



ORGANISATIONAL MANUAL

for

SIKKIM ECOTOURISM DIRECTORATE

DIRECTORATE OF ECOTOURISM

**FORESTS, ENVIRONMENT AND WILDLIFE MANAGEMENT DEPARTMENT,
GOVERNMENT OF SIKKIM.**

FOREST SECRETARIAT, DEORALI, GANGTOK, SIKKIM.

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A. INTRODUCTION

This organizational manual refers to the Directorate of Ecotourism and it lays down the codes and procedures related to the functioning of the Directorate. It covers various aspects of the organisation like organisational objectives, organisational structure, roles and responsibilities of various organisational positions which are synced to the fulfilment of organisational goals and objectives. Broadly this Manual provides guide-lines, instructions and norms for efficient working of the organization and execution and supervision of various works.

B. ABOUT DIRECTORATE OF ECOTOURISM:

In order to make Sikkim a premier eco-tourism destination, the state government has established Directorate of Ecotourism vide notification No 64/Home/2008 dt 05.07.2008. (Appendix I) The Directorate of Ecotourism is established under the Forests, Environment and Wildlife Management department (FEWMD), Government of Sikkim and mandated to streamline policies related to ecotourism and regulate all eco-tourism activities in the state.

The notification states that; 'more than 80% of the total geographical area of the State falls under the administrative jurisdiction of FEWMD and has recognized Ecotourism as a service sector. The core objective of the Directorate is to prevent unplanned tourism that threatens sensitive and biologically important areas of the state including high altitude glaciers, wetlands, wildlife areas, etc. The notification delegates power to the officers and field staff posted in the Sikkim Ecotourism Directorate necessary powers in compliance with relevant acts and rules such as Wildlife Protection Act, 1972, Sikkim Forests, watercourses and Road Reserve and Protection, Act, 1988 and Indian Forests Act, 1927.

C. MAIN OBJECTS OF THE DIRECTORATE:

The main objectives of the Sikkim Ecotourism Directorate are given as below;

1. To prepare Sikkim Ecotourism Policy;
2. To channelize and regulate all the ecotourism activities in Protected Areas, Reserve Forests and other forest lands in the state;
3. To handover all the existing Forest Rest Houses and other structures (viz. notified trek routes of Protected Areas and Reserved Forests etc) to the Directorate of Ecotourism which are lying vacant/unutilized at present;
4. To impart training and capacity building of ecotourism service provider's, travel operators, panchayats, JFCM/EDC, Himal Rakshaks and local NGO's about the Sikkim Tourism policy and regulations;
5. To allow the execution and implementation of all the ecotourism related works to be taken up within or outside the Protected Areas and Reserve Forests;

6. To incorporate into the existing schemes and programmes of the National Park and Sanctuaries in order to provide adequate funds for implementation of the zonation and conservation management plan;
7. To seek support from Tourism Department and other organizations and agencies in the promotion and development of the ecotourism in coordination with the Directorate of Ecotourism;
8. To delegate power to the officers and field posted in the Directorate of Ecotourism to exercise the Wildlife (Protection) Act, 1972 and the Sikkim Forests, Watercourses and Road Reserve Preservation and Protection Act, 1988 and Indian Forests Act, 1927;
9. To regulate ecotourism and its activities within wildlife and other forest areas in such a way that it complies with the provisions as prescribed in state policies and various acts and rules;
10. To develop ecotourism in the State of Sikkim;
11. To identify ecotourism potential and develop ecotourism facilities;
12. To identify ecotourism areas, specific destinations in the natural regions of the State;
13. To develop infrastructure facilities and their maintenance such as:
 - i. Development of interpretation and information facilities;
 - ii. Development of trekking trails, nature trails, camping sites/grounds, ecohuts, machans, dormitories *etc*;
 - iii. Development of picnic spots, safaris, adventure sports, kayaking and canoeing, boating, rafting, water sports *etc* in the natural regions;
 - iv. Making available means of transportation;
 - v. Development of such other structures and facilities, which may be helpful in promoting ecotourism;
 - vi. To acquire and take over all or any of the tourist lodges/centres, bungalows, rest houses, cottages, canteens *etc* owned by the Government of Sikkim with all or any other assets and liabilities attached thereto and to run the same efficiently and economically;
14. To classify/categorize established and proposed ecotourism facilities as per standards;
15. To undertake the following activities for publicity and marketing as per standards:
 - i. In coordination and collaboration with the Department of Forest, Environment & wildlife Management and Department of Tourism & Civil Aviation, publicize the activities and programs of the Directorate;
 - ii. Production, exhibition and distribution of literatures, publicity material and audio visual materials;
 - iii. Undertake activities for the benefit of students, common people, media and other target groups;
 - iv. Issue advertisements through newspaper, internet, periodicals and any other media
 - v. Undertake/commission studies related to ecotourism activities;

