



Eastern Roots Travel Club (ERTC)

Eastern Roots Travel Club is a student-led and faculty-guided initiative under Christ College, Ri Bhoi District, Meghalaya. The club promotes tourism awareness, sustainable tourism practices, cultural preservation, environmental responsibility, and experiential learning among students and local communities.

Vision

To create socially responsible, culturally aware, and environmentally conscious youth leaders who contribute towards sustainable tourism development and preservation of Meghalaya's cultural and natural heritage.

Mission

- Promote tourism awareness and responsible travel practices.
- Encourage experiential learning through field visits and tourism activities.
- Preserve and promote local culture, traditions, and heritage.
- Develop practical tourism and hospitality skills among students.
- Support eco-tourism and environmental conservation initiatives.

Motto

“Explore • Preserve • Promote”

Core Activities

- Tourism Awareness Campaigns
- Heritage Walks & Nature Treks
- Rural & Farm Visits
- Tourism Workshops & Ideathons
- Cultural Exchange Programs
- Tourism Fairs & Exhibition Stalls
- Conservation & Cleanliness Drives

Official Identity

Name: Eastern Roots Travel Club (ERTC)

Institution: Christ College, Ri Bhoi District, Meghalaya

Established: 2026