



Research Unit
Press Information Bureau
Ministry of Information and Broadcasting
Government of India



G20 Series #61

India's G20 Presidency

3rd Tourism Working Group Meeting

(Srinagar, Jammu and Kashmir – May 22 - 24, 2023)

(Ministry of Information & Broadcasting)

May 25, 2023

“Tourism has the same potential in the country as agriculture, real estate development, infrastructure and textile.”

- [Prime Minister Narendra Modi](#)

G20 India came to ‘Paradise on Earth’ with the might of the Himalayas, beautiful gardens, the charm of the Dal Lake and home to rich handicrafts - Jammu & Kashmir, which provided a perfect setting for the 3rd Tourism Working Group (TWG) Meet.

The 3rd G20 Tourism Working Group Meeting was held from May 22 to 24, 2023 in Srinagar, Jammu and Kashmir. There were two key deliverables of the Tourism Working Group, which included the Goa Roadmap for Tourism as a vehicle for achieving sustainable development goals (SDGs) and the G20 Tourism Ministers’ Declaration.

This was the only working group meeting that took place in Srinagar as part of the G20 effort with excellent response from all the member countries, all the invited countries and the international organisations, having the highest participation registered compared to the first two Tourism Working Group Meetings at Rann of Kutch and Siliguri.

The 3rd Tourism Working Group Meeting deliberated on the five key priority areas namely:

- ❖ **Green Tourism**
- ❖ **Digitalization**
- ❖ **Skills**
- ❖ **MSMEs**
- ❖ **Destination Management**

These priorities are key building blocks for accelerating the transition of the tourism sector and achieving the targets for Sustainable Development Goals.

[Upon their arrival, delegates of the 3rd TWG Meeting](#) were met with a burst of colour, smiles and the warmth of Jammu & Kashmir. The melodious music & a lively glimpse into the culture of Srinagar made the moment extra special!

Day 1: May 22, 2023

The first day of the meeting kicked off with a side event focused on enhancing film tourism to promote economic growth & cultural preservation. It also highlighted the impact of film tourism on the development & promotion of destinations.

Union Minister of State (Independent Charge) Science & Technology; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh and Union Minister of Culture, Tourism and the Development of the North Eastern Region, Shri G Kishan Reddy addressed the side event on **‘Film Tourism for Economic Growth and Cultural Preservation’**.



Speaking during the occasion, Dr. Jitendra Singh said, the youth of Kashmir is highly aspirational, sensitive and forward-looking and can see the enormous opportunities unfolded by Prime Minister Narendra Modi for the people of this country. This 3rd Tourism Working Group Meeting at Srinagar along with its side events will create job opportunities for the youth of Jammu and Kashmir as the **new and peaceful Jammu and Kashmir** is attracting filmmakers not only from India but across the world due to its pristine beauty.

He further highlighted that, under Prime Minister Narendra Modi, Kashmir is going to be the most profitable, cost-effective and economically viable film destination.

In this address, G. Kishan Reddy said, India will be one stop for film production having beautiful locations, talented technicians, and state-of-art post-production facilities that can create amazing visuals with world-class sound effects. Winning two Oscars this year was a historic moment for us, for ‘Naatu Naatu Song’ and for ‘The Elephant Whisperers’ documentary, said Sh. Reddy.

G20 Sherpa, Amitabh Kant said, Prime Minister Narendra Modi believes that tourism has the biggest multiplier effect being the biggest job creator and this G20 meeting will lead to more job creation in J&K. Praising Kashmir for its pristine beauty, Sh. Kant said, there is no better film destination than Kashmir which has everything to offer to the film industry.

Indian film actor, producer and entrepreneur, K. Ram Charan who was present during the occasion took part in a conversation with film critic and journalist Mayank Sharma. During his conversation, Sh. Charan said the beauty of Kashmir is magical as it attracts people towards its pristine beauty and



magical mountains. The 'Naatu Naatu' star, Ram Charan & delegates had everyone in awe of their [impromptu performance on the catchy Oscar-winning track](#).

During the occasion, Draft National Strategy for Film Tourism was unveiled in the presence of Dr. Jitendra Singh, Sh. G. Kishan Reddy, Sh. K. Ram Charan, Sh. Amitabh Kant, Sh. Apurva Chandra (Secretary, Ministry of Information & Broadcasting) and Sh. Harsh Vardhan Shringla (G20 Chief Coordinator).



On the sidelines, a panel discussion aligned with the 5th priority of the Tourism Working Group on Destination Management highlighted the challenges associated with country-specific enablers adopted for promoting destinations through films and also emphasised the impact of film tourism on these destinations.



Day 2: May 23, 2023

Lieutenant Governor of Jammu and Kashmir, Shri Manoj Sinha inaugurated the 3rd Tourism Working Group Meeting at SKICC Srinagar in the presence of Union Minister of State (Independent Charge) Science & Technology; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh; Union Minister of Culture, Tourism



and the Development of the North Eastern Region, Shri G Kishan Reddy and Union Minister of State for Tourism and Defence Shri Ajay Bhatt. The inaugural ceremony was attended by the delegates of G20 nations, international organisations and invited countries.

