

Ministry of Tourism

**Nodal Officers for coordinating with Central Ministries
for MICE destinations during off season**

S. No.	Name	Designation	Mobile Number	Email ID
1.	Shri Anil Oraw	Regional Director (North)	8383067847	anil.oraw@nic.in
2.	Shri D. Venkateshan	Regional Director (West/Central)	9717000858	adit-tour@nic.in
3.	Shri Sagnik Chowdhury	Regional Director (East)	9955995670	sagnik.chowdhury@gov.in
4.	Shri Mohamed Farouk	Regional Director (South)	9810468262	mohd.farouk@nic.in

LIST OF SECRETARIES OF CENTRAL MINISTRIES/ DEPARTMENTS

S. No.	Ministry/ Department	Name	Telephone No.	Email Address
Ministry of Agriculture and Farmers Welfare				
1.	Department of Agriculture and Farmers Welfare	Shri Sanjay Agarwal	23382651 23388444 23386004	secy-agri@gov.in
2.	Department of Agricultural Research and Education	Dr. Trilochan Mohapatra	23382629 23386711	dg.icar@nic.in
3.	Ministry of Ayush	Shri Rajesh Kotecha	24651950	secy-ayush@nic.in
Ministry of Chemicals and Fertilizers				
4.	Department of Chemicals and Petrochemicals	Shri Yogendra Tripathi	23384196 23382467	sec.cpc@nic.in
5.	Department of Fertilizers	Shri Rajesh Kumar Chaturvedi	23381275 23383695	fertsec@nic.in
6.	Department of Pharmaceuticals	Ms. S. Aparna	23381573	secy-pharma@nic.in
7.	Ministry of Civil Aviation	Shri Rajiv Bansal	24610358	secy.moca@nic.in
8.	Ministry of Coal	Dr. Anil Kumar Jain	23384884	secy.moc@nic.in
Ministry of Commerce and Industry				
9.	Department of Commerce	Shri B.V.R Subrahmanyam	23063664 23063617	csoffice@nic.in
10.	Department of Promotion of Industry and Internal Trade	Shri Anurag Jain	23061815 23061667	secy-ipp@nic.in
Ministry of Consumer Affairs, Food and Public Distribution				
11.	Department of Consumer Affairs	Ms. Leena Nandan	23782807 23070121	secy-ca@nic.in
12.	Department of Food and Public Distribution	Shri Sudhanshu Pandey	23382349 23097018	secy-food@nic.in
Ministry of Communications				
13.	Department of Posts	Shri Vineet Pandey	23096060	secretary-posts@indiapost.gov.in
14.	Department of Telecommunications	Shri K. Rajaraman	23719898	secy-dot@nic.in
15.	Ministry of Corporate Affairs	Shri Rajesh Verma	23382324	secy.mca@nic.in
16.	Ministry of Culture	Shri Raghvendra Singh	23386995	secy-culture@nic.in
Ministry of Defence				

