



(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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Message CHAIRPERSON

Dear Members of the
Governing Board,

I extend my heartfelt congratulations to the newly elected Governing Board of the India Convention Promotion Bureau (ICPB).

Your dedication and commitment to the MICE sector have brought you to this significant position, and I am confident that under your leadership, ICPB will reach new heights.

As the premier organization for promoting India as a leading MICE destination, I urge you to be proactive in positioning ICPB as the go-to bureau for all MICE-related activities across the country. Let's work together to enhance India's visibility on the global MICE map, leveraging our strengths in infrastructure, hospitality, and diverse cultural offerings.

I am pleased to share that the recent participation of the Ministry of Tourism (MoT) at the World Travel Mart in London was a tremendous success. We held fruitful meetings, which reaffirmed the immense potential that India holds as a MICE destination. There was significant interest from global stakeholders in exploring opportunities within India, which is a testament to our growing appeal.

Moreover, we hosted a special 'Chalo India Evening' during the event, where the 'Chalo India' campaign was officially launched. This initiative has already started creating excitement and curiosity, further solidifying India's position as a dynamic and welcoming destination for MICE events.

Together, let's continue to build on this momentum and drive India's MICE industry forward. I look forward to collaborating with the new Governing Board to achieve our shared vision of making ICPB synonymous with excellence in the global MICE arena.

Wishing you all the best in your new roles.

Warm regards,

Mugdha Sinha
 Chairperson, ICPB

India Showcases Tourism Potential at WTM

Union Minister for Culture and Tourism, Gajendra Singh Shekhawat, visited London in November 2024 to participate in two key events: the World Travel Mart (WTM) and the G20 Conference of Culture Ministers. During his visit, Shekhawat underscored India's unparalleled cultural heritage and its burgeoning potential as a premier global tourism destination. He highlighted that India's diverse culture, ancient history, and breathtaking geography offer a unique and enriching experience for travellers, making the country an ideal destination. He also reiterated that tourism will play a pivotal role in bolstering India's economy in the years to come.

In bilateral discussions with representatives from countries such as Brazil, Germany, France, and South Africa, Shekhawat explored opportunities for enhancing tourism exchanges. He emphasized that fostering cultural ties and showcasing India's tourism potential would not only contribute to economic growth but also elevate the nation's global standing as a symbol of diversity and harmony.

A significant highlight of the visit was the promotion of the "Chalo India" initiative, launched by Prime Minister Narendra Modi earlier in 2024. At a special event held aboard the historic Cutty Sark ship in London, Shekhawat addressed the Indian diaspora, urging them to act as ambassadors for India's tourism. He encouraged them to inspire their non-Indian friends and colleagues to visit India and experience its vibrant culture, rich heritage, and modern progress.

As part of the campaign, Shekhawat announced a special offer of one lakh e-tourist visas for foreign visitors, valid until March 31, 2025, making it easier for travellers to explore India. This initiative aims to boost inbound tourism and create memorable experiences for international visitors.

Shekhawat's visit to London was strategically focused on strengthening global tourism partnerships, showcasing India's rich cultural tapestry, and advancing the country's position as a must-visit destination. His efforts reflect the government's commitment to leveraging tourism as a driver for economic development and cultural diplomacy.



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



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**MEET THE NEW
ICPB BOARD
MEMBERS
FOR TERM
2024-2026**

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Director General (Tourism)

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Mr. Anuj Wadhwa

Message
VICE CHAIRMAN

**Importance of MICE
industry
Need to distinguish
between leisure tourism
and business tourism**



Dear Industry Colleagues,

The Meetings, Incentives, Conferences, and Exhibitions (MICE) industry stands as a cornerstone of economic growth and development. While tourism is often viewed as a singular entity, it is crucial to distinguish between leisure tourism and business tourism. Over the years, the perception that all visitors are “tourists” has overshadowed the need for unique strategies to attract business travellers, particularly in the MICE segment.

