सत्यमेव जयते

STATEMENT CONTAINING BRIEF ACTIVITIES OF THE MINISTRY OF TOURISM, 2013

Ministry of Tourism
Government of India

CONTENTS

Chapter -1

Tourism- An Overview

1.1 The main objective of the tourism policy of the Govt. of India is to position tourism as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in a sustainable manner by active participation of all segments of the society. Tourism sector has a major role to play to promote faster, sustainable and more inclusive growth – the goal of the 12th Five Year Plan. As tourism sector is one of the largest employment generators in the Country, it has better prospects for promoting pro-poor growth than many other sectors. The Ministry of Tourism has built its entire working strategy which would contribute significantly to poverty reduction. The role of Government in tourism development has been redefined from that of a regulator to that of a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders.

1.2 Recent trends of Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs) from Tourism

Despite negative signals from the global economy, the number of foreign tourist arrivals in the country in 2013 (Provisional) showed an increase of about 4.1 % over 2012. During the period January-December 2013, 6.85 million (Provisional) tourists visited India against 6.58 million in 2012.

Foreign exchange earnings from tourism in rupee terms during 2013 were ₹ 1,05,836 crore (Provisional) with a growth of 12% over 2012. The foreign exchange earnings during 2012 was to the tune of ₹ 94,487 crore.

The FEEs from tourism in terms of US$ during 2013 were US$ 18.13 billion with a growth of 2.2%, as compared to US$ 17.74 billion with a growth of 7.1% during 2012.

1.3 Domestic Tourism

There was substantial growth in domestic tourism sector as the domestic tourist visits during the year 2012 was 1036 million (Provisional), showing a growth of 19.8% over 2011.

1.4 Infrastructure Development

As infrastructure development holds the key to India's sustained growth in the tourism sector, the Ministry of Tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits. During the 11th Plan, the Ministry of Tourism has sanctioned ₹ 4090.31 crore for a total number of 1226 tourism projects, which includes projects relating to Product/ Infrastructure Development for Destination and Circuits (PIDDC), Human Resource Development (HRD), Fairs and Festivals and Rural Tourism for infrastructure augmentation. During the year 2013-14 the Budget Outlay under PIDDC Scheme is ₹ 400 crore.

The Ministry has launched a scheme for development of nationally and internationally important destinations and circuits through mega projects. So far, 71 mega projects have already been identified, out of which 53 projects have already been sanctioned till 31.12.2013. The mega projects are a judicious mix of culture, heritage, spiritual and ecotourism in order to give tourists a holistic perspective of India.

1.5 National Conference of State Tourism Ministers

The Ministry of Tourism organized the National Conference of State Tourism Ministers on 18th July, 2013 in New Delhi. This conference was attended by various Tourism Ministers of all State Governments/Union Territory Administrations along with various stakeholders related to Tourism Industry. Discussions held in the conference were on the norms of cleanliness of various tourist places in India, safety and security of tourist especially women tourists, seamless travel between states and interstate road taxes, completion of infrastructure projects and submission of utilisation certificate and completion certificate, timely issuance of licences to hotels, implementation of Hunar-Se-Rozgar, making tourist destinations accessible for differently abled tourists, sustainable tourism and carrying capacity of destinations, constitution of regional promotion councils, to provide single window clearances for film shooting and MICE Tourism. The meeting passed the Resolution that the Department of Tourism of all States and Union Territories will work for ensuring safety and security of the tourists, especially, of women tourists. The Ministry of Tourism has also started a new campaign for the safety of women titled **"I respect women"**.

1.6 Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS)

An Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) has been constituted under the Chairmanship of the Principal Secretary to the Prime Minister. The terms of reference of the Committee are to facilitate resolution of Inter-Ministerial issues involved in the development of tourism in the country as well as issues raised by industry associations in the tourism sector. The last meeting of the said committee was held on 30th July, 2013. It had discussed various important matters including Tourist Visa On Arrival (TVOA) facility for additional countries, TVOA facility to five more airports, collective landing facility at airports, issue of long term Restricted Area Permits (RAP) and Protected Area Permits (PAP) in North Eastern States, inclusion of hotels of two stars and above category in the Harmonised list of Infrastructure, etc.

1.7 Human Resource Development

1.7.1 Broad Basing of Hospitality Education

The Ministry puts special emphasis on reduction of skill gap in the hospitality sector and for this it has adopted a multipronged strategy which includes strengthening and expanding the institutional infrastructure for training and education. For this purpose, the Ministry supports creation of new Institutes of Hotel Management (IHMs) and Food Craft Institutes (FCIs) in States besides providing financial assistance for modernization and capacity enhancement of existing IHMs and FCIs. This year two new State Institute of Hotel Management, Catering Technology and Applied Nutrition at Kottayam, Kerala and Kakinada in Andhra Pradesh were sanctioned. In addition, one Central IHM has also been sanctioned for Jagdishpur, Uttar Pradesh.

The National Council for Hotel Management and Catering Technology (NCHMCT), the administrative body for the Institutes of Hotel Management (IHMs) is poised to tie up with Ecole Hoteliere de Lausanne, Switzerland for the upgradation of curriculum and teaching methods at all IHMs in the country.

Two new campuses of IITTM, one at Bhubaneswar and another at NOIDA were inaugurated by Dr. K. Chiranjeevi, Hon'ble Minister of State (Independent Charge) for Tourism on 18th April, 2013 and 23rd April, 2013 respectively. The Foundation Stone of the centre at Tada (Nellore) was laid on 8th January, 2013 by the Hon'ble Minister.

1.7.2 Capacity Building and Employment Generation

1.7.2.1 Skill Testing and Certification of the existing Service Providers

The Ministry of Tourism pursues its skill development effort for skilling over 2.8 lakh persons during the 12th Plan Period in terms of its Plan Scheme namely the "Scheme for Capacity Building for Service Providers". Under the programme for certification of skills of service providers employed in the hospitality sector, skills of 13473 service providers have been certified up to 31.12.2013.

1.7.2.2 Hunar-Se-Rozgar Tak (HSRT) Programme

A special initiative was launched in 2009-10 for creation of employable skills amongst youth belonging to economically weaker strata of society in the age group of 18 to 25 years (upper age limit raised to 28 years in November 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. As on 31.12.2013, 39008 persons have been trained under the initiative. HSRT is ever innovative in its approach so as to enhance the training output and to reach newer areas such as,Training of locals running Home Stay arrangements for tourists at Leh (Ladakh), tie-up with Army Units and Training of Security Guards.

1.7.2.3 Mid Day Meal Scheme of MHRD-Training of Cook-cum-Helpers

In tie up with the Ministry of Human Resource Development, a programme has been put in place to provide the training of Cook-cum-Helpers engaged in the Mid Day Meal Scheme. 187 Cooks have been trained by 6 Institutes namely IHM Goa, Chennai, Guwahati and SIHM Rohtak, Dehradun and CIHM Chandigarh.

1.7.2.4 Tourist Facilitators Programme which was launched in 2012-13 to bring up a work force for handling tourists, particularly, pilgrims in the State of Jammu & Kashmir, IHM, Srinagar, has trained 239 persons under this programme during the period 01.04.2013 to 31.12.2013.

1.8 Hospitality

1.8.1 Hotels and Convention Centres in the Master List of Infrastructure Sub-Sectors

In pursuance of the Ministry of Tourism, the Ministry of Finance has included hotels with a project cost of more than ₹ 200 crore each at any place in India and of any star rating and convention centres with a project cost of more than ₹ 300 crore each, in the Harmonized Master List of Infrastructure Sub-Sectors. The inclusion of hotels and convention centres in the Harmonized Master List of Infrastructure Sub-Sectors will have an immediate multiplier effect on the overall economic development and will provide a fillip to employment generation in the country.

1.8.2 Launch of Public Service Delivery System for Project Approval, Classification/Re-classification and Related Services

With a view to bring in more transparency and accountability, the Ministry has launched a web based Public

Service Delivery System (PSDS) on 3.4.2013 for granting approvals for hotel projects, classification / re-classification and related services. With the help of this system, all applicants seeking approval for hotel projects classification / re-classification and related services will be able to track the progress of their applications online on a real time basis. The Ministry of Tourism endeavours to communicate the final decision on all such applications within 90 days of the receipt of application complete in all respects.

1.9 Facilitation of Travel Trade

1.9.1 Visa on Arrival (VOA) Scheme

The "Visa On Arrival" (VOA) Scheme of the Government of India which was launched in 2010, has become popular with the tourists. During the period January to December 2013, a total number of 20,294 VOAs were issued as compared to 16,084 VOAs during the year 2012. The Tourist Visa On Arrival facility has been extended to four more airports viz. Thiruvananthapuram, Bengaluru, Hyderabad and Kochi w.e.f. 15.08.2013.

1.9.2 Liberalization of Visa Regime

The Ministry of Tourism continuously works with the Ministry of Home Affairs and The Ministry of External Affairs to usher in a tourist friendly visa regime which have yielded the following results :

(a)   Collective landing permits for groups of four and more for all countries except Prior Reference (PR) countries notified on 1st April, 2013 (to be operational during 2014).

(b)   The provisions relating to two months gap between two visits of a foreign national to India on a Tourist Visa and Tourist Visa On Arrival has been reviewed by the Government. It has been decided to lift the restriction of two-month gap on re-entry of foreign nationals coming to India on Tourist Visa and Tourist Visa On Arrival. However, this relaxation does not include nationals of Afghanistan, Maldives, China, Iraq, Pakistan, Sudan, foreigners of Pakistan origins and Stateless persons. This decision has addressed a long pending demand of the travel industry and would facilitate tourists visiting the country.

(c)   Conference Visa has been made as simple as Tourist Visa. Earlier the antecedents of the conference organizer had to be verified. Now this is no longer required.

(d)   Four new international airports now grant Visa On Arrival viz. Hyderabad, Thiruvananthapuram, Kochi and Bengaluru.

(e)   Tourist Visa On Arrival payment can now be made by credit cards. Earlier it was only to be paid in rupee terms.

(f)   Earlier visa application form was only in English. Now the visa application is available in English and several other languages including those in the Roman script.

(g)   Standardization of visa form: Now roughly 55 per cent of the Indian Missions around the world have a standard visa form. Efforts are on to move towards 100 per cent standardization.

(h)   Bank and Employment Statements are no longer required by the Indian Mission in Paris.

(i)   Even though India has not yet introduced an electronic visa, at least the application form is now available electronically on the Incredibleindia.org website.

(j)   Earlier every passenger had to fill an Embarkation/Disembarkation Card. Now it will be only one card either Embarkation or Disembarkation.

1.9.3 Tourist Infoline/ Contact Centre

The Ministry of Tourism, Government of India, in order to provide information services to the incoming tourists (Pre & Post arrival) and domestic tourists proposes to set up contact centre services/ Tourist infoline. This service will primarily serve those who know very little about India or about travel within India, and those who do not understand Indian systems (including private sector systems) and/ or Indian languages, often not even English. This toll free information line will be available in ten international languages besides English and Hindi.

1.10 Promotion and Marketing

1.10.1 International Focus on the North-East

The 1st International Tourism Mart (ITM) was held at Guwahati in January 2013 to promote the tourism potential of North-Eastern States of India. The 2nd International Tourism Mart (ITM) was held in Tawang, Arunachal Pradesh in the month of October 2013. The North-East which was termed as a "Paradise Unexplored" has a huge tourism potential that is yet to be tapped. The Ministry invited about 100 international delegates to the International Tourism Marts held in Guwahati and in Tawang.

1.10.2 Campaign Clean India

Clean India Campaign has been initiated by the Ministry of Tourism with the objective to increase tourist arrivals in the country, to improve quality of services to the tourists and to provide a hygienic environment in and around tourist destinations across the country.

The Ministry has become successful in augmenting the role of Archaeological Survey of India (ASI) and various Central Public Sector Undertakings like Oil & Natural Gas Corporation (ONGC), Bharat Heavy Electricals Limited (BHEL), India Tourism Development Corporation Limited (ITDC), as part of their corporate social responsibility for overall upgradation, beautification, including cleaniness and maintenance of monuments and important tourist places. One Municipal Authority viz. Varanasi Nagar Nigam and one private organization viz. Sulabh International have also stepped into in this direction.

1.10.3 777 days of the Indian Himalayan Campaign

The idea is to remind the world that 73% of the Himalayas are in India. The main motive is to attract tourists during the Indian summer traditionally considered an off-season for India. This is being done to boost hotel occupancy not only in the Himalayas but also in the towns where the air and rail heads for the Himalayas are located. 50% concession has been announced on the climbing fee for climbing these mountains.

