

Objective of the Company

1. Implement strategies for development of eco-tourism zones; regulation of social and environmental impact of tourism; waste management; conservation of water, energy and forests etc.
2. Develop critical common infrastructure (last mile connectivity through roads, bridges and rope ways, communication networks, transportation - helicopter services, emergency health and rescue services, regulatory infrastructure, water and energy conservation measures, waste management infrastructure etc) on user-pay basis at strategic locations requiring investments that would not be considered exclusively as part of any specific sub-project but are required as pre-condition for ensuring investment in sub-projects.
3. Conduct feasibility study and finance/support sub-projects on its own or those posed by community-proponents (traditional institutions, resource owners, cooperatives, interest groups, SHGs etc.).
4. Conduct investment planning in collaboration with other stakeholders and mobilize resources (land, technology, human resource etc.) for development of common infrastructure and sub-projects.
5. Develop facilities for collective marketing of sub-projects and act as higher-level institution for development, aggregation and distribution of customer base for various sub-projects.
6. Facilitate collective sale of eco-tourism packages and products to intermediaries and large customers which are beyond the reach of sub-projects (e.g. outside State, far-off locations etc.).
7. Build customer networks and provide support for enhancing quality and quantity of service systems for meeting changing market demands.
8. Undertake networking with tourism associations, national and international bodies, training establishments, research establishments, service providers.
9. Aggregate providers of services such as technology, banking, collateral management, market linkages, medical services, insurance, mobile application etc. to sub-projects and its members on payment basis.

<p>10. Develop mechanism for collection and dissemination of need-based market information/intelligence for sub-projects. This would include specific technical and fundamental analysis and demand forecasting (data mining, trend analysis, customer profiling) and development of linkages with potential customers for goods and services from sub-projects. It will also include development of baseline, tracking of development process, showcasing of initiatives for attracting private investments, development management of dynamic website, development of quality specification and certification services.</p>
<p>11. Act as market maker in local tourism markets to break cartels and monopolies.</p>
<p>12. Develop institutional, technical, technological, financial, infrastructural, legal, and human capacity of sub-project proponents in collaboration with various institutions.</p>
<p>13. Conduct sector specific planning for cluster of sub-projects and help in development of business plans for each sub-project such that each sub-project is developed, managed and maintained as a sustainable business unit.</p>
<p>14. Develop norms and standard operating procedures for technical feasibility, financial viability, environmental and social suitability for investments in sub-projects.</p>
<p>15. Invest in capital assets of sub-project on behalf of the Government of Meghalaya as grant, debt and/or equity.</p>
<p>16. Provide hand-holding support, technical assistance and participate as part-owner of the sub-project wherever equity is involved. Working capital requirement of the sub-projects will be met through bank finance, community contribution, government grants or other sources.</p>
<p>17. Promote community participation and decentralized governance of rural enterprises.</p>
<p>18. Undertake project management / administration activities through creation of Project Management Units at State, District, block, cluster or village levels and all activities incidental thereto such as implementation of operational guidelines for sub-project management, resource mobilisation, monitoring and evaluation, institutional development etc.</p>

19. To undertake projects, sub-projects or activities related to development of eco-tourism destinations and business activities that connect conservation of nature and the environment, communities and sustainable travel and promote cultural and natural heritage and secure integrity and sustainability of eco-systems.

20. To mobilise and receive funds from governments, donors, financial institutions, international bi-lateral and multilateral funding agencies, NGOs, Community Institutions or any others towards promotion of goals and objectives of the Company.

21. To promote environmental and social education, awareness and concern for the environment and its interpretation. This will include, but not limited to organizing activities and training with educational institutions, associations, societies, government agencies, and the tourism industry in order to disseminate information, awareness and behavioural change in respect of eco-tourism and its allied fields.

22. To showcase natural resources to society, with the purpose of experiencing local natural heritage and the underlying traditional, cultural, educational and recreational values, incorporating the propagation of environmental conservation, non-pollution, energy saving, regeneration and preservation of natural resources.

23. To make a positive contribution to the conservation of nature, natural and cultural resources, including wildlife, and stimulate community and private conservation efforts.

24. To develop and pursue policies consistent with the promotion of environmentally sustainable, economically viable and socially and culturally

responsible tourism and to provide advocacy and support on key issues related to nature and eco-tourism.

25. To promote the conceptualisation and development of eco-sensitive architecture attuned to the local environment and practices of local and traditional communities and the development of infrastructure with minimal carbon emission and environmentally sensitive impacts.

26. To encourage use of responsible and sustainable tourism practices and to maximize the benefits of environment and tourism as a means of sustainable development for social, cultural, environmental & economic development and employment growth.

