

DETAILS OF ACTIVITIES FOR THE FINANCIAL YEAR 2024-25

Sl. No	Activities	Sub-Activities	Sub-sub-activities	Amount in Millions
3	Business Management support to Homestays			
3.1		Establishment of Baseline of Homestay owners		
3.1.1			Commission a consultant agency to undertake the Baseline assessment study	5.00
3.1.2			Development of Digital Portal	3.00
3.2.3			Monitoring data fed into the integrated MIS	0
3.3		Business management support for homestay owners/ managers.		
3.3.1			Registration and helpline	0.40
			Training for existing Homestay Owners/Manager and individuals interested in starting homestays through IHM and other Reputable Training Partners/Providers	5.85
3.3.3		Branding and Marketing supports		
3.3.3.1			IEC	10.00

3.3.3.2			Events	0.50
3.3.3.3			Digital Marketing	0.50

3.3.4			Access to Finance	0
3.3.5		Whole of Community tourism		
3.3.5.1			Assessment	1.00
3.3.5.2			Events	2.00
3.3.5.3			Marketing & Branding	2.00
3.3.5.4			Training	4.00
3.3.5.5			Technical support, IEC.	3.50
			Training on Service Delivery / FAM Tours (Domestic)	2.00