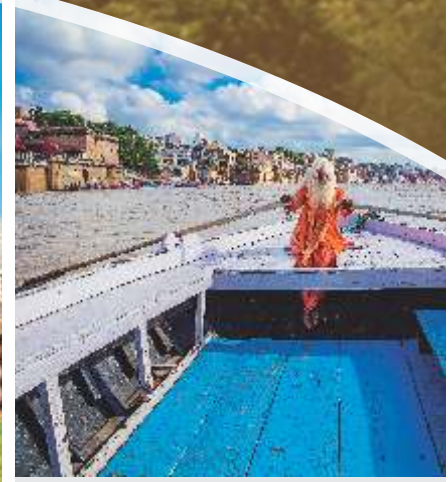




MINISTRY OF TOURISM
Government of India

ANNUAL REPORT
(January 2018-March 2019)

ANNUAL REPORT 2018-19



अतुल्य ! भारत
Incredible India



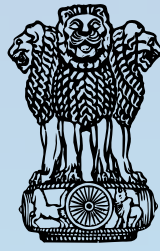
Ministry of Tourism, Government of India



Keoladeo National Park, Rajasthan

Until you spread your wings, you'll have no idea how far you can fly.

– *Napoleon Bonaparte*



सत्यमेव जयते

ANNUAL REPORT

JANUARY, 2018 – MARCH, 2019

MINISTRY OF TOURISM

Government of India



CONTENTS

Chapter No.	Title	Page No.
1	Tourism – An Overview	5
2	Ministry of Tourism and its Functions	11
3	Ministry of Tourism- Role, Synergy and Convergence	15
4	Tourism Infrastructure Development	19
5	New Tourism Products (Niche Tourism)	23
6	Hotels and Travel-Trade	33
7	Human Resource Development	43
8	Publicity and Marketing	49
9	International Cooperation	65
10	India Tourism Development Corporation Limited (ITDC)	71
11	Statistics, Surveys and Studies	87
12	North-Eastern Region and Jammu & Kashmir- Special Emphasis	91
13	Gender Equality	95
14	Welfare Measures	97
15	Vigilance	99
16	Court Cases	101
17	Departmental Accounting Organisation	103
18	Important Audit Observations	107
19	Implementation of Right to Information (RTI) Act, 2005	109
20	Progressive Use of Official Language Hindi	111
21	Swachh Bharat Mission	115
	Annexures	119
I	Indiatourism Offices in India	120
II	Indiatourism Offices Abroad	121
III	Senior Officers of the Ministry	122
IV	Swadesh Darshan & Prasad	123
V	Survey & Studies	131



Nahargarh, Jaipur, Rajasthan

“Travelling - it leaves you speechless then turns you into storytellers”



Athirappalli Waterfalls, Wayanad

TOURISM –

AN OVERVIEW

1

1.1 The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champions diverse cultural heritage and strengthens peace in the world.

1.2 Facilitation as well as strengthening of tourism in India is the main objective of Ministry of Tourism. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days tourist destination, promotion of sustainable tourism etc. are some of the policy areas that need to be constantly worked upon to increase and facilitate tourism in India.

1.3 FTAs during 2018 were 10.56 million (Provisional) with a growth of 5.2% over the previous year.

1.4 Foreign Exchange Earnings (FEEs) during the period 2018 were Rs. 1,94,892 crores (Provisional estimates) with a growth of 9.6% over the previous year. FEEs during the period 2018 were US\$ 28.592 billion (Provisional estimates) with a growth of 4.7% over the previous year.

1.5 Facilitative visa regime is a prerequisite for increasing inbound tourism. Ministry of Tourism takes the initiative with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on December, 2018, e-visa facility has been extended to the nationals of 167 Countries under 5 sub-categories i.e 'e-Tourist visa', 'e-Business visa', 'e-medical visa', 'e-Medical Attendant visa' and 'e-Conference Visa'.

1.6 During 2018, a total of 2.4 million foreign tourists arrived on e-Tourist Visa registering a growth of 39.6% over the previous year.

1.7 For tourism infrastructure creation in the country, Ministry of Tourism has two major schemes, launched during 2014-15, viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD- Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities.

1.8 Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of Rs. 6113.73 crore has been sanctioned for 77 projects with a total release of Rs. 3250.72 crore (till 31.03.2019) covering all thematic circuits under the Swadesh Darshan Scheme

1.9 Under PRASHAD scheme, 41 sites have been identified at present in 25 states for development. Since the inception of the scheme, an amount of Rs. 857.61 crore has been sanctioned for 28 projects with a total release of Rs. 396.67 crore till 31.03.2019

1.10 Ministry of Tourism extends its financial support to Central Agencies like Archeological

Survey of India (ASI), Port Trusts of India, India Tourism Development Corporation (ITDC) etc. to develop the potential destinations under their jurisdictions/control. A total of Rs 82.01 crore has been released to various Central Agencies for creation of tourism infrastructure related projects during January, 2018 to March, 2019.

1.11 Pursuant to Budget Announcements of 2018-19, Ministry of Tourism has identified 17 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central Ministries, State Governments, Urban Local Bodies, Local Community and Industry players/Private sector.

1.12 Ministry of Tourism has taken up the initiative of identification, diversification, development and promotion of niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, Sustainable Tourism etc. to overcome 'seasonality' challenge in tourism and to promote India as a 365 days destination.

1.13 The revised 'Indian Adventure Tourism Guidelines' which covers the Safety and Quality Norms on Adventure Tourism was launched on 31st May 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities.

1.14 In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness Tourism Board

with the Hon'ble Minister (Tourism) as its Chairman. The Board works as an umbrella organization that promotes this segment of tourism in an organized manner. The 4th meeting of the National Medical and Wellness Tourism Board was held on 12.04.2018.

1.15 To educate the tourism stakeholders on importance of Sustainable and Responsible Tourism practices and to ensure and promote Sustainable and Responsible practices in the tourism industry, a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) has been signed. ESOI would be organising a series of workshops across the country with financial assistance from Ministry of Tourism to popularise the Sustainable Tourism Criteria of India (STCI) amongst stakeholders. A total of 5 workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far.

1.16 To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, Ministry of Tourism classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification/ re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway.

1.17 Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrolment. The entry seaports for tourists availing e-visa are

Mumbai, Cochin, Mormugao, Chennai and New Mangalore.

1.18 The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363/ short code 1363 in 12 Languages including Hindi and English in February 2016, to facilitate and assist domestic and foreign tourists in terms of information relating to Travel in India and to provide a sense of safety and security. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

1.19 Ministry of Tourism has introduced 24/7 Live Chat Service interface on the website of the Ministry (www.incredibleindia.org) to assist tourists with better planning and quick query resolutions. The live chat service assist both international and domestic tourists with their queries and itinerary planning.

1.20 For the recognition of the Travel Trade Service Providers, Ministry of Tourism has set up a Web-based Public Delivery System with the objective to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from the Ministry and also to bring in transparency in granting the approvals.

1.21 Sensitization workshops are being conducted on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices. Incredible India B&B Establishments approved by the Ministry automatically get recognized by these State Governments.

1.22 Ministry of Tourism has launched its “Incredible India Tourist Facilitators” online Certification Course on World Tourism Day,

27th September 2018, which was rolled out on 15th November, 2018, with the objective to provide online training and accreditation of the Tour Facilitators through a centralized PAN India Guide e-learning module. The system will provide basic, advanced and language course for tour facilitation and guiding. Successful completion of this program would enable the learner to become a Certified Tourist Facilitator of Ministry of Tourism, Government of India.

1.23 It has been the endeavor of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 46 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 25 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry.

1.24 Apart from this, the Indian Institute of Tourism and Travel Management (IITTM), an autonomous body under the Ministry of Tourism with its Headquarter at Gwalior has centers at Bhubaneswar, Nellore, Noida and Goa (by name National Institute of Water Sports). IITTM is a pioneer in the field of travel and tourism education and training. It provides specialized training and education for tourism and travel industry.

1.25 The “Incredible India 2.0” Campaign of the Ministry marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign.

1.26 The Ministry of Tourism launched the new Incredible India website (<https://www.incredibleindia.org>) on 14th June 2018. The website showcases range of new contents, including a Google 360, that features virtual video content to provide tourists with a walk through of our tourist attractions and 24/7 Chat box interface to assist tourist for better planning and quick query resolutions.

1.27 ‘Incredible India’ mobile application, launched on 27th of September 2018, assists international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides, Classified Hotels available in respective cities / Tourist centres. Details of the same will be given through this application to the tourists on their mobile phones based on their current location. Tourist can also query similar details for any other city he plans to travel in future. In addition to this, the application will provide places of interest.

1.28 During the inaugural session of the Buddhist conclave on 23 August 2018, the Ministry launched website indiathelandofbuddha.in. This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern monasteries.

1.29 With a view to showcase and project the Buddhist Heritage in India and boost tourism to the Buddhist sites in the country and cultivate friendly ties with countries and communities interested in Buddhism, the Ministry of Tourism organized the International Buddhist Conclave (IBC) on the theme, “Buddha Path –

The Living Heritage”, in collaboration with the State Governments of Maharashtra, Bihar and Uttar Pradesh from 23rd – 26th August, 2018 at New Delhi, Ajanta (Maharashtra) followed by site visits to Rajgir, Nalanda and Bodhgaya (Bihar) and Sarnath (Uttar Pradesh). Japan was the ‘Partner Country at IBC-2018.

1.30 The Ministry of Tourism organizes International Day of Yoga on 21st June. Fourth edition of International Day of Yoga was organized on 21st June 2018 at the Iconic Qutab Minar complex in Delhi with the participation of 33 international guests of Media personnel/ Tour operators/ Photographers/ Opinion makers from all over the globe. The programme was followed by a FAM trip covering Delhi, Pune and Lonavala.

1.31 With the active involvement of various Central Ministries, India Tourism Offices, Institutes of Hotel Managements, State Governments / Union Territory Administrations etc., ‘Paryatan Parv - 2018’ was organized during 16th to 27th September, 2018 comprising more than 3150 activities across 32 States / UTs.

1.32 The Ministry of Tourism presents National Tourism Award every year to the State Governments / Tourism stake holders for excellence in the field of tourism. The National Tourism Award function for the period 2016-17 was organized on 27th September, 2018 at Vigyan Bhawan, New Delhi to coincide with World Tourism Day.

1.33 To address the importance of “Swachhta” in tourism sector, Ministry has framed its “Swachhta Action Plan” involving 3 different activities of creating cleanliness awareness among tourists, students, teachers, school /college staffs, stake-holders of tourist centers, pilgrimage centers, famous archaeological monuments etc. To encourage



Auroville, Puducherry

State Governments to maintain the tourist place clean, a new award category titled Swachhta award has also been instituted by the Ministry for best maintained tourist place in the country in the National Tourism Awards.

1.34 Ministry of Tourism, keeping in mind the importance of Social Media as an effective tool for destination branding and marketing, organized a Social Media Key Influencers' Campaign "The Great Indian Blog Train" in February 2018, involving bloggers from across the world, who were invited to travel to destinations in the country on the Luxury Trains operating in different States.

1.35 Ministry is giving special emphasis on promotion and development of tourism in North East region and Jammu & Kashmir. International Tourism Mart is organized annually with an objective to showcase the untapped tourism potential of the North East region in the domestic and international markets and to increase tourism in the region. 7th edition of International Tourism Mart was organized from 22nd to 24th November, 2018 in Agartala.

1.36 On steady persuasion of Ministry of Tourism, the entire area of the states of Manipur, Mizoram and Nagaland have been excluded from the Protected Areas regime till 31.12.2022 (applicable for both domestic and foreign tourists except nationals from Afghanistan, China and Pakistan).

1.37 For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organizations and sovereign Governments. Six Memorandum of Understanding/ Agreements have been signed with the countries Oman, Bulgaria, Malta, Romania, Columbia and Korea during 2018. The main objective of these MoU/ Agreements, inter alia, are to increase tourist arrivals, promote human resource development in tourism and travel related industries, to encourage cooperation between tourism stakeholders including Hotels and Tour operators, to participate in travel fairs /exhibitions in each other's country.





Angela Lake-Tawang, Arunachal Pradesh

MINISTRY OF

TOURISM AND ITS FUNCTIONS

2

2.1 The Organization

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, State Governments/ Union Territory Administrations and the representatives of the private sector.

Shri K.J. Alphons is the Minister of State (Independent Charge) for Tourism.

Secretary (Tourism), is the executive chief of the Ministry. The Ministry has 20 Domestic field offices, an Indian Institute of Skiing and Mountaineering within the country and 08 overseas offices. The overseas offices promote Indian tourism in the markets abroad.

The domestic field offices also play a vital role for promotion of tourism sector in the country. They are also involved in monitoring the progress of implementation of projects sanctioned by the Ministry to the State Governments/Union Territories.

India Tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of the Ministry of Tourism.

The Ministry also has the following autonomous institutions:

- (i) Indian Institute of Tourism and Travel Management (IITTM).
- (ii) National Council for Hotel Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management (IHMs).
- (iii) Indian Culinary Institute (ICI).

2.2 Role and Functions of the Ministry of Tourism

2.2.1 The Ministry has 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, States/Union Territory Administrations.
- (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 | India Bed & Breakfast (IIB&B) units |
| (xii) Official Language: Implementation of Official Language Policy | b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc. |
| (xiii) VIP References | |
| (xiv) Budget Co-ordination and Related Matters | (v) Inspection & Quality Control: |
| (xv) Plan Co-ordination | a. Guide service |
| (xvi) Overseas Marketing (OM) Work | b. Complaints and redressal |
| (xvii) Welfare, Grievances and Protocol | (vi) Infrastructure Development: |
| | a. Release of incentives |
| | b. Tourist facilitation and information |
| | c. Conventions & Conferences |
| 2.2.2 In addition to above, this Ministry has also the following functions: | (vii) Human Resource Development: |
| (i) Assistance in the formulation of policies by providing feedback from the field offices | a. Developing HRD Institutions |
| (ii) Monitoring of plan projects and assisting in the plan formulation | b. Setting standards and guidelines |
| (iii) Co-ordinating the activities of the field offices and their supervision | (viii) Publicity & Marketing: |
| (iv) Regulation: | a. Policy |
| a. Approval and classification of hotels, restaurants, Incredible | b. Strategies |
| | c. Coordination |
| | d. Supervision |
| | e. Promotion & Marketing |
| | f. Hospitality programmes |





Rishikesh, Uttarakhand

Repose in that Peaceful, Cool, Calm, serene depth of your being. You know, this is something immensely valuable and precious.



Prashar Lake, Mandi

MINISTRY OF

TOURISM-ROLE, SYNERGY AND CONVERGENCE

3

3.1 Role

The activities of this Ministry revolve around promoting internal tourism, i.e. both inbound and domestic tourism, in India. This is necessary in order to harness the direct and multiplier effect of tourism on employment and poverty eradication in the country. The other major objectives of the Ministry pertain projecting the country as a 365 days tourist destination, promoting tourism in a sustainable manner by active participation of all segments of the society, assuring quality standards amongst tourism service providers, etc. Apart from these, the focus is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been redefined from that of a regulator to that of a catalyst and requires synergy and convergence with different stakeholders. This makes the task extremely challenging.

3.2 Synergy and Convergence

3.2.1 Stakeholders

The Ministry of Tourism's constant endeavor is to ensure that the different segments of the tourism sector, Partner Ministries & their executing arms (Organizations, Authorities, Bureaus, Partnerships, Corporations and Undertakings), State machineries and Industry Associations work in conjunction with one another keeping aspirations in sync with the larger benefit of tourism.

3.2.2 Partner Ministries

In its bid to strive for convergence, the Ministry of Tourism works in close collaboration with various Ministries and Departments of the Government of India viz. Finance, External Affairs, Culture, Civil Aviation, Urban Developments, Road Transport & Highways,

Railways, etc. and various States/Union Territory Administrations.

3.2.3 Executorial Arms of the Government

The Ministry has a strong liaison with the executorial/ functional arms that are under the aegis of different Ministries. These include Organizations, Authorities, Bureaus, Partnerships, Corporations and Undertaking like Archaeological Survey of India (ASI), Bureau of Immigration (BOI), India Tourism Development Corporation (ITDC), Indian Convention Promotion Bureau (ICPB), Port Trust of India, Tourism Finance Corporation of India (TFCI), Experience India Society, etc.

3.2.4 Industry Associations

Ministry of Tourism is in constant dialogue with Industry associations namely - Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA), Federation of Associations of Indian Tourism and Hospitality (FAITH), and All India Resort Development Association (AIRDA) etc.

3.2.5 Inter-Ministerial Coordination Committee on Tourism Sector

The Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) constituted under the Chairmanship of the Cabinet Secretary facilitates resolution of Inter-Ministerial issues involved in the development of tourism in the



country. The 8th Meeting of the IMCCTS was held on 10th August 2018 and important Inter-Ministerial issues relating to development of tourism were discussed in the meeting. The following Ministries/Departments attended the meeting:

- 1) Ministry of Home Affairs
- 2) Ministry of Civil Aviation
- 3) Ministry of Road Transport & Highways
- 4) Ministry of Culture
- 5) Ministry of Environment, Forests & Climate change
- 6) Ministry of Development of North Eastern Region
- 7) Ministry of Shipping
- 8) Ministry of External Affairs

- 9) Ministry of Textiles
- 10) Department of Revenue
- 11) Director General, ASI

3.2.6 National Tourism Advisory Council

The National Tourism Advisory Council (NTAC) serves as a think tank of the Ministry of Tourism. The present NTAC was constituted on 20th October, 2016, under the chairmanship of Hon'ble Minister (Tourism) with a tenure of 3 years. The committee consists of important Ministries, individual experts in the field of travel and tourism management and Ex-officio members from industry associations. Two meetings of the council were organized during 2018-19. First meeting was organized on 12th April, 2018 in Delhi and the second meeting was held on 21st February, 2019 in Gujarat.





Dashashwamedh Ghat, Varanasi, Uttar Pradesh

“Varanasi is older than history, older than tradition, older even than legend & looks twice as old as all of them put together”

— Mark Twain



Khajuraho Temples, Madhya Pradesh

TOURISM

INFRASTRUCTURE DEVELOPMENT

4

4.1 Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's expenditure goes into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/ UTs. At present the following Schemes for Tourism Infrastructure creation are operative in the Ministry of Tourism.

4.1.1 Integrated Development of Tourist Circuits around Specific Themes - SWADESH DARSHAN:

Swadesh Darshan scheme, launched during 2014-15, has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of Rs.6113.73 crore has been sanctioned for 77 projects with a total release of Rs. 3250.72 crore (till 31.03.2019) covering all thematic circuits under the Swadesh Darshan Scheme.

4.1.2 National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD):

The Scheme has been launched by the Ministry of Tourism with the objective of holistic development of identified pilgrimage and heritage destinations. The scheme aimed at infrastructure development such as development/upgradation of destination entry points viz. passenger terminals (of road, rail and water transport), basic conveniences like tourism

Information/Interpretation Centers with ATM/ Money exchange counters, improvement of road connectivity (last mile connectivity), procurement of equipment for eco-friendly modes of transport and equipment for tourist activities such as Light & Sound Show, water/adventure sports, renewable sources of energy for tourist infrastructure, parking facilities, toilets, cloak room facilities, waiting rooms, construction of craft haats/ bazars/ souvenir shops/cafeteria, rain shelters, watch towers, first aid centers, improvement in communication through establishing telephone booths, mobile services, internet connectivity, Wi-Fi hotspot etc. In addition, Shoreline development & rejuvenation of natural water bodies have also been included. In view of the decision taken by the Government for closure of HRIDAY scheme of the Ministry of Housing and Urban Development and for inclusion of projects for development of Heritage destinations in PRASAD Scheme, the scheme guidelines have been modified and the nomenclature of the scheme has also been changed from PRASAD to "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)" in October 2017.

The total number of sites identified for development under the scheme at present are 41 in 25 states. They are Amaravati and Srisailem (Andhra Pradesh), Kamakhya (Assam), Parasuram Kund (Lohit District, Arunachal Pradesh), Patna and Gaya (Bihar), Balmeshwari Devi Temple (Rajnandgaon, Chhattisgarh), Dwarka and Somnath (Gujarat), Gurudwara Nada Saheb, Panchkula (Haryana), Maa Chintpurni (Una, Himachal Pradesh), Hazratbal and Katra (Jammu & Kashmir), Deogarh and Parasnath (Jharkhand), Chamundeshwari Devi, Mysuru (Karnataka), Guruvayoor, St. Thomas International Shrine, (Malayattoor), Cheraman Juma Mosque

(Thrissur, Kerala), Omkareshwar and Amarkantak (Madhya Pradesh), Babedpara, West Jaintia Hills and Sohra (Meghalaya), Aizawl (Mizoram), Kohima and Mokokchung Districts (Nagaland), Trimbakeshwar (Maharashtra), Puri (Odisha), Amritsar (Punjab), Ajmer (Rajasthan), Kanchipuram and Vellankani (Tamil Nadu), Tripura Sundari (Tripura), Varanasi, and Mathura (Uttar Pradesh), Badrinath, Kedarnath, Gangotri and Yamunotri (Uttarakhand) and Belur (West Bengal).

Till date, a total of 28 projects in 17 states have been approved with estimated expenditure of Rs. 857.61 crore and a total amount of Rs. 396.67 crore has been released for these project during the years 2014-15, 2015-16, 2016-17, 2017-18 and 2018-19. Out of these 27 approved projects one project viz. Development of Karuna Sagar Valmiki Sthal at Amritsar approved in the year 2015-16 at the cost of Rs. 6.45 crores, successfully completed in the month of April 2018 with the final expenditure of Rs. 6.40 Crore.

4.1.3 ICONIC TOURIST SITES: Pursuant to Budget Announcements of 2018-19, Ministry of Tourism has identified following 17 sites in the country for development under Iconic Tourist Sites Development Project with various objective like: Holistic development of selected Iconic Sites to global standards, Develop sustainable tourism infrastructure, Robust Operations and Maintenance plan, Publicity & Promotion of Iconic Sites, Employment generation through community participation, etc.:

Sl.	Site
1.	Taj Mahal (Uttar Pradesh)
2.	Fatehpur Sikri (Uttar Pradesh)
3.	Ajanta (Maharashtra)
4.	Ellora (Maharashtra)
5.	Humayun Tomb (Delhi)
6.	Qutab Minar (Delhi)

Sl.	Site
7.	Red Fort (Delhi)
8.	Colva Beach (Goa)
9.	Amer Fort (Rajasthan)
10.	Somnath (Gujarat)
11.	Dholavira (Gujarat)
12.	Khajuraho (Madhya Pradesh)
13.	Hampi (Karnataka)
14.	Mahabalipuram (Tamil Nadu)
15.	Kaziranga (Assam)
16.	Kumarakom (Kerala)
17.	Mahabodhi Temple (Bihar)

The Ministry proposes to carry out the development at these sites in collaboration with Central Ministries, which include Ministry of Culture, Ministry of Road Transport and Highways, Ministry of Shipping, Ministry of Housing and Urban Affairs, Ministry of Railways, Ministry of Civil Aviation, Ministry of Industry and Commerce, Ministry of Environment and Forests, Ministry of Skill Development, Ministry of Textiles, Ministry of Drinking Water & Sanitation and Ministry of Development of North Eastern Region, State Governments, Urban Local Bodies, Local Community and Industry players/ Private sector.

The Ministry appointed consultants for preparation of Masterplan and identification shelf of projects for Iconic sites. The consultants have prepared the draft master plans and have submitted the same to the Ministry.

