

GOVERNMENT OF ASSAM,
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM,
KAHILIPARA, GUWAHATI-19.

No. DHE/EG/EYTC/183/2023/30

Dated Kahilipara, the 24-07-2023

From: - Sri Dharma Kanta Mili, ACS
Director of Higher Education, Assam
Kahilipara, Guwahati-19.

To, ✓

- 1) **The Registrar,
All State Universities of Assam.**
- 2) **The Principals,
All Govt./Provincialised/ Autonomous /PDUAM Colleges of Assam**

Sub :- Establishment of **YUVA Tourism Clubs**- Matter relating to

Ref :- Govt. letter No. 1. eCF No. 310906 dated 14/06/2023
2. eCF No. 239506/206 dated 13/07/2023

Sir,

With reference to the subject cited above, I have the honour to forward herewith the 2 (two) letters and its enclosures in connection with establishment of Yuva Tourism Club in your college as directed by the Ministry of Tourism, Govt. of India, These clubs, formed by Faculty and Students, will promote and develop tourism in Assam and in the Country.

Please adhere to the guidelines provided by the Ministry of Tourism while setting up the Yuva Tourism Club and appoint a responsible Faculty-in-charge to oversee club activities and act as a point of contact with the Higher Education Department and Tourism Department.

In this regard, you are requested to prepare and submit a report on the club's formation, including the total number of participants and significant activities undertaken. The report should reach the Director of Higher Education within **31st July 2023** via Google Form link <https://forms.gle/X9zSMxxMP3daE4Ty9> for further submission to the Ministry of Tourism, Govt. of India.

For updates and instructions, visit www.tourism.assam.gov.in and any communication and query, email yuvatourismassam@gmail.com.

This is for favour of your information and necessary action.

Yours' faithfully

✓
Director of Higher Education, Assam
✓ Kahilipara, Guwahati-19.

Memo No. DHE/EG/EYTC/183/2023/30-A

Dated Kahilipara, the 24-07-2023

Copy for information to:-

1. Addl. Secretary to the Govt. of Assam, Higher Education Department, Dispur, Ghy-06.
2. Sri Debajit Khanikar, ACS, Jt. Secretary to the Govt. of Assam, Tourism Department, Dispur, Guwahati-06 for information and necessary action.
3. P.S to Secretary to the Govt. of Assam, Higher Education Department, Dispur, Ghy-06.

Director of Higher Education, Assam
Kahilipara, Guwahati-19.

(6)

**GOVERNMENT OF ASSAM
HIGHER EDUCATION DEPARTMENT
DISPUR, GUWAHATI-6**

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Dated Dispur, the 14th June, 2023

(29)

Ecf No.310906

From :

Smti. Kabita Deka, ACS
Additional Secretary to the Govt. of Assam
Higher Education Department.

To :

- 1) The Registrar,
All State Universities
- 2) The Principal,
All Provincialised/Autonomous/Govt./PDUAM/Engineering Colleges of Assam

Sub :

Regarding active implementation of 'Yuva Tourism Clubs', an initiative of Min.of
Tourism, Govt. of India

Ref :

Letter from Hon'ble Chief Minister, Assam dated 03/06/2023

Sir,

In inviting a reference to the subject cited above, I am directed to enclose herewith a copy of Letter No. CMS/122/2021/243 dated 03/06/23, received from Hon'ble Chief Minister, Assam., which is self-explanatory and request you kindly to take necessary action for active implementation of 'Yuva Tourism Clubs' in your respective institutions by organizing various activities to promote tourism, which shall help young members of these clubs to gain exposure to rich diversity of India.

(Encl: As stated)

Yours faithfully,

Signed by Kabita Deka

Date: 14-06-2023 16:21:51
Additional Secretary to the Govt. of Assam
Higher Education Department.

Dated Dispur, the 14th June, 2023

Memo Ecf No.310906-A

Copy to :

- 1) The Director of Higher Education, Assam, Kahilipara, Guwahati-19 -for wide circulation amongst HEIs of Assam
- 2) The Director of Technical Education, Assam, Kahilipara, Guwahati-19 -for wide circulation amongst HEIs and Polytechnic Colleges of Assam
- 3) P.S. to Additional Chief Secretary to the Govt. of Assam, Higher Education Department, Assam, Dispur, Guwahati-06 for kind information
- 4) P.S. to Secretary to the Govt. of Assam, Higher Education Department, Assam, Dispur, Guwahati-06 for kind information

By order etc.

Additional Secretary to the Govt. of Assam
Higher Education Department



Dy. No. 1440
Dated 6/6/23
ECF No.
Office of the Minister,
Education, TA (P), I & TFC (L & M)
Dispur, Assam

No:CMS/122/2021/243
Dated: 3rd of June 2023

Secretary
Higher Education Department
Dispur, Guwahati-6
Dy. No. 1440
Date 8/6/23

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~~AS(KD)~~
8/6
Add. Cs, HE
Issue instructions to
all HEI

- 1. Minister, Tourism
- 2. Minister, Education

Raishan
6/6/23
Minister
Education, TA (P), I & TFC (L & M)
Dispur, Assam

Sey, HE
8/6/23
Dy. No. 1440
Date 8/6/23

Please find enclosed a letter No. DO-7/295/2023-DO Dated 29th of May 2023, received from the Hon'ble Union Minister for Tourism, Govt. of India, Sri G.Kishan Reddy vide which the Hon'ble Union Minister has urged to make the Yuva Tourism Clubs a success by active implementation of the initiative of the Ministry of Tourism, as a part of the 'Azadi ka Amrit Mahotsav' celebrations .