27. To adopt policies and practices that facilitates responsible behaviour in tourism operations in ecologically fragile areas and to rely on infrastructure that has been developed in harmony with the environment, minimizing use of fossil fuels, conserving local biological diversity including plants and wildlife, promoting energy and water conservation, promoting concept of zero-waste and environmentally and socially acceptable garbage disposal methods, providing scientific inputs and remedies for problems relating to biodiversity loss, environmental pollution controls and management and blending with the natural and cultural environment.

28. To develop tourism that is consistent, as far as possible, with international policies, guidelines, principles and laws, national and state laws and policies and local level charters, guidelines, codes that may be developed from time to time. Wherever inadequate, the company shall initiate best practices that would ensure that tourism is environmentally sustainable, socially and culturally sensitive and economically viable for both private and community entities and negative and undesirable impacts are reduced.

29. To popularise the concept of Carbon Neutral policies & procedures within the tourism industry to positively address the climate changes and global warming issues.

30. To include and support green ecologically sustainable business practices that add value to tourism products and services and to assist tourism operators to improve the quality of information imparted to their tourists on environmental related issues.

31. To identify eco-trails and eco-parks, adventure and leisure sites in the area of operation and develop infrastructural facilities along these trails for such tourism provided such development is permissible under local laws and regulatory mechanism and does not impinge on the ecological fragility of the area.

32. To create awareness amongst the tourists and tourism establishments about the components of eco-tourism in the area(s) and its intimate linkages with conservation of natural resources and to reduce undesirable impacts.

33. To promote local development and sharing of economic benefits in a fair manner and to invest in capacity building of members of indigenous and local communities if they express a desire to engage with tourism activities like guides, tour operations, running accommodation facilities, cultural centres etc.

34. To regulate access to sensitive areas in meaningful ways supported by appropriate fee structures including payment for ecological services to fully realize the inherent potential for generating revenue to support conservation and community benefits.

35. To work in association with indigenous and local community, their institutions, other civil society organisations to develop tourism and its infrastructure, products, activities, and in promotion and marketing.

36. To set up subsidiaries, franchisees, offices of the company on its own or in partnership with public, private and community institutions for the said purposes at such places as may be decided by the Board of Directors of the Company from time to time.

37. To assist or take assistance from and collaborate with other institutions with similar objectives in India or elsewhere. To promote, finance, facilitate and undertake and disseminate research and information relating to the business of environment and tourism.

38. To develop and enforce Codes of Conduct, guidelines for Business Ethics, social and environmental safeguards and framework for effective & smooth functioning of the company and achievement of its objectives.

39. To develop guidelines to minimize the negative impacts of traditional tourism on ecology and social fabric of the area of its concern.

40. To create such classes of members as may be considered necessary, such as patrons, affiliated members and other professional, technical or honorary members and such offices as may be considered necessary to promote the above objectives.

41. To accept any gift, grant, donation, contribution or subscription for the promotion of the company and to issue appeals and applications for moneys and funds, within the existing laws of India.

42. To undertake fundraising activities, programmes, sponsorships, donations and consultancy activities in relation to eco-tourism.
43. To invest and deal with, funds and moneys, including bank accounts of the company for achieving the objectives of the Company.
44. To purchase, accept as gift sell, assign, mortgage, lease, exchange and otherwise transfer or dispose off, turn to account, otherwise acquire and own or take on lease or hire, temporarily or permanently, or otherwise deal with any movable or immovable property necessary or convenient for the furtherance of the objectives and activities of the company and to deal with the same in any manner whatsoever.
45. To build, construct, maintain, repair, adapt, alter, improve or develop or furnish any building or works considered necessary or convenient for the purposes of the Company.
46. To enter into any agreement with any Government or authority, state, municipality, local body or any person, whatsoever, and to obtain from such Government or authority, state municipality or local body any rights, privileges, concessions, that the Company may deem necessary or desirable to obtain for attainment of above objectives and to carry out, exercise and comply with such arrangements, rights, privileges and concessions and corresponding duties attached hereto.
47. 29 To develop a robust and viable institutional network for optimal and effective management of natural resources and to coordinate actions internally and with other agencies for environmental management and sustained ecosystem services.

48. 30 To mobilize necessary support for all the above in terms of requisite knowledge (comprehensive, dynamic and participatory) and capacity building (institutions, social entrepreneurship and private entrepreneurship). This will include capacity building of different stakeholder and to promote skills to support entrepreneurship development.

49. 31 To create infrastructure necessary for market connectivity and value chain management in eco-tourism.

50. 32 To facilitate flow of public and private investment in furtherance of Company objects.

51. 33 To promote financial inclusion necessary for entrepreneurship development and livelihood promotion under eco-tourism.

52. 34 To encourage, guide, help and work with economically weaker sections of the society for their economic development by setting up of commercially viable eco-tourism enterprises for their benefit.

53. 35 To undertake, carry out, promote, support, and assist development of eco-tourism by stimulating the demand for financial services and business development services by promoting enterprises at households, self-help groups, and activity groups at villages / river basin level.