4.1.4 Assistance to Central Agencies for tourism infrastructure development:

Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socio-economic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance (CFA) to the States/ UTs



may not be possible since, many of the potential destinations are under the jurisdictions/ control of Central Agencies like ASI, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/ State Governments/ UT Administrations/ Central Agencies, which have potential, can be developed through Central Agency. A total of Rs. 82.01 crore has been released to various Central Agencies for creation of tourism infrastructure related projects during January, 2018, to March, 2019.

4.15 Viability Gap Scheme for Revenue Generating Tourism Projects: Development

of tourism infrastructure requires large investments that cannot be undertaken out of public financing alone, and that in order to attract private capital as well as the techno-managerial efficiencies associated with it, the Scheme is meant to promote Public Private Partnerships (PPPs) in tourism infrastructure development. Viability Gap Funding under the Scheme is normally in the form of a capital grant at the stage of project construction.

4.1.6 Assistance for Organizing fairs / festivals/ tourism related events: The Ministry of Tourism extends financial support of up to Rs. 50 lakh per State and Rs. 30 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organizing fairs/ festivals/ tourism related events. A total of Rs. 7.53 crore has been released to various States/UTs for organizing fairs and festivals during January 2018 to March 2019.





NEW TOURISM

PRODUCTS (NICHE TOURISM)

5

Identification, diversification, development, and promotion of niche tourism products in the country is the initiative of the Ministry to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination, to attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. Thus, new products may be added in due course. The Ministry of Tourism has constituted Task Forces/Committees for the promotion of Golf, Medical/Wellness, Cruise and Adventure Tourism in the country. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Accordingly, the following Niche 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. Eco-tourism
- ix. Film Tourism
- x. Sustainable Tourism

5.1 Cruise Tourism

The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/UT Administrations/Central Government Agencies for development of Tourism including Cruise Tourism and Cruising along rivers. The Ministry of Tourism has also sanctioned various projects for the development of Cruise Terminals and related infrastructure in Goa, Maharashtra, Kerala and Tamil Nadu at the major ports for Rs. 119.55 Crore under the Scheme for 'Assistance to

Central Agencies for Tourism Infrastructure Development'.

5.1.1 Task Force on Cruise Tourism

The coastline of the country and its inland waterways have enormous potential to develop cruise tourism, both international and domestic. To harness this, a Task Force has been constituted with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman. The Task Force consists of representatives from the ports, Ministries of Health, Home Affairs, External Affairs, Customs, CISF, Coastal States, etc. and meets regularly. The last meeting of the Task Force on Cruise Tourism was held on 21.05.2018. On the recommendation of the Task Force, Ministry of Shipping and Ministry of Tourism have jointly appointed a consultant for preparing Action Plan for the development of Cruise Tourism in India. The Consultant has prepared a report which provides a road map and action plan that is needed to move India from its current position to become a preferred cruise destination in the world. On the recommendation of Task Force, the following measures were recently taken for the development of cruise tourism:

- Standard Operating Procedures (SOPs) have been formulated to be followed by the various agencies for handling cruise ships. The SOPs have been revised during November, 2017 and since operationalized at all major ports.
- The facility for e-tourist visa has been extended to passengers arriving at the seaports of Mumbai, Mormugao, Mangalore, Kochi and Chennai and immigration counters have been set up at five major ports visited by cruise ships, thus facilitating the cruise passenger arrivals at these ports.

- Biometric requirements: The Ministry of Home Affairs has waived off biometric requirements for cruise passengers arriving on e-visa for a period of three years i.e up to 31.12.2020. This measure is facilitating expeditious immigration clearances of cruise passengers with e-visa, thus enabling them to spend more time on shore. Exemption of biometric on arrival of cruise is an important deciding criterion for cruise lines to include a destination in their itinerary.
- To address manpower, coordination and logistic issues for handling cruise vessels at ports, “Port Level Facilitation Committees” have been formed under the respective Chairman of the major ports to facilitate seamless handling of cruise ships and passengers.
- Foreign flag vessels carrying passengers have been allowed to call at Indian ports for a period of 10 years with effect from 6th February, 2009, without obtaining a license from Director General of Shipping. This facility has been extended further for a period of 5 years i.e. up to 5th February, 2024.

5.1.2 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 state-of-the-art infrastructural and other facilities at various ports in the country.

5.1.3 River Cruise

Financial assistance is extended for construction of Double Hull Boats, constitution

of Jetties, Cruise Vessels, Boats, etc. to various States/UTs.

5.1.4 Identification of Cruise Circuits and development of necessary infrastructure

In the meeting chaired by the Hon’ble Prime Minister on 21st June, 2014, it was decided that the Ministry of Shipping and the Ministry of Tourism would jointly identify the routes for carrying out cruise tours on waterways and also take measures to develop necessary infrastructure. Accordingly, a Working Group was constituted to examine the modalities of cruise tours connecting religious places and other related issues. The composition of the Working Group is as follows:

- (i) IWAI – 1 member from HQ and Local Director/In charge;
- (ii) Ministry of Tourism – 1 member from Ministry and 1 representative from the State Tourism Department;
- (iii) Domestic Tour Operators – 1 member;
- (iv) Cruise Operators – 2 representatives from cruise operators operating in each waterway.
- (v) In its report, the Working Group has identified 8 Tourist Circuits on NW-1 and NW-2

The Working Group has also identified key issues and challenges pertaining to development of these circuits which, inter alia, include:

- i. Development of infrastructure including all weather navigable channels with requisite navigable aids and proper berthing facilities;
- ii. Provision of tourist amenities including maintenance of law and order at terminals, jetties, river fronts etc., and
- iii. Proper maintenance of tourist places

5.2 Adventure Tourism

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

5.2.1 Initiatives of 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 bona-fide Adventure Tour Operators.

- The Ministry of Tourism has also formulated a set of guidelines in 2012 on “Safety and Quality Norms on Adventure Tourism” as “Basic Minimum Standards for Adventure Tourism Activities”. These guidelines have been reviewed and the revised guidelines ‘Indian Adventure Tourism Guidelines’ (Version 2.0) have been launched on 31st May 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities. These Guidelines have been uploaded on the website of the Ministry of Tourism viz. www.tourism.gov.in. The same have also been forwarded to the State Governments and Union Territory Administrations for compliance.
- The Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.

- A Task Force on Adventure Tourism has been set up in October 2016 with Secretary (Tourism) as Chairman to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country. The first meeting of the Adventure Tourism Task Force was held on 21.12.2016 and the last meeting was held on 11.08.2017.

5.3 Medical Tourism

Medical Tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to obtain health care. Services typically sought by travellers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/ hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of healthcare, including psychiatry, alternative treatments, and convalescent care is available in India.

Besides India, there are several Asian destinations like Singapore, Malaysia and Thailand that are offering Medical care facilities and promoting Medical Tourism. India excels among them for the following reasons:

- (i) State of the Art Medical facilities
- (ii) Reputed Health Care Professionals
- (iii) Quality Nursing facilities
- (iv) No waiting time for availing the medical services
- (v) India’s traditional healthcare therapies like Ayurveda and Yoga combined with allopathic treatment provide holistic wellness.

5.3.1 The Medical Tourism activity is mainly driven by the private sector. The Ministry of



Launch of Indian Adventure Tourism Guidelines at Hotel Samrat, New Delhi

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:

- i. 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.
- ii. Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- iii. 'Medical Visa' has been introduced, which can be given for specific purpose to foreign travellers coming to India for medical treatment. 'E- Medical Visa' has also been introduced for 166 countries.

5.3.2 Constitution of National Medical & Wellness Tourism Board

In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness Tourism Board with the Hon'ble Minister (Tourism) as its Chairman. The Board works as an umbrella organization that promotes this segment of tourism in an organized manner. The 4th meeting of the National Medical and Wellness Tourism Board was held on 12.04.2018.

5.3.3 Fiscal Incentives Provided by 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, Ministry of Tourism provides financial support under Market Development



Assistance (MDA) scheme. 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 Ministry of Tourism, Government of India.

5.4 Wellness Tourism

Wellness Tourism is about travelling for the primary purpose of achieving, promoting and maintaining maximum health and a sense of well-being. Most of the hotels/resorts are coming up with Ayurveda Centers. The leading tour operators have included Ayurveda in their brochures.

5.4.1 The Ministry of Tourism provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centers, i.e., representatives of wellness centers accredited by NABH or the State Governments. The MDA assistance is for participation in Medical/Tourism Fairs, Medical

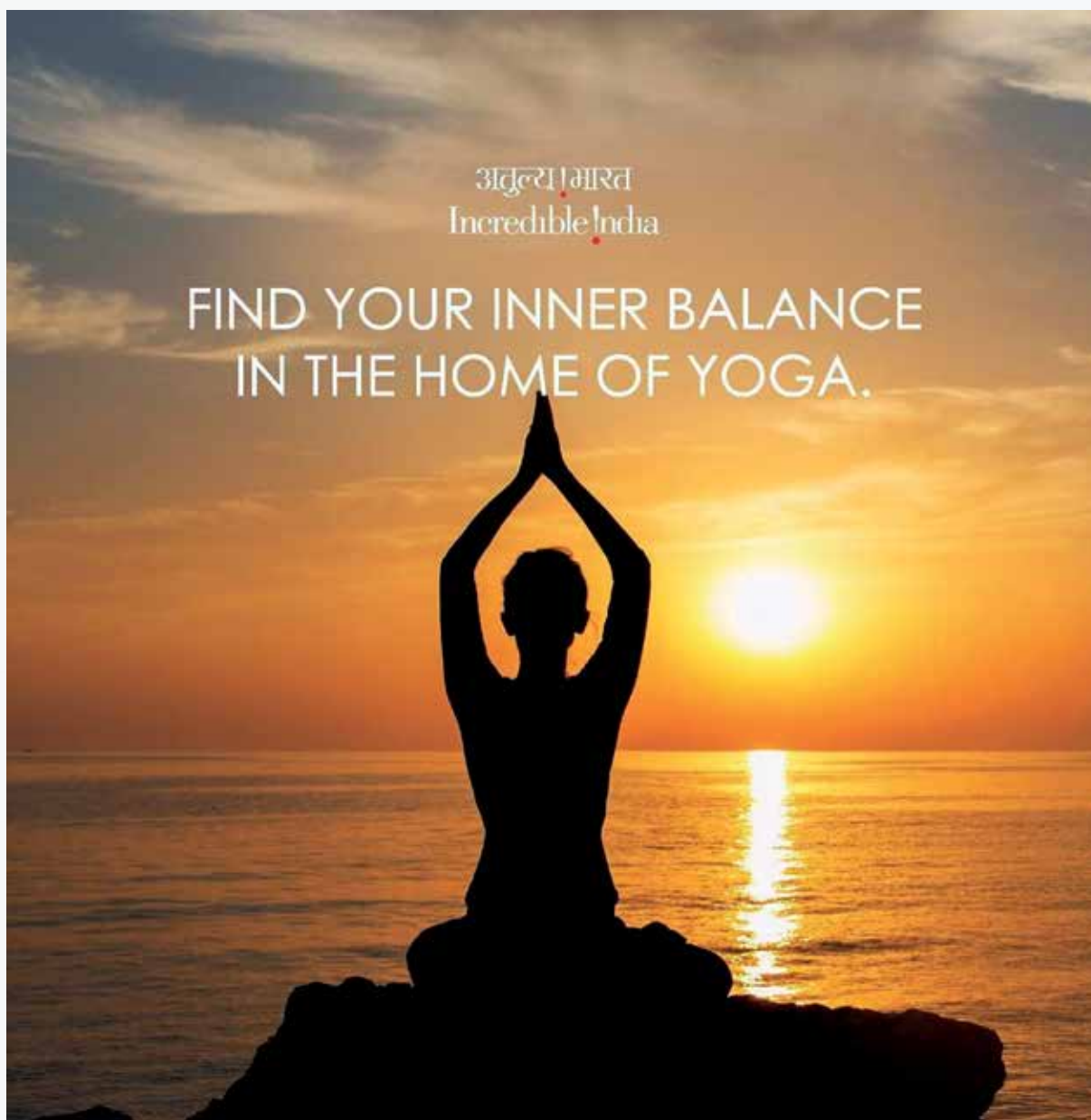
Conferences, Wellness Conferences, Wellness Fairs and allied Road Shows. In addition, the steps taken by the Government to promote medical/ health tourism include promotion in overseas markets through road shows, participation in travel marts, and production of brochures, CDs, films and other publicity material. Health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin.

5.4.2 Yoga/Ayurveda/Wellness has been promoted in the past years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".

5.5 Golf Tourism

5.5.1 The Ministry of Tourism has framed 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, and participation in international & domestic events, related events and making available quality publicity material.

5.5.2 The Ministry of Tourism has also constituted the India Golf Tourism Committee (IGTC) with Secretary (Tourism) as the Chairman, which is the nodal body for golf tourism in the country.



5.5.3 The Ministry invites Expressions of Interest (EOI) from 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. Applications received through EOI are evaluated by the India Golf Tourism Committee (IGTC) in its meetings held from time to time.

5.5.4 The Ministry of Tourism has undertaken an Evaluation Study of the “Guidelines for Support of the Ministry of Tourism for Promoting Golf Tourism” and Evaluation of the Financial Support provided under this Scheme through National Productivity Council.

5.6 Polo Tourism

The Ministry of Tourism promotes Polo as “Heritage Sport” of India 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.

5.7 Meetings Incentives Conferences And Exhibitions (Mice)

The Ministry of Tourism has developed guidelines for extending financial support 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 the scheme, associations / societies are given financial support on winning the bid or obtaining second and third positions in the bidding process, subject to the terms and conditions.

5.7.1 Initiatives taken by the Ministry of Tourism for promotion of MICE during 2018

Ministry of Tourism, Government of India participated in International Road Shows in various cities in Europe to promote India as a destination for Conference and Meeting- “MICE”. These Road Shows were jointly organized by the Ministry of Tourism and India Conventions Promotion Bureau (ICPB) from 26 - 29 June 2018 at Paris, Brussels, Geneva and Zurich.

5.8 Promotion of Eco Tourism

5.8.1 The Ministry recognizes following cardinal principles for development of ecotourism:

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

- ii. It should identify likely conflicts between the use of resources for eco-tourism and the livelihood of local inhabitants and attempt to minimize such conflicts.
- iii. The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and
- iv. 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.

5.8.2 The Ministry of Environment, Forest and Climate Change, Government of India has recently prepared ‘Policy for Eco-Tourism in Forest and Wildlife Areas’ and the Ministry of Tourism has extended support to this Policy.

5.8.3 Eco-friendly measures to be adopted by the Hotels

The Ministry of Tourism has laid down guidelines for approval of Hotel Projects at the implementation stage and 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 aforementioned measures, other measures like pollution control, introduction



Wildlife Safari

of non-CFC equipment for refrigeration and air conditioning, measures for energy and water conservation are also undertaken by the hotel.

5.8.4 Under the guidelines for project level & 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 local ethos and use local materials.

5.9 Film Tourism

The Ministry of Tourism has issued guidelines (dated 25.07. 2012) for extending financial support to State Governments/ Union Territory Administrations, for promotion of 'Film Tourism'. The financial assistance is provided up to Rs. 2.00 lakh per film for

components such as Space Hiring/ Filming charges, Facilitation Fee etc. In an endeavor to establish India as a filming destination, the Ministry of Tourism is making all efforts 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 film industry and to provide a platform for enabling partnerships between the Indian and the global film industry.

5.10 Promotion of Sustainable/ Responsible Tourism

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes



and River sectors applicable for the entire country. The Criteria have been evolved after consultations with various stakeholders. The Ministry has entered into a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) on 15th March, 2016, to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism practices and to ensure and promote Sustainable and Responsible

practices in the tourism industry. The target group includes hoteliers, tour operators, individuals from transport industry, resort managers, tourist guides, community representatives and government departments (culture, forest, environment, Archaeological Survey of India (ASI), museums, district officials) etc. A total of 5 Workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far for the purpose.





HOTELS

AND TRAVEL-TRADE

6

6.1 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). The classification is done on the basis of inspection of hotels that is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by this Ministry. To expedite the process of classification / re-classification of functioning hotel in one Star to three Star categories five Regional Committee located in Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorized to conduct / co-ordinate inspection. The Guidelines for Classification / Re-Classification of operational hotels have been revised on 19.01.2018.

6.2 Online submission of Applications Project level Approval, Classification/ re-classification of Hotels

Ministry has introduced an online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway. The applications for the classification of hotels in star category and heritage category and also for project approval can be filed on <http://hotelcloud.nic.in>.

6.3 Other categories of Accommodation units approved

The Ministry of Tourism also approves properties in other categories viz, tented

accommodation, apartment hotels, convention centers, Guest Houses, Bed & Breakfast establishments, air catering units and restaurants.

6.3.1 Heritage Hotels

The popular concept of Heritage Hotels was introduced to convert the old palaces, havelis, castles, forts and residences built prior to 1950, into accommodation units that reproduce the ambience and lifestyle of the bygone era. Such hotels are categorized under three categories viz. Heritage, Heritage Classic and Heritage Grand based on the standards of facility and services as per the applicable Guidelines. With effect from 16.12.2014, a new category of heritage hotel i.e. Heritage Classic (without alcohol services) has been introduced.

6.3.2 Legacy Vintage Hotels

The concept of Legacy Vintage Hotels has been introduced to cover hotels constructed/ built with materials from heritage properties / buildings (i.e. properties or buildings which were build / constructed/ erected prior to the year 1950), provided that at least 50% of the material used to construct / build the hotel is sourced from heritage properties or buildings. Such hotels will help recreate the ambience and atmosphere of the bygone era. Such hotels will be classified under 3 sub-categories namely Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). Guidelines for Classification / Re-Classification of Legacy Vintage Hotels have been notified on 19.04.2018.

6.3.3 Approval of Standalone Restaurants

Restaurants are an integral part of a tourist's visit to a place and as such the services offered by them can make or mar a visit. Restaurants are increasingly becoming



popular with the tourist – both domestic and foreign - as they intend to enjoy the taste of authentic food, particularly cuisine of different states in the country. With the aim of providing standardized world class services to tourists, the Govt. of India, Department of Tourism has a voluntary scheme for approval of restaurants in the country.

6.3.4 Approval of Apartment Hotels

Apartment Hotels are increasingly becoming popular with business travellers who visit India for assignments or family holidays, etc., which sometimes prolong for months. With a view to provide standardized, world class services to tourists, the Ministry has introduced a voluntary scheme for classification of fully operational Apartment hotels in five Star deluxe, five star, four star and three star categories.

6.3.5 Approval of Motels

Motels are an important segment of the hospitality sector that provide budget accommodation. Motels cater to the

hospitality requirements of road travellers through facilities and services offered by them, with the rooms usually arranged in low blocks with parking directly outside. With the aim of recognizing this segment as a component of the overall tourism product, and benchmark the standards of facilities and services of Motels, the Ministry of Tourism has formulated a voluntary scheme for Approval of Operational Motels. The Guidelines for approval of operational motels have been notified on 25.09.2018.

6.3.6 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health,



Hygiene and Pest Control. Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

6.3.7 Approval and Classification of Timeshare Resorts

Time Share Resorts (TSRs) are increasingly becoming popular for leisure holidays and family holidays, etc. With the aim of providing standardized world class services to tourists, the Government of India, Ministry of Tourism has a voluntary scheme for classification of fully operational Time Share Resorts in three star, four star and five star categories.

6.3.8 Incredible India Bed & Breakfast / Homestay Scheme

The scheme offers foreign and domestic tourists an opportunity to stay with an Indian family and enjoy warm hospitality as well as get a taste of Indian culture and cuisine in a clean and affordable place. With a view to encourage the growth of such establishments and to simplify the procedure of approvals, this Ministry has reviewed the scheme and has simplified the guidelines. The Ministry of Tourism has been conducting sensitization workshops on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices. This is an ongoing process. The revised Guidelines for classification and re-classification of Incredible India Bed and Breakfast Establishments and Incredible India

Homestay Establishments have been notified on 10.12.2018. These Guidelines would constitute the Common National Standards, which each State/ Union Territory would adapt to their requirements, while keeping the core tenets intact. The States/ UTs would be free to build upon and introduce suitable parameters/ criteria over and above the Common National Standards. The Ministry of Tourism would continue to classify B&B/ Homestay establishments in all States/ UTs till such time the respective States/ UTs put in place their own mechanism for such classification, based upon the Common National Standards. The online module for application disposal has been activated. The approved units are listed on the website of the Ministry.

6.3.9 Approval of Stand - alone Air Catering Units

This Ministry approves and classifies Stand-alone Air Catering Units in the country to ensure international standards in the air catering segment.

6.3.10 Approval of Convention Centres

Meeting, Incentives, Conferences and Exhibitions (MICE) are important segments of the tourism industry. In a rapidly globalizing high growth Indian economy, MICE tourism is set to grow and the country is in need of more Convention and Exhibition Centers to meet this requirement. To encourage investment and standardize facilities in these areas, this Ministry grants approval to Convention Centers.

6.3.11 Online Travel Aggregators (OTA's)

The guidelines for the scheme of approval / re-approval of Online Travel Aggregators (OTA's) have been formulated and notified on 10.12.2018. The scheme is purely voluntary in nature and it is not binding upon any Online

Travel Aggregators to obtain accreditation from the Ministry of Tourism.

6.3.12 Hospitality Development and Promotion Board (HDPB) for Hotel Projects

Construction of hotels is primarily a private sector activity that is capital intensive and has a long gestation period. A constraint being faced by the hotel industry, in addition to the high cost and the limited availability of land, is the procurement of multiple clearances/ approvals required from the Central and State Government agencies for hotel projects. This often results in delay in the implementation of the project, cost escalation, etc. To obviate the above mentioned difficulties faced by the hospitality industry, Ministry of Tourism has set up a Hospitality Development and Promotion Board (HDPB). The Main function of the board includes monitoring and facilitating the clearances / approvals of Hotel Projects, both at the Central and the State Government level. The Board would be a single point for receiving applications for various clearances, approving / clearing hotel project proposals in a time-bound manner, and review hotel project policies to encourage the growth of hotel/ hospitality infrastructure in the country. The Board, however, will not in any way supersede the statutory clearances of other agencies but will review and monitor the clearances of hotel projects with the concerned Ministries / Departments / Authorities by meeting on fixed schedule basis.

6.3.13 Harmonized Master List of Infrastructure Sub – Sectors

Ministry of Finance, Govt. of India, on 17th October, 2017, has notified the Harmonized Master List of Infrastructure Sub-Sectors to boost supply of hotel rooms in the country that includes three Star or higher category

classified hotels located outside cities with population of more than 1 million.

6.4 Rolling out of Incredible India Tourist Facilitator certification on November 15, 2018.

The Union Tourism Minister, Shri. K.J. Alphons, launched the IITFC on 27th September, 2018, on the occasion of National Tourism Awards function on World Tourism Day. It was rolled out on 15th November, 2018. With its roll out, the participants will be able to register for the programme through an online digital platform. IITFC will enable Indian citizens to develop and enhance the skills associated with tourism, and where one can incorporate knowledge about facilitating tourists across the country.

The certification program comprises of basic and advanced self-paced courses designed in a manner that the users can learn at their own time, space, path and pace. The basic qualification required is 10+2 and the candidate can enroll in the basic course aimed at training the facilitators for knowledge, skills and attitude domains at a nominal charge of INR 2000. Successful completion of this program would enable the learner to become a Certified Tourist Facilitator of Ministry of Tourism, Government of India. A refresher course is also proposed for launch in due time for those already in the field seeking an advanced level course to enhance their skill set.

The proposed online Learning Management System will have inbuilt advantages.

- Wider reach, even to remotest part of India,
- Economical for the candidate to join and undertake the course sitting at their home

- Flexible, as it can be done as part time without disturbing their normal work.
- help in creating additional jobs for the locals and give them an opportunity to earn little more during the tourist seasons
- Tourist, international as well domestic would be benefitted in the shape of Tourist Facilitators with local knowledge at economical rates.