1.10.4 Audio Guides

India is poised to take a giant leap forward from the landline telephone regime to the cell phone regime. In audio

guides, India ranks close to the bottom today. Right now a software is ready to give all smartphone owners free audio guides to 20 cities in India. The date of inauguration is yet to be fixed. These destinations include Golden Temple, Amritsar; Jewish Synagogue in Kochi; Salar Jung Museum, Hyderabad; etc. India will become the first country to give free audio guides. Ultimately they will be available in 9 international languages.

1.10.5 Travel Planner

Google has created a Travel Planner for 200 odd Indian destinations. India is the only country in the world right now to have a Travel Planner. By clicking a few important details of what one is looking for India, one would get a video, several pictures, 360° views and all the relevant information about that particular place.

1.10.6 Creation of Photo Bank

In partnership with M/s. Google, the Ministry of Tourism has created a Photo Bank of more than 2,000 photos about India.

1.10.7 Creation of Bank of Videos

Through a collaboration with Pixel, the Ministry of Tourism has created a small bank of videos about India. Within few months, at least three videos will be available about three important destinations/monuments in India.

1.10.8 Sound & Light Shows

India is the only country to put its Sound & Light Shows on Youtube in Dolby and stereophonic sound.

1.11 Revamping of Incredibleindia.org website to help the Tourism Sector

From under 4,500 hits a day, now the website of the Ministry gets more than 50,000 hits on peak days and on all days more than 18,000 hits. Following benefits can accrue to small and medium private players from this website :-

(a)   Hotel Association of India (HAI)/ Federation of Hotels and Restaurants Association of India (FHRAI) and Indian Heritage Hotels Association have links on the Incredibleindia.org website.

(b)   All five domestic airlines now have links on the Incredibleindia.org website.

(c)   You could book a rail ticket through the Indian Railway Catering & Tourism Corporation Ltd. (IRCTC) website within Incredibleindia.org website.

(d)   Bus tickets can now be booked through the Incredibleindia.org website.

(e)   State Road Transport Corporation (SRTC) Bus timetables of most States are already on the Incredibleindia. org website.

(f)   International tickets to Delhi, Bengaluru and Mumbai can now be booked through the Incredibleindia. org website.

(g)   Flight schedules to these three international airports are already available.

(h)   Now tourists can book entire tour packages through the Indian Association of Tour Operators (IATO) link on the Incredibleindia.org website.

1.12 Focus on Bodhgaya

The Ministry of Tourism, Government of India, the Departments of Tourism of the Governments of Bihar and Uttar Pradesh and International Finance Corporation (World Bank Group) have entered into an agreement to cooperate in upgrading the quality of services and goods provided for tourists along the "Buddhist Circuit" in Uttar Pradesh (UP) and Bihar. Under this agreement, the signatories are designing a strategy aimed at a broader integrated Buddhist Circuit Tourism Development Project, for both Buddhist pilgrims and those wishing to experience the essence of Buddhist heritage.

1.13 Additional Central Financial Assistance for the State of Uttarakhand

The Ministry of Tourism was the first to announce an additional Central Financial Assistance of ₹ 50 crore within two days of the Uttarakhand disaster. The amount was raised to ₹ 100 crore later on. Overall the State Govt. of Uttarakhand will get roughly ₹ 195 crore from the Ministry of Tourism this year.

1.14 International Co-operation

1.14.1 The 4th Meeting of India - ASEAN Tourism Ministers was held on 21st January, 2013 in conjunction with the ASEAN Tourism Forum 2013 in Vientiane, Lao PDR. During the meeting, the Hon'ble Minister of State (IC) for Tourism, Government of India and ASEAN Tourism Ministers signed the Protocol to amend the Memorandum of Understanding between ASEAN and India on Strengthening Tourism Cooperation. The Ministers also launched the ASEAN-India tourism website (www.indiaasean.org) as a platform to jointly promote tourism destinations, sharing basic information about ASEAN Member States and India, and visitor guide.

1.14.2 India joined the Global Leaders for Tourism Campaign launched by UNWTO and WTTC on 11th April, 2013. World Travel and Tourism Council (WTTC) urges world leaders to join hands with the leaders from the other countries as well as with UNWTO and WTTC to position travel and tourism higher on the global agenda. Till date 53 countries (including India) have joined this campaign.

1.14.3 The Ministry of Tourism, Government of India had hosted the 25th Joint Meeting of UNWTO Commissions for South Asia, East Asia and the Pacific and UNWTO Conference on Sustainable Tourism Development in Hyderabad from 12th to 14th April, 2013. By hosting these two events, India showcased its rich heritage to the world. The event provided a great opportunity for the State of Andhra Pradesh and particularly the city of Hyderabad to showcase the varied attractions and facilities to the international tourism fraternity.

1.14.4 The 20th Session of the United Nations World Tourism Organization (UNWTO) General Assembly, the 96th and 97th session of the UNWTO Executive Council and the 54th session of the UNWTO Commission for South Asia were held in Victoria Falls area, at the border between Zambia and Zimbabwe, during which India has been elected to the post of Membership of the UNWTO Executive Council and Chairmanship of the UNWTO Commission for South Asia.

1.14.5 India also participated in the Fifth T-20 Tourism Ministers' Meeting held in London on 4th November, 2013. The T-20 comprises of the Group of Tourism Ministers mainly of the G-20 countries.

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Chapter - 2

Ministry of Tourism and its Functions

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2.1 The Organisation

The Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of Tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/ Union Territories and the representatives of the private sector.

The Ministry is led by Dr. K. Chiranjeevi, the Minister of State (Independent Charge) for Tourism.

The Secretary (Tourism), who is also the ex-officio Director General (DG) of Tourism, provides the executive directions to the Ministry. The Directorate General of Tourism, which is an attached office of the Ministry, has 20 field offices within the country, 14 overseas offices and one subordinate office/project, i.e., Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project (GWSP). IISM conducts various ski and other courses in the Jammu & Kashmir Valley. The overseas offices promote the market for Indian tourism abroad. The domestic field offices are sources of tourist information. They are also responsible for monitoring the progress of implementation of field projects in their respective jurisdictions.

India Tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of the Ministry of Tourism. The Ministry is also in charge of the following autonomous institutions:

(i)   Indian Institute of Tourism and Travel Management (IITTM). National Institute of Water Sports (NIWS) has been merged with the IITTM.

(ii)   National Council for Hotel Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management.

2.2 Role and Functions of the Ministry of Tourism

As a part of its policies and programmes, the Ministry handles the following main functions:

(i)   All policy matters including

     a.   Development Policies

     b.   Incentives

     c.   External Assistance

	d.	Manpower Development
	e.	Promotion & Marketing
	f.	Investment Facilitation
	g.	Growth Strategies

(ii)   Planning

(iii)   Co-ordination with other Ministries, Departments, State/Union Territory Governments

(iv)   Regulation

        a.   Standards

        b.   Guidelines

(v)   Infrastructure & Product Development

        a.   Central Assistance

        b.   Distribution of Tourism Products

(vi)   Research, Analysis, Monitoring and Evaluation

(vii)   International Co-operation and External Assistance

        a.   International Bodies

        b.   Bilateral Agreements

        c.   External Assistance

        d.   Foreign Technical Collaboration

(viii)   Legislation and Parliamentary Work

(ix)   Establishment Matters

(x)   Overall Review of the Functioning of the Field Offices

(xi)   Vigilance Matters

(xii)   Official Language: Implementation of Official Language Policy

(xiii)   VIP References

(xiv)   Budget Co-ordination and Related Matters

(xv)   Plan Co-ordination and Monitoring

(xvi)   Integrated Finance Matters

(xvii) Overseas Marketing (OM) Work

(xviii) Welfare, Grievances and Protocol

2.3   The Directorate General of Tourism is responsible for the following functions:

(i)   Assistance in the formulation of policies by providing feedback from the field offices

(ii)   Monitoring of plan projects and assisting in the plan formulation

(iii)   Co-ordinating the activities of the field offices and their supervision

(iv)   Regulation

    a.   Approval and classification of hotels, restaurants, Incredible India Bed & Breakfast (IIB&B)units

    b.   Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.

(v)   Inspection & Quality Control

    a.   Guide Service

    b.   Complaints and redressal

(vi)   Infrastructure Development

    a.   Release of incentives

    b.   Tourist facilitation and information

    c.   Field publicity, promotion & marketing

    d.   Hospitality programmes

    e.   Conventions & conferences

(vii)   Human Resource Development

    a.   Institutions

    b.   Setting standards and guidelines

(viii) Publicity & Marketing

a.   Policy

b.   Strategies

c.   Co-ordination

d.   Supervision

(ix)   Assistance for Parliamentary Work

(x)   Establishment Matters of the Directorate General of Tourism excluding those of Group 'A' Officers and those requiring the approval of Secretary/Minister.

2.4 Advisory and Co-ordination Mechanism

2.4.1 The National Tourism Advisory Council (NTAC), which serves as a think-tank of the Ministry of Tourism for the development of tourism in the country, consists of representatives from various Union Ministries, trade and industry associations and experts in the field of Travel and Tourism Management. The NTAC was last re-constituted in May 2013. The present composition of the Council is as follows:

(A)   Chairperson: Minister of State (I/C) for Tourism

(B)   Members:

(I)   Representatives of the Ministries/ Departments of Government of India:

      a.   Secretary, Tourism

      b.   Finance Secretary

      c.   Foreign Secretary

      d.   Secretary, Culture

      e.   Secretary, Civil Aviation

      f.   Secretary, Urban Development

      g.   Secretary, Road Transport & Highways

      h.   Chairman, Railway Board

      i.   Principal Adviser (Tourism), Planning Commission

      j.   Additional Member (Tourism & Catering), Railway Board

(II)   Twenty six experts in the field of Travel and Tourism Management

(III)   The President of each of the following Associations:

      (i)   Tourism Division of Federation of Indian Chambers of Commerce and Industry (FICCI)

      (ii)   Tourism Division of PHD Chamber of Commerce & Industry (PHDCCI)

      (iii)   Tourism Division of Associated Chambers of Commerce & Industry of India (ASSOCHAM)

      (iv)   Tourism Division of Confederation of Indian Industry (CII)

      (v)   Travel Agents Association of India (TAAI)

      (vi)   Indian Association of Tour Operators (IATO)

      (vii)   Indian Tourist Transport Association (ITTA)

      (viii)   Association of Domestic Tour Operators of India (ADTOI)

      (ix)   Adventure Tour Operators of India (ATOI)

(x)   Federation of Hotel & Restaurant Association of India (FHRAI)

(xi)   Hotel Association of India (HAI)

(xii)   Indian Heritage Hotel Association (IHHA)

(xiii) Indian Convention Promotion Bureau (ICPB)

(xiv)   Experience India Society

(xv)   India Tourism Development Corporation (ITDC)

(xvi)   World Travel & Tourism Council – India Initiative (WTTCII)

(xvii) World Wildlife Fund (WWF), India Representative

(xviii) Managing Director, Indian Railway Catering and Tourism Corporation, New Delhi

(xix)   Director, Indian Institute of Tourism & Travel Management (IITTM), Gwalior (Ex-Officio)

(IV)   Minister/Secretary (Tourism) of various States/ UTs could be invited as Special Invitees, as and when necessary.

(C)   Member-Secretary:

Additional Director General, Ministry of Tourism, Government of India

<h1 style="text-align:center">Chapter - 3</h1>

<h1 style="text-align:center">Development of Infrastructure and Destination Management</h1>

3.1 Augmentation of Infrastructure is the key to the expansion of tourism sector. More than fifty per cent of the Ministry's expenditure on planned schemes go into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs.

3.2 Scheme for Product/Infrastructure Development of Destinations and Circuits

Under the centrally sponsored scheme of Product/ Infrastructure Development of Destinations and Circuits, the Ministry of Tourism extends Central Financial Assistance to the State Governments/Union Territory Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. 100% Central Assistance is given under the scheme for identified projects for the development of major destinations/circuits to world standard and also for rural tourism infrastructure development. Under this scheme, the Ministry of Tourism provides financial assistance up to ₹ 5 crore for the development of Destinations and Circuits. The upper limit of financial assistance has been increased to ₹ 25 crore and ₹ 50 crore respectively for identified mega destinations and circuits.

The Ministry of Tourism holds Prioritization Meetings with the States/UTs to identify the tourism projects in their States/UTs for funding. While prioritizing the projects, adequate emphasis is given to the projects involving the construction and upkeep of wayside amenities along Highways/Roads leading to tourist destinations, cleanliness at the tourism sites, projects in backward areas, etc.

