



(Established in 1988)
India Convention Promotion Bureau
(Sponsored by Ministry of Tourism, Government of India)

MICE *Pulse*™

An Initiative of India Convention Promotion Bureau (ICPB)

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Chairman's Message

M.R. Synrem, IAS
Chairman, ICPB



As we reflect on the past few months, it is important to acknowledge the immense potential that India holds in the global MICE landscape. The success of the G20 Presidency, with over 60 destinations across India hosting world-class events for delegates from all corners of the globe, has demonstrated beyond doubt that our country is capable of managing events of the highest scale and quality. The feedback from international delegates was overwhelmingly positive, reaffirming India's ability to deliver exceptional MICE experiences.

Yet, while MICE is a vast global industry, India has thus far captured only a small fraction of the business. We have not even begun to scratch the surface. The opportunity is immense, but realizing it requires collective effort, collaboration, and vision. Each stakeholder—government bodies, industry players, associations, and partners—must work in synergy to elevate India's global positioning.

To this end, initiatives like the 'Meet in India' campaign are crucial. They reflect our ambition to improve India's standing in international MICE rankings. At present, India is still outside the top 20, but with focused efforts, I believe we can steadily climb to a stronger position, targeting a rank of 28 and beyond in the coming years. With determination, teamwork, and strong leadership, this goal is well within our reach.

Equally important is our representation at major international platforms—such as IMEX Frankfurt, IBTM, and ITB. If we can unify our efforts and work in close coordination with the Ministry of Tourism, India can project itself with far greater strength and visibility. Such leadership at global shows will be vital in establishing our country as a premier convention destination.

I take this opportunity to thank all our members and partners for their commitment and enthusiasm. This is just the beginning of an important journey. If we continue to meet, share ideas, and work collectively, I am confident that we can position India as a true global MICE leader.



Scan the QR Code to visit the newly-launched Incredible India Website and treat yourself to a wealth of information on India.

Vice Chairman Message

Chander Mansharamani, Vice Chairman, ICPB & MD, Alpcord Travels



Welcome to yet another edition of the ICPB Newsletter. The month gone by was full of conventions and conclaves where the scope of MICE growth in India was widely discussed, including at our own ICPB Interactive Member's Meet. These platforms continue to underline the tremendous opportunities MICE tourism holds for India and the role we must play in shaping this growth story.

At ICPB, our focus remains on building capabilities and creating opportunities for members and stakeholders. This year we are planning to have Mega MICE "Meet in India" Conclave in Delhi. Our vision is to hold one CIC annually, along with a Summit Conclave once every year, in response to growing interest from state governments eager to host these prestigious gatherings.

We are also exploring the establishment of an ICPB Bureau in the North-East, a region with immense potential for MICE. Last month, we conducted a very successful one-day training program at Ibis. Building on this, our next step is a two-day training program by November on "Marketing India as a Convention Destination and Bidding Strategies." Such initiatives are crucial in preparing our industry to compete more effectively in the global arena.

As we continue to strengthen India's position as a leading MICE destination, I see the need to organize both domestic and international roadshows. A domestic roadshow is planned in New Delhi, while cities like Geneva and Amsterdam are being considered for global outreach.

It is equally important to develop a systematic lead-generation mechanism and seek government support through incentives such as GST benefits, financial aid, and hosting support. Reinstating a functional MDA scheme for ICPB members and forming city bureaus under ICPB's state chapters are critical next steps.

I have also requested that a joint meeting be organized with all State Tourism Departments and ICPB to align strategies and policies, positioning states as strong regional MICE hubs. To further guide our growth, ICPB must establish a MICE Advisory Board of senior industry experts.

Lastly, our ICPB MICE Planner should be more dynamic, with updated information accessible on the Ministry of Tourism's website, integrated with the dedicated MICE flipbook. A comprehensive "Meet in India" branding campaign will be key in positioning India as a premier global MICE destination.

As Vice Chairman of ICPB, I believe it is time for our industry to reposition itself as agile MICE facilitators. By embracing this segment, we can ensure sustainable growth and firmly place India on the global convention map.

Building a culture of Responsibility in Indian Tourism

Rakesh Mathur,
Honorary President & Founding Member, RTSOI



Tourism in India is a powerful force for economic growth, cultural exchange, and community development. Yet, the sector faces pressing challenges in adopting responsible practices that can ensure its sustainability for generations to come. In my view, a few key areas need urgent and practical interventions.

First, we cannot overlook the unorganised sector, which forms nearly 60–70 percent of India's tourism landscape—ranging from dhabas and roadside facilities to unregistered guesthouses. These establishments often operate outside the ambit of regulation. Strict guidelines, training, certification, and design controls aligned with the environment must be made mandatory, with fines imposed for violations. Without this, growth will come at the cost of sustainability.

