

# India Serves

A Monthly Newsletter by

# SEPC

SERVICES EXPORT PROMOTION COUNCIL

Setup by Ministry of Commerce & Industry, Govt. of India

VOL III, ISSUE II - June, 2022

# INDIA'S TRAVEL & TOURISM INDUSTRY

*THE WAY FORWARD*

SERVICES EXPORT PROMOTION COUNCIL  
Setup by Ministry of Commerce & Industry, Govt. of India



**T**ravel & Tourism sector is one of the most important services sectors globally as well as in India. The sector had the highest contribution in global services trade with around 25 per cent share in overall global services exports. With the COVID-19 pandemic shocks, the share of the sector came down to 11 per cent as this sector is amongst the most adversely affected services sectors due to pandemic and travel restrictions. According to ITC, Global travel and tourism trade has plummeted from USD 1.5 trillion in 2019 to only USD 531 billion in 2020.

Tourism is important not only with economic and

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## CENTRAL GOVERNING COUNCIL MEMBER PROFILES

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<b>Dr. Vidya Yeravdekar</b> (Educational Services)	<b>Mr. Maneck E Davar</b> (Printing & Publishing Services)
	<b>Mr. Pronab Sarkar</b> (Travel & Tourism Related Services)

# India Serves

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MESSAGE  
From the  
CHAIRMAN



**CA. SUNIL H. TALATI**

I am delighted to share with you the 26<sup>th</sup> issue of India Serves for the month of June 2022. The current issue focuses on the Travel & Tourism sector, which is indeed one of the most important services sectors both in terms of revenue generation and employment creation.

The potential for travel and tourism sector in India is immense, with the economy now on the path to recovery and people beginning to travel post the pandemic. Infact, in recent months, both domestic travel and inbound tourism have picked up substantially. The Government has been branding and marketing initiatives including the *Incredible India* and *Athiti Devo Bhava* campaigns with a diligent and sustained impetus to growth of the sector. Going ahead with the trend, the Government has launched Incredible India 2.0 with a shift from generic promotions undertaken to market-specific promotional plans and content creation with thematic creatives on specific niche products including spiritual, medical and wellness tourism.

*PM Narendra Modi has also*

In the above backdrop, **PM Narendra Modi** has also appealed for ***“ChaloIndia”*** to the Indian Diaspora urging them to inspire at least five of their non-Indian friends every year to visit India, calling them ***‘Rashtradoot’***.

Keeping in mind, the urgent need for alternative to SEIS and in line with our previous assurances, SEPC is coming up with an innovative scheme within the given framework and accountability on its effectiveness to result in export growth.

SEPC will also be organising several interactive programmes and slew of activities focusing on engagement with members such as RBSP's and various other big events covering all major sectors including tourism conclave, Athithi, India Heals, GES, Construction and Engineering Services Conclave and Ent-tech this year. The information and details regarding all these events can be found on the SEPC portal very shortly. SEPC would also be participating in all major international events along with industry representatives to collaborate and showcase Indian services in the international markets.

We request the services industry to stay connected with SEPC and help us together resolve industry issues and promote India's services exports.

Please feel free to write back to us.

PM Narendra Modi has also appealed for “ChaloIndia” to the Indian Diaspora urging them to inspire at least five of their non-Indian friends every year to visit India, calling them ‘Rashtradoot’.

With best regards

Committee

C.A. Sunil H. Talati  
**Chairman**



## OVERVIEW OF SERVICES OFFERED BY SEPC

### TRADE INTELLIGENCE

### EXPORT DEVELOPMENT

### EXPORT PROMOTION

### ENABLING BUSINESS ENVIRONMENT

Services Export Promotion Council set up in 2006 by Ministry of Commerce & Industry, Government of India is an apex trade body to promote exports of services from India.

Key role in Foreign Trade Policy, Export Strategy formulation by Department of Commerce and related Govt Departments.

Interface between Services Sector and Government

Provides inputs on Trade Negotiations

Represents Services Sector in various Joint Trade Committees, Joint Business Councils and Joint Working Groups of Government of India to facilitate export.

Creates Business opportunities in global market place for services exporters

Providing commercially useful information and assistance to members in increasing exports.

Organising visits of delegation of its members abroad to explore overseas market opportunities.

Organising participation of Services exporters in specialised International Trade Fairs.

Dissemination of government notification, orders, information on trade and other relevant information to members.

Facilitates execution of Government Schemes like SEIS.

## Services Covered under SEPC

In order to enhance the competitiveness of services exports and enable services industry to generate employment, the Union Cabinet chaired by Honourable Prime Minister Shri Narendra Modi in 2018 identified 12 Champion Services Sector.

The following table provides the mapping of identified Champion Services vis-a vis the services covered under SEPC and BPM6 classification. Sixth edition of the Balance of Payments and International Investment Position Manual (BPM6) is developed by IMF in collaboration with compilers and other interested parties worldwide and used by most of the countries to record and report services trade data.