However, at present the IITF Certification course has been put on abeyance as per the Hon'ble High Court, Jaipur Bench order dated 19th December, 2018 in SB Civil Writ Petition No. 27461/2018.

6.5 Approval of Travel Trade Service Provider

This Ministry presently approves the following categories of Travel Trade Service Providers:

- i. Inbound Tour Operators
- ii. Travel Agents
- iii. Domestic Tour Operators
- iv. Adventure Tour Operators
- v. Tourist Transporters Operators

The aims and objectives of this scheme are to encourage quality, standard and service in these categories. This is a voluntary scheme open to all bonafide agencies.

6.6 Web-based Public Delivery System

Ministry of Tourism has set up a Web-based Public Delivery System for recognition of the Travel Trade Service Providers w.e.f. 12th May 2014. The objective of the system is to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from this Ministry and also to bring in transparency in granting the approvals. The new procedure accepts the applications

online from service providers thereby making the process paperless.

All the applications are to be submitted online through the URL <http://etraveltradeapproval.nic.in/> and will be examined, processed and approved / rejected within 60 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

6.7 E-payment gateway for approval of Travel Trade service Providers

With introduction of e-payment gateway for approval of Travel Trade service Providers the application fee (Rs.3,000/- for all the above categories) is also accepted online.

6.8 E- Visa

The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country over a period of time. The Government of India has further liberalized the e-Tourist Visa Scheme pursuant to the Cabinet approval on 30.11.2016 and the e-Tourist Visa (eTV) scheme was renamed to e-Visa scheme with five sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa', 'e-Medical Visa', "e-Conference Visa" and "e-Medical Attendant Visa". The activities included in e-conference visa are attending a conference/ seminar/workshop organized by a Ministry or Department of the Government of India, State Government or UT Administrations etc. and their subordinate/attached organizations & PSUs and the activities allowed in e-medical attendant visa is to visit as an attendant to an e-medical visa holder. E-visa scheme is now available to the nationals of 167 countries.

On e-Tourist Visa and e-Business Visa, a foreign national is permitted double entry in a calendar year. In the case of those availing

e-Medical Visa and e-medical attendant visa, triple entry is permitted as against single entry prescribed earlier. E-Medical Attendant Visa will be co-terminus with the validity of the principal e visa holder.

E-Visa is valid for entry through 28 designated Airports (i.e. Ahmedabad, Amritsar, Bagdogra, Bengaluru, Calicut, Chennai, Chandigarh, Cochin, Coimbatore, Delhi, Gaya, Goa, Guwahati, Hyderabad, Jaipur, Kolkata, Lucknow, Mangalore, Mumbai, Nagpur, Pune, Tiruchirapalli, Trivandrum, Varanasi, Vishakhapatnam, Madurai, Bhubaneswar and Port Blair.) and 5 designated seaports (i.e. Mumbai, Cochin, Mormugao, Chennai and New Mangalore). However, the foreigner can take exit from any of the authorized Immigration Check Posts (ICPs) in India.

Applicants of the eligible countries/territories may apply online minimum 4 days in advance of the date of arrival with a window of 120 days. Duration of stay in India under e-Visa is maximum upto 60 days from the day of arrival in India. e-Visa can be availed for maximum of two times in a calendar year i.e. between January to December. In the case of e-Medical Visa, extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned.

Revision of e-Tourist Visa Fee:

The Government of India, has revised the e-Visa fee in four slabs of 0 (zero), USD 25, USD 80 and USD 100. Bank charges have been reduced from USD 2 to 2.5% of the e-TV fee, which at the highest slab works out to USD 1.5 as compared to USD 2 earlier. There is no bank charge for zero visa fees.

Restriction of one application per email ID per month has been removed.



Food and Beverage Service

Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrolment. The entry seaports for tourists availing e-visa are Mumbai, Cochin, Mormugao, Chennai and New Mangalore.

6.9 Market Development Assistance (MDA) Scheme for promotion of Domestic tourism

The scope of the present MDA scheme of Hospitality programme has been moulded to make it inward looking, considering that the country offers vast and unexploited potential for domestic tourists who, along with the foreign tourists, could contribute towards pushing the economic growth further, while providing employment opportunities. The emphasis of this scheme is:

- a) To motivate travel agents/ tour operators, to include tour packages to various destinations,

preferably less popular and unexploited destinations in the country in their marketing programme.

- b) To enhance footfall of domestic tourists to visit such unexploited tourist destinations in various States and thereby project India as an attractive multi-dimensional tourist destination.
- c) To familiarize travel agents / tour operators / hoteliers about new tourism products and latest developments in the field of tourism.

Ministry of Tourism also provides financial assistance to tourism service providers approved by this Ministry, or by the State Tourism Departments in the case of North Eastern States and Jammu and Kashmir, for participation in travel marts, annual



conventions of Indian Association of Tour Operators, Travel Agents Association of India, Association of Domestic Tour Operators of India, Adventure Tour Operators Association, Federation of Hotels & Restaurants Association of India, Hotels Association of India, or any other National level Travel / Tour Association approved / sponsored / recognized by Ministry of Tourism.

6.10 Multilingual Tourist Infoline

The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363/short code 1363 in 12 Languages including Hindi and English in February 2016, to facilitate and assist domestic and foreign tourists in terms of information relating to Travel in India and to provide a sense of safety and security. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely, Arabic, French,

German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

6.11 Live Chat Service

Ministry of Tourism has introduced 24/7 Live Chat Service interface on the website of the Ministry (www.incredibleindia.org) to assist tourist for better planning and quick query resolutions.

2. The live chat service assist both international and domestic tourist with their queries and itinerary planning.
3. To further assist the tourist, Ministry has enabled live agent who will be assisting for more specific queries.
4. Currently we are receiving 120 average chat initiations per day.

5. The further course of action is integrating voice based services like Alexa, google home using NLP, Machine learning technologies.

6.12 Adopt a Heritage

The “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project is a collaborative effort by the Ministry of Tourism, Ministry of Culture and Archaeological Survey of India, State/ UTs Government for developing tourist amenities at heritage/ tourist sites and making them tourist friendly, in a planned and phased manner. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to take up the responsibility of developing and upgrading the basic and advanced tourist amenities at heritage/

tourist sites. They would also look after the Operation & Maintenance of the approved tourist amenities. The response to the project has been very encouraging as agencies who have come forward, includes not only public and private industry/ individuals but also schools and law firms. Till date, a total of 600+ registrations have been received, of which 37 Letters of Intent (LOI) were issued to prospective Monument Mitras for 106 sites. They would become “Monument Mitra” through the innovative concept of Vision Bidding, where the agency with best vision for the heritage/ tourist site will be given an opportunity to associate pride with their CSR activities. They would also get limited visibility in the premises and the Incredible India website. So far, 11 Memorandum of Understanding (MoU's) have been executed and 14 MoUs are under finalization.





Indian Institute of Tourism and Travel Management, Bhubaneswar

HUMAN

RESOURCE DEVELOPMENT

7

7.1 Institutes of Hotel Management (IHMs) & Food Craft Institutes (FCIs)

It has been the endeavor of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 46 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 25 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education/ conduct training in hospitality skills. While the IHMs mainly impart degree level hospitality education, the FCIs are concerned with skill level education.

The Central Financial Assistance (CFA) is extended for setting up of new IHMs/FCIs and creation of infrastructure necessarily to offer course(s) specific to hospitality, food craft (including management courses) or travel/ tourism, subject to fulfilling the terms and conditions of the guidelines of the scheme for Assistance to IHMs /FCIs/ IITTM/ NCHMCT/ ICI/ University/Polytechnics/Schools etc.

During the calendar year 2018, the Ministry has commenced the short term skill development programme through camp of IITTM at Shillong and Bodhgaya. New Institute viz Indian Culinary Institute, Triupati & its Centre at Noida has commenced 3 years BBA (Culinary Arts) from academic year 2018-19 and two years MBA (Culinary) from new campus building.

The Ministry has also extended financial assistance to the tune of Rs. 82.00 crore during financial year 2018-19 for setting up of new Institutes/strengthening of existing Institute.

7.2 National Council for Hotel Management & Catering Technology (NCHMCT)

For steering and regulating the academic efforts of the IHMs and FCIs, in 1982 the Ministry had set up the National Council for Hotel Management & Catering Technology (NCHMCT). The mandate of the NCHMCT is to co-ordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends all over India and over a wide range of academic matters including admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results, regulating building plans and equipment, training, publishing periodicals, magazines, etc., as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT is also the affiliating body and 21 CIHMs, 25 SIHMs and 14 FCIs that have come up with the support of Ministry are also affiliated to it for admissions and regulations of examination. The NCHMCT has also been given the mandate to affiliate private IHMs. As on date, 24 private institutes are affiliated to the NCHMCT. The NCHMCT also conducts Joint Entrance Examination (JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality and Hotel Administration and 2 years M.Sc Hospitality Management for its affiliated institutes. Admission to these programs are done centrally by the NCHMCT. In case of other courses, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production, Diploma in Food and Beverage Service, Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate Course in Hotel and Catering Management, admissions are directly carried out by the



respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

A proposal for upgradation of National Council of Hotel Management and Catering Technology (NCHMCT) to an Institution of National Importance (INI) to be named as National Institute of Hospitality Management (NIHM) has been initiated.

7.3 Indian Institute of Tourism & Travel Management

Indian Institute of Tourism and Travel Management (IITTM), set up in 1983, is a pioneer in the field of travel and tourism education and training. It provides specialized training and education for tourism and travel industry. It currently offers the following programmes.

- i. Two-year full time MBA (Tourism and Travel Management) programme from its Gwalior, Bhubaneshwar, NOIDA, Nellore and Goa centres.
- ii. Three-year full time BBA (Tourism and Travel) from all centres.
- iii. Short-term Skill Development Programmes/courses.

7.4 National Institute of Water Sports NIWS Goa

NIWS, Goa was incorporated in the IITTM in the year 1995. The setting up of National Institute of Water Sport, Goa is being taken up to strengthen the ongoing activities of education/ training, research and consultancy, and leisure water sports promotion in India. It will evolve into a pioneer and modal institute by attaining the status of a world class institute in this domain. It will be a core centre of Manpower training and development in Water Sports activities.

7.5 Scheme of Assistance to IHMs/FCIs/ IITMS/NCHMCT etc.

The Ministry of Tourism has an enabling plan scheme "Assistance to IHMs/FCIs etc." under which Central financial assistance can be sanctioned to a State/Union Territory Administrations upto a ceiling of Rs.16.50 crore for establishment of an Institute of Hotel Management (IHM), Rs.7.50 crore for a Food Craft Institute (FCI), Rs.2.40 crore for broad-basing of hospitality education through government sponsored ITI, Polytechnics, Colleges, PSUs and Rs.30.00 lakhs for Schools subject to availability of funds, adherence to the terms and conditions of the scheme

guidelines and their inter-se priority. However, quantum of assistance for the setting up of an IHM created by the Central Government, or the setting up of a Centre/branch of the Indian Institute of Tourism and Travel Management (IITTM) or National Council for Hotel Management & Catering Technology (NCHMCT) or Indian Culinary Institute (ICI), shall not be subject to this ceiling.

The Central Financial Assistance (CFA) extended for setting up of new IHMs/ FCIs is subject to provisions of guidelines of the scheme and affiliation of the Institute to the NCHMCT. The normal grant is up to Rs.12.50 crore, of which, Rs. 10.00 crore is for construction and the balance for the purchase of equipment required by the Institute. An additional Rs. 4.00 crore can also be granted for construction of hostels. The expenditure over and above the Central Grant is met by the respective State Governments. For a Food Craft Institute, the Central assistance is limited to Rs.7.50 crore. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories.

The Central Financial Assistance was meant for purchase of lab equipment, furniture, computers and for the modernization and infrastructural upgradation of the Institutes.

During 2018-19, a budget provision of Rs. 82.00 crore has been made under the scheme and full budget was utilized.

7.5.1 Broad-basing of the Hospitality Education

- The Ministry has also decided to bring hospitality education into the mainstream through Government vocational schools, Industrial Training Institutes (ITIs), polytechnic institutes,

Government colleges, Universities and Public Sector Undertakings. The Central assistance will be available to all. The assistance can be utilized for creation of infrastructure necessary for the conduct of courses / trainings.

- During 2018-19, for opening of new hospitality tourism courses, Bundelkhand University has been sanctioned an amount of Rs.2.40 crore, of which Rs.1.20 crore has also been released.

7.5.2 Indian Culinary Institute, Tirupati

- The Ministry of Tourism has set up an Indian Culinary Institute at Tirupati, AP with the objective (i)to ensure the preservation of heritage Indian cuisine, (ii) to establish research, documentation, museum and resource centre of Culinary Arts & (iii) to impart specialized training in culinary skills. The Indian Culinary Institute will serve as a resource centre in its subject domain, conforming to international benchmarks.
- 'Indian Culinary Institute' (Tirupati) is being funded under the continuing Scheme of Assistance to IHMs/FCIs/ NCHMCT/IITTM etc. The 'Indian Culinary Institute' at Tirupati, Andhra Pradesh is being managed by a Board of Governors, with Minister for Tourism, Government of India, as its Chairman and will function under the direction and control of Ministry of Tourism.
- The total expenditure (Plan) for the development of the Institute has been assessed at Rs.97.92 crore for the proposed 'Indian Culinary Institute' at Tirupati, Andhra Pradesh.

- The 'Indian Culinary Institute' at Tirupati, Andhra Pradesh has commenced 3 years BBA Culinary Arts from 2018-19 with an intake of 60 students each for ICI, Tirupati and Noida.
- A Chapter of ICI Tirupati has also been set up at NOIDA.

7.6 Capacity Building for Service Providers

7.6.1 The Scheme of "Capacity Building for Service Providers" (CBSP) of the Ministry of Tourism aims to provide education, training and certification to the tourism service providers at every level with its main objectives being to train and upgrade manpower at every strata of service in order to i) capitalize on the vast tourism potential of the country to the fullest, and ii) provide professional expertise to the local populace as well as create fresh opportunities for employment generation in the tourism sector both in urban as well as rural areas. These trained service providers could be engaged in providing service directly to the tourist or involved in the important task of teaching, administering or planning.

7.6.2 The Scheme is implemented by the Ministry of Tourism through Institutes of Hotel Management and Food Craft Institutes including such institutes approved by the AICTE, Indian Institute of Tourism & Travel Management, NCHMCT, Tourism Departments of State / UT Governments, State Tourism Development Corporations, India Tourism Development Corporation (ITDC), State/Central Training/academic Institutions and the specialized academic Training Institutes in the private sector engaged in giving training in the hospitality sector.

7.6.3 The following programmes are conducted under the CBSP Scheme

- A. Hunar Se Rozgar Tak:-** The programme presently offers a total of seven short duration courses of 160 hours to 700 hours. Out of these seven courses four viz. Multi Cuisine Cook, Food & Beverage Service, Room Attendant, Front Office Associate are hospitality related and the other three courses viz Unarmed Security Guards, Heritage Guide and Tour Guide are no-hospitality courses and are fully funded by the Ministry of Tourism. The total achievement is 11624 persons against the target of 19250. 3533 were under training at the end of the FY 2018-19.
- B. Skill Testing & Certification** of the existing service providers is to test and certify existing service providers in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. The total achievement is 6589 persons against the target of 9800 for the FY 2018-19.
- C. Entrepreneurship Programme:** - Five 150 hours courses are offered in the trades of (i) Cook – Tandoor, (ii) Barman, (iii) Baker, (iv) Homestay (Multi-Skilled Caretaker) and (v) Halwai – Indian Sweets under this Programme. This programme was launched on 3rd July, 2018 and a total of 1101 persons have been trained and 221 were under training against the target of 12500 at the end of the FY, 2018-19.
- D. OTHER PROGRAMMES:** - Tourism Awareness/Sensitization programmes for existing service providers alongwith other programmes i.e. language programme for tour and tourist

facilitators and tourism adventure and Adventure Travel Escort programmes are also conducted under this Scheme. Each course is of 2 days to 15 days' duration. The primary objective of the programme is to eventually achieve an improved service ambience and experience for the tourist and to further the Swachh Bharat Abhiyan.

This Ministry has executed a plan for holistic development of 15 identified iconic

tourist sites across different states. As a part thereof, the Ministry of Tourism has started Tourism Awareness Programmes targeting Dhabawalas, Taxi/Rickshaw Drivers, Police Staff, Hotel Staff and shop keepers etc. in and around these iconic sites. 11 Central IHMs have been entrusted the responsibility of delivery of this programme. A total 3275 people had been certified under the Tourism Awareness Programme during FY 2018-19.





PUBLICITY

AND MARKETING

8



The Ministry of Tourism promotes India in a holistic manner. As part of its marketing / promotional activities, the Ministry of Tourism runs campaigns in the domestic and overseas market, organizes and extends support to tourism related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes and destinations, provides financial assistance to tourism service providers for undertaking promotional activities etc. The following section gives details of promotional activities undertaken in the domestic and overseas markets and on Social Media during the year 2018.

A. Domestic Market

The Ministry of Tourism organizes events such as Paryatan Parv, Bharat Parv etc. during the financial year 2018-19, with the objective to promote and spread the message of Dekho

Apna Desh, Tourism for All etc. and to create interest amongst general people about various tourism destinations and products of the country.

8.1 Events / Exhibitions

Major Events of the Ministry of Tourism

- Paryatan Parv 2018 was organized by the Ministry of Tourism from 16th to 27th September, 2018; at National Level during which more than 3150 activities across 32 States /UTs were held through various Central Ministries, India Tourism Offices, Institutes of Hotel Managements, State Governments / Union Territory Administrations etc. The Delhi leg of the event was organized at Rajpath Lawns during this period. In Delhi;



food stalls, handloom / handicraft stalls, theme pavilions etc. were set up whereas Cultural Programmes were organized by the State Governments & NZCC. The event in Delhi had 18 Theme Pavilions, 54 Food Stalls, 76 Craft Stalls, Kitchen Studio, Yoga Demo & Training and Exhibition by the Ministry of Information and & Broadcasting. The armed forces bands also performed during Paryatan Parv 2018.

- Bharat Parv is organized at Red Fort Lawns to coincide with the Republic Day celebrations. Bharat Parv was organized in the year 2018 from 26th to 31st January, 2018. In the year 2019, the event as an yearly activity, was organized from 26th to 31st January, 2019. The theme of Bharat Parv, 2019 was '150 years of celebrating

the Mahatma'. In addition, the idea of 'Ek Bharat - Shreshth Bharat' was also publicized during the event. Republic Day Tableaux were displayed for public viewing during Bharat Parv, 2019; whereas armed forces bands displayed their performance to create a mood of patriotism. Food stalls, theme pavilions by State Governments, handicraft / handloom stalls, exhibitions by Ministry of Information & Broadcasting, Ministry of Culture etc. were set up during Bharat Parv. A replica of Statue of Unity was also displayed for public viewing and to create interest about the Statue as a tourist destination. A series of cultural programmes were organized by the State Governments and NZCC to add flavor to these celebrations.

- **National Tourism Awards:** The Ministry of Tourism presents National Tourism Award every year to the State Governments / Tourism stake holders etc. for excellence in the field of tourism. The National Tourism Award function for the period 2016-17 was organized on 27th September, 2018 at Vigyan Bhawan, New Delhi to coincide with World Tourism Day.

Events Support

- The Ministry of Tourism has in place Guidelines for extending Financial Support for Events organized at the National / International Level that have potential for the Promotion of Tourism to and/or within the Country. In addition, the Ministry has Guidelines for extending Financial Support to Commerce, Trade and Industry Organisations for organizing Tourism and Tourism Related Events. Certain deliverables such as projection of Incredible India logo, showcasing MoT's promotional films etc. are provided by the organizers in lieu of such supports extended by the Ministry of Tourism. During the year 2018-19, the Ministry of Tourism extended financial assistance under the above mentioned guidelines.
- During the year 2018-19, Federation of Associations in Indian Tourism & Hospitality organized India Tourism Mart (ITM) from 16-18th September, 2018. This event was organized with the support of the Ministry of Tourism and State Governments. More than 200 international delegates attended

the event and interacted with the exhibitors and Indian Counterparts. The Ministry of Tourism hosted a dinner along with cultural programme on 17th September, 2018.

Participation in Exhibitions: -

The Ministry of Tourism participated in various tourism related exhibitions such as SATTE, OTM, GITB etc. during the year 2018-19. These participations were usually undertaken through India Tourism Offices.

Logo Support: -

'Incredible India' (Atulya Bharat) is the logo of the Ministry of Tourism. The Ministry of Tourism has guidelines for permitting the use of Incredible India logo. Logo support was extended to various organizations with no financial commitment to the Ministry of Tourism and with the objective to increase brand visibility of Incredible India.

8.2 DOMESTIC CAMPAIGNS

The following Domestic Campaigns have been released during 2018:

- TV Campaigns were released on Doordarshan and on private channels in the country to promote tourism to the North-East Region and to the State of Jammu & Kashmir. Various TV campaigns were also released in these channels on various subjects like yoga, identified Iconic sites, Swachhta at tourist sites, Statue of Unity.
- Digital Outdoor Campaign on Swachhta.

- Online Campaign on Swachhta at Tourist Sites, for promoting tourism to the North East Region, promoting and publicising the Statue of Unity
 - Campaign in Cinema Houses to promote niche products like Yoga and to promote and publicise the Statue of Unity
 - Radio and SMS Campaign and Print Advertisements for promoting Bharat Parv 2018 & 2019 and Paryatan Parv
 - Advertising on Airline Boarding Passes and on Railway Tickets to publicise the Statue of Unity.
 - “Do You Know” Campaign released on Doordarshan to coincide with Paryatan Parv.
 - Photo Contest – ‘Musafir Hoon Yaaron!’ undertaken on Doordarshan to coincide with Paryatan Parv.
- ii. Short Films / Television Commercials (TVCs) promoting Wellness, Adventure, Spirituality, Vintage Cars, Wildlife, Heritage, Nature, Royal Residences, produced in association with BBC
 - iii. Short Films / Television Commercials (TVCs) on Red Fort, Qutab Minar, Badrinath, Kedarnath, Gangotri, Yamunotri, Beaches of Goa, Churches & Convents of Old Goa, Ahmedabad Heritage City, Sanchi, Bhimbetka, Elephanta Caves, Somnath, Konark, Thanjavur and Konark produced in association with Discovery Channel.
 - iv. Wall Calendar 2018 on the theme “India at Night” and Desk Calendar 2018 on the theme “India for Everyone”.
 - v. India Map and City Maps of Agra, Ahmedabad, Jaipur and Kochi.

8.3 PRODUCTION OF CREATIVES AND COLLATERALS

- i. Promotional Films on (i) Yoga – “Yogi of the Racetrack”, (ii) Wellness – “Reincarnation of Mr. & Mrs. Jones”, (iii) Luxury – “Maharani of Manhattan”, (iv) Cuisine – “The Masala Masterchef”, (v) Wildlife – “The Sanctuary in Paris”, (vi) “India - the Land of Buddha”, in association with CNN, (vii) Kumbh Mela, in association with BBC, (viii) “Spice Trail” in association with BBC, (ix) “Incredible India – The Land of Gandhi” in association with Discovery, (x) Adventure (Land, Water and Sky) in association with CNN and (xi) Chennai.

8.4 The new Television Commercials produced on niche products - Yoga, Wellness, Wildlife, Luxury, Cuisine as well as on India – The Land of Buddha have been aired globally and collectively registering around 190 million views on Social Media.

