

**Proceedings of the 2<sup>nd</sup> meeting of National Board for Sustainable Tourism held under the Chairmanship of Secretary (Tourism), Government of India on 31<sup>st</sup> October 2022 at 04:00 PM**

2<sup>nd</sup> meeting of National Board for Sustainable Tourism was held under the Chairmanship of Shri Arvind Singh, IAS, Secretary (Tourism) through hybrid mode on 31<sup>st</sup> October 2022 at 04:00 PM.

**Agenda 2.1 Leave of absence**

The list of participants, who attended the meeting is given at Annexure-1. Leave of absence was granted to those, who could not attend the meeting. Additional Secretary (Tourism) welcomed the members to the second meeting of the Board.

**Agenda 2.2 Confirmation of 1st meeting of National Board for Sustainable Tourism**

The proceedings for the 1st meeting of National Board for Sustainable Tourism circulated to all the members vide email dated 23rd August 2022 was confirmed.

**Agenda 2.3 Action Taken Report on the proceedings of the first meeting**

Action taken report on various items of the 1st meeting of the Board was noted.

**Agenda 2.4 Awareness about Sustainable Tourism through IEC Campaign**

1. CNA-ST presented an Action Plan for IEC Campaign for Sustainable Tourism for States and Industry stakeholders and shared progress along with way forwards as follows:
  - (i) **Monthly newsletter** – CNA-ST initiated launching monthly Sustainable Tourism newsletter from September 2022.
  - (ii) **STCI Certification** - STCI certification for accommodation units is live on NIDHI Plus portal and inviting applications for certification. A dedicated toolkit would be prepared to introduce STCI Certification for Accommodation, Tour Operator, and Destinations would be prepared.
  - (iii) **Travel for LiFE Campaign** - Travel for LiFE pledge as part of Travel for LiFE campaign has been launched on mygov.com and received good

response. Various online and offline activities would be conducted under this campaign involving various stakeholders.

2. CNA-ST requested State and Industry to share best practices, promote STCI certification and encourage stakeholders to get certified, and promote Travel for LiFE pledge and various activities under the campaign.

#### **Agenda 2.5 State Assessment and Ranking**

1. First draft of State Assessment and Ranking was circulated to the States. Feedback received and further research and feedback has been incorporated by CNA-ST, which presented the revised State Assessment Framework.
2. It is further proposed to engage an agency to assist the Ministry and CNA-ST for carrying out state assessment and ranking. MR division of Ministry of Tourism has already prepared a panel of agencies and one of the agencies from the panel will be selected for the exercise.
3. Framework was broadly found in order and the same would be further refined by the agency to be hired for its implementation.

#### **Agenda 2.6 Regional Conferences for Capacity Building**

1. CNA-ST presented a revised schedule of the regional workshop and informed that first Regional Workshop would be held in the month of November in Khajuraho, Madhya Pradesh.
2. CNA-ST introduced the focus areas, sessions planned and participants of the workshop.
3. Members noted the same.

#### **Agenda 2.7 Destination Planning, Development and Management**

1. CII made a detailed presentation regarding the need to carry out national study of identified sites for carrying capacity and suggested development model.
2. The Carrying Capacity study will help in developing models for sustainable development, which can be replicated at other sites. Such a study will be part of developing Detailed perspective plans for adventure, eco and cruise tourism, which were envisaged under Swadesh Darshan Scheme.

3. It was approved in principle to engage a consultant and carry out the study. A joint committee of MOT and CII may further detail out the proposal with the stakeholders to fine tune the terms of reference and other modalities. A destination from South India may also be considered.

#### **Agenda 2.8 Sustainable Tourism Criteria of India (STCI)**

1. CNA-ST briefed the members that STCI certification has already been made live for accommodation units on NIDHI portal. CNA-ST presented process of STCI certification, action plan for industry outreach and toolkit for the same, and STCI Training Programme.
2. It was further informed that the STCI certification for tour operators and destinations is being configured on the portal and will be live shortly.
3. Members noted the progress and CNA-ST was advised to expedite roll out and incorporate national and international best practices for implementation.