S.N.	Services covered under SEPC	Champion Services	BPM6 Classification
1	Accounting/Auditing and Bookkeeping Services	Accounting and Finance Services	Other business services
2	Consultancy Services	-	
3	Legal Services	Legal services	
4	Architectural Services and related services	Construction and related Engineering services	
5	Environmental services	Environmental services	
6	Marketing Research and Public Opinion Polling Services/ Management services	-	
7	Advertising Services	-	
8	Printing and Publishing services	-	
9	Other services (IT & ITES, Communication Services)	IT & ITES, Communication services	Telecommunications, computer, and information services
10	Hotel and Tourism Related Services	Tourism and Hospitality Services	Travel
11	Education Services	Education services	
12	Healthcare services including services by nurses, physiotherapist and paramedical personnel	Medical Value Travel Services	
13	Maritime Transport Services	Transport and Logistics services	Transport
14	Distribution Services		
15	Other services (Financial Services)	Financial Services	Financial services
			Insurance and pension services
16	Entertainment services including Audio-visual services	Audio-visual services	Personal, cultural, and recreational services
17	Other Services	-	Charges for the use of intellectual property n.i.e.
		-	Government goods and services n.i.e.
		-	Manufacturing services on physical inputs owned by others
		-	Maintenance and repair services n.i.e.
		Construction and related Engineering services	Construction
			Services not allocated

# India's Travel & Tourism Industry

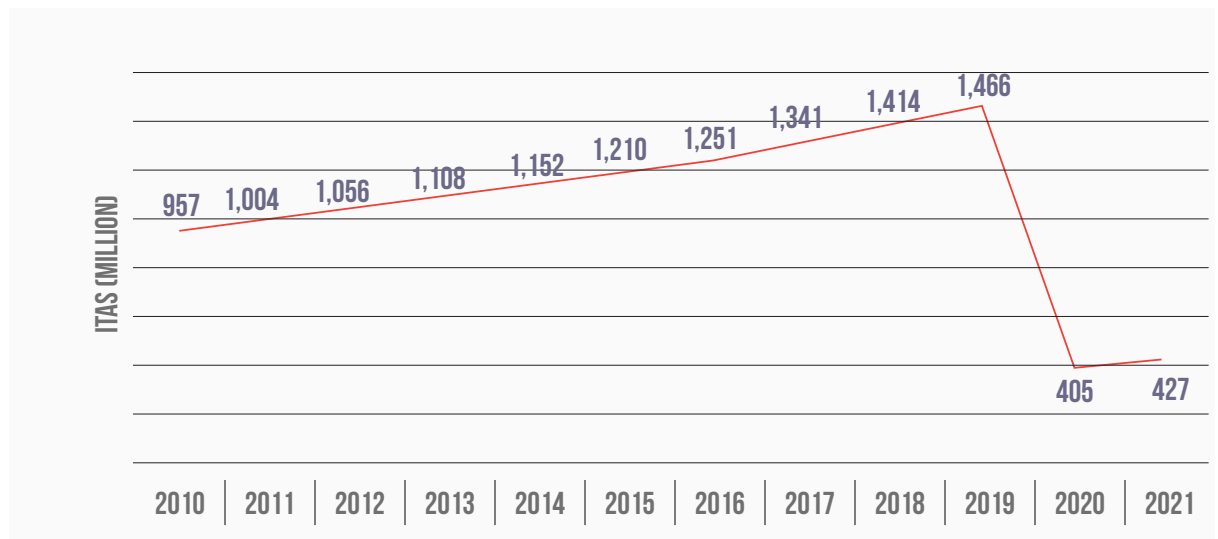
## the way forward

**T**ravel & Tourism sector is one of the most important services sectors globally as well as in India. The sector had the highest contribution in global services trade with around 25 per cent share in overall global services exports. With the COVID-19 pandemic shocks, the share of the sector came down to 11 per cent as this sector is amongst the most adversely affected services sectors due to pandemic and travel restrictions. According to ITC, Global travel and tourism trade has plummeted from USD 1.5 trillion in 2019 to only USD 531 billion in 2020.

Tourism is important not only with economic and trade point of view. It facilitates exchange of culture, language, know-how and people to people connect besides mutual economic and social benefits. Inbound tourism helps the destination country to showcase its history, strength, achievements, capabilities and potential for the outside world. Today, tourism is no more limited to business visits and leisure & fun, it has become way more multidimensional and much more meaningful with growing trends of medical value travel (MVT), wellness tourism, studies abroad, international sports competitions, and religious tourism, etc.



