

Proceedings of the 1st meeting of National Board for Adventure Tourism held under the Chairmanship of Secretary (Tourism), Government of India on 4th August 2022 at 16:00 PM

1st meeting of National Board for Adventure Tourism was held under the Chairmanship of Shri Arvind Singh, IAS, Secretary (Tourism) through hybrid mode on 4th August 2022 at 4 PM.

Agenda 1.1 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 1.2 Introduction to National Strategy for Adventure Tourism

1. A presentation on National Strategy for Adventure Tourism was made by IITTM, CNA-AT and following salient features of the strategy were covered:

- (i) Introduction
- (ii) Vision, Mission and Strategic Pillars
- (iii) State assessment, ranking and strategy
- (iv) Skills, capacity building and certification
- (v) Marketing and promotion
- (vi) Strengthening adventure tourism safety management framework
- (vii) National and state level rescue and communication grid
- (viii) Destination and product Development

2. The members noted the salient features of the Strategy and appointment of Institute of Travel and Tourism Management (IITTM) as Central Nodal Agency for assisting the Ministry of Tourism in the implementation of the Strategy.

Agenda 1.3 State Assessment and Ranking

1. CNA-AT presented the framework of State Assessment and ranking covering the following pillars
 - (i) Adventure Tourism Policy

- (ii) Safety Guidelines and Regulations
- (iii) Mapping of Adventure Sites (Land, Air and Water)
- (iv) Presence of Registration Process for Adventure Activity Service Providers
- (v) Infrastructure Development in and Around Adventure
- (vi) Tourism Sites
- (vii) Marketing and Promotion
- (viii) Community involvement in Adventure Activities Sites
- (ix) Training Institutes
- (x) Responsible Behaviour in Adventure Tourism

2. Following suggestions were made in this regard:

- (i) Need for handholding of the States particularly the North East States in the implementation of the framework.
- (ii) Need for scientifically developed national standards for the development of adventure tourism that every state can follow.
- (iii) Focus on human development criteria in the standards. It was suggested that separate criteria for adventure destination and states would be helpful.
- (iv) Inclusion of health facilities, maintenance of adventure destination and products.
- (v) The gap between licensed operator and unlicensed operators was discussed and the need to bring unlicensed operators in the mainstream and enforce standards.
- (vi) Need to have a scientific approach for carrying capacity.
- (vii) How well natural resources are utilized.
- (viii) The need of accessibility to destination should also focus on the air accessibility in the last mile of the adventure destination.

- (ix) Ministry of Civil Aviation highlighted the existing projects focusing on the last mile connectivity. Mechuka, Vijayanagar, Ziro are the destinations under development. Industry associations were requested to use this newly developed connectivity and share information if there are any other preferred routes.
3. CNA-AT was asked to circulate the draft framework to all the members and State Tourism Departments and the same may also be published on MOT website. All members were requested to provide their feedback and suggestions in writing as well on assessment and ranking framework.

Agenda 1.4 Skills, Capacity Building and Certification

1. CNA-AT presented a detailed current scenario of existing adventure skill building courses, schemes and the institutes and way forward to strengthen the skills and capacity. It was also proposed to empower local communities by focusing capacity building for - Homestay Set-ups, Campsites, Adventure Equipment Stores, Café, Souvenir Shops, other Small-Scale Businesses along with training the local youth for the jobs such as assistant trek leaders, Campsite related jobs, supporting staff for expeditions and adventure related activities
2. Following suggestions were made in this regard
 - (i). There is an urgent need to strengthen and expand the skill training and capacity building activities to cover all States and all the verticals.
 - (ii). Difference between environment at training location and the adventure activity locations in the state was also highlighted. Guides get trained in marine environment for water sports but conduct activities in the river water bodies.
 - (iii). Nationally approved syllabus and centres for adventure tourism skill development
 - (iv). State highlighted that the current institutes do not get recognition for skill development for tourism industry
 - (v). The need of having skilled guides for different levels involved in conducting one adventure activity such as - Adventure Escorts, Adventure Guide, Adventure Organisation

- (vi). Need for having quality equipment, insurance for guides to mitigate the exploitation.
 - (vii). Need for a dedicated institute for Aero Sports with a standard course was highlighted.
 - (viii). State level institutes and a dedicated training team to reach out to more people for training was suggested in regards to train more skilled guides
 - (ix). The need of inculcation soft skills along with management and technical skills in current curriculum of the adventure tourism courses was mentioned to develop comprehensive sense of offering good quality adventure tourism services in individuals
 - (x). Development of courses for separate adventure activity and inclusion of knowledge about flora and fauna was suggested
 - (xi). Training programs should to have sustainability as an integral part
 - (xii). BIS can help to provide with standards to enhance the skills required to offer quality tourism services. Locals should have knowledge about the region they belong to.
 - (xiii). NEC and DoNER shared the potential of developing adventure tourism in NER and IITTM, Shillong to assist the States identifying the gaps in skill development programs offered in NES.
 - (xiv). Ministry of Defence highlighted the issue of limited funds in the adventure training institutes.
3. It was decided that a smaller group with representation of Industry Associations, IITTM, MoT and MoSDE will deliberate on all aspects of skill training and capacity building and prepare their recommendations.

