

# PROJECT ON

# KROHDAM CAVE



SUMMITTED BY:

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## CERTIFICATE

This is to certify that I Banshanbor Kharmyndai has done the project work on proposing a business plan related to tourism industry, entitled "KROHDAM" under the supervision of Prof. W.C.K Sohliya of Shillong College for BBA 6<sup>th</sup> semester as part of the syllabus issued by N.E.H.U. in regard to entrepreneurship and project analysis paper.

**Student signature**

*Banshanbor Kharmyndai*  
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**Teacher signature**

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## DECLARATION

I hereby declare that this project work titled "KROHDAM" is my original work done under the supervision of Prof. W.C.K. Sohliya. The findings in this project are based on the data collected by myself while preparing this project.

This project is completed as a part of BBA 6<sup>th</sup> semester course and all the information is correct to the best of my knowledge.

Date: 28/03/2018

Name: BANSHANBOR KHARMYNDAI

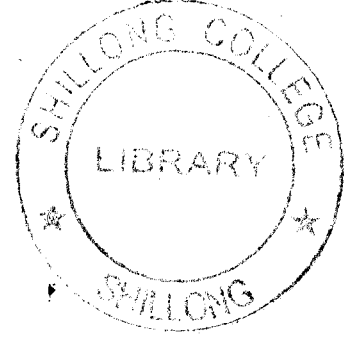
## **ACKNOWLEDGEMENT**

With a sense of gratitude I take this opportunity to express my sincere thanks and obligation to my esteemed guide Prof. W.C.K. Sohliya. It is because of her guidance and co-operation without which it would not have been possible for me to complete my project.

It is also my pleasure to thank all the staff member of the Management department of Shillong College and all those people who have helped me during the project.

Nothing in my life would be possible without GOD I thank HIM for HIS countless blessings.

## **METHODOLOGIES**



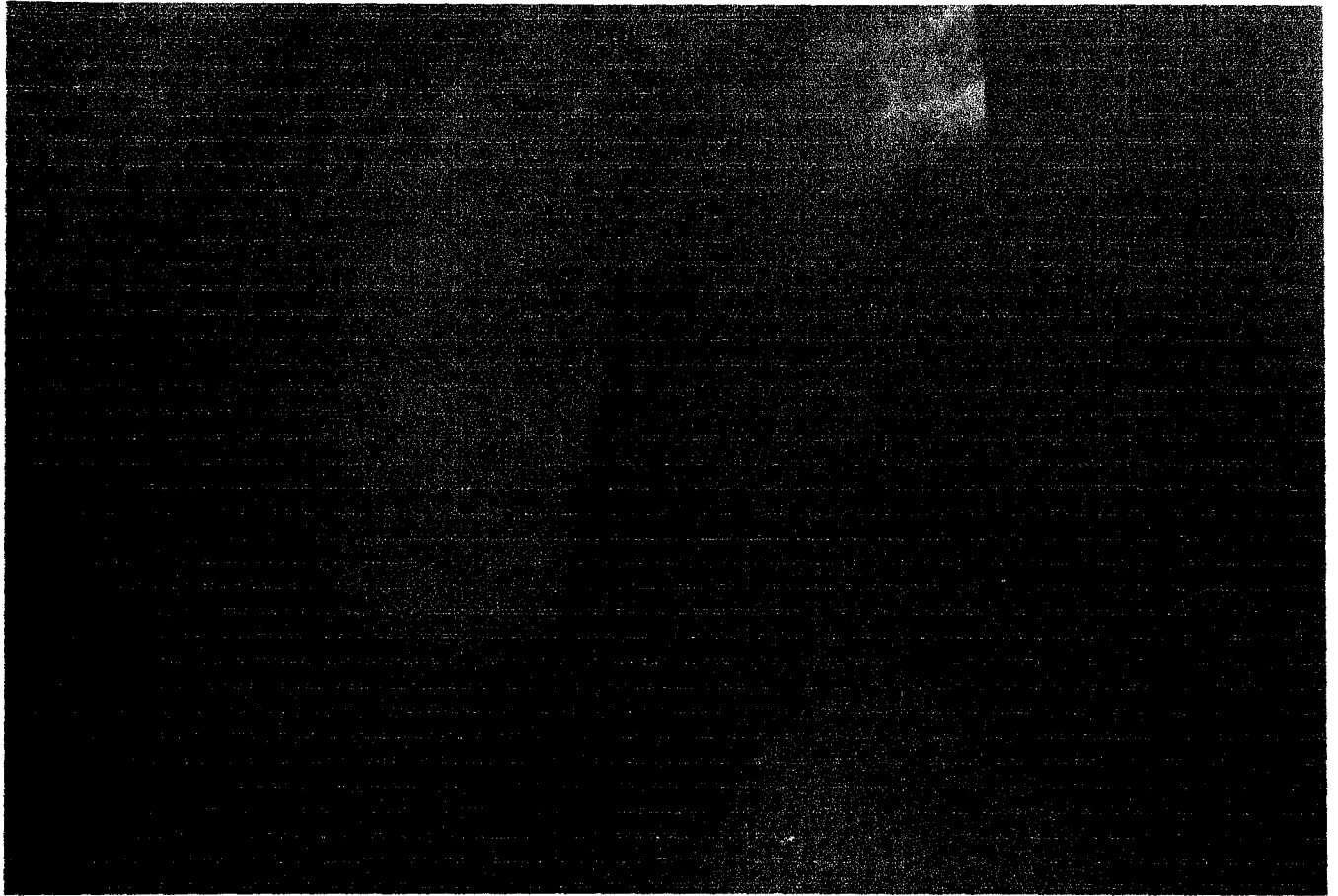
The methodologies that I have used are both primary data as well as the secondary data.

The primary data which I have gathered are through my own researches, interview with the local people and studies on tourism industry and caves business in Meghalaya, India.

Secondary data are the information that I collected from the Google, newspaper articles and text books.

# INTRODUCTION

## RIVER CAVE



This is a cave located in Nongspung village, East Khasi Hills District which is 60 km away from the Shillong city. The cave is not yet known in the dictionary of the Meghalaya cave tourism. This cave is called as Krohdam in local language. The cave is famous as it is a river cave and attracts lots of tourists from local areas. This cave is unique compared to other caves in Meghalaya, the roof of this cave is covered by large rocks and the water flows underneath the rocks. This

cave is quite dangerous and risky to visit as it has many hollow areas beneath the rocks and people with limited knowledge about this cave may get trapped while visiting it. The infrastructure of this cave is not well maintained as it is still underrated in the eyes of Govt. The cave was recognized by the village people in the year 2005 and they started considering this cave as holy in nature. The cave area is also covered with huge forest. During the winter the cave is flooded sometimes and minimal amount of village people visits it.