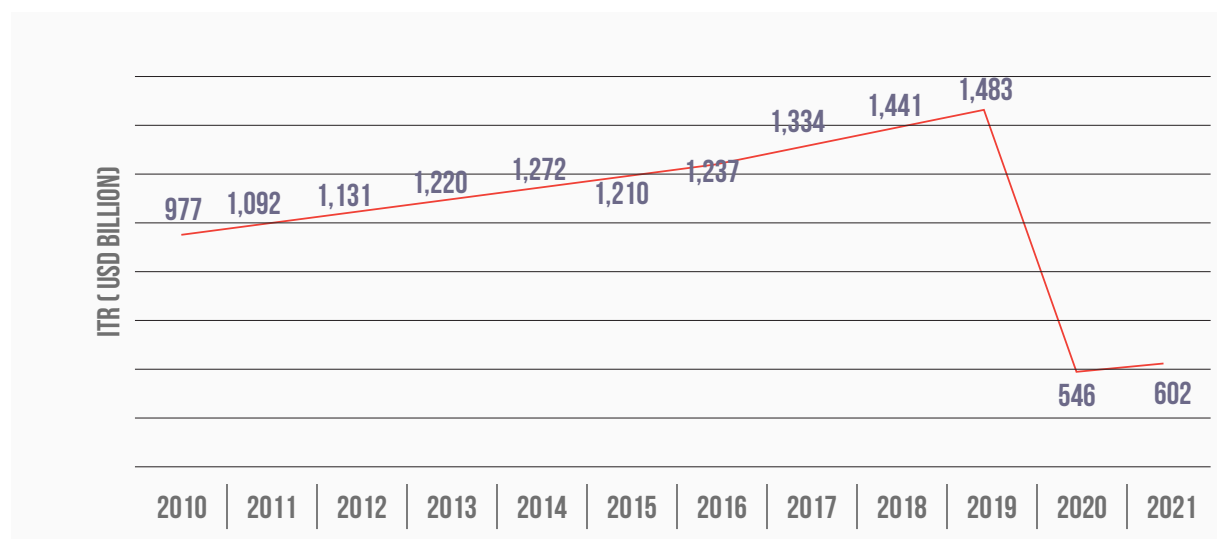
### Figure 1: International Tourist Arrivals globally (2010-2021)



Source: UNWTO

Global tourism, measured in terms of International Tourist Arrivals and International Tourism Receipts, was growing at the compound annual growth rate (CAGR) of 4 per cent during the period 2010-2019 until this business was knocked down by the pandemic effectively in 2020 and 2021. International Tourists Arrivals worldwide fell from 1.5 billion in 2019 to 405 million in 2020 and it remained at the low base in 2021 at 427 million.

### Figure 2: International Tourism Receipts (2010-2021)



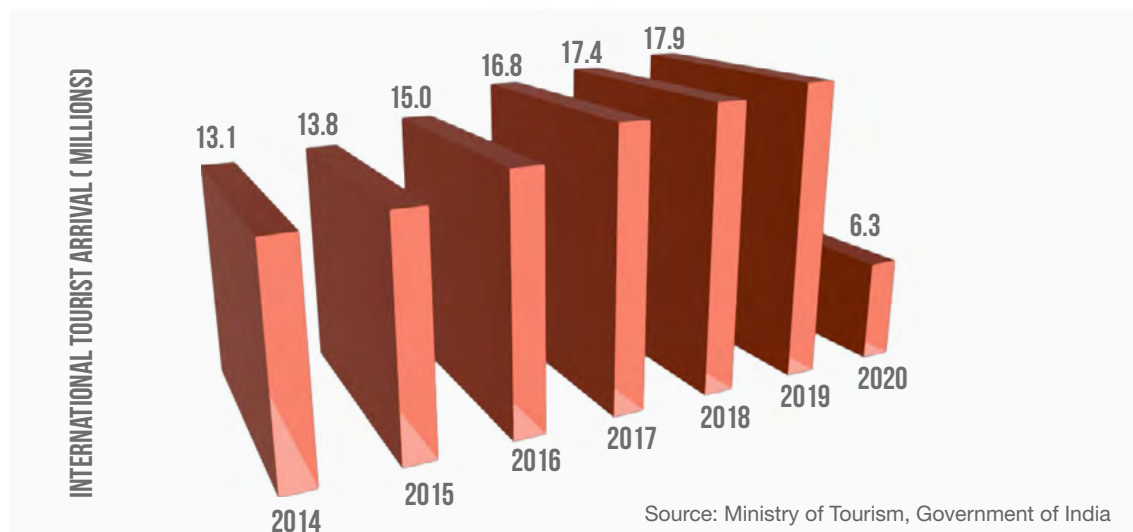
Source: UNWTO

However, it has been observed based on the latest available data that global international tourist arrivals more than doubled in January 2022 compared to 2021 growing at the rate of 130 per cent. These figures indicate towards a positive trend already underway since last year but the pace of recovery was again disrupted in January by the emergences of the Omicron variant and fresh travel restrictions at several destinations. Following the 71 per cent decline of 2021, international arrivals in January 2022 remained 67 per cent below pre-pandemic levels. (UNWTO)

In India, travel & tourism sector is considered as an important service sector. Some states have already

given its status of an industry. Tourism and Hospitality services falls among the selected 12 champion services sectors identified by the government in 2018 for development and promotion. The sector was used to contribute around 15 per cent in country's total services exports with foreign exchange earnings of around USD 30 billion and a trade surplus of USD 7 to 8 billion in the pre-COVID years. Unfortunately, this sector has been affected the most with the COVID-19 pandemic in India and as a result its contribution in overall services exports has gone down to 4 per cent in the post-COVID era and the sector has become a net importer with a trade deficit of around USD 5 billion.