The Hon'ble Union Minister has emphasised on setting up of Yuva Tourism clubs in various schools and colleges from 6th Standard onwards, involving both faculty and students. The clubs will organize various activities to promote tourism which will help the young members of these clubs to gain exposure to the rich diversity of India and its civilizational values and will also enhance their sense of belonging towards the nation.

Please go through the attached Concept Note in this regard and take necessary steps to implement the initiative in all the schools, colleges and other educational institutions of the State.

Encl:A/a

~~N. Gogoi~~
8/6/23



Dy No: 139
7-6-23

[Signature]
Chief Minister

जी. किशन रेड्डी
संस्कृति, पर्यटन एवं
उत्तर पूर्वी क्षेत्र विकास मंत्री
भारत सरकार



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

G. Kishan Reddy

Minister of Culture, Tourism and
Development of North Eastern Region
Government of India

27

OFFICE OF THE CHIEF MINISTER
ASSAM, DISPUR
ECR NO. 125/1102/2023 (C1)
DATE 03/05/2023

File No: DO-7/295/2023-DO

Dated: 29 MAY 2023

Respected Shri Himanta Biswa Sarma Ji,

Namaste

We are well aware that Tourism industry is a vital part of our country's economy. It also plays a major role in showcasing our country's rich heritage and culture. With an average age of 29, India has one of the youngest populations in the world, thus making it the right time to utilize the power of youth in promoting responsible and sustainable tourism in the country.

2. Hon'ble Prime Minister has always seen Tourism as a medium that fosters national integration and unity amongst people from different parts of the country. This is evident from his Independence Day speech in 2019 when he exhorted fellow Indians to visit at least 15 tourist destinations within India. Thereafter, he has often talked about the potential of tourism in creating employment opportunities for the youth and making India an economic superpower. Recently, in the 100th episode of Mann ki Baat aired on 30th April 2023, Hon'ble PM has reiterated about the growing potential of Tourism and how we should first visit destinations in our country before travelling abroad.

3. To further the Hon'ble Prime Minister's vision, the Ministry of Tourism has initiated "YUVA Tourism" clubs as part of the 'Azadi ka Amrit Mahotsav' celebrations. These clubs aim to mould young minds into student ambassadors who can represent the essence of India with the spirit of 'Ek Bharat Shreshtha Bharat' and 'Dekho Apna Desh', while working towards the promotion of India's diverse natural & cultural heritage of our villages, cities, states and country through tourism initiatives.

4. The 'YUVA Tourism' clubs are to be established in various schools and colleges from class VI onwards, involving both faculty and students. The clubs will organize various activities to promote tourism as detailed in the Concept Note (enclosed). The CBSE schools, Jawahar Navodaya Vidyalayas and Kendriya Vidyalaya Sangathan have already been mobilized for this cause.

PPS (20)
03/05/2023

Cont. 2/-



: 2 :

5. Through Yuva Tourism Clubs, the young members of these clubs will gain exposure to the rich diversity of India and its civilizational values and it would enhance their sense of belonging towards the nation.

6. The 100th Episode of 'Mann ki Baat' was aired on 30th April, 2023 recently. It may be noted that Hon'ble Prime Minister has mentioned Tourism from time to time in 'Mann ki Baat'. Ministry of Tourism has therefore decided to initiate a celebration of the 100th Episode of Mann ki Baat, with the theme "100 Episodes of Mann ki Baat – 100 days of Action" and has resolved to increase the number of Yuva Tourism Clubs across the country from the actual number 30,000 to 1,00,000 in the next 100 days.

7. In view of the above, I solicit the strong support and ready cooperation in making the "YUVA TOURISM CLUBS" a success by actively implementing the initiative in all the schools, colleges and other educational institutions in your State.

With regards,

Yours sincerely,

(G. Kishan Reddy)

Shri Himanta Biswa Sarma,
Hon'ble Chief Minister of Assam
CM Block, Janata Bhawan,
Dispur, 781006.

Encl: As above.



**GOVERNMENT OF ASSAM
DEPARTMENT OF TOURISM
DISPUR::GUWAHATI-6**

Block-D, 3rd Floor, Janata Bhawan, tourism.assam.gov.in, trsmdept.assam@gmail.com

eCF No.239506/206

Dated – Dispur the 13th July, 2023

- To : 1. Secretary to the Govt. of Assam,
School Education Department,
Dispur-6.
2. Secretary to the Govt. of Assam,
Higher Education Department,
Dispur-6.

Sub : Establishment of YUVA Tourism Clubs - Matter relating to:

Sir,

I am directed to request you to kindly refer to the following set of instructions regarding the establishment of YUVA Tourism Clubs in each and every school and college throughout the state of Assam for promotion of Tourism in general and lesser known destinations in particular to boost the Tourism sector in Assam:

Instructions to School Education and Higher Education Department

1. All schools under School Education Department and all colleges under Higher Education Department will form YUVA Tourism Clubs as per the guidelines of Govt. of India (already circulated). The school authority will report about the formation of such club and activities to respective Inspector of Schools through e – mail. Respective Inspector of Schools will report about formation of clubs & activities thereafter to the Director of School Education. Then, Director of School Education will compile the final report in prescribed format and submit it to Tourism Department through Secretary, School Education.

