



## PRESS RELEASE

### **Minister to launch project to make tourism centres garbage, plastic-free**

*Two-day workshop also to be held at Chaithram Hotel from July 24*

**Thiruvananthapuram, July 23:** Hon. Minister for Co-operation, Devaswom and Tourism, Shri Kadakampally Surendran will inaugurate the project for the implementation of Green Code of Conduct in selected tourist centres to keep them plastic and garbage-free zones, here on July 24.

The programme, being organized by Responsible Tourism Mission (RT) in association with Kerala Travel Mart (KTM) and local self government institutions, will be held at Chaithram Hotel, Thampanoor at 11 am.

As part of the launch of the project, which had been committed by the state government earlier, a two-day workshop also has been planned. The project aims to take nine selected tourist centres to Green Certification platform by making them the focus of eco-friendly and responsible tourism activities.

With its implementation in places where RT activities in socio and economic sectors have already become successful, the state will have tourism destinations that have adopted cent percent RT initiatives.

Shri V S Sivakumar, MLA will preside over the inaugural function. Smt Rani George IAS, Tourism Secretary, will welcome the gathering.

Shri P Bala Kiran IAS, Director, Kerala Tourism, will present the project report. Shri Jobin. J. Akkarakalam, Managing Partner, Spice Routes Luxury Cruises, will hand over the Memorandum of Understanding (MoU) to the Minister at the function.

Shri Rahul R IRS, MD, KTDC; Shri Baby Mathew Somatheeram, President, KTM; Members of Advisory Committee, Tourism Shri E.M. Najeeb, Shri Jose Dominic, Shri Ravi Shankar. K.V, and Shri V Sivadattan; Shri Abraham George, Managing Trustee, KTM; and Shri Jose Mathew, Treasurer, KTM will also attend.

Mr Rupeshkumar K, Coordinator, Kerala RT Mission, will propose a vote of thanks.



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The second day of the workshop will have the presence of selected tourism entrepreneurs, and employees of Tourism Department. The workshop will form the action plan to be implemented in the tourism sector.

**Ends**



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