

**Government of India
Ministry of Tourism
(Niche Tourism Division)**

**7th Floor, Chanderlok Building
36, Janpath
New Delhi 110001**

No.1501/5/2022-NT (Comp. No.53935)

Dated: 19.10.2023

OFFICE MEMORANDUM

Sub:- Proceedings of the 3rd Meeting of the Task Force for Rural Tourism held under the Chairmanship of Secretary (T) held on 11.10.2023 in hybrid mode.

The undersigned is directed to enclose a copy of the proceedings, duly approved by the Chairperson, for the 3rd meeting of the Task Force for Rural Tourism held under the Chairmanship of Secretary (Tourism) on 11.10.2023 in hybrid mode.



**(Gargi Mittal)
Assistant Director (NT)**

To

All the members of the Task Force

Copy for information to:-

PS/ PA to Secretary (T)/ AS (T)/ EA (T)/ DG (T)/ JS (T)/ ADG (MR).

Proceedings of the 3rd meeting of Task Force for Rural Tourism held under the Chairpersonship of Secretary (Tourism), Government of India on 11th October 2023 at 11:30 AM

3rd meeting of the Task Force for Rural Tourism was held under the Chairpersonship of Secretary (Tourism) through hybrid mode on 11th October 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 Task Force for Rural Tourism

1. Proceedings of the 2nd meeting of Task Force for Rural Tourism were circulated to all the members vide email dated 16th December 2023.
2. Proceedings were confirmed by the members.

Agenda 3.3 Action Taken Report on the Proceedings of the 2nd Meeting

Action taken report on various items of the 2nd meeting of the Task Force was noted.

Agenda 3.4 Best Tourism Village Competition

1. It was noted that a nationwide competition was launched for identifying the best tourism village at the District, State, and National levels on 16th February 2023. The Ministry has finalized the 35 national awardees in the Gold, Silver and Bronze categories, which have been recognized on World Tourism Day 2023.
2. CNA-RT presented the promotional and capacity-building support to be provided to National Awardee Villages. It was discussed that a time-bound action plan may be finalized and implemented in partnership with the State Tourism Departments.
3. Further it was discussed that the CNA-RT may plan FAM Trips for the 35 villages in collaboration with State Governments. 2 representatives from the village and 1 from the State Tourism Department may participate in the FAM trip. The State Tourism Departments of the concerned BTV to be visited may be requested to provide necessary support for the visit.

4. It was also informed that the Ministry of Tourism has launched Best Tourism Village 2024 and Best Rural Homestays 2024 on September 27, 2023 and CNA-RT will be reaching out to concerned States and other stakeholders for any handholding and other support as may be required.
5. The Ministry will also hold meetings with the State Governments and Industry to seek their full support for the success of the Competition.

Agenda 3.5 Development of Model Rural Tourism Cluster

1. Members were informed that the Ministry of Tourism along with the State Government has identified a rural tourism cluster in the Pithoragarh district of Uttarakhand under Swadesh Darshan 2.0 scheme
2. Project Design and Management Consultant (PDMC) M/s Deloitte and IBI presented the proposed interventions in the Gunji cluster along with the convergence of various schemes and programs including Vibrant Village Program (VVP) to develop Model Rural Tourism Cluster.
3. It was discussed that the interventions may be planned considering the local culture, ecosystem, and carrying capacity of the villages in mind. Using local materials may be given priority to ensure the promotion of local architecture in the development. The personal space of the local communities needs to be respected while developing experiences.
4. It was also suggested that the State Tourism Department may ensure the onboarding of local Pradhan, community, and any other local bodies in the development of the cluster.

Suggestions and feedback from member States and Industry Stakeholders

5. The Ministry of Women and Child Development suggested that women-led initiatives related to rural tourism may be incorporated into the Rural Tourism initiatives of the Ministry of Tourism.
6. The Ministry of AYUSH extended support in terms of organizing Yoga Camps at Spiritual and Wellness destinations, Herbal and Nature walks, and providing herbal kits in the homestays.
7. The Ministry of Tribal Affairs suggested that the remote tribal villages and communities may also be incorporated into the tribal circuit.

8. Chhattisgarh Tourism Board suggested that there may be a Do's and Don't guidelines for the activities in the tribal and remote villages. The Ministry requested the State to submit a draft for the same.
9. Uttarakhand Tourism Development Board suggested following vernacular architecture in the infrastructure development in rural areas for which buildings or an establishment need to be constructed.
10. Madhya Pradesh Tourism Board requested to organize a Rural Tourism Mart which may be hosted by MPTB. Also requested financial assistance for the travel arrangements of the international industry stakeholders for the FAM Trips in Madhya Pradesh.
11. Rajasthan Tourism Department informed that the State has launched Rajasthan Rural Tourism Scheme. The State requested to be a member of the Task Force for Rural Tourism.

Agenda 3.6 Formulating Centrally Sponsored Scheme for Rural Tourism

1. In order to provide further impetus to the development of rural tourism in the country and implement various strategies and initiatives in line with the National Strategy for Rural Tourism and Rural Homestays, the Ministry of Tourism is working on the formulation of a dedicated Centrally Sponsored Scheme for Rural Tourism and Rural Homestays.
2. It was further noted that the Scheme will provide financial support for various initiatives aimed at development of rural tourism. Some of the proposed components will include:
 - (i). Setting up of National and State Resource Centre
 - (ii). Strengthening of Central Nodal Agency for Rural Tourism and Rural Homestays
 - (iii). Development of Model Rural Tourism Clusters
 - (iv). Development of Model Homestay Clusters
 - (v). Digital Platform for Rural Tourism Destinations, Products and Homestays
 - (vi). Promotion and marketing of Rural Tourism
3. It was decided that the draft Scheme may accordingly be framed for suggestions and feedback from all the concerned stakeholders.

