

No.17/48/2022-BPC&T.
Government of India
Ministry of Finance
Department of Economic Affairs
(BPC&T Section)

North Block, New Delhi,
23rd March, 2022.

TRAINING CIRCULAR

Subject:- Online Malaysian Technical Cooperation Programme on "**Strategies in Developing and Managing Sustainable Muslim Friendly Destinations and Products by Islamic Tourism Centre (ITC)**" from 19th to 22nd and 25th to 27th July, 2022.

The Republic of Malaysia has invited nominations for online course on "**Strategies in Developing and Managing Sustainable Muslim Friendly Destinations and Products by Islamic Tourism Centre (ITC)**" from 19th to 22nd and 25th to 27th July, 2022 at Malaysia under the Technical Assistance Programme with India. The programme is intended for Government officials involved in tourism development planning, promotion and marketing particularly in Muslim travel market. The eligibility conditions and other information about the course are mentioned in the Information Brochure received from the sponsoring Government (**Annex-I**). Number of slots available for India is **two**.

2. Nomination of candidates is regulated by the guidelines prescribed by DEA, a synopsis of which is attached as **Annex-II**.

3. **The course is sponsored by Government of Malaysia**, who will provide course fees under the MTCP. All nominees are to submit their applications prescribed MTCP forms available at: <http://www.kln.gov.my/documents/8390448/8392184/mtcp+2022+APPLICATION+FORM.pdf/31506fe1-acea-44d1-88a2-7b4227e6bd2a>.

4. The following forms need to be duly completed and certified by the participant and the competent authority of the nominating Ministry/Department:

- (i) Sponsoring Government's application form along with the other forms.
- (ii) DEA's proforma - duly countersigned by competent authority (**Annex-III**).

5. **Application Form complete in all respects reach this Department through the Administrative Ministry/Department not later than 10.06.2022** positively at the following address:-

Shri R. Murali,
Section Officer(BPC&T),
Department of Economic Affairs, Ministry of Finance,
Room No. 271 B, North Block, New Delhi-110001.
Ph:- 011 - 2309 5135,
Email- murali.r@nic.in.

.....2/-

6. Incomplete applications and nominations received after the cut-off date will not be entertained. This may please be noted for strict compliance to avoid disappointment at a later stage. The candidates are advised to have their applications processed through their administrative Departments well in time and send complete information asked for in the forms specified above. Details of various short-term training programmes are regularly uploaded on Ministry of Finance's website www.finmin.nic.in under the link "Foreign Training Programmes [<https://mofapp.nic.in/training/default.aspx>].



(Sanjay Kumar)

Under Secretary to the Govt. of India

Tele: 23095233

Email:- kumar.sanjay76@nic.in

1. Joint Secretary(Admn.), Ministry of Tourism, Transport Bhavan, Parliament Street, New Delhi..
2. Joint Secretary (Admn.) of all Ministries/Departments, Government of India.
3. Chief Secretaries of all States Governments/UTs.

TO BE UPLOADED ON MOF' WEBSITE-

[<https://mofapp.nic.in/training/default.aspx>].

Course Objectives

- I. To understand the current global trends in travel and tourism;
- II. To establish a better understanding of the role of different stakeholders in managing Muslim friendly destinations and products based on Malaysia's experience;
- III. To identify potential attractions, products and services in their home country that can be developed for MFTH;
- IV. To explore issues associated with the planning, managing, and marketing Muslim Friendly Tourism and Hospitality (MFTH) products and destinations in a sustainable manner; and
- V. To share Malaysia's best practice experiences for Muslim Friendly Tourism and Hospitality (MFTH).

