

Proceedings of the 2nd meeting of Task Force for Rural Tourism held under the Chairmanship of Secretary (Tourism), Government of India on 1st December 2022 at 03:00 PM

2nd meeting of Task Force for Rural Tourism was held under the Chairmanship of Shri Arvind Singh, Secretary (Tourism) through hybrid mode on 1st December 2022 at 03:00 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 first meeting of the Board.

Agenda 2.2 Confirmation of 1st meeting of Task Force for Rural Tourism

1. Proceedings of the 1st meeting of Task Force for Rural Tourism were circulated to all the members vide email dated 23rd August 2022.
2. Proceedings were confirmed by the members.

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 Task Force was noted.

Agenda 2.4 State Assessment and Ranking

1. CNA-RT informed the members that the Final Draft of State Assessment and Ranking Criteria was circulated to the States for Final suggestions/feedback. CNA-RT presented the final draft.
2. Odisha, Kerala, and Andhra Pradesh requested for few days to share their suggestions/feedback.
3. Ministry of Women and Child Development suggested to consider Safe & Secure Environment for Women and promotion of women workforce in tourism.
4. States and Industry stakeholders were requested to expedite the suggestions/feedback, if any, latest by 31st Dec 2022.

5. The agency to assist in State Assessment and Ranking to be finalized expeditiously so that the work on implementation could begin earnestly and first State Assessment and Ranking may be completed by April 2023.

Agenda 1.4 Best Rural Tourism Village Competition

1. CNA-RT presented the structure of the District, State and National Level Best Rural Tourism Village Competition.
2. States shared suggestions/feedback as follows:
 - (i) Manual may also be prepared in Hindi. States may also translate the same in local language.
 - (ii) A training session for District and State officials may be organised to introduce the competition application link and explain the online steps of application. Kerala expressed interest in conducting the training in regional language for district officials.
 - (iii) A special consideration to be given to Villages located in remote regions while assessing the village based on connectivity.
3. It was proposed to launch the competition on 1st January 2023. States were informed that the competition link will be circulated to the States to test and give the suggestions. The winners of the competition will be highlighted in the major events like G20 meetings as the competition progresses further.
4. Further, Ministry of Rural Development was requested to circulate the details of the competitions to the State Rural Development Departments.

Agenda 2.6 Replication of best practices for developing Rural Tourism

1. CNA-RT presented a toolkit for replication of Rural Tourism Village and Rural Homestays that may be referred by States or Industry to develop Rural Tourism and Rural Homestays.
2. Toolkit will be circulated to States and Industry to receive the suggestions/feedback

Agenda 2.7 Marketing and Promotion

1. CNA-RT presented following Marketing and Promotion initiatives and its status:

- (i) Social media pages (on Twitter, Facebook, Instagram and Linked In) to promote Rural Tourism and Homestays products.
 - (ii) A multilingual dedicated website for Rural Tourism and Homestays. A staging link of the website is ready.
 - (iii) A national level competition for Best Tourism Village
 - (iv) Quarterly newsletter is proposed to be launched from 2023
2. Ministry of Home Affairs was requested to share pictures of Vibrant Villages that may be showcased on the homepage of the website. CNA-RT was requested to upload more pictures with tourists and highlight the encouragement to spend at least 5% on local economy in the website content. Members were requested to suggest ideas for campaign that may encourage tourists and States to start posting while tourists are visiting villages
 3. Website may be planned to go live on 1st January 2022.

Agenda 2.8 Digital Portal for Rural Tourism Destinations Attractions/ Homestays

1. CNA-RT briefed about developed National Integrated Database of Hospitality Units (NIDHI+) portal, which provides for registration, classification and showcasing of various tourism destinations, attractions and tourism service providers
2. Further, CNA-RT briefed about conducting a workshop along with NIDHI team for States and other stakeholders to build technical skill to upload the Rural Tourism data on NIDHI+ portal

Agenda 2.9 Setting up of Resource Centres for Capacity Building for Rural Tourism

1. CNA-RT presented a Rural Tourism and Rural Homestays capacity building scenario and a structure of Resource Centre
2. It was suggested that two level of Resource Centres – State and National Level – would be effective. States and Industry were requested to share the best practices with CNA-RT, which can be used for capacity building.

Agenda 2.10 Development Rural Tourism Clusters and Products

States and Industry were requested to identify clusters of villages having high potential for tourism development and suggested that the identified Vibrant Villages may become part of Development of Rural Tourism.