This cave is to visited during winter if tourist wants to get the real beauty of this cave. Once the cave is flooded from underneath, the water above flows in the form of volcano eruption. So, I recommend people to visit this cave especially during winter to catch the uniqueness of this cave compared to other caves.





I have selected this location for the business because this cave will be newly recognized in the dictionary of cave tourism of Meghalaya and in the near future this cave is going to attract lots of tourist from different areas of the states as well as internationally. As we all know Meghalaya is a state of tourism and tourism is a safe business to run in our state. One of the strength of Meghalaya tourism has always been cave, therefore I believe building a good business plan may help running this new business smoothly.



## Business Plan:-

The below given points may help to build a good business plan:-

**1 Infrastructure:** As I have mentioned above this cave does not have any infrastructure yet as it has not been recognized by the tourism Govt of Meghalaya. This cave is located 15 km away from the Nongspung main town. To visit this cave local people of the village have to go through walking which takes around 2 hours, as there is no proper road connectivity to reach the cave destination.



If I have to start this business, I have to first build a road which may cost around 50 Lakhs.

The expenditure sheet is mentioned below:

1	Labour	4-5 Lakhs
2	Raw Materials	25-30 Lakhs
3	Payment to landlord	10-15 Lakhs
4	Engineer cost	5 Lakhs
	Total	Rs 55 Lakhs

As I have mentioned in the expenditure sheet, labour cost may come around 4-5L. Raw materials include stones, cement, road roller, JCB, truck to carry soil, binder material and water. Payment to landlord means paying the cost of the land where I have to build the road. Engineer cost refers to payment that I have to make to the engineer for the road design.

I have estimated 55 Lakhs, but the expenditure may be more than that.

Under infrastructure cost, I have to bear some more expenditure which may include in cleaning the cave area, maintaining the forest trees and maintaining the rocks solidity and beauty.

In the meantime, I would like to connect the main road with a pavement which would direct us to the cave, so that may also cause extra expenditure.

Picture pavement.

## 2. Capital:

1	Cash in hand	5 Lakhs
2	Fixed asset	30 Lakhs
3	Loan from bank	40 Lakhs

As I have mention above cash in hand with me is 5 Lakhs. The fixed asset that I am having will come around 30-35 Lakhs and I am going to borrow loan from the bank which will be around 35-40 Lakhs. I believe the capital that I would be having all together would be enough for me to start the business that I am looking forward for.

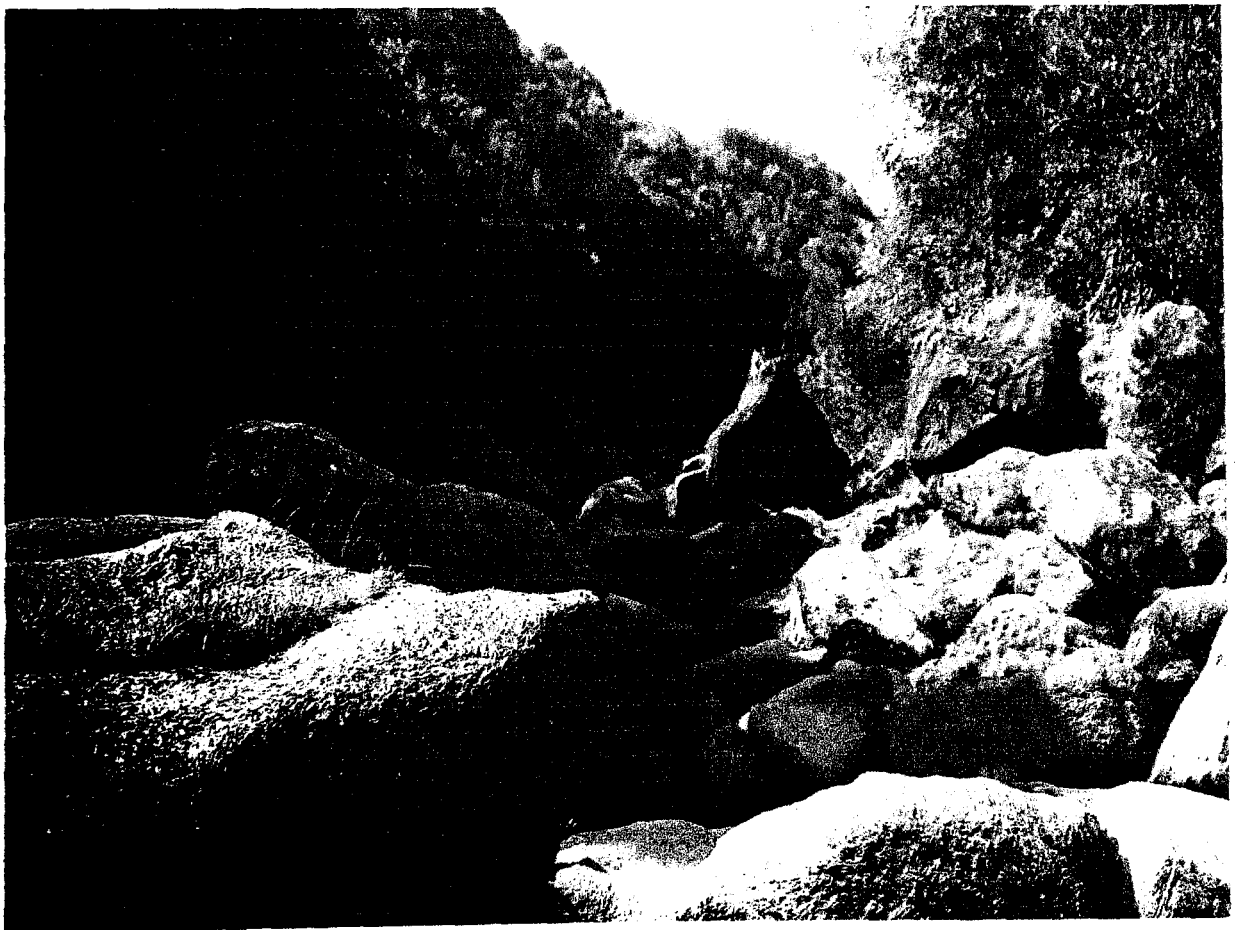
**3. Business Approval:** As we all know to start an authorised business we need approval from the govt, so for my business as well govt approval will be required. For my business as it is not a large organization it will only need few documents such as -

