu Handicrafts Development Corporation (Poompuhar) will explore the possibility of conducting such programmes.

B.6.7 Institutionalisation of the approach: The entire activities focussed on capacity building would institutionalize the approach to make it more meaningful beyond the term of the project. The Special Purpose Vehicle (SPV) members would be trained and capacitated. The local community will be enabled to find employment opportunities. The private sector and community participation will be enhanced through renewed efforts.

Figure 1- Intervention Model
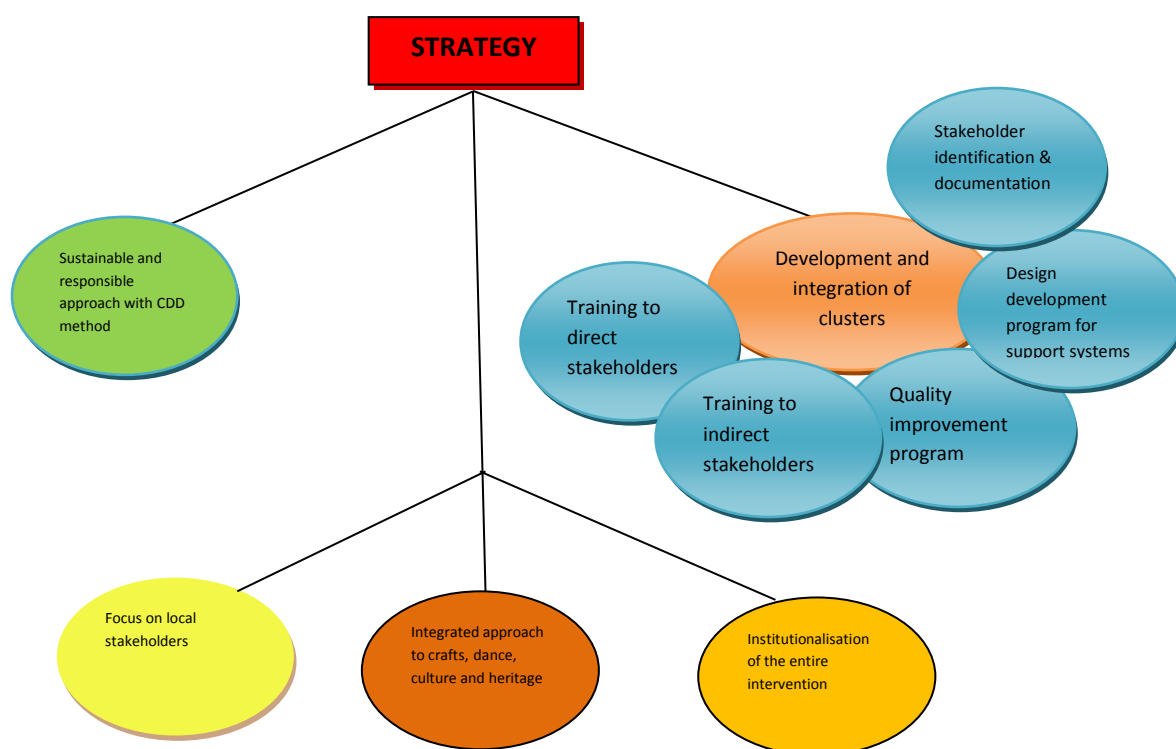
C. Project Area and Coverage

C.1. Project Area

The Infrastructure Development Investment Program for Tourism (IDIPT) envisages an environmentally and culturally sustainable and socially inclusive tourism development in the state of Tamil Nadu. Its programme is funded and supported by the Asian Development Bank (ADB) through Ministry of Tourism of Govt of India and the state level implementing agency being the respective Departments of Tourism of the participating state.

Department of Tourism, Government of Tamil Nadu has identified the following 14 towns for improvement of tourists' facilities viz., Mamallapuram, Muttukadu, MudaliyarKuppam, Tiruvanamalai, Tranquebar, Nagapattinam, Velankanni, Thanjavur, Tiruchirapalli, Udagamandalam, Palani, Madurai, Rameswaram, Kanyakumari

The following two Circuits have been selected for strengthening tourist infrastructure under IDIPT for Tamil Nadu:

1) *East Coast Circuit* - (Pilgrimage and Heritage Circuit) covering Kancheepuram, Cuddalore, Villupuram, Thiruvannamalai, Nagapattinam, Thiruvarur, Thanjavur, Pudukkottai and Tiruchirapalli Districts.

2) *Southern Circuit* - (Pilgrimage and Eco Circuit) covering Madurai, Theni, Dindigul, Ramanathapuram, Sivagangai, Virudhunagar, Tirunelveli, Thoothukudi, Kanyakumari Districts and Western Ghats area.

3) The artisan clusters as listed by Tamil Nadu Handicrafts Development Corporation-Poompuhar will be covered as clusters even if the area is geographically distant from the circuits.

Project implementation will be taken primarily in 2 circuits which covers the maximum and most important tourist destinations in the State. The deepened interventions will be only in the 2 circuits to show the efficacy of the approach, however all the tourist spot in Tamil Nadu will have interventions which will demonstrate the outcomes as defined in the PDO.