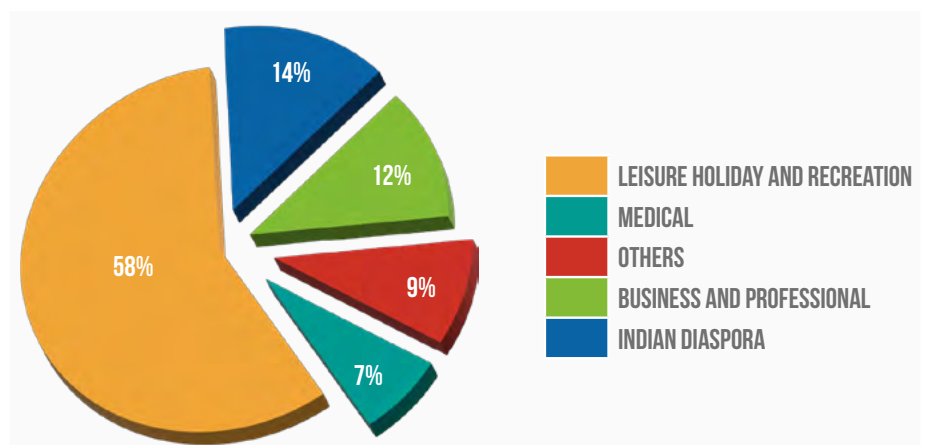
### Figure 3: Number of International Tourist Arrivals in India 2010-2020



Tourists see India as a destination mainly for Leisure Holiday & Recreation as almost 58 percent foreign tourists travel to India for Leisure Holiday & Recreation purpose. India with a large diaspora has a large number of NRI's traveling to India as tourists. It has a share of 14 per cent in total FTAs in India. Business and Professionals visit has 12 per cent share and foreign patients travelling to India for medical treatment has a share of 7 per cent. In the year 2020, 1.8 lakh foreigners travelled to India for the purpose of medical treatment.

#### Figure 4: Purpose wise Foreign Tourist Arrivals in India during 2020

India's Travel and Tourism sector contributes more than 5 per cent to GDP and generates high level of direct and indirect employment in the country. In the FY 2020, the sector generated around 80 million jobs which is more than 15 per cent of total employment in the country. Out of 80 million jobs in the sector, 35 million are direct jobs and 45 million are indirect jobs due to Tourism. However, the growth of employment in the sector has been a bit slow, growing only at CAGR of 2 per cent during the period FY 2014-2020. "Around 21.5 million people, involved in the tourism industry, have lost their jobs due to the three waves of COVID-19 that first hit the country in early 2020. There were 14.5 million job losses during the first wave, 5.2 million job losses in the second wave and 1.8 million job losses in the third wave", Union Tourism Minister G Kishan Reddy said in Lok Sabha during Question Hour in March 2022.



Source: Ministry of Tourism, Government of India

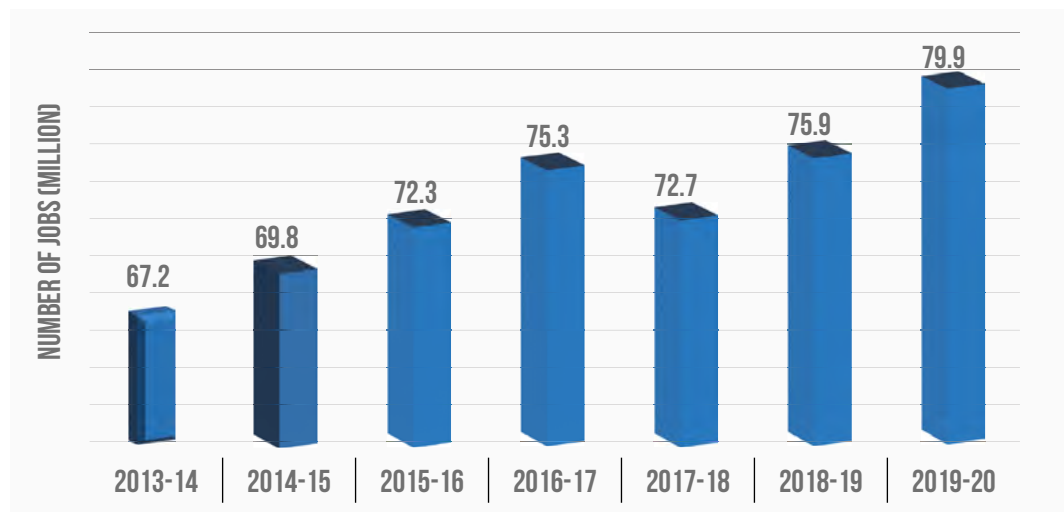
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Union Tourism Minister G Kishan Reddy during Lok Sabha during Question Hour in March 2022



**Figure 5: Number of jobs in Travel and Tourism sector in India (FY 2014-2020)**



Source: Ministry of Tourism

After the unprecedented drop of 2020 and 2021, international tourism is expected to continue its gradual recovery in 2022. As of 24 March, 12 destinations had no COVID-19 related restrictions in place and an increasing number of destinations were easing or lifting travel restrictions, which contributes to unleashing pent-up demand.

