

DIRECTORATE OF EDUCATION: GOVT. OF NCT OF DELHI

NODAL BRANCH- SCHOOL OF EXCELLENCE

OLD SECRETARIAT: DELHI-110054

No. DE.23/129/187/SUOTC/SOE/Nodal Br./2023-24/360-365

Dated: 14/08/2023


CIRCULAR

Sub: - Regarding Setting Up of Youth Tourism Club in Govt. Schools, Govt. Aided & Unaided Recognised School under DoE.

Please find enclosed herewith the letter No. OSD/Minister/2023/ 1792 dated 19/06/2023 & DO Letter F.No. D.O-7/ 295/2023 DO dated 29 May 2023, regarding Setting Up Youth Tourism Clubs in Schools for creating awareness in r/o different sectors related with Tourism (Diversified Natural & Cultural Heritage, Employment, etc.)

Thus, all the Heads of Govt. Schools/ Govt. Aided / Unaided Recognised Public Schools are directed to take necessary action as per the guidelines.

This issues with the prior approval of the competent authority.


(Dr. Sudhakar Gaikwad)
DDE (SoE)

Enclosed: As above.


Heads of all Govt. Schools /Govt. Aided/ Unaided Recognized Public Schools under Directorate of Education through DEL-E

No. DE.23/129/187/SUOTC/SOE/Nodal Br./2023-24/360-365

Dated: 14/08/2023

Copy for information to:-

1. PA to Director of Education, Directorate of Education, GNCT of Delhi.
2. PA to Addl.DE (Schools)
3. All District- DDEs to ensure the compliance please.
4. All HoSs of Govt. Schools /Govt. Aided / Unaided Recognized Public Schools under Directorate of Education.
5. OS (IT) with the request to upload the circular on the official website of Department of Education.


(Raj Kumar Solanki)
OSD (SoE)



सत्यमेव जयते

14/e

OFFICE OF THE MINISTER
(EDUCATION, HIGHER EDUCATION, TTE, WCD, PWD, POWER, ACL, TOURISM, DIP)
GOVT. OF NCT OF DELHI,
6TH, A-WING, DELHI SECRETARIAT, I.P. ESTATE, NEW DELHI – 110002

No. OSD/Minister/2023/ 1792

Dated: 19/06/23

To

The Director,
Education Department,
Govt. of NCT of Delhi,
Old Secretariat,
Delhi – 110054.

Sir,

Please find enclosed herewith a letter no. 7/295/2023 dated 29/05/2023 which is self – explanatory received from Sh. G Kishan Reddy, Hon'ble Minister of Culture/Tourism/Development of North Eastern Region, Govt. of India which has been duly forwarded by the Addl. Secretary to Chief Minister, GNCTD regarding setting up Youth Tourism Clubs in Schools/Colleges for creating awareness in r/o different sectors related with Tourism (Diversified Natural & Cultural Heritage, Employment, etc.).

Hon'ble Minister (Education) has desired to look into the matter and take necessary action.

Yours sincerely,

(Signature)

(SHRIRANGAM SAI)
OSD to Minister

Encl. As stated above

1040/2023/CH
11/7/23

1513/118
24.7.2023

Ad. Secy

7177/DE
21/06/23

327/505/Model/23
23/06/2023

22/6/23
DDE (Student Clubs)
DDE (Vocational)

L.O. 03/07/2023
695 Ad. Secy. DE. Sch
22/06/2023

OSD
04/06/23

SO-II (Voc)

(PTO)

PTO



फा. सं. डीओ-7/295/2023-डीओ

दिनांक :

29 MAY 2023

आदरणीय श्री अरविंद केजरीवाल जी,

-14/5/23

हम यह भलीभांति जानते हैं कि पर्यटन उद्योग हमारे देश की अर्थव्यवस्था का एक महत्वपूर्ण हिस्सा है। यह हमारे देश की समृद्ध विरासत और संस्कृति को दर्शाने में भी एक बड़ी भूमिका निभाता है। 29 वर्ष की औसत आयु के साथ भारत विश्व में सबसे अधिक युवा आबादी वाले देशों में से एक है। अतः देश में जिम्मेदार और स्थायी पर्यटन के संवर्धन हेतु युवा शक्ति के उपयोग का यह उपयुक्त समय है।