The Television Commercials produced on Yoga, Wellness, Luxury, Cuisine and Wildlife were awarded **First Prize** in the category of TV Cinema Spots at the international Golden City Gate Tourism Awards 2019 in Berlin.

8.5 SOCIAL MEDIA PROMOTION

- Social Media Accounts for the Ministry have been opened on Google+, YouTube, Facebook, Twitter, Instagram, Periscope, Vimeo, Pinterest and

- LinkedIn. These accounts are regularly enriched with informative posts and updates including live updates during important events organized by the Ministry.
- The Ministry of Tourism, keeping in mind the importance of Social Media as an effective tool for destination branding and marketing, organized a Social Media Key Influencers' Campaign "The Great Indian Blog Train" in February 2018, involving bloggers from across the world, who were invited to travel to destinations in the country on the Luxury Trains operating in different States. A total of 57 Bloggers from 23 countries including India travelled for a week on four luxury trains, i.e Palace on Wheels, Maharaja Express, Deccan Odyssey and Golden Chariot. The objective of the campaign was to position luxury trains of India as a unique tourism product both in the domestic and overseas markets. The campaign generated widespread publicity for the luxury trains as well as the destination visited, by way of blogs, videos and photos published by the Bloggers on their experiences of their journey.
 - Wide publicity was given on social media channels of Ministry of Tourism on India's participation as Partner Country in the world's leading travel fair 'FITUR-2018' held in January 2018 at Madrid, Spain.
 - Amplified the four nation 'Incredible India' Road Shows organised in May 2018 in Myanmar, Vietnam, Cambodia and Bangkok. Road shows were also organised in New York, Houston, Chicago and Los Angeles in June 2018.
 - During the entire month of June 2018, the theme 'Yoga' was highlighted on all social media handles of the Ministry to coincide with celebration of 'International Day of Yoga' on 21st June, 2018.
 - Wide publicity with live feeds to events organized by the Ministry, viz. Bharat Parv, Paryatan Parv, International Buddhist Conclave, International Tourism Mart, National Tourism Awards, ITM – North East, etc.
 - Participation of the Ministry in events like WTM, London and ITB – Berlin was amplified on Social Media
 - Extensive Promotion of Statue of Unity undertaken on Social Media accounts

B Overseas Market

8.6 Global Media Campaigns

The Ministry of Tourism annually releases global print, electronic and online media campaigns in the international markets under the Incredible India brand-line, to promote various tourism destinations and products of the country. These campaigns are released in the important as well as potential source markets for Indian Tourism.

The following Media Campaigns were released during January 2018 March 2019

- Television:** Global Media Campaigns launched on leading international Television Channels: -
- CNN, BBC, Discovery, TLC, National Geographic Channel, Euro Sports, Euro News, CNBC, History, CBS – USA, TABI – Japan, CCTV 4 – China, France Public TV 2, 3 & 5, Channel M6 – France, MBC – Middle East and RTL - Germany.
- Inflight TV Campaign released on American Airlines, Lufthansa, Cathay Pacific and Emirates Airlines.
- Campaigns targeting Indian Diaspora released on the major Indian International Television Channels popular with the Diaspora such as Zee, Star, Sony, Colors, NDTV, Aaj Tak, Times Now.
- Specific TV promotions undertaken on the Kumbh Mela 2019, India – the Land of Buddha and the Statue of Unity.
- Digital & Social Media:** Digital & Social Media Campaigns released on Facebook, Twitter, LinkedIn, YouTube, Google Search, Display and Gmail, Trip Advisor, Expedia, Time.inc, The Economist, National Geographic Traveller, NY Times, Forbes, Nikkei & Asahi (Japan), C-trip (China), Channel News Asia (Singapore), t-online, Focus.de and Holidaycheck.de (Germany), Le Monde (France), Yandex & Life.ru (Russia), X-Social Ad Network (China & Russia) and on websites / portals across 17 countries & regions (USA, Canada, UK, Germany, France, Japan, Italy, Korea, Russia, Australia, Spain, Singapore, Thailand, Malaysia, Middle East, LATAM & China), through the HTTPPOOL Ad Network.
- Print:** Print Campaigns released in leading Travel and Life Style magazines including Departures (USA & UK), Conde Nast Traveller (USA, UK & China), Travel+Leisure (USA, China & SEA), National Geographic Traveller & Endless Vacation (USA), Abenteur und Reisen & Geo Saison (Germany), Elle (France), Burda (Russia) Australian Geographic & Australian Gourmet Traveller.

8.7 Marketing through Overseas Offices

The Ministry of Tourism, through its India Tourism Offices Overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and

Indian Missions overseas.

The promotional activities include participation in Travel Fairs and Exhibitions; advertising in the local print, electronic and outdoor media; organizing Road Shows, India Evenings, Seminars & workshops; organizing and supporting Indian Food Festivals and cultural festivals; offering brochure support to tour operators, and joint advertising/joint promotions with airlines, tour operators and other organizations etc.

In the current financial year, the Ministry of Tourism, Government of India has approved a series of promotional activities to aggressively promote tourism to India through its 8 overseas offices.

8.7.1 Participation in International Travel Fairs and Exhibitions (January 2018 and March 2019)

India tourism offices overseas 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. These included FITUR (Madrid) Spain, ITB Berlin, Arabian Travel Mart Dubai, IMEX Frankfurt, B-Travel Barcelona, Rochexpo Annecy France, Glasgow Mela, JATA Tourism Expo Japan, Busan International Travel Fair (Busan), Vakantibeurs, Utrecht (Netherlands), Beijing International Travel Mart, Meeting Canada Incentive Works (MICE) at Toronto, Feria International De Turismo (FIT) Buenos Aires, Vancouver International Travel Expo, MATKA (Helsinki), IMEX at Las Vegas, Salon International Travel Voyages Montreal, TTG Travel Experience Rimini, International Golf Travel Market Slovenia, Oman Health Exhibition & Conference, B-Travel Barcelona, Top Resa Paris, Philippines Travel Agencies Association Expo (Manila), OTDYKH International Trade /Leisure Travel Moscow, ASTANA Leisure, TITF Tashkent, UITM Kiev, INWETEX Travel, Leisure & Adventure at St. Petersburg, Myanmar International Tourism Expo Yangon, MATTA Kuala Lumpur, ITE Ho Chi Minh City, PATA Travel Mart Langkawi, ITCMA Bangkok, ITB Asia Singapore, Corporate Travel Expo Canberra, Travel Industry Exhibition Melbourne, Luxperience

Sydney, PAICE Auckland, WTM London, IBTM World Barcelona, Spain, The New York Times Travel Show, New York, Travel and Adventure show Chicago, Maritime Vacation Superstore, Halifax, Boston Globe Travel Show, Outdoor and Adventure show, Toronto, East Mediterranean Travel & Tourism Exhibition (EMITT) Turkey, China International Travel Mart (CITM), China International Import Exposition (Shanghai), Destination Holiday and Travel Show, Manchester, UK, Holiday World (Dublin), Ireland, CMT Stuttgart (Germany), MITT (Moscow) etc.

Feria International de Turismo (FITUR) - January 2018

India was the Partner Country at FITUR 2018 held in Madrid (Spain) from 17th to 21st January, 2018. The Ministry of Tourism, Government of India utilized the opportunity of FITUR to ensure widespread publicity; to offer maximum support to its tourism industry; and to highlight India's diverse range of tourism products.

The Main Hall, registration counters, badges, venue, press area, passages, visitor guide books, press note book, city buses, metro, hoardings, billboards etc. were branded with Incredible India theme. A joint press conference was held in Feria de Madrid, wherein the organizers of FITUR, officially declared 'India' as the Partner Country.

The Incredible India Pavilion at FITUR 2018 with the theme of 'Sanchi Stupa' had 32 travel trade partners as co exhibitors which included State Tourism Departments, Hotels, Travel Agencies, Resorts and Operators. The Indian delegation was led by Director General, Ministry of Tourism.

Feria Internacional de Turismo (FITUR) - January 2019

The Incredible India Pavilion at FITUR 2019 had 26 travel trade partners, including State Tourism Department, Hotels, Travel Agencies, Resorts and Operators. The Indian delegation was led by Joint Secretary, Ministry of Tourism.

The India Pavilion was inaugurated with traditional lighting of lamp followed by Indian classical Dance 'Bharatnatyam'. Pre-Scheduled meetings were held in the India pavilion with various Tour Operators, media, bloggers, officials of international Tourism boards etc. The last two days of the exhibition were open for the public and classical, Bollywood dances, Mehndi application live Yoga demonstrations were organized which drew the attention of the public.

New York Times Travel Show (NYTTS) - January 2019

The Ministry of Tourism, Government of India participated in the New York Times Travel Show (NYTTS 2019), the largest travel show in North America, organised from January 25th -27th, 2019 at Jacob K Javits Centre, New York as 'Presenting Partner' with a view to scale up its tourism promotional efforts in the US, enhance India's visibility and to increase its share of US Outbound travel market.

A high level delegation led by Secretary, Ministry of Tourism, Government of India and a number of stakeholders from India's tourism industry participated in the Show. A number of India centric activities were organised at the Show including 'Focus on India' and Consumer Seminars, Indian cultural performances, Indian Culinary Demonstration, Food tasting, etc. Secretary

(Tourism) interacted with a number of leading travel professionals from the US at the Trade Key Note Session during the Show and sought their continued support in positioning India in the US. India was honoured during the Closing Bell Ceremony at the New York Stock Exchange. Secretary (Tourism) was also interviewed by the CBS Television Network of the US in 'This Morning Show'.

The New York Times Travel Show 2019 Award of Excellence for '**Best in Show**' was awarded to India at the New York Times Travel Show.

International Tourism Bourse (ITB) - March 2018

The International Travel Bourse (ITB), was held in Berlin from March 7-11, 2018. The Incredible India Pavilion accommodated 42 co-exhibitors comprising tour operators, hoteliers, State Governments, PSUs etc. from India. Hon'ble Minister of State for Tourism, Shri K.J. Alphons, led the Indian delegation to ITB 2018. The India Pavilion won the Best Exhibitor Award under Asia, Australia, Oceania category.

An Incredible India Press Conference was organised on 7th March, 2018 where Hon'ble Minister launched the new video "Yogi on the Race Track" which crossed 2 million views in just two days after the launch. Some of the other activities included Breakfast Meeting with Press & Media, German tour operators and important members of trade from India, an India Evening attended by tour operators, travel agents, stakeholders, journalists etc. and a Bilateral meeting between Hon'ble Minister for Tourism and Secretary-General, UNWTO. A Joint Workshop on Sustainable Tourism Development was organised by Federal Ministry of Economic Cooperation

and Development (BMZ), Embassy of India, Berlin and AWE on 12th March, 2018 on promoting tourism from Germany to India and increasing the outbound footfall from Germany.

International Tourism Bourse (ITB) – March 2019

The Ministry of Tourism participated in ITB Berlin being held from 6th to 10th March, 2019. The theme for India Pavilion was Indian Festivals. There were 42 co-exhibitors comprising travel agents, tour operators, State Governments, hoteliers, Air India, ITDC, IRCTC etc. Secretary (Tourism) led the Indian delegation.

Various activities were organised during the five-day event at the India Pavilion depicting Indian art, culture, festivals etc. to promote India to the global fraternity. These activities included Yoga, Indian Traditional Dances, mehendi, EVisa Workshop, Indian Bridal Show, Indian Wedding, mehndi application, Quiz program, Indian films on 3D, Virtual tours etc.

A Press Conference was organised on 6th March, 2019 followed by a Breakfast Meet and an India Evening on the next day which were attended by German tour operators, Media, travel agents, stakeholders etc.

The Ministry of Tourism won the **First Prize** in the category of TV Cinema Spot at the prestigious international **Golden City Gate Tourism Awards 2019** for the following promotional films/television commercials produced as part of its Incredible India 2.0 Campaign - Yogi of the Racetrack, The Reincarnation of Mr. and Mrs. Jones, Sanctuary in Paris, Maharani of Manhattan and The Masala Master Chef. These films

have been very well received the world over, registering about 155 million views on social media.

World Travel Market (WTM) London - November 2018

India is a land of colourful and vibrant festivals which form a very important part in the lives of every Indian as they are celebrated by one and all. These celebrations reflect India's rich culture and tradition and what better occasion to showcase the vibrancy of the various festivals of the country and dance forms than in the India Pavilion at WTM London alongside the action packed travel trade events during the 3-day long event from 5th to 7th November, 2018. The theme of the India Pavilion at WTM 2018 was 'Festivals of India'.

The India Pavilion had 26 co-exhibitors comprising State Governments, Tour Operators, Hotels, etc. who showcased their various tourism destinations and tourism products to the global travel fraternity present in the Mart. The India Pavilion showcased the various festivals of India through graphics, videos and celebration of some festivals during the Mart. The first day showcased Baisakhi followed by Goa Carnival on the second day, and Diwali on the last day of the Mart.

'An India Evening' was organized on 6th November, 2018 which was attended by around 150 persons comprising members of the UK travel trade, media etc. The theme of the evening was centred around Diwali and the evening also showcased cultural performances from different parts of India. A film on Kumbh Mela was launched during the India Evening.

8.7.2 Road Shows

As part of the promotional initiatives undertaken, Road Shows are organized in important tourist generating markets overseas with participation of the different segments of the travel industry. The road shows comprise presentations and one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries.

During the year 2018 - 2019, Ministry of Tourism organised Road Shows in the following countries:

- ASEAN Region (May 2018): Yangon (Myanmar), Ho Chi Minh City (Vietnam), Phnom Penh (Cambodia) and Bangkok (Thailand)
- USA (June 2018): New York City, Houston, Chicago and St. Louis
- Europe in collaboration with India Convention Promotion Bureau (June 2018): Paris, Brussels, Geneva and Zurich
- China (August 2018): Beijing, Guangzhou, Wuhan and Shanghai; and Public Event in Shanghai on 1st September, 2018
- Russia & Nordic Countries (October 2018): Moscow, St. Petersburg, Helsinki and Stockholm
- Europe in collaboration with Pacific Asia Travel Association (India Chapter) (October 2018): Milan, Rome, Barcelona, Geneva, Paris and Frankfurt

During the period 2018-19, India Tourism Offices overseas also organized “Know India”

Seminars in Amami City, Fukuoka, Yokohama, Okinawa, Tokyo, Nagoya, Sendai, Kyoto and Osaka (Japan), Busan, Ulsan, Incheon, Chuncheon, Gwangju, Iksan and Seoul (South Korea), Buenos Aires (Argentina), New York (USA), Cardiff (Wales), Tel Aviv (Israel), Paris (France), Ho Chi Minh City (Vietnam), Bogota (Columbia), Asuncion (Paraguay), Cairo (Egypt), Bali, Malang and Surabaya (Indonesia), Manila (Philippines), Manchester, Belfast and London (UK), Dublin Ireland), Edinburgh (Scotland), Casablanca (Morocco), Al Ain and Dubai (UAE), Taipei (Taiwan) etc.

8.7.3 Food Festivals

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, MOT extended support to Indian Food Festivals by sponsoring the visit of Indian Chefs. During the period the Ministry of Tourism sponsored chefs for the Food Festivals in Tunisia, Senegal, Mexico, St. Petersburg and Moscow (Russia), Bangkok, Koh Samui, Hua Hin, Chiang Mai (Thailand), Hanoi (Vietnam), Havana (Cuba), Asuncion (Paraguay), Reykjavik (Iceland), Khartoum (Sudan), Doha (Qatar), Tehran (Iran) etc.

8.7.4 Outdoor Publicity

For greater visibility of “Incredible India”, Ministry of Tourism through its India Tourism Offices overseas carried out airport branding in New York, Dallas, Los Angeles, Sao Paulo, Dubai, Paris, London, Hong Kong, Singapore, Bangkok and Auckland. Outdoor advertising on buses, bus shelters, taxis, subway stations, underground tube stations, digital screens, billboards, metro station, branding on online boarding passes of Air Brussels etc. were undertaken by the Ministry through its overseas offices.

8.8 Hospitality Scheme

The main objective of the scheme is to effectively project India as an attractive multi-dimensional tourist destination offering a vast range of attractions. The invited guests get first-hand information / knowledge of the Indian tourism product and facilities during their familiarization tours on the Ministry's hospitality. Hospitality was offered to Travel Writers, Journalists, Photographers, Film / TV Teams, bloggers, agencies promoting Incentive / Convention Travel, Opinion Makers / Dignitaries / Celebrities/ Speakers and Door Prize / Contest Winners etc. These guests were also invited to cover important events in India, including Incredible India Bloggers Express, Global Exhibition on Services (GES), 4th International Day of Yoga, 6th International Buddhist Conclave, OTM, SATTE, Conventions India Conclave (Kolkata), India Tourism Mart, International Tourism Mart (Agartala), PATA Adventure and Responsible Tourism Conference and Mart (Rishikesh), Tasting India Symposium, PATA Tourism Power Meet, Himalayan Run & Trek, FAM Tour for Japanese JWG delegation, 4th Manipur Statehood Day Women's Polo Tournament etc.

8.9 4th International Day of Yoga

The Ministry of Tourism organized the 4th International Day of Yoga in Delhi on 21st June 2018. The event was attended by 33 international guests that included Media personnel/ Tour operators/ Photographers/ Opinion makers from all over the globe.

The group of 33 delegates participated in the International Yoga Day celebrations organized by the Ministry of Tourism at the Iconic Qutab Minar complex in Delhi. Thereafter, the group continued on a FAM trip covering

Delhi, Pune and Lonavala. The group also visited Nisargopchar Ashram at Urli Kanchan, near Pune, Kaivalyadhama Ashram, Vedanta Academy and Karla Caves in Lonavala as per the proposed itinerary.

The International Day of Yoga was also celebrated by the India Tourism Offices overseas by organizing standalone events and in collaboration with the Indian Missions abroad.

8.10 International Buddhist Conclave 2018

With a view to showcase and project this Buddhist Heritage in India and boost tourism to the Buddhist sites in the country and cultivate friendly ties with countries and communities interested in Buddhism, the Ministry of Tourism, Government of India, organized the International Buddhist Conclave (IBC) on the theme, "Buddha Path – The Living Heritage", in collaboration with the State Governments of Maharashtra, Bihar and Uttar Pradesh from 23rd – 26th August, 2018 at New Delhi, Ajanta (Maharashtra), followed by site visits to Rajgir, Nalanda and Bodhgaya (Bihar) and Sarnath (Uttar Pradesh). Japan was the 'Partner Country' at IBC 2018.

The Hon'ble President of India Shri Ram Nath Kovind, inaugurated the International Buddhist Conclave (IBC) at Vigyan Bhawan, New Delhi on 23rd August, 2018. This was followed by a presentation by the Ministry of Tourism and the State Governments, an Investors Summit, Panel discussion on 'Role of Living Buddhist Heritage in the Contemporary Society,' and a B2B meeting between Foreign and Indian Tour Operators.

During the inaugural session of the Conclave, the Ministry launched its website landofbuddha.in and a new 60 second film showcasing the Buddhist sites in the country.

8.11 Marketing Development Assistance (MDA)

Under the Marketing Development Assistance Scheme, financial support has been offered to approved tourism service providers for undertaking tourism promotional activities overseas, including Sales-cum-study tours and Participation in Fairs/Exhibitions and Road Shows. Tourism Departments of all States and Union Territories (UTs) are also eligible for benefits under the MDA Scheme for participation in Fairs / Exhibitions and Road Shows held overseas.

8.12 Incredible India Website MoT revamped the Incredible India website, with the aim to provide more information about India as a tourist destination, and where our value lies. The website also boasts a clean design and intuitive and consistent site-wide navigation system, with improved menu functionality that directs tourists to the information, most relevant to them. It is also fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

MoT introduced a range of new content to the website, including a Google 360, that features virtual video content to provide tourists with a walk through of our tourist attractions. In addition, the Incredible India website provides more personalised content across the globe, based on tourist interest and video content designed to help the tourist make the right decisions about their visit to India, through more robust and regulated electronic

content management solutions (ECM) and with advance analytics capability of capturing the tourist engagement on Incredible India website.

Furthermore, MoT has introduced 24/7 Chat bot interface to assist tourist for better planning and quick query resolutions. Also, the website has been assisted with Adobe Solution suite to effectively engage with visitors across web and social media platform. The real time analytics features help to understand the tourist visitors' demographics and helps in profiling the visitors better.

Since launch (i.e. June 14, 2018), we have had 6.13 M visitors (Russia (13%), India (12%), UK (10%), US (7%) and Germany (6%)) on the Incredible India website, engaging in the immersive experience of India's spectacular heritage, festivity, spirituality, museums and adventure

User generated content has received a much-needed face lift, right on the homepage, and access to articles that matter to the tourist.

The website and mobile app are developed on Adobe Platform with the following features:

1. Immersive Content
2. Responsive and adaptive design
3. User Generated Content Collaboration
4. Agile Content Management (Authoring, Tagging, Publishing)
5. Real-Time Analytics
6. Personalized content experience
7. Text readability (W3C & WCAG guidelines)
8. Social media linkage
9. Search Engine Optimization
10. Ease of navigation



Dhamek Stupa, Sarnath, Uttar Pradesh

8.13 Buddhist Website

Buddhist tourism in India, as a tourism product, has tremendous potential to draw the 500 million strong Buddhists across the world to “The Land of Buddha”. India has a rich ancient Buddhist Heritage with several important sites associated with the life of Lord Buddha. The Indian Buddhist Heritage is of great interest to the followers of Buddhism the world over. Buddhism has remained a vital force, an inspiration and above all, a guidance to our traditions and customs. In sum, its unique contributions in the various fields of culture has greatly enriched Indian cultural heritage, apart from adding to the religious diversity of the land.

The Hon’ble President launched the Ministry of Tourism website on important Buddhist

sites - indiathelandofbuddha.in on 23rd August 2018 during the International Buddhist Conclave (IBC), 2018. This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern monasteries. The website has many useful features to make it more interactive and to provide a deeper engagement to the travellers visiting the website. With the help of Adobe solution suite, the Ministry of Tourism will now be able to engage effectively with visitors across Web & Social channels and measure engagement, to deliver real time personalized experiences for each visitor, based on their interest and travel persona.

The aim of this website is to showcase and project the Buddhist Heritage in India and boost tourism to the Buddhist sites in the country and cultivate friendly ties with countries and communities interested in Buddhism. Our goal with this website is to provide our visitors an easier way to learn about Buddhist Heritage and to allow the tourist to browse information based on their own choice. The new website is interactive and gives better access to information on Buddhism, Footsteps of Buddha, Buddhist Heritage, Monasteries and many more.

Since launch (i.e. Aug 23, 2018), 1.4 Million people visited the Buddhist website and United States (14%), Australia (10.4%), UK (9.5%), Singapore (8.4%) and Germany (7.5%) are the top 5 countries of visitors.