The incentive event market within MICE is especially lucrative, with international incentive delegates spending an average of 6.5 times more than holiday visitors. This high-value segment plays a transformative role in boosting economic prosperity, creating employment, and raising living standards. Unlike leisure tourism, MICE is intimately linked to a destination’s economic development and global positioning, making it a critical benchmark for evaluating a country or city’s maturity, international outlook, and social prosperity.

Moreover, MICE activities drive infrastructure development, requiring investments in convention centres, public transport, airports, and hospitality facilities. These developments, in turn, benefit industries like IT, telecom, creative services, hospitality, and entertainment. The ripple effect is significant: for every dollar spent on MICE, peripheral economic benefits multiply seven to tenfold.

According to the International Congress & Convention Association (ICCA), MICE delegates spend six to seven times more than leisure tourists, with an average per capita spend of \$678 per day and a stay of 3.8 days. This sector also minimizes the impact of seasonality, as business events take place year-round and often lead to extended stays or return visits for leisure. Additionally, MICE attracts highly educated and affluent individuals, who contribute more significantly to the local economy.

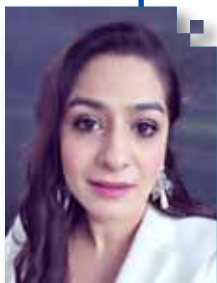
The time has come to prioritize the MICE segment of the tourism industry. As governments worldwide recognize tourism as a driver of economic prosperity, it is imperative to give due attention to the business events sector. A thriving MICE industry not only strengthens a country’s infrastructure but also showcases its capability to host global events, further enhancing its stature on the international stage.

Let us collectively work towards fostering the growth of MICE and positioning India as a leading destination for business events globally. Warm regards,

Warm regards,

Chander Mansharamani
Vice Chairman, ICPB

Know your Board Members



MS. JASMINE DUGGAL, Director, Minar Group

I am excited and honored to join the Governing Board of the India Convention Bureau (ICPB). This is not just a position for me; it's an opportunity to help make India a global leader in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. India has immense potential as a MICE destination, with its diverse culture, innovation, and world-class venues. However, there's a need for a clear, unified narrative to showcase these strengths. My goal is to highlight the variety of venues across the country—from high-tech convention centers to heritage sites—and the exceptional value India offers compared to other global destinations.

India's MICE strategy should combine cultural richness with modern innovation, offering unique local experiences while maintaining high standards of professionalism. Sustainability and inclusivity are also important goals.



MR. TUSHAR KESHARWANI, Director, Vacation Experts Pvt. Ltd.

As the second generation in the business, I have been actively involved with ICPB for the past 10 years. As the youngest member, I believe I can bring fresh ideas to help move ICPB forward.

The global MICE industry is set to grow steadily, driven by innovation, digitalization, and sustainability. By 2030, the industry is expected to reach \$1 trillion, with rising demand for business activities. The Indian government is supporting this growth with initiatives like the "Dekho Apna Desh" campaign and the development of world-class convention centers, such as Bharat Mandapam in Delhi. MICE contributes significantly to India's economy, boosting sectors like hospitality, transport, and entertainment. However, ICPB needs to align its operations with international standards, improve India's global representation, and address the need for skilled professionals in event management.



MR. DHARMENDRA KUMAR, Director, Geanis World & MICE

I'm excited to take on a new role with the India Convention Promotion Bureau (ICPB), an organization that plays a key part in making India a global leader in MICE industry. My main focus will be on strengthening collaboration within the industry, bringing together government bodies, private enterprises, and other stakeholders to ensure smooth and successful events. Infrastructure development is also crucial, and I will advocate for world-class convention centers and improved transportation networks. Technology will play a key role, and I aim to promote innovations that enhance the MICE experience. Additionally, sustainability will be a priority, with initiatives for green practices and carbon-neutral planning. I will also focus on marketing India's unique cultural and modern attractions globally.



WG. CDR. JAYENDRA SINGH NAYAL, Managing Director, Era Tours & Travels (I) Pvt. Ltd.