- Headman approval letter
- Pollution free license
- Letter from a Department of tourism
- Govt approval license

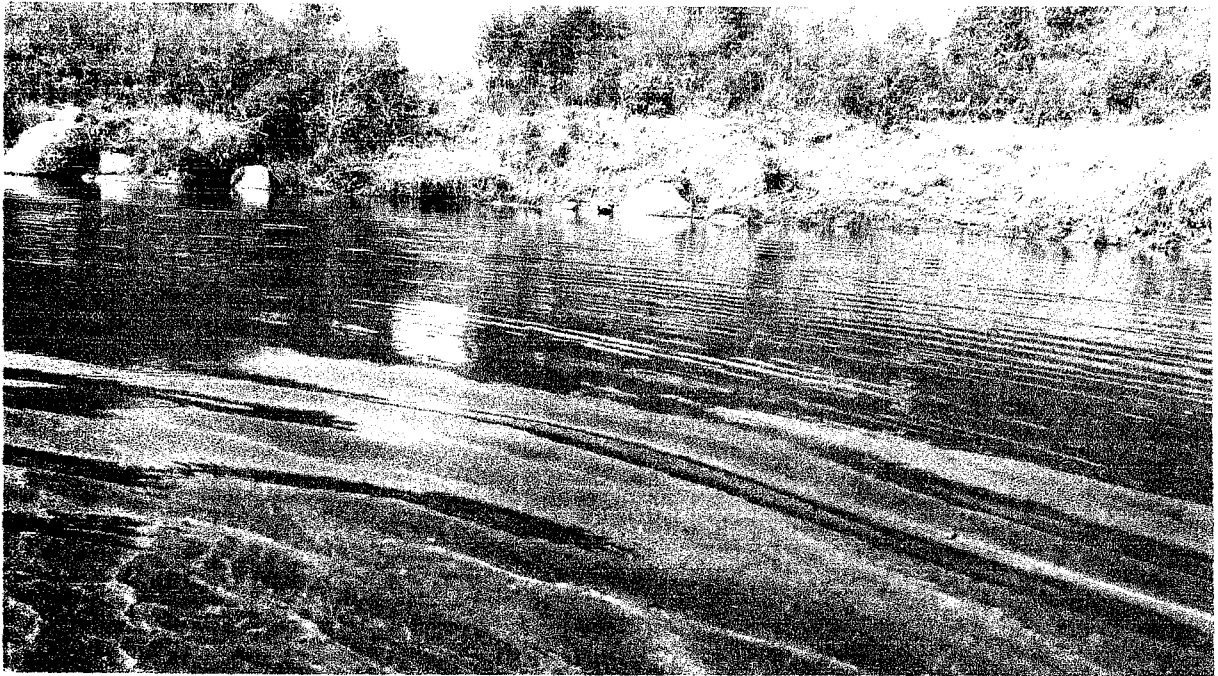
**4. Tourist Attraction:** As of my knowledge this cave locally know as Krohdam cave is going to attract lots of tourist from different areas of our country as well as internationally. The beauty of this cave is unspeakable. From my knowledge most of tourist will be visiting this cave during winter to see the volcanic water eruption which is unique compared to other caves of Meghalaya.

In the meantime, tourist who will be visiting this cave can enjoy other beauty as well which will be in the form of the beautiful Krohdam forest which has lots of unique trees as well as the river lake and the natural beauty of stones.

This is the picture of Krohdam forest for your reference.

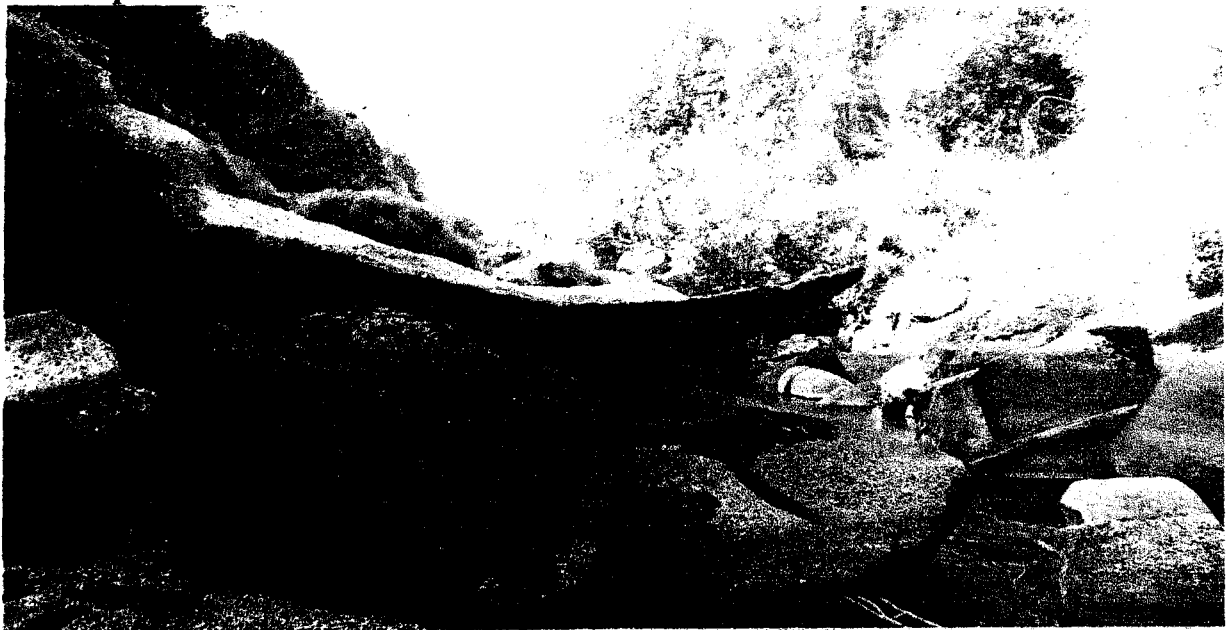


## Krohdam River Lake.



This cave may also become a picnic spot in the near future keeping in hand its natural beauty, the cave, hills, the river lake and the boating spot.