To ensure the contribution of tourism in the development of remote and backward areas in the country, it has been decided to year mark 2.5% of total plan outlays of the Ministry of Tourism from 2011-12 for tourism development in tribal areas and a separate Budget Head under Tribal Sub Plan (TSP) has been created. During the year 2013-14 an amount of ₹ 32.05 crore has been earmarked under Budget Head for Tribal Sub Plan (TSP). As per standard procedure 10% of Total Plan Outlay of the Ministry of Tourism is year-marked for development of tourism for North Eastern States. During 2013-14, an amount of ₹ 129 crore was year-marked for North Eastern States.

Under the component of rural tourism infrastructure development, thrust is for the development of tourism infrastructure for the identified rural tourism sites so that tourism and its socio-economic benefits percolate down to the rural community. A maximum of ₹ 50 lakh is sanctioned to States/UT Administrations for each project under this scheme for tourism related infrastructure development.

3.3 Development of Mega Destinations and Circuits

Realizing that increased inflow of tourists requires better infrastructure, the Ministry of Tourism has taken

the initiative for integrated development of mega destinations/ circuits/ projects for suitably addressing the existing infrastructure gaps, ensuring convergence of resources and programmes of other Ministries, particularly at the key destinations / circuits.

The mega destinations/ circuits are considered on the basis of their national importance, footfalls and future potential in consultation with the State Governments. Under this new initiative, the Ministry of Tourism provides Financial Assistance up to ₹ 25 crore for development of a mega destination and ₹ 50 crore for a mega circuit. Apart from this financial assistance, the Ministry is also working with other Central Govt. Ministries and concerned State Governments to achieve convergence and synergy with other govt. programmes so that the impact of investment on these destinations is maximized.

The process of identifying the mega projects is a continuous process and Ministry of Tourism has identified 71 such destinations / circuits of national importance (as on 31.12.2013). The projects sanctioned are for development of World Heritage Sites, other important Heritage sites, historically and culturally important Sites, Religious Sites and for development of Cruise Tourism. While developing these mega destinations, emphasis is laid on the improvement of environs landscaping, illumination, improvement in solid waste management and sewerage, wayside amenities, refurbishment of monuments, construction of tourist reception centres, last mile connectivity, signages, etc.

3.4 Rural Tourism

The scheme of Rural Tourism was started by the Ministry of Tourism in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages. The villages which had core competence in art & craft, handloom, and textiles as also an asset base in the natural environment were selected. The scheme also aims to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience.

The promotion of Village Tourism is also aimed at generation of revenue for the rural communities through tourists visitations. Under this scheme, funds up to ₹ 50 lakh for infrastructure (hardware, or HW) development and up to ₹ 20 lakh for capacity building (software, or SW) activities, are provided to State Government for each identified rural tourism site.

A total of 203 rural tourism projects in 29 States/Union Territories sanctioned up to 31st December, 2013.

3.5 Inter-Ministerial Co-ordination

An Inter-Ministerial Co-ordination Committee on Tourism Sector (IMCCTS) has been constituted under the Chairmanship of the Principal Secretary to the Prime Minister. The terms of reference of the Committee are to facilitate resolution of Inter-Ministerial issues involved in the development of tourism in the country as well as issues raised by industry associations in the tourism sector. The members of Committee are: Member Secretary, Planning Commission, Chairman, Railway Board, Secretaries from the Ministries of Home, Defence, External Affairs, Road Transport & Highways, Civil Aviation, Rural Development, Environment & Forests, Urban Development, Labour and Employment, Culture, Departments of Revenue, Expenditure and School Education & Literacy. Secretary, Ministry of Tourism is the Member Convener of the Committee. The last meeting of the said committee was held on 30th July, 2013. It discussed various important matters including Tourist Visa On Arrival (TVOA) facility for additional countries, TVOA facility to five more airports, collective landing facility at airports, issue of long term Restricted Area

Permits (RAP) and Protected Area Permits (PAP) in North Eastern States, inclusion of hotels of two stars and above category in the Harmonised list of Infrastructure, etc.

3.6 Development Initiatives in the North-East

Government of India attaches great importance to the development of tourist infrastructure in the North East region in view of its immense tourism potential. Towards achievement of this objective, 10% of the Plan allocation of the Ministry has been earmarked for the development and promotion of North East Region. The financial assistance being given to North East States includes asisistance for development of tourism infrastructure, promotion of fairs/festivals and tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, promotion and marketing etc. In 2009-10, an amount of ₹ 178.61 crore was released for tourism infrastructure, human resource development and publicity and promotion related projects in the North East while, in 2010-11 an amount of ₹ 208.48 crore, in 2011-12 an amount of ₹ 145.93 crore and in 2012-13 an amount of ₹ 113.72 crore has been released.

Chapter - 4

New Tourism Products

The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche products of the tourism industry. This is done in order to overcome the aspect of 'seasonality' to promote India as a 365 days destination, attract tourists with specific interest and to ensure repeat visits for the unique products in which India has comparative advantage. Accordingly, the following New Tourism Products have been identified by the Ministry of Tourism for development and Promotion:

i.   Cruise

ii.   Adventure

iii. Medical

iv.   Wellness

v.   Golf

vi.   Polo

vii. Meetings Incentives Conferences & Exhibitions (MICE)

viii. Film Tourism

ix.   Eco-tourism

x.   Sustainable Tourism

4.1 Cruise Tourism

(a)   Ocean Cruise

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June, 2008. The objectives of the policy are to make India as an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various ports in the country;

An Inter-Ministerial Steering Committee, comprising members from various Central Ministries, like Shipping, Home Affairs, Finance, with Secretary (Shipping) as Chairman, was constituted in June 2010. The Committee acts as a nodal body to address all issues regarding Cruise Tourism. Joint Secretary, Ministry of Tourism is the Member Secretary of this Committee.

The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/UT Administrations/Central Government Agencies under the following schemes for development of Tourism including Cruise Tourism:

During 2012-13 the Ministry of Tourism sanctioned following projects for upgradation of Cruise Terminals at various ports under its scheme of guidelines for Assistance to Central Agencies for Tourism Infrastructure Development. Once implemented, the ports, namely Kochi and Chennai would become more accessible and attractive for cruise passengers:

(₹ in lakh)

Sl. No.	Project Name	Sanctioned Year	Sanctioned Amount	Released Amount
1.	Development of dedicated cruise berthing facilities at Cochin Port - under the scheme - Assistance to Central Agencies for infrastructure development	2012-13	2243.32	1121.66
2.	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port - under the scheme - Assistance to Central Agencies for infrastructure development	2012-13	1724.66	862.33

(b)   River Cruise

The Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territories for development of tourism infrastructure and promotion of tourism including River Cruise. Financial assistance was extended for construction of Double Hull Boats, construction of Jetties, Cruise Vessels, Boats, etc. A sum of ₹ 4762.48 lakh was sanctioned to the Government of Kerala by the Ministry of Tourism for the development of Back Water Circuit in Alappuzha in Back Water Region as a Mega Circuit in March 2013.

4.2 Adventure Tourism

Adventure travel involves exploration or travel to remote, exotic areas. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure.

4.2.1 Initiatives of the Ministry of Tourism to Promote Adventure Tourism

- The Ministry of Tourism has issued guidelines for the approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide Adventure Tour Operators.

- The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking, hang gliding, paragliding, bungee jumping and river rafting.

- Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.

4.2.2 Indian Institute of Skiing & Mountaineering (IISM), Gulmarg, Jammu & Kashmir

The Indian Institute of Skiing & Mountaineering (IISM) has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipments and training facilities for Adventure Sports.

During the year 2013-14, the Ministry of Tourism has sanctioned an amount of ₹ 149.10 lakh to the Institute for conducting of various Adventure Courses as viz Snow Skiing, Water Skiing, Trekking, Parasailing and Hot Air Balloon.

4.3. Hunar-Se- Rozgar Programmes Sanctioned under Niche Tourism during 2012-13

- 15 days Training of 56 Naturalists (in two batches of 30 and 26) in Bandhavgarh and Pench, organized by Madhya Pradesh State Tourism Development Corporation Ltd., in association with the Indian Institute of Forest Management – ₹ 3, 76,320/- sanctioned.

- Special three months Training programme of 60 guides (in two batches of 30 each) from 10 rural/forested destinations being developed by Madhya Pradesh Eco Tourism Development Board – ₹ 41, 01,736/- sanctioned.

- Training programme of 15 days for 40 Adventure Travel Escorts organized by Indian Mountaineering Foundation at Dharmshala centre of the Western Himalayan Mountaineering Institute, Himachal Pradesh – ₹ 4, 03,025/- sanctioned.

- Capacity building/ awareness programmes under Green Hiker Campaign (High Altitude Wetland Training Programme) in the State of Uttarakhand, Jammu & Kashmir and Himachal Pradesh in organized and unorganized sector for 600 trainees to be conducted by WWF – ₹ 17, 93,858/- sanctioned.

- 6 days Skill Testing and Certification programme for 30 River Rafting Guides organized by Jawahar Institute of Mountaineering and Winter Sports, Pahalgam in the State of Jammu & Kashmir. The programme has been completed – Grant of ₹ 1, 41,510/- sanctioned.

- Golf Caddy training programme conducted by Women's Golf Association of India (WGAI). The training for 40 caddies (men and women) commenced in July 2012. The training was completed by September 2012 – ₹ 4, 89,640/- sanctioned.

- 30 days Housekeeping course for 30 persons conducted by Indian Institute of Skiing & Mountaineering, Gulmarg. The training has been completed – ₹ 2, 81,250/- sanctioned.

- 4 months training of 100 Nature Guides by Chhattisgarh Tourism Board through Forest training schools in Chhattisgarh – ₹ 15, 95,000/- sanctioned.

4.4 777 days of the Indian Himalayas

A campaign titled the "777 Days of the Incredible Indian Himalayas" aimed at promoting the Himalayas, internationally was launched by the Hon'ble Minister of State (IC) for Tourism, Dr. K. Chiranjeevi on 27th September, 2013. The campaign has a twofold objective, one to attract more international tourists to India during the lean summer season and second, to remind the world that 73 % of the Himalayan region is in India. The Ministry of Tourism has decided to meet 50% of Peak fee chargeable by Indian Mountaineering Foundation (IMF) from the climbing expeditions during the period of 777 days of the campaign.

The Ministry also launched a map of Himalayan States and a Directory of Events that contains the activities to be undertaken during this period of "777 days of the Incredible Indian Himalayas" campaign. A book on safety regulations brought out by ATAOI was also released on the occasion. The Ministry also released two short films titled "Greatest Show on the Earth" and "Life Altering Journey". Dr. Conrad Anker, a noted mountain climber with experience of more than 25 years of climbing expeditions in the Himalayan region shared his experiences of the area. The Adventure Tour Operators Association of India (ATAOI) is collaborating with the Ministry of Tourism in this campaign and they have designed special adventure programmes running over the next 777 days.

4.5 Medical Tourism

The Medical Tourism activity is mainly driven by the private sector. The Ministry of Tourism has only the role of a facilitator in terms of marketing this concept and promoting this in the key markets. The Ministry of Tourism has taken several steps to promote India as a Medical and Health Tourism Destination, which are as follows:

- Brochure, CDs and other publicity material to promote Medical and Health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.

- Medical and Health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.

- 'Medical Visa' has been introduced, which can be given for specific purpose to foreign tourists coming to India for medical treatment.

- An international road show on medical tourism was organized in Nairobi, Kenya and Dar-es-Salaam, Tanzania, in association with FICCI in August-September, 2012.

- An international exhibition road show on medical tourism India Medical Tourism Destination 2013 (Nigeria) was organized at Abuja on September 23rd and at Lagos on 25th and 26th September, 2013 by FICCI in association with the Ministry of Tourism.

- The Ministry of Tourism also supported the National Conference – Health Tourism in India, organized by PHD Chamber of Commerce, held at New Delhi on 26th July, 2013.

4.6 Fiscal Incentives Provided by the Ministry of Tourism for Development of Medical Tourism:

For participation in approved Medical/Tourism Fairs/Medical Conferences/Wellness Conferences/ Wellness Fairs and its allied Road Shows (PMT), the Ministry of Tourism provides Market Development Assistance. This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the year 2009.

Financial support under the MDA scheme is being provided to approved medical tourism service providers, i.e., the representatives of Hospitals accredited by Joint Commission for International Accredited Hospitals (JCI) and National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators (Travel Agents/Tour Operators engaged in Medical Tourism and approved by the Ministry of Tourism, Government of India.

4.7 Wellness Tourism

The Ministry of Tourism has formulated guidelines for Wellness tourism. These guidelines address various issues including inter alia, making available quality publicity material, training and capacity building for the service providers and participation in international and domestic wellness related events.

4.7.1 Wellness events supported by the Ministry of Tourism during 2013-14

- Global Spa & Wellness Summit, 2013 from 5th to 7th October, 2013 at The Oberoi in Gurgaon.

