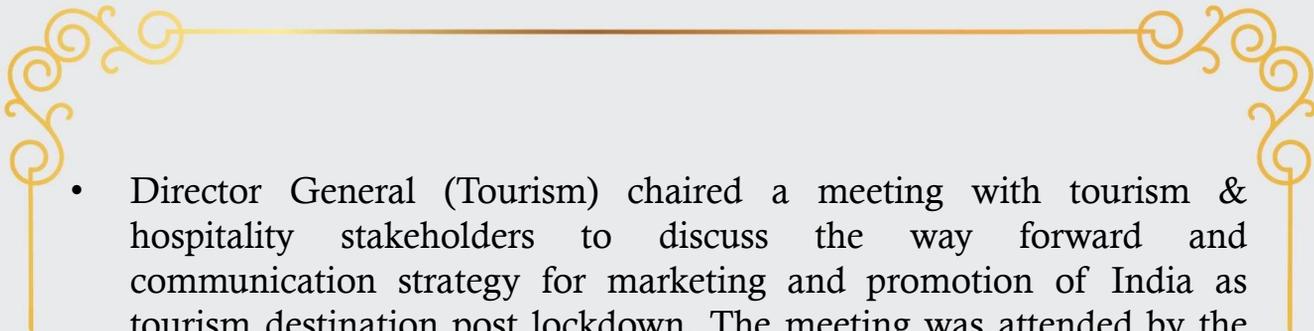


**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF JUNE, 2020

- Ministry of Tourism carried out several activities on the central theme “Yoga @ home & Yoga with family” to mark the ‘International Day of Yoga’. These activities were planned with the motive to drive a self-conscious state of healthy mind and body during the lockdown and were also made accessible through the virtual medium.
- The highlight of the celebrations was the ‘Dekho Apna Desh Webinar’ on 20th June 2020 which featured a conversation with Sadhguru Jaggi Vasudev Ji. This session titled 'Bharat: A Cultural Treasure' was led by Union Minister of State (I/C) for Tourism and Culture and had 5 renowned panellists namely Shri Ajay Singh, CMD, Spicejet; Mr. Ritesh Aggarwal, OYO; Ms. Anita Dongre, Fashion Designer; Shri Ranveer Brar, Celebrity Chef; Ms. Ranju Alex, Vice President – Marriott Marketing, etc. This session was live on Incredible India social media handles.
- A number of activities were also carried out by the Domestic Indiatourism Offices to mark the celebration of IDY 2020 which included Online Yoga Sessions, Webinars on Yoga and Spirituality, Awareness Walk, Live Yoga Demonstrations, Essay Competitions, etc. All the Indiatourism Offices Overseas also celebrated International Day of Yoga in collaboration with the Indian Missions abroad.
- A total of 13 webinars were organized in the month of June 2020 under the overall theme of Dekho Apna Desh which included webinars on Yoga and related themes to coincide with the International Day of Yoga. The subject of Yoga related webinars included: i) Yoga & Wellness – An offering for challenging times, ii) India as a Yoga Destination and iii) Yoga and Breathing Techniques to combat COVID 19.
- With a view to preparing for a post-COVID 19 revival, the Ministry of Tourism has formulated Operational Recommendations/Guidelines for different segments of Tourism Service Providers in the Travel and Hospitality sectors for facilitating smooth and safe resumption of business. These recommendations cover Travel Agents, Tour Operators, Tourist Transport Operators, Tourist Guides, Hotels, Restaurants, B&B units & Homestays. The guidelines have been formulated in consultation with State Governments and tourism/hospitality stakeholders and are in line with the overall guidelines issued from time to time by the Ministry of Health. These guidelines/recommendations have been circulated to all States / UTs as well as Travel & Hospitality Associations for information & compliance.

- The Ministry of Tourism on 26th June 2020 arranged a day-long session on tourism related subjects as part of the Induction Training Programme organized by the Sushma Swaraj Institute of Foreign Service for Indian Foreign Service Officer Trainees of 2019 Batch and 2 Bhutanese diplomats. The session on tourism featured webinars on Marketing Strategy for Promoting Indian Tourism, Medical & Wellness Tourism, Nature & Adventure Tourism and Responsible Tourism. Secretary (T) delivered the inaugural address at the Inducting Training Session. The Director General (Tourism), Additional Director General (Tourism) & Joint Secretary (Tourism) as well as leading personalities from the tourism industry made presentations/addressed the delegates at the session.
- The 32nd UNWTO Commission for East Asia & the Pacific and UNWTO Commission for South Asia (Virtual Meeting) was held on 30th June, 2020. The Secretary-General UNWTO, presented a review of UNWTO's overall initiatives and activities in response to the COVID-19 Outbreak to the members of the Joint Meeting of the two Commissions for Asia and the Pacific. He stated that a drop of 850 million to 1.1 billion international arrivals – a loss of US\$ 910 billion to US\$ 1.2 trillion in export revenues – 100 to 120 million direct tourism jobs are at risk. A Presentation on Investment, Innovation & Technology was also given by UNWTO Senior Expert on Innovation and Digital Transformation during the Virtual Meeting. Ministry of Tourism made a brief presentation highlighting the several measures undertaken by Government of India to revive business activities in wake of COVID 19 including the steps taken for boosting domestic tourism.
- Indiatourism Dubai participated in the Arabian Travel Market (ATM) Virtual 2020 which was held from 1-4 June, 2020. ATM Virtual featured a host of webinars, conference sessions, roundtables, speed networking and one-to-one meetings. 15 co-exhibitors participated along with India Tourism Dubai in the Virtual Meet. India Tourism Dubai interacted with 65 stakeholders from different countries during the virtual meet. Various issues viz. emerging trends, opportunities, challenges directly impacting the tourism industry amid the COVID-19 were discussed during ATM.

- 
- Director General (Tourism) chaired a meeting with tourism & hospitality stakeholders to discuss the way forward and communication strategy for marketing and promotion of India as tourism destination post lockdown. The meeting was attended by the Chairman, Federation of Associations in India Tourism & Hospitality (FAITH) and heads of various associations in the tourism & hospitality industry.
 - During the month of June 2020, EBSB activities were organized between 14 paired states. Ten Central Institutes of Hotel Management participated through webinars involving 8 activities comprising quiz competitions, culinary festivals, cooking demonstrations, Rangoli competitions, language training and tourism awareness programmes. These activities were undertaken by institutes located all over the country. A total of 500 students approximately participated in the above EBSB programmes.
 - Ministry of Tourism is participating in the Sankalp Parva initiative for planting trees through Autonomous Institutes, Organizations & PSUs under its charge to provide clean and healthy environment in the country.
 - ITDC is preparing to restart business in the ‘New Normal’ by placing health and safety on top priority. Training sessions to manage the new emerging challenges and Food Safety hygiene and post COVID 19 SOPs are being introduced. ITDC signed a MoU with AIIMS, New Delhi to set up an Advisory Board to formulate a health and safety protocol for providing real time guidance to its staff and guest.
 - Hotel Samrat, New Delhi and Hotel Kalinga Ashok, Bhubaneswar continue to be used as “pay & use” quarantine centre as per government initiative.
 - Ministry of Tourism disposed 171 Public Grievances by the end of June 2020 and 25 remained pending.