Conventions are the heart of the MICE industry, attracting big budgets and offering immense opportunities. New entrants in the industry have short- and long-term expectations from ICPB and other trade bodies.

In the short term, they look for market intelligence, training through workshops and webinars, networking opportunities, promotional support, and help with logistics and bidding for events. In the long term, they expect ICPB to lobby for favorable policies, develop industry infrastructure, train and certify professionals, promote sustainable practices, and bring high-profile events to India. Global partnerships and access to market data are also key expectations. ICPB has supported the industry well but must scale efforts to attract more members and strengthen India's convention ecosystem further.

Rajasthan: The Jewel of India as a Premier MICE Destination

When it comes to hosting Meetings, Incentives, Conferences, and Exhibitions (MICE) events in India, few destinations match the charm and grandeur of Rajasthan. Known as the “Land of Kings,” Rajasthan is a captivating blend of rich heritage, vibrant culture, and modern amenities, making it an ideal location for business gatherings, conventions, and large-scale events. From majestic palaces to state-of-the-art convention centres, Rajasthan offers a diverse range of venues that cater to the unique needs of the MICE industry.

Rajasthan’s unique appeal and Tourist Offerings

Rajasthan is synonymous with royalty, elegance, and timeless beauty. The state is dotted with historical forts, opulent palaces, and vibrant bazaars, providing a perfect backdrop for both leisure and business travellers. Cities like Jaipur, Udaipur, Jodhpur, and Jaisalmer are not just popular tourist destinations but also key hubs for MICE activities.

Beyond the conference rooms, delegates can explore the cultural richness of Rajasthan. The state’s offerings include the Pink City of Jaipur, famous for its architectural marvels like the Hawa Mahal and Amer Fort; Udaipur, the City of Lakes, known for its romantic ambiance and luxurious palaces; Jodhpur, with its imposing Mehrangarh Fort and blue-washed old town; and Jaisalmer, the Golden City, with its stunning desert landscapes. The cultural performances, traditional Rajasthani cuisine, and warm hospitality add an extra layer of allure to any business event held here.

Convention Centres: The heart of MICE in Rajasthan

Rajasthan boasts several world-class convention centres equipped with modern facilities to host large gatherings. The Jaipur Exhibition and Convention Centre (JECC) in Jaipur is one of the largest convention centres in India, offering over 1 lakh square feet of indoor exhibition

space and ample outdoor event areas. It is a preferred venue for international conferences, exhibitions, and trade shows, owing to its strategic location and top-notch facilities.

The Birla Auditorium in Jaipur is another popular venue, known for its state-of-the-art amenities, including a seating capacity of 1,300 in the main auditorium and multiple breakout rooms for smaller meetings and workshops. Similarly, the upcoming Rajasthan International Centre in Jaipur is set to further elevate the state’s MICE infrastructure, with its expansive spaces designed for both domestic and international events.

Luxury Hotels with Grand Convention and Meeting Facilities

Rajasthan is home to some of the most luxurious hotels in India, many of which are heritage properties that have been transformed into grand venues for meetings, conferences, and events. These hotels seamlessly combine traditional charm with modern amenities, offering a unique experience for MICE travellers.

‘The Rambagh Palace, Jaipur’, a former royal residence, offers exquisite meeting rooms and banquet halls that can accommodate a range of events, from intimate gatherings to large conferences. The ‘Taj Lake Palace, Udaipur’, set against the backdrop of Lake Pichola, is perfect for high-end incentive trips and corporate retreats.

Hotels like ‘ITC Rajputana in Jaipur’, ‘Fairmont Jaipur’, and ‘Umaid Bhawan Palace in Jodhpur’ provide comprehensive MICE facilities, including large banquet halls, spacious lawns, and cutting-edge audio-visual equipment. The ‘Leela Palace Udaipur’ and ‘Marriott Jaipur’ are also well-known for their versatile event





spaces, making them ideal for hosting international conferences and business meetings.