- vi. Creation of website for the Directorate;
 - vii. Undertake other activities for fulfillment of aforementioned objectives;
 - viii. Participation in national and international travel and tourism fairs for publicity;
16. Formulation, implementation, monitoring and evaluation of schemes for the promotion of ecotourism in the State and to extend technical and financial assistance to other stakeholders;
 17. To execute the Ecotourism Policy of the State and implementing various strategies as suggested by the Policy;
 18. Organization of symposia, conferences, fairs and exhibitions relating to ecotourism and participation in similar programs organized by other organizations;
 19. Obtain membership of the relevant national/international organizations dealing with ecotourism and to participate in their programs;
 20. Undertake/conduct all such programmes and activities which may be helpful in achieving the objectives of the Directorate;
 21. To take over, develop, operate and manage ecotourism facilities and places of tourist/ecotourist interest in the State of Sikkim and elsewhere like Wildlife Sanctuaries, National Parks, Biosphere Reserves, Conservation Reserves, open places, parks, etc.;
 22. To establish, take over and manage existing forest rest houses, homestays, interpretation centres, existing hotels, and sell, construct, purchase, acquire, lease, take on lease, run and maintain forest rest houses, canteens, cafeteria, travellers' lodges, guest houses and other places for the purpose of boarding, lodging and stay of tourists/ecotourists;
 23. To appropriate in part or parts of the property of the Directorate for the purpose and to build and let shops, offices and other places of business. To promote ecotourism by all ways and means and to adopt such methods and device desirable ecotourism products and attract ecotourists;
 24. To perform as contractors, builders and carry out any other civil works that relates to the development of ecotourism industry;

D. INCIDENTAL AND ANCILLARY OBJECTS:

1. To enter into agreements and contracts with Indian or foreign individuals, companies or other organisations for technical, financial or any other assistance for carrying out all or any of the objects of the Directorate or any purpose conducive to any objects;
2. To enter into contract for joint venture with any other person, firm, or Company/Society having objects similar to that of the Directorate for carrying out the object of the Directorate more efficiently to the advantage of the Directorate;
3. To enter into any partnership or arrangement for joint venture in business, sharing of profits, pooling of any industrial undertaking or reciprocal concession or

otherwise with any other Company/Society, firm or person carrying on or engaged in or about to carry on or engage in any business or transaction which this Directorate is authorized to carry on or engaged in or any business or transaction capable of being conducted so as directly or indirectly to benefit this Directorate. And to take or otherwise acquire shares and securities of any such Company/Society and to sell, hold, reissue, with or without guarantee of otherwise deal with the same;

4. To enter into any arrangement with Government or State Authority, Municipal local or otherwise that may seem conducive to the Directorate's objects or any of them and to obtain from any such Government or State or Authority, and rights, privileges and concessions which may seem conducive to the Directorate's objects or any of them;
5. To establish agencies in the State of Sikkim or elsewhere and to regulate their working and continuance thereof;
6. To purchase or otherwise acquire and undertake the whole or any part of the business, property, rights and liabilities of any person, firm or Society, carrying on any business, which this Directorate is authorized to carry on and to purchase, acquire, apply for, hold, sell, and deal in shares, stock of any such person, firm or Society, to conduct, make or carry into effect any arrangement in regard to the winding up of the business of any such person, firm or Society;
7. To acquire and hold shares in any other firm or society having objects wholly or partly similar to that of the Directorate or carrying on any business capable of being conducted so as directly or indirectly benefit the Directorate;
8. To borrow or raise or secure the payment of money in such manner as the Directorate shall think fit, and in particular by the issue of debentures, perpetual or otherwise, charged upon all or any of the Directorate's property (both present and future) including its uncalled capital and to purchase, redeem or pay off any such securities;
9. To receive grants, loans, advances or other money on deposit or otherwise from State or Central Government, Banks, other Financial Institutions, Companies, Clubs, Associations, Commissions, Corporations, trusts or individuals with or without allowance of interest thereon;
10. To lend money to such persons or companies and on such terms as may seem expedient, and in particular to customer and other having dealings with the Directorate and guarantee the performance of contracts by any such persons or companies, provided the Directorate shall not carry out the business of banking;
11. To sell, improve, manage, develop, exchange, lease, mortgage or otherwise deal with all or any part of the properties and rights of the Directorate on such terms and conditions as the Directorate may think fit;
12. Generally to purchase, take on lease or in exchange, hire or otherwise acquire, any movable and immovable property, and any rights or privileges, which the

Directorate may think necessary or convenient for the purpose of its business, and in particular any land, buildings, casements, machinery, plant and stock-in-trade;

13. To draw, make, accept, endorse, discount, execute and issue promissory notes, bills or exchange, bills of lading, warrants, debentures and other negotiable or transferable instruments;
14. To undertake and execute any trusts, the undertaking of which may seem desirable, either gratuitously or otherwise;
15. To provide for the welfare of persons in the employment of the Directorate and their widows and families, by establishing provident or other funds, by grants of money, pensions or other payments and by providing or subscribing towards places of instruction and recreation and hospitals, dispensaries medical and other attendance, and such other assistance, as the Directorate shall think fit;
16. To issue or guarantee the issue of, or the payment of interest on the shares, debentures, debenture stock or other securities or obligations of any Society, firm or association, and to pay or provide for brokerage, commission in respect of any such issue;
17. To carry on any other business which under existing circumstances may seem capable of being conveniently or advantageously carried on in connection with the business of the Directorate or calculated directly or indirectly to enhance the value of or render profitable any properties or rights of the Directorate;
18. To do all or any of the above things as are incidental or conducive to the attainment of any or all the objects mentioned above in any part of Sikkim or in any part of the world either as principal, agents, trustees, contractors, or otherwise and by or through or in conjunction with trustees, agents sub-contractors or otherwise;

