



ज्ञान-विज्ञान विमुक्तये

प्रो. रजनीश जैन
सचिव

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Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

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D.O.No.2-77/2022 (CPP-II)

September, 2022

Sub: National Tourism Youth Clubs

13 SEP 2022

Respected Madam/Sir,

Ministry of Tourism, Government of India is celebrating this year at India@75 by launching the campaign "Yuva Tourism Club" with the strategic objective of creating interest, awareness and a sense of responsibility towards our country's natural and cultural heritage/ tourism amongst the youth.

India's large youth population is the driving force towards the culture of innovation, entrepreneurship and diversity. In view of the demographic dividend that India has, it is essential to inform and educate these young minds about India's natural and cultural heritage through tourism.

The vision is to nurture and develop young ambassadors of Indian tourism who would become aware of tourism possibilities in India, appreciate our rich cultural heritage and develop an interest and passion for tourism. Participation in Tourism Clubs is also expected to facilitate development of soft skills like teamwork, management, leadership besides encouraging adoption of responsible tourism practices and concern for sustainable tourism.

All the Higher Educational Institutions (HEIs) and their affiliated colleges/institutions are requested to disseminate the information and encourage students to take part in tourism club. A copy of the Concept Note on the tourism is attached herewith as **Annexure-1**.

With kind regards,

Yours sincerely,


(Rajnish Jain)

To
The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes