

Proceedings of the 3rd meeting of National Board for Sustainable Tourism held under the Chairmanship of Secretary (Tourism), Government of India on 2nd March 2023 at 11:30 AM

3rd meeting of National Board for Sustainable Tourism was held under the Chairmanship of Shri Arvind Singh, IAS, Secretary (Tourism) through hybrid mode on 2nd March 2023 at 11:30 AM.

Agenda 3.1 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.

Agenda 3.2 Confirmation of 2nd meeting of National Board for Sustainable Tourism

The proceedings for the 2nd meeting of National Board for Sustainable Tourism were confirmed.

Agenda 3.3 Action Taken Report on the proceedings of the first meeting

Action taken report on various items of the 2nd meeting of the Board was shared. Members took note of the actions taken report.

Agenda 3.4 Awareness about Sustainable Tourism through IEC Campaign

1. CNA-ST presented a Travel for LiFE campaign as a sectoral initiative of Ministry of Tourism under Mission LiFE made following propositions:
 - (i) Actions steps to be taken under each strategic pillars of National Strategy for Sustainable Tourism
 - (ii) Convergence of Travel for LiFE with MoT Initiatives
 - (iii) Roles of Stakeholders – Government, Industry, and Tourists
2. It was suggested that monthly action plan may be included in the campaign and the document may be circulated to all the States, Ministries, and Industries to receive suggestions/ feedback. It may be made available on Sustainable Tourism Website. It was further decided that to launch the campaign on the side lines of Second Tourism Working Group meeting under India's G20 presidency on 1-3 April at Siliguri.

Agenda 3.5 Promoting Environmental Sustainability - Implications for Climate Change

1. CNA-ST presented 'Tourism Plastic Reduction Best Practices' in alignment with the first pillar of National Strategy for Sustainable Tourism which is Promoting Environmental Sustainability

2. CNA-ST presented strategy for plastic reduction and focus areas for plastic reduction along with ongoing initiatives at other ministries.
3. The Board suggested that Ministry should pursue this initiative as part of Global Plastic Initiative by UNEP. It was further proposed that UNEP may assist CNA-ST to prepare a detailed charter for the execution of this initiative.

Agenda 3.6 State Assessment and Ranking

1. CNA-ST informed that the State Assessment framework has been revised as per suggestions/ feedback received and presented in 2nd board meeting.
2. It was further informed that the Ministry organised a consultation meeting with empanelled agencies to discuss the implementation of the framework and the scope of work of the agencies. Inputs have been collected and RFP is being prepared for hiring the agency.

Agenda 3.7 Capacity building for Sustainable Tourism

1. CNA-ST updated the members that the Ministry of Tourism, in partnership with United Environment Program (UNEP) and Responsible Tourism Society of India (RTSOI) has been conducting Regional Conferences on Sustainable Tourism.
2. Ministry has conducted the three Regional Workshops for Central-Western, Eastern, and Southern States in Khajuraho, Madhya Pradesh, Kolkata, West Bengal, and Hyderabad, Telangana respectively.
3. CNA-ST presented outcome of the regional workshop and feedback from States. It was suggested that regulations related to Sustainable Tourism may also be part of the workshop. It was further suggested that IHM and other Central Ministries may also be invited in the workshops.

Agenda 3.8 Destination Planning, Development and Management

1. CNA-ST informed that CII has submitted the details regarding study, goal, objective, methodology, expected outcome, and institutional support for the carrying capacity study.

2. It was decided that an agency may be hired to carry out comprehensive study based on the document submitted by CII. NPMU for Swadesh Darshan will prepare the RFP and assist in the bid process.

Agenda 3.9 Sustainable Tourism Criteria of India (STCI)

1. CNA-ST informed that STCI certification has been implemented for Hotels and Tour Operators and the same is under implementation for destinations.
2. CNA-ST also presented the STCI Toolkit for the Accommodation Units and Tour Operators.
3. It was decided that the toolkits may be launched on the side lines of the Second Tourism Working Group meeting under India's G20 presidency that is to be held on 1-3 April at Siliguri, West Bengal.

1. List of Participants from Ministries

Ministries	Name	Designation
Ministry of Culture	Mr. Arvind Kumar	Director
Ministry of Skill Development and Entrepreneurship	Mr. Rishabh Khattri	Asstt. Director
Ministry of Rural Development	Mr. Rakesh Kumar	Under Secretary
Ministry of Agriculture and Farmer Welfare	Mr. Kailash Choudhury	Deputy 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. Ashwani Lal	Addl. Development Commissioner
Ministry of Education	Ms. Manmohan Kaur	Advisor (Cost)

2. List of Participants from Heads of Central Government Organizations

Organization	Name	Designation
IITTM Indian Institute of Travel and Tourism Management	Prof. Alok Sharma	Director
	Dr. Aditi Chowdhary	Nodal Officer, CNAG
	Mr. Muhammed Nayeef	Tourism Manager
	Dr. Ananya Ghosh	Assistant Manager, IITTM
	Mr. Vikaash D	Assistant Manager, IITTM
	Ms. Mahima Gopal	Project Associate

3. List of Participants from States

State	Name	Designation
Andhra Pradesh	Mr. K Kanna Babu, I.A.S	Managing Director
Himachal Pradesh	Dr. Rakhee Singh	Joint Director
Madhya Pradesh	Mr. Amit Singh	Advisor
Odisha	Mr. Sachin Ramchandra Jadhav	Director
Kerala	Mr. P. B. Nooh	Director

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
CII	Ms. Swati Thakre
IATO	Mr. Harish Mathur
FHRAI	Mr. Abhishek Kumar
HAI	Ms. Charulata Sukhija

5. List of Participants from Special Invitee

Organization	Name	Designation
UNEP	Ms. Manisha Choudhary	National Coordinator

6. List of Participants from MOT

Name	Designation
Mr. Rakesh Kumar Verma, IAS	Additional Secretary, MOT
Mr. Om Prakash	Under Secretary (NT), MOT
Ms. Gargi Mittal	Assistant Director, Niche Tourism Division
Ms. Manjiri Gaikwad	NPMU