The colleges will also report about the formation of such clubs to the Director, Higher Education. Director, Higher Education will then compile the data and report to Tourism Department through Secretary, Higher Education Department.

2. Education Department is requested to ensure that all the Faculty in – charge of YUVA Tourism Clubs use the official website of Tourism Department which is www.tourism.assam.gov.in to get regular inputs and instructions/ guidance regarding YUVA Tourism Club related activities.
3. Any communication or query related to YUVA Tourism Clubs be made through the e – email yuvatourismassam@gmail.com
4. For all updates regarding YUVA Tourism Clubs and its activities will be available in the tourism website from time to time. The faculty members (teacher in – charge) and students' co –ordinator and the members of each club should check the Tourism website and the following social media handles of Tourism Department on regular basis.
 - a. Twitter – @aweassam
 - b. Instagram – awesomeassam
 - c. Facebook – Awesome Assam

I/220155/2023

5. Format for reporting :

| Sl. No. | Name of District | No. of Schools/Colleges in the district | Total no. of Schools/Colleges who formed the YTC | Remarks |
|---------|------------------|---|--|---------|
| 1. | | | | |

You are requested to kindly direct your respective Directorates viz., Directorate of Higher Education and Directorate of School Education to ensure compliance and furnish the reports through your ends within a month of the commencement of the post-vacation session.

Encl: 1) Hon'ble Chief Minister's instruction
2) Guidelines of Govt. of India

Yours faithfully,
Signed by Debajit Khanikar
Date: 14-07-2023 13:55:49
Joint Secretary to the Govt. of Assam
Tourism Department, Dispur – 6

Memo eCF No.239506/206-A
2023

Dated – Dispur the 13th July,

Copy forwarded for information and necessary action to:

1. P.S. to the Hon'ble Minister, Tourism, etc., Assam.
2. P.S. to Addl. Chief Secretary to the Govt. of Assam, Tourism Department.
3. P.A. to Secretary to the Govt. of Assam, Tourism Department.
4. P.A. to Secretary to the Govt. of Assam, Higher Education Department.
5. P.A. to Secretary to the Govt. of Assam, School Education Department.
6. Office Copy.

By order etc.,
e-signed
Joint Secretary to the Govt. of Assam
Tourism Department, Dispur – 6.

13

MINUTES OF THE MEETING ON YUVA TOURISM UNDER THE CHAIRMANSHIP OF JOINT SECRETARY TO THE GOVT OF ASSAM, TOURISM DEPARTMENT, HELD ON 23.06.2023 AT 2:30 PM

Members Present: As per Annexure --1

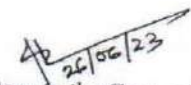
The meeting was held under the Chairmanship of Dr. Debajit Khanikar, ACS, Joint Secretary to the Govt. of Assam, Tourism Department.

At the outset, Dr. Debajit Khanikar, ACS, Joint Secretary to the Govt. of Assam, Tourism Department, welcomed all and gave a brief overview of YUVA Tourism and its various objectives. He also discussed at length on the Central guidelines and proposed strategies for the proper initiation and sustainability of the scheme.

After a threadbare discussion, the following decisions were taken:

1. To create mass awareness about Travel & Tourism among the student community and youth of Assam, both the School Education Department & Higher Education Department will open YUVA Tourism Clubs in all schools (Class VII onwards) and Colleges of Assam.
2. Tourism Department as a Nodal Department will issue specific instructions on the implementation of YUVA Tourism clubs to Education Department. The instruction should be sent by Education Department to all the schools and colleges of Assam through the Directorate of School Education & Directorate of Higher Education.
3. Education Department will ensure compliance of the YUVA Tourism guidelines issued by Government of India in each and every schools and colleges throughout Assam which is already circulated.
4. Education Department will ensure that all the schools and colleges will take up various activities as per the guidelines of Govt. of India after formation of such clubs. The Faculty in charge of each YUVA Tourism Clubs will report about their activities in the dedicated email of Tourism Department. (yuvatourismassam@gmail.com)
5. A monitoring team will be formed to supervise the activities of the various YUVA Clubs centrally.
6. DC's of all districts of Assam will be requested to form district level YUVA Tourism Clubs as per Government of India guidelines.
7. Extensive use of social media is proposed in the form of WhatsApp, Facebook, Twitter, Instagram about the best practices of the clubs.
8. Instruction will be issued for extensive use of the Official Website of Assam Tourism (www.assamtourism.gov.in) by the YUVA club members for getting regular updates.
9. The dedicated email address for promotion of YUVA Tourism Clubs of Tourism Department is created as yuvatourismassam@gmail.com. Directorate of School Education & Directorate of Higher Education will inform about this email address to all the Heads of Schools & Colleges for all types of communication regarding YUVA Tourism.

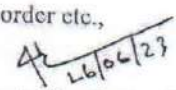
The meeting ended with a vote of thanks from the chair.