E. OTHER OBJECTS:

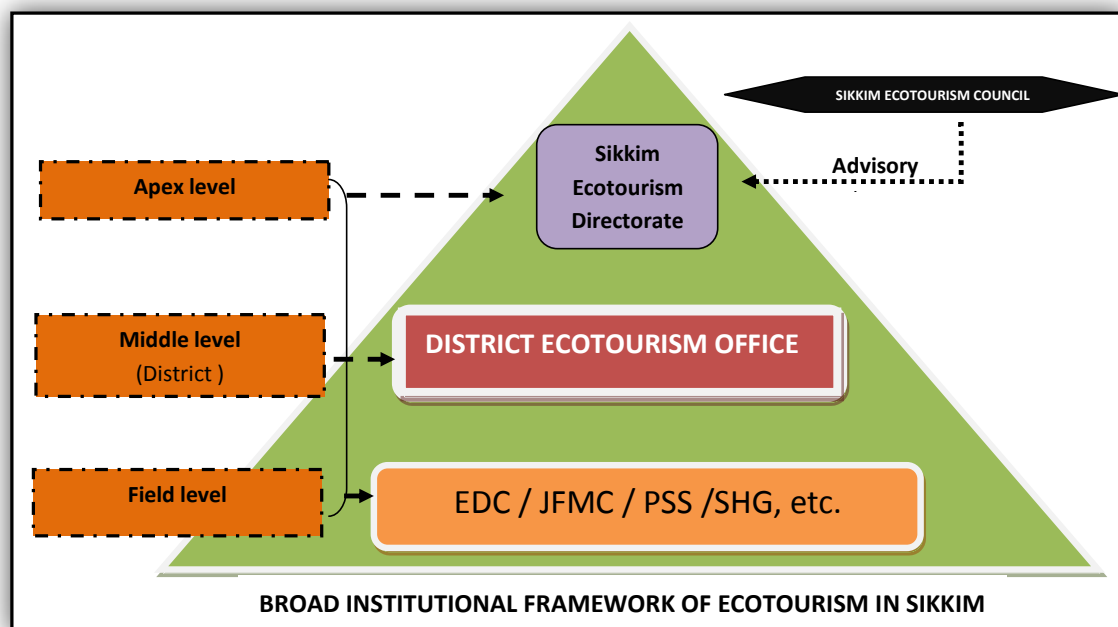
1. To facilitate in the conduct of ecotourism related businesses in the State of Sikkim and other areas;
2. To facilitate board and lodge and other facilities to the public including tourist, ecotourists, visitors and other delegates coming from foreign countries and to members of delegations and missions from abroad;
3. To facilitate all inclusive tours by road, rail, sea, air or otherwise and to enter into all agreements connected with the organization of such tours;
4. To facilitate in doing online business/transactions with domestic and international ecotourists;
5. To facilitate in import, repair, ply and hire buses, motor trucks, motor cars, taxi cars, station wagons, launches and any other kinds of vehicles or mode of transport;
6. To purchase, take on hire or otherwise acquire halls, theatres, concert hall or other buildings of a like character and renting rights in the same and to sell, give on hire or otherwise dispose of the rights so acquired;

F. AREA OF OPERATION

The area of operation of the Directorate of Ecotourism shall be ordinarily the area comprised in the State of Sikkim and such other places outside the State of Sikkim where branches and/or sale depots are opened with the permission of the Government of Sikkim.

G. ORGANISATIONAL STRUCTURE OF DIRECTORATE OF ECOTOURISM, SIKKIM:

➤ As part of its organizational development strategy; Sikkim Ecotourism Policy, 2011 prescribes for the establishment of Sikkim Ecotourism Council as an advisory body and Directorate of Ecotourism as its executive arm. The broader institutional framework for ecotourism development of Sikkim is shown in the diagram below;



➤ The Directorate of Ecotourism has been established under FEWMD as the nodal agency to initiate, develop and implement ecotourism related products, projects and programs. The overall organisational structure of the Directorate of Ecotourism is given below;

➤ Directorate of Ecotourism will have two wings; at the apex (head office) level the Directorate will be administered by the Director with the support of an Additional Director and a Joint Director along with supporting staff. Similarly at the district level, the ecotourism directorate will be manned by a Deputy Director- Ecotourism with the support of technical and administrative staff.