Course Content and Methodology

TOPIC 1	Introduction to the current global trends in travel and tourism and the emergence of MF travel and tourism
TOPIC 2	Introduction to Muslim-Friendly Tourism and Hospitality: Trends and Potential
TOPIC 3	The Role of Various Stakeholders
TOPIC 4	Business and Investments in Muslim-Friendly Tourism and Hospitality Sector
TOPIC 5	Muslim Friendly Products and Services: Hotels, Tour Packages, Tour Guiding
TOPIC 6	Managing Infrastructure and Attractions
TOPIC 7	Management Strategies for Implementation

The course is expected to run for 7 days (28 hours) with various learning methodologies such as series of lectures, online group activities and discussions, simulation exercise, and group work on a mini-project. This course will be conducted fully in English.

REGISTER NOW!



CLOSING DATE: 17 JUNE 2022



19 – 22 & 25 – 27 JULY 2022

GMT+8

1 PM – 5 PM

Malaysian Time (GMT+8)

Strategies in Developing and Managing Sustainable Muslim Friendly Destinations and Products

MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

Training Institute

ISLAMIC TOURISM CENTRE (ITC)

Ministry of Tourism, Arts and Culture Malaysia

Level 13, No. 2, Tower 1, Jalan P5/6, Presint 5

62200 Putrajaya, Malaysia

Tel: +603-8891 7177 Fax: +603-8881 0686

Email: alyssa@itc.gov.my (Nur Alyssa) / rt@itc.gov.my /

sitisarah@itc.gov.my (Siti Sarah)

<http://www.itc.gov.my>

www.itc.gov.my

Islamic Tourism Centre

itc_my

About the Course

People travel for various reasons – to wind down from stressful life, to explore new places and gain new experiences, as well as to appreciate the Almighty's creation. Therefore, creating memorable experiences for visitors is crucial to ensure they remember to return when the opportunity arises. Consequently, it is essential for a destination to maintain its attractiveness and constantly create new appeal to ensure its sustainability in the market. It is even more crucial now as the tourism industry is reopening after being locked down for an extended period due to the COVID-19 pandemic.

The COVID-19 pandemic has devastatingly affected the tourism industry, particularly those developing and less developed countries (LDCs) dependent on tourism. Travelling has been somewhat impossible since early 2020 due to the worldwide implementation of lockdowns, quarantines and major travel restrictions that had to take place in Governments' effort to curb the spread of the deadly virus. This, coupled with consumer's decision to limit international travels, resulted in a sharp decline in international tourist arrivals and receipts, consequently impacting the aforementioned developing and less developed nations.

The UNWTO Secretary-General Zurab Pololikashvili mentioned that “the growth of tourism in recent years confirms that the sector is one of the most powerful drivers of economic growth and development today. It is our responsibility to manage it in a sustainable manner and translate this expansion into real benefits for all countries, and particularly, to all local communities, creating opportunities for jobs and entrepreneurship and leaving no one behind”.

Managing and sustaining tourism destinations and products require a holistic approach. It has to be a collective effort by all the industry players and stakeholders to ensure that all the initiatives bring positive impact and benefit the industry. Various factors must be considered, and risks must be calculated, especially when they involve substantial financial implications. The industry needs to be able to adapt to the changing trends and find the best strategy to mitigate issues associated with destinations and products development to remain competitive.

This training course will enable the participants to share knowledge and experiences through lectures sessions and project presentations and case studies as well as site visits.

Who Should Apply?

- Government officials involved in tourism development planning, promotion, and marketing, particularly in Muslim travel market
- Policymakers, planners and decision-makers in tourism planning and development
- Practitioners who are currently responsible for developing Muslim travel and tour packages
- Those involved in 'Visit' campaigns and destination marketing of tourism events
- Good command of spoken and written English
- Equipped with the relevant ICT tools such as laptop/desktop, web camera, microphone, speaker etc. & familiar with online learning platforms like Zoom, Google Meet etc.