- FICCI Wellness Conference 2013, at New Delhi on 5th August, 2013.

- International Conference on Health Futures organized by Soukya Foundation at Bengaluru from 13 -15 November, 2013.

4.8 Golf Tourism

The Ministry of Tourism has formulated the guidelines for extending financial support for promotion of golf tourism. These guidelines address issues including inter-alia, training and capacity building for the service providers, participation in international and domestic events, related events and making available quality publicity material.

The Ministry of Tourism has also constituted the India Golf Tourism Committee (IGTC), which is the nodal body for golf tourism in the country. The IGTC approved 23 golf events during the year 2012-13 and released an amount of ₹ 4,31,16,488/-. The 4th meeting of the India Golf Tourism Committee (IGTC) was held on 26.11.2013.

The Ministry invited Expressions of Interest (EoI) from the Golf Clubs, Golf Event Managers, State Governments/UT Administrations, Approved Tour Operators/Approved Travel Agents and Corporate Houses seeking financial support from the Ministry of Tourism for Golf Events, Golf Shows, Golf Promotional Workshops/ Events/ Annual Meetings/Seminars eligible for financial support, with a view to promote Golf Tourism to and/ or within India under Incredible India brand as well as to provide an opportunity for these events to use the association with the Incredible India brand to achieve international standards.

The EoI was called for Golf Events, Golf Shows, Golf Promotional Workshops/Events/Annual Meetings/ Seminars organized between 15th November, 2013 and 30th June, 2014. The notice inviting EoI was issued in leading newspapers on 14th October, 2013 and on the Ministry of Tourism website www.tourism.gov.in and www.eprocure.gov.in on 14th and 17th October, 2013, respectively. Applications received through the EoI have been evaluated by the India Golf Tourism Committee, in its meeting held on 26th November, 2013.

4.9 Polo Tourism

The Ministry of Tourism promotes Polo as "Heritage Sports", in collaboration with the Indian Polo Association and has formulated guidelines identifying broad areas of support for promotion of this game as Niche Tourism Product.

This Ministry has sanctioned Central Financial Assistance of ₹ 4751.61 lakh for the development of Integrated Mega Tourist Circuit for Marging Polo-Keina-Khebaching (Khogiom) in Manipur, during 2012 -13.

4.10 Meetings, Incentives, Conferences and Exhibitions (MICE)

The Ministry of Tourism has developed guidelines for extending the benefits under Market Development Assistance (MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences / Conventions, thereby bringing more MICE business to the country. Under this scheme, associations / societies would be given financial support on winning the bid or for obtaining second and third positions in the bidding process, subject to the terms and conditions.

4.11 Initiatives taken by the Ministry of Tourism for Promotion of MICE during 2013-14

1. A Training and Development programme on Market Development Assistance scheme extended by the Ministry of Tourism for promotion of Meetings, Incentives, Conventions and Exhibitions (MICE) Tourism was held on July 12th and 13th, 2013 for Members of India Convention Promotion Bureau.

2. The Ministry of Tourism participated in EIBTM, Barcelona 2013. More than 20 members of ICPB had also represented the country at the event.

4.12 Promotion of Eco-Tourism

The Ministry recognizes following cardinal principles for development of eco-tourism:

• It should involve the local community and lead to the overall economic development of the area.

• It should identify the likely conflicts between use of resources for eco-tourism and the livelihood of local inhabitants and attempt to minimize such conflicts.

• The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and

• It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan while avoiding inter-sectoral conflicts and ensuring sectoral integration associated with commensurate expansion of public services.

4.13 Tiger Reserves open for Tourism Activities

The Supreme Court has lifted the ban on tiger tourism in core areas of reserves and sanctuaries on 8th October, 2012 by vacating its interim ban order of 24th July, 2012 and permitted tourism in core areas. The Ministry of Tourism welcomes this move.

The guidelines for Tourism in and around Tigers reserves' notified by the National Tiger Conversation Authority (NTCA) have taken cognizance of various matters of concerns of the Ministry of Tourism. The Ministry of Tourism was represented in the committee constituted to frame a comprehensive set of guidelines under Section 38-O(c) of the Wildlife (Protection) Act,1972 and other laws in force in compliance of the interim order dated 29.08.2012 from the Hon'ble Supreme Court of India in the petition for SLP(Civil) No. 21399/2011.

The stand of the Ministry of Tourism during discussion in the committee was for regulated tourism in protected areas of the country based on scientific carrying capacity and sustainability principles. The Ministry of Tourism sees these guideline as path of coexistence of tourism and wildlife and urges the State Governments and all stakeholders to adhere to the guidelines in letter and spirit for overall development of eco-tourism.

4.14 Eco-friendly Measures to be Adopted by the Hotels

The Ministry of Tourism has developed guidelines for approval of Hotel Projects at the implementation stage and also guidelines for classification of operational hotels under various categories. As per these guidelines, hotels at the project stage itself are required to incorporate various eco-friendly measures like Sewage Treatment Plant (STP), rain water harvesting system, waste management system etc.

Once the hotel is operational, it can apply for classification under a Star category to the Hotel & Restaurant Approval Classification Committee (HRACC) of the Ministry. During the physical inspection of the hotel by HRACC Committee, it is ensured that in addition to the afore-mentioned measures, other measures like pollution control, introduction of non - CFC equipment for refrigeration and air conditioning, measures for energy and water conservation are also undertaken by the hotel.

Under the guidelines for project level and classification / re-classification of operational hotels, it has been prescribed that the architecture of the hotel buildings in hilly and ecologically fragile areas should keep in mind sustainability and energy efficiency and as far as possible be in conformity with the local ethos and use local materials.

4.15 Promotion of Sustainable Tourism

The Ministry has constituted a Steering Committee with representatives from all the 14 sectors of the tourism and hospitality industry of India. The Steering Committee deliberated at length to formulate the Sustainable Tourism Criteria. The Committee has finalized the Sustainable Tourism Criteria and Indicators for the Accommodation Sector and the Tour Operator Sector, as these two form the most important stakeholders in the Tourism Industry. Once adopted, it would be mandatory for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria.

4.15.1 Initiatives taken by the Ministry of Tourism for Promotion of Sustainable Tourism during 2013-14

As per the Results Framework Document (RFD) for 2013-14, the Ministry of Tourism has supported/organized the following Conferences:

1. Bhopal International Conference on Sustainable Tourism 2013 organized by the Eco-Tourism Society of India from 18th to 19th April, 2013, in association with the Ministry of Tourism.

2. United Nations World Tourism Organization (UNWTO) Commission's Conference on Sustainable Tourism Development held at Hyderabad from 12th to 14th April, 2013.

3. The Ministry of Tourism has constituted a Committee having the representation of all major stakeholders for evolving Sustainable Tourism Criteria for India for Beaches, Backwaters, Lakes and Rivers. The Committee constituted for the purpose has developed the Sustainable Tourism Criteria for India detailing Principles and Indicators for Beaches, Backwaters, Lakes and Rivers on 11th December, 2013.

4.16 Film Tourism

The Ministry of Tourism has issued guidelines (dated 25th July, 2012), for extending financial support to State Governments / Union Territory Administrations, for promotion of "Film tourism".

In an endeavour to establish India as a filming destination, the Ministry of Tourism and Ministry of Information & Broadcasting (I&B) have entered into a Memorandum of Understanding (MoU) on 16th February, 2012 to promote Cinema of India as a sub brand of "Incredible India" at various International Film Festivals like IFFI Goa, European Film Market, Cannes Film festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry.

During the year 2013, the Ministry of Tourism has supported the Cannes Film Festival in May, 44th International Film Festival of India, Goa held from 20th to 30th November and the Film Bazaar 2013 held at Panjim, Goa from 20th to 24th November under the Memorandum of Understanding signed with the Ministry of Information & Broadcasting, for promotion of Film Tourism.

The Ministry of Tourism has also instituted a National Tourism Award for the "Most Film Promotion Friendly State/UT".

Chapter - 5

Implementation of the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995

5.1 People with disabilities are being acknowledged as a consumer group of travel, sports, and other leisure-oriented products and services. The Ministry of Tourism wants to tap potential of this group for promotion of tourist destinations in the country. The Ministry has, therefore, taken an initiative to make tourist destinations barrier-free. Detailed instructions have been issued to all the State Governments/Union Territory Administrations for making the tourist-facilities which are being created with central financial assistance, barrier-free. As India is also a signatory to proclamation on full participation and equality of people with disabilities at various international fora, the Ministry promotes barrier free access at all tourist destinations.

5.2 The Ministry has also initiated a new category of Award of Excellence for Most Barrier-Free Monument/Tourist Attraction in the country to encourage other agencies responsible for maintaining monuments/tourist attractions to create barrier-free environment for the promotion of accessible tourism.

5.3 The condition of making the hotels accessible for people with different abilities has been included in the guidelines for approval and classification of 4 and 5 star category hotels.

Chapter - 6

Development and Regulation of Tourism Industry

6.1 Efforts to Overcome Shortage of Accommodation

The upsurge in tourist arrivals intensified the Ministry's efforts towards augmentation of tourist accommodation. The Ministry of Tourism has been advising all State Governments and other land owning agencies to create land banks for hotels and to allow such hotel sites on Public-Private Partnerships or Revenue sharing basis. They have also been advised to allow additional FAR, more commercial utilization and to create Single Window Clearance System for promoting investment into hotel sector. The Ministry brought out guidelines for classification of Apartment hotels, Timeshare Resorts, Guest Houses and Tented Accommodation. The Ministry of Urban Development has now liberalized the operation of Guest Houses in National Capital Territory of Delhi as per its Master Plan 2021. On the request of the Ministry of Tourism, the Ministry of Urban Development has rationalized the conversion charges that are levied on the Guest Houses.

The excessive demand led to planning for an inventory of budget category rooms, bringing into its orbit spare rooms that are available with various house-owners, which were classified as 'Incredible India Bed & Breakfast Establishments' under 'Gold' or 'Silver' categories. To motivate house owners to apply for this scheme, an integrated publicity campaign was launched. Such registered houses are being promoted through the e-commerce platform of 'Incredible India' website. On the request of the Ministry of Tourism, the Government of NCT Delhi has exempted such establishments from various taxes by treating them residential. Some other states have also extended similar concessions.

6.2 Income Tax Exemption of Hotels

On the request of the Ministry of Tourism, the Finance Minister in the budget proposals for 2008-09 had granted a five-year holiday from Income Tax to two, three or four star hotels that are established in specified districts which have UNESCO declared 'World Heritage Sites' status. The hotel should be constructed and start functioning during the period 1st April, 2008 to 31st March, 2013. This incentive is not applicable to the revenue districts of Mumbai and Delhi.

6.3 Approval of Convention Centre

Meetings, Incentives, Conferences and Exhibitions (MICE) are today becoming an important segment of the tourism industry. With the opening up of Indian economy, MICE tourism is likely to grow further in the future. Our country therefore, needs more Convention and Exhibition Centres to meet the requirement of this lucrative segment of tourism. Taking this fact into consideration, the Ministry of Tourism grants approval to Convention Centres to encourage investment and standardize facilities at such centres.

6.4 Hotels and Convention Centres in the Master List of Infrastructure Sub-Sectors

In the pursuance of the Ministry of Tourism, the Ministry of Finance has included hotels with a project cost of more than ₹ 200 crore each at any place in India and of any star rating and convention centres with a project cost of more than ₹ 300 crore each, in the Harmonized Master List of Infrastructure Sub-Sectors. The inclusion of hotels and convention centres in the Harmonized Master List of Infrastructure Sub-Sector will have an immediate multiplier effect on the overall economic development and will provide a fillip to employment generation in the country.

6.5 Launch of Public Service Delivery System for Project Approval, Classification/Re-classification and Related Services

With a view to bring in more transparency and accountability, the Ministry of Tourism, Government of India launched a web based Public Service Delivery System (PSDS) on 3.4.2013 for granting approvals for hotel projects, classification / re-classification and related services.

With the help of this system, all applicants seeking approval for hotel projects classification / re-classification and related services will be able to track the progress of their applications online on a real time basis. The Ministry of Tourism endeavours to communicate the final decision on all such applications within 90 days of the receipt of application complete in all respects.

6.6 Revision of Guidelines for Classification and Re-classification for Hotels

The Government has recently studied the current tourism scenario and revised the guidelines for Classification and Re-classification of Hotels w.e.f. 4th September, 2013. The revision of the guidelines will provide a higher level of services in hotels and also make the information about customers' rights available to them on and even before their arrival. The revised guidelines will make the hotels more customer-friendly and hospitable.

6.7 Approval of Travel Trade

The Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, so as to encourage quality, standard and service in these categories and promote Tourism in India. This is a voluntary scheme open to all bonafide agencies.