Rajasthan: A leading Destination for Weddings

Rajasthan is not only a MICE hub but also one of the most sought-after destinations for weddings, both for Indians and international couples. The allure of palatial weddings amidst the grandeur of historical forts and luxurious heritage hotels makes Rajasthan a top choice for destination weddings. Cities like Udaipur, Jaipur, and Jodhpur are often the backdrop for fairy-tale weddings, where couples exchange vows in stunning locales like the City Palace, the opulent Umaid Bhawan Palace, or the romantic Jagmandir Island Palace.

The state's rich traditions, vibrant colours, and royal hospitality enhance the wedding experience, making it unforgettable for couples and their guests. Hotels and resorts in Rajasthan offer tailored wedding packages, complete with traditional Rajasthani music, folk dances, and authentic cuisine, adding a touch of grandeur to every celebration.

World-Class Facilities and Infrastructure

Rajasthan's modern infrastructure supports its growing reputation as a MICE and wedding destination. The state is well-connected with an extensive network of flights, trains, and highways, making it accessible from major cities in India and around the world. Jaipur International Airport serves as the primary gateway, with regular flights to international destinations, while

Udaipur and Jodhpur also have well-equipped airports for domestic travellers.

The state's focus on infrastructure development, such as the expansion of convention centres and improvement in road connectivity, is further bolstering its appeal for MICE events. Additionally, the government of Rajasthan is actively promoting the state as a MICE and wedding destination, with initiatives that include easing regulations, offering incentives, and supporting event organizers.

Embracing Tradition with Modern Comforts

One of the key attractions of Rajasthan as a MICE destination is its ability to offer traditional experiences with modern comforts. Delegates can experience authentic Rajasthani hospitality, complete with turban-clad attendants, folk dances, and camel rides, while also enjoying the latest amenities in luxurious conference halls and banquet spaces.

Moreover, the state's focus on sustainability and eco-tourism aligns with the global trend of responsible travel. Many hotels and resorts in Rajasthan have adopted sustainable practices, making them an attractive choice for companies looking to host green events.

Rajasthan's unmatched blend of heritage, culture, and modern infrastructure makes it a premier destination for MICE events and destination weddings. The state's diverse offerings, from world-class convention centres to luxury heritage hotels, provide a range of options for corporate meetings, incentive trips, conferences, exhibitions, and grand celebrations.



Ministry of Tourism shines at WTM London 2024 launches innovative “Chalo India” Campaign

The Ministry of Tourism (MoT), Government of India, made a significant impact at the World Travel Market (WTM) held from November 5-7, 2024, at the Excel Centre in London. As one of the most prestigious events in the global travel industry, WTM London provided a strategic platform for India to showcase its diverse tourism offerings, cultural richness, and the latest initiatives aimed at boosting inbound tourism. This year’s participation was marked by the grand unveiling of the “Chalo India” campaign, which aims to attract more international tourists to India, leveraging the influence of the Indian diaspora.

A Grand Presence: The India Pavilion

India’s presence at WTM 2024 was nothing short of spectacular, with the Incredible India Pavilion drawing significant attention from global travel professionals, media, and stakeholders. The pavilion, designed to reflect the vibrancy and diversity of India, featured a stunning display of cultural elements, including a special mock Mandapam setup, symbolizing India’s world-renowned wedding tourism segment. This year’s focus areas were MICE (Meetings, Incentives, Conferences, and Exhibitions), Mahakumbh, and Wedding Tourism, highlighting the country’s niche tourism experiences.

The pavilion was jointly inaugurated by the High Commissioner of India to the UK, Shri Vikram Doraiswami, and Ms. Mugdha Sinha, Director General, Ministry of Tourism. The inauguration ceremony was attended by prominent dignitaries, including Smt. Parvati

Parida, Deputy Chief Minister of Odisha, and Tourism Ministers from the states of Telangana, Goa, and Uttarakhand.