DIRECTORATE OF ECOTOURISM- ORGANISATIONAL STRUCTURE

DIRECTORATE OF ECOTOURISM, SIKKIM

ADVISORY COMMITTEE

DIRECTOR / CHIEF EXECUTIVE OFFICER

ADDITIONAL DIRECTOR

JOINT DIRECTOR

APEX LEVEL

DISTR.
LEVEL

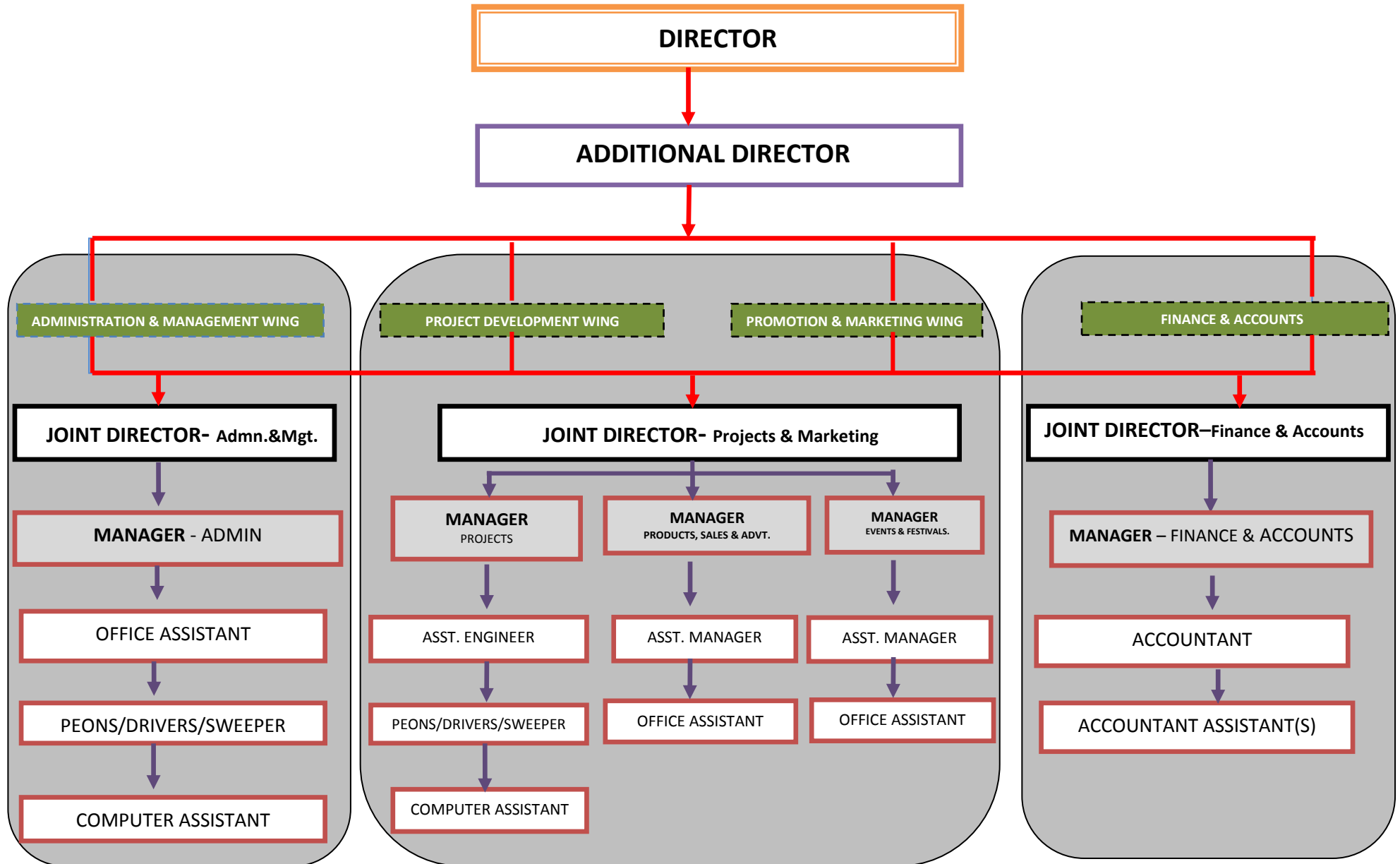
OFFICE OF DEPUTY
DIRECTOR, ECOTOURISM,
EAST DISTRICT

OFFICE OF DEPUTY
DIRECTOR, ECOTOURISM,
WEST DISTRICT

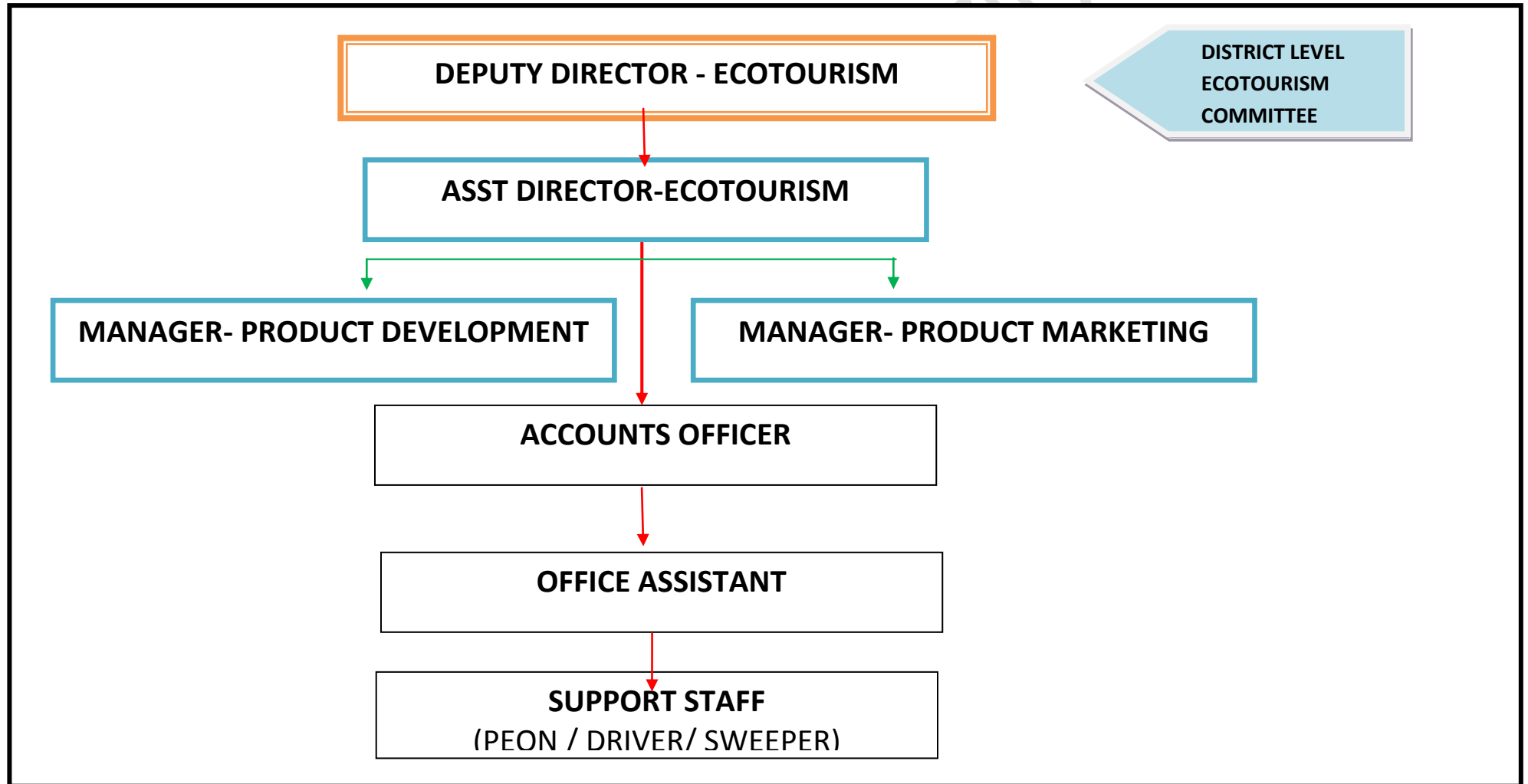
OFFICE OF DEPUTY
DIRECTOR, ECOTOURISM,
NORTH DISTRICT

OFFICE OF DEPUTY
DIRECTOR, ECOTOURISM,
SOUTH DISTRICT

DIRECTORATE OF ECOTOURISM- ORGANOGRAM AT THE HEAD OFFICE



DIRECTORATE OF ECOTOURISM- ORGANOGRAM AT THE DISTRICT OFFICE



H. ADVISORY COMMITTEE OF THE DIRECTORATE OF ECOTOURISM:

For the efficient functioning of the Directorate of Ecotourism, an advisory committee will be formed under the Chairmanship of Principal Secretary cum PCCF, FEWMD. The table below indicates the composition of the Advisory committee. Advisory committee will assume the role of an advisory body.

COMPOSITION OF THE ADVISORY COMMITTEE

S.NO	PARTICULARS	DESIGNATION
1	Principal Secretary-cum-PCCF, FEWMD	Chairman
2	Secretary, Tourism & Civil Aviation	Member
3	Secretary, Cultural Affairs & Heritage Dept	Member
4	CEO, STDC	Member
5	Director cum CEO, Sikkim Ecotourism Directorate	Member Secretary
6	Director, Directorate of Handicrafts & Handloom	Member