No. of approved Travel Agents till 31.12.2013 - 285

No. of approved Inbound Tour Operators till 31.12.2013 - 431

No. of approved Domestic Tour Operators till 31.12.2013 - 73

No. of approved Adventure Tour Operators till 31.12.2013 – 30

No. of approved Tourist Transport Operators till 31.12.13 -129

6.8 Easing Visa Regime

The Ministry of Tourism continuously works with the Ministry of Home Affairs and the Ministry of External Affairs to facilitate a tourist friendly visa regime . The efforts of the Ministry in this regard have yielded following results:

- Tourist Visa On Arrival scheme was initially started on pilot basis w.e.f 01.01.2010 for five countries i.e. Finland, Japan, New Zealand, Singapore and Luxembourg. In the year 2011, TVOA was extended for six more countries i.e. Cambodia, Vietnam, Laos, Philippines, Indonesia and Myanmar.

- The provisions relating to two months gap between two visits of a foreign national to India on a Tourist Visa and Tourist Visa On Arrival has been reviewed by the Government. It has been decided to lift the restriction of two-month gap on re-entry of foreign nationals coming to India on Tourist Visa and Tourist Visa on Arrival. However, this relaxation does not include nationals of Afghanistan, Maldives, China, Iraq, Pakistan, Sudan, foreigners of Pakistan origins and Stateless persons. This decision has addressed a long pending demand of the travel industry and would facilitate tourists visiting the country.

- More Port of Entries added for Tourist Visa on Arrival - The Tourist Visa On Arrival facility has been extended to four more airports viz. Thiruvananthapuram, Bengaluru, Hyderabad and Kochi w.e.f. 15.08.2013.

6.9 Collective Landing Permits/ Group Tourist Visa

Foreign tourists in groups of four or more arriving by air or sea and sponsored by Indian travel agencies approved by the Ministry of Tourism and with a pre-drawn itinerary may be granted collective landing permit for a period not exceeding 60 days, with multiple entry facilities to enable them to visit neighbouring countries.

The facility of Collective Landing permit for Group tourists will be available at the following airports and seaports:

Airports: Delhi, Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Kochi, Thiruvananthapuram and Goa.

Seaports: Mormugao (Goa), Kochi, Calicut, Thiruvananthapuram, Mumbai, Nhava Sheva, Chennai and Kolkata.

6.10 Tourist Infoline /Contact Centre

The Ministry of Tourism, Government of India, in order to provide information services to the incoming tourists (Pre & Post arrival) and domestic tourists, proposes to set up contact centre services/ Tourist infoline. This service will primarily serve those who know very little about India or about travel within India, and those who do not understand Indian systems (including private sector systems) and/ or Indian languages, often not even English. This toll free information line will be available in ten international languages besides English and Hindi.

<center>**Chapter - 7**</center>

<center># Human Resource Development</center>

7.1 In order to meet the manpower needs of the tourism industry in the country, the Ministry of Tourism had initially set up four Institutes of Hotel Management, Catering Technology and Applied Nutrition (IHMs) at New Delhi, Mumbai, Chennai and Kolkata. Subsequently, 14 Food Craft Institutes (FCIs) were also set up at different places in the country to promote the hospitality related craft disciplines. This year two new State Institutes of Hotel Management, Catering Technology and Applied Nutrition at Kottayam, Kerala and Kakinada in Andhra Pradesh were sanctioned. In addition, one Central IHM has been sanctioned at Jagdishpur, Uttar Pradesh.

7.2 The Ministry has also decided to mainstream hospitality education through Government vocational schools, ITIs, polytechnic institutes, Government Colleges, Universities and Public Sector Undertakings. The central assistance will be available to all. The assistance will be utilised for creation of infrastructure necessary for the conduct of courses/trainings.

7.3 National Council for Hotel Management and Catering Technology

The National Council for Hotel Management and Catering Technology (NCHMCT) was set up in 1982 to coordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results; regulating building plans and equipments, training, publishing periodicals, magazines, etc; as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT also affiliates Institutes of Hotel Management for admission and regulation of examinations. At present, 52 Institutes of Hotel Management comprising 21 Central Institutes, 16 State Institutes and 15 Private Institutes are affiliated to the NCHMCT. They conduct Degree, Post Graduate Degree/Diploma Courses in various disciplines relevant for hospitality industry. The NCHMCT also affiliates State Food Craft Institutes (FCIs) both at the Centre and State for Diploma Courses. These FCIs are located at Ajmer, Aligarh, Balangir, Darjeeling, Udaipur, Hoshiarpur, Naugaon and Tura.

Admission to M.Sc in Hospitality Administration is centrally carried out by the Council. In the case of other courses, i.e. P.G.Diploma in Accommodation Operation; Diploma in Food Production; Diploma in Food & Beverage Service; Diploma in Housekeeping Operation; Diploma in Front Office Operation; Diploma in Bakery & Confectionery; Craftsmanship Course in Food Production; Craftsmanship Course in Food & Beverage Service and Certificate Course in Hotel and Catering Management, admission is directly carried out by the respective Institutes as per eligibility criteria prescribed by the National Council for each of the courses. Strength of students during 2012-13 academic session are as under:

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Course Title	Students on Roll
M.Sc. in Hospitality Administration (4th Semester)	20
2nd Semester)	47
1st Year of 3-Year B.Sc. in Hospitality and Hotel Administration	5341
2nd Year of 3-Year B.Sc. in Hospitality and Hotel Administration	4641
3rd Year of 3-Year B.Sc. in Hospitality and Hotel Administration	4220
Post Graduate Diploma in Accommodation Operation	72
Diploma in Food Production	888
Diploma in Food & Beverage Service	460
Diploma in Front Office Operation	157
Diploma in Housekeeping	107
Diploma in Bakery & Confectionary	91
Certificate Course in Food Production	630
Certificate Course in Food & Beverage Service	165
Total	**16839**

7.4 Central Financial Assistance for Creation of Institutional Infrastructure

The Ministry extends Central Financial Assistance (CFA) for setting up State Institutes of Hotel Management. The 17 State Institutes of Hotel Management projects that are at various stages of construction, are mentioned in Annexure-A. The CFA for such projects is subject to certain guidelines including allocation of at least 5 acres of land by the State Government concerned and affiliation of the Institute to the NCHMCT. Normal grant is up to ₹ 10 crore is for construction and the rest for the purchase of equipment required by the Institute. An additional ₹ 2 crore can also be paid for the construction of hostels. The expenditure over and above Central Grant is met by the respective state governments. Central Financial Assistance has also been extended for the setting up of Food Craft Institutes. A list of 14 FCIs under construction is mentioned in Annexure-B. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernisation of laboratories.

ANNEXURE-A

LIST OF SIHMs			
SL. NO.	STATE/UT	STATE/U.T. I.H.Ms. UNDER CONSTRUCTION	TOTAL NO. OF I.H.Ms
1	ANDHRA PRADESH	Tirupati	3
		Medak	
		Kakinada	
2	ARUNACHAL PRADESH	Itanagar	1
3	ASSAM	Jorhat	1

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4	BIHAR	Bodhgaya	1
5	CHHATTISGARH	Raipur	1
6	GOA	North Goa	1
7	GUJARAT	Patan	1
8	HARYANA	Yamunanagar	1
9	JHARKHAND	Ranchi	1
10	KERALA	Kottayam	1
11	MADHYA PRADESH	Indore	1
12	MAHARASHTRA	Solapur	1
13	MIZORAM	Aizawl	1
14	NAGALAND	Dimapur	1
15	TRIPURA	Agartala	1
	TOTAL	**17**	**17**

LIST OF FCIs			
SL. NO.	STATE/UT	F.C.I.	TOTAL NO. OF F.C.Is
1	HIMACHAL PRADESH	Dharmashala	1
2	JAMMU & KASHMIR	Jammu	2
		Leh	
3	KARNATAKA	Hassan	2
		Gulbarga	
4	MADHYA PRADESH	Jabalpur	2
		Rewa	
5	MEGHALAYA	Tura	1
6	RAJASTHAN	Pali	2
		Sawai Madhopur	
7	SIKKIM	Namchi	1
8	UTTARAKHAND	Almora	1
9	UTTAR PRADESH	Meerut	1
10	WEST BENGAL	Durgapur	1
	TOTAL	**14**	**14**

7.5 Performance of Indian Institute of Tourism and Travel Management for the Year 2013

Since its inception in 1983, Indian Institute of Tourism and Travel Management (IITTM) has been playing a pioneering role in the field of travel and tourism education and training. From a single centre institute, it has grown into a multi-campus pan-India Institute. Its main objective is to provide specialized training and education for tourism and travel industry. In 1992 the institute was shifted to Gwalior. It opened its eastern India centre at Bhubaneswar in 1997 and NIWS (National Institute of Water Sports) Goa was placed under its administrative control in 2004. The Delhi centre was opened in 2007 followed by Nellore centre in 2010.

During the year 2013, IITTM conducted full time two-year PGDM programmes approved by AICTE at Gwalior, Bhubaneswar, Delhi and Nellore centres of the institute.

7.5.1 Bhubaneswar Centre - The new campus of IITTM Bhubaneswar centre was inaugurated at Dumduma by Dr. K. Chiranjeevi, Hon'ble Minister of State (IC) for Tourism on 18th April, 2013. The Hon'ble Chief Minister of Odisha was the Chief Guest on the occasion. The Ministry of Tourism, Govt. of India had sanctioned ₹ 12.57 crore for its construction. The Construction work is complete.

7.5.2 NOIDA Centre - The new campus of IITTM, NOIDA centre was inaugurated by Dr. K. Chiranjeevi, Hon'ble Minister of State (IC) for Tourism on 23rd April, 2013. Academic session 2013-14 has commenced from this new location. Ministry of Tourism, Govt. of India had sanctioned ₹ 23.16 crore for its construction. Work is complete.

7.5.3 Nellore Centre - The Foundation Stone of the centre was laid on 08th January, 2013 at Tada by Dr. K. Chiranjeevi, Hon'ble Minister of State (IC) for Tourism. The Ministry of Tourism, Govt. of India has sanctioned ₹ 30.00 crore for construction of campus. Work is underway.

7.5.4 National Institute of Water Sports (NIWS), Goa (a centre of IITTM)

i) NIWS carried out a total of 36 courses and 585 persons trained during the period. Out of this, 11 courses were conducted outside Goa.

ii) Boat-club Inspection and Certification - Inspection/audit for safety preparedness of 104 parasailing boats and 02 SCUBA Diving units were undertaken and reports issued.

iii) Joint Certification in Life Saving Techniques - Indian Navy P.T. School (INPTS) has approached NIWS for affiliation of its course in Life Saving Techniques - Pool, Beach and Open Water. Since affiliation of other institutes is not possible, a mechanism for joint certification has been considered and MoU signed.

7.6 Capacity Building and Employment Generation

MoT pursues its skill development effort for skilling over 2.8 lakh persons during the 12th Plan Period in terms of its Plan Scheme namely the "Scheme for Capacity Building for Service Providers". The major initiatives of MoT under its skill development effort are:

a) Skill Testing and Certification programme for existing service providers.

b) Hunar-Se-Rozgar Tak programme aimed primarily at increasing the net benefits to the poor and ensuring that tourism growth contributes to poverty reduction.

7.7 Skill Testing and Certification of the Existing Service Providers

A programme for certification of skills of service providers employed in the hospitality sector has been instituted by the Ministry under which the service providers would undergo a 5-day orientation, followed by practical test and viva voce. So far the facilities have been instituted in 21 Central IHMs, 15 SIHMs, 6 FCIs and National Institute of Tourism and Hospitality Management (NITHM). For the year 2013-14, against the target of 16950, skills of 13473 service providers have been certified up to 31/12/2013.

7.8 Hunar-Se-Rozgar Tak (HSRT) Programme

A special initiative was launched in 2009-10 for creation of employable skills amongst youth belonging to economically weaker strata of society in the age group of 18 to 25 years (upper age limit raised to 28 years in November 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. The programme offers short duration courses of 6 to 8 weeks which are fully funded by MoT. Initially covering two courses (i) Food & Beverage service and (ii) Food Production, courses in Housekeeping, Utility, Bakery and Patisserie were added subsequently. With the growing acceptability of the initiative more trades/training areas were added like- to bring up Drivers, Golf Caddies, Stone Mason, Security Guards and Tourist Facilitators etc.