2. माननीय प्रधानमंत्री महोदय ने हमेशा पर्यटन को एक ऐसे माध्यम के रूप में देखा है जो देश के अलग-अलग हिस्सों के अलग-अलग लोगों के बीच राष्ट्रीय अखंडता और एकता को बढ़ावा देता है। यह वर्ष 2019 में स्वतंत्रता दिवस के अवसर पर दिए गए उनके भाषण से स्पष्ट होता है जब उन्होंने अपने साथी भारतीयों को भारत के कम से कम 15 पर्यटक गंतव्यों की यात्रा करने के लिए प्रेरित किया था। इसके बाद भी उन्होंने युवाओं हेतु रोजगार के सृजन और भारत को एक आर्थिक महाशक्ति बनाने में पर्यटन की क्षमता के संबंध में प्रायः बात की है। हाल ही में दिनांक 30 अप्रैल 2023 को प्रसारित मन की बात के 100वें एपिसोड में माननीय प्रधानमंत्री महोदय ने पर्यटन की बढ़ती क्षमताओं को दोबारा रेखांकित किया और यह कहा कि हमें विदेश यात्रा से पहले अपने देश के विभिन्न गंतव्यों की यात्रा करनी चाहिए।

3. माननीय प्रधानमंत्री महोदय के विज्ञान को आगे ले जाने के लिए पर्यटन मंत्रालय ने 'आजादी का अमृत महोत्सव' संबंधी समारोहों के एक भाग के रूप में "युवा पर्यटन" क्लबों की शुरुआत की है। इन क्लबों का लक्ष्य युवा मस्तिष्क को ऐसे छात्र राजदूतों के रूप में बदलना है जो पर्यटन पहलों के जरिए हमारे गांवों, शहरों, राज्यों और देश की विविधतापूर्ण प्राकृतिक और सांस्कृतिक विरासत के संवर्धन के लिए कार्य करते हुए 'एक भारत श्रेष्ठ भारत' तथा 'देखो अपना देश' की चेतना के साथ भारत की अंतरात्मा का प्रतिनिधित्व कर सकें।

4. विभिन्न स्कूलों और कॉलेजों में कक्षा 6 के बाद से इन "युवा पर्यटन" क्लबों की स्थापना की जानी है जिनमें फैकल्टी और छात्र दोनों शामिल होंगे। ये क्लब अवधारणा नोट (संलग्न) में दिए गए विवरण के अनुसार पर्यटन के संवर्धन के लिए विभिन्न कार्यक्रमों का आयोजन करेंगे। इस उद्देश्य के लिए सीबीएसई के स्कूलों, जवाहर नवोदय विद्यालयों और केंद्रीय विद्यालय संगठन को पहले ही शामिल कर लिया गया है।

5. युवा पर्यटन क्लबों के माध्यम से इन क्लबों के युवा सदस्य भारत की समृद्ध विविधता और उसके सभ्यतागत मूल्यों की जानकारी प्राप्त कर सकेंगे, जिससे वे स्वयं को इस राष्ट्र से अधिक जुड़ा हुआ महसूस करेंगे।

6. हाल ही में दिनांक 30 अप्रैल, 2023 को 'मन की बात' का 100वां एपिसोड प्रसारित हुआ था। यह उल्लेखनीय है कि माननीय प्रधानमंत्री महोदय ने 'मन की बात' में समय-समय पर पर्यटन का जिक्र किया है। इसलिए पर्यटन मंत्रालय ने "100 एपिसोड्स ऑफ मन की बात - 100 डेज़ ऑफ एक्शन" थीम के साथ मन की बात के 100वें एपिसोड का जश्न मनाने का निर्णय लिया है और अगले 100 दिनों में देश भर में युवा पर्यटन क्लबों की संख्या को 30,000 से बढ़ाकर 1,00,000 तक पहुंचाने का संकल्प किया है।