26/06/23
Joint Secretary to the Govt. of Assam
Tourism Department, Dispur - 6

MemoNo. ECF.239506 /191-A,
Copy to:

Dated Dispur, the 26th June, 2023

1. P.S to Addl. Chief Secretary to the Govt. of Assam, Tourism Department, Dispur - 6 for information.
2. P.A to Secretary to the Govt. of Assam, Tourism Department, Dispur - 6 for information.
3. P.A to Secretary to the Govt. of Assam, Higher Education Department, Dispur - 6 for information.
4. P.A to Secretary to the Govt. of Assam, School Education Department, Dispur - 6 for information.

By order etc.,

26/06/23
Joint Secretary to the Govt. of Assam,
Tourism Department, Dispur -6

12

ATTENDANCE SHEET OF THE MEETING ON YUVA TOURISM IN THE OFFICE CHAMBER OF JOINT SECRETARY, TOURISM, D BLOCK, THIRD FLOOR, ROOM NO. D-303, ASSAM SECRETARIAT, DISPUR, GUWAHATI-06

| Sl. No. | Name & Designation | Phone No. | Email ID | Signature |
|---------|--|-------------|-------------------------|--------------|
| 1. | Debjit Khamila Joint Secy. | 94350-10388 | daakpohkhi@gmail.com | |
| 2.✓ | Romy Baruah S.O., Tourism | 62266696 | | |
| 3. | EMAN GHOSH Dy Tourism | 8638344534 | | |
| 4. | RHIDDHIS CHAKRABORTY Social media Team leader (Tourism) | 9894091082 | atde.tl@spon.com.in | |
| 5. | ASHRU KONI J.Secy MALAKAR KS | 9435312260 | ashru.malakar@gmail.com | 23/6/23 |
| 6. | Indu C Das State Consultant Samagha Shikha Assam | 7086075059 | indumdasra@gmail.com | 23/06/23 |
| 7. | Animesh Konger S.O., Tourism | 9954425912 | | 23/6/23 |
| 8. | Chiranjeev Talukder | 9101462628 | meev.talukder@gmail.com | 23/6/23 |
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| 14. | | | | |
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I/220166/2023



GOVERNMENT OF ASSAM
DEPARTMENT OF TOURISM
DISPUR::GUWAHATI-6

Block-D, 3rd Floor, Janata Bhawan, tourism.assam.gov.in, trsmdept.assam@gmail.com

No.eCF-239506/203,

Dated. Dispur, the 13th July, 2023

From : Joint Secretary to the Govt. of Assam,
Tourism Department, Dispur-6.

To : Secretary to the Govt. of Assam,
Higher Education Department, Dispur-6

Sub : Regarding formation of Yuva Tourism Clubs as per guidelines of
Govt. of India.

Ref : No. eCF 239506/191-A, Dated 26.06.2023

Sir,

With reference to the subject cited above, I am directed to inform you that we have received intimation from Ministry of Tourism, Govt. of India regarding formation of Yuva Tourism Clubs in the State of Assam.

As per the concept note received by the Department the Yuva Tourism Clubs are to be formed by the Faculty/Students of Colleges for engaging in Tourism related activities in order to promote and develop Tourism in the Country.

You are, therefore requested to instruct Director of Higher Education to ask the Principals of all the Colleges under Higher Education Department, Assam to open Yuva Tourism Clubs in accordance with the guidelines issued by Ministry of Tourism, Govt. of India. (Govt. of India Guidelines attached herewith.)

District wise report regarding formation of Yuva Tourism Clubs in all Colleges of Assam may please be submitted within shortest possible time positively for submitting report to Ministry of Tourism, Govt. of India from our end.

This has the reference to the Hon'ble Chief Minister's instruction as No:CMS/122/2021/243, Dated 3rd of June 2023 which is enclosed.

- Enco: 1) Instruction of Hon'ble CM of Assam
2) Guidelines issued by MoT, GoI
3) Minutes of the meeting held on 23/06/2023

Yours faithfully
**Signed by Debajit
Khanikar**
Date: 14-07-2023 13:59:39
Joint Secretary to the Govt. of Assam
Tourism Department, Dispur-6

I/220166/2023

Memo No.eCF-239506/203-A,

Dated. Dispur, the 12th July, 2023

Copy to:

1. P.S to Addl. Chief Secretary to the Govt. of Assam, Tourism Department, Dispur-6 for kind Information.

By order etc.,

e-signed

Joint Secretary to the Govt. of Assam
Tourism Department, Dispur-6

National Tourism Youth Clubs



Ministry of Tourism

Government of India



1 Background



1.3 billion people of India makes the country the second most populous in the world, but with an average age of 29, it has one of the youngest populations globally. India is home to a fifth of the world's youth demographic and this population advantage could play a critical role in achieving the nation's ambitious target to become a US \$ 5 trillion economy. The large youth population offers both a workforce as well as a market. These young people are driving a culture of innovation, entrepreneurship, and diversity.

In view of this demographic dividend that India has, it is essential to educate and elevate these young minds towards India's natural and cultural heritage through tourism.

Ministry of Tourism intends to celebrate this year at India@75 by launching a campaign focussed towards "YUVA Tourism". In this respect, one of the initiative would be to develop Tourism Clubs. These clubs would target different categories from schools, colleges and working age groups.



