

National Commission for Women and Airbnb to create livelihood opportunities for women in North East

NEW DELHI – June 11, 2018: The National Commission for Women (NCW) has partnered with Airbnb, the world's leading community-driven hospitality company to create livelihood opportunities for women in the North Eastern States.

The partnership aims to generate technology-enabled livelihood opportunities in tourism and hospitality for women micro-entrepreneurs in the North East, and help families supplement their income through home-sharing on a global platform. It will also promote digital inclusion and the creation of women-led tourism and hospitality enterprises, thereby paving the way for their economic and social empowerment.

This will help build tourism in the North East by promoting hospitality skill and building a sustainable homestay ecosystem that will offer tourists unique local experiences.

As per the agreement worked out, the NCW and Airbnb will work towards:

- Expansion of homestay tourism facility in rural homes in the North Eastern states through Women Commissions/State Governments
- Training of potential women micro-entrepreneurs on hosting standards
- Building a strong host community in the North East; and
- Promotion of such homes to a domestic and global audience

“We are pleased to partner with Airbnb to promote the interests and economic development of women in the North East region through creation of livelihood opportunities. As part of the partnership, the NCW and Airbnb will facilitate skill development of potential women hosts in the North Eastern states on global hospitality standards and support them in setting up homestays. The objective is to enable financial empowerment of women and contribute to the overall development of local communities in the region. With this inclusive development, we hope to together provide women in the North Eastern States a platform to become micro-entrepreneurs,” said Smt. Rekha Sharma, Chairperson, (I/C), National Commission for Women.

“India's North-East, with its immense tourism potential, is a priority market for Airbnb and we are very excited about the partnership with the National Commission for Women. Last year, Airbnb's CEO and Co-Founder, Brian Chesky had met the Honourable Prime Minister and committed to create 50,000 skilled tourism micro-entrepreneurs in India, at least 15,000 of them women. Globally, a majority of Airbnb hosts are women, and we aim to achieve that equilibrium in India as well. In our experience, community-centred tourism can enable development and inclusive growth of local communities, especially women, and in turn, empowered communities contribute to sustainable growth of tourism,” said Chris Lehane, Global Head of Policy, Airbnb.

“In March 2018, Airbnb had signed MoUs with the North Eastern Council (NEC) and North East Tourism Development Council (NETDC) to develop a homestay ecosystem and promote tourism across key destinations in the North East. By partnering with NCW, we will be able to build on pillars established through the earlier partnerships to empower rural women in the region,” said Amanpreet Bajaj, Country Head, Airbnb India.

About NCW

The National Commission for Women is the apex body with the mandate to safeguard and further the interests of women across the country. The Commission was set up as a statutory body in January 1992 under the National Commission for Women Act, 1990 (Act No. 20 of 1990 of the Government of India) to review the Constitutional and legal safeguards concerning women, recommend remedial legislative measures, facilitate redressal of grievances and advise the Government on all policy matters affecting women in India. In 2018, the NCW resolved associate State Commissions for Women in India for suitable training programmes to encourage women of North East and hill states to promote homestay tourism for facilitating financial empowerment of women in the region.

About Airbnb

Founded in 2008, Airbnb is a global travel community that offers magical end-to-end trips, including where you stay, what you do and the people you meet. Airbnb uniquely leverages technology to economically empower millions of people around the world to unlock and monetize their spaces, passions and talents to become hospitality entrepreneurs. Airbnb’s accommodation marketplace offers access to millions of places to stay in more than 191 countries, from apartments and villas to castles, treehouses and B&Bs. With Experiences, people can see a different side to a destination through unique, handcrafted activities run by locals, while a partnership with Resy provides access to the best local restaurants in selected countries. All of this is brought together in one easy-to-use and beautifully designed website and app.

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