



भारतपर्यटन दिल्ली, पर्यटन मंत्रालय, भारत सरकार  
**Indiatourism Delhi**  
MINISTRY OF TOURISM, GOVERNMENT OF INDIA

DO-17/135/2023-ITD

Dated: 12.02.2024

The Vice Chancellor/Registrar/Principal/HOD  
Universities/colleges

**Subject: Indian Tourism & Heritage of India quiz competition to create awareness about Indian Tourism & Heritage during 25.02.2024 to 10.03.2024 -reg.**

Sir/Madam,

Ministry of Tourism, Govt. of India (Northern Region) is organizing an online Quiz competition-2024 for the members of Yuva Tourism Clubs of Northern Region on “**India's Cultural Heritage and Tourism**” in association with Mind Wars (a unit of Zee Entertainment Enterprises Ltd. (ZEEL) for undergraduate and postgraduate students of all colleges/universities of Northern Region. The Ministry of Tourism launched the 'YUVA Tourism Club' campaign as part of Azadi ka Amrit Mahotsav (AKAM). This initiative aims to create awareness and a sense of responsibility towards our country's natural and cultural heritage/tourism amongst youth and develop young ambassadors of Indian tourism.

**The details of the Exclusive quiz are as below:**

1. Quiz will be categorized into two groups:  
Group 1: Bachelor's degree students  
Group 2: Master's degree students & above.
2. The quiz can be accessed on the **Mind Wars platform** (available on Google Play Store/App Store)
3. There will be 20 multiple-choice questions to be answered within a 10-minute timeframe.
4. The quiz can be taken in either Hindi or English.
5. No participation fee is needed to participate in this quiz.
6. All participants will receive e-Certificates of participation, while college Deans/Principals and Coordinating staff will receive e-Certificates of appreciation.
7. **Top 100 scorers** from each group will be awarded a gift hamper/souvenirs and merit certificate from Indiatourism, Delhi, Ministry of Tourism, Government of India, New Delhi.
8. In the next phase, the Ministry of Tourism will conduct a physical quiz competition for the winners of groups 1 and 2. The top 20 students may be considered for a Familiarization (FAM) trip organized by the Ministry of Tourism in Delhi.
9. The quiz will be open from February 25 to March 10, 2024, focusing on the theme “**India's Cultural Heritage and Tourism**”
10. **For participation in the Quiz competition, it is mandatory for the college/Universities to register for the Yuva Tourism Club on the website: - [www.ytc.tourism.gov.in](http://www.ytc.tourism.gov.in)**

**Note: College heads & officials of universities are kindly requested to encourage students for participation in the quiz competition and to become members of the Yuva Tourism Club of the Ministry of Tourism, Govt. of India.** Further details are available at [www.ytc.tourism.gov.in](http://www.ytc.tourism.gov.in), and a sample Club Registration form is attached for reference. For any queries, please call or WhatsApp on the helpline number 9625933434. Scan the below QR code to participate



Yours faithfully,

(Dr. R.K.Suman)

Regional Director (North)

contd - pg-2/-

- Copy to: 1. Ms. Rehana, Coordinator-Mind Wars, Zee Entertainment Enterprises Ltd. (ZEEL)  
2. University Grants Commission, Bahadur Shah Zafar Marg, New Delhi-110002  
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110054  
4. Concerned Officers/officials of Education departments of Govt. of Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Ladakh, J&K, Uttar Pradesh, Uttarakhand, Delhi.



(Dr. R.K.Suman)  
Regional Director (North)

## CLUB REGISTRATION FORM

Name of Institute / Yuva Tourism Club \*

Test Institute

UDISE Code (Unified District Information System for Education) \*

07456753568

No of Students / Members \*

15

Coordinator Name \*

firstname Lastname

Designation \*

Co-ordinator

Email ID \*

test@gmail.com

Mobile Number \*

9999999999

Region \*

North

State \*

Uttar Pradesh

Address \*

18/309 Mayur Vihar Phase-1, New-Delhi-110091

User ID \*

test12

Password \*

\*\*\*\*\*

Very Strong

Confirm Password \*

\*\*\*\*\*

Captcha Code \*

20



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ज्ञान-विज्ञान विमुक्तये

प्रो. रजनीश जैन  
सचिव

**Prof. Rajnish Jain**  
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग  
**University Grants Commission**

(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

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**D.O.No.2-77/2022 (CPP-II)**

**September, 2022**

**Sub: National Tourism Youth Clubs**

13 SEP 2022

Respected Madam/Sir,

Ministry of Tourism, Government of India is celebrating this year at India@75 by launching the campaign "Yuva Tourism Club" with the strategic objective of creating interest, awareness and a sense of responsibility towards our country's natural and cultural heritage/ tourism amongst the youth.

India's large youth population is the driving force towards the culture of innovation, entrepreneurship and diversity. In view of the demographic dividend that India has, it is essential to inform and educate these young minds about India's natural and cultural heritage through tourism.