2

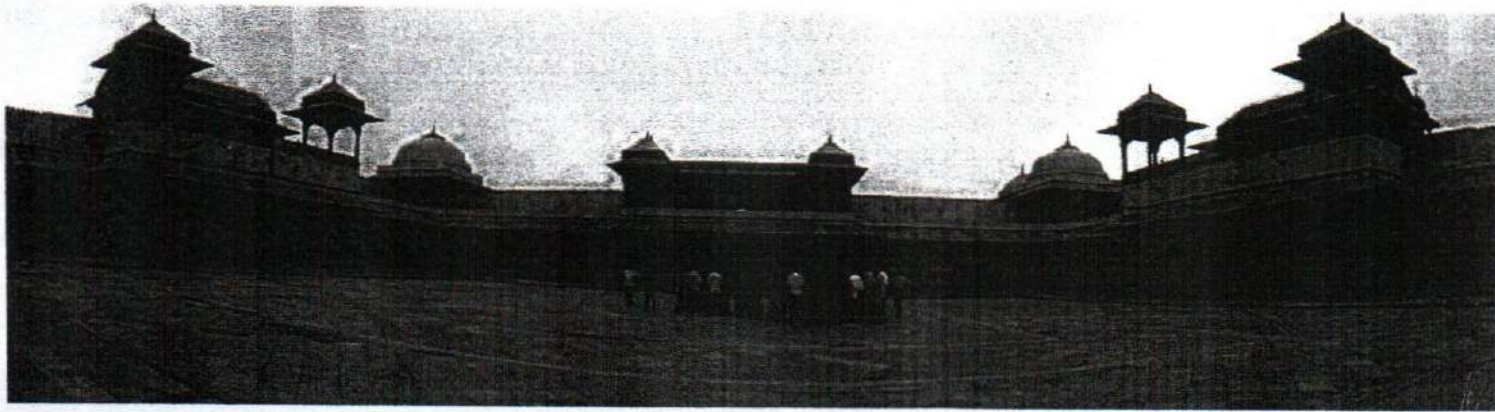


2 Objective



Tourism clubs is an important aspect for promoting responsible and sustainable tourism in the country. The initiative would help in developing the right culture among the youth of the country through formulating social clubs at various academic institutions. The major objective of the proposed mission could be to:

- To educate youth about diverse cultures and geographies of the country
- To appreciate the importance of travel and tourism in education
- To create awareness about tourism opportunities at an early stage
- To teach and propagate responsible tourism practises
- To train students as skilled tourist guides and volunteers in hospitality sector
- To facilitate better coordination for study tours and student exchange programmes