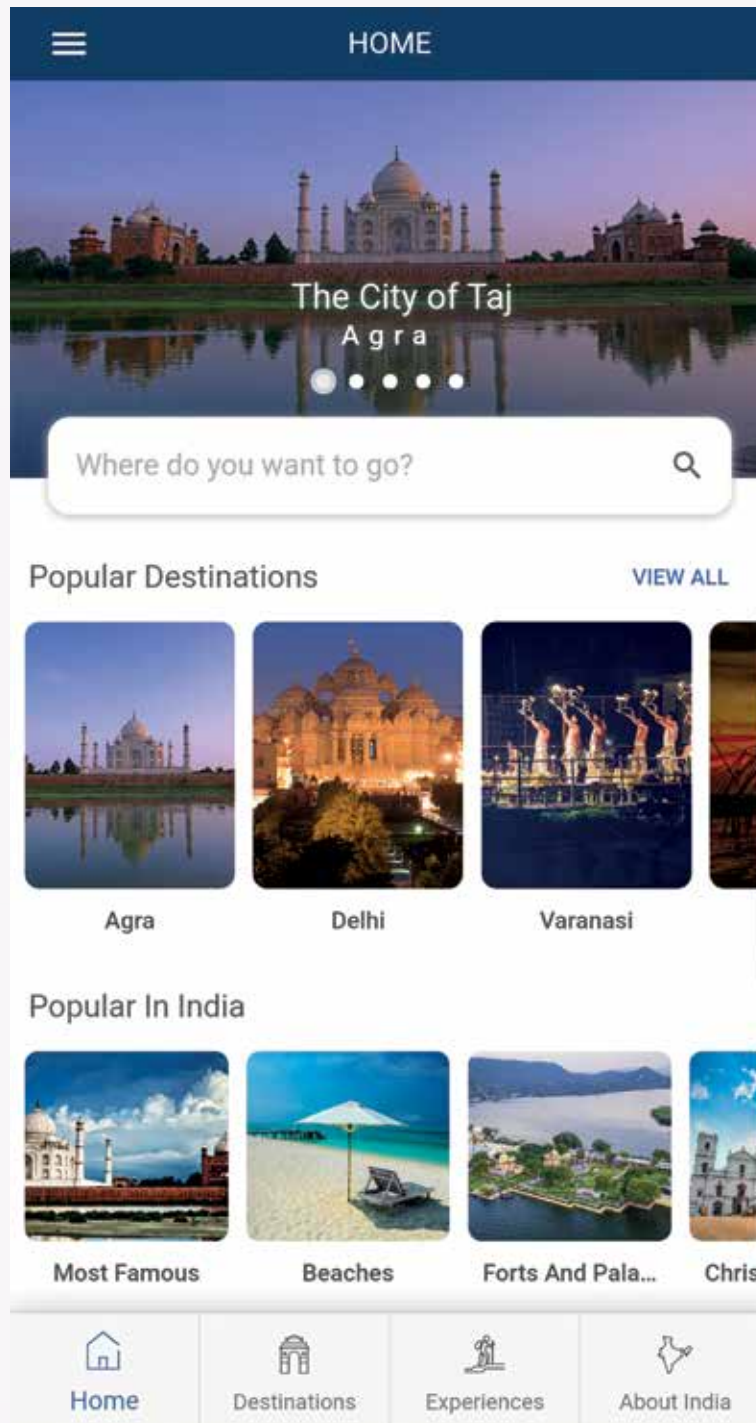
8.14 Incredible India Mobile App

Ministry of Tourism, on the 27th of September 2018, launched the Incredible India mobile application, to cater to the mobile friendly generation and digital initiatives of the government.

Incredible India App is an innovative project of Ministry of Tourism to assist the international and domestic tourist to showcase India as a holistic destination, revolving around major experiences such as spirituality, heritage, adventure, culture, yoga, wellness and more.

‘Incredible India’ mobile application assists international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides, Classified Hotels





available in respective cities / Tourist centres etc. Details of the same will be given through this application to the tourists on their mobile phones based on their current location. Tourist can also query similar details for any other city he plans to travel in future. In addition to this, the application will provide places of interest.

The mobile app has been designed keeping in mind the preferences of the modern traveller. The app follows the trends and technologies of international standards and has been equipped with features to assist the traveller in each phase of their journey to India.



INTERNATIONAL

COOPERATION

9

For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organisations such as United Nations World Tourism Organization (UNWTO), Economic and Social Commission for Asia and the Pacific (ESCAP), Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Cooperation (SAARC) etc. Consultations and negotiations with other countries are held for signing of Agreements / Memorandum of Understanding (MOU) for bilateral/multilateral cooperation in the field of tourism. At present MOU's are in place for 72 countries out of which 44 are valid and 28 have expired. Following are the key activities undertaken in the area of International Cooperation during January 2018 to March 2019.

I. Joint Working Group Meetings:

- I. The 1ST India-South Africa Joint Working Group (JWG) meeting was held in New Delhi on 28th April 2018.
 - II. The 2nd India-Cambodia Joint Working Group meeting was held in Phnom Penh, Cambodia on 10th May 2018.
 - III. The 20th ASEAN India Tourism Working Group (JWG) meeting was held in Kuala Belait, Brunei on 05th July 2018
 - IV. The 2nd India- Nepal Joint Working Group (JWG) meeting was held in Kathmandu, Nepal on 06th July 2018 on tourism cooperation between both the countries.
 - V. The 1st India- Uzbekistan Joint Working Group meeting was held in Tashkent on 17th August 2018.
 - VI. The 3rd India - Japan Joint Working Group (Tourism Council) meeting was held on 11th January 2019 at Hotel Ashok, New Delhi.
- #### **II. List of Multi-lateral and other Meetings:**
- i. Shri K.J. Alphons, Minister of State (Independent Charge) for Tourism, Government of India attended the 8th ASEAN-India Tourism Ministers' 2018 meeting held on 26th January 2018 at Chiang Mai, Thailand.
 - ii. A delegation led by Hon'ble MOS (I/C) Tourism and consisting of Director General (Tourism) and Additional Private Secretary to Hon'ble Tourism Minister visited Buenos Aires, Argentina to attend the 8th Meeting of the Tourism Ministers of the G-20 Economies on 16th & 17th April 2018 and New York on 19th - 20th April 2018.
 - iii. A delegation led by Shri KJ Alphons, Hon'ble Minister of State for Tourism (I/C) consisting of Shri Suman Billa, Joint Secretary (Tourism) and Shri Om Prakash, Tourist Information Officer, Ministry of Tourism visited Wuhan, Hubei Province, China to attend the 1st Tourism Ministers' meeting of Shanghai Cooperation Organization (SCO) member States from 07th to 11th May 2018.
 - iv. A delegation led by Shri KJ Alphons, Hon'ble Minister of State for Tourism (I/C) consisting of Shri Suman Billa, Joint Secretary (Tourism) and Shri Kanhaiya Jha, Additional Private Secretary to Hon'ble Minister for



- Tourism (I/C) visited San Sebastian, Spain to attend the 108th Session of the UNWTO Executive Council from 23rd to 25th May 2018. Joint Secretary (Tourism) also attended the meeting of India-Spain Tourism Experts Panel on 21st May 2018.
- v. Shri Suman Billa, Joint Secretary, Ministry of Tourism, Government of India attended the Buddhist Circuit workshop organized by Tokyo Development Learning Centre in collaboration with UNESCO and UNWTO in Tokyo, Japan on 14th & 15th June 2018.
 - vi. Shri P.C. Cyriac, Additional Director General (Market and Research), Ministry of Tourism, Government of India attended the meeting of Expert Group on protection of Tourists Rights proposed by the permanent Bureau of Hague Conference on private International Law (HCCH) in Hague, Netherlands held from 28th to 31st August 2018.
 - vii. A meeting between Hon'ble Minister of State (Independent Charge) for Tourism, Government of India & the Tourism Minister of Morocco was held on 17th September 2018 in New Delhi.
 - viii. Shri KJ Alphons, Minister of State (Independent Charge) for Tourism, Government of India accompanied by Shri Vikas Rustagi, Deputy Director General, Ministry of Tourism attended the 2nd Indian Ocean Rim Association (IORA) Tourism Ministers'/Senior

- Tourism Officials meetings at Port Elizabeth, Eastern Cape Province, South Africa from 21st to 23rd October 2018.
- ix. A meeting was held between India & Vietnam in the field of Tourism cooperation on 17th October 2018 at New Delhi. Shri KJ Alphons, Hon'ble Minister of State (Independent Charge) for Tourism, Government of India met a five-member Vietnamese delegation led by Mr. Nguyen Ngoc Quang, Party Secretary of Quang Nam Province of Vietnam and discussed on various topics related to Tourism.
 - x. Shri KJ Alphons, Minister of State (Independent Charge) for Tourism, Government of India accompanied by Shri Suman Billa, Joint Secretary Ministry of Tourism attended the 109th Session of UNWTO Executive Council held from 30th October to 1st November 2018 at Manama, Bahrain.
 - xi. A meeting between Shri KJ Alphons, Hon'ble Minister of State (Independent Charge) for Tourism, Government of India and H.E. Mr. Gudlaugur Thor Thordason, Foreign Affairs Minister of Iceland was held on 7th December 2018 at New Delhi.
 - xii. A meeting between Shri KJ Alphons, Hon'ble Minister of State (Independent Charge) for Tourism, Government of India and a delegation led by H.E. Mr. Muhammad Bakhtiar bin Wan Chik, Deputy Minister of Tourism, Arts & Culture of Malaysia was held on 13th December 2018 at New Delhi.
 - xiii. Shri KJ Alphons, the Hon'ble Minister of State (Independent Charge) for Tourism, Government of India co-chaired the 7th ASEAN India Tourism Ministers meeting in Ha Long City, Vietnam on 18.01.2019 held during the ASEAN Tourism Forum (ATF) from 14th to 19th January 2019.
 - xiv. A 13 member Korean delegation consisting of journalists from leading print and broadcast media interacted with Shri KJ Alphons, Hon'ble Minister of State (Independent Charge) for Tourism, Government of India on 31st January 2019 at New Delhi.
 - xv. Shri Satyajeet Rajan, Director General, Ministry of Tourism, Government of India as a part of the Niti Aayog delegation attended the workshop for discussion on strategic partnership with Saudi Centre of International Strategic partnership (SCISP) held at Riyadh, Saudi Arabia on 17th February, 2019.
 - xvi. Shri P.C. Cyriac, Additional Director General (MR), Ministry of Tourism, Government of India attended the 19th meeting of the UNWTO Committee on Statistics and Tourism Satellite Account from 26th to 27th February 2019 at Madrid, Spain.
 - xvii. A meeting between Shri KJ Alphons, Hon'ble Minister (Tourism), Government of India and his counterpart Mr. Ali Waheed, Minister Tourism, Government of Maldives was held on 22nd February 2019 at New Delhi.

- xviii. A meeting was held between Mr. KJ Alphons, Minister of State (Independent Charge) for Tourism, Government of India and HE Dr. Hiba Elmarassi, Ambassador Extraordinary and Plenipotentiary of the Arab Republic of Egypt to India on 18th March 2019 at New Delhi.

III. Other Important Activities:

- i. Director General and Additional Director General, Ministry of Tourism, Government of India attended FITUR from 17th to 21st January 2018 at Madrid,
- ii. Shri K.J. Alphons, Minister of State (Independent Charge) for Tourism accompanied by Joint Secretary (T), Private Secretary to Hon'ble Minister of State (Independent Charge) for Tourism, and Assistant Director General (Publicity), Ministry of Tourism, Government of India attended the Internationale Tourisme-Bourse (ITB) 2018 held at Berlin, Germany from 7th to 11th March 2018.
- iii. A delegation led by Mrs. Rashmi Verma, Secretary, Ministry of Tourism consisting of Mrs. Meenakshi Sharma, Additional Director General & Shri RK. Suman, Deputy Director General, Ministry of Tourism, Government of India visited Yangon (Myanmar), Ho Chi Minh (Vietnam), Bangkok (Thailand) and Phnom Penh (Cambodia) from 06th to 11th May 2018 to conduct and attend Incredible India Road Shows.
- iv. A delegation was led by Shri KJ Alphons, Minister of State (Independent Charge) for Tourism, Government of India consisting of Shri Suman Billa, Joint Secretary, Shri Sanjiv Kumar Vashist, Assistant Director (OM) and Shri Joemon Job, Assistant Private Secretary to HM (T), Ministry of Tourism, Government of India to conduct/attend Incredible India Road Shows organized by the Ministry of Tourism at New York, Houston, Chicago, St. Louis in USA from 18th to 22nd June 2018. The Road Show in New York on 18th June 2018 was held at Hotel Marquisat Times Square and was attended by over 100 tour operators from the city.
- v. A delegation led by Shri KJ Alphons, Minister of State (Independent Charge) for Tourism consisting of Shri Satyajeet Rajan, Director General, Ministry of Tourism, Shri Manas Ranjan Pattanaik, Deputy Director General (Events), Ministry of Tourism, Government of India and Shri S. K. Sharma, Additional Private Secretary to Hon'ble Minister of State (Independent Charge) for Tourism, Government of India conducted/attended the Incredible India Road Shows organized by the Ministry of Tourism in different cities in China viz. Beijing, Guangzhou, Wuhan and Shanghai from 28th August to 1st September 2018.
- vi. Shri Gyan Bhushan, Economic Adviser, Ministry of Tourism, Government of India attended the World Tourism Day (WTD) celebration at Budapest, Hungary on 27th September 2018.
- vii. Mrs. Rashmi Verma, Secretary, Ministry of Tourism, Government of

India attended the World Travel Market (WTM) held in United Kingdom, London on 5th & 6th November 2018.

- viii. Shri Suman Billa, Joint Secretary (T) and Smt. Annabella Arya, Deputy Director General (OM), Ministry of Tourism, Government of India attended the FITUR, International Travel and Tourism Expo 2019 held at Madrid, Spain from 23rd to 27th January 2019.
- ix. A high-level delegation led by Shri Yogendra Tripathi, Secretary, Ministry of Tourism, Government of India, and a number of stakeholders from India's

tourism industry participated in the New York Times Travel Show organized from January 25th to 27th 2019 at Jacob K Javits Centre, New York.

- x. Shri Yogendra Tripathi, Secretary (T) and Smt. Meenakashi Sharma, Additional Director General, Ministry of Tourism, Government of India participated in ITB 2019 held in Berlin, Germany from 6th to 10th March 2019. ITB is the world's biggest travel and tourism mart which sees participation of the tourism industries, stakeholders from across the world.





INDIA

TOURISM DEVELOPMENT CORPORATION (ITDC)

10

10.1 Introduction

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under administrative control of the Ministry of Tourism. Incorporated on October 1, 1966, ITDC played a key role in the development of tourism infrastructure in the country. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty-free shopping facilities to the tourists. The Corporation also has its presence in engineering related consultancy services. The Corporation provides one stop solution for all travel and cargo related needs with reliable affordable services and having pan-India presence. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality. Ashok Events is a leading event management agency handling Conferences, Exhibitions, Workshops/ Seminars and other National and international events. The Corporation also implements Sound and Light Shows.

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

After the disinvestment of 18 hotels and one incomplete hotel project in 2001 and 2002 respectively, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities.

As per Disinvestment Policy of the Government of India, 9 hotel properties including 3 Joint Venture Hotel properties (viz Hotel Lake View

Ashok, Bhopal; Hotel Brahmaputra Ashok, Guwahati, Hotel Bharatpur Ashok, Bharatpur, incomplete hotel project at Gulmarg, Hotel Janpath, New Delhi, Hotel Jaipur Ashok, Jaipur, Lalitha Mahal Palace Hotel, Mysore, Hotel Pataliputra Ashok, Patna and Hotel Donyi Polo Ashok, Itanagar) have been transferred/ handed over to the respective State Governments. Disinvestment/Divestment process of remaining properties i.e. Process for joint leasing in respect of Hotel Pondicherry Ashok, Puducherry; Hotel Nilachal Ashok, Puri, process for giving Hotel Kalinga Ashok, Bhubaneswar on Operation & Maintenance Contract is underway. Hotel operations at Hotel Ranchi Ashok, Ranchi and Hotel Nilachal Ashok Puri are closed. Incomplete Project at Anandupr Sahib, Puri is under way to be transferred to State Government.

With the changing economic and business scenario, the Corporation is in the process of strengthening all business verticals to increase its turnover and profitability and to position ITDC as one stop solution for travel, tourism and hospitality needs.

10.2 Organizational set-up

The present organizational set-up at the corporate level comprises Chairperson & Managing Director, Director (Commercial & Marketing), Director (Finance) and heads of business groups viz. Ashok Group of Hotels, Ashok Events, Ashok International Trade, Ashok Travel & Tours, Ashok Institute of Hospitality & Tourism Management, Ashok Consultancy and Engineering Services and Son-et-Lumiere supported by Corporate Marketing and Public Relations, Human Resource Management, Finance & Accounts, Vigilance & Security, Administration, Secretarial, etc.

10.3 Network of ITDC Services

The present network of ITDC consists of 4 Ashok Group of Hotels, 3 Joint Venture Hotels out of which 1 hotel unit is in operation, 7 Transport Units, 13 Duty Free Shops at seaports, 1 Sound & Light show and 2 Catering Outlets.

10.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs. 9.28 crore in the paid up capital of four subsidiary companies as on 31.03.2019:

Subsidiary Companies	ITDC's Investment (Rupees in crore)
Utkal Ashok Hotel Corporation Ltd.	4.69
Ranchi Ashok Bihar Hotel Corporation Ltd	2.50
Pondicherry Ashok Hotel Corporation Ltd.	0.82
Punjab Ashok Hotel Company Ltd.	1.27
Total	9.28

10.5 Capital Structure

The details are as under: -

(Rupees in crore)

	2016-17	2017-18 (as per IND AS)
Authorized Capital	150	150
Paid up Capital	85.77	85.77
Reserves & Surplus	245.25	250.65
Net Worth	343.93	336.42

and Paid-Up Capital of the Corporation as on date stood at Rs. 150.00 crore and Rs. 85.77 crore respectively. The pattern of shareholding (as on 31.3.2019) is indicated below:-

Government of India	: 87.03%
The Indian Hotels Company Ltd.	: 7.87%
Banks & Financial Institutions	: 3.38%
Other Bodies Corporate	: 0.32%
General Public, Employees & Other	: 1.40%

10.6 Pattern of Shareholding

ITDC is a listed company both with NSE and BSE. Its total Market Capitalisation (on BSE) is Rs. 2399.83 crore as on 29.03.2019, the last working day of FY 2018-19. The Authorised

10.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last Five years are tabulated below:

(Rupees in crore)

	2013-14	2014-15	2015-16	2016-17 (As per Ind AS)	2017-18 (As per Ind AS)
Turnover	469.58	504.19	465.69	356.1	370.64
Profit before Tax	11.93	38.95	32.42	24.2	44.94
Profit after Tax	9.42	34.37	22.5	11.43	23.61
Foreign Exchange Earnings	15.87	12.99	17.95	15.19	15.27



ITDC declared 18.5% dividend amounting to Rs 15.87 crore for the financial year 2017-18. Annual Accounts for the financial year 2017-18 were completed in time and Annual General Meeting (AGM) was also held before stipulated time.

10.8 Plan Schemes

For the financial year 2018-19, the revised budget estimates for capital outlay is Rs 49.63 crore which includes renovation of Hotel properties and catering units for Rs. 47.24 crore.

10.9 Memorandum of Understanding (MoU)

The MoU for the year 2018-19 was signed between the Ministry of Tourism and ITDC envisaging targets for Financial and Non-Financial (Dynamic, Sector-specific and Enterprise-specific) parameters.

10.10 Ashok Group of Hotels

The flagship property of ITDC, **The Ashok**, played host to various prestigious functions and conferences some of which were organised by Directorate of Film Festival, Delhi Ophthalmological Society 2018, Ministry of Women & Child Development, Rural Electrification Corp. Ltd, Association of Physicians of India-Delhi State Chapter, Institute of Chartered Accountants of India, Movement Disorders Society of India Conference 2019, Mahindra & Mahindra Ltd.

The Ministry of Tourism along with Federation of Associations of India Tourism & Hospitality (FAITH) organized the first India Tourism Mart inaugurated by Hon'ble Railway Minister in the presence of Hon'ble Tourism Minister. The major stakeholders/buyers from India and International Tourism markets participated and some of them stayed at the Ashok.

ITDC promoted Yoga on the occasion of International Yoga Day through seminars on “Meditation for Healthy & Happy Life” conducted by Brahma Kumaris and “Ways to Increase Efficiency & Be Successful’ by Shri S.C. Kishore at the hotel. Hindi Workshops and Training Programme on “Unicode, Google Voice Type & Rajbhasha Niti” was conducted for the employees.

An Art Exhibition was organized by Ms. Nidhi Gupta from “Hunar Showcasing Art Gallery” of young and upcoming artists.

A new Cake Shop in Tea Lounge area was inaugurated by Hon’ble Minister of Tourism on the eve of New Year which has also added a new dimension at the tea lounge area in the hotel. Installation of two new lifts and two new 500 TR air-conditioning plants was done. Upgradation of STP plant with new technology was undertaken. Work of replacement of Banquet Hall & Corridors lights with new LED lights was undertaken to save energy. The hotel was granted DPCC licence for 05 years and Fire NOC was granted after inspection of the compliances by the Fire Authorities for three years. A certification body was appointed for the ISO 22000 Certification of the kitchens of The Ashok, Hotel Samrat, Vigyan Bhawan and Hyderabad House.

Health Club/Spa has been successfully licensed out after e-auction at the Ashok. Night Club/Disco at the Lobby level was licensed out through e-tendering process and is presently being operated by the name ‘SOHO’. The Mediterranean Cuisine restaurant near Amphitheatre has been licensed out. The South Indian Restaurant has been licensed out to M/s Sagar Ratna Restaurants Pvt. Ltd. A vacant space was licensed out to DoPT.

Hotel Samrat hosted and/or was associated with various important events, some of which were organised by Medical & Wellness Tourism Board, National Tourism Advisory Council, Indian Convention Promotion Bureau, Kendriya Vidyalaya Sangathan, National Company Law Tribunal, ONGC, Steel Authority of India, Association of Domestic Tourism Operators of India, UNICEF, etc. Packed meals of Hotel Samrat have become very popular. Upgradation of certain sections of food production area has been done as per ISO standards. Scheme for renovation of 48 guest rooms has been worked out for undertaking the tendering process. Parking Area adjacent to the main building has been developed. An International Cuisine Restaurant/Discotheque/Club has been opened by the name of ‘KEY’ on license basis.

Hyderabad House catered to many prestigious events including those where the Hon’ble Prime Minister of India hosted State dignitaries from various countries such as Hon’ble Prime Minister of Nepal, Netherlands, Bhutan, Sri Lanka, Italy, Bhutan, Norway, Monaco, H.E. President of Seychelles, South Korea, Afghanistan, Uzbekistan, Russia, Maldives, South Africa, Argentina, Crown Prince of Saudi Arabia. In addition, Hyderabad House also made catering arrangements for many VIP events at Jawaharlal Nehru Bhawan, Pravasi Bharatiya Kendra, South Block and PM House.

Hyderabad House has also earned great appreciation due to continual upgradation in variety of food, its presentation and service. As a part of regular improvement in the catering facilities at Hyderabad House a full-fledged operational kitchen for the VVIP operations with latest equipment has been added that will

give more opportunity to chefs for preparation & innovative presentation.

Vigyan Bhawan catering unit catered to many important conferences. The conferences were attended by Hon'ble President of India and Hon'ble Prime Minister of India. The unit has obtained catering license from Directorate of Estates till 2021. During this period Vigyan Bhawan catered to many important national conferences of bodies such as FICCI, The Institute of Chartered Accountants of India, Directorate of Film Festival, CII, Geological Survey of India, Central Council for Research in Homeopathy, CIMFR, National Award for Teachers, The Indian Silk Export Promotion Council, Civil Services Day, Niti Aayog, Y4D Foundation, TERI, Ministry of Youth Affairs & Sports, etc.

Food Festivals and promotions were organised in ITDC hotels to exhibit the richness of the cuisines of our country and to display the fineries of gastronomy. Some of these include:

IPL Special, Express Lunch, Ramzaan-ul-Mubarak, Burgers & Chillers, Khyber Ki Peshkash, Christmas & New Year Eve, Women's Day Celebration, Rakhi and Independence Day Promotion, Valentines Week, Navratra Thali, Easter Special Goodies, Andaaaz-e-Oudh, Nazraane-e-Kabab, Awadhi Thali, Children's Day Special are some of the Food Festivals / promotions done at The Ashok, New Delhi, Biryani Festival at Hotel Kalinga Ashok, Bhubaneswar; and Punjabi Food Festival at Hotel Jammu Ashok, Jammu.