The Project will undertake community-based tourism interventions in the tourist spots like

1. Heritage Village Rural Tourism Project: Vittalpuram (Kanchipuram District)- aimed at community based site management and support facilities for tourist at this site.
2. Promotion of handicrafts and rural themes including presentation of cultural skills for the community development, limited basic marketing infrastructure and incubation arrangements

3. Agriculture and Handicrafts: Village Rural Tourism Project, villages like Tiubuvam (Thiruvarur District); Kasipuram (Salem District); and Karikiri (Vellore District)

4. The following Cluster circuit of Tamil Nadu Handicrafts Development Corporation will be included under this study to the maximum extent possible for bringing them under Tourism Circuit.

Sl.No.	Name of the Unit	Craft
1	Poompuhar Art Plate Production Centre, Thanjavur	Art Plate
2	Poompuhar Brass and Bell Metal Production Centre, Nachiarkoil	Brass Lamp
3	Poompuhar Brass and Bell Metal Production Centre, Vagaikulam	Brass Lamp
4	Poompuhar Brass Artware Production Centre, Madurai	Sheet Metal
5	Poompuhar Art Metal Production Centre, Swamimalai	Bronze
6	Poompuhar Showroom, Kanniyakumari	Natural Fibre
7	Ambasamudram, Tirunelveli District	Woodcarving
8	Arumbavur, Perambalur District	Woodcarving
9	Hasanur, Erode District	Lantenna
10	Thammampatti, Salem District	Woodcarving
11	Kancheepuram	Papier mache
12	Modaiyur, Tiruvannamalai District	Stone carving
13	Mamallapuram, Kancheepuram District	Stone carving

A survey study will be conducted and the places for conduct of training on QIP for FBO and Artisans will be finalised in order to bring the best possible scope of including these sector in an effective manner.

C.2. Project coverage

However, a detailed analysis will be made to identify potential areas of coverage taking into account the following factors:

1) All predominant tourist sites where more visitors are coming will be mapped and stakeholders in the area will be given importance.

2) Focus attention will be given in imparting capacity building training to local community people in areas money has been spent under Tranche 4.

3) Handicrafts clusters and local traditional village artisan cluster areas will be studied and included as area of coverage under the project.

4) Heritage and Cultural areas will be focused and training given taking into account of the foreign tourist visitors to such places in Tamil Nadu.

D. Project Components and Cost

D.1 - "Greater participation by local communities and livelihood activities"

Tourism is considered to be important for economic progress and poverty reduction However, the link between tourism and economic growth and poverty reduction is not automatic. It depends on how such tourism generates employment opportunities in local area and creates linkages in particular with agriculture and service-providing sectors and stimulates the development of basic infrastructure through the construction of roads, port and airport facilities and the provision of financial services from which the economy as a whole can benefit. In view of the above, it is important that for any tourism spot to be developed on a sustainable basis the participation of local communities is important and more over any development work taking place around tourism spot should be such that it improves the livelihood activities taking place surrounding that area.

Likewise, when travellers move from one place to other and want to travel for a good number of days, the naturally keep themselves fit health wise. Thus they expect quality foods of their taste and tradition at all tourist spots. Moreover, foreign visitors would also like to have food as per their country taste. At the same time, all the travellers would like to taste and enjoy nativity food of tourism spot area. Top most attention given is towards quality in food and hygiene in environment.

At the same time, every tourism location has its own native Artisan and Artisan products which attract tourist and bring their keen interest in taking over such product with them to their native place / country. Traditional handicrafts and handmade products also attracts tourist visitors towards purchasing them and thus the livelihood of such craftsman get improved. Such Artisan also need to be trained towards quality and standardisation of their products produced to meet national / international level.

D.1.1 – Participation of Local community:

In order to promote local community participation it is important to identify a select target sample group of people from big lot and train them towards their utmost involvement in the promotional activities of tourism. The task of selecting a representative group has to be given much importance so that a balanced group is formed.

Mapping exercise to identify the status of the local tourism spot, its pros and cons based on public opinion etc (like Participatory Rural Appraisal (PAR) exercise) and identify select group of representatives of local community people to be trained is proposed in this project. Community Professionals Tourism(CPT) support will be availed for this part of work.

Selected group of representative people from local community will be given training to improve their entrepreneurial skills and attention towards Gender Equality.

It has been proposed to conduct Participatory Rural Approach (PRA) technique like Participatory Learning and Action (PLA) / Participatory Value Chain Analysis (PVA) / Participatory Livelihood Mission (PLM) by using Community Professionals and involving local Stakeholders. The process will be conducted by EDII.

'Training of Trainers (ToT)' program for Community Professionals Tourism will be conducted. Mapping study at Tourism district / Tourism spots will be done by using TOT trained Community Professionals Tourism.

Street Play performances will be conducted in order to sensitize the local community on the importance of their participation in developing tourism. This will improve increased tourist flow boosting as livelihood employment improving income and their standard of living. Conduct of such programs will quicken the process of message / information percolation to all local community people on the importance of tourism promotional activities undertaken by State Government.

Sensitization program with various stakeholders involved in Tourism promotion activities will be conducted in 20 districts to get their roles played more effectively towards making local community people getting involved in tourism promotional activities carried out by them. These programs will be conducted with the involvement of Tourism Officers in order to bring more effectiveness and responsibility from stakeholders.

Training program for select local community group of people to motivate and educate local community people on rural entrepreneurial skills and gender importance will imparted. Importance of tourism relating to local community development and benefits along with business skills will be given to them. Awareness will be created on Government support available to small traders /local businessman / local artisan and handmade product producers.

