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Sustainable Tourism India Issue 5

Central Nodal Agency
for Sustainable Tourism
(CNA-ST)



पर्यटन मंत्रालय
MINISTRY OF
TOURISM

NEWSLETTER

JANUARY 2023

Highlights of the Month

G20 & FOCUS ON SUSTAINABILITY



Photo Courtesy: G20.org

The **Indian G20 Presidency** proposes the co-creation of an initiative on sustainable global value chains that meet a set of shared social, environmental, and economic objectives, to truly instil the spirit of "Vasudhaiva Kutumbakam". The agenda of G20 focuses on developing an inclusive, ambitious and action-oriented global strategy that aids in addressing the three most important issues of our time: equality, nature loss, and climate change.

2ND REGIONAL WORKSHOP FOR CAPACITY BUILDING



Photo Courtesy: sustainabletourism.in

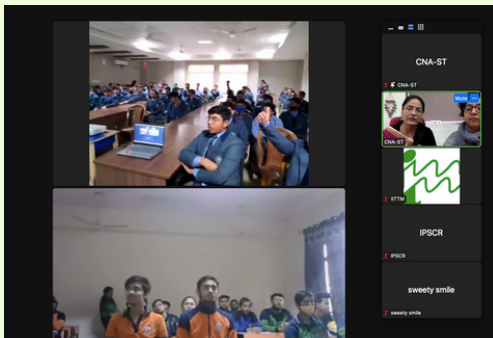
The Ministry of Tourism held the **Second Regional Workshop on Development of Sustainable and Responsible Tourist Destinations** in association with CNA-ST, IITTM and in partnership with UNEP & RTSOI on January 11 in Kolkata, West Bengal. with active participation from states/UTs, Industry, and community stakeholders of the East region.

NETWORK OF PRO PLANET PEOPLE FOR RESPONSIBLE TOURISM REACHES 10,000



The number of people in the Pro Planet People for Responsible Tourism network under the **Travel for LiFE Pledge** reached 10,000 and is ever-growing. The Pro Planet People will act as ambassadors of change. They shall help spread awareness about sustainable tourism and aid in strengthening the network of Pro Planet People in the tourism sector.

NATIONAL TOURISM DAY CELEBRATIONS 2023



CNA-ST collaborated with students of class 11th & 12th, Bachelors and Masters Students on 25th January 2023 on the occasion of National Tourism Day to sensitise the students on the need for Responsible travel and the role of students in making India sustainable. The sessions addressed the need for responsible travel and the Travel for LiFE campaign. The event concluded with students taking the Travel for LiFE Pledge with a commitment to be responsible travellers.



THE FEATURE
STATE

West Bengal



State's Initiatives of Sustainable Tourism

TOWARDS ACHIEVING INCLUSIVE TOURISM

West Bengal holds more than 3000 trained tour guides approved by the department of tourism under the tourist guide certification programme in collaboration with Utkarsh Bangla and 2000+ registered homestay which employs around 15,000 people ensuring that the locals are involved in tourism development.



Photo Credits: WBtourism.gov

DIGITIZATION OF TOURIST RESOURCES

Multiple tourist resources have been digitised in order to reduce paper consumption and increase ease of access. These include a QR-based Integrated City pass for Kolkata, an online registration portal for Home-stays and tourism units, and a completely digital registration process for Tourism Service Providers.



ECOTOURISM PROMOTION

The state has established a number of Ecotourism Parks and Eco-Resorts and are already catching on as popular weekend retreats devoid of urban congestion. The following 8 Eco Tourism zones have been identified - Forest Zones, Coastal Zones, Lake & Reservoir Zones, Wetland Zones, River Zones, Heritage Zones, Theme Zones, Tea Tourism Zones.



Photo Courtesy: pixabay

SUSTAINABLE TRANSPORTATION

In order to reduce emissions, sustainable modes of transports such as ropeways, battery-operated vehicles, and Hop On/Hop Out (HOHO) Buses are being introduced in cities across West Bengal. Furthermore, waste management systems on these transports are also being overhauled and implemented.



Photo Credits: Roop_Dey

PROMOTION OF RENEWABLE ENERGY

A number of tourism properties across the states in destinations such as Darjeeling and Gajoldoba are shortlisted for the installation of Solar power equipment such as solar LED streetlights, solar geysers, and rooftop solar grids.



Photo Courtesy: pixabay



Harbingers of Change

**A Brief Overview
of some of
India's Best
Changemakers**

CHANGEMAKER 01

SONNIE KATH : CO-FOUNDER OF EXOTIC ECHO

After traveling the entire nation, Sonnie Kath came to the conclusion that Nagaland's women needed to be given more influence and to revive its indigenous craft tradition which has been long forgotten. A co-founder of **Exotic Echo**, Sonnie started working on the mission of livelihood for women in 2008.