The war in Ukraine poses new challenges to the global economic environment and risks hampering the return of confidence in global travel. The US and the Asian source markets, which have started to open up, could be particularly impacted especially regarding travel to Europe, as these markets are historically more risk averse.

Looking at the ongoing situation, it seems that the recovery of the sector is going to take some time. Majority of experts from the World Tourism Organization (UNWTO) believe that the sector won't be able to fully recover until 2024. Since tourism is something that cannot effectively happen virtually or from distance and necessarily involves movement of human beings, which are continuing to be at risk with emergence of new variants of COVID-19, it would not be easy for the people to come back to normal travelling and touring in a short span of time. Also, since travel and visa compliances have become stricter and more cumbersome compared to pre-COVID era, it is comparatively more time consuming to plan for an international travel.

While the UNWTO Panel of Experts is confident to see an uptick in travel activity this year, just 4 per cent of the surveyed experts expect a full recovery in 2022. Roughly one third of respondents believe that international arrivals will return to pre-pandemic levels in 2023, while 63 per cent think it will take even longer than that. UNWTO scenarios predict that international tourist arrivals could grow between 30 and 78 per cent in 2022 compared to 2021. While that sounds like a significant improvement, it would still be more than 50 per cent below pre-pandemic levels.

India's foreign exchange earnings from travel and tourism has surely been affected immensely in the past two years but the sector has shown stronger resilience compared to rest of the world. India's share in global revenues from international travel and tourism has increased from 2.06 per cent in 2019 to 2.44 per cent in 2020. Government of India has a lot of focus on the services sector trade setting an export target of USD 1 trillion by 2030. If the travel & tourism sector maintains its pre-COVID share of 15 per cent in

total services exports revenues in India, the target for tourism sector would be USD 150 billion of foreign exchange earnings by 2030 which stood at USD 30.7 billion USD in 2019 and went down to USD 13 billion in 2020.

Government of India came up with a draft national tourism policy last year in November 2021 to prepare a national strategy and a clear roadmap for the sector to have a higher and sustainable growth in the coming years. Main focus of the draft policy is on Green Tourism, Digital Tourism, Tourism and Hospitality sector skill mission, Destination Management Organization (DMO), Tourism MSMEs, visa, immigration and custom process, cleanliness and hygiene, transport infrastructure, and quality and standards.

India has recently signed two important Free Trade Agreements (FTAs) with UAE and Australia and negotiations are ongoing with many more important countries and regions like UK, Canada, USA and the European Union. Since these agreements are generally comprehensive, they include services trade commitments. With more international integration tourism of all types is expected to grow in India. As these agreements are coming in effect and travel restrictions are being eased, India's tourism industry needs to be fully prepared with short term and long-term policies and roadmaps.

Some of the Indian states are giving a lot of focus to tourism sector. Rajasthan's Chief Minister, Ashok Gehlot while presenting the annual budget at state assembly, announced very recently on 23rd February 2022 that the tourism sector in Rajasthan will get the industry status in the state. Though the sector in principle had already received industry status in 1989. He also launched the Rajasthan Rural Tourism Scheme to promote tourism in rural areas. The grant of industry status for tourism means that power tariff and certain taxes would be at par with other industries, as against the current commercial charges, which are way higher. Hotels and restaurants had to pay high power bills as they were subjected to commercial rates.

Uttar Pradesh government accorded industry status to tourism in 2016. Uttarakhand government gave industry status to tourism in May 2018. Karnataka government decided to accord industry status to the hotel business in February 2021. Tamil Nadu government is also in the final stages of framing a tourism policy with an aim to confer industry status to tourism.



# SEPC's RECENT MoUs



**MOU WITH COA:**

Services Export Promotion Council (SEPC) signed an MoU with Consulting Engineers Association of India (CEAI) on 13<sup>th</sup> May 2022 at SEPC office in New Delhi. The scope and objective of the MoU includes promotion of exports of Architectural services, create a platform to share knowledge and technical assistance for helping in export of Architectural services, identify the issues/bottlenecks being faced in providing Architectural services abroad by Indian architects, identify and propose changes in domestic regulations and pursue them with concerned departments of government of India, jointly organise meetings, workshops, seminars, training programmes for promotion of exports of Architectural services, etc.



## MOU WITH CEAI:

Services Export Promotion Council (SEPC) signed an MoU with Consulting Engineers Association of India (CEAI) on 14<sup>th</sup> May 2022 at Vigyan Bhawan in New Delhi. The scope of co-operation includes Holding joint meetings to facilitate promotion and development of construction, engineering consulting and environmental services, Joint participation in national/international events, Knowledge sharing and dissemination of information, organising national, sub-national and international level events, joint representations to various government authorities, etc.