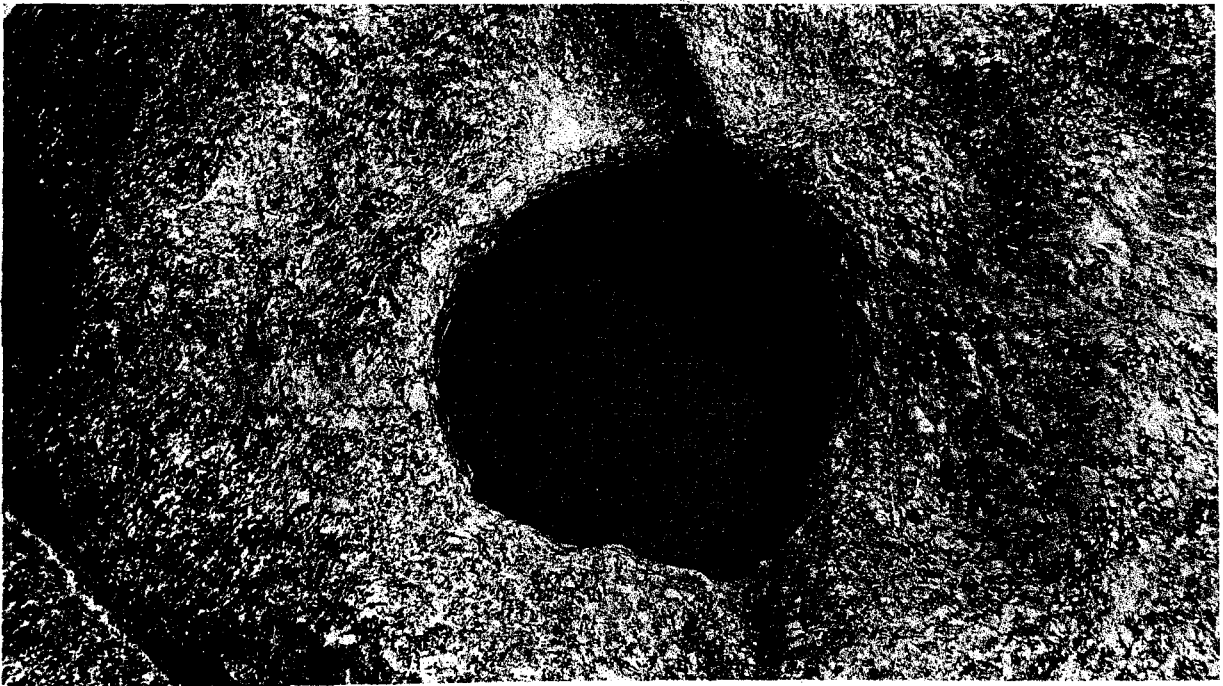
### **Picnic Spot: 1**



Picnic spot 2



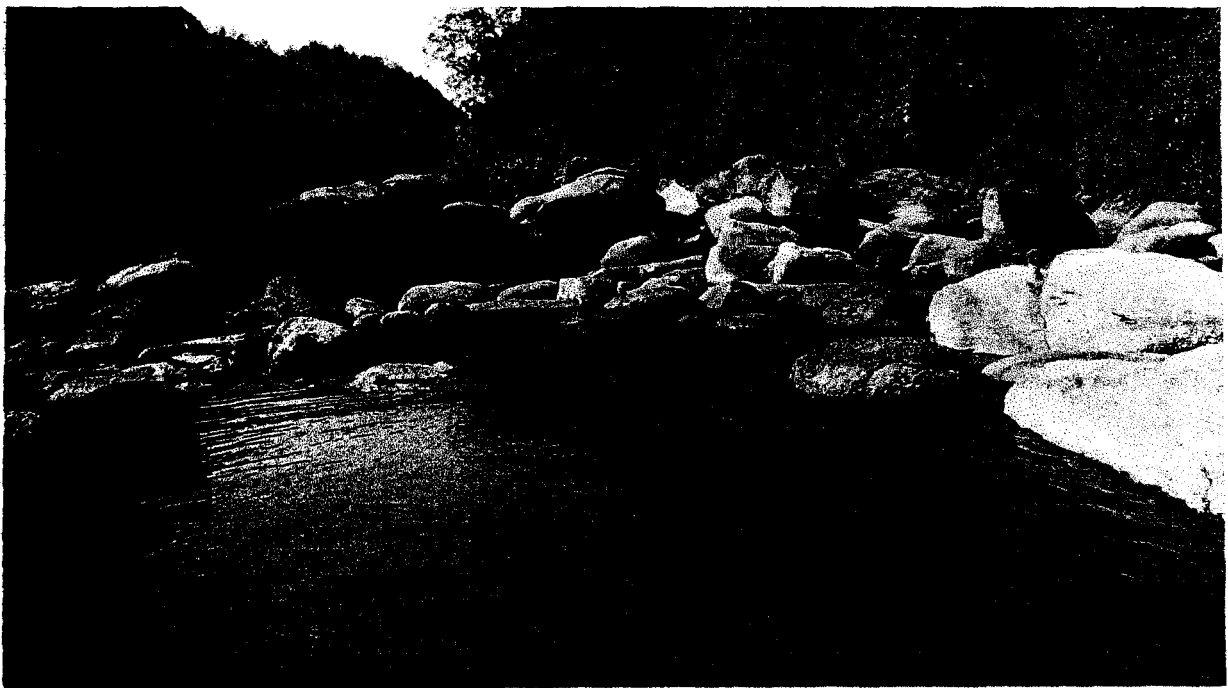
As you see in the image, it is a good relaxing place with our family. The uniqueness of rock formation is seen in the image above.



### **Picnic Spot: 3**



### **Picnic Spot: 4**



Here tourist who comes for picnic can take a refreshing bath as the water showed in the image is not polluted and can be drunk as well.



**5. Growth of village:** The business that I am going to start will automatically result in the growth of the village. The number of tourist attraction will result in sales and revenue largely, so ultimately as my business grows the village will grow as well.