Chefs of ITDC participated in many International Food Festivals hosted abroad such as Bangkok, Hua Hin, Koh Samui and Chiang Mai at Thailand, Tunisia, Mexico, Havana at Cuba, and Almaty at Kazakhstan.

Chef Vikram Shokeen and Sh. Mohd. Imran went to Gammarth, Tunisia where Shri Shakeel Ahmad, Head of Chancery, Embassy of India, Tunis as well as guests & media appreciated the Indian cuisine and remarkable enthusiasm exhibited by the team. In another Food Festival Chef Gaurav Pandey and Shri Madan Lal Meena went to Sao Vicente, Cabo Verde where The Attache, Embassy of India, Dakar appreciated the festival. The Dignitaries enjoyed the delicacies prepared and appreciated the team for putting up an excellent show.

Awards and Accolades

ITDC bagged "Global Star Award" for being "Most Diversified Organisation in Travel & Tourism."

This year The Ashok, New Delhi, bagged not one but two National Tourism Awards-'Best Hotel Based Meeting Venue' (for the third time in a row) and 'Hotel Providing Best Facilities For Differently Abled Guests' (for the first time)

The Ashok's star chef who is known for his fruit & vegetable carving brought laurels to the hotel by giving a tribute to Wing Commander Abhinandan at India Culinary Art 2019. 7 other chefs from the hotel also won multiple awards in different categories at the competition

- ITDC was awarded with "Best organisation - Travel & Hospitality" at ITB Berlin PATWA International Awards
- ITDC Chairperson and Managing Director, Ms. Ravneet Kaur was awarded with ISAW Women Achiever award for "Professional in Management" at ITB Berlin
- Safari India - Best MICE Hotel, The Ashok



Performance Chhau Dance, Jharkhand at Bharat Parv

- FAITH - Certificate of Appreciation to The Ashok for Sterling Contribution and excellent support in the India Tourism Mart 2018
- Hospitality India - Best MICE and Host Hotel in 5* Deluxe Category to The Ashok

Chefs of ITDC also won various awards in different contests:

14th edition of Culinary Art India 2019, AAHAR 2019

- Chef Jitender Singh won the Silver Medal for Fruits & Vegetable Carving

The following medals were won by the Production team:

- Bronze Medal in 3 course continental dinner menu

- Bronze Medal in Authentic Regional Cuisine
- Bronze Medal in Live Rice Cooking
- Merit Certificate in Bread Display

AHP Hospitality Challenge, 2018

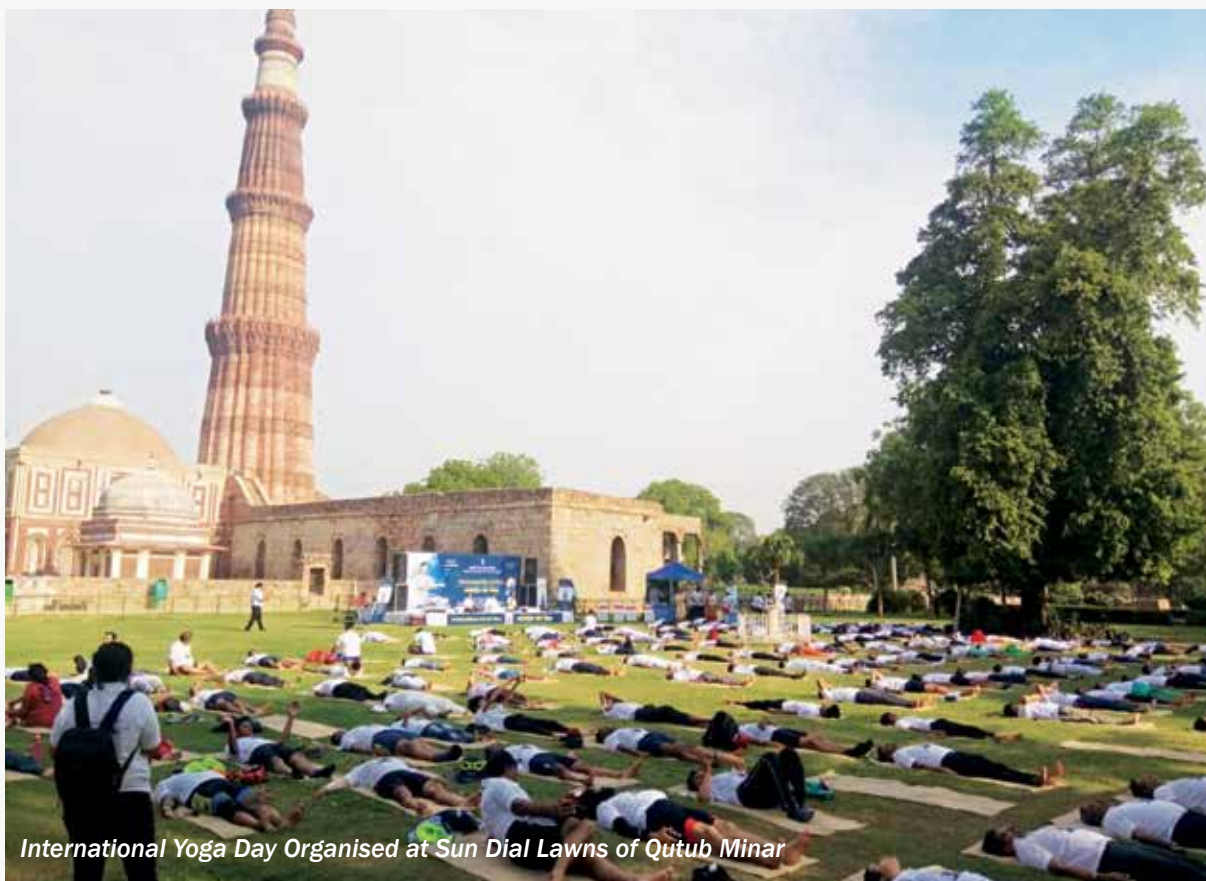
- Mehboob Alam, DCDP, Bronze, Biryani

Besides, the following medals were won by the Production Team

- Silver Medal in South Indian Cuisine
- Silver Medal in Indian Regional Cuisine
- Bronze Medal in Sweet Sensation

Indian Culinary Forum, 2018

- Shri Mahesh Shrivastava, S.G. CDP won Gold Medal in Fruit & Vegetable Carving.



International Yoga Day Organised at Sun Dial Lawns of Qutub Minar

Awards won by F&B Service staff

- Shri Dharmender Bhardwaj, MDH won Gold Medal in the Art of Table Setting in AHP Hospitality Challenge 2018
- Shri Inderpal, Bar Tender won Bronze medal in Mocktails Competition during 14th Culinary Art India, AAHAR 2019

10.11 Ashok Events

Ashok Events Division, a strategic business unit of ITDC, is a leading event management agency handling Conferences, Exhibitions, Workshops/ Seminars and other National and International events. Ashok Events' core competence is providing one stop solutions as a Professional Conference Organizer for the entire gamut of services.

With the help of in-house design and print expertise, it also provides printing services. The company has made a mark in Event Management in a big way and with its rich expertise it has an illustrious client list comprising Government Ministries, Departments, Autonomous Bodies and Authorities.

Ashok Events is the designated agency of Ministry of Tourism for holding Conferences, Workshops, Conclaves, Award Ceremonies and other events of national importance.

a) The major events handled by the divisions include:-

- CPSE Conclave Vision 2022 organized by Department of Public Enterprises at Vigyan Bhawan on 9th April, 2018. Chief Guest - Hon'ble Prime Minister of India.

- Civil Services Day organized by Department of Administrative Reforms & Public Grievances from 20th to 21st April, 2018 at Vigyan Bhawan. Chief Guest - Hon'ble Prime Minister of India.
- Incredible India, Ministry of Tourism Pavilion during Global Exhibition on Services at Bombay Exhibition Center, Mumbai from 15th to 18th May, 2018. Chief Guest - D.G., National Mission for Clean Ganga.
- Pavilions of Ministry of Tourism, National Mission for Clean Ganga, Coal India Ltd. and Ministry of Drinking Water & Sanitation were fabricated during the exhibition at Rajpath lawns behind Vigyan Bhawan on the occasion of World Environment Day from 2nd to 5th June, 2018, Chief Guest - Hon'ble Prime Minister.
- 4th Governing Council Meeting organized by NITI Aayog at Rashtrapati Bhawan Cultural Centre on 17th June, 2018, attended by- Hon'ble Prime Minister of India, Cabinet Ministers and Chief Ministers of all States.
- International Yoga Day organized by Ministry of Tourism at Sun Dial Lawns of Qutab Minar on 21st June, 2018. Chief Guest - Secretary, Ministry of Tourism.
- National Handloom Day organized at Birla Auditorium, Jaipur on 7th August, 2018 by Ministry of Textiles. Chief Guest -DC, Textiles, Ministry of Textiles.
- International Buddhist Conclave organized by Ministry of Tourism at Delhi, Aurangabad, Bodhgaya and Varanasi from 23rd to 26th August, 2018. Chief Guest - Hon'ble President of India.
- Global Mobility Summit organized by NITI Aayog at Vigyan Bhawan on 7th September, 2018. Chief Guest - Hon'ble Prime Minister of India.
- World Summit on Accreditation (WOSA 2018) organized at The Ashok from 7th to 9th September, 2018. Chief Guest - Hon'ble Minister of HRD.
- Paryatan Parv organized by Ministry of Tourism at Rajpath Lawns from 16th to 27th September, 2018. Chief Guest - Hon'ble Home Minister.
- Foundation Stone Laying Ceremony Function of India International Convention Centre at Dwarka, Delhi on 20th September, 2018. Chief Guest - Hon'ble Prime Minister of India.
- National Tourism Awards (2016-2017) organized by Ministry of Tourism at Vigyan Bhawan on 27th September, 2018. Chief Guest - Hon'ble President of India.
- National Awards for Senior Citizens organized by Ministry of Social Justice & Empowerment on 1st October, 2018. Chief Guest – Hon'ble Vice President of India.
- CIC Annual Day organized by Central Information Commission at Pravasi Bhartiya Kendra on 12th October, 2018. Chief Guest – Hon'ble President of India.
- National Awards for Persons with Disability organized by Ministry of

- Social Justice and Empowerment at Vigyan Bhawan on 3rd December 2018. Chief Guest - Hon'ble Vice President.
- 3rd India-Japan Tourism Council Joint Working Group Meeting and India Japan Tourism Summit organized by Ministry of Tourism, Government of India at Banquet Hall, The Ashok, New Delhi on 11th January 2019. Chief Guest --Hon'ble Minister of Tourism.
- National Mission for Clean Ganga Pavilion at Kumbh, Prayagraj, UP from 15th January, 2019 to 4th March, 2019. Chief Guest - D.G., National Mission for Clean Ganga
- Ministry of Women and Child Development Pavilion at Gandhi Nagar, Gujarat during Vibrant Gujarat from 18th to 22nd January 2019. Chief Guest - Hon'ble Prime Minister of India.
- National Mission for Clean Ganga Pavilion at Pravasiya Bhartiya Diwas, Varanasi from 20th to 23rd January, 2019. Chief Guest - Hon'ble Prime Minister of India.
- Ministry of Tourism Pavilion during Pravasi Bhartiya Diwas at Varanasi from 21st to 23rd January, 2019. Chief Guest Hon'ble Prime Minister of India.
- National Girl Child Day organized by Ministry of Women & Child Development at PBK, New Delhi on 24.01.2019. Chief Guest - Hon'ble Minister of Woman & Child Development.
- Bharat Parv organized by Ministry of Tourism at Red Fort, Delhi from 26th to 31st January, 2019. Chief Guest -

Hon'ble Minister of Tourism.

- Global Housing & Technology organized by Ministry of Housing & Urban Affairs from 2nd to 3rd March, 2019 at Vigyan Bhawan, New Delhi Chief Guest - Hon'ble Prime Minister of India
- Swachh Sarvekshan Awards organized by Ministry of Housing & Urban Affairs from 5th to 6th March, 2019 at Vigyan Bhawan, New Delhi Chief Guest - Hon'ble President of India.
- Nari Shakti Awards organized by Ministry of Woman & Child Development, on 8th March 2019 at Banquet Hall, The Ashok, New Delhi. Chief Guest - Hon'ble Minister, Women and Child Development.
- The Print and Production Department of Ashok Events handled important assignments for its clients namely NITI Aayog, Ministry of Tourism, Department of Administrative Reforms and Personal Grievances, Ministry of Law & Justice, etc.
- Through its Event Management activities Ashok Events also generated business for other verticals of ITDC including Hotels (Ashok, Samrat, Vigyan Bhawan), and Travels & Tours (ATT).

10.12 Ashok International Trade (AIT)

The AIT Division of ITDC provides duty free shopping facilities to international travellers. ITDC is making concentrated efforts to consolidate its duty free business at the seaports. ITDC seaport duty free outlets are aligned with the Indian Government plans to



Victoria Memorial, Kolkata

create cruise tourism around India's coastal towns.

Recently, with the opening of Duty Free Shop at Kamarajar Seaport in Tamil Nadu, it has taken the tally of its total seaport shops to thirteen. The other seaports where ITDC is operating duty free shops are: Kolkata, Haldia, Chennai, Mangalore, Visakhapatnam, Goa, Paradip, Mumbai, Kakinada, Krishnapatnam, Cochin & V.O Chidambaranar.

AITD will also continue to keenly follow business opportunities arising in airports travel retail space and bid for concession rights of duty free shops at small but sustainable airports.

10.13 Ashok Travels & Tours (ATT)

Ashok Travels and Tours (ATT) is the travel wing of ITDC and is its third biggest vertical after Hotels in terms of turnover generated. ATT has its presence in 07 cities across India at

Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad and Patna.

ATT is the preferred agency for providing airline ticketing to Government of India and its offices and PSUs as per the orders of Department of Expenditure, Ministry of Finance. In addition, ATT is also in the business of transport, tours and has also forayed into Cargo business. In view of the potential that travel and tours trade holds, ATT will be targeting to increase its share of the pie in the coming years.

ATT has purchased a fleet of 10 brand new Toyota Innova Crysta taxis to strengthen its transport wing. ATT has also started an Implant office at IIT, Patna to cater to its travel requirements

With the planned business activities and a major thrust on ATT's growth, the future of ATT looks bright and progressive.

10.14 Public Relations & Culture Division

The Public Relations and Culture Division of ITDC worked towards strengthening the company's brand perception throughout the year. Unique stories were augmented around successful performance of ITDC and various achievements of the divisions.

In order to promote the Indian culture, multiple events like food festivals, trade events, painting exhibitions, award functions, etc. were organised at The Ashok- a flagship property of ITDC.

In addition to the corporate media outreach, the media engagement was also extended around various initiatives and events. A series of MoUs signed by the organisation was widely appreciated by all the stakeholders as well media fraternity. The organisation also worked towards increasing its social media footprints by posting real-time updates and promoting offers and packages.

The division also successfully re- launched the digital version of the quarterly newsletter "Ashoknaama".

10.15 Sound and Light Shows

The first Sound and Light Show at Red Fort was implemented by ITDC about 45 years ago. Since then, many shows have been installed in the country. In last years, a lot of innovations in the technology as well as methodology have been adopted in implementation of Sound and Light Shows. ITDC completed shows at Ross Island, Andaman & Nicobar; Shilpgram in Deoghar, Jharkhand, Dhauli Odisha and Kanke dam- Ranchi with latest technology based on projection mapping. The Shows at Tilyar Lake, Rohtak (Haryana) and Diu Fort have been completed and awaiting launch.

Shows at Udaigiri-Khandagiri, Bhubaneswar, Pinjore Garden- Haryana, Sarkhej Roza in Gujarat, Puttaparthi in Andhra Pradesh and Brahm Sarovar in Kurukshetra- Haryana are in the process of implementation.

Upgradation of Sound and Light Show at Cellular Jail, Port Blair was assigned to ITDC by Andaman & Nicobar Administration. Multimedia Show and Audio Video Virtual Reality Show at Sivgiri Sree Narayana Guru Ashram in Kerala have also been assigned to ITDC by Ministry of Tourism.

All State Tourism Departments were informed about the modified guidelines for assistance to central agencies for Tourism Infrastructure works which will now cover the upgradation of the shows and provide assistance even for the operation and maintenance for the first three years to encourage and promote the evening activities including the Sound and Light shows. Many State Governments have shown interest. The Govt. of Punjab, Pondicherry and Daman & Diu Administration have also shown interest and have invited ITDC for preparing DPRs with feasibility report for various monuments.

ITDC has coordinated with Archaeological Survey of India for implementation of SEL shows at the 11 Adarsh Monuments and, after due consent of ASI, ITDC will prepare Detailed Project Reports for said monuments for implementation.

Architectural illumination of four monuments in Sarnath, Varanasi, namely, Manmahal Ghat in Banaras, the Dhamekh Stupa, Choukhandi Stupa and Tomb of Lal Khan is completed and is under progress in Dwarka, namely, Dwarkadhish Temple, Rukmani Temple and Samudranarayan Temple is under progress by the SEL Division for the Govt. of Gujarat.

10.16 Ashok Consultancy and Engineering Services

The Ashok Consultancy and Engineering Services Division is one of the main verticals of ITDC which undertakes the execution of Tourism Infrastructure Projects, Up-gradation and renovation of ITDC properties, SEL shows, consultancy services to Ministry of Tourism and State Tourism Departments etc.

The ACES division is also actively involved in the preparation of Tourism Master Plans, Feasibility Reports, Detailed Project Reports and provide Consultancy Services to Ministry of Tourism, various State Governments and private agencies, etc. It has a team of experienced engineers and architects who are well versed in the development of tourism infrastructure. The division has executed more than 100 tourism infrastructure projects and has prepared about 87 Detailed Project Reports in the tourism field so far.

10.17 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM) is the Human Resources Development Division of India Tourism Development Corporation.

This Institute came into existence in 1971 for in-house training of staff and executives in ITDC hotels. The Institute is spread over 2 campuses: -

- i. Centre of Excellence (CoE), Hotel Samrat.
- ii. Qutub Institutional Area.

Skill Development in hospitality sector is a major need of the nation. Due to the wide gap between the availability and requirement

of skilled manpower, the focus of AIH&TM is towards reducing the gap between demand and supply and providing skilled manpower to the Hospitality Industry through the various training programmes of Ministry of Tourism and the Government Departments.

ITDC has set up a Centre of Excellence and Hospitality Education at Hotel Samrat, New Delhi. The Centre of Excellence was inaugurated by Hon'ble Minister of Tourism on World Tourism Day, 27.09.2015. AIH&TM Centre of Excellence, affiliated with National Council for Hotel Management and Catering Technology (NCHM&CT) commenced the academic session of first batch of 53 students on 20th July 2015. The 3 year B.Sc (H&HA) course is now into the third session with passing out with 100% placement.

AIH&TM is presently providing education and training consultancy in Tourism & Hospitality Management besides providing training to Apprentices, Industrial Trainees from Institutes of Hotel Management and other reputed Institutes, while also organizing in-house Executives Development Programme for ITDC's Executives.

As part of its business strategy, AIH&TM conducts following programmes/courses:

- a) Skill Development Courses sponsored by the Ministry of Tourism, Government of India (1) 6 days Skill Testing & Certification Programme (2) 06 and 08 weeks skill development training in F&B services, Housekeeping Utility, Bakery and Patisserie and Food Production for youth under the Hunar Se Rozgar Tak Scheme; (3) Tourism Awareness Programme (4) Conducting Hunar Se Rozgar Tak

(HSRT) Scheme through empanelled Vendors. AIH & TM is conducting HSR programme for inmates of Tihar & Mandoli Prisons, with a vision that they would have employable skills after their release. HSR has also been conducted for wards of Delhi Police Personnels & Staff working in various ITDC units.

- b) Imparting on the job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- c) Designing and conducting customized training programmes for various organisations like Punjab Police, Assam Bhawan & Uttarakhand Tourism.
- d) One year Diploma courses in Food Production, Bakery & Confectionery, Front Office, Housekeeping and F&B services jointly with National Institute of Open Schooling (NIOS), Ministry of Human Resource Development.

AIH&TM conducts two programmes in collaboration with Jamia Millia Islamia (1) B.Voc (in Food Production) (2) DHM (Diploma in Hospitality Management).

AIH&TM also undertakes Capability Development Programmes for ITDC Executives. Executives are also nominated to undertake special training programmes conducted by reputed Institutes like FMS & IIT Roorkee, etc.

AIH&TM has collaborated with Amity University, Gurugram for Certificate & Diploma courses in various Hospitality fields.

Ashok Institute of Hospitality & Tourism Management, ITDC conducts Apprenticeship

training under Ministry of Skill Development and Entrepreneurship.

10.18 Environment Management Initiatives

Environmental friendly policies including installation / up gradation of LED lights, ETP plants & organic waste plants etc. are regularly included in the Plan budgets every year for all units. Being a responsible CPSE of Ministry of Tourism, ITDC has adopted various eco-friendly measures like STP, Rainwater Harvesting System, and Solar Energy, etc. along with other energy conservation measures in most of its units with latest technologies.

Wastewater treatment presents a sustainable short term and long-term solution to water scarcity. The Ashok / Samrat Hotel have a capacity of 1 MLD STP and Hotel Kalinga Ashok, Bhubaneswar has a capacity of 30KLD of STP/ETP. Organic waste convertor to reduce hazardous waste harmful to environment is utilized at Hotel Ashok and Hotel Samrat.

Hotel Ashok and Hotel Kalinga Ashok, Bhubaneswar have solar water Heating System installed to save energy. In addition, Hotel Kalinga Ashok also has standalone Solar street lights installed in its premises.

Hotel Ashok, New Delhi is LEED Gold certified hotel under US Green Building Council since February 2017. The Ashok New Delhi is now applying for the LEED Platinum certification very soon. ITDC continues to maintain thrust on energy conservation and ISO 14001:2004 certifications to provide, establish, implement, maintain and improve an Environmental Management System. Similarly, Hotel Samrat is also in the process of applying for LEED Gold Certification from US Green Building Council.



Chhatrapati Shivaji Terminus- Mumbai- Maharashtra

10.19 Corporate Social Responsibility (CSR)

ITDC has undertaken the following activities under CSR.

Sanitation and hygiene for Swachh Bharat Swachh Paryatan Project by undertaking cleanliness and maintenance of Qutub Minar, Red Fort and Purana Quila.

Procurement and Provision of Advance Life Support Ambulance to District Ferozepur, Punjab. (Aspirational District listed by Niti Aayog).

ITDC has contributed Rs. 5.00 lakhs to Prime Minister's National Relief Fund.

Expenditure on above activities during 2018-19 was approximately Rs. 44.30 Lakh.

10.20 Human Resource Management

The total manpower of ITDC for the year 2018-19 (as on 31.12.2018) is 922 employees in

number comprising of 189 executives and 733 non-executives (excluding 55 direct contract employees). Out of 922 employees, 263 employees belong to Scheduled Castes (SCs), 23 employees belong to Scheduled Tribes (STs), 57 to other Backward Classes (OBCs) and 133 are women employees.

10.21 Industrial Relations

The overall industrial relations situation in ITDC continued to be harmonious and cordial. There was no loss of man days in ITDC Headquarters and its units.

10.22 Information Technology Initiatives

The Accounts along with Payroll of all the Units of ITDC have been integrated under central server. The online Human Resource Management System (HRMS) is implemented in the Corporation wherein all employees can access their data in the application. Further,



Kalakshetra, Chennai, Tamil Nadu

developing & implementing new dynamic, responsive & bilingual Website & Mobile App is under process, which will be covering all verticals & will also include payment gateway. AITD initialized the implementation of a new Web-based billing software at Duty Free Shops.