The training programmes in hospitality trades under the initiative are being implemented by MoT's own Institutes (21 central IHMs, 17 SIHMs, 12 FCIs) Indian Institute of Tourism and Travel Management (IITTM), NITHM, Hyderabad, ITDC, Kerala Institute of Tourism and Travel Studies (KITTS), Indian Railway Catering and Tourism Corporation Ltd. (IRCTC), Institutes identified by State Governments, Classified Hotels, Hotels/equivalent establishments under the State Tourism Development Corporations. So far as training programmes in non-hospitality trades, like bringing up drivers, golf caddies, security guards, stone masonry, tourist facilitators etc., are concerned, these are implemented by State Governments /agencies designated for the purpose.

As on 31/12/2013, 39008 persons have been trained under the initiative. HSRT is ever innovative in its approach so as to enhance the training output and to reach newer areas. The following steps have been taken in this direction:

7.9 Training of locals running Home Stay Arrangements for Tourist at Leh (Ladakh)

The programme launched in 2011-12 is being run successfully by IHM Srinagar. Till the end of financial year 2012-13, 327 locals have been trained by the Institute under this programme. For the year 2013-14, the Institute proposes to train 250 persons under the programme.

7.10 Tie-up with Army Units

Tripartite implementation arrangement has been made involving MoT for funding, IHM for academic support and army units for training infrastructure. Training courses are being conducted by Army Unit at Uri, Baramulla and Muchhal Kupwara. 128 persons have been trained under this programme during 2012-13. The target for the year 2013-14 is 500. Against this target 123 persons have been trained as of 31st December, 2013 under this programme.

7.11 Training of Security Guards

ITDC has successfully completed the first pilot programme of training to bring up security guards in Travel/

Tourism/Hospitality sector. 40 persons have been trained under the programme. In the second programme the ITDC proposes to train 120 persons.

7.12 New Initiatives of Human Resource Development

7.12.1 Mid Day Meal Scheme of MHRD- training of Cook-cum-Helpers

In tie up with the Ministry of Human Resource Development, a programme has been put in place to provide training of Cook-cum-Helpers engaged in the Mid Day Meal Scheme. The training course, which is of 10 days duration, will be imparted by MoT sponsored IHMs/FCIs. MoT will meet the entire expenditure on the training programme. For the current financial year, the target is to train about 650 persons. Against this as of 31st December, 2013, 187 cooks sponsored by MHRD/ the responsible state units have been trained by 07 Institutes namely IHM Goa, Chennai, Bhubaneswar, Guwahati, SIHM Rohtak, Dehradun and CIHM Chandigarh.

7.12.2 Tourist Facilitators Programme

Under the six week's training programme launched in 2012-13 to bring up a work force for handling tourists, particularly, pilgrims in the State of Jammu & Kashmir to serve at Mata Vaishno Devi, AmarnathYatra, Shrines at Srinagar and Buddhist Monasteries at Leh, IHM, Srinagar, the implementer of the programme has trained 239 persons under the programme from 1/4/2013 to 31/12/2013 against the target of training of 550 persons under the programme during 2013-14.

7.12.3 Heritage Walk Virsa Sathi

The six week's training programme has been introduced as a fusion of 3 important initiatives of MoT: HSRT, Earn While You Learn and Campaign Clean India is being implemented by IITTM. The programme to be run on pilot basis in Delhi first, aims to bring up escorts and volunteers to accompany / guide tourists on identified Heritage Walk Stretches. The Trainees would be adopting Stretches for cleanliness under the Campaign Clean India.

7.12.4 Training of Jail Inmates at Tihar Jail

DIHM, Lajpat Nagar has started a training programme as part of the HSRT for jail inmates of Tihar to prepare them for their lives post sentence.

7.12.5 Skin Care & Spa Therapy, Basic Fitness Training, Flower Arrangements in Hotels & Events

Under the Ministry's scheme of Capacity Building for Service Providers, three new training programmes of 8 weeks duration each, have been introduced. The eligibility for first course is 8th pass and 12th pass for next two courses. Initially 480 persons each under the first two courses and 150 persons under the third course are proposed to be trained in 2013-14 by Punjab Heritage Tourism Promotion Board.

7.12.6 Tour Assistants, Transfer Assistance and Office Assistants in Tourism Sector

A six week's training programme, fully funded by MoT and aimed at providing manpower at entry level positions as Tour Assistants, Transfer Assistance and Office Assistants in Tourism Sector for the age group of 18 to 28 years graduate students has been introduced. The Programme is a specific effort under "Earn While You Learn", initiative of the Ministry of Tourism and is implemented by IITTM at Noida campus.

7.12.7 Skill Certification Programme for Drivers of Tourist Vehicles

A six days training programme titled "Towards a Tourist Friendly Transport Service –aimed at upgrading the skills of drivers of registered tourist vehicles, the first interactive point with the tourist, has been introduced. The programme is to be implemented by IITTM at its Noida centre. The candidates for the training programme are to be sponsored by Indian Tourist Transporters Association (ITTA). The trainees are not to be charged any fees either by IITTM or ITTA. The trainees will however be paid a wage loss compensation @ ₹ 200/- per day. It is proposed that skills of 1000 drivers would be upgraded during the year 2013-14 under the programme. The IITTM has already started the implementation of the programme and skill certified 267 drivers as on 31/12/2013.

7.12.8 Other New Initiatives Proposed

Trainings to provide for Polo Grooms, Wellness Tourism Service Providers and Nature Guides.

Chapter - 8

Publicity and Marketing

8.1 Domestic Media Campaigns

During the financial year 2013-14, the Ministry of Tourism undertook various activities for promotion of Domestic Tourism and the spread of Social Awareness messages. These included the following:

- Campaigns to promote tourism to the North East Region and to the State of Jammu & Kashmir were released on Doordarshan and on private television channels across the country.

- An advertising campaign at the T3 Terminal of the Delhi International Airport as well as Mumbai International Airport on the theme "Go Beyond" was undertaken.

- Social Awareness campaigns on the concepts of 'Cleanliness', 'Hospitality', 'Civic Responsibilities', and 'Good Behaviour Towards Tourists', were released on Doordarshan and private television channels across the country.

- Social Awareness Campaigns have been released on Digital Cinema Theatres in major Indian cities.

- A domestic online campaign featuring ads showcasing various tourism destinations across the country was launched in major websites.

- A domestic radio campaign featuring radio jingles on campaign clean india, HSRT was released on FM radio channels and across the country has been launched.

8.2 Incredible India International Campaigns

- The Ministry of Tourism undertakes centralized international media campaigns – print, electronic and online, under the 'Incredible India' brand line in key source markets as well as potential markets across the world.

- The Ministry of Tourism released a Global Print Campaign in major source markets. The campaign featured 'Life of Pi' creatives sourced in collaboration with M/s Fox International were used in addition to the 'Find What You Seek' Creatives.

- The Ministry of Tourism released a Global Television Campaign as a part of which, 'Life of Pi' creatives sourced in collaboration with M/s Fox International were used in addition to the 'Find What You Seek' Creatives.

- The Ministry of Tourism released a Global Online Campaign which was launched in major websites.

8.3 Other Promotions

- Advertisements on the 'Clean India Campaign' were released on Access Cards of the Tirumala Tirupati Devasthanam (TTD) through the year.

- The Ministry participated in the Travel and Tourism Fairs held in Hyderabad, Ahmedabad, Surat, Kolkata Chennai, Bengaluru, Mumbai and Delhi.

- The Ministry participated in South Asian Travel & Tourism Exchange (SATTE) held in New Delhi in 2014. The North Eastern States participated as co-exhibitors in the India Pavilion set up in the exhibition.

- Advertisement support has been extended to the 'The Week' and the 'India Today' Magazines. In addition ad-hoc advertisements have also been released in other publications and souvenirs.

- Branding was undertaken in international events like the IIFA Awards in Macau in July 2013 and in the World Ranking Snooker Championship 2013 organized by the Billiards & Snooker Federation of India.

- An advertorial campaign was undertaken in newspapers across the country to highlight the various initiatives and schemes of the Ministry of Tourism.

8.4 Online initiatives

- The promotional website of the Ministry of Tourism www.incredibleindia.org has been comprehensively revamped and updated. The website www.incredibleindia.org offers complete audios of Indian Sound & Light Shows. These are available in stereophonic sound. Central Financial Assistance is being provided to State Governments within guidelines for computerization and IT projects.

- The Ministry signed MoU with M/s Google for aiming at mutual cooperation for development of various online tourism initiatives.

- The Ministry has signed an agreement with M/s Genesys International Corporation Limited, for creating, developing and maintaining Walking Tours Product which is an online, interactive web product that will help national and international tourists, plan and take walking tours in all major cities in India.

- The Ministry has also signed an agreement with M/s Audio Compass (India) Pvt Ltd to deliver guided, multimedia and interactive walking tours on its website through a dedicated API link or a separate website and/or mobile application. As part of this agreement, Audio Compass would design, develop and produce content for interactive multimedia walking tours of major Indian cities, monuments and tourist destinations to be hosted on Incredible India website.

8.5 Production of Publicity Material

- The Ministry of Tourism produced the Incredible India promotional calendar 2014 showcasing various tourism destinations across the country.

- A composite North East Travellers' Companion was printed.

- The Ministry of Tourism produced five tourist guide books on the topics 'Buddhist Circuits and Sites

in India', 'State of Jammu & Kashmir', 'Uttarakhand' and 'Madhya Pradesh' and the city of 'Kochi'in collaboration with M/s Eicher Publications.

- Two TVCs on Himalayas were produced for promoting tourism to the Himalayan States. The TVCs were showcased on the launch of the '777 days of Himalaya' campaign on the occasion of World Tourism Day 2013.

8.6 Participation in Overseas Travel Shows

Indiatourism Offices Overseas have participated in the major international Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. For 2013 these include :

- Arabian Travel Market (ATM) in Dubai
- ITB – Asia in Singapore
- World Travel Market (WTM) in London
- WTM-(Latin America)
- PATA Travel Mart
- CITM (China)
- Top Resa (France)
- Virtuoso (USA)
- Cannes Film Festival (France)

The Ministry of Tourism, through the overseas offices participated in major MICE related travel fairs and exhibitions including IMEX-America 2013 in Las Vegas; and IT & CMA (Thailand).

Other niche products such as medical tourism and rural tourism have been promoted by overseas offices at various international travel fairs & exhibitions, Road Shows, India Seminars and Presentations, etc.

8.7 Road Shows

As part of the promotional initiatives undertaken, Road Shows were organized in important tourist generating markets overseas with participation of different segments of the travel industry. The Road Shows comprised presentations on India followed by one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries. Road Shows organized in 2013:

- Kingdom of Saudi Arabia (Jeddah, Riyadh and Dammam)
- Nordic Europe (i.e Oslo, Stockholm and Helsinki)
- Australia (Sydney and Melbourne)
- USA (East Coast)
- South East Asia (Singapore, Kuala Lumpur and Manila)

- USA- (West Coast)/ Canada and China (Shanghai, Beijing and Guangzhou)

- Germany (Hamburg, Dusseldorf, Stuttgart and Munich)

Besides, India Tourism Offices in Overseas also participated in Road Shows organized by Tour Operators/ Travel Agents in their respective jurisdiction.

8.8 Food Festival

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, support has been extended to Indian Food Festivals by sponsoring Indian Chefs through ITDC for the food festivals organized in 2013:

- Paraguay

- Seoul

- Taipei

- Cambodia

- Hamburg

- Brussels

- Malta

- Santo Domingo

- Havana

- Peru

- Cuba

- Chichen

- Mexico

- Guadalajara

- Buenos Aires

8.9 Outdoor Publicity

- For greater visibility of "Incredible India", outdoor advertising campaigns including advertising in the form of Wall wrap papers at Chicago O'Hare International Airport was undertaken.

- Screening of Incredible India spots on giant LED during Venice International Film Festival in August and September 2013.

- Incredible India branding was carried out during Europalia in Brussels.

- Branding in 12 large size image light boxes was done in Dubai during annual Global Village event in October 2013.

- A two-week radio campaign (KNX) and a four-week outdoor branding commenced on transit buses in Orange County, Los Angeles in November 2013 were undertaken.

8.10 Printing of Tourist Literature

Tourist publications have been printed in foreign languages by the overseas offices to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, French, Spanish, Portuguese, German, Russian, Hungarian, Romanian, Polish, Hebrew, Croatian, Japanese, Korean, Taiwanese, Norwegian, Finnish and Swedish.

8.11 Brochure Support and Joint Promotions

- Joint promotional activities were undertaken by the Indiatourism Offices overseas with Tour Operators and Airlines, etc. Jt. Advertising with Air India in baggage tags was undertaken at Sydney and Melbourne International airports in August 2013.

- Joint promotions were also organized with Indian Missions.

- Brochure and Joint advertising support were extended by the overseas offices to tour operators/ travel agents / wholesalers, etc. for promoting India tour packages and Indian tourism products.