D.1.2. – Quality Improvement Program for Food Based Business Operators and Artisans

To ensure Quality improvement in Food Business Operation and Arts & Craft (Artisans) the following training programme may have to be organized as to have the desired result.

Approach and Methodology

The satisfactions that travellers award to various components of tourism in general are as under:

1. International Flight Connectivity
2. Stay and accommodation facility
3. Availability of Quality Restaurants
4. Inter connecting travel facilities

5. Social rest and friendly culture
6. Lesser Middle man intervention
7. Safety, Hygiene and cleanliness

Based on this, it is proposed to work with regard to Food Industry and Art and Craft Sector.

D.1.3 - Food Industry

India even today lags behind many countries in tourism due to its low level of cleanliness, lack of effective management, infrastructural blocks in less available star category hotels, roads, lack of proper dissemination of information, improvement in facilities such as visa, travel agencies, etc. What India lacks in management and infrastructural blocks, it makes up with its unique diversity, culture, friendly people and sheer variety of cuisine. Safety and security is one of the important concerns of travellers in India. The hospitality industry in India is still in a nascent stage when compared to many of the developed countries. The tourism industry is distributed in a number of small and medium enterprises that act as fly by night operators, thus creating an uncertainty in the market place.

For this study, major tourism spots in Tranche 2 and 4

   a. Hotels- Classified and Unclassified,

   b. Bed & Breakfast Units and Home stays,

   c. Restaurants and

   d. Tour operators and travel agents.

Interactions with various stakeholders in Food Business Operations will be held to get their idea and suggestions for improving this sector relating to the taste and expectations of domestic and international tourists. Seminars will be conducted to create awareness on the expectations of tourist with regard to food and safety. Information on Food Safety Act and guidenance on cleanliness / hygiene factors will be given to them.

Training to various stakeholders in Food Business Operation sector is proposed to be conducted and the program will be customised based on the sub-sector of people working in this Industry.

Workshops have to be organised as to sensitise the local community, service providers etc.,

D.1.4 - Tamil Nadu Artisans and culture

Tamil Nadu has many places in the state where business / manufacturing activity is carried out traditionally by local peoples themselves with the locally available raw material sources.

Even though not much technological changes have come into this type of industry, the overall growth of this sector is much appreciable. There is more potential for even attracting international customers for purchase of products manufactured at these places. If tourist can visit some production places and understand the art of working and technicians skills, then it will be much appreciated by them. In turn that will also create more awareness of such traditional industry and its existence vicinity to more number of public as well as Tourists.

Of course, the products produced by such artisans need to undergo drastic change in their design so as to meet the taste of tourist / customers coming from different parts of the country and world.

Special attention will be focussed on various clusters under Tamil Nadu Handicrafts Development Corporation (Poompuhar), which are spread on the tranche 2 and 4 area. These clusters are involved in making Art Plates, Brass Lamps, Bronze and Sheet Metal Works etc

Similarly, Handlooms clusters, Pottery Clusters etc around these tranche areas will be covered for study and focused on including them under Tourist spots.

Design aspects of these products manufactured will also be studied for improving the quality of the product / aesthetic look as value addition according to the taste of domestic and international visitors.

D.1.5 - Approach & Methodology

1. The representative group of selected local community people will be imparted with need based rural entrepreneurial and livelihood skills. The training will be conducted in two phases so as to follow up the effect and progress with the training imparted to them.
2. The location of training spots for Food Business Operators and Artisans will be restricted based on Tranche 2 and 4 Area.
3. To the extent possible all Handicrafts spots will be mapped under cluster visit.
4. The number of participants for the programme will be restricted to the best possible number at each location based on a call for given through 'Expression of Interest' (EOI) in EDII Web Site or Press Release or media briefing or other source.
5. Training faculty / Institutions will be selected additionally to support in EDII's programs.
6. Study material in local language to the extent possible will be given. Study material in the form of soft copy / hard copy will be given to participants.
7. A database on the participants attending the training programme will be maintained and if need based additional supportive training on Entrepreneurial Skills will be given by EDII through its ongoing program.

8. Training places will be selected so that it is easy for the participants to attend the programme and cost beneficial also.

D.1.6 - Training Description:

1. Participants under various categories in this program will be identified and selected by way of conducting a mapping exercise, collecting data through questioner and expert advice from a special committee for this purpose.
2. A fairly balanced representative core people under each category will be selected to have best representative mixture to carry over sustainability act on promoting themselves even after training.
3. In order to maintain importance on Gender Action Plan of Asian Development Bank, it will be ensured to have men and women participation ratio in all programs. A target ratio of 70 (Men):30 (Women) will be aimed for achievement. In specific sector, where this ratio is not in existence, then in such cases the best appropriate ratio in that sector will be considered.
4. The total training under this category is classified as under:
    a. Mapping Exercise to study and identify the needs at various locations based on local status /issues prevailing at each spot and identify group of people need to be trained.
    b. Stree Play sensitization programs will also be arranged to conduct awareness to local people on the proposed action taken through this program towards improving tourism, local community and livelihood status.
    c. One day sensitization program at 20 districts involving all stakeholders from Government and Non-Government officials will be conducted. Wide publicity in local places will be given at these places in order to bring all local community people for these meetings and work out need based actions to be taken for improving livelihood activities and tourism activities with their involvement.
    d. From the above programs, it is aimed to target select 1000 number of participants for further focused training programs. For such selected group of people, a more advanced Two Days training program on various aspects like Entrepreneurial Skills, Gender issue knowledge, Government loan assistance / support schemes available etc.
    e. For the above 1000 people after conduct of two days program, in order to monitor their improvement based on the training imparted, it is also proposed to conduct another One Day Follow-up training program.
    f. EDII to the extent possible will maintain a database about these beneficiaries and will try to help them on a routine basis with various programs conducted at this institute.