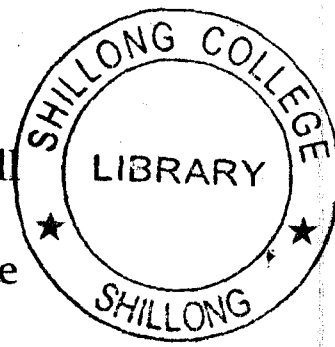
If I do not start this business there is less chances of our village growth as it is located in the remote area of our state and not many people in our state have knowledge about the village Nongspung.

A large no. of tourist attraction results in growth of the particular area. Therefore, as a devoted human it would be my pleasure to start this business sooner as possible and support in the development of my village Nongspung.



**6. Building good image of business in the society:** As my business will result in growth of the village, so automatically my business will earn extra profit

and profile that every business desires for. My business will bring revenue, good road, lots of tourist and etc... to the village which will not only benefit my business, but also the village people and their status.



Having a good status in the locality where the business is heading for is always important, so as of my business I do not have to deal with this mentality issues which other entrepreneur have too.

**7. Employment opportunity to the local people's:** As far as I know the youths in our village are unemployed as they lack employment opportunity. With the business that I am going to start it is going to give lots of employment opportunity to the people of village who had been facing employment issues. The youth of the villages will get employed in my business and they will have a good living standard in the society.

## EXECUTIVE SUMMARY

- ✓ **Business's name:** Krohdam pvt ltd.
- ✓ **Location:** Nongspung ridge, East Khasi Hills Meghalaya, 793115.
- ✓ **Owner's name:** Banshanbor Kharmyndai
- ✓ **Ownership pattern:** Partnership
- ✓ **Relevant industry:** Tourism industry
- ✓ **Mission/objectives:**
  1. Enhancing and encouraging tourism and development in the area.
  2. Centre of attraction for tourist.
  3. Improving the socio-economic condition of the people living in the village and adjoining areas.
  4. Safeguard and protect the cave.
  5. Regional development.
  6. Provide recreational access and opportunities.
- ✓ **Vision:** to develop a tourism centre in a sustainable and acceptable manner, taking full advantage of regional and international trends and developments so that it will significantly contribute to the continued improvement of quality of life in the village while promoting & conserving the State's & Country's cultural and natural heritage.
- ✓ **Total capital investment:** 50 Lakhs

## ✓ **Strategies:**

A. **Marketing strategy:** a marketing strategy is a business' overall game plan for reaching people and turning them into customers of the product or services that the business provides. It is the ability to create brand image among targeted customers particularly tourists. This strategy is all the more suited in this proposed business as the business is already known for its longest among natural caves in India.

B. **Pricing strategy:** Krohdam is a new tourism business and hence possesses a very limited scope for charging high price for its services. However in the long run, the strategy suitable for the firm is to charge prices as and according to the standards of the current market scenario for a specific period of time. After evaluating the effectiveness of the strategy in terms of efficiency and profitability the firm can then decide whether to stick or change its pricing strategy. Services are perishable in nature, hence, short term tactics are also to be implemented for surviving in the long run. Normally there are three folds of pricing strategies and these are:

- Cost-based pricing
- Value-based pricing
- Activity-based costing

C. **Promotional strategy:** promotional strategy is basically a technique of communication. Therefore it is very important for the firm to decide on how to promote and advertise its business. In the case of Krohdam business, advertisement and promotion can be done through local and national newspaper, business magazines, television, radio and internet.

## ✓ **SWOT analysis:**

### Strengths

- Uniqueness and authenticity
- International subject
- Outdoor activities in the area
- Collaboration
- Nature, environment
- Participation of the locals
- Archaeologically and educationally significant

### Weaknesses

- Poor accessibility, location
- Danger of collapse
- Weak guidance
- Lack of professional employees
- Threat to the cave ecosystem

### Opportunities

- Interest of the locals
- Collaboration
- Developing service structure
- Uniqueness, authenticity
- Nature tourism
- Interest towards culture
- Developing present services

- Marketing
- Improving basic components
- Similar tourist attractions
- New job opportunities in local community

## Threats

- Uncertainty of the history
- Criticism, divides opinions
- Lack of funds
- Competition
- Behaviour of collaborators

## OPERATIONAL PLAN

✓ Legal formalities:

- I. Comply with the effective steps as provided in the Meghalaya industrial and investment promotion policy (MIIPP) – 2012.
- II. Comply with the tourism policy of Meghalaya-2011
- III. Comply with the government of Meghalaya commerce and industries department 2016.
- IV. Collect a hard copy of the Tourism Investment Application Form from Meghalaya State Tourism Development Corporation (MSTDC) or download a softcopy from [www.mstdc.meg.nic.in](http://www.mstdc.meg.nic.in)
- V. Fill in the Application Form with assistance from the One Stop Unit (OSU) if required.
- VI. Submit the application to MSTDC, whose staff will carry out a primary appraisal and liaise with necessary officials of relevant line agencies on the investor's behalf.
- VII. A joint site inspection will be scheduled by MSTDC and the investor notified. The joint inspection will be carried out by officials of relevant government organizations such as Urban Development Authority, Central Environmental Authority etc., together with relevant local authorities.

- VIII. Upon completion of the inspection the investor will be invited to attend a Scoping Committee meeting of the Meghalaya Tourism. This meeting will be attended by relevant government agencies.
- IX. Scoping Committee will consider issuing of a preliminary clearance.
- X. Subsequent to granting the preliminary clearance by MSTDC, will facilitate obtaining clearances from relevant line agencies.
- XI. Upon adherence to all condition given by relevant line agencies the investor to submit business plans for approval by tourism Development Authority / Local Authority
- XII. MSTDC will issue final approval for implementing the business plan within that specific location.
- XIII. Final approval will also include the BOI incentive scheme if applicable.
- XIV. The investor to implement the business plan only after obtain the final approval of Municipality. This will include all relevant line agency approvals.



## ORGANISATIONAL PLAN

In a big picture, there will be five functional departments set up in the organization. Marketing and sales, Customers care, HR employment, Administration and Accounting form up the core management functions.

However, it is a small company with a niche market, management functions can be simplified according to the responsibilities.

Banshanbor Kharmyndai owner is mainly responsible for customers' relationship. Manager will be responsible for personnel and management, i.e. taking care of employment and internal management affairs, exchanging ideas, making marketing decisions and strategies in favour for the company.