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17.	Department of Defence	Dr. Ajay Kumar	23012380 23011976	defsecy@nic.in
18.	Department of Defence Production	Shri Raj Kumar	23012527	sdps@nic.in
19.	Department of Ex-Servicemen Welfare	Shri B. Anand	23792913	secyesw@nic.in
20.	Ministry of Development of North Eastern Region	Sh. Sanjay kr. Singh	23022020 23022037	secydoner@nic.in
21.	Ministry of Earth Sciences	Dr. M. Ravichandran	24629771 24629772	secretary@moes.gov.in
22.	Ministry of Electronics and Information Technology	Shri Ajay Prakash Sawhney	24364041	secretary@meaty.gov.in
23.	Ministry of Environment, Forest & Climate Change	Shri Rameshwar Prasad Gupta	24695262 24695265	secy-moef@nic.in
24.	Ministry of External Affairs	Shri Harsh Vardhan Shringla	23012318 23012196	psfs@mea.gov.in
Ministry of Finance				
25.	Department of Economic Affairs	Shri Ajay Seth	23092611	secy-dea@nic.in
26.	Department of Expenditure	Dr. T. V. Somanathan	23092929 23092663	secyexp@nic.in
27.	Department of Financial Services	Shri Debasish Panda	23340222 23343478	secy-fs@nic.in
28.	Department of Revenue	Shri Tarun Bajaj	23092653 23092111 23095354	rsecy@nic.in
29.	Department of Investment and Public Asset Management	Shri Tuhin Kanta Pandey	24368040	secydivest@nic.in
Ministry of Fisheries, Animal Husbandry and Dairying				
30.	Department of Animal Husbandry and Dairying	Shri Atul Chaturvedi	23382608	secyahd@nic.in
31.	Department of Fisheries	Shri Jatindra Nath Swain	23381994	secy-fisheries@nic.in
32.	Ministry of Food Processing Industries	Smt. Pushpa Subrahmanyam	26493225 26492431	secy.mofpi@nic.in
Ministry of Health and Family Welfare				
33.	Department of Health and Family Welfare	Shri Rajesh Bhushan	23061863 23063221	secyhfw@nic.in
34.	Department of Health Research	Prof. Balram Bhargava	23736081	balram.bhargava@gov.in
Ministry of Heavy Industries and Public Enterprises				

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35.	Department of Heavy Industries	Shri Arun Goel	23063633 23061854	shioff@nic.in
36.	Department of Public Enterprises	Shri Ali Raza Rizvi	24366171 24360402 24362613	secy-dpe@nic.in
37.	Ministry of Home Affairs	Sh. Ajay Kumar Bhalla	23092989 23093031	hshso@nic.in
38.	Ministry of Housing and Urban Affairs	Shri Durga Shanker Mishra	23062377	secyurban@nic.in
Ministry of Education				
39.	Department of Higher Education	Shri K. Sanjay Murthy	23386451 23382698	secy.dhe@nic.in
40.	Department of School Education and Literacy	Smt. Anita Karwal	23382587 23381104	secy.sel@nic.in
41.	Ministry of Information and Broadcasting	Shri Apurva Chandra	23382639 23386530	secy.inb@nic.in
Ministry of Jal Shakti				
42.	Department of Water Resources, River Development and Ganga Rejuvenation	Shri Pankaj Kumar	23715919 23710305	secy-mowr@nic.in
43.	Department of Drinking Water and Sanitation	Shri Pankaj Kumar	24361011 24361245	secydws@nic.in
44.	Ministry of Labour and Employment	Shri Sunil Barthwal	23710265	secy-labour@nic.in
Ministry of Law and Justice				
45.	Department of Justice	Shri Barun Mitra	23383674	secy-jus@gov.in
46.	Department of Legal Affairs	Shri Anoop Kumar Mendiratta	23384205	secylaw-dla@nic.in
47.	Legislative Department	Dr. Reeta Vasishta	23384617 23387553	secyoffice-ld@gov.in
48.	Ministry of Micro, Small and Medium Enterprises	Shri BB Swain	23062107 23061023	secretary-msme@nic.in
49.	Ministry of Mines	Shri Alok Tandon	23385173 23382614	secy-mines@nic.in
50.	Ministry of Minority Affairs	Ms. Renuka Kumar	24364272	secy-mma@nic.in
51.	Ministry of New and Renewable Energy	Shri Indu Shekhar Chaturvedi	24361481 24362772	secy-mnre@nic.in
52.	Ministry of Panchayati Raj	Shri Sunil Kumar	23389008	secy-mopr@nic.in
53.	Ministry of	Shri Gyanesh	23017663	secympa@nic.in