g. Seminar and Workshop for Food Based Business Operators and Local Artisans (2000 people approximate) in order to improve their Quality and Standards are also forming a special point of focused training.

h. Training to various local community people (4200 approximate) is also proposed as one day training program.

D.2 - "Strengthened Capacity of Sector agencies and local communities"

D.2.1 -Capacity building programme for an Integrated Development of Tourism circuits

through institutional development and interventions required for improving the human resources for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of women and disadvantaged groups through sustainable opportunities. Accordingly, the Project components and sub components have been structured after taking in to account the priorities and Training Needs Assessment (TNA) involving all the stakeholders. However there is still scope for improvement and changes will be effected based the lessons learned during the implementation of the Project.

As explained in the earlier chapters, the Project will focus on the following specific areas for capacity building:

a) *Sustainable and Responsible approach through Community Demand Driven method (CDD)*
b) *Development and integration of Clusters*
c) *Focus on Local stakeholders*

d) *Institutionalisation of the approach*

D.2.2 - Capacity Building Programme to Stakeholders:

Before venturing into the capacity building task, it is essential that the stakeholders are involved and are properly oriented about the benefits and the need for their participation so an awareness drive will be done to internalize the Project through the Local body and capitalising the SHG movement.

The Project will focus on strategic communications to foster convergence with other agencies and programmes for support and knowledge management to move information on lessons and good practices across stakeholders for the creation, synthesis, and dissemination of information to an array of stakeholders in a functional manner.

The objective of this component is:

• Support the local communities to develop sustainable and responsive tourism practices by their own accountable, transparent and inclusive interventions.

- Offer support to the communities and empower them to manage their own resources.
- Build social capital locally through capacity building and opportunities for Micro, Small and Medium Enterprises and employment
- Support income generation activities to raise their standard of living.

I. Training to highlight 'Athithi Devo Bava' for the members of staff in

    a) Tourism
    b) Police
    c) Airport
    d) Airlines
    e) Railways

II. To emphasis the Importance of Cultural Tourism among the personnel in the following units/Office:

    a) Cultural Centres
    b) ASI
    c) State Archaeology
    d) Temples & Places of Worship
    e) Handicrafts Emporia
    f) Handloom Showrooms

III. Training to enhance Quality of service to the following:

    a) Guides
    b) Escorts
    c) Travel Agents
    d) Tour Operators
    e) Tourist cars, Auto, Coach Drivers
    f) Local community directly interacts with Tourist.

The Tourism direct and indirect stakeholders have been totally taken into account and they are grouped under different categories in order to design specific focussed training module to each groups. A general list made is as given below and if need, will ne regrouped after a local cluster survey approach before commencement of project

1. The Tourism Department, Tourist Offices / Tourist Enquiry Centres, TTDC divisions.
2. Railways, Airport, Airlines, Transport department at local tourism spot, Directorate of e-governance, NIC, ELCOT, Police Officers, Passport Authorities , PWD, Highways, Corporation / Municipalities, Local Bodies Consulate, Immigration
3. ASI / State Archaeology / Museums / Place of Worship, Cultural Centers, Amusement Centers
4. Tourist Guider, Travel Operators, Travel Agents, Taxi /Auto Drivers, Tourist Volunteers, School and Colleges NSS/NCC/Scouts.

5. Local Community, Handicrafts Clusters, Traditional micro and mini clusters, small shop vendors in and around tourist spot

As explained in the earlier chapters, the Project will focus on the following specific areas for capacity building:

a) *Sustainable and Responsible approach through Community Demand Driven method (CDD)*

b) *Development and integration of Clusters*

c) *Focus on Local stakeholders*

d) *Institutionalisation of the approach*

D.3. Project will have four major components.

- Component A. Greater Participation by Local Communities & Livelihood Activities
- Component B. Strengthened Capacity of Sector Agencies and Local Agencies
- Component C: Resource Material preparing and Web Portal creation
- Component D: Monitoring, Evaluation, Learning and documentation
- Component E: Project Management

D.3. 1 Project Components and sub-Components

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                          │  Project Components │
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| A. Development & integration of clusters | B. promotion of Tourism Cluster | C Resource Materail preparation and Web Portal Creation | D. Monitoring, Evaluation and Learning | D.Project Management |

A.2.1 Stakeholder identifiaction & documentation

B.2.1 Livelihoods, Business Support and Employment , linkages

A.2.2 Training and design Development programs for direct stakeholders.

B.2.2 Developing promotional materials to suit the needs of Stakeholders

A.2.3 Training and design Development programs for indirect stakeholders

A.2.4 Training programs for setting up support systems

A.2.5 Product development and Quality improvement programs.

The detailed description of each of the component, sub components covering the objectives, sub components, key activities, implementation arrangements, and monitoring indicators is detailed below.