- ✓ Manpower planning: different caves have different number of employees depending upon the nature of the business. For this proposed project on Krohdam the manpower planning is as follows:

DESIGNATION	NUMBER
◆ Receptionist	2
◆ Guide	8
◆ Cleaner	4
◆ Maintenance	2
◆ Search experts	2
◆ Security	2
<b>TOTAL</b>	<b>20</b>

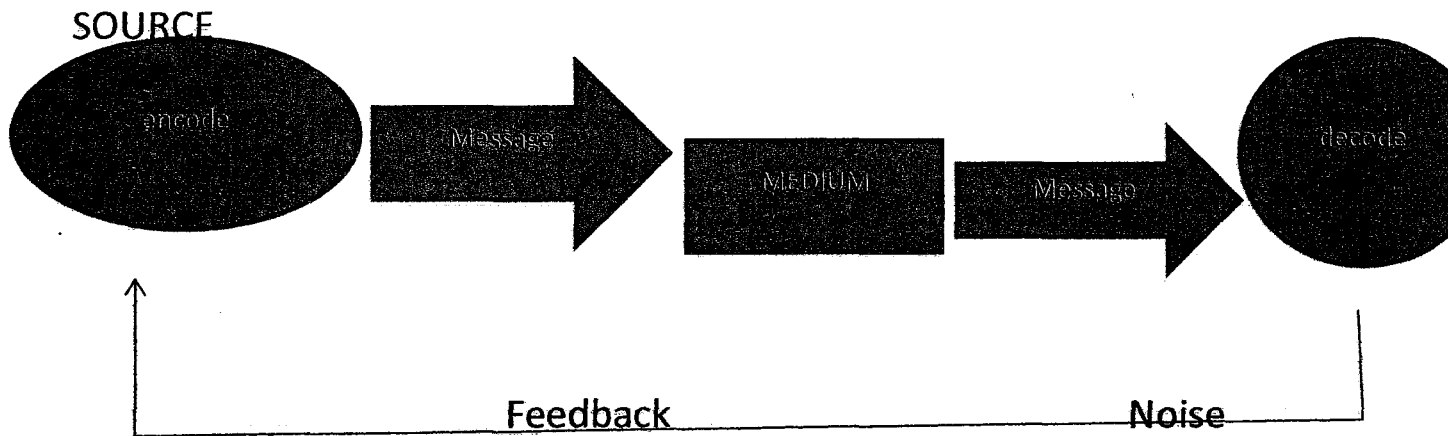
### **Responsible people of business**

<b>Responsibilities</b>	<b>Responsible person</b>
<b>Sales</b>	<b>Specially</b>
<b>Customer care</b>	<b>Rilindaris</b>
<b>Personnel</b>	<b>Tynshainlang</b>
<b>Management</b>	<b>Banshanbor</b>
<b>Marketing and Strategies</b>	<b>Sweaty</b>

# Marketing plan

In general, communication is how people change meaningful information. Models that reflect how communication occurs often include the elements as shown below:

The communication process



Sender must know what audiences they want to reach and what responses they want. They must encode their messages in a way that takes into account how the target audience usually decodes messages. They must also transmit the message through efficient media that reach the target audience and develop feedback channels to monitor the receiver's response to the message. (Kotler)

The most effective way of communication would be door to door and face to face talk to the customers to inform and convince them of the benefits of our service, as much as possible to decrease the misunderstanding, and is an effective way to maintain the customer relationship by regularly visiting to the customers. Customer's feedback and satisfaction investigation would also facilitate us with more effective communication.



Traditional ways of promotion, such as advertising in newspaper, on magazine, TV show, vehicle ads, roadside billboard; through sales promotion, such as exhibition, discount, free trial, membership card coupon; and personal selling, sales force, call Centre and so on are always the options for promotion.

In addition to those mentioned above, cross promote with other business, join other local business who are not direct competitors in promoting, display and distribute each other's publicity materials, speak well of each other at community events, activity ask for referrals whenever a business executes successful projects for clients, are all good options in promoting for the company.

A sales copy can be developed and tailor the message to different media such as direct mail, local press ads, vehicle ads other comparatively low cost options.

Furthermore, the company can join community events, create an expert image, provide free and valuable tips, get on radio talk shows, publish articles and speak at events and create an image that can add credibility to the business and its offer.

Websites marketing is becoming increasingly important as a business promotional option. Just creating a websites is practically useless. There are billions of them on the Web and nobody will notice a new one. To get a business' website to the attention of prospective customer on should:

. Add website pages that are "optimized" for the search terms people actually use to search, create a sitemap of the pages and submit it to search engines such as Google, Yahoo and Bing.

. Get to the attention of the business' customers by writing relevant and helpful articles and distributing these widely to article repositories.

. Participate meaningfully in online discussion forums, social media and networking sites and include a link to the business website.

. Run affordable advertising campaigns on the web that lead the visitor to the business website sales page and ensure that the sales page contains good sales copy.

Customers can be quite effectively targeted in many situations because of the context that they, themselves, have sought out. When a customer searches for a specific term in a search engine, a “banner” or link to a firm selling products in that area can be displayed.

Furthermore, we expect to join in community events to create an expert image like many more businesses doing at present business world. For instance we will take 50% sponsorship for organizing programs related to Nature, organizing consorts and through that we get on radio talk shows, publish article and speak at events and create the image that can add creditability to the business.

Website marketing is also becoming increasingly important as a business promotional option. We will obviously use our Google web ([www.krohdam.in](http://www.krohdam.in)) page to promote our business in overseas as well as within the country especially many of the foreign travellers have been attracted to different tourist places because of wider business promotions through internet. To get a business’ website to the attention of prospective customer on should

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Customers can be effectively targeted in many situations because of the context that they, themselves have sought out. When a customer searches for a specific term in a search engine banner or link of the service provider can be displayed.

## Financial Plan

Source of finance

s.no	Particulars	Cost(Rs)	Amount(Rs)
1	loan from bank	15,00,000	
2	Scheme from govt	10,00,000	
3	Family contribution	5,00,000	
4	Self contribution	20,00,000	
5	Total		50,00,000



## A.Fixed capital

S.No	particulars	Cost(Rs)	Amount(Rs)
1	Furniture and fixture	1,30,000	
2	Tools and equipment	2,70,000	
3	Website development	25,000	
4	Foot path	75,000	
5	Bucket	25,000	
6	Pipes line	1,25,000	
7	Toilet	1,45,000	
8	Fencing	2,00,000	
9	Total		6,35,000

## BUDGET PLAN

S.NO	Particulars	Cost(Rs)	Amount(Rs)
1	Fixed Capital	6,35000	
2	Working Capital	43,65,000	
3	Total		50,00,000

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# Product and service

Possibly the most widely used planning tool within marketing is the Product Life Cycle (PLC) concept. The basic premise of the PLC is that products go through several stages of “life” with each stage presenting the marketer with different challenges that must be met with different marketing approaches.