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	Ministry of Personnel, Public Grievances and Pension			
54.	Department of Administrative Reforms and Public Grievances	Shri Sanjay Singh	23742133 23742546	secy-arp@nic.in
55.	Department of Pension and Pensioner's Welfare	Shri Sanjay Kumar Singh	23742546 24632463	secy-arp@nic.in
56.	Department of Personnel and Training	Shri Pradip Kumar Tripathi	23094848	secy_mop@nic.in
57.	Ministry of Petroleum and Natural Gas	Shri Tarun Kapoor	23383562 23383501	sec.png@nic.in
58.	Ministry of Power	Shri Alok Kumar	23710271 23711316	secy-power@nic.in
59.	Ministry of Railways	Shri RN Singh	23385227	secyrb@rb.railnet.gov.in
60.	Ministry of Rural Development	Shri Nagendra Nath Sinha	23382230 23384467 23389828	secyrd@nic.in
	Ministry of Science and Technology			
61.	Department of Science and Technology	Dr Renu Swarup	26510068 26511439	dstsec@nic.in
62.	Department of Bio-Technology	Dr Renu Swarup	24362950 24362881	secy@dbt.nic.in
63.	Department of Scientific and Industrial Research	Dr Shekhar C Mande	23717053 23710472 23731832	secy-dsir@nic.in
64.	Ministry of Ports, Shipping and Waterways	Dr. Sanjeev Ranjan	23714938	secyship@nic.in
65.	Ministry of Skill Development & Entrepreneurship	Shri Rajesh Aggarwal	23465833 23465834	secy-msde@nic.in
	Ministry of Social Justice and Empowerment			
66.	Department of Social Justice and Empowerment	Shri R. Subrahmanyam	23382683 23389184	secywel@nic.in
67.	Department of Empowerment of Persons with Disabilities (Divyangjan)	Ms. Anjali Bhawra	24369055 24369067	secretaryda-msje@nic.in
68.	Ministry of Statistics and Programme Implementation	Dr GP Samanta	23742150 23344689	secretary@mospi.gov.in
69.	Ministry of Steel	Shri Pradip Kumar	23063489	secy-steel@nic.in

		Tripathi		
70.	Ministry of Textiles	Shri Upendra Prasad Singh	23061769	secy-textiles@nic.in
71.	Ministry of Tribal Affairs	Shri Anil Kumar Jha	23381652	secy-tribal@nic.in
72.	Ministry of Women and Child Development	Shri Indevar Pandey	23383586 23386731	secy.wcd@nic.in
	Ministry of Youth Affairs and Sports			
73.	Department of Youth Affairs	Ms. Usha Sharma	23382897	secy-ya@nic.in
74.	Sports	Ms. Sujata Chaturvedi	23388623	secy-sports@nic.in

PRIORITY

No. NT-1101/3/2021
Government of India
Ministry of Tourism
(Niche Tourism Division)

1st Floor, Transport Bhawan,
1, Parliament Street,
New Delhi-110001

Dated: 15th February 2022

OFFICE MEMORANDUM

Subject: Promotion of Meetings, Incentives, Conferences, Exhibition (MICE) Tourism during off-peak season - reg.

The undersigned is directed to refer to D.O. letter of even number dated 25th October 2021 from Secretary (Tourism) and subsequent O.M. of even number dated 04th January 2022 addressed to Secretaries of all Central Ministries/Departments on the above subject (copy enclosed for ready reference).

2. It is once again brought to your notice that promotion of MICE Tourism during off-peak season is one of the priority areas identified by the Hon'ble Prime Minister. Ministry of Tourism has identified 5 pilot tourism destinations for promotion of MICE Tourism during off-season w.e.f. 1st April 2022 to 30th September 2022. A Brief about the same is annexed (**Annexure-I**).

3. The list of pilot tourism destinations is as follows:-

- (i) Varanasi
- (ii) Agra
- (iii) Khajuraho
- (iv) Hampi
- (v) Bodhgaya

4. It is accordingly requested that the Central Ministries/ Departments and the organizations under their administrative control may organize meetings and conferences preferably at any of these pilot tourism destinations. The information may kindly be provided to Ministry of Tourism in **Annexure-II** for compiling so that a consolidated report be submitted to PMO.

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5. The Ministry/ Department may contact Regional Directors of Ministry of Tourism or State Tourism Departments for any assistance in organizing the meetings/ conferences/ exhibitions, as per details given in the **Annexure-III**.

Encl: As above.