Agenda 1.5 Marketing and promotion

1. It was noted that India as an Adventure Tourism Destination must be highlighted in a big way taking into account Azadi Ka Amrit Mahotsav (India@75) and forthcoming G-20 Presidency of India. The current initiatives for promotion of Adventure Tourism by CAN-AT were noted.
2. It was agreed that Adventure Tourism will be developed as a Sub-Brand under the overall Incredible India brand to highlight the immense potential and opportunities

for adventure tourism in India. It will have dedicated campaigns including campaign for responsible tourism.

3. ATOI suggested year 2023 to be declared as Year of Adventure Tourism and further made the following suggestions to promote adventure tourism:
 - (i) Every country has a database accessible to industry players. We national database that all tour operators can access.
 - (ii) Storytellers, writers, influencers must be invited by destinations for the influencer marketing. Destination authorities need to audit and check the output of this initiative.
 - (iii) Hosting Adventure Summit by ATTA in India can bring global attention to India.
4. IMF suggested various incentives to promote foreign and Indian expeditions to give impetus to adventure tourism.
5. The Board after deliberations, recommended the following:
 - (i) Year 2023 to be declared as Year of Adventure Tourism with special focus on Indian Himalayas. This may be in conjunction with Chalo India campaign. A Committee under the Chairmanship of Director General (Tourism) was constituted to chalk out a detailed program for the same in consultation with Industry Associations and States.
 - (ii) Reimbursement of 50% of peak fee by the Ministry of Tourism for approximately 50 foreign expeditions to attract foreign mountaineers to visit Indian Himalayas.
 - (iii) Expedition grant for undertaking mountaineering expeditions in Himalayas for approximately 100 Indian expedition @50,000 each for promotion of domestic tourism.
 - (iv) Organize Himalayan Mountaineering and Tourism Meet (HMTM) for approximately 126 Indian and foreign delegates in Feb 2023 at New Delhi with special focus on Mountaineering/ Trekking expeditions and all other adventure activities to the Indian Himalayas.
 - (v) Sponsoring of General Assembly of International Climbing and Mountaineering Federation (UIAA) in October 2025 for 100 UIAA officials/

member countries at Delhi to create awareness about the Adventure Tourism prospects in India and make it popular destination.

- (vi) List of final destinations to host G-20 meetings to be circulated to all the Stakeholders so that their feedback may be obtained for highlighting adventure tourism destinations. Dehradun can be added as a destination for post meeting excursion.
- (vii) Industry will further give suggestions for creating database of foreign tour operators, adventure travellers and other stakeholders, which can help the growth of adventure tourism in the country.
- (viii) Ministry will take up with MHA and MoD regarding Opening New Peaks for Foreign Nationals

Agenda 1.6 Adventure Tourism Safety Management Framework

1. A preliminary presentation on model legal framework for adventure safety was made by IITTM, CNA-AT in the meeting. The comparative analysis of safety standards followed in Maharashtra, Kerala, Uttarakhand, Mizoram, Andaman and Nicobar Island, and Gujarat were presented.
2. Following suggestions were made:
 - (i) Uttarakhand State expressed the issue of using technology in managing safety standards
 - (ii) ATOI emphasised to sensitize the customers for taking services from responsible and approved operators only.
 - (iii) Adventure destinations usually face the issue of local level conflicts. 'One country, one registration' – a central registration system to be developed for all the operators and adventure tourism service providers.
3. After deliberations on various aspects, it was decided that a model law for adventure safety may be drafted based on best practices with the help of the States and Industry Associations. IITTM may also take the help of legal expert in this regard.

Agenda 1.7 National and State Rescue Grids

1. IMF made the following suggestions:

- (i). Purchase of 10 satellite phones for mountaineering expeditions. In the alternative, Ministry of Tourism to facilitate MOU between NDRF and IMF for issue of satellite phone and Walkie-Talkies sets, wherever required, for expeditions sponsored by IMF.
 - (ii). Establishment of Rescue Counters in all Himalayan States with the help of Local Administration and established by Tourism Department or Mountaineering Institute of that area to assist in evacuation during natural calamities in the mountains
2. ATOI also made the following suggestions:
 - (i). Easy access to satellite and wireless systems to be provided to strengthen the rescue grid.
 - (ii). Many countries have a regulation for their citizens to not to visit the countries where satellite phone services are not available
3. The suggestions were deliberated and it was decided that Ministry of Tourism will take up with the concerned quarters to allow the use of satellite phones. The Ministry will also support IMF in procuring the satellite phones and MOU with NDRF. The Himalayan States will be requested to set up rescue counters.

