

21-Day Homestay Training Programme under PM-JUGA and RAMP inaugurated in Leh

Leh, October 13, 2026: A 21-day training programme under the Homestay Holistic Support Framework (HHSF) for 56 homestay owners and beneficiaries was inaugurated at the State Institute of Hotel Management (SIHM), Leh.

The programme is being conducted through the convergence of the PM-JUGA and RAMP schemes, with the joint efforts of the Department of Tourism and the Department of Industries & Commerce, UT Ladakh. It is being implemented by the Firgun Social Initiative Foundation.

The inaugural ceremony was attended by Director, Industries & Commerce, Sonam Nurboo, and Under Secretary, Tourism & Culture, Mohd. Anjum.

Addressing the participants, Sonam Nurboo emphasised the importance of tourism-linked micro, small and medium enterprises (MSMEs) in strengthening rural livelihoods. He highlighted the role of the RAMP Scheme in promoting enterprise development through capacity building, skill enhancement, digital adoption and improved market access.

The 21-day programme will cover hospitality and community-based tourism, field exposure and experiential learning, homestay management, and market readiness. The training will include practical sessions, live demonstrations and interactions with local experts to enhance the skills and service standards of homestay operators.

During the programme, Deachen from the RAMP Project Management Unit (PMU) briefed the participants on the benefits and opportunities available to Ladakhi MSMEs under the scheme.

Vivek Saxena of the Firgun Social Initiative Foundation, the State Implementing Agency under PM-JUGA, highlighted the role of homestays in generating livelihood opportunities for local farmers, artisans, women-led Self-Help Groups (SHGs) and youth entrepreneurs. He emphasised that community-based tourism can help ensure that the benefits of tourism extend beyond accommodation services and reach a wider section of the local population.

The initiative aims to strengthen community-based tourism, improve homestay service standards and promote sustainable village-level economic development across Ladakh. It is also expected to enhance the capacity of local entrepreneurs to deliver quality hospitality services and make their enterprises more competitive in the tourism market.