7	One Representative From NGO*	Member
8	One representative from TAAS **	Member
9	One representative from SAATO**	Member
10	One representative from SHRA**	Member
11	One National expert on ecotourism**	Member

*To be nominated by the Executive Committee and the selection will be rotational and the duration is for 2 years

** To be nominated by the Advisory Committee

I. DISTRICT LEVEL ECOTOURISM COMMITTEE:

For the better co-ordination and convergence between various government departments and the private sector at the district level, a District Level Ecotourism Committee (DLEC) is to be formed. DLEC will be chaired by District Magistrate and the Deputy Director-Ecotourism will act as the Member Secretary.

COMPOSITION OF THE DISTRICT LEVEL ECOTOURISM COMMITTEE

S.NO	PARTICULARS	DESIGNATION
1	District Magistrate / District Collector	Chairman
2	DFO (Wildlife)	Member
3	DFO (Territorial)	Member
4	Divisional Engineer (Roads & Bridges)	Member
5	Deputy Director - Tourism	Member
6	Deputy Director - Ecotourism	Member Secretary
7	One Representative from Homestays*	Member
8	One representative from Hotel & Restaurants Association *	Member
9	One representative from Tour Operators Association*	Member
10	One representative from Taxi operators association*	Member
11	One representative from NGO's**	Member