Others:

1. A quarterly review will be done by EDII in house to take stock of the situations then and there and suggest for need based changes in balance programs to be conducted / additional programs needed etc,.

D.5 – Training Module

1. EDII will design syllabus for each training module considering the following factors and EDII will also consult if need be related stakeholder representatives in finalising the training modules.

    a. The level of role and play of stakeholder in Tourism promotional activities.
    b. The skill set of the stakeholders.
    c. The educational level and background of stakeholders.
    d. Skills and Communication talent needed
    e. Behavioral/Attitudinal approach with different level of trainees
    f. Personality development
    g. Knowledge on tourism policy, details on tourism spots, Cultural importance, Cluster approach in Artisan, traditional micro and macro cluster roles etc.
    h. Citizen law and rule, Traffic Rules, Immigrations and Foreign Tourist law etc
    i. Government of India support to Tourism related activities.
    j. Safety and health issues
    k. Local community cooperation , support and growth with Tourism

D.6 -Overall Key activities

It includes Training Needs Assessment (TNA), awareness creation, Creation of a local talent pool by creating social capital through master trainers, dissemination of best practices, continuous and periodical training programmes, exposure visits to best practices etc over the project period to improve retention and continuity. Detailed activities for each sub component are given in the following paragraphs.

D.7 - Tools

Communication materials should be clear and concise, and most need to convey messages that can be understood by a largely non-specialist audience. They include, but are not limited to:

- *Face-to-face trainings*. These are especially important to maintain ties to build a positive sense of ownership.
- *Brochures* provide an overview of the project, summarize, tell the stories of project beneficiaries. They should be concise, understandable, and attractive.

- *Documentaries, TV/Radio Interviews*. Especially as the Project shows impacts and it is useful to create some documentaries or news coverage of the project impacts.
- *Newspaper Articles and Editorials*. Again, newspaper coverage raises public awareness of the Project.
- *Case Studies*. These are incredibly powerful ways to bring the data of the MIS to life.
- *Exposure visits* will be arranged to special areas of interest for the participants to have practical exposure.

D.8. Program Activity Proposed:

D.8.1.1 - "Greater participation by local communities and livelihood activities" – Total program details

1. The program details are as under:

Sl No	Department	Batch Size	Program days	No of times	Total number of days	No of Batch	Total trainees	Total Number of training days	No of trainees in total based on days
1	Training of Trainers program for Community Professionals	26	2	1	2	5	130	10	260
2	Mapping Study exercise	5	5	1	5	20	100	100	500
3	Street Play Performance	10	2	1	2	20	200	40	400
4	Sensitisation Program	50	1	1	1	20	1000	20	1000
5	Rural Entrepreneurial Training	50	3	1	3	20	1000	60	3000
6	One Day follow-up meeting on Rural Entrepreneurial trainees	50	1	1	1	20	1000	20	1000
7	Workshop at Clusters	50	2	1	2	10	500	20	1000

Sl No	Department	Batch Size	Program days	No of times	Total number of days	No of Batch	Total trainees	Total Number of training days	No of trainees in total based on days
8	Quality Improvement Program	75	1	1	1	20	1500	20	1500
9	Mobile food business opertors, small restaruant and hotel category	40	1	1	1	40	1600	40	1600
10	Local Art & Culture entertainers - Folk and Street Theatres	30	1	1	1	15	450	15	450
11	Local Heritage centres, lcoal community, Resort Owners	30	1	1	1	5	150	5	150
12	Local special products (including soun cloth gift items etc) manufacturers	40	1	1	2	20	800	20	800
13	Local street vendors and small business owners	40	1	1	2	30	1200	30	1200
	Total						9630	400	12860

D.8.1.2 – Training Module

1. EDII will design syllabus for each training module considering the activity of the tourism spot infocus and other general factors and EDII will consult, related stakeholders/representatives in finalising the training modules.
    a. Level of role and play of stakeholder in Tourism promotional activities.
    b. Skill set of the stakeholders.
    c. Educational level and background of stakeholders.
    d. Aspects of Quality improvement process
    e. Expectations of Tourists with regard to Product and service
    f. Knowledge on Cultural importance, Cluster approach in Artisan, traditional micro and macro cluster roles etc.
    g. Government of India support to Cluster related activities.
    h. Safety and health issues
    i. Local community cooperation , support and growth with Tourism

D.8.1.3 – Training on Quality Improvement Programme for FBO and Artisans

1. FBO – The following category of personal will be targeted:
    a. Restaurants / Dabahas / Road side eateries
    b. Catering staff of boat house, theme parks etc.,
    c. Local community directly involving Tourist
    d. Familiar brand / type of special food associated with Tourist spots
    e. Unclassified Hotels
2. Artisans
    a. Manufacturing unit of handicrafts emporia
    b. Manufacturing unit of handloom materials
    c. Local traditional micro level art and craft centres
    d. Sales and marketing staff
    e. Street Vendors doing business with craft and handmade fancy items

D.8.1.4 - Sensitisation and Promotional Seminar / Workshop / Cluster Visit

1. As part of Quality Improvement Programme for Food Business Operators and Artisans, it is essential that necessary seminar/workshop shall be conducted to ascertain the present status of existing clusters and the support they require.