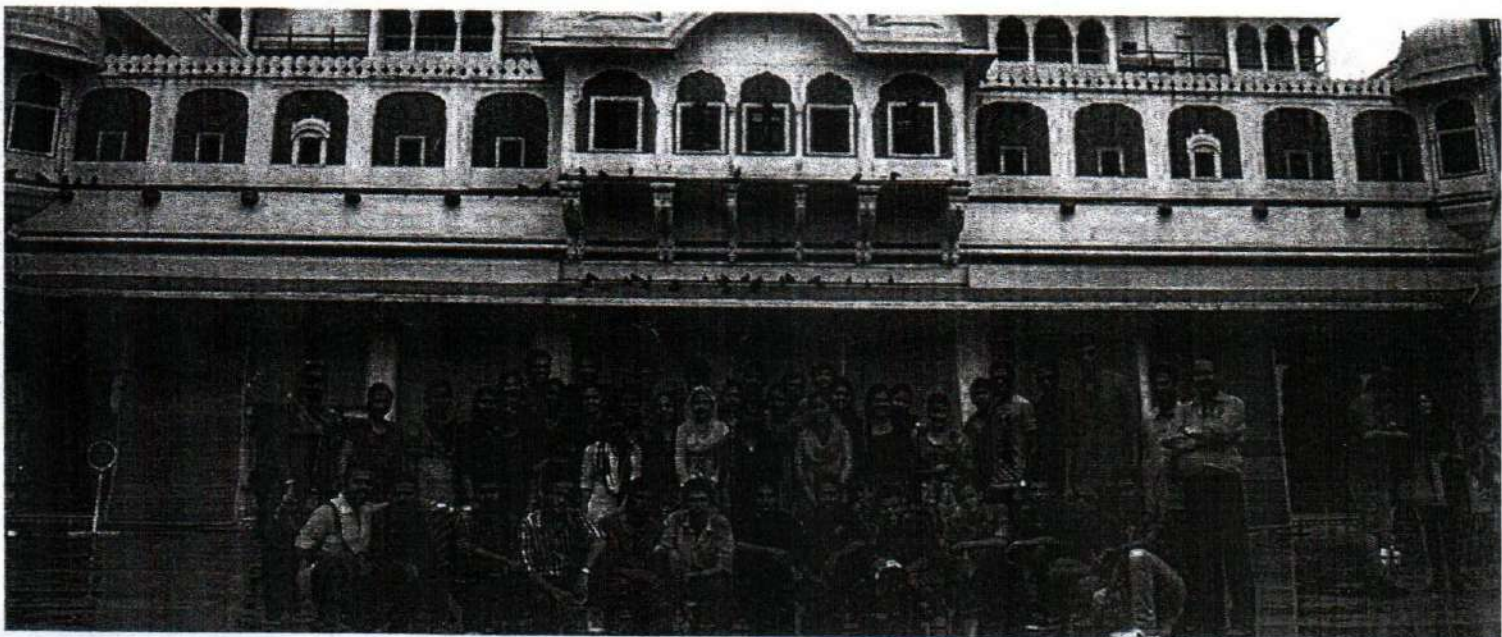


3 Tourism Clubs at School/ College/ University levels



Tourism Clubs would be encouraged at the level of Schools (Classes VII onwards) and Colleges. Each College and School to have a dedicated Tourism Club which would be headed by a Faculty and a Student Co-ordinator, responsible for functioning of the clubs. Members would consist of students with criteria of selection and limit decided by each institution. Tourism Club at this level to have minimum 25 Student Members. Following activities at School/ College level are proposed:

- Organise Competitions: Essay writing, Logo Designing, My Shot, Quiz, Painting, Poster Designing
- Inclusion of travel and tourism in curriculum.
- Organise sustainable and responsible tours in line with the SDG agenda: Minimum impact to natural areas that conserves environment, travellers get a chance to interact with local people and to understand their culture and tradition.
- Travel to locations in off-peak period which would help boost local tourism economy.
- Various tournaments can be combined with tourism wherein Students can engage in tourism activities at locations.
- Discovery of a lesser-known destination with information on possible travel itineraries, nearby destinations, tourism potential, etc.
- Feedback on social media platforms thereby marketing the Indian destinations.



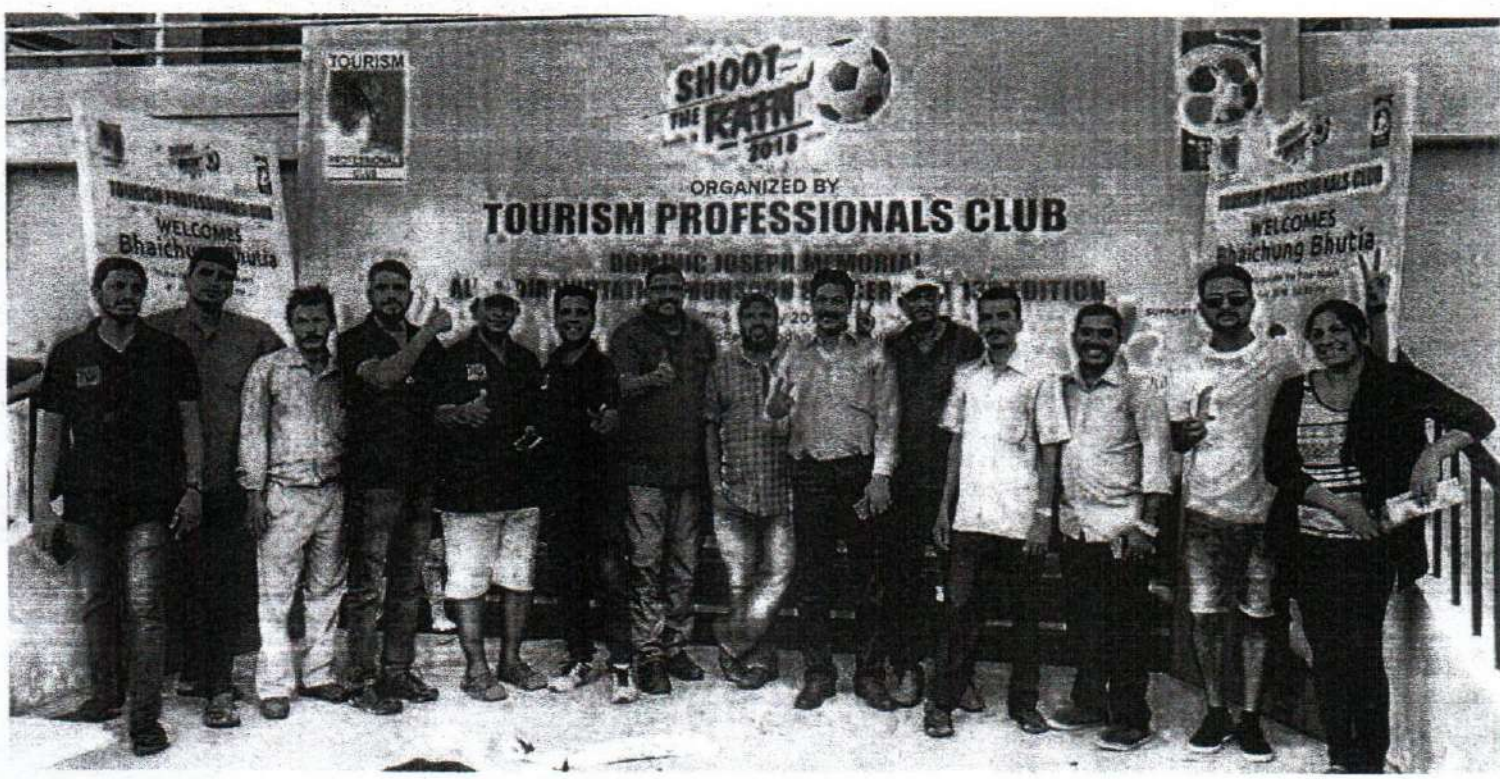


4 District / Zonal / State Level Tourism Clubs



The Regional Clubs would be overseeing the functions of individual Tourism Clubs. Proposed activities of these District / Zonal / State Level Tourism Club are proposed as follows:

- Organise Conventions for competitions, seminars, informal activities related tourism
- Organise specialised tours (theme based) such as Nature (birding, safari, trekking), heritage, pilgrimage, wellness, rural etc.
- Seminar sessions by eminent persons from tourism and hospitality industry
- Research group for identification of destinations with high tourism potential in the State.