Application

1. The course fees are fully sponsored by the Government of Malaysia.
2. Applications should be made using the prescribed MTCP forms available at <https://www.kln.gov.my/documents/8390448/8392184/MTCP+2022+-+APPLICATION+FORM.pdf/31506fe1-acea-44d1-88a2-7b4227e6bd2a>
3. MTCP application forms can also be obtained from the nearest Malaysian Embassy/High Commission in recipient countries.
4. All application forms must be duly completed and endorsed by the Ministry of Foreign Affairs or National Focal/Aid Coordinator Agency in the respective countries and submitted ONLY through the diplomatic channel via the Embassy/High Commission of Malaysia.
5. Only successful applicants will receive the Official Invitation notification one (1) week from the course date, by the Training Institute via email.

About Islamic Tourism Centre

Islamic Tourism Centre (ITC) was officially launched on 16 March 2009. The Centre is established to assist the Ministry of Tourism, Arts and Culture, Malaysia in undertaking strategic tourism research and market intelligence as well as providing training and capacity-building services in relation to Islamic tourism/Muslim Friendly Tourism and Hospitality (MFTH).

Over the years, the Centre has increasingly become a point of reference among stakeholders and industry players and seen as an industry expert for Islamic tourism. Fully aware of the global potential of Islamic tourism, ITC is constantly and continuously working with stakeholders and industry players to ensure that Malaysia is always at the forefront of Islamic tourism/MFTH.

The Centre is committed to serving the Government of Malaysia and stakeholders by providing an objective and impartial understanding of tourism issues at national, regional and international levels and using tourism as a means to promote goodwill among mankind.

About MTCP

The Malaysian Technical Cooperation Programme (MTCP) was officially launched on 7 September 1980 at the Commonwealth Heads of State Meeting in New Delhi, India, to signify Malaysia's commitment to the South-South Cooperation, in particular, the Technical Cooperation among Developing Countries (TCDC).

The MTCP emphasizes the development of human resources through the provision of training in various areas which are essential for a country's development such as agriculture, economy, finance, public management and administration, science & technology and ICT, health diplomacy, safety and security including cyber security, cultural diplomacy, social development, environment-related to SDG2030, education, industrial and technical training. Annually, Malaysia offered more than 60 technical and capacity-building programs under the MTCP, which have benefited more than 35,500 participants from 144 countries.

Objectives of MTCP

1. To share the development experience with other countries;
2. To strengthen bilateral relations between Malaysia and other developing countries;
3. To promote South-South Cooperation (SSC); and
4. To promote technical cooperation among Developing Countries.

SUMMARY OF GUIDELINES PRESCRIBED BY DEPARTMENT OF ECONOMIC AFFAIRS

Before applying for the training programme, the candidates are requested to satisfy themselves whether they fulfill the eligibility conditions as per the guidelines on Foreign Training Programmes (FTP) administered by the Department of Economic Affairs (DEA), summarized below:-

Eligibility Conditions

Duration of Training	No. of years of service completed in Govt. as on the date of FTP	Upper age limit as on the date of FTP	Cooling off period	Limit on participation in number of trainings in a year
Upto one week	5 years	Less than 58 years	Six months	Two FTPs of duration of less than one week in a calendar year
One to Two weeks	7 years	Less than 58 years	One year	One FTP of duration of one to two weeks in a calendar year
More than two weeks	9 years	Less than 55 years	Two years	One FTP of duration more than two weeks in a period of two years

Note:- Project-related training/official visits abroad are exempt from the provision of cooling off.

2. Candidates and nominating authorities in Ministries/Departments/State Govts. etc. should also satisfy themselves about the eligibility conditions prescribed by the sponsoring foreign Government/agency before sending the nominations to DEA.