** To be nominated by the Committee

J. ROLE OF THE ADVISORY COMMITTEE

- Advisory Committee shall discharge the role of an advisory body for the effective functioning of the Directorate of Ecotourism
- The Advisory Committee is responsible for facilitating the development of the ecotourism sector by way of overall direction to the Ecotourism directorate to identify strategic priorities, securing partnership funding, and ensuring that there is an alignment between the Ecotourism Directorate related objectives and activities with partners and local stakeholders.
- The Advisory Committee will review matters, establish priorities and guide the implementation of initiatives relating to:
 - the ongoing development and promotion of Ecotourism products and services of Sikkim;
 - shall play a vital role in advising the Directorate to seek and secure funds from relevant sources for undertaking various activities under the Directorate
- Other responsibilities of the Advisory Committee
 - Advise on the inter-departmental co-ordination
 - Advise on building stakeholder partnerships for the overall ecotourism development
 - Advise on matters related to ecotourism product and packages, visitor needs and expectations,
 - Advise on formulating various strategies related to product, infrastructural, marketing and human resources related to ecotourism

K. ROLES AND RESPONSIBILITIES OF SIKKIM ECOTOURISM

DIRECTORATE:

- i) Subject to the general superintendence of the Forests, Environment and Wildlife Management Department; Various roles and responsibilities of the Sikkim Ecotourism Directorate is given below;
 - Full powers to give administrative and financial sanctions for various activities, projects & works to be undertaken by the Directorate in pursuance of its objectives;
 - Full powers to sanction recurring, non-recurring, contingent, miscellaneous, revenue, and capital expenditure for activities, works, and projects of the Directorate:
 - Provided that information about the expenditure incurred would be put up to the concerned authorities annually;
 - Full powers to place advertisements in various media such as newspapers, magazines, radio, television, internet etc:
 - Provided that no advertisements would be placed which are not in consonance with the objectives of the Directorate or for Government functions which are not within the purview of the Forests, Environment and Wildlife Management Department;
 - Functioning of the Directorate will be governed by all applicable laws and rules of FEWMD, Government of India and Government of Sikkim particularly, The Sikkim Financial (Amendment) Rules, 2006, The Sikkim Government Service Rules, 1974, etc. or any other rules in force at that time.

- Constitute or appoint, with or without remuneration and on such terms and conditions as it may deem proper, any committees of experts to advise the Directorate or to monitor its programs and activities, and to incur all such reasonable expenditure as may be necessary for the purpose;
 - Appoint staff based on the requirements identified in view of the functions assigned to the Directorate and the resources available, and fix remuneration and settle other terms and conditions of their employment;
 - File any civil or criminal proceedings and defend all legal proceedings on behalf of the Directorate and to settle, compromise or compound in or out of court, or refer to arbitration all suits, actions and other proceedings whatsoever;
 - Purchase, hire, take on lease any land or building and construct properties for the purpose of carrying out the objects of the Directorate;
 - Frame regulations for the efficient administration and management of the Directorate;
 - Prescribe salaries, allowances, remuneration and rates thereof applicable to the different categories and grades of employees of the Directorate from time to time;
 - Authorize CEO or officials of the Directorate to issue general or specific orders for regulating function of the Directorate and its offices consistent with all applicable Rules, Regulations, Byelaws and decisions of the government.
- ii) Other important responsibilities of the Directorate (as mentioned in the Sikkim Ecotourism Policy, 2011) include;
- Planning & Development:
 - Prepare and execute specific plans and programs of ecotourism from time to time for the furtherance of the objectives of the Directorate and for its efficient management and administration
 - ensure the implementation and timely execution of projects of the ecotourism guidelines;
 - coordinate with the Home Department, and other related key government organizations in border sensitive ecotourism sites to ensure the smooth operation of ecotourism activities;
 - implement the strategies described in the Sikkim Ecotourism Policy;
 - organize seminars, workshops and international conferences among concerned government officials, NGO, CBOs, and other stakeholders, from time to time so as to consider the emerging needs/suggestions etc from all sections of society;
 - Financing:
 - Prepare the annual budget for the Directorate and get it approved by the Executive committee
 - monitor the revenue generation and allocation of funds for the development of ecotourism;
 - Develop a plough back mechanism with an autonomous status for funds generated for sustainability of ecotourism related activities.
 - Operation & Management:
 - work in close collaboration with NGO and state level of CBO to implement the ecotourism activities;

- collaborate with NGO, CBO, TDC, SHG and other local people's representative groups to implement the ecotourism activities at the village level;
- set standards for the carrying capacity in the Protected Areas and other Reserved Areas to prevent damage to the biodiversity and ecosystems;
- publication of newsletters, bulletins, pamphlets, status reports and other information and disseminate important government notifications and rules;
- ensure visitors, tour operators, tour agencies and guides to follow the prescribed guidelines.
- Monitoring & Evaluation, Research:
 - monitor the environmental impacts which are caused by tourism activities and plan/take necessary remedial measures to mitigate the same;
 - Enlist ecotourism operators in the state and monitor their activities;
 - facilitate scientific assessment of relatively unexplored ecotourism destinations for their potential and promotion;
 - facilitate scientific assessment of relatively unexplored ecotourism destinations for their potential and promotion;
 - develop participatory ecotourism monitoring plans in collaboration with NGO, CBO's, Panchayat, EDC'S, PSS and JFMC;
 - monitor the training and capacity building programmes that are conducted by various other agencies and provide support and cooperation;
 - conduct research and documentation on ecotourism assets and features

a. Roles, Powers and Duties of CEO cum Director, Directorate of Ecotourism

- Responsible for the implementation of Sikkim Ecotourism Policy, 2011
- Overall responsibility related to administrative, functional, financial and legal matters of the Directorate of Ecotourism
- Responsible for obtaining BoQ, inviting tenders/ quotations, planning, monitoring, execution as per rules followed by the Government in PWD. Also responsible for ensuring security deposit, bank guarantee, earnest money while making/ recommending comparative statements and obtaining undertaking from the successful bidder after negotiation followed by allotment of work.
- Further responsible for regular inspection of all the projects.
- Responsible for recommending payments to the contractors/ consultants/ others after due verification, carried out at each stage before making 'Pass Order' in MB/on bills at the approved rates.
- To accord technical sanction to detailed estimates and work plan for construction projects
- To rescind contracts where such cancellation does not result in any loss of the Directorate

