



**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 Tourism Minister inaugurates Green Carpet Workshop**

**Thiruvananthapuram, Dec 8:** Kerala can be proudly called "God's Own Country" only when efforts are put in place to ensure security, cleanliness, hygiene, and scientific waste management methods, apart from offering unique experiences, Minister for Devaswom, Tourism and Co- Operation Shri Kadakampally Surendran said here today.

The minister, who was speaking at the inaugural function of a two-day workshop held as part of the Green carpet initiative conducted for the tourist officials at Maria Rani Centre, Sreekaryam, said the initiative is a firm step towards achieving these goals.

Shri Surendran also said there is an imperative need to ensure that that tourism activities should not be confined to just a few tourist centres, but should be expanded to other centres as well.

Officials of the Tourism Department should use their creative skills while carrying out their responsibility. They should be more innovative and experimental rather than being mechanical, he added.

"People have various views on hartals being organized in the state. But the Kerala Government's decision to exempt the state's tourism belts from hartal has yielded positive results. This was reflected in the latest hartal held in the state," he pointed out.

The inaugural function was presided over by Tourism Director Shri UV Jose.

Kudumbashree Executive Director Shri S Harikishore IAS; Suchitwa Mission Executive Director Smt Vasuki IAS; Green Village Executive Director Shri S Sugathan; Habitat Director Shri G Shankar; Responsible Tourism State Field Coordinator Shri Roopesh Kumar; Raj Bhavan PRO Shri Prince; Disaster Management Member Authority Member Secretary, Dr Shekhar L Kuriakose; and Prof Raghunandan (IRCTC) conducted classes on various topics.

Thiruvananthapuram District Tourism Promotion Council Secretary Shri TV Prashanth extended the vote of thanks. GKSF Coordinator Shri Madhu Kallelly was also present.

**Green Carpet Initiative to develop 79 tourism destinations**

**Thiruvananthapuram, Dec 9:** This two-day Green Carpet workshop aimed at ensuring sustainable development and maintenance of 79 select tourist destinations concluded today.

Managers, Deputy Directors, and District Tourism Promotional Council (DTPC) Secretaries from the selected Kerala tourism destinations attended the workshop at Maria Rani centre, Sreekaryam. The workshop designed a blueprint for 111 short term and long term projects.

"The 79 tourist destinations selected for the first phase of Green Carpet initiative will be turned into distinctive tourism friendly centres," said Tourism Director, Shri UV Jose at the concluding meet.

Prof Raghunandan (IRTC); KITTS Principal, Dr V Vijayakumar; Prof. Saroop Roy; and Responsible Tourism State Field Coordinator Shri Roopesh Kumar headed the panel discussions on various topics.



**Department of Tourism**

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: [info@keralatourism.org](mailto:info@keralatourism.org)

[marketing@keralatourism.org](mailto:marketing@keralatourism.org)

[www.keralatourism.org](http://www.keralatourism.org)

Tourism Additional Secretary Smt Saraswathy and Green Carpet Workshop Coordinator V Madhoosoodanan spoke on the occasion.