Most products experience patterns of activity that divide the evolution of the product into five distinct stages as explained. Based on the learning lectures of Entrepreneurship, Production and operation management, Sales and advertising management given by teachers from Shillong college management department.

- . **Development-** Occurs before the product is released to the market and is principally a time for honing the product offering and preparing the market for product introduction.
- . **Introduction-** Product is released to the market and sales begin through often gradually as the market becomes aware of the product.
- . **Growth-** If the product is accepted, it may reach a stage of rapid growth in sales and in profits.
- . **Maturity-** At some point sales of a product may stabilize. For some products the maturity phase can be the longest stage as the product is Repeatedly purchased by loyal customers. However, while overall sales may grow year- over-year, percentage sales increases may be small.
- . **Decline-** All products eventually see demand decline as customers no longer see value in purchasing the product.
- \* **The product is described critically from the customer’s point of view, and explains our product’s services.**

A product or service is dependent on the knowledge of the industry, the expertise, and the know-how. In order to succeed as an entrepreneur, one must know the market situation, which the clients are, what their needs are, and what the client's expectations towards ones business and the offered product or service.

# Description of business

The business strategy will initially rely on the knowledge of the local community Nongspung village. Our business will be working in collaboration with District Council of Nongspung Hills and with the help of Nongspung village. We will be providing a great satisfaction and pleasure experience to our customers. Business will be providing customer satisfaction form, for the betterment and for success of business.

As presented in the executive summary we “Krohdam pvt ltd expects to present customers with high quality of service tour by ensuring customer safety and satisfaction. We as a team look in to secure the key elements of high quality, sustainable & ecofriendly park visiting experience such that,

- ✎ Through maintaining better long-term financial Management
- ✎ By paying attention to conservation
- ✎ By reduction of cost
- ✎ By enhancing the investments
- ✎ By enhancing the benefits to customers etc.

As our marketing strategy, niche marketing approach is a good fit for small businesses particularly whale watching businesses that need to be profitable in a small slice of a market. By pursuing a niche strategy we expect to increase our Return on investment (ROI) through funnelling resources towards the customers who are most likely to buy the service.

Furthermore, niche marketing means tailoring resource acquisitions to the needs of our market segment.



Our business plan is not that much complex rather it is simple to describe.

Our business strategy focuses on improving the competitive position of Caves watching business within the tourism industry. In that context we would prefer to refer the peter's competitive strategies as well.

### **Competitive strategy raises the following questions;**

- ✎ Should we compete on the basis of lower cost (and thus price), or should we differentiate our product or services on some basis other than cost, such as quality or service?
- ✎ Should we compete head to head with our major competitors for the biggest but most sought – after share of the market, or should we focus on a niche in which we can satisfy a less sought-after but also profitable segment of the market.

**Michel porter proposes two” generic “competitive strategies for outperforming other corporation in a particular industry; lower cost & differentiation. These strategies are called generic because they can be pursued by any type or size of a business firm.**

- ✎ **Lower cost strategy-** is the ability of a company or a business unit to design, produces, and market a comparable product more efficiently than its competitors.
- ✎ **Differentiation strategy-** is the ability of a company to provide unique and superior value to the buyer in terms of product quality, special features, or after sales service.

Firm's competitive advantage in an industry is determined by its competitive scope. That is, the breadth of the company's or business's target market.

When the lower cost and differentiation strategies have a broad mass –market target, they are simply called cost leadership

& differentiation. When they are focused on a market niche (narrow target), however they are called cost focuses & differentiation focuses.

In the context of whale watching business it is feasible to pursue cost focus or differentiation focus competitive strategy rather than pursuing cost leadership or differentiation. Because whale watching business is a small market segment whereby it can be called as a niche market that is composed with a tiny specialized market for a particular product or service.

In fact competition is a way of life for an entrepreneur. One must know the competitors, their products and their modes of action in order to differentiate ourselves from the competition with the factor that holds value for customers. This way has some freedom regard to pricing the product or service, and this translate as a better result. It is beneficent to follow the marketing initiative of competitors, and to reflect on how they advertise, and how often they advertise. (Helsingin Uusyrityskeskus)

# PEST ANALYSIS

## POLITICAL FACTORS

Government policies: Government policies are one of the major political factors which affect the operation of a business unit before and after commencement of business. In the case of travel agency, certain government policies may apply such as the eligibility of new unit, the different scheme and subsidies available for such unit, payments viable by the business unit such as tax etc. Let us discuss in brief what these government policy states;

- **Eligibility of new units** : According to the Tourism Policy of 2001, new units means a tourism unit commences operation of the project on or after January 1997 with prior approval from the Director of Tourism, Government of Meghalaya. In addition, if the agency provides tour packages such as operating tours etc, they are to seek approval from the Director of Transport Operation (DTO),

Government of Meghalaya.

- **Publicity subsidies**: As stated earlier, incentives shall be available for new as well as for existing ones. These incentive and subsidies would allow new and young entrepreneurs to enter the travel industry as they assist them financially by lowering their cost of operation. However these subsidies have a limited lifespan of five year i.e. any business unit who has reached a lifespan of five years is considered an establishment organisation. Some of the major incentive enjoyed by entrepreneur are as follow:

- **Sale tax exemption**: According to the Tourism Policy of 2001, all new units shall be exempted for payment of sales tax wherever applicable for a period of five years from the date of commercial operation.

- **Subsidy of Telephone Connection**: As per the Tourism Policy 2001, 50% on one time investment on telephone connection will be



subsidized for new units. In the case of travel agency, subsidising telephone connection will play a big role in smoothening operation of the firms as telephone are the major mode of communication used by the business to contact clients and several other important operation.

