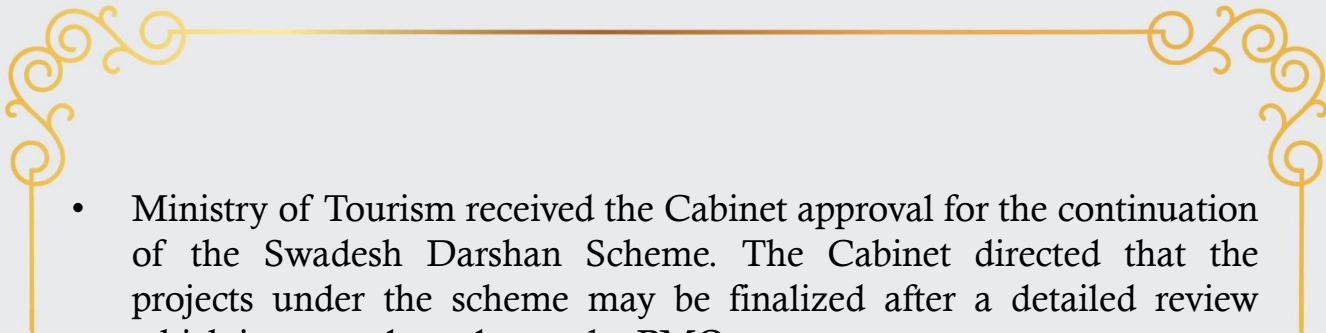


**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF JANUARY,
2020**

- Ministry of Tourism sanctioned 'Development of Gurudwara Nada Saheb and Maa Mansha Devi Temple' project in Haryana at a total cost of Rs. 49.52 Crore under the PRASHAD Scheme.
- Ministry of Tourism organized the "Bharat Parv" at the Gyan Path and Red Fort Ground, Delhi from 26th to 31st January 2020, as part of the Republic Day Celebrations. The theme of the Bharat Parv was '150 Years of Mahatma' and 'Ek Bharat Shrestha Bharat'. The objective of showcasing Ek Bharat Shrestha Bharat during Bharat Parv was to promote national integration by highlighting and promoting the diversity in India and engagement between different States. Ministry of Tourism released Print Advertisements, SMS and Radio Jingle campaigns for promoting Bharat Parv. The main attractions during Bharat Parv 2020 included display of Republic Day tableaux, performance by Armed Forces Band, pavilion by State Governments/UTs and the line Ministries, food stalls, cultural performances, handicraft and handloom stalls, etc. It is estimated that over 2,00,000 persons visited the Bharat Parv 2020.
- Ministry of Tourism participated in Feria Internacional de Turismo (FITUR) which was held from 22 – 26 January 2020, Madrid, Spain. The India Pavilion at the exhibition showcased Indian tourism destinations and products. 23 travel trade partners, including State Tourism Department, Hotels, Travel Agencies, Resorts and Operators participated as co-exhibitors at the India Pavilion. Secretary (Tourism) inaugurated the India Pavilion along with the Indian Ambassador to Spain. Press Conference, Breakfast Meeting with Tour Operators, meetings with representatives of World Travel & Tourism Council (WTTC), travel Media, opinion makers, bloggers etc. were held during the period of the exhibition.

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- Ministry of Tourism received the Cabinet approval for the continuation of the Swadesh Darshan Scheme. The Cabinet directed that the projects under the scheme may be finalized after a detailed review which is presently underway by PMO.

 - India Tourism Offices Overseas along with co-exhibitors participated in the following exhibitions/fairs in the month of January 2020 for promoting India as a tourism destination:
 - a. Vankantibeurs Utrecht, Netherlands
 - b. Destination Show, Manchester, UK
 - c. Vankantiesalon Antwerp, Belgium
 - d. Holiday World Travel Show, Dublin, Ireland
 - e. Reiselivsmessen, Oslo, Norway
 - f. CMT Stuttgart, Germany
 - g. MATKA Fair, Helsinki, Finland
 - h. Bern Holiday Expo, Switzerland
 - i. East Mediterranean Travel & Tourism Exhibition (EMITT), Istanbul (Turkey)

 - “Swachhta” is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run and attracts tourism as well as investment. During the month of January 2020, Ministry of Tourism undertook 138 Swachhta Action Plan (SAP) activities across the country through Indian Institute of Tourism & Travel Management (IITTM) and Central IHMs (Institute of Hotel Management), IITTM, Gwalior and Central IHMs for maintaining cleanliness and hygiene at tourist destinations.

 - Ministry of Tourism disposed 128 Public Grievances by the end of January 2020, and 25 remained pending.