The vision is to nurture and develop young ambassadors of Indian tourism who would become aware of tourism possibilities in India, appreciate our rich cultural heritage and develop an interest and passion for tourism. Participation in Tourism Clubs is also expected to facilitate development of soft skills like teamwork, management, leadership besides encouraging adoption of responsible tourism practices and concern for sustainable tourism.

All the Higher Educational Institutions (HEIs) and their affiliated colleges/institutions are requested to disseminate the information and encourage students to take part in tourism club. A copy of the Concept Note on the tourism is attached herewith as **Annexure-1**.

With kind regards,

Yours sincerely,

  
(Rajnish Jain)

To  
**The Vice-Chancellors of all Universities**  
**The Principals of all Colleges/Institutes**



# **National Tourism Youth Clubs**



**Ministry of Tourism  
Government. of India**







## 1 Background



1.3 billion people of India makes the country the second most populous in the world, but with an average age of 29, it has one of the youngest populations globally. India is home to a fifth of the world's youth demographic and this population advantage could play a critical role in achieving the nation's ambitious target to become a US \$ 5 trillion economy. The large youth population offers both a workforce as well as a market. These young people are driving a culture of innovation, entrepreneurship, and diversity.

In view of this demographic dividend that India has, it is essential to educate and elevate these young minds towards India's natural and cultural heritage through tourism.

Ministry of Tourism intends to celebrate this year at India@75 by launching a campaign focussed towards "YUVA Tourism". In this respect, one of the initiative would be to develop Tourism Clubs. These clubs would target different categories from schools, colleges and working age groups.





## 2 Objective



Tourism clubs is an important aspect for promoting responsible and sustainable tourism in the country. The initiative would help in developing the right culture among the youth of the country through formulating social clubs at various academic institutions. The major objective of the proposed mission could be to:

- To educate youth about diverse cultures and geographies of the country
- To appreciate the importance of travel and tourism in education
- To create awareness about tourism opportunities at an early stage
- To teach and propagate responsible tourism practises
- To train students as skilled tourist guides and volunteers in hospitality sector
- To facilitate better coordination for study tours and student exchange programmes



### 3 Tourism Clubs at School/ College/ University levels



Tourism Clubs would be encouraged at the level of Schools (Classes VII onwards) and Colleges. Each College and School to have a dedicated Tourism Club which would be headed by a Faculty and a Student Co-ordinator, responsible for functioning of the clubs. Members would consist of students with criteria of selection and limit decided by each institution. Tourism Club at this level to have minimum 25 Student Members. Following activities at School/ College level are proposed:

- Organise Competitions: Essay writing, Logo Designing, My Shot, Quiz, Painting, Poster Designing
- Inclusion of travel and tourism in curriculum.
- Organise sustainable and responsible tours in line with the SDG agenda: Minimum impact to natural areas that conserves environment, travellers get a chance to interact with local people and to understand their culture and tradition.
- Travel to locations in off-peak period which would help boost local tourism economy.
- Various tournaments can be combined with tourism wherein Students can engage in tourism activities at locations.
- Discovery of a lesser-known destination with information on possible travel itineraries, nearby destinations, tourism potential, etc.
- Feedback on social media platforms thereby marketing the Indian destinations.





## 4 District / Zonal / State Level Tourism Clubs



The Regional Clubs would be overseeing the functions of individual Tourism Clubs. Proposed activities of these District / Zonal / State Level Tourism Club are proposed as follows:

- Organise Conventions for competitions, seminars, informal activities related tourism
- Organise specialised tours (theme based) such as Nature (birding, safari, trekking), heritage, pilgrimage, wellness, rural etc.
- Seminar sessions by eminent persons from tourism and hospitality industry
- Research group for identification of destinations with high tourism potential in the State.





## 5 Role of Ministry of Tourism



**Ministry of Tourism** would anchor the entire program by laying down policy / guidelines and providing requisite support.

- Ministry would encourage States to propagate the program through their Schools and other institutions for developing Clubs and undertaking proposed activities.
- Facilitate Student inter-state Exchange programs
- Annual National enlisting of destinations with high tourism potential
- Publication of Annual journal on activities and initiatives of the various Tourism clubs
- Review activities of various Clubs at Zonal / State level.
- Interact with other line ministries /agencies for providing support to the program





## 6 Role of other Central Ministries



**Ministry of Education** to coordinate with institutions such as NVS, KVS, CBSE, Universities and Colleges to facilitate formulation of Tourism Clubs and related activities

**Ministry of Youth Affairs and Sports** can act as a facilitator and help in developing Tourism Clubs through its schemes such as RYSK, NSS; Institutions such as RGNIYD and programs such as National Youth Leaders Programme, etc.

**Ministry of Culture** could promote cultural heritage of India through formation of Tourism Clubs under its affiliated Academies and Buddhist Institutes.





## 7 Convergence with National Missions



**Digital India Mission** – Today’s youth use the latest technology and remains active on the social media platforms. The feedback received by the youth shall help in promoting India tourism through social media platforms. Digital India Mission and PM Wani Scheme can provide effective wi-fi connectivity at tourist destinations which can be used by these young travellers.

