

PRESS RELEASE

Tourism sector should tap potential of Co-op sector: Minister



Thiruvananthapuram, Feb. 21: Seeking to ensure welfare of tourism sector employees, an initiative called the Kerala Tourism Fraternity Social Welfare Cooperative Society Limited (KTFCS) was launched today.

Inaugurating the Society at a function here, Minister for Tourism and Co-operation Shri Kadakampally Surendran said tourism enterprises should aim to tap the Co-operative sector for finance, especially in view of the reluctance of the public sector banks to provide loans to the cash-stressed tourism sector.

“Kerala’s cooperative sector is very large. However, it has not been able to make its presence felt in the tourism sector. KTFCS will be able to bring a change to this,” the Minister said.



TC 30/1362, VV92, Mohans Appt.,
V V Road, Pettah PO, Trivandrum
Kerala- 695001, INDIA
Phone: +91 9526439527
E-mail: info@attoi.org
Website: www.attoi.org
Reg. No. T 890/2003

KTFCS would be able to revive the tourism sector by coordinating the activities of regional tourist centres and the stakeholders by forming societies to solve their problems, the minister added.

The minister also unveiled the logo of KTFCS at the function.

Although the government had many programmes to support the tourism sector during the pandemic times, KTFCS will be very helpful to those working in the sector, said Smt. Rani George IAS, Principal Secretary, Tourism.

The society was created from the lessons learned from the experience of the pandemic and it will result in bringing a better working atmosphere to the sector, said Shri P BalaKiran IAS, Director, Tourism.

Shri Anish Kumar PK, Chief Promoter of KTFCS, said the society is being formed keeping in mind the development of the tourism sector and the welfare of those working in it.

KTFCS will take the lead in finding capital, loans and resource mobilization in the tourism sector.

It was when the tourism sector was reeling under the impact of the Covid-19 pandemic that the idea to start KTFCS was originated and it received much support from the tourism department, said Shri Vinod CS, President, Association of Tourism Trade Organisations, India (ATTOI).

KTM President Shri Baby Mathew and Shri Manu PV, Secretary, ATTOI also spoke.

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