- Appointment and Transfers of employees of the Directorate
- All matter related to management, supervision, operation & leasing out of Directorate of Ecotourism transferred properties.
- Authorized signatory and custodian of the Bank account(s) opened on behalf of the Directorate of Ecotourism.
- Any other duties assigned to him by Executive Committee / Principal Secretary cum PCCF, FEWMD

b. Roles and Duties of Additional Director, Directorate of Ecotourism

- Assist CEO cum Director, Directorate of Ecotourism in the all the administrative, functional and financial matters.
- Follow the instructions and orders given by the Director, Directorate of Ecotourism
- Supervise the subordinating staff and allocate works to them

c. Roles and Duties of Joint Director, Admn & Mgt, Directorate of Ecotourism

- Assist CEO cum Director and Additional Director, Directorate of Ecotourism in the all the administrative functions.
- Follow the instructions and orders given by the Director and Additional Director, Directorate of Ecotourism
- Supervise the Administrative staff and provide reports to the Director & Additional Director.
- Manage all establishment and administrative matters of the Directorate
- Convene the Executive committee meeting and other meetings

d. Roles and Duties of Joint Director, Projects & Marketing, Directorate of Ecotourism

- Assist CEO cum Director and Additional Director, Directorate of Ecotourism in the matters related to project development and marketing.
- Follow the instructions and orders given by the Director and Additional Director, Directorate of Ecotourism
- Supervise the staff as part of the Project Development wing and Marketing wing and provide reports to the Director & Additional Director.
- To prepare project development plans and pursue it with relevant departments, agencies, etc.
- To initiate and implement various training and capacity building activities under the Directoroate
- Co-ordinate project development activities with the District Ecotourism offices
- To prepare marketing plans and ensure its effective implementation.

- To create, develop and update a database on ecotourism products, services, projects, etc.

e. Roles and Duties of Joint Director, Finance & Accounts, Directorate of Ecotourism

- Assist CEO cum Director and Additional Director, Directorate of Ecotourism in the matters related to project development and marketing.
- Follow the instructions and orders given by the Director and Additional Director, Directorate of Ecotourism
- Supervise the staff as part of the Project Development wing and Marketing wing and provide reports to the Director & Additional Director.
- Maintenance of all accounting and finance related documents of the Directorate
- Provide necessary advises to the Directorate on matters related to finance and accounts
- Represent the Directorate in various forums and offices on matters concerning the accounts and finance of the Directorate.

f. Roles and Duties of Manager- Finance & Accounts

- Head the finance / accounts wing of the Directorate of Ecotourism
- Forward all financial, accounts related cases to the CEO cum Director, SED
- Cases regarding bank transactions including bank deposits, withdrawals, payments to consultants/ parties as recommended by higher authorities, salaries to the staff and other contingent expenses
- Bank accounts shall be operated jointly by the CEO cum Director and Manager (Finance & Accounts)
- Assist higher authorities by way of giving advises on financial and accounting matters.

g. Roles and Duties of Manager- Administration

- Assist the Directorate in the general administration functions namely; office management, administration, HR recruitment, etc.
- Supervision and control of the all the work allotted to administrative staff in the Directorate
- Ensure all the personal records and files pertaining to the employees are properly maintained.
- Maintain the attendance register and movement register of the employees
- Preparation of service rules, manuals, job charts, etc.
- Housekeeping of the Directorate
- Assist superior officers in recruitment and posting of staff

h. Roles and Duties of Manager- Project Development

- Assist the Directorate in the identification, development and implementation of ecotourism related projects
- Supervise and co-ordinate with the District ecotourism offices effective and timely initiation, implementation and closure of projects
- Apprise the top management of the directorate on new project possibilities
- Provide technical inputs wherever necessary
- Prepare project proposals and assist the Directorate in getting technical sanctioning and also in securing financial and administrative approvals
- Supervise the project staff and provide necessary inputs on the same to higher officials

i. Roles and Duties of Manager- Products, Sales and Advertisement

- Assist the Directorate in the for the preparation of marketing plans and selection of advertising media
- Prepare for advertising plans and promotional campaigns covering various advertisement options like radio, television, print, online media and billboards
- Collate and maintain various promotional materials like videos, photographs, etc. about different ecotourism products and services from different locations of the state
- Evaluate the look and feel of websites and manage the same on a day to day basis
- Initiate market research studies and analyze findings to understand target groups and market opportunities related to ecotourism
- Assist the district ecotourism office to develop pricing strategies for products and services for different target groups
- Prepare promotional materials like posters, brochures, pamphlets, booklets, etc.

j. Roles and Duties of Manager- Events and Festivals

- Responsible for all PR related activities including developing relationships with media, organizing trips, seminars and meetings
- Organize and manage different events for the promotion and development of ecotourism in national and international venues.
- Prepare and release press kit to media; build campaigns and stories for unique selling points
- Design, develop and conduct familiarization tours of Sikkim's ecotourism for media, event planning, tour operators and travel agents.
- Promote attractions & community events to visitors
- Attend meeting, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the tourism industry, and exchange information.