**Atmanirbhar Bharat** – Travel to lesser-known locations, in off-peak period and spending on local products would help boost local economy, making India self-reliant.

**PM’s Mentoring YUVA Scheme** – The scheme helps in creating a pool of authors of below 30 years who are ready to express themselves and project India on any international platform. It also helps in projecting Indian culture and literature globally. Travelling to newer locations would provide opportunity for young minds to write about tourism and cultural heritage.







## 8 Overall Impact



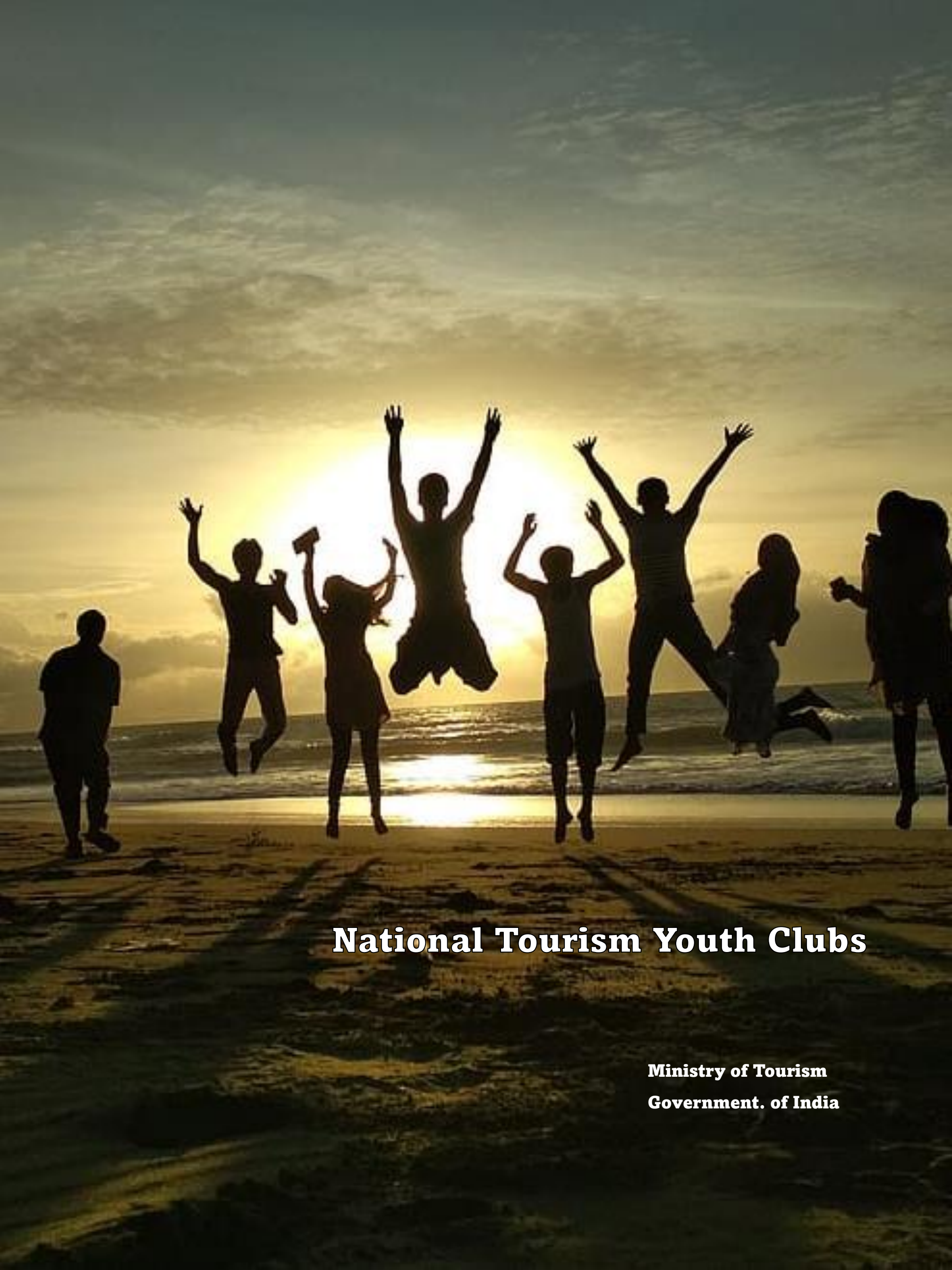
The main motive behind the initiative is to develop young ambassadors of India Tourism as the country heads towards 75 years of independence. Experiences shared by the young ones shall encourage their family to also travel, thereby increasing the interest and overall footfalls.

Spending on local items such as handicrafts, souvenirs, etc. would boost local economy, thereby contributing towards Atmanirbhar Bharat.

Feedback from these young travellers on the infrastructure, services and overall destination experience would help in improving the facilities and promoting India on national and international platforms.







# **National Tourism Youth Clubs**

**Ministry of Tourism  
Government of India**