Strength in Numbers: A Robust Delegation

The Ministry of Tourism led a strong delegation of nearly 50 stakeholders, including state tourism boards, inbound tour operators, airlines, and hoteliers, all eager to promote India’s tourism potential. States like Rajasthan, Uttar Pradesh, Madhya Pradesh, Goa, Kerala, and Karnataka, among others, showcased their unique offerings, from pristine beaches and backwaters to royal heritage and vibrant cultural festivals. The participation of Public Sector Undertakings (PSUs) like IRCTC and other key tourism players underscored India’s collective effort to position itself as a top global travel destination.



‘Chalo India’ Campaign: A first-of-its-kind Initiative

The highlight of India’s participation at WTM was the launch of the “Chalo India” campaign, an ambitious initiative aimed at engaging the vast Indian diaspora in promoting inbound tourism. In a first-of-its-kind move, the Indian government announced the provision of ‘one lakh free e-visas’ for foreign nationals nominated by Overseas Citizen of India (OCI) cardholders. The program allows each OCI cardholder to nominate up to five foreign friends on a special portal, encouraging them to explore the diverse attractions of Incredible India. This initiative not only aims to strengthen cultural ties but also to boost India’s appeal as a must-visit destination for global travellers.

Hon’ble Minister of Tourism, Government of India, attended the event, further boosting India’s presence. Speaking at the launch, the Minister emphasised the potential of the Indian diaspora as ambassadors of Indian culture and tourism, noting that the “Chalo India” campaign could serve as a game-changer in attracting more international tourists to the country.

Press Conference and Media Interactions

The Ministry of Tourism hosted a well-attended press conference on the first day of the show, where they highlighted India’s tourism growth trajectory, new marketing strategies, and the vision for 2025. The press meet saw active participation from international media, showcasing India’s efforts to position itself as a premier travel destination, especially focusing on high-growth segments like MICE, wellness, and wedding tourism.

India Evening: Launch of the “Chalo India” Campaign

In addition to the activities at the India Pavilion, the Ministry of Tourism hosted an exclusive ‘India Evening’ in London. This gala event was a celebration of India’s rich cultural heritage, featuring traditional music, dance performances, and a culinary journey through India’s diverse cuisine. The event culminated in the official launch of the “Chalo India” campaign, which was met with enthusiastic applause from the international audience, including top travel trade partners, tour operators, and influencers.

A Successful Outcome: Promising Partnerships and Interest

India’s participation at WTM London 2024 was a resounding success, with the India Pavilion experiencing heavy footfall and positive engagement from global travel buyers and stakeholders. The event facilitated numerous high-level meetings between Indian tourism officials and international partners, opening doors to new collaborations and partnerships. The response from international visitors, especially from the UK market, was overwhelmingly positive, with a strong interest in India’s diverse tourism products, from heritage and culture to adventure and wellness.

In conclusion, India’s dynamic presence at WTM London 2024 not only highlighted its rich cultural diversity but also underscored its strategic focus on expanding its footprint in the global tourism market. With initiatives like “Chalo India,” the Ministry of Tourism is poised to drive a new era of growth, making India a preferred destination for travellers from around the world.





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Benefits of becoming an ICPB Member –

- Increased exposure and opportunities for Business Networking by providing 100+ leads.
- Assistance available for submitting international Bid to bring International Conferences to India.
- Assistance offered for availing different schemes being provided by MoT such as MDA (Marketing Development Assistance Scheme) etc.
- Enhancing Professional Skills through various Training Programs.
- Free listing on ICPB's website and promotion through ICPB Social Media offerings, member's directory, etc.
- Participation in the ICPB events such as CIC, Road Shows, FAM trips etc. and getting opportunity for showcasing products / services to the clients across the world and also networking with potential buyers at nominal cost.
- Become a part of decision making by contributing your inputs for submission of proposals to the Ministry of Tourism, Government of India.
- Use of the ICPB logo (after prior permission from Secretariat).
- Stand eligible to be recommended by ICPB for organising Conferences in India.
- Allied Members can avail Networking and Promotion opportunities amongst the bureau's entire membership.

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