HOW TO APPLY

3. Filling up of application forms:-

- (i) Ensure that the **DEA proforma** is duly filled in and is complete in all respects. Without this proforma, applications will not be entertained.
- (ii) Ensure that the **application form prescribed by the sponsoring agency** is also complete in all respects. Wherever the sponsoring agency asks for Country Report, the same should also be attached.
- (iii) The column relating to **Vigilance Clearance** in DEA proforma should be filled in and certified by the competent authority. Alternately, vigilance clearance certificate by the concerned authority can also be attached. Applications without vigilance clearance at the time of applying will not be entertained.
- (iv) In case of **training programmes which are not fully sponsored** and where expenses on Air travel or any other expenses have to be borne by the candidate or his sponsoring Department, ensure that Part-A or Part-B, as the case may be, of the Undertaking Form is duly completed. Applications received without undertaking form will be summarily rejected. **It may be noted that submission of undertaking form is not necessary in respect of fully funded training programmes and the candidate can mention 'Not Applicable' in the form.**

4. Nominations:-

- (i) In case there is more than one nomination for a particular course, the nominating authority State/Central Government should clearly **indicate the prioritization** of the nominees.
- (ii) Application for the training programme is to be forwarded through the concerned Ministry/Department after completing all necessary formalities. Applications **are not to be sent** to the sponsoring foreign country/agency **direct** unless the same has been endorsed by the Nodal Department i.e. DEA.

5. Clearances:-

Once the nomination forwarded by DEA to the sponsoring foreign Government is accepted and conveyed to the applicant, he/she will be responsible to complete all pre-departure formalities like obtaining political clearance from MEA and have the sanction order issued from his/her administrative Department etc.

Abbreviations:-

JICA – Japan International Cooperation Agency, **SCPTA** – Singapore Cooperation Programme Training Award, **IMF** – International Monetary Fund, **MTCP** – Malaysian Technical Cooperation Programme

DEA PROFORMA FOR FOREIGN TRAINING

1. Name			
2. Date of Birth		3. Male/Female	
4. Educational Qualifications			
5. Service to which the officer belongs		6. Date of regular appointment	
7. Details of posts held during the last five years (starting from the present):			
S.No.	Post held	Ministry/Department/ Organization	Nature of work/Job profile
8. Name of foreign training programme applied for and its relevance to the candidate			
9. Papers etc. if any published by the candidate			
10. Details of Foreign Training Programmes attended during the last two years			
S. No.	Dates & Duration of the training programme	Subject/title of training	Name of the training Institution
			Source of funding
Signature of the candidate:			
Office Phone No. Mobile No.:			
E-mail:			
CERTIFICATE			
Certified that Shri/Ms _____ is clear from vigilance angle. In case the programme is not fully funded, Undertaking in the prescribed proforma (Part A/Part B) is attached.			
Signature of the competent administrative authority of the applicant with Name, Designation, Phone number and E-mail (along with office seal)			



MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

Please affix
passport size
photograph

APPLICATION FORM (ONLINE) 2022

Please type or write clearly in capital letters. Do not leave any space blank. Use "NIL" or "N/A" where applicable

FOR OFFICIAL USE ONLY

Reference no : _____
 Received : _____
 Checked : _____
 Recommendation: ☐ YES
 by Mission ☐ NO

Title of Course:	Date of Course:
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1. PERSONAL DETAILS

Family Name (surname):	Date of birth : Day Month Year
First Name:	Citizenship:
Other Names:	Gender:
City and country of birth:	Marital status:
Passport No.: Type of Passport: (Diplomatic/Official/Regular) Expiry Date:	Religion:

2. CONTACT DETAILS

Mailing Address:	Office Address:
Mobile: Country Area Number	Home: Country Area Number
Office: Country Area Number	Fax: Country Area Number
Email:	
Person to be contacted in case of emergency :	
<u>Family</u> Name: Relation: Mobile Number: Address: Email:	<u>Office</u> Name: Position: Mobile Number: Address: Email:

NOTE : This application form should be duly completed and endorsed by the National Focal Point incharge of Technical Cooperation in your country. Forms which are incomplete or not endorsed will not be accepted.

3. EDUCATION

Name of institution and place of study	Major/Field of study	Years	Degree

4. EMPLOYMENT RECORD

A. Present or most recent post	B. Previous post
Employer:	Employer:
Years of service (from – to):	Years of service (from – to):
Title of your post/position:	Title of your post/position:
Type of organization: Government / Semi Government / Private / NGO	Type of organization: Government / Semi Government / Private / NGO

Please describe briefly your work including your responsibility.