10.23 Implementation of Official Language Policy

During the year 2018-19, the Company continued its efforts to give impetus to the use of Hindi in day to day official work through motivation and training. Cash incentives were granted to employees on doing prescribed

quantum of work in Hindi. Hindi workshops were organized to provide practical training of noting-drafting, Unicode, Google voice type and other works in Hindi. Various Hindi competitions were also organized during Hindi Parv (Fortnight) celebrations. A cultural program and Hindi Kavi Gosthi were organized at Hotel The Ashok on 26th September, 2018 to celebrate “Hindi Parv” which included performances by prominent Hindi poets as well as various performances like songs, drama etc. by ITDC’s own employees besides Rajbhasha Prize Distribution Function to encourage Official Language in the Corporation.





STATISTICS,

SURVEYS AND STUDIES

11

11.1 Information and Research Activities

Statistical data are indispensable tools for sound evidence-based decision-making, planning, implementation and monitoring of any policies and programmes. Consequently, the level of detail and the reliability of data, as well as of its interpretation and use, have a direct impact on the effectiveness of such policies and programmes. Tourism statistics is one among them. The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of tourism statistics on various aspects of inbound, outbound and domestic tourism in India.

The key 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 undertook tourism surveys, economic and statistical research studies like assessing Employment Level and Skill Gap in Hospitality & Allied Sector, Study on MICE market in India, Assessment of Impact of taxation/incentives on accommodation tariffs of hotel industry in India vis-à-vis other countries, Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India, Role of Luxury tourist trains in promoting tourism in India etc.

With an aim to encourage universities for research in tourism, financial Assistance is provided to Reputed Institutes and Central Universities to organise conferences, seminars, bringing out tourism journals etc. Preparation of Tourism Satellite Account, which measures the contribution of tourism towards country's

GDP as well as its employment, is also one of the major tasks of the division.

11.2 Foreign Tourist Arrivals (FTAs)

FTAs during 2018 were 10.56 million (Provisional) with a growth of 5.2% over same period of the previous year.

During 2018, a total of 2.4 million foreign tourists arrived on e-Tourist Visa registering a growth of 39.6%.

11.3 Arrivals of Non Resident Indians (NRIs)

From 2014 onwards, Ministry of Tourism has started to compile the arrivals of NRIs on annual basis and there were 5.51 million arrivals of NRIs in India during 2017.

11.4 International Tourist Arrivals (ITAs)

In concordance with UNWTO, ITAs include both FTAs and Arrivals of NRIs. In the year 2017, there were 15.54 million ITAs in India.

11.5 Foreign Exchange Earnings (FEEs)

FEEs during the period 2018 were Rs. 1,94,892 crores (Provisional estimates) with a growth of 9.6% over same period of previous year.

FEEs during the period 2018 were US\$ 28.592 billion (Provisional estimates) with a growth of 4.7% over same period of previous year.

11.6 Indian National Departures

The Numbers of Indian Nationals Departures from India, during 2018 were 26.30 million as compared to 23.94 million, during 2017, registering a growth of 9.8%.

11.7 Domestic Tourism

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of



Gobindgarh Fort, Amritsar, Punjab

Tourism, there were 1652.49 million domestic tourist visits all over the country during the year 2017.

11.8 Surveys & Studies

The Surveys & Studies commissioned by the Ministry of Tourism are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. The Ministry also provides central financial assistance to State Government/UT Administrations for the preparation of Master Plans, Feasibility Studies and conducting statistical survey/studies.

Details of Surveys, Studies, etc. currently ongoing and completed during 2018-19 and financial assistance provided to Institute for conducting research promotion workshops, etc. (as on 31.03.2019) are given at Annexure-V.

11.9 Tourism Satellite Account (TSA)

National Accounts (prepared every year by Ministry of Statistics & PI) measure the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport, insurance, etc., while

computing the GDP of the country. However, the System of National Accounts is not able to measure the growth and contribution of tourism in GDP. This is because tourism is not an industry in the way industry is defined in the System of National Accounts.

Tourism is a demand based concept defined by its consumption and not by its output. Industries defined in National Accounts, such as Air transport, Hotel & Restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. It is consumption by tourists that defines the tourism economy, which is not available in the National Accounts. Therefore, there is need for preparing Tourism Satellite Account for assessing the contribution of tourism in GDP.

Till date, Ministry of Tourism has got prepared, through National Council of Applied Economic Research, three TSAs of India for the reference year 2002-03, 2009-10 and 2015-16 in the years 2006, 2012 and 2018 following the methodology recommended by United Nations World Tourism Organisation. As per the TSA-Recommended Methodological Framework



(TSA:RMF) 2008, the TSA of any country comprises of a set of 10 standard tables which are key to estimating the economic contribution of tourism in the economy. Preparing the tables in the standard recommended format and following a standard broad methodology enables international comparisons owing to the homogeneity among countries.

As per the report of 3rd Tourism Satellite Account for India (TSAI) prepared in 2018 for the reference year 2015-16 (using new base year, 2011-12 figures of CSO) and subsequent estimation using them for the years, viz 2013-14 and 2014-15, the estimates of contribution

of tourism to GDP is as given below:

	2013-14	2014-15	2015-16
Share in GDP (in %)	5.68	5.81	5.20
Direct (in %)	3.06	3.14	2.70
Indirect (in %)	2.62	2.67	2.50

TSA also provides the direct and indirect contribution of tourism in the employment of the country. According to 3rd TSA, the estimates of jobs generated in the economy due to tourism during the year 2013-14, 2014-15, 2015-16, 2016-17 and 2017-18 is provided in the following table:

	2013-14	2014-15	2015-16	2016-17	2017-18
Share in Employment (in%)	11.90	12.09	12.38	12.19	12.38
Direct (in%)	5.19	5.27	5.40	5.32	5.40
Indirect (in%)	6.71	6.82	6.98	6.87	6.38
Employment / Jobs (million)	67.2	69.6	72.3	75.9	81.1





Teesta River, Sikkim

NORTH-EASTERN

REGION AND JAMMU & KASHMIR - SPECIAL EMPHASIS

12

12.1 North Eastern Region

North East Region of India comprises eight States namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. The location of the region is strategically important as it has international borders with Bangladesh, Bhutan, China and Myanmar. The North Eastern Region is endowed with diverse tourist attractions and each State has its own distinct features. The Ministry of Tourism provides special emphasis on the development and promotion of tourism for North Eastern States. The initiatives of the Ministry of Tourism include:

- i. Space on complimentary basis is provided to the North Eastern States, in the India Pavilions set up at major International Travel Fairs and Exhibitions, including WTM in London, ITB in Berlin, etc. to give these States an opportunity to showcase and promote their tourist products in the international source markets.
- ii. Familiarization (FAM) Tours to the North Eastern Region are arranged for Travel and Media Representatives from Overseas to the States in the regions on a regular basis under the Hospitality Scheme of this Ministry.
- iii. Domestic Campaigns are also launched to promote tourism to the North Eastern Region.
- iv. International Tourism Mart is an annual event organised in the North Eastern region with the objective of highlighting the tourism potential of the region in the domestic and international markets. It brings

together the tourism business fraternity and entrepreneurs from the eight North Eastern States. The event is planned and scheduled to facilitate interaction between buyers, sellers, media, Government agencies and other stakeholders.

- v. Ministry provides financial assistance to North Eastern States which includes assistance for development of tourist infrastructure, promotion of fairs/ festivals & tourism related events in the region, information technology related projects, publicity campaigns, market development assistance, human resource development, market research, etc.
- vi. Ministry of Tourism also provides financial assistance to tourism service providers approved by the Ministry of Tourism, or by the State Tourism Departments in the case of North Eastern States and Jammu and Kashmir, for participation in travel marts, annual conventions of Indian Association of Tour Operators, Travel Agents Association of India, Association of Domestic Tour Operators of India, Adventure Tour Operators Association, Federation of Hotels & Restaurants Association of India, Hotels Association of India, or any other National level Travel / Tour Association approved/ sponsored/ recognized by Ministry of Tourism.

12.2 Protected Area Permit (PAP)

On steady persuasion of Ministry of Tourism, the entire area of the States of Manipur, Mizoram and Nagaland have been excluded

from the Protected Areas regime for a further period of five years beyond 31.12.2017 i.e till 31.12.2022 (applicable for both domestic and foreign tourists except nationals from Afghanistan, China and Pakistan). Foreigners planning a holiday in the scenic Andaman & Nicobar Islands no longer need a Restricted Area Permit to visit 29 uninhabited islands of the Union Territory. This has been done to boost tourism and overall development of Andaman & Nicobar Islands.

12.3 7th International Tourism Mart, Tripura

The Ministry of Tourism, Government of India, in association with the Department of Tourism, Government of Tripura and the North Eastern States organized the “**International Tourism Mart**” in Agartala, Tripura from the **22nd to 24th November 2018**.

This is the 7th edition of the International Tourism Mart, an annual event organised in the North Eastern region with the objective of highlighting the tourism potential of the region in the domestic and international markets. It brings together the tourism business fraternity and entrepreneurs from the eight North Eastern States. The event has been planned and scheduled to facilitate interaction between buyers, sellers, media, Government agencies and other stakeholders.

A total of 41 foreign delegates from 18 countries namely Australia, Canada, China, France, Indonesia, Japan, Kenya, Malaysia, Myanmar, Netherlands, New Zealand, Russia, South Africa, South Korea, Spain, Thailand, UAE and USA participated in the Mart. These include 23 Tour Operators & Travel Agents and 18 Media Representatives, Journalists, Travel Writers and Bloggers. Besides the foreign

delegates, 26 domestic Tour Operators from other parts of the country and 78 sellers from the North Eastern States participated in the Mart.

Post-mart familiarisation tours to the North Eastern states were arranged for the international delegates to create awareness about the rich and varied tourism products of the North Eastern region and to give them a first-hand experience of the destination.

12.4 Publicity & Marketing

Apart from organising ITM each year, the Ministry of Tourism also participates in & extends financial support to events organised for promoting the North Eastern Region. Specific TV campaigns are also launched each year. The following activities were taken up during 2018.

- i. Ministry of Tourism participated in South Asian Travel & Tourism Exchange (SATTE) held at Pragati Maidan, New Delhi from 31st Jan. to 2nd Feb. 2018. The theme of India Pavilion at SATTE 2018 was dedicated to promotion of North East of India. Individual booths were given to the North Eastern States and the State of Jammu & Kashmir
- ii. TV Campaigns to promote tourism to the North-East Region released on Doordarshan and on private channels in the country.
- iii. Online Campaign for promoting tourism to the North East Region.

12.5 Assistance for Organizing fairs / festivals/ tourism related events

The Ministry of Tourism extends financial support of upto Rs. 50 lakhs per State and Rs.



30 lakhs per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organising fairs/ festivals/ tourism related events. An amount of Rs. 207.5 lakh has already been sanctioned to 6 North Eastern States during 2018.

12.6 Jammu & Kashmir

Similar to the North Eastern Region, this Ministry is committed to the development and promotion of tourism in the Jammu & Kashmir

and all efforts are made to ensure that these regions emerge as the leading tourism destinations for domestic and international visitors in the country. Specific TV campaigns are also launched each year. During 2018 also, TV Campaigns to promote tourism to the State of Jammu & Kashmir released on Doordarshan and on private channels in the country. 100% central financial assistance for organizing fairs & festivals is allowed to the State of Jammu & Kashmir.





Hornbill Festival, Nagaland



Tourism is a service industry with a strong female presence. Hence, gender sensitization and ensuring equal rights to the women are important concerns of the Ministry.

The Ministry ensures that women officials are regularly participating in the various training programmes for their capacity building.

In compliance with the instructions of Department of Women & Child Development and guidelines issued in implementation of the directives of Hon'ble Supreme Court

Judgement dated 13th August, 1997 in the case of Vishakha and others vs. State of Rajasthan and Others on the subject of sexual harassment of women in the workplace, this Ministry had constituted a Complaint Committee for considering complaints of sexual harassment of women working in the Ministry of Tourism with the approval of the then Secretary(Tourism) in 2003. The composition of the Complaints Committee is revised from time to time subsequent to transfer etc. of the existing Chairperson/Member.





Dawki Jaintia Hills, Meghalaya

WELFARE

MEASURES

14



Kadmat Island, Lakshadweep

14.1 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 matter of Scheduled Castes and Scheduled Tribes employees of the Ministry and its attached/ subordinate offices is a Deputy Secretary/ Director level officer. The Cell mainly acts for compliance of orders issued in respect of reservation policy from time to time.

14.2 Reservation for SC, ST and OBC Candidates

All recruitments in the Ministry and its subordinate offices are being made as per the orders of reservation issued by Government from time to time and reservation rosters are maintained accordingly. Regular annual returns on the subject are forwarded to the concerned Authorities.





Chittorgarh Fort, Rajasthan

VIGILANCE

15



A separate vigilance wing in this Ministry has been functioning to deal with various vigilance matters.

Emphasizing the need of preventive vigilance, especially on public procurement, All the procurement of office related items eg: - stationary, furniture, computer etc. are purchased through GEM portal of the Government.

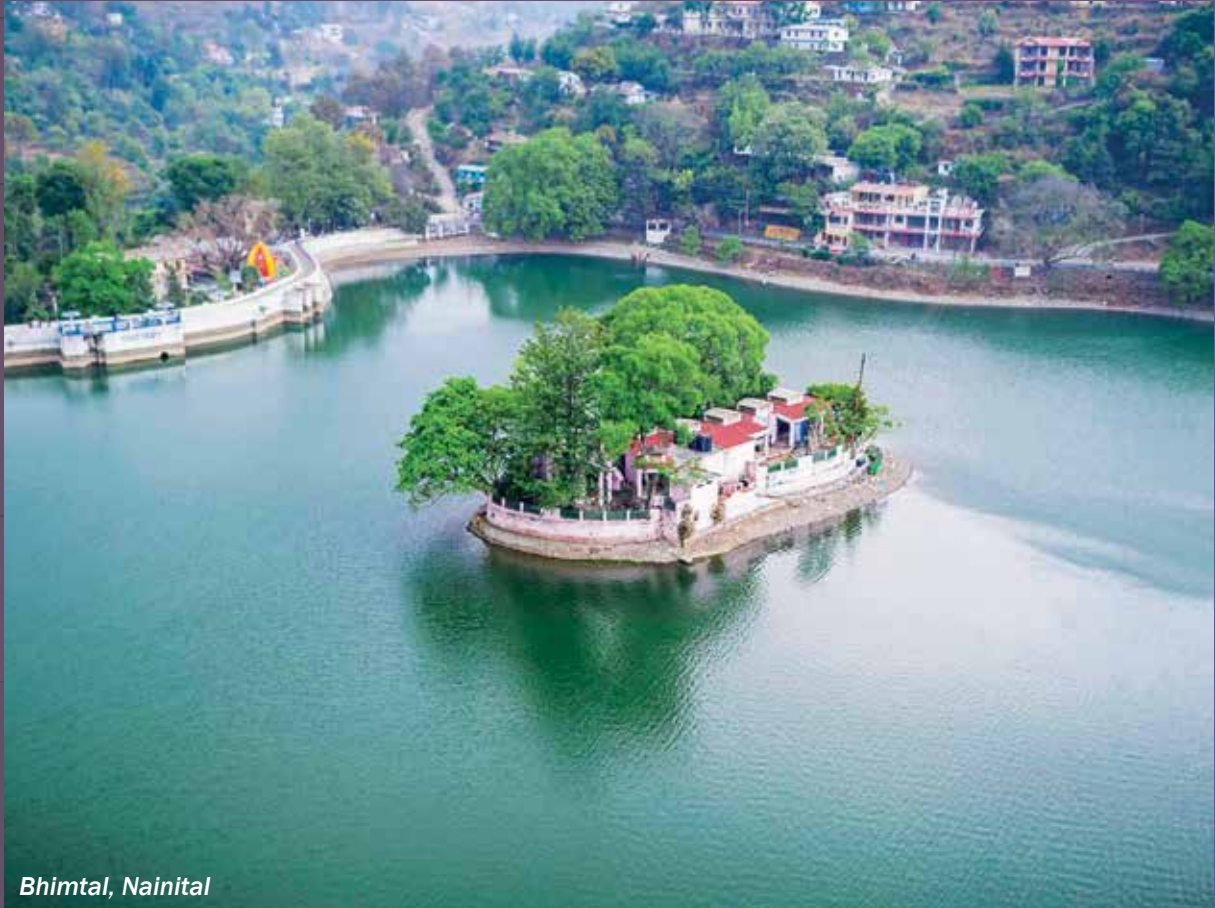
Rotational transfer of all the staffs with 3 years of continuous service on a particular

post has been strictly implemented and monitored.

To reduce direct interface between officers and concerned applicants in case of recognition of travel trade service providers and classification of hotels, online approval/ classification systems are in operation and being monitored.

Strict compliance of e-office system is being followed to reduce chances of disclosure of sensitive information at any level.





Bhimtal, Nainital



The details of Court Cases pending in the in the CAT, New Delhi as on 19.12.2018 are as under:

Sl. No.	Case/Petition No.	Court/Bench	Case filed by	Brief particulars of case
1	O.A. No. 100/3786/2016	CAT New Delhi	Shri Bal Kishan, Staff Car Driver	Seniority issue for promotion to Special Grade of Staff Car Driver.
2	O.A. No. 180/502/2018	CAT Ernakulum Bench	Shri N. Velmurgan, AD	Allegation of taking bribes for hotel clas- sification.
3	O.A. No. 1529 of 2018	CAT Chennai	Shri Sanjay Shreevats, RD, ITO, Chennai	Challenged the holding of the writ- ten exam and inter- view for the post of DDG/RD in overseas offices.





Kanchenjunga

DEPARTMENTAL

ACCOUNTING ORGANISATION

17



17.1 Secretary (Tourism) is the Chief Accounting Authority of the Ministry of Tourism. He discharges his functions through and with the assistance of the Additional Secretary & Financial Adviser (AS&FA) and the Chief Financial Controller of the Ministry.

17.2 The Chief Financial Controller heads the accounting organization and ensures transparent and effective financial management of the Ministry. The Chief Financial Controller, for and on behalf of the Chief Accounting Authority is mainly responsible for: -

- (a) Rendering their professional expertise in the functioning of the financial management system, from the system point of view and making it more effective. They would also be responsible for the implementation of the financial information systems of the Controller General of Accounts;
- (b) Efficient service delivery to the Ministry by the banking system;
- (c) Adherence to prescribed accounting standards, rules and principles
- (d) Arranging all payments through the Pay and Accounts Offices/Principal Accounts Office except where the Drawing and Disbursing Officers are authorized to make certain types of payments.
- (e) Compilation and consolidation of accounts of the Ministry and their submission in the form prescribed, to the Controller General of Accounts; preparation of Annual Accounts of his Ministry, getting them duly audited and submitting them to the CGA.
- (f) Arranging internal inspection of payment and accounts records maintained by the various subordinate formations and Pay and Accounts

Offices of the Ministry and inspection of records pertaining to transaction of Government Ministries/ Departments, maintained in Public Sector Bank.

Budgetary provision for Ministry of Tourism for the financial year 2018-19 is as under:

Revenue Section	2149.99 Crore
Capital Section	0.01 Crore
Total	2150 Crore

The departmentalised accounting organisation of Ministry of Tourism comprises of Principal Accounts Office, one Pay & Accounts Office and Internal Audit Wing.

17.2(1) Pay & Accounts Office

Pay & Accounts Office caters to the financial management needs of Ministry by way of release of funds, expenditure control, and other receipts & payment functions as under: -

- (i) Pre check of bills submitted by Non Cheque Drawing & Disbursing Officers of the Ministry.
- (ii) Authorization of funds to domestic and overseas Cheque Drawing & Disbursing Officers through issue of "LETTER OF CREDIT". There are 19 domestic CDDOs and 08 overseas CDDOs located in various countries.
- (iii) Post-check of all paid vouchers/ payments made by domestic as well as overseas offices.
- (iv) Release of payment of Loans/Grants-in-aid to statutory bodies and state level agencies including execution and implementing agencies.
- (iv) Compilation of monthly accounts based on monthly expenditure, receipts and payment authorizations, and by duly

incorporating reconciled accounts of CDDOs.

- (v) Maintenance of General Provident Fund accounts, and remittance of New Pension Scheme contribution to trustee banks. Settlement of Inward and outward claims. Authorization/ payment of pension, Commutation, Gratuity, Leave Encashment, etc to the retiring employees.

17.2(2) Principal Accounts Office

Principal Accounts Office is common for Ministry of Civil Aviation and Ministry of Tourism, discharging the following functions.

- (i) Consolidation of the accounts of Ministry of Tourism as per provisions of Civil Accounts Manual and in the manner prescribed by Controller General of Accounts.
- (ii) Preparation of Monthly and Annual Accounts, submission thereof to the Controller General of Accounts, Ministry of Finance.
- (iii) Issue of Inter Departmental Authorisation to various agent Ministries.
- (iv) Rendition of technical advice to Pay & Accounts Office and maintaining necessary liaison with the Controller General of Accounts Office to affect overall co-ordination and control in accounting matters.

17.2(3) Internal Audit

Internal Audit Wing, which is common for Ministry of Civil Aviation and Ministry of Tourism having sanctioned strength of four Assistant Accounts Officers and four Accountant / Senior Accountants, is headed by Chief Financial Controller.

The role of the internal audit organization is mainly to inspect that expenditure control mechanism is in place and financial proprietary Rules are followed while exercising financial powers by the authorities who are entrusted with such powers. In order to achieve this target, internal audit draws Annual Audit Calendar based on periodicity, budget allocation and nature & scope of scheme being implemented by the particular office/agency.

Internal audit is conducted by exercising test checks of basic records of different offices of the Ministry for removal of misstatement in financial records to make them more reliable. As such internal audit strengthens the overall accounting management framework.

The concept and orientation of internal audit, as of now has been more of risk based audit, in order to assess the economy, efficiency and effectiveness of scheme for contributing to better Government spending, public accountability and management. Accordingly, the internal audit of the records of Headquarter, regional and overseas offices are undertaken as per directions and requirement.

All the constituent units of Ministry of Tourism including Ministry of Tourism (HQ), 22 domestic DDOs (including regional offices), 08 overseas DDOs, 21 IHMs, IITTM and NCHMCT, come under the purview of Internal Audit.

17.3 Initiatives for e-Governance:

In accordance with the guideline issued by the Ministry of Finance and Controller General of Accounts the accounting organisation of Ministry of Tourism has fully operationalized the payment deliverance platform by complete

roll out of Public Financial Management System (PFMS) for overall improvement and transparency in the accounting function up to the implementing agency level.

17.3(1) Public Financial Management System (formerly CPSMS)

The Public Financial Management System (PFMS) works with the objective of establishing an online Financial Management Information and Decision Support System for tracking funds released under various schemes of Government of India.

PFMS being a centralized and fully operationalized IT application for fund transfer is in a position to facilitate “Just in time budget release” and complete monitoring of utilization of funds up to end level beneficiaries.

During the year following modules of PFMS have also been fully implemented:

- i) **Employee Information System:** EIS is a Centralized, Integrated (with PFMS) Web based System/ Package for Personnel Information and Payroll.
- ii) **CDDO Module:** This is an e-payment system for Cheque Drawing DDOs.
- iii) **GPF/Pension Modules:** All the Pension and GPF cases are now being processed in PFMS.

As per directions of Ministry of Finance the complete roll out of PFMS has been done and the system is fully operational in Ministry of Tourism and as a result the funds are being released through PFMS to all concerned including Grantee Institution/Autonomous Bodies etc.