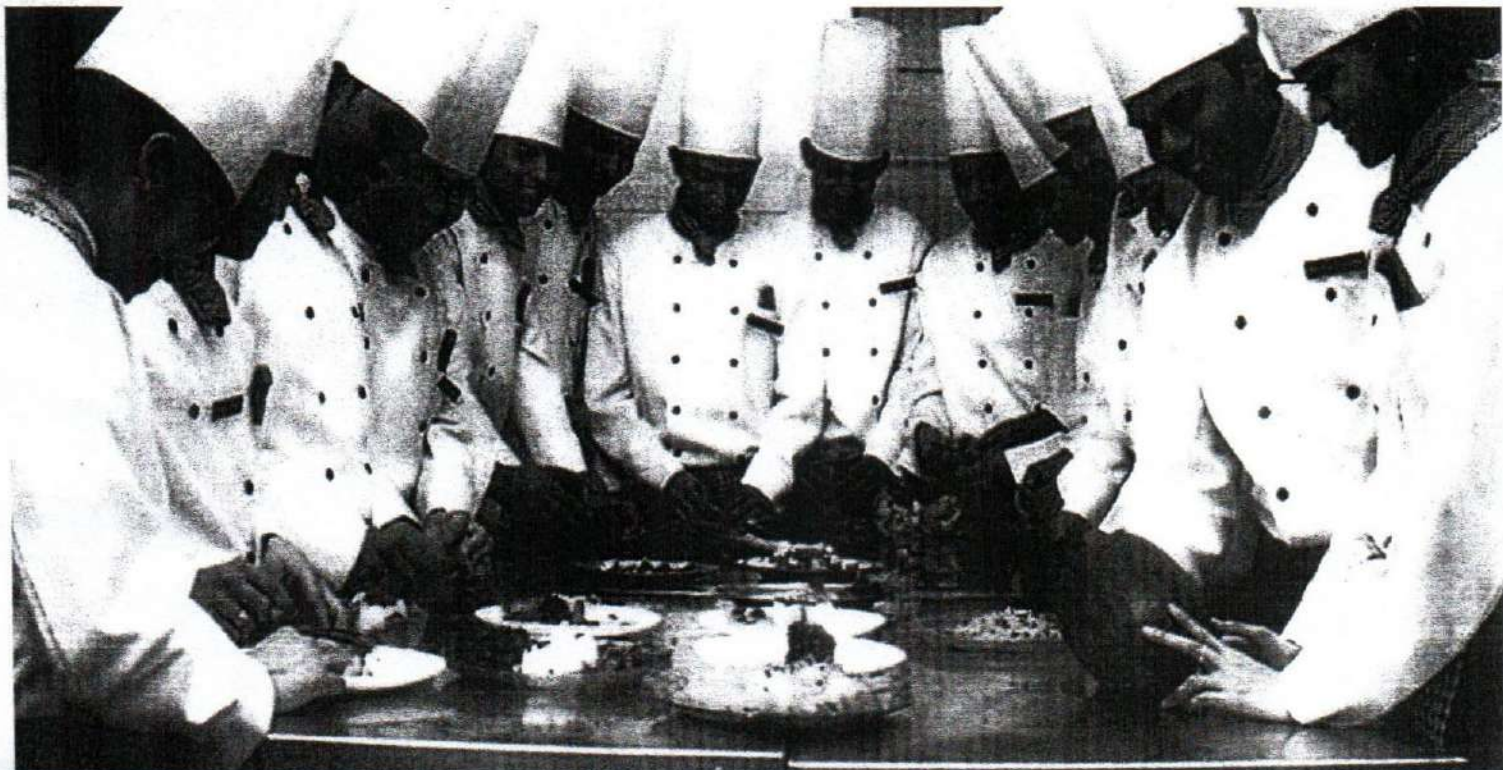
4

5 Role of Ministry of Tourism



Ministry of Tourism would anchor the entire program by laying down policy / guidelines and providing requisite support.

