



## Department of Tourism

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### Press Release

## Madhya Pradesh delegation at Maravanthuruthu to study Kerala's STREET tourism project



**Kottayam, Dec. 3:** An official delegation from Madhya Pradesh has come to Maravanthuruthu Panchayat in Kottayam district to study Kerala's sustainable and inclusive tourism project – STREET, which received global accolades at the recent World Travel Market (WTM) in London.

The STREET, which stands for Sustainable, Tangible, Responsible, Experiential, Ethnic, Tourism, an initiative of Kerala's path-breaking Responsible Tourism (RT) Mission, has





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become a template for sustainable and community-oriented tourism initiatives in India and abroad.

The team of government officials from Madhya Pradesh has come to learn in detail the activities carried out as part of the project at Maravanthuruth with special emphasis on water conservation. The team will visit the places where the STREET project has been implemented and will have a hands-on feel of rural life and culture.

Madhya Pradesh is the first state to follow the Kerala model of Responsible Tourism. The present visit is based on an MoU signed between Madhya Pradesh Tourism Board and Kerala Tourism in 2019.

Kerala RT Mission, State Coordinator, Shri Rupeshkumar K, received the 16-member team which includes six sub-collectors, when it arrived in Kochi today.

In Maravanthuruthu, the team had rousing reception complete with the traditional ensemble of percussion instruments. The delegation was received by Grama panchayat president, Smt K B Rama, Vice President, VT Prathapan, RT District Co-ordinator Bhagat Singh, and Grama panchayat administrative committee members. Various folk cultural performances including Kolkali led of a women troupe also enthralled the visitors.

Members of the delegation held discussions with the panchayat administrative committee members about the RT activities carried out in the area.

The team experienced the Art Street Walk accompanied by Panchavadyam from Koottummel to Moozhikkal and had discussions with members of the Kulasekharamangalam RT club.





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The officials also kayaked over Water STREET besides seeing a kalarippayattu (martial art) performance at Aymanam Village.

The delegation will visit Chekadi, Thrikkaipetta and Mothakkara in Wayanad district in north Kerala, arranged by the District Tourism Promotion Council (DTPC), before returning to Madhya Pradesh on December 7, said Shri Rupeshkumar who is also the nodal officer of the Kerala-Madhya Pradesh joint RT project.

**Ends**