7. उपरोक्त के मद्देनजर मैं आपसे अपने राज्य के सभी स्कूलों, कॉलेजों और अन्य शैक्षणिक संस्थानों में इस पहल को सक्रिय रूप से कार्यान्वित करके 'युवा पर्यटन क्लबों' को सफल बनाने में अपना सुदृढ़ समर्थन और सहयोग देने का अनुरोध करता हूँ।

सादर,

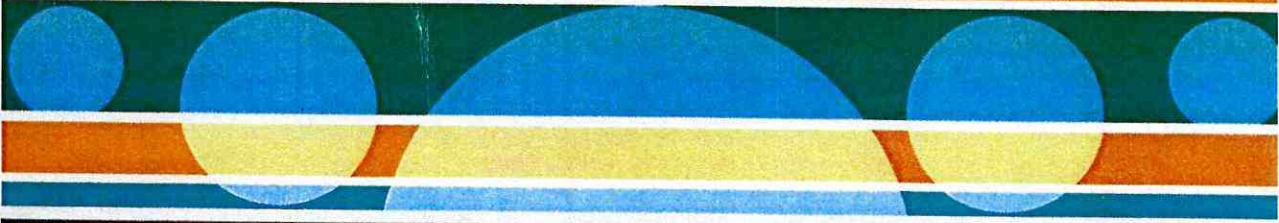
आपका

 (जी. किशन रेड्डी)

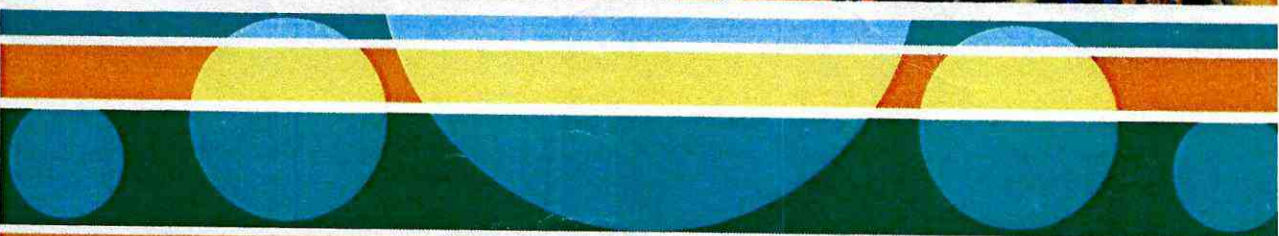
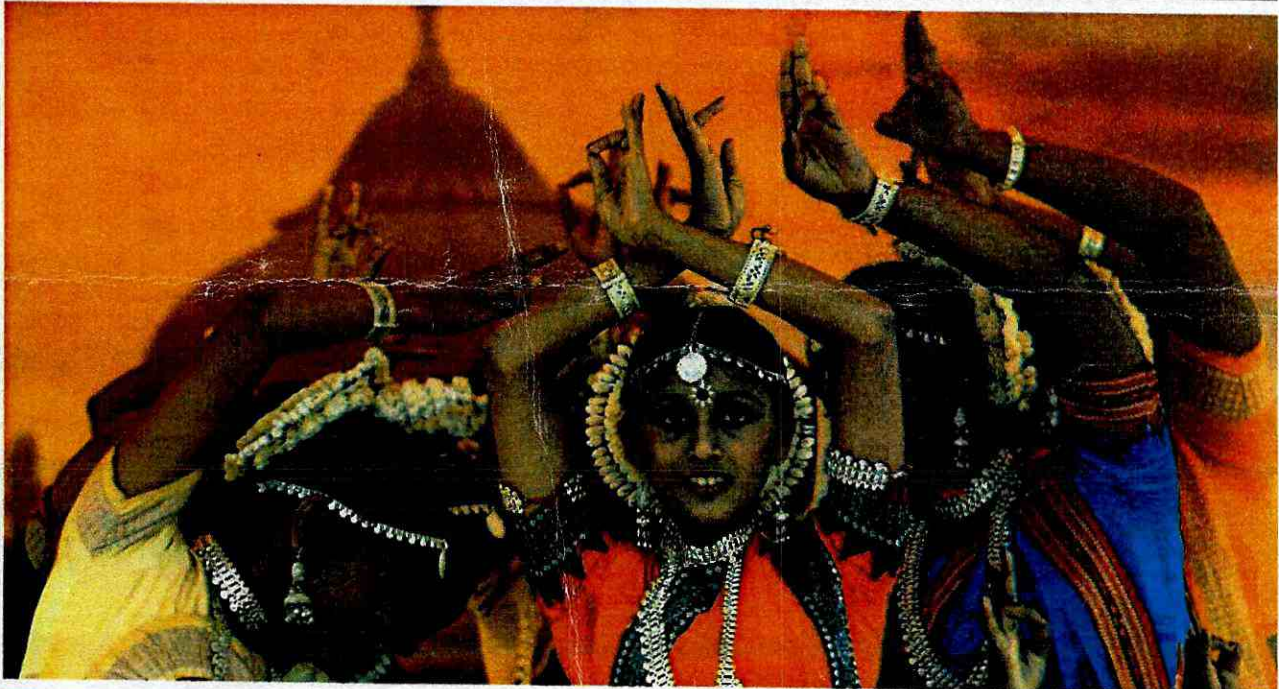
संलग्न: उपरोक्त