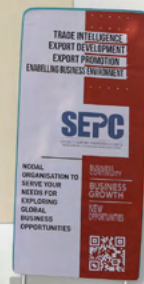
### MOU WITH FHWP:

Services Export Promotion Council (SEPC) signed an MoU with Foundation of Healthcare & Wellness Promotion (FHWP) on 9<sup>th</sup> June 2022 at SEPC office in New Delhi. The scope of cooperation includes Holding joint meetings to facilitate promotion and development of construction, engineering consulting and environmental services, Joint participation in national/international events, Knowledge sharing and dissemination of information, organising national, sub-national and international level events, joint representations to various government authorities, etc.





SEPC

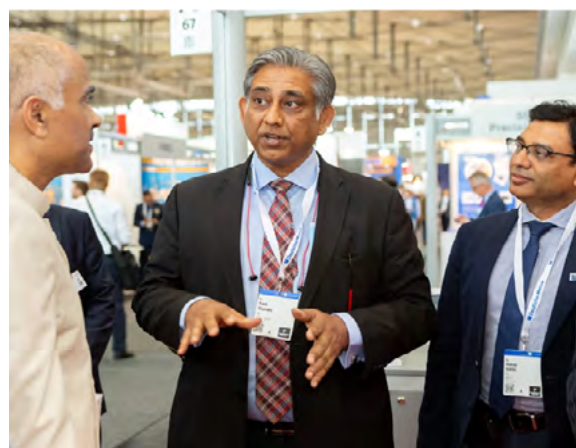
SERVICES EXPORT PROMOTION COUNCIL  
(Setup by Ministry of Commerce & Industry, Govt. of India)

## HANNOVER MESSE 2022, GERMANY

SEPC along with selected industry representatives participated in HANNOVER MESSE. It is a premier trade fair for the sectors like Automation, Motion & Drives, Digital Ecosystems, Energy Solutions, Logistics, Engineered Parts & Solutions, Global Business & Markets and Future Hub. This time the focus was on digital platforms, Industry 4.0, IT security, CO2-neutral production, AI, lightweight construction and Logistics 4.0. The exhibition was complemented with series of conferences and forums. The event was inaugurated on 30th May 2022.

On same day, after inaugurating India Pavilion H.E. Ambassador Harish Parvathaneni visited SEPC stall along with Mr. Ralph Brinkhaus Head of Parliamentary Friendship Group, Mr. Adis Ahmetovic and Dr. Oliver Vogt where he had detailed discussion with our CGC head of Engineering sector Mr. Amit Sharma from Tata Consulting Engineers (TCE) and our Dr. Abhay Sinha, Director General, SEPC about nurturing the engineering services sector talent from India and giving them the business opportunity to expand in EU region.

Apart from this during four-day participation i.e., 30th May to 02nd June 2022, Dr. Abhay Sinha and Mr. Mayank Sharma met several visitors to whom they briefed about SEPC and its upcoming events viz. Global Exhibition Services (GES 2023) and India Heals 2022, etc.