8.12 Hospitality

- Hospitality was extended to guests, including media personnel, travel agents and tour operators. These guests were also invited to cover important events such as Himalayan Run & Trek Event. International Tourism Mart (ITM) in Assam and Arunachal Pradesh.

- Familiarization tours were arranged for media and trade representatives from Argentina, Azerbaijan, Australia, Austria, Belgium, Brazil, Canada, China, Dubai, France, Germany, Greece, Hungary, Israel, Italy, Japan, Korea, Kuwait, Mexico, Moldova, Netherlands, Philippines, Russia, Romania, Singapore, South Africa, Spain, Turkey, Taiwan, UK and USA.

8.13 MDA Scheme

Marketing Development Assistance was extended to approve service providers for promotional activities undertaken by them in the overseas markets including participation in Travel Fairs/Exhibitions, Production of publicity material, Sales Tours, etc.

8.14 Others

MoUs were entered with Air India and the Indian Railway Catering and Tourism Corporation (IRCTC) for undertaking promotional activities overseas.

Chapter - 9

Statistics, Surveys and Studies

9.1 Information and Research Activities

The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of information on various aspects of inbound, outbound and domestic tourism in India. The statistics collected by the Division include data on foreign tourist arrivals, domestic and foreign tourist visits, foreign exchange earnings from tourism, etc.

Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences, satisfaction levels, etc. Based on the requirement of the Ministry, this Division also undertakes surveys, studies for preparation of master plans/ perspective plans/ Detailed Project Reports (DPRs) for development of tourism in the country, evaluation studies to find out the effectiveness of the schemes being implemented by the Ministry, economic and statistical research studies like estimation of manpower requirement in the hospitality sector, feasibility studies, etc.

Preparation of Tourism Satellite Account, to know the contribution of tourism in the GDP and employment of the country, is also one of the major tasks of the division.

9.2 Foreign Tourist Arrivals (FTAs)

FTAs in India during 2013 were 6.84 million (Provisional) with a growth of 4.1% over 2012. FTAs during 2012 were 6.58 million with a growth of 4.3%, as compared to the FTAs of 6.31 million during 2011.

9.3 Foreign Exchange Earnings (FEE) from Tourism

Tourism is an important sector of Indian economy and contributes substantially in the country's foreign exchange earnings. The Foreign Exchange Earnings (FEE) from tourism, in rupee terms, during 2013 was ₹ 1,05,836 crore (Provisional) with a growth of 12.0%, as compared to the FEE of ₹ 94,487 crore during 2012.

The FEE from tourism in terms of US dollars during 2013 was US$ 18.133 billion (Provisional) with a growth of 2.2%, as compared to US$ 17.737 billion during 2012.

A statement giving FTAs in India and FEE from tourism for the years 2009 to 2013 is given below:

Foreign Tourist Arrivals and Foreign Exchange Earnings during the years 2009-2013

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (₹ in crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Billion US$)	Percentage Change Over Previous Year
2009	51,67,699	-2.2	53,700	4.5	11.136	- 3.7
2010	57,75,692	11.8	64,889#	20.8	14.193#	27.5
2011	63,09,222	9.2	77,591#	19.6	16.564#	16.7
2012	65,77,745	4.3	94,487#	21.8	17.737#	7.1
2013	68,48,067@	4.1	1,05,836#	12.0	18.133#	2.2

@ Provisional

Advance Estimates

9.4 Domestic Tourism

The estimates of domestic tourism are compiled on the basis of data furnished by State Governments/ UT Administrations and other information available with the Ministry of Tourism. The domestic tourist visits during the year 2012 are estimated to be 1036 million (Provisional), showing a growth of 19.8% over 2011.

9.5 Surveys & Studies

As a guide to the formulation of policies, funding projects and evaluating effectiveness of schemes being implemented by the Ministry of Tourism, the Ministry sponsors studies and surveys. These include evaluation studies, feasibility studies, preparation of Detailed Project Reports (DPRs), etc. 5 Surveys/Studies/DPRs/Feasibility Studies were completed during the year 2013. 19 Surveys/Studies have been commissioned /taken up during 2013 and 28 DPRs have been completed during the year 2013.

Chapter - 10

International Co-operation

10.1 4th India-ASEAN Tourism Ministers Meeting

The 4th Meeting of India - ASEAN Tourism Ministers was held on 21st January, 2013 in conjunction with the ASEAN Tourism Forum 2013 in Vientiane, Lao PDR. The Meeting was attended by the Hon'ble Minister of State (IC) for Tourism. During the meeting the Hon'ble Minister of State for Tourism, Government of India and ASEAN Tourism Ministers signed the Protocol to amend the Memorandum of Understanding between ASEAN and India on Strengthening Tourism Cooperation. The Ministers also launched the ASEAN-India tourism website (www.indiaasean.org) as a platform to jointly promote tourism destinations, sharing basic information about ASEAN Member States and India, and visitor guide.

10.2 India Joined Global Leaders for Tourism Campaign

India joined the Global Leaders for Tourism Campaign launched by UNWTO and WTTC on 11th April, 2013. Dr. Taleb Rifai, Secretary General, UNWTO accompanied by Minister of State (IC) for Tourism, Dr. K. Chiranjeevi handed over an "Open Letter" to Vice President, Shri M. Hamid Ansari. The letter jointly signed by Mr. Rifai and Mr. David Scowsill, President and CEO, World Travel and Tourism Council (WTTC) urges world leaders to join hands with the leaders from the other countries as well as with UNWTO and WTTC to position travel and tourism higher on the global agenda. The campaign was launched in 2011 and till date 53 countries (including India) have joined this campaign. The Open letter along with the testimonials of the Head of States and Governments who have joined the Campaign will be compiled in the Golden Book of Tourism Campaign.

10.3 25th Joint Meeting of UNWTO Commissions for South Asia, East Asia and the Pacific and UNWTO Conference on Sustainable Tourism Development

The Ministry of Tourism, Government of India hosted the 25th Joint Meeting of UNWTO Commissions for South Asia, East Asia and the Pacific and UNWTO Conference on Sustainable Tourism Development held in Hyderabad from 12th to 14th April, 2013. The above events were attended by delegates from 21 countries, 8 UNWTO affiliate members, 2 regional organizations and many industry organizations. By hosting these two events, India showcased its rich heritage to the world. The event provided a great opportunity for the State of Andhra Pradesh and particularly the city of Hyderabad to showcase the varied attractions and facilities to the international tourism fraternity.

10.4 1st Joint Working Group Meeting on Tourism Cooperation between India and Ukraine

The 1st Joint Working Group Meeting on Tourism Cooperation between India and Ukraine was held on 8th April, 2013 at Hotel Samrat, New Delhi. The Indian delegation was led by Mr Anand Kumar, Joint Secretary, Ministry

of Tourism, Government of India while the Ukrainian side was headed by Mrs. Olena Shapovalova, Chairman of the State Agency of Ukraine for Tourism and Resorts, Government of Ukraine. At the end of the meeting Agreed minutes were signed by both sides to enhance cooperation in the field of Tourism, especially with regard to investment in tourism sector, MICE tourism, human resource development, exchange of information, participation in travel fairs / exhibitions, cooperation in exchange of expertise in the field of tourism planning etc.

10.5 20th Session of the UNWTO General Assembly

The 20th Session of the UNWTO General Assembly, the 96th and 97th session of the UNWTO Executive Council and the 54th Session of the UNWTO Commission for South Asia were held in Victoria Falls area, at the border between Zambia and Zimbabwe, from 24 to 29 August, 2013. During the meeting India has been elected to the post of Membership of the UNWTO Executive Council and Chairmanship of the UNWTO Commission for South Asia.

10.6 1st Tourism Working Group Meeting of the BIMSTEC

The 1st Tourism Working Group Meeting of the BIMSTEC (Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation) was held in New Delhi on September 23, 2013. The meeting was attended by the delegates of the BIMSTEC member countries which included Bangladesh, Sri Lanka, Myanmar, Thailand, Nepal and Bhutan besides India. The meeting focused on various strategies to promote tourist destinations and products among BIMSTEC member countries.

10.7 5th T 20 Ministers' Meeting

India also participated in the Fifth T-20 Tourism Ministers' Meeting held in London on 4th November, 2013. The T-20 comprises of the Group of Tourism Ministers mainly of the G-20 countries.

10.8 MoU for Development of "Buddhist Circuit" in UP and Bihar

The Ministry of Tourism, Government of India, the Departments of Tourism of the Governments of Bihar and Uttar Pradesh and International Finance Corporation (World Bank Group) have entered into an agreement to cooperate in upgrading the quality of services and goods provided for tourists along the "Buddhist Circuit" in UP and Bihar in November 2013.Under this agreement, the signatories are designing a strategy aimed at a broader integrated Buddhist Circuit Tourism Development Project, for both Buddhist pilgrims and those wishing to experience the essence of Buddhist heritage.

Chapter - 11

India Tourism Development Corporation Ltd.

11.1 Introduction

I.   India Tourism Development Corporation (ITDC) is the only Public Sector Undertaking of the Ministry of Tourism. Incorporated on 1st October, 1966, ITDC played a key role in the development of tourism infrastructure in the country. Apart from developing the largest hotel chain in India, ITDC offered tourism related facilities like transport, duty free shopping, SEL shows, event management, production of tourist publicity literature, consultancy etc.

II. ITDC has played a committed and pivotal social role in the development of tourism infrastructure in backward areas, thereby trying to promote regional balance.

III. After the disinvestment of 18 hotels, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities like consultancy and execution of tourism and engineering projects, training consultancy in hospitality sector, event management and mounting of Son-et-Lumeire (SEL) Shows etc.

11.2 Achievements during the Year 2013

Achievements/Highlights of the year are mentioned below :

•   The Corporation earned profit of ₹ 5.48 crore (before tax) in financial year 2012-13. The Corporation is determined to perform even better in coming years.

•   The Ashok, New Delhi has been awarded as the 'Best Hotel Based Meeting Venue' in the National Tourism Awards.

•   Corporate Executive Chef Shri Sireesh Saxena has been named the Best Chef (4 to 5 Star Deluxe, Heritage Grand and Classic Hotels) in the National Tourism Awards.

•   At ITB Berlin, 2013, ITDC was conferred with Pacific Area Travel Writers Association (PATWA) International Award under the category 'ITDC – Best Hotel Chain for Value of Money'.

•   Ashok Events, ITDC was Event Manager for International Tourism Mart organized by the Ministry of Tourism and the Government of Assam from 18-20 January, 2013 at Guwahati. This was the first ever international tourism event organized in North-Eastern region.

- ITDC Ashok Events successfully executed number of events including 150th Birth Anniversary of Swami Vivekananda, Competitive Commission of India, B4E Summit, E-9 Meeting, PATA India Chapter Meeting etc.

- Upgradation work of Sound & Light Show at Cellular Jail, Port Blair has been completed and handed over to Andaman & Nicobar Administration in September 2013.

- One Year Diploma Course in various hospitality trades in association with NIOS is being conducted at AIH&TM. 85 students have taken up this course.

- External Training Programme for foreign service institute officers was organized by AIH&TM at Ashok Hotel.

- One Year Residential Training Programme for North Eastern students in hospitality trade is being conducted at AIH&TM and has been sponsored by the Ministry of DONER.

- Hunar-Se-Rozgar scheme sponsored by the Ministry of Tourism being conducted at various hotels of ITDC. Total number of students trained during 2013 are 1486.

- MoU signed with Mewar University for conducting Hospitality Trade courses.

- ITDC participated in twelve international Food Festivals.

- New duty free shop at Visakhapatnam seaport has been added.

- ITDC partnered with the Ministry of Tourism and ASI for "Clean India" Pilot Project at Qutab Minar.

Chapter - 12

Welfare Measures and Vigilance

12.1 Scheduled Castes/ Scheduled Tribes Cell

The Liaison Officer for the Scheduled Castes/ Scheduled Tribes Cell in the Ministry who attends to the grievances on service matters of Scheduled Caste and Scheduled Tribe employees of the Ministry and its attached/ subordinate offices is a Director level Officer. The Cell issues directions to all the administrative authorities for compliance with the reservation orders issued from time to time.

12.2 Reservation for SC, ST and OBC Candidates

All recruitments in the Ministry and its subordinate offices are being made as per the instructions of reservation issued by the Government from time to time and reservation rosters are maintained accordingly.

12.3 Employment Opportunities to Differently Abled Persons

There is no specific scheme or budget allocation for disabled persons in the sphere of activities of the Ministry. As per Government orders, efforts are continued by the Ministry for exploring job opportunities for differently abled persons.