(Sanjay Singh)
Deputy Director General
Tel: 011-23714202

To

The Secretary,
All Ministries/Departments,
Government of India,
New Delhi.

Copy to:-

- 1) Regional Director (North), Ministry of Tourism
- 2) Regional Director (East), Ministry of Tourism
- 3) Regional Director (West), Ministry of Tourism
- 4) Regional Director (South), Ministry of Tourism
- 5) Principal Secretary, Department of Tourism, Government of Uttar Pradesh
- 6) Principal Secretary, Department of Tourism, Government of Madhya Pradesh
- 7) Principal Secretary, Department of Tourism, Government of Karnataka
- 8) Principal Secretary, Department of Tourism, Government of Bihar
- 9) Vice Chairman, India Convention Promotion Bureau (ICPB)

(Sanjay Singh)
Deputy Director General

Annexure-I**Reducing Seasonality at Tourism Destinations
By organizing Meetings and Conferences during off-season****1. Promoting MICE to reduce seasonality**

One of the key challenges of Tourism Sector is seasonality of our tourist destinations, which reduces the competitiveness and potential benefits of tourism. Hon'ble Prime Minister has directed to promote Meetings, Incentives, Conferences & Exhibitions (MICE) Tourism during off season at various tourism destinations in order to ensure that the tourism infrastructure such as hotels and other attractions are optimally utilized during off-season.

2. Pilot Tourist Destinations

In this connection, following tourist destinations have been identified by the Ministry of Tourism for promotion of MICE during off-season between 1st April to 30th September.

- (i) Varanasi
- (ii) Agra
- (iii) Khajuraho
- (iv) Hampi
- (v) Bodhgaya

3. Off Season

Currently, the off season for the above destinations is between 1st April to 30th September.

4. Promotion of MICE during off season – Generating Demand

Following three strategies to be used

(i) Central Government Ministries and PSUs

All Central Government Ministries and PSUs under them to be requested to organize their meetings, incentives, conferences and exhibitions at these destinations during off season.

(ii) State Governments

The Concerned State Governments to encourage all departments and PSUs to organise their meetings, incentives, conferences and exhibitions at these destinations during off season.

(iii) Private Sector

The Private Sector through their Associations such as CII, FICCI, ASSOCHAM etc. to be requested to encourage their members to organize meetings, incentives, conferences and exhibitions at these destinations during off season.

5. Supply Side

Following three strategies to be used"

(i) Attractive Discounts

Tourism and hospitality industry to provide attractive discounts for MICE events during off season.

(ii) Additional offerings

Develop additional offerings such as festivals and events during off season.

(iii) Special incentives

State Governments/ ASI can offer discounts in tickets for monuments during off season. They may also allow MICE organisers to host hi-tea, lunch and dinners at these attractions to provide them unique and exclusive experience. Some of the star speakers at such events may be hosted by Ministry of Tourism or State Tourism Department as an additional incentive to the organisers.

6. Action Plan**(i) Collect relevant data**

Collect relevant information regarding hotels, convention centres and other facilities and the discounts being offered at the destination. The data regarding number of events during the season and off-season in the past may also be collected.

(ii) Publicity and awareness

Wide publicity and awareness to be created amongst the Government and Private Sector entities with details of the offerings from the destination to attract them for holding MICE events at the destination.

(iii) Follow up with Government and Private Sector entities

Ministry of Tourism and State Tourism Departments to ensure active follow up with Government of Private Sector entities for organizing MICE events at these

destinations. Ministry of Tourism and State Tourism Departments to take lead in organizing events during off-season at these destinations.

(iv) Track progress

Track progress of number of MICE events hosted at these destinations and analyse the data with past years to develop insights and measure the efficacy of various measures and take suitable corrective action. Periodic reports to be submitted to Ministry of Tourism.