Agenda 1.8 Destination and Product Development for adventure tourism

1. A presentation was made by M/s EY, NPMU on Swadesh Darshan scheme regarding various facilities created at various places in the country. It was also updated that focus of S.D 2.0 will be on developing sustainable and responsible tourist destinations. M/s Invest India also made a presentation to promote investment in tourism through private sector and public private partnerships.
2. ATOI assured to promote the destinations where facilities have been created under SD 1.0 and the prospective destinations to be developed under SD 2.0. ATOI also suggested to develop mega trail in the country, which can be a great attraction and can encourage repeat visitors for different parts of the mega trail.
3. IMF has also suggested 10 Clean Himalayas campaigns in all Himalayan States.
4. The suggestions were deliberated by the members and it was decided that the Ministry will work on developing Mega Trails for which ATOI was requested to

submit a detailed report. It was also decided to take up 10 clean Himalayas campaigns in Himalayan States. The Ministry will also organize meeting with various private sector players to encourage them to develop various adventure tourism products.

ANNEXURE A**1. List of Participants from Ministries**

S.No.	Ministries	Name	Designation
1.	Ministry of Environment, Forest & Climate Change	Mr. Sunil Sharma	AIGF (WL)
2.	Ministry of Home Affairs	Mr. Dinesh Kumar	Joint Secretary
3.	Ministry of External Affairs	Mr. Md. Noor Rahman Sheikh	Joint Secretary (ED)
4.	Ministry of Civil Aviation	Ms. Usha Padhee	Joint Secretary (U)
5.	Ministry of Defence	Mr. Dinesh Kumar	Joint Secretary
6.	Ministry of Skill Development and Entrepreneurship	Mr. Bailochan Gahan, IES	Assistant Director
7.	Ministry of DoNER	Mr. Sanjay Kumar	DS
8.		Mr. Harpreet Singh	Joint Secretary
9.	North Eastern Council	Ms. R. Lalrodingi	Adviser (Banking, Industries & Tourism)
10.	Ministry of Rural Development	Ms. Smriti Sharan	Joint Secretary

2. List of Participants from Heads of Central Government Organizations

Sn	Organisation	Name	Designation
11.	IITTM Indian Institute of Travel and Tourism Management	Prof. Alok Sharma	Director
12.		Prof. Sutheshna Babu. S	Professor and Nodal Officer, National Institute of Water Sports
13.		Dr. Pawan Gupta	Nodal Offices, IITTM-Noida
14.		Dr. Ravinder Dogra	Assistant Professor, IITTM-Gwalior
15.		Ms. P Priyadarshini	Project Associate, IITTM-Noida
16.	Indian Mountaineering Foundation	Prof. Hashwanti Bisht	President

3. List of Participants from States

S.No.	State	Name	Designation
17.	Ladakh	Mr. K. Mehboob Ali Khan, IRS	Secretary (Tourism/Labour & Employment)
18.	Himachal Pradesh	Mr. Manoj Sharma	Director (Tourism)
19.	Jammu and Kashmir	Mr. Amarjeet Singh, IAS	Special Secretary
20.	Uttarakhand	Col Ashwini Pundir	Additional Chief Executive Officer - Adventure
21.	Goa	Mr. Ganesh Sahani	Deputy Director (Tourism)

4. List of Participants from Industry Associations

S.No.	Industry Associations	Name
22.	FICCI	Ms. Samanda Syiem
23.		Mr. Anirban Chatterjee
24.	ATOAI	Mr. Tejbir Singh Anand
25.		Capt. Swadesh Kumar
		Mr. Vaibhav Kala
26.		Ms. Sonam Bhatia
27.		Mr. Vinayak Kaul
28.		Mr. Pradeep Murthy
29.		Mr. Nirat Bhatt
30.	CII National Committee on Tourism	Mr. Sanjay Basu
31.		Mr. Ajeet Bajaj
32.		Ms. Isha Verma Miglani
33.	Indian Association of Tour Operators	Mr. Rajiv Mehra

5. List of Participants from Special Invitee

Sn	Organisation	Name	Designation
1.	UNEP	Mr. Atul Bagai	Country Head
2.		Ms. Divya Datt	Programme Management Officer
3.		Ms. Manisha Choudhary	National Coordinator
4.	RTSOI	Mr. Mandip Singh Soin	Founding President
5.	National Adventure Foundation	Lt. General Raman Dhawan	President

6. List of Participants from MOT

Sn	Name	Designation
1.	Mr. G Kamla Vardhan Rao, IAS	Director General, MOT
2.	Mr. Rakesh Kumar Verma, IAS	Additional Secretary, MOT
3.	Mr. Prashant Ranjan	Director, MOT
4.	Mr. Om Prakash	Under Secretary (NT), MOT
5.	Ms. Gargi Mittal	Assistant Director, Niche Tourism Division / National Tourism Policy, MOT
6.	Mr. Aravind Viswanathan	Project Monitoring Expert, EY
7.	Ms. Deepika Nagpal	Tourism Expert, EY
8.	Ms. Manjiri Gaikwad	Project Monitoring Expert, EY