54. 36 To establish, provide, maintain conduct, operate or otherwise, assist research laboratories, experimental stations, workshops and libraries for scientific, bio-industrial, environment/ natural resource, economic and technical research, survey and investigation, and to promote such activity that may be taken up for any of the business authorities.

55. 37 To provide business support services including identifying investment opportunities, preparation of feasibility studies, business plan, project reports, bring innovative ideas and technologies into the market place, identification of business development services, procurement expertise and ongoing assistance to joint venture, PPP collaborations, monitoring and evaluation of performance, liaising with different business communities and financial institutions for the development of enterprise.

56. 38 To leverage the participation of banks and financial institutions for achieving goals and objectives of eco-tourism. To open & operate upon accounts of any descriptions with any bank or banks and close the same.

57. 39 To form Activity Groups, Co-operatives, producer companies, federations, women development group and other Community Institutions for effective business delivery.

58. 40 To encourage participation of individuals, NGOs, Associations, Body Corporates, Private and Public, Government, Multilateral Agencies, or any other such organizations in achieving the main objectives of the Company.

59. To facilitate the buying and selling of goods and services and to do and perform the duties under any agreement entered into for any purposes in connection with the business of the Company.

60. To establish, promote, co-operate with or becoming a member of any or appoint trustees or delegates for the control, management and superintendence for facilitating monetary, assistance to or advice any associations and institutions incorporated or not incorporated with objects altogether or in part similar to those of the Company.

61. To establish, promote, manage or assist any establishment or management of any other body, association or company whose objects or aims are similar to that of the Company and to become member of and/or to subscribe to such other body, association or company for bona fide furtherance.

62. To merge/consolidate/amalgamate/enter into any arrangement of joint ventures or reciprocal concessions, or enter into partnership with any person or firm or institution carrying on or engaged in or about to carry on or engage in any business or transaction which can be carried on in conjunction therewith or which is capable of being conducted, falling within the objectives of the Company.

63. To construct, improve, maintain, develop, work, manage, carry out or control any building and conveniences which may be seen connected directly or indirectly to advance the Company's main objects or otherwise assist or take part in construction, improvement, maintenance, development, working management, carrying out or control thereof.

64. To enter into arrangement with any Government, person or otherwise etc. to obtain any rights, privileges, charters, contract, licenses and concessions with which the Company may think desirable to carry out and comply therewith either itself or through its members.

65. To make representations on behalf of the partners / stakeholders of the Company and establish liaison with the Government of India, State Government, local or public agencies, research and financial institutes and other bodies for promotion of the objects of the Company.

66. To payout the funds of the Company all expenses which it may lawfully pay with respect to the promotion, formation and registration of the company.

67. To adopt such means of making known the Company as may seem expedient, and in particularly advertising in the press, by circulars, by purchase and exhibition, works of art or interest, by publication of books and periodicals or films or radio spots or granting prizes, rewards and donations.

68. To receive money on deposit or loan, borrow or raise money in such a manner as the Company shall think fit, and to secure the repayment of any money borrowed, raised or owing by mortgage, charge or lien upon all or any of the property or assets of the Company (both present & future) and also by similar mortgage, charge or lien to ensure and guarantee the performance by the Company or any other person or company of any obligation undertaken by the Company or any person or company, as the case may be.

69. To draw, make, accept, enclose, discount, execute and issue bills of exchange, promissory notes, bills of lading, warrants, debentures and other negotiable or transferable instruments or securities in connection with the activities of the Company.

70. To insure the whole or any part of the property of the Company either fully or partially, to protect and indemnify the company from liability or loss in any respect either fully or partially and also to ensure and project and indemnify any of the portion thereof after on mutual principle or otherwise.

71. To exercise all or any of its corporate powers, rights and privileges and to conduct its activities in all or any of its branches in the Union of India and in any or all States, Union Territories, possessions, colonies and dependences thereof and in any or all foreign countries, and for this purpose to have and maintain and to discontinue such number of offices, agencies therein as may be convenient.

72. To establish office or institution (Hub and Spokes) at such place or places in India or elsewhere in order to carry out the objects of the Company.

73. To carry out other businesses incidental to eco-tourism such as that of travel agents and tour operators for travel in India or elsewhere.

74. To carry on the business of restaurant and hotel keepers and caterers and to build or otherwise provide and conduct refreshment rooms, newspaper rooms, reading and writing rooms, safe deposits, dressing rooms, and other conveniences.

75. To carry on the business of carriers of passengers and goods by land, sea or air. This will include, but not limited to, carrying on the business of running of taxies, buses, mini buses, trucks and conveyances of all kinds and to transport passengers, goods, commodities.

76. To do all such things as may be necessary, incidental or conducive to the attainment of all or any of the objectives of the Company.