Agenda 3.7 Central Digital Platform for Rural Tourism Products and Rural Homestays

1. Members were informed that the Ministry of Tourism has developed National Integrated Database of Hospitality Units (NIDHI+) portal - <https://nidhi.tourism.gov.in/> which provides for registration, classification and showcasing of various tourism destinations, attractions and tourism service providers.
2. Various categories of rural tourism service providers from Farm Tourism, Eco-Tourism, Agro Tourism, Rural Homestays etc. can be onboarded on NIDHI Portal. The portal also provides for rating and feedback mechanism.
3. It was further informed that currently 470 Rural Tourism destinations have been registered on NIDHI Portal. CNA-RT was asked to devise a detailed mechanism to encourage registration. All the stakeholders should be requested to register their rural tourism destinations, products including Rural Homestays on the platform.
4. All the members were requested to register their rural tourism destinations and products including Rural Homestays on the platform.

Agenda 3.8 Private Partnership for Strengthening Rural Tourism and Rural Homestays

1. Make My Trip presented the marketing strategy to promote various categories of Homestays as Incredible Homestays by developing a microsite. It was proposed that the Rural Homestays may be one of the categories for the same.
2. No one from Airbnb could join the meeting.
3. Members took note of the same.
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ANNEXURE A

1. List of Participants from Ministries

S.No.	Ministries	Name	Designation
1.	Ministry of Rural Development	Mr. Raj. Kishore Singh	Under Secretary
2.	Ministry of Culture	Mr. R.N. Kumar	Dy.SA (Monument)
3.	Ministry of Development of North Eastern Region	Mr. Nishant Upadhyay	Under Secretary
4.	Ministry of Skill Development and Entrepreneurship	Mr. Pritam Dutta	Director
5.	Ministry of Textiles	Ms. Amrit Raj	Deputy Commissioner Handicrafts
6.	Ministry of Panchayati Raj	Dr. Bijaya Kumar Behera	Economic Advisor
7.	Ministry of Tribal Affairs	Mr. Manoj Kumar Singh	Deputy Secretary
8.	Ministry of AYUSH	Mr. Arjun Kumar	Under Secretary
9.	NITI Aayog	Shri Amit Bhardwaj	Deputy Advisor
10.	Ministry of Agriculture & Farmers Welfare	Mr. Kailash Choudhary	Deputy Secretary (GC)
11.	Ministry of Home Affairs	Mr. Rahul Malik	Director (VVP)
12.	Ministry of Women and Child Development	Ms. Padmaja Vashist	Director
13.	North East Council (NEC)	Ms. R. Lalrodingi	Advisor

2. List of Participants from Heads of Central Government Organizations

Sn	Organisation	Name	Designation
14.	IITM Indian Institute of	Prof. Alok Sharma	Director
15.	Travel and Tourism Management	Ms. Kamakshi Maheshwari	Nodal Officer, CNA-RT
16.		Mr. Chandradeep	Manager, CNA-RT
17.		Mr. Shayamapada Deb	Assistant Manager, CNA-RT
18.		Mr. Md. Saqib	Assistant Manager, CNA-RT

3. List of Participants from States

S.No.	State	Name	Designation
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19.	Madhya Pradesh	Mr. Shiv Shekhar Shukla	Principal Secretary (Tourism)
20.	Tourism	Mr. Manoj Kumar Singh	Director (Tourism)
21.	Punjab Tourism	Mr. Virender Kumar Sharma	Director
22.	Kerala Tourism	Mr. Rupesh Kumar	Nodal Officer
23.	Odisha Tourism	Mr. Sachin Ramchander Yadav	Director
24.	Uttarakhand Tourism	Ms. Poonam Chand	Additional Director
25.	Telangana Tourism	Mr. Manohar Rao	MD
26.	Andhra Pradesh Tourism	Dr. Lajwanti Naidu	Assistant Director
27.	Rajasthan Tourism	Mr. Pawan Kumar Jain	Joint Director

4. List of Participants from Industry Associations

S.No.	Industry Associations	Name
27.	CII	Ms. Mridula Tangirala
28.		Ms. Isha Verma Miglani
29.	FICCI	Ms. Samanda
30.	IATO	Mr. Zia Siddiqui

5. List of Participants from MoT

Sn	Name	Designation
1.	Mr. Rakesh Kumar Verma	Additional Secretary, MoT
2.	Ms. Manisha Saxena	Director General, MoT
3.	Mr. Radha Katyal Narang	Director, NT, MoT
4.	Mr. Om Prakash	Under Secretary (NT), MoT
5.	Ms. Gargi Mittal	Assistant Director, Niche Tourism Division / National Tourism Policy, MoT
6.	Mr. Rajat Gupta	Manager, NT
7.	Mr. Faisal Khan	NPMU, (EY LLP)
8.	Mr. Nikhil Kumar	NPMU, (EY LLP)
9.	Ms. Manjiri Gaikwad	NPMU, (EY LLP)