*Please continue on supplementary pages if necessary

5. REASONS FOR APPLYING THIS COURSE

Have you participated in any training programme in Malaysia before?: YES/NO

Name of Programme:

Organiser:

Year:

Have you participated in any MTCP training programme in Malaysia before?: YES/NO

Name of Course:

Name of Training Institute:

Year:

Please state briefly the reasons for applying to this course and how you hope to benefit from the course.

6. ENGLISH LANGUAGE PROFICIENCY

	Excellent	Good	Fair	Basic	Remarks
Listening					
Speaking					
Writing					
Reading					

Mother tongue : _____

7. APPLICANT'S DECLARATION

I, _____ of _____
Name of applicant Representing Country

Declare that:

- a) All information provided is true, complete and accurate to the best of my belief and knowledge, and that I have not wilfully suppressed any material facts;
- b) I am medically fit and free from any medical problems which may impair my ability to attend and complete the training; and
- c) I grant my portrait right licence to MTCP, which is to allow MTCP to shoot photographs and/or videos of my participation to the MTCP and utilize them for the public relation materials of MTCP where and when necessary.

Upon successful selection for the training award, I undertake to:

- a) carry out instructions and abide by such terms and conditions as may be stipulated by the nominating and host governments in respect of this training course;
- b) abide by the rules and regulations of the training institution in which I undertake to study in or be trained under;
- c) submit/present any report which may be required;
- d) refrain from engaging in political activities and any form of employment for profit or gain; and
- e) discontinue the course should I be found guilty of misconduct or be medically unfit.

I fully understand that if I fail to comply with the terms and conditions of the training award, and/or any of the above declarations are found to be untrue, the award will be terminated with immediate effect.

Date

Signature of applicant

8. TO: GOVERNMENT OF MALAYSIA

LETTER OF INDEMNITY

I _____, Passport Number: _____ having an address at _____, hereby declare that I shall be personally liable for and shall indemnify the Government of Malaysia and _____ against all liabilities, claims, losses, demands, actions, suits, proceedings, costs or expenses, in part/total, whatsoever arising under the laws of Malaysia or common law which may be made or taken against the Government of Malaysia and/or _____ or incurred or become payable by the Government of Malaysia and/or _____ in respect of any medical illness, personal injury (whether fatal or otherwise), or the death of any person, by reason of my carelessness, negligence, omission or default, in the course of my training with _____ which is appointed by the Government of Malaysia. Dated this ____ day ____ of 2022.

Signature of applicant)
Name of applicant)
Date)

In the presence of
Signature of Witness)
Name of Witness)
Designation of Witness)
I/C or Passport No.)

9. TO BE COMPLETED BY THE NOMINATING GOVERNMENT

OFFICIAL DECLARATION BY THE NOMINATING AGENCY

On behalf of the Government of _____, I _____
Country Name of Official

Certify that :

- a) I have examined the educational, professional or other certificates quoted by the applicant in this form and I am satisfied that they are authentic and relate to the applicant;
- b) The applicant is medically fit and free from infectious disease and that, having regard to his/her physical and mental history; and
- c) The applicant has attained a level of proficiency in both spoken and written English to enable him/her to follow the course of study/training for which he/she is being nominated.

I nominate (Dr/Mr/Mrs/Ms*) _____ holding Passport No.: _____ for the training course.

Name and Designation

Signature and Official Stamp

Name and Organisation

_____-_____-_____
Country code Area code Office tel no.

Email address

_____-_____-_____
Country code Area code Office tel no.

ENDORSEMENT BY THE NATIONAL FOCAL POINT INCHARGE OF TECHNICAL COOPERATION

Name

Email Address
(Official Stamp)

Designation

Name of Organisation

Signature

_____-_____-_____
Country code Area code Office tel no.

_____-_____-_____
Country code Area code Office tel no.