Annexure-II

Name of the Ministry/ Department/ PSU/other office under administrative control of the Ministry/ Department	
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S. No.	Date of Meeting/ Conference/ Exhibition	Subject	No. of participants

Annexure-III

**Nodal Officers for coordinating with Central Ministries
for MICE destinations during off season**

S. No.	Name of the Pilot Tourism Destination	Regional Director, Ministry of Tourism	Principal Secretary(Tourism) State Government
1.	Varanasi	Shri Anil Oraw, Regional Director (North) e-mail: anil.oraw@nic.in Mobile No. 83830-67847	Shri Mukesh Kumar Meshram, Principal Secretary (Tourism), Government of Uttar Pradesh e-mail: psec.tourism@gmail.com Tel. No. 0522-2237191/ 2239298/ 2308993
2.	Agra		
3.	Khajuraho	Shri D. Venkateshan, Regional Director (West) e-mail: adit-tour@nic.in Mobile No. 97170-00858	Shri Sheo Shekhar Shukla, Principal Secretary (Tourism), Government of Madhya Pradesh e-mail: pstourism@mp.gov.in Tel. No. 0755-2708517/ 2708451
4.	Bodhgaya	Shri Sagnik Chowdhury, Regional Director (East) e-mail: sagnik.chowdhury@gov.in Mobile No. 99559-95670	Shri Santosh Kumar Mall, Principal Secretary (Tourism), Government of Bihar e-mail: secy-tourism-bih@nic.in Tel. No. 0612-2215531/ 2234194
5.	Hampi	Shri Mohamed Farouk, Regional Director (South) e-mail: mohd.farouk@nic.in Mobile No. 98104-68262	Shri Pankaj Kumar Pandey, Principal Secretary (Tourism), Government of Karnataka e-mail: acs-tour@karnataka.gov.in Tel. No. 080-22255482/ 22034007

Government of India
Ministry of Jal Shakti
Department of Water Resources, RD & GR
Coordination Section

Room No.5, Ground Floor B Wing
Shastri Bhawan, New Delhi,
Dated:2nd November, 2021

OFFICE MEMORENDUM

Subject: Promotion of Meetings, Incentives, Conferences & Exhibitions (MICE) Tourism during off-peak season in identified destinations

The undersigned is directed to circulate herewith a copy of DO letter No. NT-1101/3/2021 dated 25.10.2021 from Ministry of Tourism (MoT) on the above subject matter for information and necessary action.

Encl: As above

(Shanbhu Nath Pal)
Under Secretary to the Government of India
E-mail: uscoord-mowr@nic.in
Tel: 23074033

To

- (i) All Wings/Divisions/SMDs of this Department
- (ii) All Organisation heads under DoWR, RD & GR



Government of India
Ministry of Jal Shakti
Department of Water Resources, RD & GR
Coordination Section

Room No.7, Ground Floor B Wing
Shastri Bhawan, New Delhi,
Dated: 18.02.2022

OFFICE MEMORENDUM

Subject: Promotion of Meetings, Incentives, Conferences, Exhibition (MICE) Tourism during off-peak season - reg.

The undersigned is directed to refer to Ministry of Tourism (MoT) O.M. No NT-1101/3/2021 dated 02.11.2021 and 15.02.2022 (copies enclosed) on the subject mentioned above and to say that Ministry of Tourism has identified 5 Pilot Tourism destinations (i.e. Varanasi, Agra, Khajuraho, Hamp and Bodhgaya) for promotion of Meetings, Incentives, Conferences, Exhibition (MICE) during off-season w.e.f. 01.04.2022 to 30.09.2022 and requested to provide information regarding meetings and conferences which may be organized by DoWR, RD & GR and organizations under it preferably at any of these 5 pilot tourism destinations in the attached prescribed proforma for their compilation and submission to PMO.

2. All Organizations / Wings under DoWR, RD & GR are therefore, requested to provide the requisite information (in MS Word) in the prescribed attached Proforma by 24.02.2022 through email at coord-mowr@nic.in. In case of NIL information, same may also be provided.

3. This issues with the approval of competent authority.

Encl: As above

(Shambhu Nath Pal)
Under Secretary to the Government of India
E-mail: uscoord-mowr@nic.in
Tel: 23074033

To

- (i) All Wings/Divisions/SMDs of this Department
- (ii) All Organisation heads under DoWR, RD & GR