Second, the use of plastic in tourism-intensive areas must be firmly addressed. A complete ban on single-use plastic bags and 200 ml water bottles is essential, especially in hotels, banquets, and weddings. Deposit-based systems for plastic bottles entering sensitive tourist areas can reduce waste, while substituting with glass bottles and water stations will instil long-term behavioural change.

Third, responsible travel is not merely about facilities—it is also about travellers themselves. Guidelines must be clearly displayed at entry points, awareness campaigns run consistently across social and national media, and fines imposed on violators. A “Responsible Traveller Campaign” can play a significant role in shifting attitudes.

Road travel safety is another area of grave concern. Construction on and encroachment on highways, reverse traffic and liquor vends in rural stretches contribute to accidents and loss of life. These must be curbed through strict enforcement.

Policies alone are not enough. Regular workshops for service providers at the grassroots level should be budgeted by every tourism institution. Too many well-meaning policies remain confined to conference rooms. Capacity building at the ground level will make a real difference.

More importantly, we must cultivate responsibility early. Compulsory interactive sessions in schools—covering hygiene, sanitation, waste segregation, energy and water conservation, disaster preparedness, and road safety—can foster a new generation of responsible citizens. This must be complemented by compulsory social service and NCC every alternate Saturday.

Lastly, the implementation of carrying capacity studies and responsible tourism certifications should be non-negotiable. Without these, destinations will continue to buckle under the weight of over-tourism.

Responsible tourism is not a choice but a necessity. Only by embedding responsibility into policy, practice, and culture can India's tourism truly thrive while safeguarding its environment, communities, and heritage.

ICPB hosts Members' Interactive Meet to strengthen India's MICE potential



The India Convention Promotion Bureau (ICPB) successfully organised its Members' Interactive Meeting on August 21, 2025, at The Imperial Hotel, New Delhi. The session was chaired by Mr. M.R. Synrem, IAS, Chairman, ICPB & Joint Secretary, Ministry of Tourism, Government of India, and attended by Mr. Arun Srivastava, Joint Director General, Ministry of Tourism, along with ICPB Vice Chairman Mr. Chander Mansharamani, Honorary Treasurer Mr. Neeraj Dhawan, Executive Director Dr. Poonam Rajput, Board Members, and distinguished leaders of the MICE industry.

Addressing the gathering, Mr. M.R. Synrem, IAS, Chairman, ICPB & Joint Secretary, Ministry of Tourism, said, "The successful hosting of the G20 events demonstrated India's growing strength as a MICE destination. This momentum must be leveraged to bring more large-scale international events to our country."

Adding to it, Mr. Arun Srivastava, Joint Director General, Ministry of Tourism, emphasized the government's long-term vision, "Rather than focusing only on immediate promotion, the Ministry is committed to building a strong and sustainable foundation for the MICE sector. We are encouraging states to establish City Convention Promotion Bureaus,

which will create an ecosystem that supports the industry's long-term growth and global competitiveness."

Mr. Chander Mansharamani, shared, "ICPB is working to ensure greater engagement and visibility for India's MICE sector. We plan to host one Conventions India Conclave (CIC) and one State MICE Conclave annually, with proposals currently in discussion with Rajasthan, Odisha, and Karnataka. Our first training program has been successfully completed, and the next session in November will focus on Marketing India as a Convention Destination and the Bidding Process. In addition, we are planning a domestic roadshow in New Delhi and international roadshows in Geneva and Amsterdam."

Mr. Neeraj Dhawan, extended a warm welcome to all attendees, outlined the agenda of the meeting, and delivered the Vote of Thanks. He acknowledged the valuable contributions of Mr. M.R. Synrem, Mr. Srivastava, Mr. Mansharamani, and Dr. Rajput. He also expressed gratitude to all members for their presence and thanked The Imperial, New Delhi, for their warm hospitality and gracious hi-tea. "Together, we can strengthen ICPB's vision of positioning India as a global MICE leader," he added.

FAITH Conclave 2025 charts unified roadmap for a \$3 trillion Indian Tourism Economy by 2047

The Federation of Associations in Indian Tourism & Hospitality (FAITH) concluded its two-day FAITH Conclave 2025 in New Delhi with a powerful demonstration of unity, vision, and national ambition. Under the theme “Indian Tourism – Invincible Spirit”, the event brought together leaders from government, defence, aviation, and the tourism industry to define a shared strategy position India as a global tourism powerhouse.

The Conclave—chaired by Ajeet Bajaj, Vice Chair of FAITH—was attended by the presidents of India’s 10 major tourism and hospitality associations, senior policymakers, state tourism officials, and global industry leaders. Together, they unveiled Tourism Vision 2047: a roadmap to build a \$3 trillion tourism economy, attract 100 million inbound tourists, facilitate 20 billion domestic visits, and create 200 million tourism-driven jobs by India’s centenary year of independence.

