

Kudumbashree – National Resource Organisation (NRO)

Senior Intern – Community Based Tourism

Kudumbashree, the State Poverty Eradication Mission of the Government of Kerala, recognised as a National Resource Organisation (NRO) under the Ministry of Rural Development, Government of India, supports states in strengthening community institutions and promoting rural livelihoods under the National Rural Livelihoods Mission (NRLM).

Kudumbashree NRO has been promoting **Community-Based Tourism (CBT)** as a sustainable livelihood model integrating local culture, skills, and resources. The initiative is currently implemented across multiple districts in Kerala.

Kudumbashree-NRO invites applications from eligible candidates for the position of **Senior Intern – Community Based Tourism**

Location: Across various districts of Kerala (extensive field travel required)

Duration: 6 months (extendable based on performance and project requirements)

Monthly Allowance: ₹30,000 – ₹40,000 per month (based on experience and expertise)

Immediate Requirement: Only candidates available for immediate joining should apply.

Job Description

The Senior Intern will work closely with field-level teams (mentors, and community institutions) to support **community tourism package curation and marketing activities** under the Community-Based Tourism project across **8 districts of Kerala**.

Roles and Responsibilities

A. Experience Curation & Package Development

- Identify unique local assets, traditions, and livelihoods

- Curate tourism experiences from services offered by Kudumbashree NHG families

- Develop structured and market-ready travel packages across districts

B. Marketing & Promotion

- Design and implement marketing strategies for CBT packages

- Develop promotional materials (brochures, reels, other digital content, etc.)

- Support branding and positioning of CBT destinations at state and district levels

- Engage with travel agencies, tour operators, and tourism stakeholders

- Facilitate partnerships for market access and promotion

Eligibility Criteria

Minimum **1 year of relevant experience** in tourism product development, itinerary design or Rural Tourism Promotion.

Preferably Graduate/Postgraduate in Tourism, Hospitality, or related fields
Strong interest in sustainable and community-based tourism

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Proficiency in **English and Malayalam** (spoken and written preferred)
Willingness to travel extensively across Kerala

Required Skills

Practical knowledge of Tour Package Curation
Knowledge and skills in Tourism marketing (digital & offline), especially social media
Design skills in Canva, PowerPoint, other AI platforms, etc.
Strong communication and stakeholder engagement skills
Documentation skills (photography, videography, storytelling)
Ability to work with community institutions and enterprises
Good analytical thinking, coordination, and problem-solving skills
Familiarity with Kerala's socio-cultural and tourism landscape

Selection Process

The selection will be carried out in the following stages:

1. Screening based on Application Form submitted
2. Assignment / Task-Based Evaluation for the eligible candidates
3. Personal Interview

Submission of Applications

All applications must be submitted through the Google Form:

<https://forms.gle/NMwgoWpGFkQZGTYC9>

Applications should include:

1. Cover Letter
2. Curriculum Vitae (CV)
3. Portfolio (Tourism Packages design/ Tourism marketing)

01st June 2026

**Last date for
submission:**

Incomplete applications or submissions made after the deadline will not be considered.

For any queries, please mail to cbtnro@gmail.com

Expected Outcomes

Development of high-quality Community Based Tourism packages across

districts/states

Strengthened marketing and visibility of CBT initiatives

Enhanced linkages with tourism industry stakeholders

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The detailed outputs and month-wise deliverables to be achieved during the internship period will be communicated at a later stage. Failure to meet the specified deliverables may result in termination of the engagement.

EXECUTIVE DIRECTOR

Kudumbashree