श्री अरविंद केजरीवाल
 माननीय मुख्यमंत्री,
 दिल्ली सरकार,
 तीसरा स्तर, दिल्ली सचिवालय,
 आई.पी. एस्टेट,
 नई दिल्ली-110002

9/c



National Tourism Youth Clubs



Ministry of Tourism
Government. of India



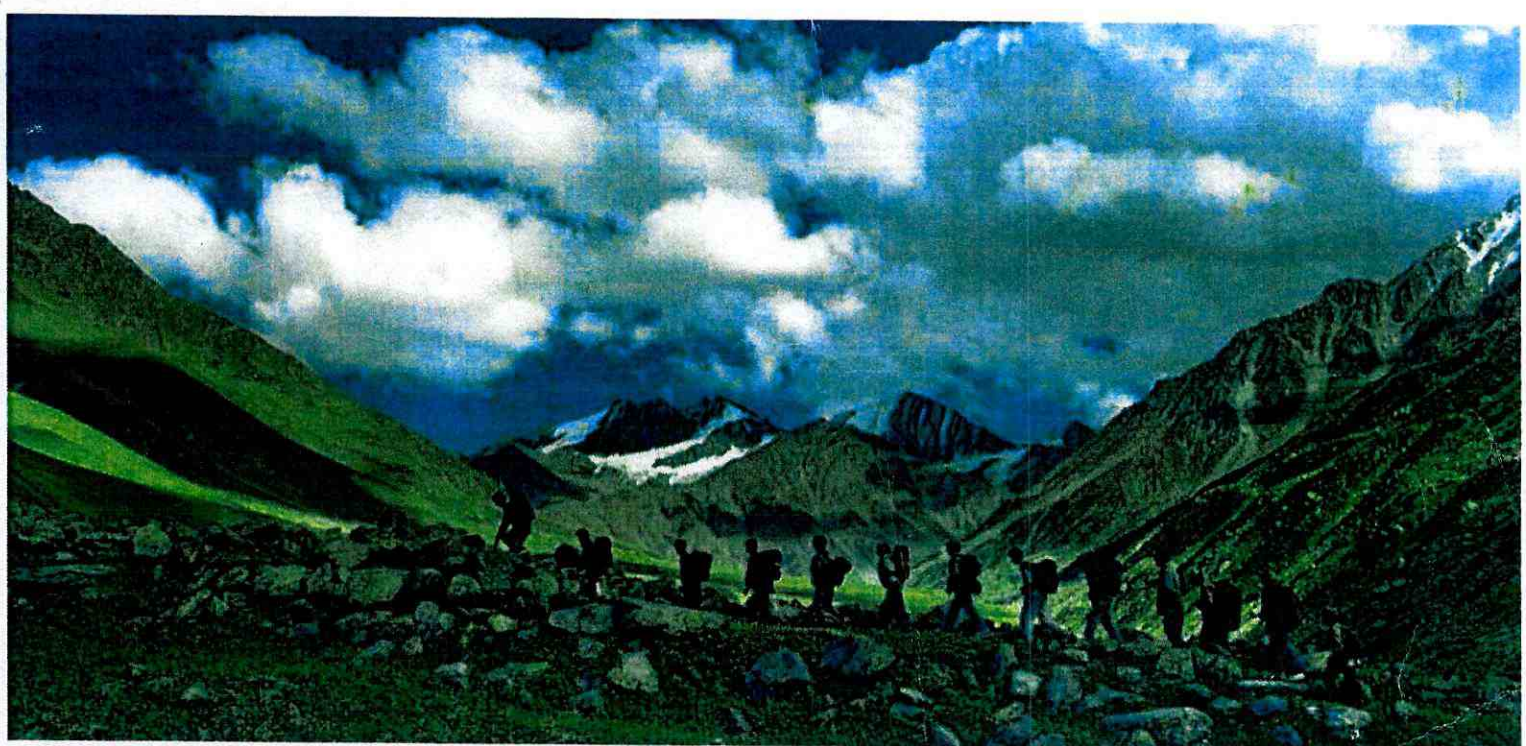
1 Background



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.



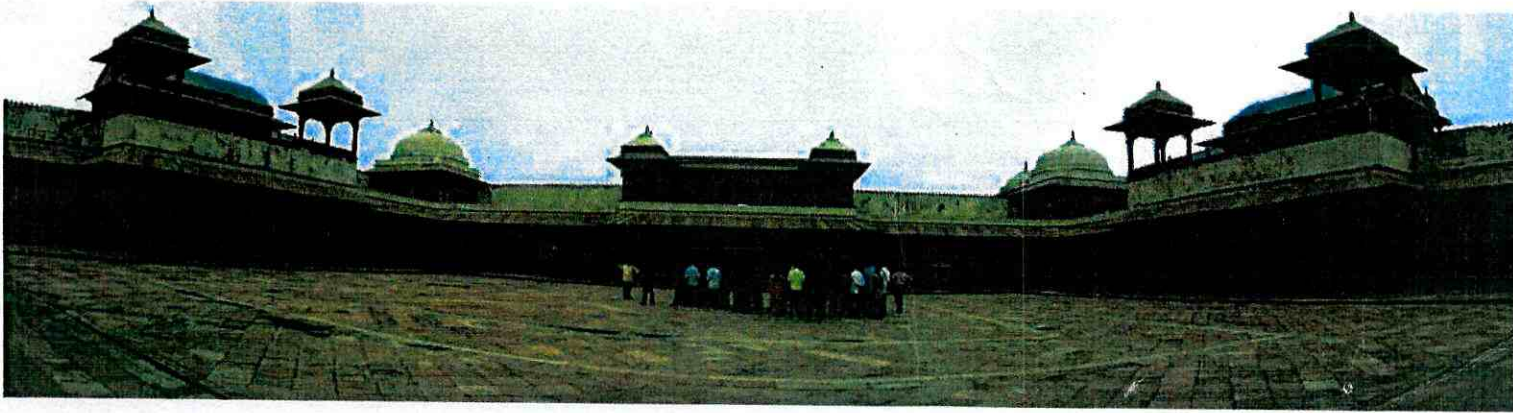


2 Objective



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



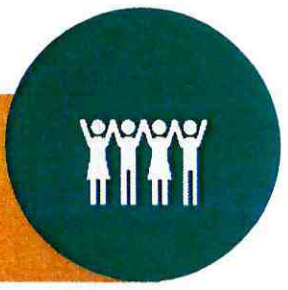
Tourism Clubs would be encouraged at the level of Schools (Classes VII onwards) and Colleges. Each College and School to have a dedicated Tourism Club which would be headed by a Faculty and a Student Co-ordinator, responsible for functioning of the clubs. Members would consist of students with criteria 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.