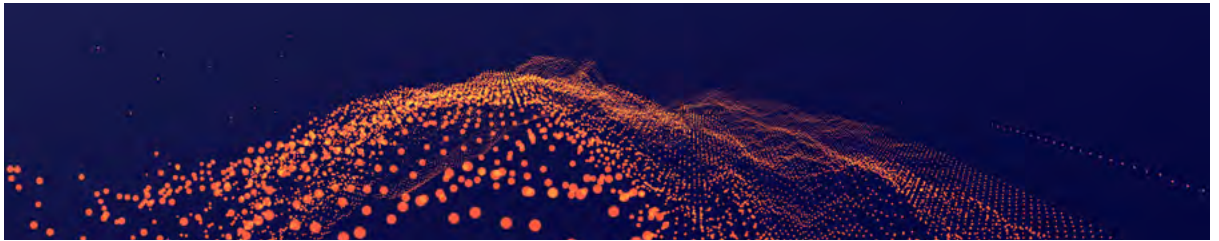


## GLIMPSES OF HANNOVER MESSE 2022:

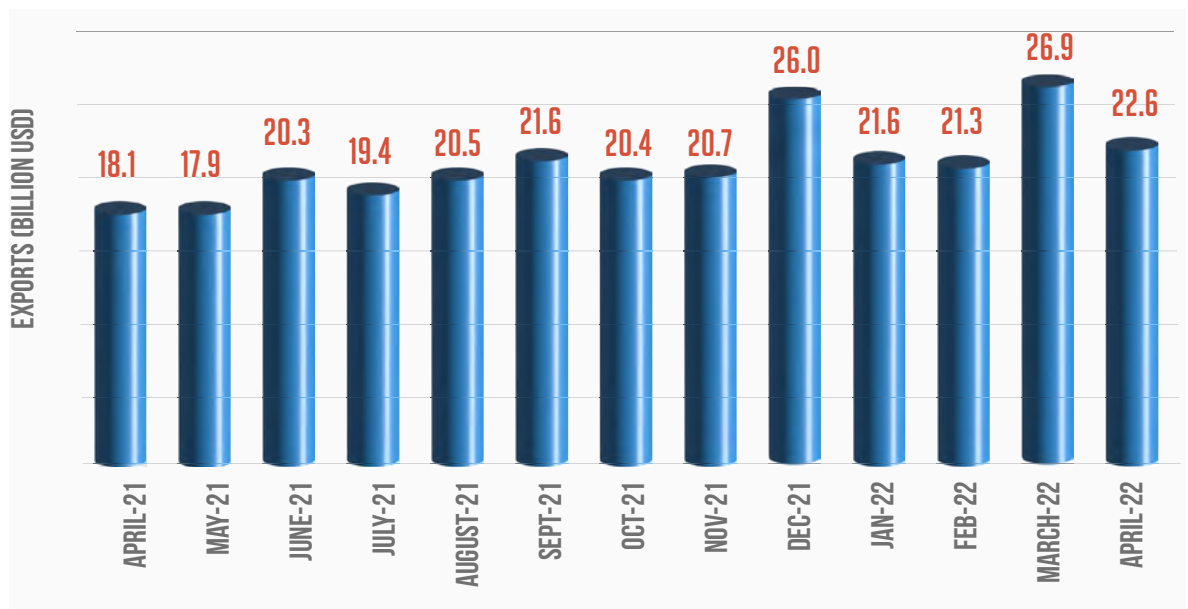
- Partner Country exhibitor Portugal: 100 +
- Exhibitors: 2500+
- Visitors: 75,000 attendees on the exhibition grounds, another 15,000 visitors attended the event digitally
- Products & solution: 8000+
- Start-up companies: 150+
- Trade Show premiers: 1600
- Speakers: 600+
- Streaming viewers: 24000
- Page impressions: 5.9 Mio

The next HANNOVER MESSE takes place from 17 to 21 April 2023, where SEPC will showcase India's Engineering Service Sector Strength while participating in it with more space for our India Pavilion.

# Trade in Services Data

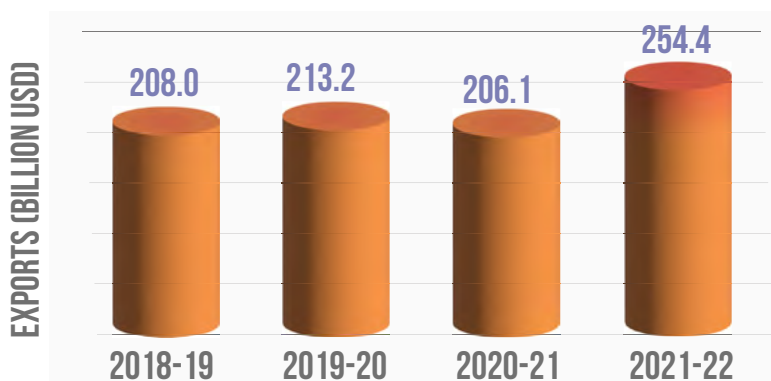


## Monthly Services Exports from India in the FY 2021-22



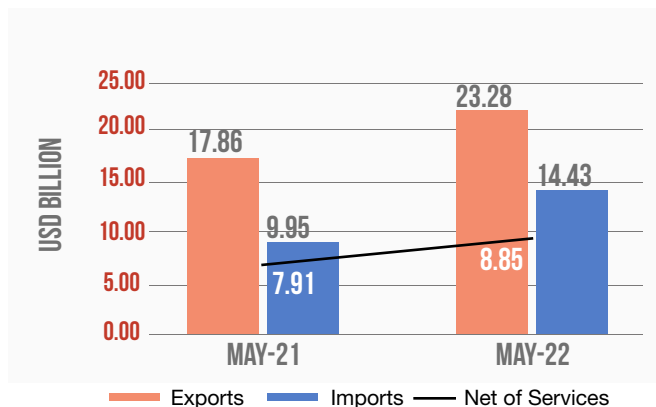
Source: Reserve Bank of India

## Services Exports from India – Year wise



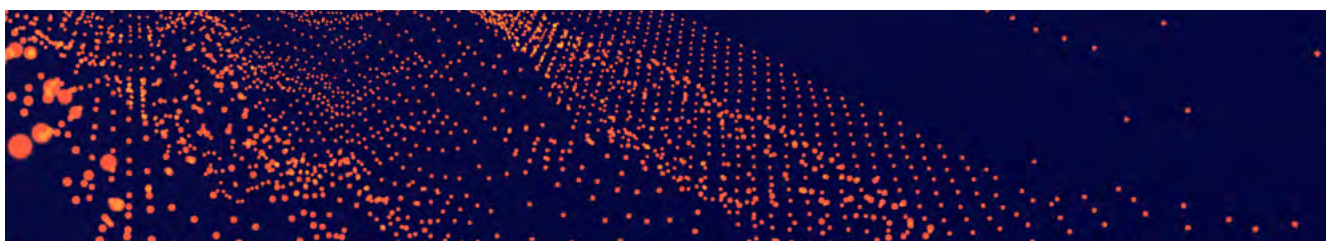
Source: Reserve Bank of India

## Services Trade in May 2022



Source: Ministry of Commerce & Industry

Note: The latest data for services sector released by RBI is for April 2022. The data for May 2022 is an estimation, which will be revised based on RBI's subsequent release.