Amitabh Kant, G20 Sherpa and architect of Incredible India, called for a ₹20,000 crore global marketing push, GST simplification, and major urban renewal for an elevated visitor experience. Puneet Chhatwal, Chairperson, FAITH underlined tourism’s role as India’s soft power and the world’s leading job creator. External Affairs Minister Dr. S. Jaishankar positioned tourism as a strategic pillar of India’s diplomacy, alongside Trade and Technology.

Union Minister Gajendra Singh Shekhawat praised FAITH’s role as a “strong think tank”.



IATO Convention in Focus

The 40th Annual IATO Convention, held from August 22–24 at Swosti Premium Beach Resort in Puri, drew over 1,200 delegates from across India. Beyond the traditional charm of Puri, the convention became a hub of insightful sessions and thought leadership on repositioning India's tourism narrative with a strong focus on MICE.

In the keynote panel, Suman Billa, Additional Secretary & Director General, Ministry of Tourism, called for a paradigm shift in how tourism campaigns are crafted and delivered. He urged moving away from siloed marketing—where national “Incredible India” branding runs separately from state-level promotions and private initiatives—to a model of strategic convergence. Billa emphasized harnessing the many “voices” already speaking positively about India and aligning them into a unified, conversion-driven approach.

In another session, he highlighted the need for a centralized MICE ecosystem. Drawing from global models such as Dubai and Singapore, Suman Billa recommended establishing dedicated MICE promotion bureaus to create a cohesive local ecosystem and boost India's share—currently under 5%—of the global MICE market.

The convention's “Rejuvenate Inbound” theme resonated through these discussions, underlining that elevating India's MICE capabilities demands strategic collaboration, stronger branding, and institutional innovation.



A landmark recognition for ICPB at ITCTA 2025

The India Convention Promotion Bureau (ICPB) is proud to share that it has been honoured at the prestigious International Tourism Conclave & Travel Awards (ITCTA) 2025 for its outstanding contribution to the growth of the MICE (Meetings, Incentives, Conferences & Exhibitions) sector in India.

This recognition is a testament to the relentless efforts of the Bureau in building India's reputation as a world-class MICE destination. Over the past year, ICPB has worked tirelessly to showcase India's state-of-the-art infrastructure, rich cultural heritage, and vibrant business ecosystem to global stakeholders. Through strategic partnerships and international collaborations, the Bureau has successfully positioned India as a preferred hub for hosting large-scale conventions and events.

The award reinforces ICPB's commitment to innovation and excellence in driving tourism forward. With India's growing role in the global business landscape, we are dedicated to creating more opportunities, boosting international engagement, and showcasing the nation as a premier destination for global meetings, incentives, conferences, and exhibitions.



ICPB welcomes Dr. Poonam Rajput as new Executive Director

The India Convention Promotion Bureau (ICPB) is delighted to welcome Dr. Poonam Rajput as its new Executive Director. With over 23 years of experience across travel, tourism, events, and media, Dr. Rajput brings extensive expertise in client relationship management, sales, marketing, and operations.

Previously, she played a pivotal role at the PATA India Chapter, where she successfully organized international roadshows, led flagship events, and forged strategic industry partnerships. Her ability to bridge stakeholders and deliver impactful outcomes has earned her recognition and respect in the MICE and tourism sectors.

Dr. Rajput holds a PhD in Public Administration, a Master's in Political Science, and a Bachelor's in Arts from Allahabad University. Her academic depth combined with her practical experience positions her uniquely to guide ICPB in its mission to strengthen India's standing on the global MICE map. ICPB looks forward to her leadership in driving new initiatives, fostering collaboration, and creating innovative growth opportunities for the industry.



Odisha

Rising as a Premier MICE Destination

Odisha, known as the land of temples, rich culture, and natural beauty, is steadily carving a niche for itself as one of India's most promising MICE (Meetings, Incentives, Conferences, and Exhibitions) destinations. With its seamless blend of heritage, modern infrastructure, and pristine landscapes, the state offers the perfect setting for business events with a touch of leisure. Its strategic location on India's eastern coast, improved air and rail connectivity, and government-backed initiatives make it increasingly attractive for corporate travellers and event planners.

Bhubaneswar – The MICE Hub

The state capital, Bhubaneswar, is at the heart of Odisha's MICE proposition. A smart city and IT hub, it offers a blend of ancient heritage and modern infrastructure. Equipped with luxury hotels, state-of-the-art convention halls, and growing urban amenities, the city is a preferred venue for national and international conferences.