D.8.2.1 – "Strengthened Capacity of Sector agencies and local communities" – Total program details:

Sl No	Departments	Batch Size	Program days	No of times	Total number of days	No of Batch	Total trainees	Total Number of training days	No of trainees in total based on days
1	Tourism Staff (Commissioner office /PMU/PMC/DSC)	30	2	2	4	3	90	12	360
2	Tourist Officers(Dist Level) / Tourism Counters	33	2	2	4	3	99	12	396
3	Govt of Tamil Nadu Tourist Officers in Other States	25	2	1	2	1	25	2	50
4	TTDC Staff all category	40	1	2	2	6	240	12	480
5	Airlines, Railways, ASI, State Archaeology	50	1	1	1	6	300	6	300
6	Existing Tourist Guides (Refresher Course)	40	2	1	2	10	400	20	800
7	Tour operators / Travel Agents	40	1	1	1	10	400	10	400
8	Taxi/ Auto Drivers	40	1	1	1	50	2000	50	2000
9	Police Officers etc.	40	1	1	1	40	1600	40	1600
10	Temples & Other Places of Worship	40	1	1	1	10	400	10	400

Sl No	Departments	Batch Size	Program days	No of times	Total number of days	No of Batch	Total trainees	Total Number of training days	No of trainees in total based on days
11	Officials of Airport, Immigration	20	1	1	1	2	40	2	40
12	Various Officials involved in Tranche 2 and 4 works (PWD/High ways/DRD /CMA)	40	1	1	1	10	400	10	400
13	Unclassified Hotel, Restaurants	40	1	1	1	50	2000	50	2000
14	Local Community - officials of Urban Local Body Elected Body Members, Self help group, Federations, NGO	40	1	1	1	100	4000	100	4000
15	Local Institutions – Schools / Colleges / Universities NSS/NCC/Scout	60	1	1	1	32	1920	32	1920
16	Tourist Volunteers	40	1	1	1	16	640	16	640
17	Sensitisation - Seminar/Workshop for all line Dept Officers	50	1	1	1	20	1000	20	1000
18	Street Play performance (5 places in per district Total 20 District	10	2	1	2	20	200	40	400
	Total		23	21	28	389	15754	444	17186

D.8.2.2 -Training and design Development programs for direct stakeholders

This is one of the major sub-components consuming majority of the project funds. The direct stakeholders include a broad audience that can be subdivided into groups based on the project objectives.

Audience: the members of staff in

a) Tourism

b) Police

c) Airport

d) Airlines

e) Railways

f) ASI

g) State Archaeology

h) Temples & Places of Worship

i) Handicrafts Emporia

j) Handloom Showrooms

Training to enhance Quality of services to:

g) Guides

h) Escorts

i) Travel Agents

j) Tour Operators

k) Front Office staff of Hotels

l) Service Personnel in Restaurants

m) Personnel in Boat House

n) Personnel in Theme Parks

o) Organizers of Adventure Tourism activities

p) Tourist cars, Auto, Coach Drivers

q) Local community directly interacting with Tourists.

D.8.2.3 - Training and design Development programmes for indirect stakeholders

1. The Indirect stakeholders include local community, handicraft and handloom clusters, academia, NGOs, and public opinion leaders are also strategic audiences.

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2. A number of tools and multiple channels to convey messages would be adopted. This includes, but is not limited to meetings/mini training sessions, videos, radio spots, case studies, newspaper articles and ads, television, etc.

D.8.2.4 - Training programmes for setting up support systems

This will provide information on the projects activities, its vision, strategy to critical audiences and strengthens downward and upward communications corresponding to the overall cycle.

D.8.3 – Details on program cost workings:

1. The detailed cost working, details on various stakeholders to be trained and model training is given in Annexure –II (A,B,C,D).
2. The tentative time line schedule is given in Annexure III. The programs will be conducted in order to maintain this time schedule to the maximum extent possible.
3. Sample Training Module is given in Annexure IV and V.

E. Resource Material Preparation and Web Portal
E.1. Resource Material Preparation Cost

A team of experts will be used for preparing the total resource material / study material required for all the programs. An estimated cost of Rs 23.00 lakhs has been provided under this head.

1. The common training / study material required for all programs will be prepared y EDII by forming a small committee at EDII with EDII Project Monitoring Unit Officials and the material will be prepared by availing some external experts support.

2. This material will generally contain information relating to Tourism promotional activities undertaken by State Government, importance of involving local community people to ensure sustainable tourism, Gender Issues and importance of implementing Gender Action Plan, Rural Entrepreneurial opportunities, Support available through various Central / State Government Schemes for getting financial assistance towards venturing into business / industrial activity etc. This material will be prepared in bulk quantity for usage throughout the program.

3. Specific trade / skill based study material based on the group of participants will be prepared in limited numbers and distributed during training periods.

4. Study material on Quality Improvement Programs for Food Based Operators and Artisans will be prepared with the support of related field experts and distributed to specific group of participants.

5. Brochures / Posters / Pamphlets for usage at Training spot/ during seminar / field visit / mapping study etc will be prepared in bulk quantity for Public distribution at all tourist spots and related meeting.