12.4 Complaints

The Ministry of Tourism has a Complaint Cell headed by Assistant Director General. Regional Complaint Cells exist in the Regional Indiatourism offices. The State Governments have also been requested to set up Complaint Cells at the state level.

12.5 Vigilance

The Vigilance Division in this Ministry is headed by a Chief Vigilance Officer of the rank of Joint Secretary, assisted by a Director, Under Secretary and Confidential Assistant. All possible efforts are made to process complaints received in the Ministry and to get them investigated on time. Wherever necessary, the cases are also referred to the Central Vigilance Commission/ Central Bureau of Investigation (CBI).

Chapter - 13

Progressive Use of Hindi

13.1 Hindi Section ensures compliance of the provisions of the Official Language Act, 1963, Official Language Rules and various orders/ instructions issued by the Department of Official Language from time to time on progressive use of Hindi for official purposes.

13.2 The Official Language Implementation Committee (OLIC) is constituted under the Chairmanship of Additional Director General. Its quarterly meetings are held regularly.

13.3 The Ministry of Tourism has a scheme (introduced in 1989) named "Rahul Sankrityayan Paryatan Puraskar Yojana" to award books written originally in Hindi on subjects related to Tourism. Under this scheme there are first, second and third prizes of ₹ 40,000, ₹ 30,000 and ₹ 20,000 respectively, and one consolation prize of ₹ 10,000. For the year 2011-12 four prizes have been given. The process of selecting books for the award for the year 2012-13 is in progress.

13.4 Correspondence in Hindi

All documents covered under Section 3(3) of the Official Language Act, 1963 were issued bilingually and efforts were made to achieve the targets of correspondence in Hindi with offices and persons located in "A" "B" & "C" Regions.

13.5 Compulsory Training in Hindi

Almost all the officers and the employees have proficiency or working knowledge in Hindi. All stenographers and typists are trained in Hindi Stenography/Hindi typing respectively.

13.6 Translation and Bilingual Printing of Manuals, Rules, etc.

Department related Parliamentary Standing Committee, Paras of 195th Report of CAG, India Tourism Statistics, 2012, ATR of Consultative Committee etc. were translated into Hindi.

13.7 Special Measures for Promoting the Use of Hindi

i.   Two offices under the Ministry namely IHM, Thiruvananthapuram and India Tourism, Varanasi have been notified under Rule 10(4) during the year.

ii.   Hindi Pakhwada was organised in the Ministry of Tourism from 16th-30th September, 2013. Competitions such as Rajbhasha Gyan, Hindi Nibandh, Paryatan Gyan and Noting-Drafting were held during this period. Two Hindi workshops were also organized during this period.

13.8 Hindi Salahakar Samiti

The meeting of Hindi Salahakar Samiti of the Ministry of Tourism was held on 20th March, 2013 under the Chairmanship of the Minister of State for Tourism (IC).

13.9 Inspection of Committee of Parliament on Official Language

The Second Sub-committee of the Committee of Parliament on Official Language inspected the Ministry of Tourism and the Hotel Ashok, Jaipur on 28th November, 2013, India Tourism, Varanasi on 09.02.2013 and India Tourism, Goa on 21.01.2013.

13.10 Departmental Website

Two websites of the Ministry are bilingual and the work of rendering Hindi version of 3rd website is being done. Hindi software has been provided to various Divisions and Sections in the Ministry so that they can work in Hindi on the computers.

Chapter - 14

Gender Equality-The Prime Concern

14.1 Tourism is a service industry with a strong female presence. That is all the more reason why gender sensitization and ensuring equal rights to the women and men are imporatnt concerns of the Ministry. The Ministry of Tourism is commited to the Articles 15, 16 and 39 of the Constitution of India that prohibit discrimination of any form against women and to provide for equal opportunity and equal pay for equal work, irrespective of sex.

14.2 Women officers in the Ministry are posted at Headquarters, in Regional offices and also in the Overseas offices. The women employees of this Ministry play a pivotal role in the organisation of conferences, seminars, exhibitions and road shows of national and international importance.

14.3 The Ministry has a Grievances Cell for women to address problems and grievances faced by them.

Chapter - 15

Important Audit Observations

Indiatourism Offices at Frankfurt, Paris, Amsterdam and Milan paid agency handling fee to the advertising agency based on a working agreement containing provisions contrary to the orders issued by the Ministry of Tourism. This resulted in irregular payment of ₹ 88.67 lakh during November 2009 to May 2012.

Chapter - 16

Implementation of the Right to Information Act, 2005

16.1 The Right to Information Act (RTI Act), 2005 of the Government of India to promote transparency and accountability has already been implemented in this Ministry. In accordance with the provision of Section 4 (I) (b) of this Act, the Ministry of Tourism has posted information and Guidelines on various schemes, projects and programmes being implemented by the Ministry along with its organizational set-up, functions and duties of its officers and employees, records and documents available, etc. on the Ministry's official website www.tourism.gov.in under a distinct section namely RTI Act. It has appropriately been hyperlinked to the other sections of the website also.

16.2 Information on the activities of the Ministry in respect of implementation of the Right to Information Act, 2005 is provided in its Annual Reports. These Reports are available to the general public on the website and is also kept in the library.

16.3 The Ministry has designated fifty eight of its officers as the Central Public Information Officers (CPIOs) who are responsible for furnishing information to the Citizens within their distinct functional domain. There are nineteen First Appellate Authorities in the Ministry.

16.4 Information which are not available at the official website can be obtained by the Citizens on payment of requisite fee as prescribed in the Right to Information Act, 2005.

Chapter - 17

Campaign Clean India

17.1 Initiatives of the Ministry for Campaign

- The Ministry has taken the initiative of launching the Campaign Clean India with a vision to ensure an acceptable level of cleanliness and hygiene practices at tourist destinations.

- It is a voluntary scheme and there is no budget allocation by the Government for this campaign.

- This campaign is to be sustained through adoption and involvement of private and public sector stakeholders as a part of their Corporate Social Responsibility (CSR).

- The Ministry has been trying hard to pursue the corporate sector to and other public and private authorities to adopt important monuments and tourist destinations for better up-keeping of those sites.

17.2 Progress Made

- MoUs have been signed with the Ministry of Railways and the Ministry of Civil Aviation.

- **India Tourism Development Corporation (ITDC)** has adopted Qutab Minar, New Delhi as a Pilot Project under Campaign Clean India. The various works undertaken by ITDC include repair of toilets, proper signages in and around Qutab Minar, garbage bins, repair/replacement of light covers and painting of railings and deployment of staff for regular maintenance.

- **Oil & Natural Gas Commission** has expressed their willingness to adopt the following monuments under Campaign Clean India as part of their Corporate Social Responsibility:-

  1. Taj Mahal at Agra

  2. Ellora Caves in Maharashtra

  3. Elephanta Caves in Maharashtra

  4. Red Fort in Delhi

  5. Golkonda Fort Hyderabad

  6. Mahabalipuram

ONGC would also take a holistic approach in adopting the monuments for overall upgradation, beautification including cleanliness and maintenance of the monuments.

- **Archaeological Survey of India (ASI)** has confirmed that they are in agreement with six monuments identified by ONGC. The focus is on overall presentation and ambience of a monument. The ASI is in the process of identifying the various activities/works which could be taken up by ONGC at the identified monuments.

- **Bharat Heavy Electricals Ltd. (BHEL)** has expressed their willingness to adopt Gateway of India in Mumbai and Har Ki Pauri in Haridwar under Campaign Clean India as part of their Corporate Social Responsibility.
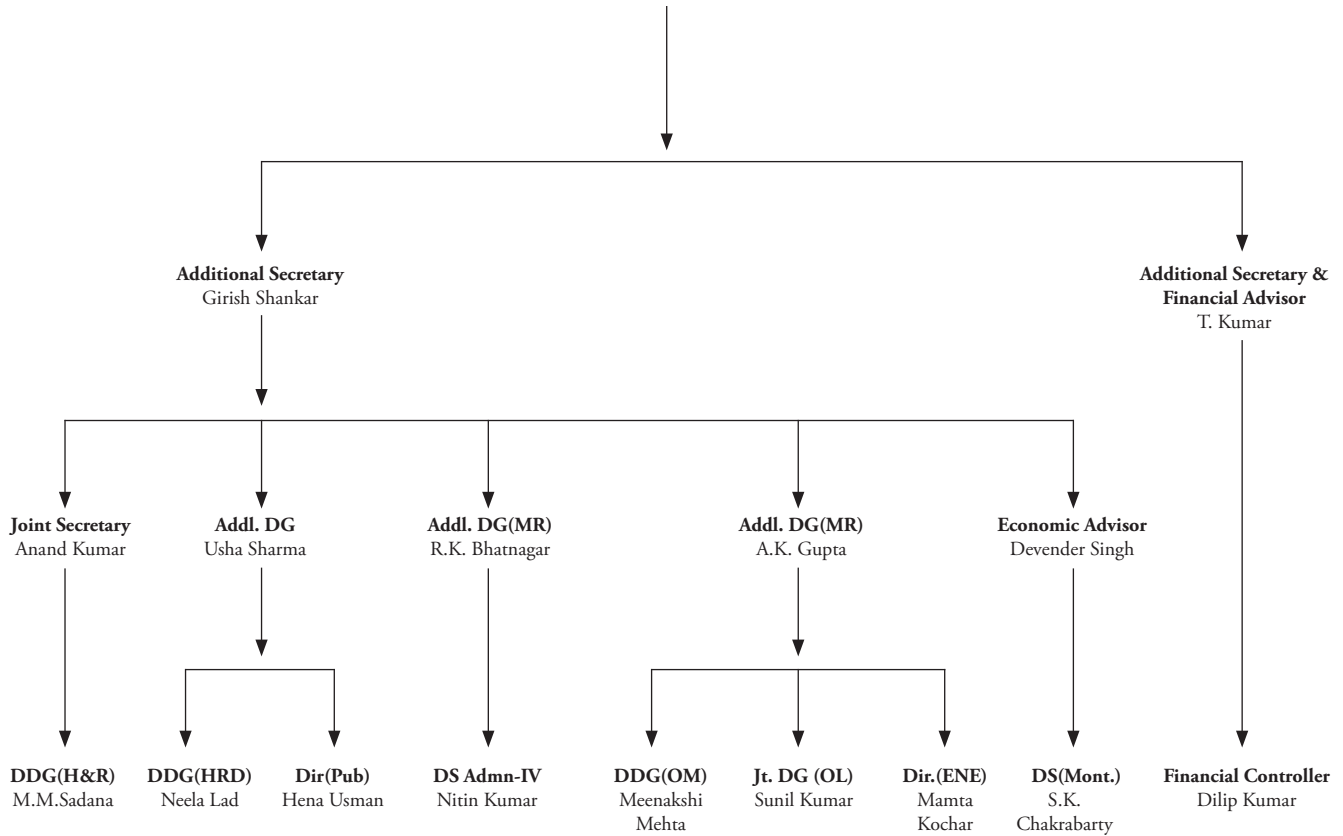
Adoption of Varanasi Ghats

- Varanasi has been considered to be one of the major tourist destinations after Delhi, Agra and Jaipur in the country. However, due to unhygienic conditions of Varanasi Ghats, the image of Varanasi city as well as visits of foreign tourists have been adversely affected.

- To improve the basic infrastructure at Varanasi, it has been decided that the Ministry of Tourism would provide central financial assistance to the State Government under PIDDC Scheme. One Mega Project for 'Improving Basic Tourist Facilities at main Ghats of Varanasi' has been prioritized during 2013-14 and the DPR has been prepared.

- For regular upkeep and maintenance, 12 ghats were offered for adoption to the corporate sector. **Sulabh International** has already adopted some of the ghats and they have signed an MoU with **Varanasi Nagar Nigam.**

Organisational Chart

**Secretary to the Government of India and
Director General (Tourism)**

PARVEZ DEWAN

Additional Secretary
Girish Shankar

**Additional Secretary &
Financial Advisor**
T. Kumar

Joint Secretary
Anand Kumar

Addl. DG
Usha Sharma

Addl. DG(MR)
R.K. Bhatnagar

Addl. DG(MR)
A.K. Gupta

Economic Advisor
Devender Singh

DDG(H&R)
M.M.Sadana

DDG(HRD)
Neela Lad

Dir(Pub)
Hena Usman

DS Admn-IV
Nitin Kumar

DDG(OM)
Meenakshi
Mehta

Jt. DG (OL)
Sunil Kumar

Dir.(ENE)
Mamta
Kochar

DS(Mont.)
S.K.
Chakrabarty

Financial Controller
Dilip Kumar

MR - Market Research
Pub - Publicity
H&R - Hotel & Restaurants
Mont. - Monitoring

HRD - Human Resource Development
OL - Official Language
OM - Overseas Marketing
ENE - East North East