Some of the leading hotels in Bhubaneswar offering convention and event facilities include:

- **Mayfair Lagoon** – A luxury resort with expansive banquet spaces, ballrooms, and boardrooms ideal for corporate events and social gatherings.
- **The Crown** – Known for its elegant banquet halls and modern conferencing amenities.
- **Swosti Premium** – One of the largest convention hotels in Eastern India, with a mega convention hall, boardrooms, and exhibition-friendly spaces.
- **Trident Bhubaneswar** – Offering sophisticated meeting facilities with a focus on personalized services.
- **Hotel Swosti Grand** – A centrally located option for mid-scale conferences and meetings.

Together, these properties position Bhubaneswar as a





powerhouse of MICE-friendly infrastructure.

Puri – The Holy City

Puri, one of the four holiest Hindu pilgrimage sites (Char Dham), is another jewel in Odisha's MICE portfolio. Beyond its spiritual significance, Puri offers scenic beachside venues and luxury hotels that double up as conference and incentive destinations.

Notable properties in Puri with convention facilities include:

- **Swosti Premium Beach Resorts** – This is a newly-opened peaceful and elegant destination with great amenities. It is located along the beautiful coastline of Puri in the Indian state of Odisha. The Swosti Group runs this 5-star resort, which has 125 rooms and amazing banqueting facilities.
- **Mayfair Heritage & Mayfair Waves** – Overlooking the Bay of Bengal, these resorts combine luxury with large-scale event facilities.
- **Toshali Sands Ethnic Village Resort** – With sprawling lawns, convention halls, and proximity to the beach, it is ideal for incentive groups and destination conferences.

Puri's combination of spirituality, seaside leisure, and modern hospitality services makes it a versatile choice for incentive tours and team gatherings.

Attractions that enhance MICE Experiences

What makes Odisha particularly compelling as a MICE destination is its ability to offer memorable experiences beyond business sessions.



- **Konark Sun Temple:** A UNESCO World Heritage Site, the 13th-century marvel is an architectural masterpiece and a must-visit for delegates. The temple's grandeur, coupled with the famous Konark Dance Festival, adds a unique cultural dimension to MICE itineraries.
- **Puri Beach:** Known for its golden sands and vibrant culture, it offers relaxation as well as recreational activities. Post-conference evenings can easily transform into networking sessions by the sea.
- **Chilika Lake:** Asia's largest brackish water lagoon, just a short drive away, adds eco-tourism and adventure to the MICE mix with birdwatching, boating, and dolphin-spotting.

With the state government actively promoting Odisha as a global MICE destination, infrastructure is being expanded through new convention centres, better connectivity, and collaborative efforts with the hospitality industry. The synergy of heritage, modern facilities, and unique attractions ensures that Odisha is not just a place for meetings but a complete destination for holistic MICE experiences.

As the travel trade looks eastward for new and exciting venues, Odisha stands ready to welcome the world with open arms, blending business with cultural discovery and leisure.





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ICONIC 2025 Tourism Summit

brings together Global Visionaries



The ICONIC Tourism Summit 2025, organised by Redhat Communications in collaboration with TV9 Network, was successfully hosted at ITC Maurya, New Delhi, bringing together policymakers, diplomats, industry leaders, innovators, and cultural ambassadors for a day of insightful discussions on the future of Indian tourism.

The highlight of the event was the ICONIC Awards 2025, a glittering evening ceremony graced by Shri Gajendra Singh Shekhawat, Minister of Culture, as the Chief Guest. The ceremony celebrated renowned brands and individuals for

India has immense potential to become one of the world's most preferred tourism hubs. Events such as ICONIC 2025 highlight the visionaries who are working tirelessly to strengthen the sector."

Mr. Suman Billa,

**IAS, Additional Secretary & Director General,
Ministry of Tourism, Government of India**



their excellence and contribution to the industry, with the coveted LEADERS AWARDS presented to achievers across diverse categories.

A high-profile panel discussion further enriched the summit, featuring eminent speakers such as Shri Gajendra Singh Shekhawat, Amitabh Kant (Former CEO, NITI Aayog & G20 Sherpa), Dr. Jyotsna Suri (Chairman & MD, Lalit Hospitality Group), Ishika Taneja (Spiritual Leader & Miss World Tourism India 2018), Manoj Adlakha (Founder & CEO, RedBeryl Lifestyle Services), Suman Billa (Additional Secretary & DG, Ministry of Tourism), and Sandeep Marwah (Chancellor, AAF). The sessions spotlighted innovation, cultural heritage, and strategies to enhance India's global tourism leadership.

Among the awardees, ALPCORD Network Travel and Conferencing was felicitated with the prestigious ICONIC Award for Exceptional Conferencing, received by Mr. Chander Mansharamani, MD & CEO, Alpcord and Vice Chair, ICPB.



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