Speaking on the occasion, Lieutenant Governor J&K, Sh. Manoj Sinha said, under India's G20 Presidency, the G20 tourism working group is focusing on five inter-connected priority areas that will provide a roadmap for tourism as a tool for achieving sustainable development goals.

Later, Union Minister of State Science & Technology; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh, Union Minister of Culture, Tourism and the



Development of the North Eastern Region, Shri G. Kishan Reddy addressed the side event on the theme '**Promoting Incredible India through Film Tourism**' on the sidelines of 3rd Tourism Working Group Meeting. The side event was also attended by the Secretary, Ministry of Information & Broadcasting,

Government of India, Sh. Apurva Chandra. The side event on Tourism was aimed at furthering the scope of the film tourism sector and highlighting all the aspects of Incredible India.

During the event, Dr. Jitendra Singh said, India has no dearth of talent having the century-old film legacy with leading names of Guru Dutt and Satyajit Ray who have been acknowledged for their artwork despite no avenues and facilities. Dr. Singh hoped that the business community will help in scaling up the efforts already taken by the Ministry of Tourism and Ministry of Information & Broadcasting.

Secretary, Ministry of Information and Broadcasting, Shri Apurva Chandra in his detailed session on **‘Facilitating Film Tourism in India through Film Facilitation’** said, India’s film sector has a lot to offer to the world - skilled manpower, visualisation and sound effects. The culture and heritage of India provide an enabling environment for the world to shoot the best films here, Sh. Chandra added. He also highlighted India as a hub of animation, visual effects and gaming. A number of noted masterpieces, the big budget films have been produced in India with lesser production costs which is a magnet of attraction to the filmmakers, he added.



On the sidelines of the TWG Meeting, representatives from J&K, Rajasthan, Gujarat and Madhya Pradesh emphasised the success these scenic regions have seen as filming locations. The session also highlighted the progress made in terms of policies & best practices.



There were two sessions held on the following topics:

The first session was on **'Goa Roadmap for Tourism as a Vehicle for Achieving SDGs'**, which will guide policymaking in the Tourism sector in line with the UN’s Agenda 2030.





The second session saw delegates discussing the **Draft Outcome Document** presented by G20 India - the 'G20 Tourism Ministers' Declaration 2023'. This aims to guide respective national policies & strengthen international cooperation for further development of the Tourism-sector.

Further, Union Minister Shri G Kishan Reddy & MoS Dr. Jitendra Singh launched the **Travel for LiFE Programme** which follows an actionable & innovative approach for India to bring change in demand & supply dynamics, fostering a paradigm shift towards sustainability.



Day 3: May 24, 2023

On Day 3, delegates started their day with a [calming yoga session](#) & later explored the rich culture of J&K through [elaborate excursions](#) to the famous Nishat Bagh, Polo View Market & Pari Mahal. G20 Delegates were dressed in traditional attire on a visit to the famous Nishat Bagh in Srinagar.



Other Highlights

1. An exhibition organised on the sidelines of the 3rd TWG Meet showcased an array of traditional handicrafts from the culturally rich region of Jammu & Kashmir. G20 India delegates admired the exquisite craftsmanship & intricate designs that adorned each unique piece.
2. Witnessing the most essential part of a tourist experience in Srinagar, [G20 India delegates paid a visit to the magnificent Dal lake where they rode in J&K's renowned & charming boats - Shikaras.](#)
3. Delegates at the 3rd TWG Meet witnessed a mesmerising display of [vibrant & traditional folk performances](#). They were moved by the region's extraordinary diversity & artistic brilliance.
4. Delegates of the 3rd TWG Meeting explored the soulful symphonies of Jammu & Kashmir through [traditional musical performances](#).



References:

- [Srinagar to host '3rd G20 Tourism Working Group Meeting' from 22nd to 24th May](#)
- [Union Ministers Dr. Jitendra Singh and G. Kishan Reddy addresses side event on 'Film Tourism for Economic Growth and Cultural Preservation' during 3rd Tourism Working Group Meeting at Srinagar](#)
- [The logo and the theme of India's G20 Presidency together convey a powerful message, which is of striving for just and equitable growth for all in the world: Dr. Jitendra Singh](#)
- [Dr. Jitendra Singh addresses side event on 'Promoting Incredible India through Film Tourism' on the sidelines of 3rd Tourism Working Group Meeting](#)
- [LG J&K, Sh. Manoj Sinha inaugurates 3rd Tourism Working Group Meeting in presence of Union Ministers Dr. Jitendra Singh, Sh.G. Kishan Reddy and Ajay Bhat](#)
- [Dr. Jitendra Singh & Sh. G. Kishan Reddy address side event on 'Promoting Incredible India through Film Tourism' on the sidelines of 3rd Tourism Working Group Meeting](#)

Video Links:

- [MEDIA BRIEFING On 3rd Tourism Working Group Meeting, Srinagar, Jammu and Kashmir](#)
- [INAUGURAL SESSION For 3rd Tourism Working Group Meeting Srinagar, Jammu and Kashmir](#)

NR/HP/RK/KG