#### **Agenda 2.9 Other Suggestions and Feedback from the Members**

1. During the course of meeting following suggestions were made by the members:
  - (i) Ministry of Housing and Urban Affairs suggested that Swachh Sarvekshan that covers Waste Management aspects can be synched with the sustainable tourism activities wherever possible.
  - (ii) CII suggested that MOT may launch a Carbon Footprint Offset guidelines for the industry sub-sectors.
  - (iii) Members suggested that dedicated National Awards for Sustainable Tourism may be launched.
  - (iv) Travel for LiFE may be part of visa application process for India to make the pledge mandatory for travellers travelling to India.

**1. List of Participants from Ministries**

<b>Ministries</b>	<b>Name</b>	<b>Designation</b>
Ministry of Environment, Forest & Climate Change		
Ministry of Civil Aviation	Mr. Mritunjaya Sharma	Deputy Secretary
Ministry of Culture		
Ministry of Skill Development and Entrepreneurship	Mr. Bailochan Gahan	Asstt. Director
Ministry of Rural Development	Mr. Shashi Bhusan Tiwari	Under Secretary
Ministry of Agriculture and Farmer Welfare	Dr. Vijay Laxmi	Joint Secretary
Ministry of Housing and Urban Affairs	Mr. Ankit Jain	Assistant Advisor
Ministry of Road and Transport Highways	Mr. Ananyabrata Maulik	Executive Engineer
Ministry of MSME	Ms. Sanyogita Tarana	Deputy Director
Ministry of Education	Mr. Subhash Chander Sharu	Director

**2. List of Participants from Heads of Central Government Organizations**

<b>Organization</b>	<b>Name</b>	<b>Designation</b>
IITTM Indian Institute of Travel and Tourism Management	Prof. Alok Sharma	Director
	Dr. Aditi Chowdhary	Nodal Officer, CNAG
	Ms. Ranu Chouhan	Assistant Professor, IITTM
	Ms. P Priyadarshini	Project Associate, IITTM-Noida
	Ms. Mahima Gopal	

**3. List of Participants from States**

<b>State</b>	<b>Name</b>	<b>Designation</b>
Andhra Pradesh	Mr. K Kanna Babu, I.A.S	Managing Director
Himachal Pradesh	Dr. Rakhee Singh	Joint Director
Madhya Pradesh	Mr. Manoj Kumar Singh	Director
Odisha	Mr. Sachin Ramchandra Jadhav	Director
Kerala	Mr. P. B. Nooh	Director
Sikkim	Dr. Prerna Chamling	Additional Secretary

#### 4. List of Participants from Industry Associations

Industry Associations	Name
FICCI	Mr. Sanjeev Kurup
	Ms. Samanda Syiem
RTSOI	Mr. Mandip Singh Soin
	Mr. Rakesh Mathur
	Dr. Anjuna Dhir
CII National Committee on Tourism	Mr. Sanjay Basu
	Mr. Ajeet Bajaj
	Ms. Isha Verma Miglani
	Mr. Aditya Dhanvatay
	Ms. Swati Thakre
IATO	Mr. Sanjay Razdan
FHRAI	Mr. Abhishek Kumar
HAI	Ms. Charulata Sukhija

#### 5. List of Participants from UNEP

Organization	Name	Designation
UNEP	Mr. Atul Bagai	Country Head
	Ms. Manisha Choudhary	National Coordinator

#### 6. List of Participants from MOT

Name	Designation
Mr. G Kamla Vardhan Rao	Director General, MOT
Mr. Rakesh Kumar Verma	Additional Secretary, MOT
Mr. Om Prakash	Under Secretary (NT), MOT
Ms. Gargi Mittal	Assistant Director, Niche Tourism Division
Ms. Faisal Khan	NPMU
Ms. Manjiri Gaikwad	NPMU
Ms. Karishma Prasad	NPMU
Ms. Aravind Viswanathan	NPMU

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