

**INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAWAN: NEW DELHI-110 001**

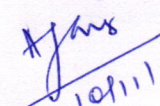
F.No.21-66/2021-CDN

Date: -10.11.2021

**ENDORSEMENT**

**Sub: - Promoting Meetings, Incentives, Conferences & Exhibitions (MICE) tourism during the off season at various tourism destination – Regarding**

Ministry of Tourism, New Delhi has issued a D.O. letter No. NT-1101/3/2021 dated 25<sup>th</sup> October, 2021 regarding above subject. The above mentioned D.O. dated 25.10.2021 is being uploaded on the ICAR website [www.icar.org.in](http://www.icar.org.in) and e-office for information and necessary action.

  
10/11/21

(Ajai Verma)

Deputy Secretary (GAC), ICAR

**Distribution:-**

1. All the Directors/ Project Directors/ NRCs/ PDs/ ZPDs/ Bureaux/ ATARIs for information and compliance.
2. All officers/ Sections at ICAR Krishi Bhawan/ KAB-I & II/ NASC.
3. Sr. PPS to DG, ICAR/ PPS to FA, ICAR/ PPS to Secretary, ICAR
4. Media Unit for placing on the ICAR Website.
5. Guard file/ spare copies.





सचिव (डेयर) एवं मनि (आ.क. अनु.प.) का कार्यालय  
सचिव (डेयर) एवं मनि (आ.क. अनु.प.) का कार्यालय  
Office of Secy. (DARE) & DG (ICAR)  
Office Dy. No. 892342  
Date 01/11/2021  
भारत सरकार  
पर्यटन मंत्रालय  
नई दिल्ली  
SECRETARY  
GOVERNMENT OF  
MINISTRY OF TOURISM  
NEW DELHI

Dated:- 25<sup>th</sup> October 2021

Office of Dir (TS&GAC)  
Dy. No. 197/A  
Date. 2/11/21

2. In this connection, the following destinations have been identified by the Ministry of Tourism for promotion of MICE during off-season (April - September):-

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

3. In order to promote MICE Tourism, especially in the off season, it has been decided that all Central Government Ministries and PSUs may be advised to schedule their meetings, conferences, exhibitions, etc., at these destinations.

4. I would request you to issue instructions to the concerned officers of your Ministry/Department to schedule Meetings/ Conferences/ Seminars/ Exhibitions in respect of your Ministry/ Department and PSUs at the above identified destinations in off-season. A list of Nodal Officers of my Ministry for coordinating the above is enclosed.

With regards,

~~Yours sincerely,~~

Director (GAC)

All Secretaries, Ministries/Departments, Government of India, New Delhi

Encl. :- As above.

परिवहन भवन, 1 संसद मार्ग, नई दिल्ली - 110001 दूरभाष : +91-11-23711792, 23321395  
Transport Bhawan, 1 Parliament Street, New Delhi - 110001 Tel : +91-11-23711792, 23321395

फैक्स / Fax : +91-11-23717890 ई-मेल / E-mail : [sectour@nic.in](mailto:sectour@nic.in)



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

(CAO&T) ID to govt  
Office of Dir (T&C)  
Ministry of Tourism  
New Delhi