

No.17/49/2022-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 "**Embracing Digital Transformation in the "New-Norm" by Islamic Tourism Centre (ITC)**" from 22nd to 26th and 29th to 30th August, 2022.

The Republic of Malaysia has invited nominations for **online** course on "**Embracing Digital Transformation in the "New-Norm" by Islamic Tourism Centre (ITC)**" from 22nd to 26th and 29th to 30th August, 2022 at Malaysia under the Technical Assistance Programme with India. The programme is intended for Middle/Senior Government officers aged 26-50 years who are involved in the planning of responsible tourism development, specifically on products and services. 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 15.07.2022 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>].

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 to use tourism as a means to promote goodwill among mankind.

THE MALAYSIAN TECHNICAL COOPERATION PROGRAMME (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 on 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:

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



MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

SHORT COURSE ON EMBRACING DIGITAL TRANSFORMATION FOR TOURISM IN THE “NEW- NORM”

APPLY NOW!

CLOSING DATE: 22 JULY 2022

22 -26 & 29 -30 AUGUST 2022
14:00 – 18:00 MALAYSIA (GMT +8)

TRAINING INSTITUTE

ISLAMIC TOURISM CENTRE (ITC)
MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA
LEVEL 13, NO. 2, TOWER 1, JALAN P5/6, PRECINCT 5
62200 PUTRAJAYA, MALAYSIA
TEL: +603-8891 7177 FAX: +603-8881 0686
EMAIL: RT@ITC.GOV.MY / SITISARAH@ITC.GOV.MY



WWW.ITC.GOV.MY
f ISLAMICTOURISMCENTRE
i ITC_MY

WHO SHOULD APPLY

1. Middle/Senior Government Officers aged 26-50 years who are involved in the planning of responsible tourism development, specifically on products and services
2. Policy-makers, planners and decision-makers in tourism promotion and marketing
3. Practitioners who are currently responsible for developing tourism workforce
4. Good command of spoken and written English
5. Has never participated in any MTCP courses.
6. 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 GUIDELINES

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 THE COURSE

The United Nation's Trade and Development Body (UNCTAD) reported that the global tourism industry suffered an economic hit of USD 2.4 trillion, coupled with the drop of international tourist arrivals by 74% in 2020. The wild and rapid spread of the COVID-19 virus led to numerous lockdowns and travel restrictions worldwide, causing the cancellation and postponement of travel and tourism activities on a global scale. This did not only impact hotels, travel agents and airlines but the entire tourism ecosystem, as MICE activities, tourist attraction sites and entertainment venues and more were forced to shut down for fear of everyone's health and safety. This has been especially hard for developing nations that are dependent on tourism as a source of economy.

This global tragedy is expected to bring about big changes in the tourism industry. The tourist decision-making process will revolve beyond destination attractiveness and affordability. Concerns over hygiene, social distancing, safety and health are at an all-time high. They are likely to remain in place for the foreseeable future, making contactless service delivery and investments in digital technology a bridge to recovery. To survive and thrive in the new norm, tourism industry practitioners should find ways to re-engineer their products, services and practices, and digital technology advances would definitely help with that.

Tourists tend to find the information of destination in travel forums, online groups, or social networking websites on the internet also known as sharing economy which is defined as a peer-to-peer (P2P) based activity of acquiring, providing, or sharing access to goods and services that is often facilitated by a community-based online platform. Travelling is also made easier, faster, and safer by technology through online travel planning and booking via websites and apps instead of physically doing it. Digital innovations also make excellent market research and e-Marketing tools for Destination Management Organisations (DMOs). DMOs could take advantage of internet communication technologies and the development of social media to market the destination as distinctive online marketing strategies.

This short training course will enable the participants to have an interactive sharing session with the practitioners, institutions, and communities, as well to get better insights on utilising digital technologies to fit the new norm.

COURSE OBJECTIVES

1. To recognise the concept and benefits of digital technology for tourism survival and development;
2. To explore potential digital tourism products and practices that can be expanded in their home country;
3. To identify the roles Governments and the private sector play in the development of digital technology for tourism;
4. To develop strategies and policies for digital transformation for tourism; and
5. To predict future tourism trends and market analysis using digital innovations

COURSE CONTENTS AND METHODOLOGIES

- ❖ Digital Technology in Tourism: Concept and Transforming Innovations
- ❖ Government's Responsibilities in Consolidating Digital Transformation in Tourism
- ❖ Private-Public Collaborations
- ❖ Investment and Capital Injections
- ❖ Enriching Tourist Experience with Smart Tourism
- ❖ Digital Practices in Tourism Workforce
- ❖ AR/VR Technology in Tourism
- ❖ Tourism e-Marketing
- ❖ Digital Sharing Economy
- ❖ Data Analysis Technologies
- ❖ Sharing Session with industry players/speakers
- ❖ Action Plan & Course Evaluation

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

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 :

- 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;
- The applicant is medically fit and free from infectious disease and that, having regard to his/her physical and mental history; and
- 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.