



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 to implement Design Policy in time-bound manner: Shri Riyas

Thiruvananthapuram, Jan.27: Tourism and Public Works Minister Shri P A Mohamed Riyas today said the government will implement the Kerala State Design Policy in a time-bound manner after holding comprehensive deliberations on the draft policy.

The draft policy will be available when the ongoing three-day design workshop at Craft Village at Vellar, near Kovalam, concludes on Saturday, by consolidating the ideas emerging from it.

The workshop, titled “Design by Future,” conducted jointly by the Department of Tourism and Public Works Department (PWD), is the first such initiative in the country, Shri Riyas told a press conference at the venue.

It will evolve a draft design policy that factors in Kerala’s traditional design concepts while imbibing new trends and foreseeing the future needs, which will be applied while designing and creating public assets and also for restoring and preserving heritage structures, mainly focusing on tourism and public infrastructure.

The policy will lay down the best practices to be followed while designing physical assets such as roads, bridges, streets, street furniture, signages and public spaces, which are crucial in enhancing experience of tourists.

As part of framing the Design Policy, all the 140 assembly constituencies across the state were visited. The policy will bring in a radical change in the planning and designing. Vacant spaces under bridges will be converted into utility spaces and the lower part of bridges across rivers will also be illuminated, he said.

The Minister also interacted with the experts from across the world taking part in the workshop.

Tourism Director Shri P B Nooh and KTIL Managing Director Dr Manoj Kumar K were also present at the press conference.

The draft design policy will be handed over to the Tourism Minister when the workshop concludes on Saturday. The workshop is being attended by around 200 delegates, including officials and representatives of Kerala Tourism and PWD.

Ends