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# IN the NEWS

№123456789

- To project India as a global source in the health sector, the Centre is developing an online repository of healthcare professionals, including doctors, nurses and pharmacists, that also mentions the country where they wish to render their services. The portal, being developed by the National Health Authority (NHA) under the Ayushman Bharat Digital Mission (ABDM) as part of the government's 'Heal by India' initiative, is likely to be launched on August 15, official sources told PTI. (Financial Express)
- Air India Ltd. is considering ordering as many as 300 narrowbody jets, according to people familiar with the matter, in what could be one of the largest orders in commercial aviation history as the formerly state-run airline looks to overhaul its fleet under new ownership. (Mint)
- India's high taxation structure on fuel and continued imposition of price bands are "bad ideas" that "retard" the recovery and growth of the aviation industry, said a senior executive at the International Air Transport Association (IATA). Aviation fuel in India attracts the highest levels of taxes in the world. Airlines have been requesting the government to bring the fuel under the new tax regime of GST. The government hasn't done that yet. It has also imposed upper and lower bands on air fares levied by carriers. (Economic Times)
- "The labour shortage facing the global aviation industry will remain an issue for some months", the group chief executive of Qatar Airways said. (The National News)
- The 151st International Air Transport Association (IATA) Slot Conference will touch down at Melbourne Convention and Exhibition Centre (MCEC) this November, welcoming more than 1000 aviation delegates representing 230 airlines. (TTR Weekly)
- India has one of the lowest bed-to-population ratios in the world, which is indicative of the infrastructure gap as well as the vast growth potential of this segment. The country will require an additional 1.3 billion sqft of healthcare space to improve the infrastructure disparity to achieve greater bed-to-population ratio, according to CBRE South Asia's report on healthcare sector. The report titled 'the evolving Indian healthcare ecosystem: What it means for the real estate sector' highlighted how much real estate space hospitals would need for ensuring equitable distribution of health services in India by 2030. (The HANS India)

- PwC India has agreed to acquire Venerate Solutions, a salesforce consulting firm in India, for an undisclosed sum. This acquisition aligns with PwC's commitment to invest in the area of digital transformation and in strategic alliances. Bengaluru-based Venerate builds and deploys customised solutions on the Salesforce platform across multiple clouds, including Financial Services Cloud, Salesforce Marketing Cloud, Vlocity Industry Cloud and various integration tools. These solutions help organisations reimagine the customer experience, seamlessly ramp up sales and support their growth journeys. (Business Standard)
- According to The Insights Partners, the global environmental consulting services market size that stands at USD 34,365.5 million in 2020 is projected to reach USD 50,974.7 million by 2028 at a CAGR of 5.4%. Sensing the opportunity, consultancy firms worldwide are moving into this business. A few months back, KPMG announced the setting up of the India decarbonisation hub. The hub will help consolidate the most advanced skills, capabilities and knowledge from across all KPMG offices in India and from partners and associates. This will accelerate the transition toward sustainable solutions. Further, McKinsey launched the McKinsey

Platform for Climate Technologies (MPCT) to help clients plan, execute, and scale the implementation of critical climate technologies. (Analytics India Magazine)

- Global spending by engineering groups on research and development (R&D) is expected to rise this year, and that trend will trickle down to India's sizeable outsourced engineering research and development market, according to a new report by NASSCOM and Deloitte. (Consultancy.in)
- The Ministry of Education initiative to use ICT under the "PM eVidya" scheme during the Covid pandemic has won UNESCO's recognition, officials said on Sunday. The PM eVIDYA programme was initiated as part of the 'Atmanirbhar Bharat Abhiyaan' by the ministry in May 2020 which unifies all efforts related to digital, online, on-air education to enable multi-mode access for imparting education by using technology to minimise learning losses. (Business Standard)
- After days of protracted negotiations, the 12th Ministerial Conference of the World Trade Organization on June 17, agreed to a series of deals relating to the temporary waivers on Covid-19 vaccines, a moratorium on e-commerce trade, food security and setting limits on harmful fishing subsidies. (Indian Express)

- Ministry of Tourism, in partnership with United Environment Program (UNEP) and Responsible Tourism Society of India (RTSOI) organized National Summit on Developing Sustainable & Responsible Tourist Destinations today in New Delhi. On the occasion, the Ministry of Tourism launched the National Strategy for Sustainable Tourism and Responsible Traveller Campaign. The Strategy document has identified the strategic pillars for development of sustainable tourism like Promoting Environmental Sustainability, Protecting Biodiversity, Promoting Economic Sustainability, Promoting Socio-Cultural Sustainability, Scheme for Certification of Sustainable Tourism, IEC and Capacity Building and Governance. (PIB)
- In a joint event held at the Headquarters of the European Union (EU) at Brussels yesterday, Union Minister for Commerce and Industry, Consumer Affairs and Food & Public Distribution and Textiles, Shri Piyush Goyal, and Mr. Valdis Dombrovskis, Executive Vice-President of European Commission formally re-launched the India-EU Free Trade Agreement (FTA) negotiations. Besides, negotiations were also launched for a stand-alone Investment Protection Agreement (IPA) and a Geographical Indicators (GIs) Agreement. (PIB)