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.



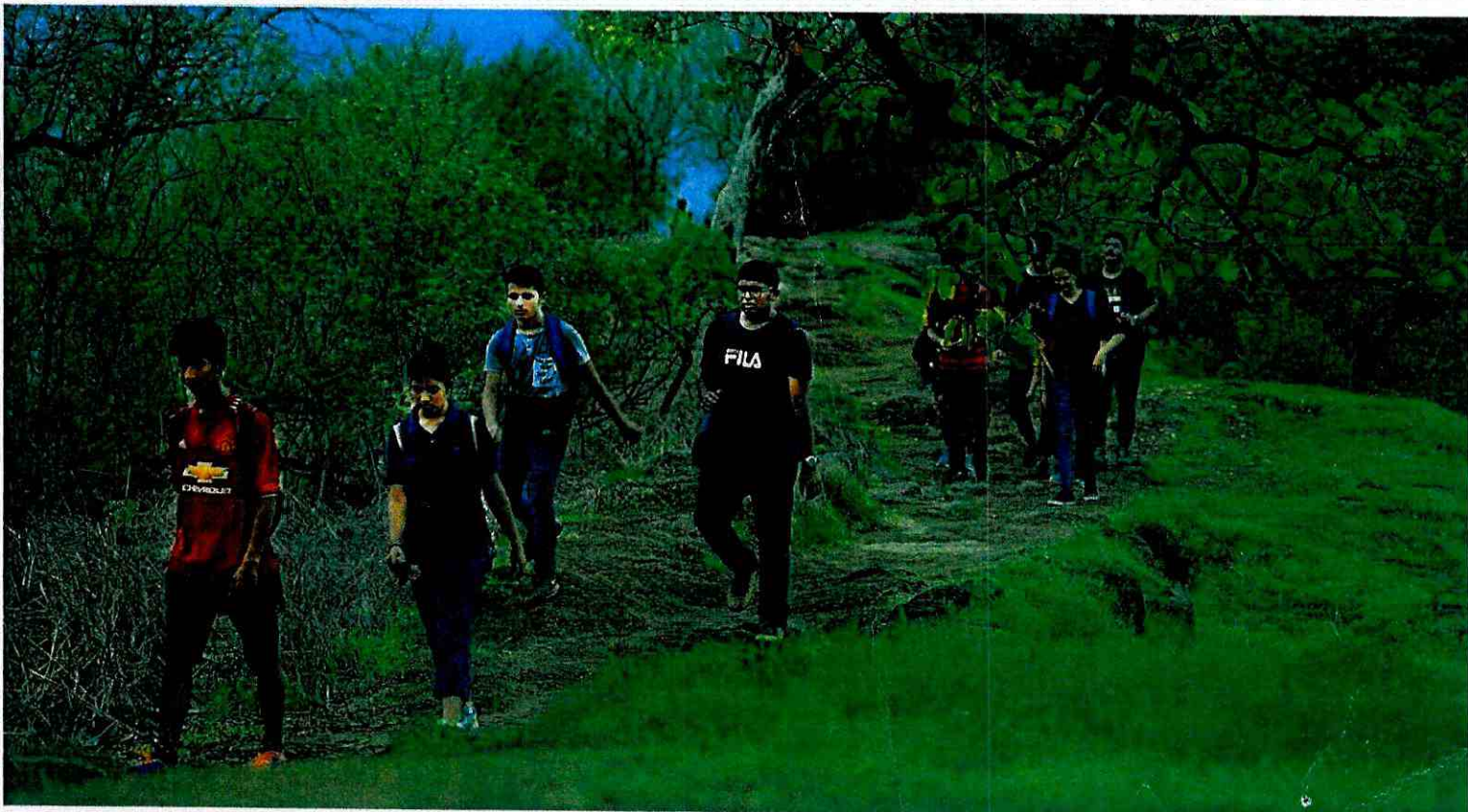
7 Convergence with National Missions



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.