- Ministry would encourage States to propagate the program through their Schools and other institutions for developing Clubs and undertaking proposed activities.
- Facilitate Student inter-state Exchange programs
- Annual National enlisting of destinations with high tourism potential
- Publication of Annual journal on activities and initiatives of the various Tourism clubs
- Review activities of various Clubs at Zonal / State level.
- Interact with other line ministries /agencies for providing support to the program





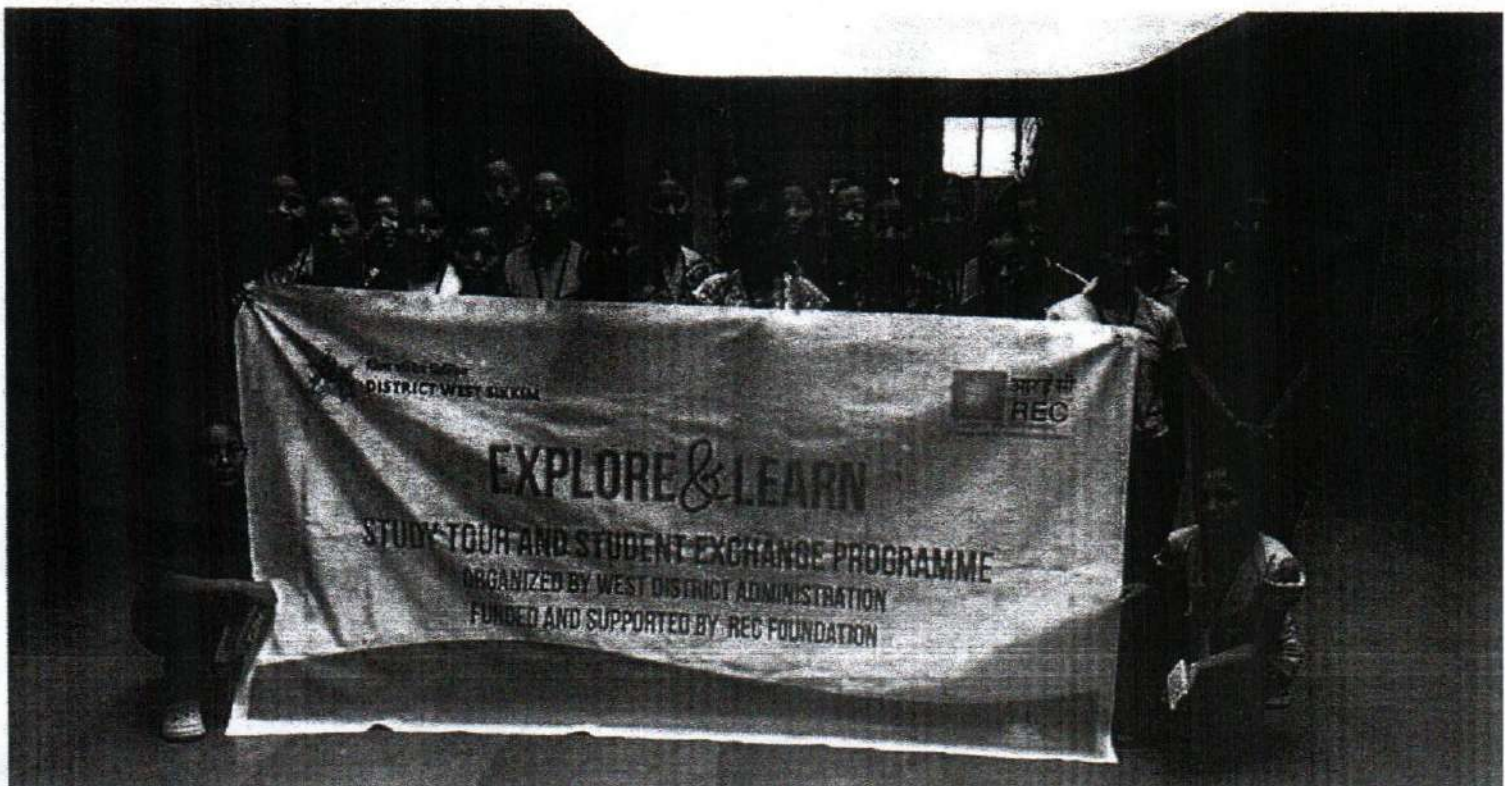
6 Role of other Central Ministries



Ministry of Education to coordinate with institutions such as NVS, KVS, CBSE, Universities and Colleges to facilitate formulation of Tourism Clubs and related activities

Ministry of Youth Affairs and Sports can act as a facilitator and help in developing Tourism Clubs through its schemes such as RYSK, NSS; Institutions such as RGNIYD and programs such as National Youth Leaders Programme, etc.

Ministry of Culture could promote cultural heritage of India through formation of Tourism Clubs under its affiliated Academies and Buddhist Institutes.



2



7 Convergence with National Missions



Digital India Mission - Today's youth use the latest technology and remains active on the social media platforms. The feedback received by the youth shall help in promoting India tourism through social media platforms. Digital India Mission and PM Wani Scheme can provide effective wi-fi connectivity at tourist destinations which can be used by these young travellers.

Atmanirbhar Bharat - Travel to lesser-known locations, in off-peak period and spending on local products would help boost local economy, making India self-reliant.

PM's Mentoring YUVA Scheme - The scheme helps in creating a pool of authors of below 30 years who are ready to express themselves and project India on any international platform. It also helps in projecting Indian culture and literature globally. Travelling to newer locations would provide opportunity for young minds to write about tourism and cultural heritage.



8 Overall Impact



The main motive behind the initiative is to develop young ambassadors of India Tourism as the country heads towards 75 years of independence. Experiences shared by the young ones shall encourage their family to also travel, thereby increasing the interest and overall footfalls.

Spending on local items such as handicrafts, souvenirs, etc. would boost local economy, thereby contributing towards Atmanirbhar Bharat.

Feedback from these young travellers on the infrastructure, services and overall destination experience would help in improving the facilities and promoting India on national and international platforms.

