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PRESS RELEASE

Kerala RT Mission to fund women tourism units

- **Applications invited for getting financial aid for a string of initiatives**
 - **Last date of applications is Nov. 15**

Thiruvananthapuram, Oct. 15: The Kerala Responsible Tourism (RT) Mission Society of the Department of Tourism has invited applications from women units registered with it for providing financial assistance for woman-friendly tourism initiatives.

Women units registered with RT Mission Society are entitled for financial assistance for initiatives like Fresh Up Homes and Women RT Club, besides entrepreneurship development and one-time financial aid for women enterprises.

About 50 units will get Rs 25,000 each (in two installments) for setting up Fresh Up Homes. In the first phase, these facilities can be established in the houses selected for village tour packages and by connecting the existing homestay/farm stay/ethnic cuisine ventures.

Besides, homestay units that have classification by Department of Tourism and registered with RT Mission and Experience Ethnic Cuisine units registered with RT Mission can also apply for the scheme.

This project (two each) will be implemented in Kanthalloor, Marayoor, Vattavada, Maravanthuruthu, Chembu, Koodaranji, Kadalundi, Thrithala, Pattithara, Pinarayi, Ancharakkandi, Chekadi, Perumbalam, Valiyaparamba, Aymanam (Manjira), Munrothuruthu and Aranmula. One each of the project will be coming up in Kannur Chal Beach, Muhamma, Thalayazham, Vechoor, Punnayoorkkulam, Anchuthengu, Amboori, Balaramapuram, Adikadalayi (Kannur), Thanneermukkam, Thiruvilwamala, and Thirunelli.

Women units can also apply for financial aid under entrepreneurship development category that includes setting up of souvenir/handicrafts shops and ethnic food restaurants. The maximum amount to be given to a unit will be Rs 50,000.

The Women RT Club, formed as part of the state's women-friendly tourism project, also can avail financial assistance for setting up various enterprises. Initially, five units will get upto Rs two lakh and each Club should submit special projects.

The ventures led by women will be provided one-time financial aid of Rs 10,000 each, by choosing 10 women units from each district.

For more details about applications, visit: <https://www.keralatourism.org/responsible-tourism/>

Last date of applications for all projects is November 15 before 5 pm.

Applications can be submitted to: Kerala Responsible Tourism Mission Society, Department of Tourism, Park View, Thiruvananthapuram- 695033. Phone: 0471 2334749