6. EDII will also use the materials already available with Tourism department in this regard.

7. A budget amount of Rs 23.00 lakhs has been allocated under this head.
   a. Training / Study material Book – Rs 50 / copy * 30,000 copies – Rs 15.00 lakhs
   b. Specific Trade / Skill based training – Rs 100/copy * 6000 copies – Rs 6.00 lakhs
   c. Brochures / Posters / Pamphlets - Rs 2.00 lakhs

E.2. Web Portal Cost

In order to maintain database of the participants trained for long term follow-up and providing handholding support etc, dissemination of various programs to be conducted under this program, it has been proposed to create a web portal and an estimated expenditure of Rs 5.00 lakhs has been provided under this head. This web portal if need be form part of EDII web site or Tourism department web site.

F. Monitoring, Evaluation, Learning and documentation

F.1. Introduction

Monitoring, Evaluation and learning is a process of continuously observing the Project activities, document the development then and there and to achieve the goal with that of the Project objectives.

Through a learning process the Project revises and refines the implementation process and procedures in order to improve its performance and effectiveness. M & E System will be in conjunction with the capacity building and communication components cited in earlier chapters.

F.2. Objectives

The main objectives are:

- To institutionalize, support stakeholders so as to facilitate appropriate and timely Project decisions;
- To assess whether the activities are deviating in a different direction.
- To ensure the implementation of the Project as per the Project guidelines.
- To assess the outcomes and impact of the Project vis-à-vis the objectives and deviations in the timeline, design changes etc.

F.3. Principles of ME &L

The guiding principles of the ME&L are

- Setting up of an **online MIS system** wherein monthly updation of data is done by EDII. To start with the existing web portal of EDII will be used.
- Involve all stakeholders in the monitoring process through various forums to continuously monitor the results on the ground.

F.4. Framework of ME & L

The ME &L framework has the following four major components.

> *Baseline* – Pre-project through baseline information.
> *Progress Monitoring* – through MIS, meetings, reviews
> *Process Monitoring* - Concurrently done through External consultancies
> *Impact Evaluation* – through external consultancy

Through Mid-term for assessing the results, mid course corrections and change in design if needed End line evaluation to measure the success of the Project.

G. Project Management

G.1 - Introduction

The Institutional arrangement available at EDII would be responsible for the overall implementation of the project. However for strengthening the State level unit for effective monitoring and implementation there will be additional resource drawn from Entrepreneurship Development Institute of India, Ahmedabad and Training institutions associated with EDII.

EDII will appoint additional staff to oversee implementation of the project at various levels. The assignment will be for the entire duration of the project and the staff so appointed cannot stake claim once the period is exhausted. However, EDII resources will be drawn and the staffing will be very thin.

The Cluster Development Programme unit of EDII will be directly responsible for the successful implementation of the project.

G.2. Roles and Responsibilities of EDII

The roles and responsibilities of EDII will be:

- Conduct various programs as scheduled in the proposal,
- Co-ordinate, monitor and guide project implementation
- Identify and empanel training Institutions and other service providers including resource institutions.
- Coordinating Communication campaigns, training programmes including trainers training.
- Conduct regular monitoring, evaluation and learning programmes in co-ordination with Department of tourism.
- Enter into MoU with technical and other agencies at state / National level which will be of immense support in conduct of various training programmes to stakeholders.

G.3. Employment strategy

No permanent employees of EDII will be created under the Project. Functionaries have to have the right aptitude and attitude. To select candidates with the traits ELCOT would be approached for staff level. To provide consultancy on a continuous basis retired staff / consultants would be taken for fixed periods on contract basis.

G.4. Implementation arrangement

A project office within the premises of EDII will be set up with minimum staff to follow up and monitor the programme. The staff will be experienced in Tourism sector and he/she will be in coordinating liasioning and follow up activities of the entire programme for 3 years. The unit will function under the DD (CDP) who will be required to ensure the activities compliance as per the project proposal planned and approved.

Figure.3. Implementation arrangement
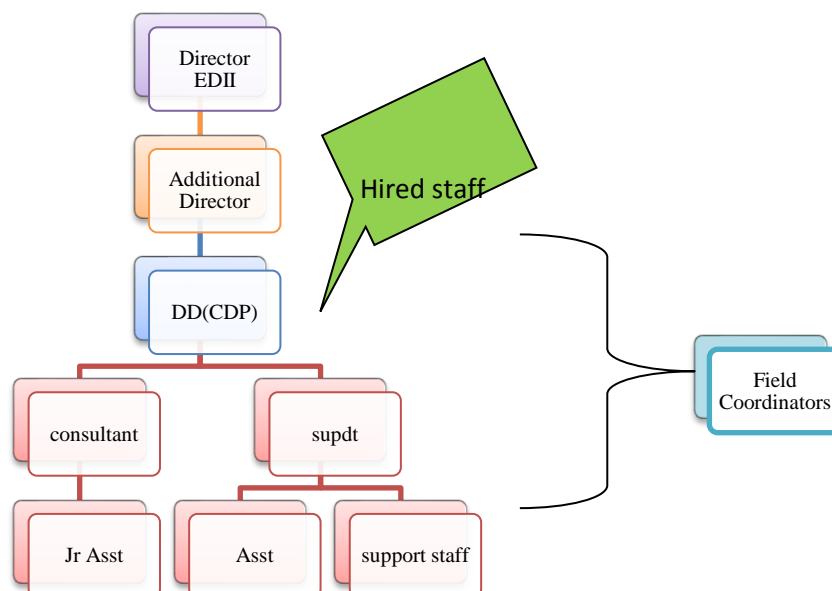
The costs towards hiring of staff on a temporary basis at field level and recurring expenses would be met from the program cost.

