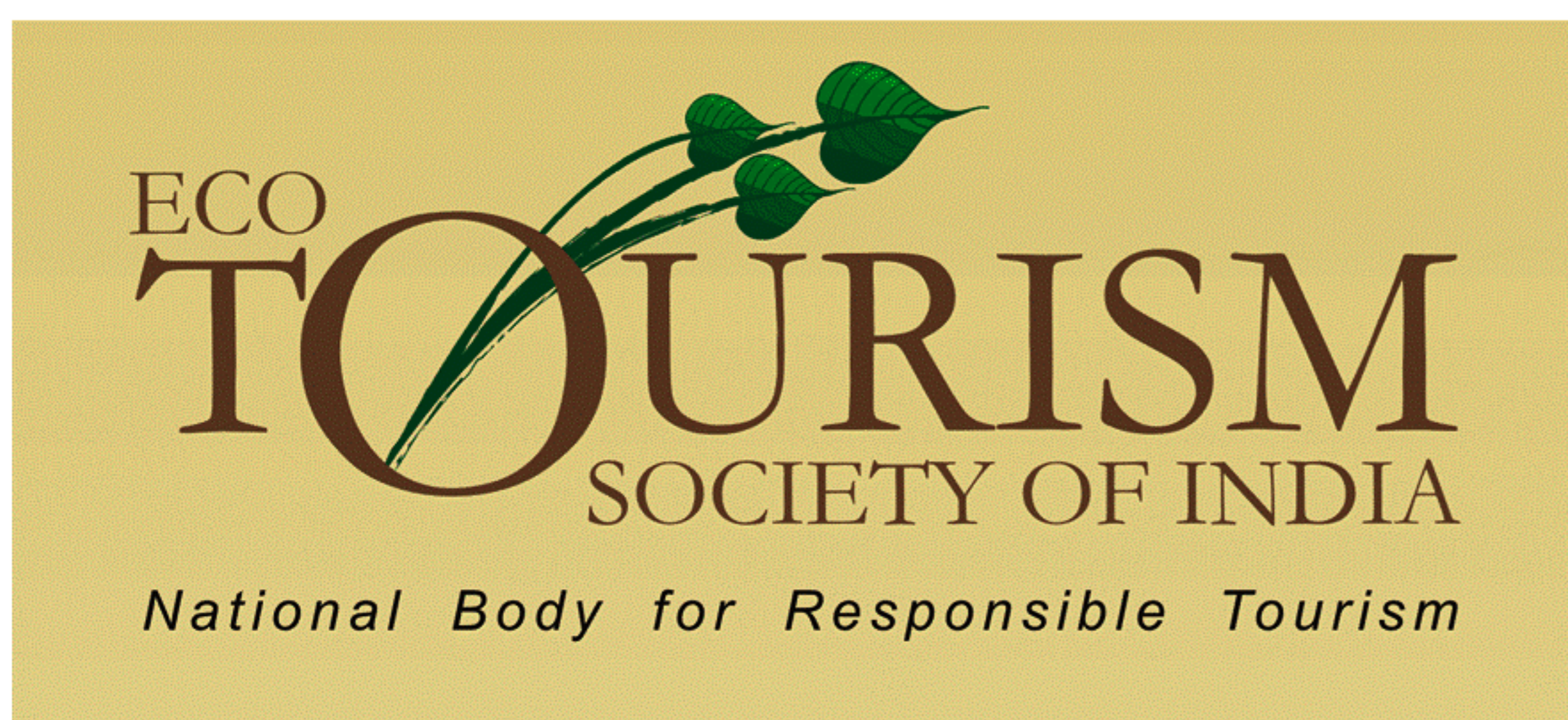


Announces its seventh & eighth workshop on  
**“PRACTISING RESPONSIBLE TOURISM”**

**Srinagar—September 26 & 27, 2011**  
**Leh—September 30 & October 1, 2011**

[www.ecotourismsocietyofindia.org](http://www.ecotourismsocietyofindia.org)



Dear Sir / Ma'am,

Ecotourism Society of India (ESOI) is pleased to invite you to its seventh & eighth workshops on “PRACTISING RESPONSIBLE TOURISM” scheduled to held as follows:

September 26 & 27, 2011—IHM / Hotel Broadway, Srinagar (J&K)  
September 30 & October 1, 2011—Tourism Club House, Leh (J&K)

The workshop has been organised by ESOI with the support of J&K Tourism, Ministry of Tourism, Government of India, and WWF India.

The Srinagar workshop also commemorates the World Tourism Day on the 27<sup>th</sup> September with a strong signal of Responsible Tourism becoming the only vehicle to ride on for a sustainable Tourism industry.

The workshops aim at setting corrective and curative measures with regard to TOURISM practices with ecological sensitivity and conservation of nature and community development in the region of Jammu and Kashmir. The challenge for the tourism service providers is in implementing environmentally responsible and sustainable tourism practices. These practices will not only create a lighter footprint but will support the local communities and environment.

Mr. Nawang Rigzin Jora, Hon'ble Minister for Tourism & Culture, J&K and Mr. Nasir Aslam Wani, Hon'ble MoS Home & Tourism, J&K shall be attending the workshops.

Some of the eminent speakers participating in the workshops are Mr.Mandip Singh Soin FRGS, Mr. Ajoy Bhattacharya, CEO of Madhya Pradesh Ecotourism Devt. Board, Mr. Jose Dominic, MD, CGH Earth Hotels, Mr. Cherian Ramapuram, Director, Orange County, Mr. Saleem Beg, Convenor INTACH J&K, Mr. Pankaj Chandan – WWF India, Ms. Seema Bhatt – Consultant Biodiversity, Mr. Samir Sinha – TRAFF INDIA, Mr.Ritwick Dutta – Environmental Lawyer, Mr. Himanshu Lal – Architect, Dr Sameer Maithel, Director, Greentech Knowledge Solutions, Dr.Raghu Chandawat, Wildlife Biologist, Mr.Nima Tashi Bhutia, KCC.

Some of the key topics are:

1. Need for Responsible Tourism Practices in the Himalayas
2. Sharing models of International & Indian Best Practices.
3. Public – Private Partnership in Ecotourism initiatives
4. Protection of Heritage Buildings & Art & Cultural preservation
5. Wild Life Protection and its law
6. Ecological Architecture
7. Waste Management & Renewable Energy in usage.
8. Environmental Law and its relevance in tourism sector
9. Need for Ecotourism Certification

We cordially invite you to join this noble initiative and register your name in advance to avail of special registration fee. The tentative program schedules are attached.

Advance Registration Fee: Srinagar—Rs.750/-; Leh—Rs.500/- (for J&K participants). Shall include 2-day's lunch and refreshments. Spot registration: Rs.1,500/-.

Best regards,

**Arvind K Balan**  
Administrator

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Email: [admin@ecotourismsocietyofindia.org](mailto:admin@ecotourismsocietyofindia.org)



**Incredible India**

Ministry of Tourism  
Government of India



nature leaves a mark on you,  
don't leave one behind.