Exotic Echo Society primarily focuses on reviving the heritage by empowering traditional weavers and introducing them to festivals and exhibitions while they are being trained. Additionally, hundreds of rural women without jobs are being helped, with a focus on young women, most of whom are school dropouts.

Exotic echoes consists of Loin weavers which are mostly women to create intricate handicraft items, accessories , jewelry and more and more women are getting associated with this organization and adopting a sustainable and eco-friendly occupation.



Photo Courtesy: Exotic Echo



Photo Courtesy: Exotic Echo

CHANGEMAKER 02

ROOPESH RAI : FOUNDER OF THE GREEN PEOPLE & THE GOAT VILLAGE

Roopesh Rai, founder of Green People, **The Goat Village** & Bakri Chaap launched a social enterprise with sustainability at its heart. In order to start Green People, an integrated, for-profit organization dedicated to improving the rural sector via tourism and agricultural endeavours.

The goal of this most recent endeavour is to create a network between rural property owners and urban customers by combining homestay and farm stay in rural India.

Rai's initial social ventures, The Goat Village & Hideouts (an agro-tourism initiative) and Bakri Chhaap (a farm produce market linkage), have now morphed into a pan-India heterogenous community called Madhouse to Mudhouse (MHMH).



Photo Courtesy: Grand Thornton

With the MHMH initiative, the parent organization is committed to a five-year mission of creating 100 self-sustainable village ecosystems across India.

It actively participates in projects that bridge the gap between urban and rural upliftment in addition to promoting holistic rural development.

In a span of five years, it has witnessed an increase in footfall from the previous base of 1200 trekkers per year to 90,000 eco-sensitive trekkers, in the lesser-known parts of the Garhwal Himalayas.



Photo Courtesy: The Goat Village

CHANGEMAKER 03

RAJ BASU : CO-FOUNDER OF HELP TOURISM

"A homestay is the smallest unit of sustainable development , and the kitchen is its heart" - quoted by the unsung legend Raj Basu, the pathfinder for encouraging and empowering the populace through rural tourism. Raj Basu started 'Help Tourism' in the year 1991 with a sustainable motive for promoting homestay in the unrecognised yet offbeat destinations of Eastern and North-Eastern states of India as well as in the Indian lands falling on the border of the neighbouring countries of Nepal and Bhutan.

Raj Basu thoughtfully took this initiative with an ideal motive to encourage the youths and the oldsters who are willing to seek peace after surviving the distressing pandemic of COVID-19.

The initiative not only aimed to buck up the hope of communities that certainly went down due to COVID-19 but also to enrich the holistic importance of these unknown destinations as well.



Photo Courtesy : Sanctuary Nature Foundation



Photo Courtesy : Outlook Traveller



Leading the Change

A chit-chat with the
Responsible Travel
Influencer of
the month





Mridula Joshi

9975 followers



What does a trash free trip mean to you?

According to me, a trash-free trip is a trip where I carry all the trash that I generate with me. I leave behind nothing at the destination. But it also means that I as a tourist should cut down the amount of trash generated in every way possible which can be minimised by avoiding the use and disposal items. Preparedness in advance can also help to reduce unnecessary usage, especially for food and water. Alternatives like carrying reusables, choosing refillable water stations and unpackaged local food can help.

Mindful travel is the aim of the Travel for LiFE campaign, an initiative of the Ministry of Tourism. What are your ways of traveling mindfully?

I prefer choosing the train whenever I can and keeping the trip as low waste as possible. I think as a traveller, a trip can be both enjoyable and sustainable by exploring nature activities that inadvertently fund the protection of its biodiversity and also choosing local homestay, so our money goes directly to locals.

Can you share your eco-habits & how do people respond to them?

My eco-habits are recycling, composting, choosing used items wherever I can, buying less or mindfully consuming, and opting for public transport such as trains. People react positively, and with curiosity and they are eager to learn more.

We observed that you promote the local community through your posts. How has it been interacting with the locals?

If a tourist can focus on what they can explore locally which is unique to the place they visit, I think their perspective on travel will change. When I interact, I ask them the meaning behind their practices and their importance to them. This is a very small gesture that shows people that you are actually interested in their place and culture. When you interact with them, and their culture and support them they are more than happy to have you experience the best trip you will ever take.

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**For Collaboration, reach out to
stci@iittm.ac.in**

Photo Courtesy: . Canva