- **Interest subsidy:** According to the Tourism Policy of 2001, a subsidy on interests payments to bank or financial institution will be provided at the rate of 4% on term loan (excluding capital loan) availed by the entrepreneur for setting up of approved tourism units subject to a maximum of Rs. 10,000 per month for a period of five years from the date of disbursement of the loan.
- **Travel agencies are also viable for taxation :** the present scenario states that agencies with an annual income of Rs. 50 Lakhs is subject to pay a service tax of 10% payable to the Income Tax Department.

#### **ECONOMIC FACTORS:-**

- the level of industrialization in Meghalaya is very low as it is mainly as agriculture based economy. However many rich mineral such as coal, lime stone, limonite and granite can be found in the state and future utilization of these resources would help increases the trade an industries of the state.
- The state of Meghalaya has also experience an overall growth in term of population and literacy rate. According to the 2011 census, Meghalaya's population has a 27.82% rate of growth. In exact figures Meghalaya has a current population of 2,964,007 people.
- One of the major economic drawbacks of the state is the incidence of poverty. According to the BPL census 2002, Meghalaya scored 48.9% in the number of household living below the poverty line.
- The income of the consumers is also an important factor which

plays a major role in the development of an economy. Increase in the income means an increase in the purchasing power of the consumer. Meghalaya has experience a gradual increase in its per capita income and net domestic product. According to the Meghalaya Development Report 2008, Meghalaya scored an annual growth rate of 28.32% in the Net Domestic Product and a percentage of 19.98 in its Per Capita Income.

- Another important economic factor to be considered is the unemployment factor. In the case of Meghalaya, the unemployment rate shifts from time to time. The state unemployment rate decrease from 1.42% in 1983 to 0.18% in 1987-1988. However the unemployment rate increased marginally from 0.18% 1987-1988 to 0.21% in 1993-1994 and further to 0.83% in 1999-2000 and later declined to 0.62% in 2004-2005.
- Last but not the least, another economic factor which has had a great impact on the tourism industry in Meghalaya is the growing prices of petrol and diesel. The increase in petrol and diesel prices also triggers the price of many fast moving consumers good.

## **SOCIO CULTURAL FACTOR:-**

- **Safety and security of tourists:** This is one of the most important socio-cultural factors which must be considered prior to other factors. This factor is concerned with the safety and security needs of tourist, therefore, businesses has to developed certain protection plans which would assure safety to tourist throughout their visit. Protection maybe needed for the visitors not only from physical harassment from local but also includes protection from any damage to the property of the visitors both foreign and domestic. In contrary

an economic prone to terrorism and violence may attract fewer tourist as it would be perceived as dangerous to potential visitors.

- Festive season and special occasions: One of the major reason that tourist visit a particular destination is to witness the unique cultural occasion and festivals of different cultures. They can either be in the form of dance, music, belief or any other form which is unique and rare. Therefore taking this into account Meghalaya alone is composed of three distinct tribes, each with a unique culture and believes. These three tribes are the Khasi, pnar and the Garo. This tribe host several festivals annually which have attracted many tourists both domestic and foreign to visit the 'The Abode Of Cloud'.

The major festival of Meghalaya are:

- Shad Suk Mynsiem Of The Khasi Tribe
- Behdienkhlam Of The Jaintia Tribe
- Wangala Dance Of The Garo Tribe

- Music: Meghalaya is also well known for its love for music. The capital of the state that is Shillong has not only flourished in terms of music by hosting several concert perform by international artist such as Sepultura, MLTR, Fire House etc. but has also been able to witness changes in the domestic and cultural music. The music industry in the state has constantly grown in the past decade with young musician from the state and now exposed to both national and international level.

- Changing lifestyle: Meghalaya has been experiencing rapid changes in the lifestyle of its population especially in the urban areas. One of the changing trends can be seen among the youth of the state. Local youth are now early adaptor of the global trend of social networking which may have a large impact to the tourism industry of the state.

## **TECHNOLOGICAL FACTORS:-**

One of the major technological factors which have had a huge impact on the tourism industry of the state is the internet. The availability of internet services has enabled large section of the global population to gain accessed to unlimited information related to tourism and many other. In the context of tourism, internet services can be used for several purposes beneficial for the development of tourism in the state.

## **DESCRIPTION OF INDUSTRY**

### **SEGMENTATION AND TARGETTING:**

The first step in segmentation is to target segments which become the focal points for marketing programs and inform product design and development and then pursue the target segment by organizing marketing efforts around a coherent positioning strategy. There is no single way to segment a market. However, different segmentation variables maybe adopted either single or in combination. In this case, market segmentation can be done on the basis of income, buying pattern, customer needs and wants, user status etc. The target market of the business unit is tourists and individual. These people are interested in adventure, history, travel culture and unique travel experiences.

### **POSITIONING:-**

Krohdam is positioned by designing and representing products and service that occupy a distinct and valued place in the visitor's mind. Positioning involves the selection if key these or concepts that will be featured for communicating distinctiveness to target markets.

## REFERENCE

While writing this book I have referred to several papers, articles, magazine and from other sources like asking information from the local people. I have provided with examples and case studies from many thing. I thank all ma family, friends, and teachers for their encouragement. Above all I thank God for being with me.



## Conclusion

Since caving adventure/tourism is a new interest, there is a vast potential that this field can be harnessed in terms of its recreational value and economic value as well. Due to the natural infrastructure (cave) and the need of no other additional infrastructure to be created, caving is one of the most inexpensive outdoor adventure seekers dream.

Located at Nongspung, this village boasts of a lot of cave in and around its periphery also not being so far away from the state capital Shillong, Nongspung is well connected with buses and local cab. Nongspung itself being a scenic, clean and peaceful area already attracts countless number of visitors and tourists, both locally and globally. Caving expedition is warmly welcome by the locals of Nongspung and the village administrator.

It's puzzling how little is known about the vast network of caves in the Meghalaya. While Saha discovered it during a trip to northeastern India and was open to the idea of caving, Brian Dermot Kharpran Dely, 70, says it's because you don't really have such complex caves in other parts of India and there is a lack of awareness. Dely is a ten-time Norgay national adventure award winner and formed the Meghalaya Adventure Association (MAA) in 1990. He has been one of the key people behind the documentation of the Meghalaya. "Caving is like any other adventure sport, venturing into the unknown," Dely says, adding, "Though when it comes to caving, 10% is adventure and 90% is a scientific work."

So I am definitely sure that this cave in my village will also attract lots of tourism in the near future and will be recognize as one of the most beautiful and amazing caves in our state Meghalaya.

