

Suman Billa is the new Director General (Tourism)

Senior IAS officer Suman Billa has been appointed as the Director General (Tourism), Ministry of Tourism, Government of India in a significant bureaucratic reshuffle announced by the Centre today. Billa, a 1996 batch IAS officer from Kerala, was serving as Additional Secretary in the same ministry prior to his elevation.

“Billa’s extensive experience in tourism policy and international collaboration positions him well to lead the sector at this crucial juncture. His leadership will undoubtedly support the government's vision of making tourism a key pillar of India’s economic growth, both in terms of GDP contribution and employment generation”, said KB Kachru, President, Hotel Association of India (HAI) & Chairman – South Asia, Radisson Hotel Group on Billa's new appointment.

Billa brings experience in the tourism sector, having earlier served as Joint Secretary in the Ministry of Tourism from 2014 to 2019. During his tenure, he played a key role in shaping national tourism policies and initiatives. After his initial stint in the ministry, he served as Director of Technical Cooperation and Silk Road Development at the United Nations World Tourism Organisation (UNWTO) in Madrid, where he worked on global sustainable tourism development.

On his return to India, Billa held the position of Principal Secretary for Industries and NORKA in the Kerala government. He rejoined the Ministry of Tourism as Additional Secretary in February 2024, succeeding Rakesh Verma.

Kachru added, “The industry, including the Hotel Association of India (HAI), looks forward to strengthening its engagement with Billa to enhance policy frameworks, improve ease of doing business, and drive coordinated promotional efforts to position India as a preferred destination for leisure, business, and MICE tourism”.

Billa’s appointment comes as part of a broader administrative overhaul at the Additional Secretary level. According to the Department of Personnel and Training (DoPT), 25 officers have been appointed to Additional Secretary posts

across various ministries, while 15 officers have been elevated in situ to the rank and pay of Additional Secretary.