Agenda 2.11 Framing of Centrally Sponsored Scheme for Rural Tourism

CNA-RT presented the draft centrally sponsored scheme prepared for development of Rural Tourism. It was suggested that the draft of the scheme may be examined by the Ministry in detail and then circulated to the States and Industry to receive the suggestions and feedback

Other suggestions made during the meeting:

1. Andhra Pradesh expressed concern about how to disseminate the information and awareness about Rural Tourism and Rural Homestays to the various regions of the State.
2. It was proposed to have a special training program to create awareness about the NIDHI portal to upload the homestays and destinations. States may translate the material received from MoT in the local language to disseminate in the regions.
3. CII emphasised in building and promoting vernacular architecture for Rural Tourism and Rural Homestays.
4. It was suggested that a separate meeting may be held on the subject of conserving and promoting vernacular architecture with relevant experts and other stakeholders. It may also cover vibrant villages program so that awareness is created for the planning of vibrant villages.

ANNEXURE A

1. List of Participants from Ministries

| S.No. | Ministries | Name | Designation |
|-------|--|--------------------------|--------------------------------------|
| 1. | Ministry of Rural Development | Mrs. Simriti Sharan | Joint Secretary |
| 2. | Ministry of Environment, Forest & Climate Change | Mr. Sunil Sharma | AIG |
| 3. | Ministry of Culture | Mr. Gurmeet Chawla | Joint Secretary (ASI) |
| 4. | Ministry of Development of North Eastern Region | Mr. Harpreet Singh | Joint Secretary |
| 5. | Ministry of Skill Development and Entrepreneurship | Mr. Bailochan Gahan, IES | Assistant Director |
| 6. | Ministry of Textiles | Mr. Sohan Kumar Jha | Sr. Director |
| 7. | Ministry of Tribal Affairs | Ms. Sangeeta Gupta | Director |
| 8. | NITI Aayog | Mr. Avinash Mishra | Advisor |
| 9. | Ministry of Home Affairs | Mr. Manoj Kumar Jha | Deputy Secretary (Border Management) |
| 10. | Ministry of Women and Child Development | Ms. Pallavi Aggarwal | Joint Secretary |

2. List of Participants from Heads of Central Government Organizations

| Sn | Organisation | Name | Designation |
|-----|---|-------------------------|------------------------------|
| 11. | Indian Institute of Travel and Tourism Management (IITTM) | Prof. Alok Sharma | Director |
| 12. | | Ms. Kamakshi Maheshwari | Nodal Officer, Rural Tourism |
| 13. | North East Council (NEC) | Ms. R. Lalrodingi | Advisor |

3. List of Participants from States

| S.No. | State | Name | Designation |
|-------|----------------|----------------------------------|-------------------------------|
| 14. | Madhya Pradesh | Mr. Manoj Kumar Singh | Director (Tourism) |
| 15. | Tourism | Mr. Amit Singh | Advisor and Nodal Officer |
| 16. | Punjab Tourism | Mr. Gurukirath Kripal Singh, IAS | Secretary (Tourism & Culture) |
| 17. | Kerala Tourism | Mr. Rubesh Kumar | Nodal Officer |
| 18. | Odisha Tourism | Mr. Sachin Ramchander Yadav | Director |

| | | | |
|-----|------------------------|--------------------|---------------------|
| 19. | Uttarakhand Tourism | Ms. Poonam Chand | Additional Director |
| 20. | Telangana Tourism | Mr. Manohar Rao | MD |
| 21. | Andhra Pradesh Tourism | Dr. Lajwanti Naidu | Assistant Director |

4. List of Participants from Industry Associations

| S.No. | Industry Associations | Name |
|-------|-----------------------|------------------------|
| 22. | CII | Ms. Mridula Tangirala |
| 23. | | Ms. Swati Thakre |
| 24. | | Ms. Isha Verma Miglani |
| 25. | FICCI | Ms. Samanda |

5. List of Participants from MoT

| Sn | Name | Designation |
|----|-----------------------------|---|
| 1. | Mr. Rakesh Kumar Verma, IAS | Additional Secretary, MoT |
| 2. | Mr. Prashant Ranjan | Director, MoT |
| 3. | Mr. Om Prakash | Under Secretary (NT), MoT |
| 4. | Ms. Gargi Mittal | Assistant Director, Niche Tourism Division / National Tourism Policy, MoT |
| 5. | Ms. Manjiri Gaikwad | NPMU, (EY LLP) |