Need based infrastructure support and hardware support required to implement the project will be created by EDII.

EDII will have its own terms and conditions of any payment with regard to these staff members as per its governing rules who are employed as per structure above on temporary basis and costs towards this will be met from project management cost.

G.5. Financial management

1. Disbursements to EDII would be done on a six monthly fund release and subsequent releases based on fund expended and on production of UC.
2. The first release would be 100% advance against the proposed expenditure for first six months and successful releases would be made once 50% of the fund is used and on successful production of UC and reporting to the Commissionerate of Tourism.
3. The Bank Account already operated by EDII would be used but separate book of accounts would be maintained for the project in Tally software. If need be, EDII would open a separate account to operate these funds.
4. All the expenses made by EDII will follow the norms and guideline given by its Governing Council.

G.6. Procurement methods

Procurement of all goods and works under the Project will be undertaken in accordance with the Tamil Nadu tender transparency Rules wherever applicable and procedure adopted at EDII as per its Governing Council norms will be followed.

This includes primarily consulting services and printing of brochures, hiring staff, TV/Radio programmes (wherever possible free slots will be used) etc.,. Procurement of all consulting services (including NGO services) will be in accordance with the procedure and norms adopted by EDII for its various other training programmes. No civil works and fixed assets or movable assets like vehicles will be procured.

G.7 Supportive Systems

Under Tranche IV, under Capacity Building and Brand Building, various works has been allotted to different departments. EDII will be seeking the support of these departments during the conduct of various training programmes to stakeholders. The study material, publicity material relating to tourism spot, audio and video specifically prepared under Tranche IV and if useful in conduct of proposed training programme shall be provided by related departments. The Temple Books, Mobile Apps, documentary films etc., envisaged under Tranche IV shall be made available well in advance before the commencement of training programmes.

EDII will explore the possibility of linking all web sites which have already been created / being created for the usage of Tourist and Tourist information for disseminating information through its web site or will work with Directorate of e-governance in this regard.

G.8 Additional Cost beyond scope of work

EDII will take measures to conduct the programmes envisaged in the proposal within the budget approved in this regard. Wherever some additional work or new work is needed to be undertaken then EDII in consultation with Commissioner, Tourism will execute such work with necessary approval for additional payment. EDII may also conduct if need be, some additional programmes to stakeholders in order to develop their entrepreneurial skills and such programs will be conducted of its own budgetary provisions.

G.9. Sustainability

EDII will dovetail any of its own Entrepreneurship Development Programme, mentorship, networking or special programmes with this Tourism project so as to ensure future sustainability and follow up by EDII even beyond the ADB project period.

G.11. Nodal Officer for the Project

The Deputy Director (CDP) will be the Single Point of Contact for this project and proposal. He will coordinate the overall programme by obtaining necessary approval from Director, EDII through Additional Director, EDII.

G.12. Consultative Committee:

Level 1: The overall program will be monitored by a Project Monitoring Unit, at EDII (PMU -EDII) formed at EDII for implementing this project. The PMU unit head will interact with Project Monitoring Unit, Tourism department (PMU-Tourism).

Level 2: A consultative committee will be formed at each district where Tranche 4 programs are to be conducted so as to assist PMU-EDII unit in providing need based local assistances. The committee will be consisting member / representative member of Local Tourist Officer, District Industries Centre, Local Body / Executive Officer, Lead Bank and EDII. The committee will assist in selection of local beneficiaries for each program wherever such need arises.

I – List of Abbreviations

ASI	- Archaeological Survey of India
CDD	- Community Demand Driven
CDP	- Cluster Development Programme
CPT	- Community Professionals Tourism
CBS	- Community Based Societies
DCS	- Design Clinic Scheme
EDII	- Entrepreneurship Development and Innovation Institute
ELCOT	- Electronics Corporation of Tamil Nadu
FBO	- Food Business Operators
FMC	- Foundation for MSME Clusters
GITA	- Global Innovation and Technology Alliance
GST	- Goods and Service Tax
IDIPT	- Infrastructural Development Innovation Programme for Tourism
LMCS	- Lean Manufacturing Competitiveness Scheme
M E & L	- Monitoring Evaluation & Learning
MSME	- Micro Small Medium Enterprises
NCC	- National Cadet Corps
NEEDS	- New Entrepreneur-cum-Enterprise Development Scheme
NIC	- National Informatics Centre
NSS	- National Service Scheme
PMEGP	- Prime Minister's Employment Generation Programme
PWD	- Public Works Department
QCI	- Quality Council of India
QIP	- Quality Improvement Programme
SPV	- Special Purpose Vehicle
TO	- Tourist Officer
TAHDCO	- Tamil Nadu Adi Dravidar Housing & Development Corporation
TANII	- Tamil Nadu Innovation Initiative
TANSTIA FNF	- Tamil Nadu Small & Tiny Industries Association
TiE	- The indus Entrepreneurs
TIIC	- Tamil Nadu Industrial Investment Corporation
TNII	- Tamil Nadu Innovation Initiative
TNSDC	- Tamil Nadu Skill Development Corporation
UYEGP	- Unemployed Youth Employment Generation Programme
ZED	- Zero Effect, Zero Defect