- Organize festivals at village, zone and district levels as a tool for promotion and development of ecotourism in the state.

L. ROLES AND RESPONSIBILITIES OF DISTRICT ECOTOURISM OFFICE:

- Act as the co-coordinating and monitoring office for all ecotourism related project, programs and activities at the district level initiated by the Sikkim Ecotourism Directorate
- Contact and facilitation point for information related to ecotourism related products and services in the district especially for the visitors, tour operators, etc.
- Coordinate with other agencies and government departments for the development of ecotourism in the district
- Organize training and capacity building activities on various aspects of ecotourism to the stakeholders like JFMC/EDC/PSS members, forest department staff, home stay units, ecotour guides, NGO's and other tourism industry participants like taxi drivers, tour operators, etc.
- Undertake necessary activities for the inventorization of various ecotourism related products available in the district namely treks and trails accommodation, cultural assets, etc.
- Initiate and sustain ecotourism products and packages available in the district by way of dedicated marketing and promotional efforts
- Collection of data, statistics and reports related to ecotourism related activities, visitation, etc. and disseminate the same with interested parties.

M. ROLE OF THE ADVISORY COMMITTEE

- Advisory Committee shall discharge the role of an advisory body for the effective functioning of the Directorate of Ecotourism
- The Advisory Committee is responsible for facilitating the development of the ecotourism sector by way of overall direction to the Ecotourism directorate to identify strategic priorities, securing partnership funding, and ensuring that there is an alignment between the Ecotourism Directorate related objectives and activities with partners and local stakeholders.
- The Advisory Committee will review matters, establish priorities and guide the implementation of initiatives relating to:
 - the ongoing development and promotion of Ecotourism products and services of Sikkim;
 - shall play a vital role in advising the Directorate to seek and secure funds from relevant sources for undertaking various activities under the Directorate
- Other responsibilities of the Advisory Committee
 - Advise on the inter-departmental co-ordination
 - Advise on building stakeholder partnerships for the overall ecotourism development

- Advise on matters related to ecotourism product and packages, visitor needs and expectations,
- Advise on formulating various strategies related to product, infrastructural, marketing and human resources related to ecotourism

a. Roles and Duties of the Deputy Director – Ecotourism:

- Manage and coordinate all ecotourism activities in the district under the supervision of CEO cum Director, Additional Director and Joint Director, Directorate of Ecotourism.
- Initiate protection-oriented, ecologically sustainable, socially acceptable and economically viable ecotourism products and extend technical support in their implementation in the district.
- Conduct periodic review of ecotourism schemes for streamlining and improving the ecotourism products and services in the district.
- Market ecotourism products implemented in the district.
- Undertake ecotourism related capacity building programs for the diverse stakeholder groups in the district including the Forest officials, tourism industry representatives, community organizations, etc.
- Perform feasibility studies, assess market and financial sustainability.
- Monitor and report various ecotourism programmes, products and services and report the same to the Directorate of Ecotourism.
- Ensure a smooth co-ordination with officials from other departments particularly DFO's, District Tourism officer, etc.
- Any other duty assigned by the CEO cum Director, Directorate of Ecotourism.
- Act as the contact point for the visitors for ecotourism related products, packages and services available in the district.
- Ensure the safety and security of the visitors
- Production of promotional materials like brochures, pamphlets, booklets, Audio visuals, etc. depicting various ecotourism products and services available in the district.
- Establish marketing linkages between local ecotourism service providers and ecotoursits & ecotourism service providers in the local, regional, national and international ecotourism market
- Organize FAM trips for ecotourism service providers to visit and encourage them to market various ecotourism products that are available in the district

b. Roles and Duties of the Assistant Director – Ecotourism:

- Manage and coordinate all ecotourism activities in the district under the supervision of Deputy Director.
- Follow the instructions and orders given by the Deputy Director

c. Roles and Duties of the Manager – Product Development:

- Undertake investigations and prepare plans for introducing new and innovative ecotourism plans and programs in the area
- Organize capacity building and training programs on various aspects of ecotourism to the stakeholders
- Assess the ecotourism potentials of the micro destinations in the district and prepare project proposals for its development
- Co-ordinate all ecotourism projects sanctioned by the Ecotourism Directorate and other agencies, its effective and timely implementation and the monitoring of the project progress.
- Organize FAM trips for ecotourism service providers to visit and encourage them to market various ecotourism products that are available in the district

d. Roles and Duties of the Manager – Product Marketing:

- Establish marketing linkages between local ecotourism service providers and ecotoursits & ecotourism service providers in the local area and connect them with regional, national and international ecotourism market using various marketing tools and methods
- Co-ordinate with the Head office and especially with the Marketing wing and ensure the district is getting maximum marketing advantage
- Organize FAM trips for ecotourism service providers to visit and encourage them to market various ecotourism products that are available in the district