



Department of Tourism

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: info@keralatourism.org

marketing@keralatourism.org

www.keralatourism.org

Press Release

Kerala tops India Today's first Gross Domestic Behaviour Survey

- **Voted as the state with the best social standards in the country**

Thiruvananthapuram, Oct. 20: Kerala has secured the top spot in the first Gross Domestic Behaviour (GDB) survey, conducted by the India Today Group.

The feat comes after a comprehensive social study by the leading national media house conducted across 20 states and two union territories of the country, based on four key themes: civic awareness, public safety, gender attitudes, and diversity and discrimination.

The achievement underlines Kerala's leading position in social and civic progress in the country. The southern state, which secured the top spot in the overall index, showed "exemplary performance" in all four of these areas, indicating its balanced and friendly social fabric.

The results revealed a high civic consciousness among Keralites on public welfare and commitment when it comes to following social rules. The survey also says the state is taking a progressive stance on gender equality and social friendliness.

Tourism and Public Works Minister Shri P.A. Mohamed Riyas attributed the state's achievement to the collective efforts of the government and the public. "The state has always been a role model for the country in building a responsible and more friendly society," he added.

The survey also noted that Kerala is setting new standards and becoming a model for other states in the country in terms of social progress.

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