Serenity Beach, Puducherry - Boats

IMPORTANT

AUDIT OBSERVATIONS

18



As per Audit Paras Monitoring System (e-APMS) Controller General of Accounts Report, there were no C&AG pending paras against the Ministry of Tourism as on 31st March, 2019.

However, six Public Accounts Committee (PAC) Paras of 132nd report of 16th Lok Sabha are pending against the Ministry in respect of “Irregularities in Procurement of Goods and Services, Award of Work to Non Existent Firms, Unrealised VAT Refund and Excess Payment of Departmental Charges”.





Akshardham Temple, Gandhinagar, Gujarat

IMPLEMENTATION

OF RIGHT TO INFORMATION (RTI) ACT, 2005

19



19.1 To promote transparency and accountability, the Right to Information Act (RTI Act), 2005 has been implemented in this Ministry. In accordance with the provision of Section 4(I)(B) of this Act, the Ministry has posted information and Guidelines on various schemes, projects and programs being implemented by it along with its organization set-up functions and duties of its officers and employees etc. Records and documents etc. have been made available on the Ministry's official website www.tourism.gov.in under a distinct section namely RTIA. It has also been hyperlinked.

19.2 Information regarding activities of this Ministry is available for public on the above said website and is also kept in the library.

19.3 Information otherwise which are not available at the official website may be obtained by Citizens of India on payment of requisite fees as prescribed in the Right to Information Act, 2005.

19.4 There are 29 subjects for disclosure under RTI which has been identified by the Ministry. CPIOs and Appellate Authorities have been designated for the respective identified subject.

19.5 As per quarterly reports submitted by the Ministry to Central Information Commission, New Delhi, a total of 830 RTI applications were received during the period from 1st January 2018 to 31st March 2019 and suitable action has been taken in a time bound manner.





PROGRESSIVE

USE OF OFFICIAL LANGUAGE HINDI

20



With the view to compliance of the Official Language Policy of the Union and to take action on orders issued by the Department of Official Language from time to time, the Hindi section of the Ministry of Tourism takes every action to achieve the goals set out in the annual program issued by the Department of Official Language. And along with this, the Hindi Section deals with the entire translation work related to the Ministry.

Measures to achieve the targets set out in the Annual Program issued by the Department of Official Language:

20.1 Compliance with Section 3 (3)

100 percent compliance of the Official Language Act, As per the directives of the Deptt. of official language the Ministry ensured the compliance of Section 3 (3) of Official Language act and its compliance in its affiliated and subordinate offices.

In compliance with the Official Language Rule 5 the letters received, in the Ministry, in Hindi are replied to in Hindi only. Percentage of correspondence to the 'A', 'B' and 'C' regions done by the Ministry towards the prescribed target of 100%, 100% and 65%, is 50%, 36.25% and 28.23%, respectively, which is gradually increasing. The number of notings being written in Hindi was 22% against the prescribed target of 75%.

20.2 Committees

- i. Official Language Implementation Committee: Official Language Implementation Committee (OLIC) is formed in the Ministry and its quarterly meetings are organized on a regular basis. In these meetings, the work done in Hindi in the Ministry is reviewed section-wise.



Ghumli, Jamnagar, Gujarat

- ii. Committee of Parliament on Official Language: During the year to examine the use of Hindi in the Subordinate Offices of the Ministry, the second sub- committee of the Committee of Parliament on Official Language inspected offices of the Ministry. In these inspection meetings, Economic Advisor and officers of Hindi Section were present as representatives of the Ministry.

20.3 Special measures to promote the use of Hindi:

- iii) Incentive Scheme and Cash Prize: Annual Incentive scheme of the Department of Official Language for doing official work in Hindi is applicable in the Ministry for the year 2017-18.
- iv) Hindi Day and Hindi Fortnight: Hindi Pakhwada was held from 01 to 14

September, 2018, in Ministry of Tourism. On the eve of Hindi Day, the message of the Honorable Home Minister and the appeal of Honorable Tourism Minister were released in the Ministry. During this time some competitions were organized on topics related to Hindi noting and drafting, Rajbhasha Hindi and Translation, Indian Tourism Knowledge etc. Three competitions were organized in the Ministry, in which the officers and staff participated and won rewards.

- v) Hindi Workshop: To remove the hesitation and resolve the problems of working in day today work of officers / employees of the Ministry a workshop was organized on 25th September, 2018. Its topic was "Use of Hindi in Official work and how to fill the quarterly Hindi progress report".



Mysore Palace, Mysore

- vi) Inspection of offices by Ministry officials: Department of Official Language has set a target of 25% for the official language inspection of the subordinate offices of Ministry / Department and ministry has carried out inspection of 7 offices out of 44 subordinate offices so far, and the target will be achieved by the end of the year.

20.4 Specific functions

- vii) Rahul Sankrityayan Tourism Award Scheme: In this Ministry, a scheme is being run in the name of “Rahul Sankrityayan Tourism Award Scheme”

since 1989. Under this scheme, cash prizes and certificates are given to the best books originally written in Hindi language on tourism. Prizes were awarded to writers of selected books for the year 2014-15 on 20th November, 2018.

- viii) Publication of Home Magazine “Atulya Bharat”: In pursuance of the decision taken in the meeting of the Hindi Advisory Committee on 16.9.2015, the publication of quarterly home magazine namely “Atulya Bharat” is being carried out on a quarterly basis by the Ministry. So far, its 11 editions are in print.





Kovalam Beach, Kerala

SWACHH BHARAT

MISSION

21



Swachhta hi Seva at Sai Mandir

Swachhta Action Plan (SAP)

“Swachhta” is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run, which attracts tourism as well as investment. This also results in good health and a sense of pride amongst the local residents and a feeling of satisfaction amongst the tourists. Considering the importance of cleanliness & hygiene, Ministry of Tourism has implemented the Swachhta Action Plan (SAP) activities through Indian Institute of Tourism and Travel Management (IITTM), Gwalior, in 34 States/UTs to create awareness among tourists, school / college students and stakeholders at tourist centers. The awareness activity covered 1,000 tourists, 500 students and 60 stakeholders at each site involving activities of awareness on cleanliness amongst tourists, school/college students, and stakeholders of tourist centers, pilgrimage centers & famous archaeological monuments. These activities

were implemented at 270 sites / places in 34 States/UTs during the year 2018-19.

Swachhta Pakhwada

Ministry of Tourism had organised Swachhta Pakhwada during 16th – 30th September 2018 by organising various cleanliness drives within the offices of Ministry, its field offices as well as its educational institutions. Various cleanliness campaigns were organised at important tourist spots all over the country. Nine awards were also presented for the best maintained Indiatourism offices / educational institutions during the Swachhta Pakhwada.

The award was presented in the following categories:

- Best Maintained Regional Directors Office
- Best Maintained Domestic Office under RD (North)



Award during Swachhta Pakhwada 2018

- Best Maintained Domestic Office under RD (South)
- Best Maintained Domestic Office under RD (East)
- Best Maintained Domestic Office under RD (West)
- Best Maintained Domestic Office under RD (North-East)
- Best Maintained Educational Institute under MoT – First
- Best Maintained Educational Institute under MoT – Second
- Best Maintained Educational Institute under MoT – Third

Swachhta Hi Sewa (SHS)

The campaign was inaugurated by the Hon'ble Minister of Tourism on 15th September, 2018. Major cleanup activities,

pledge taking, awareness activities, essay competition, Nukkad Natak etc. were organised during the “Swachhta hi Sewa” campaign period from 15th September to 2nd October, 2018. The programmes were also organised at various tourist / pilgrim places through its Indiatourism offices at 139 places all over the country, with the active participation of educational institutions under Ministry of Tourism, public and industry associations.

Swachhta Award

In order to recognise the efforts of State/UT Governments in maintaining tourist places and keeping them clean, awards titled “**Swachhta Award**” and “**Best Civic Management of a tourist destination in India Award**” have been instituted by the Ministry. The following awards were presented at the National Tourism Award function:



1. Swachhta Award (one Award)		
State	City/Town/Village	Recipient
	Indore	M. P. Tourism Board and Indore Municipal Corporation.
2. Best Civic Management of a Tourist Destination in India Award (Three Awards under 3 categories)		
i) Category "A" (City)		
Telangana	Hyderabad	Greater Hyderabad Municipal Corporation (GHMC),
ii) Category "B" (Town)		
Madhya Pradesh	Omkareshwar	Municipal Council Omkareshwar and M.P. Tourism Board
iii) Category "C" (Village)		
Gujarat	Saputara Hill Station	Saputara Notified area Authority.





Stone Chariot, Hampi, Karnataka

ANNEXURES



ANNEXURE-I

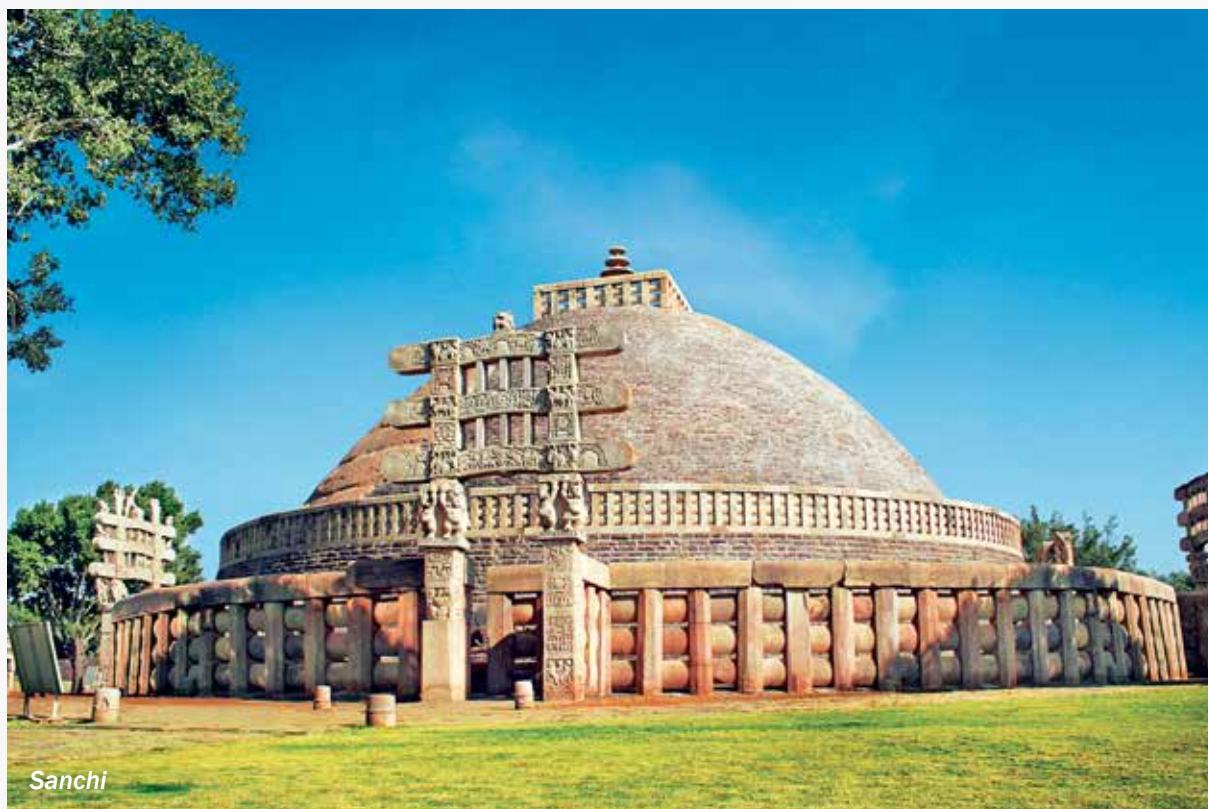
India tourism Offices in India

Regional Offices

1. Chennai
2. Guwahati
3. Kolkata
4. Mumbai
5. New Delhi

Other Offices

1. Agra
2. Aurangabad
3. Bengaluru
4. Bhubaneswar
5. Goa
6. Hyderabad
7. Imphal
8. Indore
9. Jaipur
10. Kochi
11. Naharlagun (Itanagar)
12. Patna
13. Port Blair
14. Shillong
15. Varanasi



ANNEXURE - II

Indiatourism Offices Abroad

Sl. No.	Regional HQ	Geographical area of operation
i	New York	Entire USA, Canada, Caribbean Islands, Central & South America
ii.	Frankfurt	Entire West & Central Europe, Eastern Europe and Israel excluding Russia, CIS countries and Baltic countries (Estonia, Lithuania and Latvia)
iii.	Moscow	Russia, CIS Countries and Baltic Countries (Estonia, Lithuania, Latvia)
iv.	London	United Kingdom, Northern Ireland and Iceland
v.	Tokyo	Japan, North & South Korea and Taiwan
vi.	Beijing	China, Mongolia, Hong Kong and Macau
vii.	Dubai	Entire Africa including Mauritius & Madagascar and Entire Middle East
viii.	Singapore	Singapore and other ASEAN Countries, Australia, New Zealand, Fiji and other Island nations in the Pacific



Annexure-III

Senior Officers of the Ministry

Secretary

- Shri Yogendra Tripathi, Secretary to the Government of India

Additional Secretary Level Officer

- Shri Satyajeet Rajan, Director General (Tourism)
- Dr. D.S. Gangwar, Additional Secretary & Financial Advisor

Joint Secretaries and equivalent

- Shri P.C. Cyriac, Additional Director General
- Smt. Meenakshi Sharma, Additional Director General
- Shri Suman Billa, Joint Secretary
- Shri Gyan Bhushan, Economic Advisor
- Smt. Jaya Dubey, JS (In-situ)

Annexure-IV

Details of Amount released under Swadesh Darshan Scheme during Jan 2018 to Mar 2019

(Amt. in Rs. lakh)

S. No.	State / Agency	Name of Project	Amt. Released
1.	Haryana	Development Of Tourism Infrastructure At Places Related To Mahabharat In Kurukshetra – Krishna Circuit	5112.96
2.	Madhya Pradesh	Development of Wildlife Circuit at Panna-Mukundpur-Sanjay-Dubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh.	2803.39
3.	Madhya Pradesh	Development of Heritage Circuit (Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu) under Swadesh Darshan Scheme	3710.98
4.	Goa	Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail) in Goa	742.52
5.	Arunachal Pradesh	Development of New Adventure Tourism in Arunachal Pradesh	343.63
6.	Assam	Development of Wildlife Circuit: Manas - Pobitora - Nameri - Kaziranga - Dibru Saikhowa in Assam under Swadesh Darshan Scheme.	3348.53
7.	Meghalaya	Development of Umiam (Lake View)- U Lum Sohpetbneng- Mawdiangdiang- Orchid Lake Resort, Meghalaya under North East Circuit of Swadesh Darshan Scheme.	3469.66
8.	Gujarat	Development of Heritage circuit: Vadnagar-Modhera and Patan in Gujarat under Swadesh Darshan Scheme.	3493.30
9.	MP Eco	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River under Eco circuit theme of Swadesh Darshan Scheme.	5363.64

S. No.	State / Agency	Name of Project	Amt. Released
10.	Sikkim	Development of Tourist Circuit linking - Rangpo (entry)-Rorathang-Aritar-Phadamchen-Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - Tumin Lingee - Singtam (exit) in Sikkim.	6102.82
11.	Chhattisgarh	Development of Tribal Tourism Circuit in Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur- Ratanpur- Kurlar- Sarodadadar- Gangrel- Kondagaon- Nathyanawagaon- Jagdalpur- Chitrakoot- Tirthgarh in Chhattisgarh under Swadesh Darshan Scheme.	2828.63
12.	Madhya Pradesh	Development of Buddhist Circuit in Sanchi-Satna- Rewa-Mandsaur-Dhar in Madhya Pradesh under Swadesh Darshan scheme.	3952.32
13.	Rajasthan	Development of Heritage Circuit (Rajsamand (Kumbhalgarh Fort)- Jaipur (Nahargarh Fort and Facade Illumination of Major Arterial Roads of Walled City of Jaipur)- Alwar (Bala Quila) – Sawai Madhopur (Ranthambore Fort and Khandar Fort) – Jhalawar (Gagron Fort) – Chittorgarh (Chittorgarh Fort) Jaisalmer (JaisalmerFort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi - Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)- Dholpur (Bagh-i-Nilofar and PuraniChawni) – Nagaur (Meera Bai Temple) in Rajasthan under Swadesh Darshan Scheme.	3382.07
14.	Rajasthan	Development of Spiritual Circuit– Churu (Salasar Balaji)– Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandheke Balaji)- Alwar (Pandupole Hanumanji, Bharathari)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) – Mehandipur Balaji- Chittorgarh (Sanwalyaji) in Rajasthan under Swadesh Darshan scheme	2817.04
15.	Sikkim	Development of Tourist Circuit Linking - Singtam - Makha - Temi - Bermoik Tokal - Phongla - Namchi - Jorethang - Okharey - Sombaria - Daramdin - Jorethang - Melli (exit) in Sikkim under North East India Circuit of Swadesh Darshan Scheme.	2453.05

S. No.	State / Agency	Name of Project	Amt. Released
16.	Telangana	Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana under Swadesh Darshan Scheme.	2748.63
17.	Telangana	Integrated Development of Mulugu-Laknavaram-Medavaram- Tadvai- Damaravi- Mallur- Bogatha Waterfalls as Tribal Circuit in Telangana.	2689.88
18.	Uttar Pradesh	Development of Spiritual Circuit - II (Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi) in Uttar Pradesh under Swadesh Darshan Scheme.	4819.58
19.	Uttarakhand	Integrated Development of Heritage Circuit in Kumaon Region – Katarmal –Jogeshwar-Baijnath-Devidhura in Uttarakhand under Swadesh Darshan scheme.	2458.11
20.	Arunachal Pradesh	Development of Bhalukpong- Bomdila- Tawang circuit in Arunachal Pradesh” under North East India Circuit Theme of Swadesh Darshan Scheme.	362.90
21.	J&K	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&K in Swadesh Darshan Scheme	2745.39
22.	Mizoram	Development of Eco-Adventure Circuit Aizawl- Rawpuichhip– Khawhphawp– Lengpui– Durtlang– Chatlang- Sakawrhmutuaitlang- Muthee– Beratlawn- Tuirial Airfield– Hmuifang under Eco circuit theme of Swadesh Darshan Scheme	489.94
23.	J&K	Integrated Development of Tourist facilities at Anantnag- Kishwar- Pahalgam- Daksum- Ranjit Sagar Dam Circuit in J&K under PMDP under Swadesh Darshan Scheme	367.89
24.	Bihar	Integrated Development of Kanwaria route: Sultanganj – Dharmshala- Deoghar” - Tirthankar Circuit.	212.06

S. No.	State / Agency	Name of Project	Amt. Released
25.	J&K	Integrated Development of Tourist facilities at Jammu- Rajouri- Shopian- Pulwama Circuit in J&K under PMDP under Swadesh Darshan Scheme	341.00
26.	Bihar	Development of Jain Circuit in Bihar: Vaishali – Arrah – Masad – Patna- Rajgir- Pawapuri- Champaruri , Spiritual Circuit	213.24
27.	Tamil Nadu	Development of Coastal Circuit (Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari) in Tamil Nadu under Coastal thematic circuit of Swadesh Darshan Scheme	2997.55
28.	Gujarat	Development of Heritage Circuit in Ahmedabad- Rajkot- Porbandar – Bardoli- Dandi in Gujarat under Swadesh Darshan scheme	2343.76
29.	Manipur	Development of Spiritual Circuit in Manipur- Shri Govindajee Temple – Shri Bijoy Govindajee Temple- Shri Gopinath Temple- Shri Bungshibodon Temple – Shri Kaina Temple under Swadesh Darshan Scheme	1589.62
30.	Uttar Pradesh	Development of Ayodhya under Ramayana Circuit Theme of Swadesh Darshan Scheme.	4312.32
31.	Uttar Pradesh	Development of Chitrakoot and Shringverpur under Ramayana Circuit Theme of Swadesh Darshan Scheme	3827.51
32.	Uttar Pradesh	Development of Spiritual Circuit (Ahar- Aligarh- Kasganj- Sarosi (Unnao)- Pratapgarh- Kausambi- Mirzapur- Gorakhpur- Domariyaganj- Basti- Barabanki- Azamgarh- Kairana- Baghpat- Shahjahanpur) in Uttar Pradesh under Swadesh Darshan Scheme.	1865.86
33.	Telangana	Development of Heritage Circuit: Qutub Shahi Heritage Park- Paigarh Tombs- Hayat Bakshi Mosque- Raymond's Tomb under Swadesh Darshan Scheme	2494.22
34.	Kerala	Development of Pathanamthitta – Gavi – Vagamon – Thekkady as Eco Tourism Circuit in Idduki and Pahanamthitta Districts in Kerala under Swadesh Darshan Scheme.	1163.17

S. No.	State / Agency	Name of Project	Amt. Released
35.	Rajasthan Krishna	Integrated Development of Govind Devji temple (Jaipur), Khatu Shyamji(Sikar) and Nathdwara (Rajsamand) in Rajasthan under Krishna Circuit theme of Swadesh Darshan Scheme.	394.04
36.	Nagaland	Development of Tribal circuit Peren Kohima Wokha in Nagaland	583.96
37.	Puducherry	Development of Coastal circuit in Puducherry	421.52
38.	Andhra Pradesh	Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore in Andhra Pradesh	346.24
39.	J&K	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev- Patnitop in J&K under Himalayan Circuit	2494.24
40.	Uttar Pradesh	Development of Buddhist Circuit – Srawasti, Kushinagar, & Kapilvastu in Uttar Pradesh	2503.16
41.	West Bengal	Development of Coastal Circuit: Udaipur- Digha- Shankarpur- Tajpur- Mandarmani- Frasersganj- Bakkhlai- Henry Island in West Bengal.	1926.43
42.	Nagaland	Development of Tribal Circuit: Mokokchung- Tuensang-Mon in Nagaland	2826.03
43.	Puducherry	Development of Spiritual Circuit in Puducherry under Swadesh Darshan Scheme.	1112.40
44.	Andhra Pradesh	Development of Kakinada Hope Island Konaseema as World class coastal & Eco Tourism Circuit in Andhra Pradesh	858.03
45.	Kerala	Development of Sree Padmanabaswamy Temple- Aranmula- Sabarimala as a Spiritual Circuit in Kerala under Swadesh Darshan Scheme.	2766.54
46.	Tripura	Development of North-East Circuit in Tripura	2435.70
47.	Odisha	Development of Coastal Circuit Gopalpur, Barkul, Satapada and Tampara in Odisha	2230.89
48.	Rajasthan	Development of Sambhar Lake Town and Other Destinations in Jaipur District, Rajasthan under Desert Circuit	418.18

S. No.	State / Agency	Name of Project	Amt. Released
49.	Bihar	Development of Gandhi Circuit: Bhitiharwa - Chandrahia - Turkaulia under Rural Circuit theme of Swadesh Darshan Scheme.	1231.34
50.	J&K	Integrated Development of Tourist Facilities at Gulmarg-Baramulla- Kupwara- Leh under Himalayan Circuit of Swadesh Darshan Scheme.	2612.60
51.	Puducherry	Development of Union Territory of Puducherry as Tourist Circuit under Swadesh Darshan Scheme (Coastal Circuit).	1917.62
52.	Uttar Pradesh	Development of Chitrakoot and Shringverpur under Ramayana Circuit Theme of Swadesh Darshan Scheme.	1743.90
		Total	113539.99

Details of Amount released under PRASHAD Scheme during Jan 2018 to Mar 2019

(Amt. in Rs.)

S. No.	State	Name of Project	Amount Sanctioned
1	Uttar Pradesh	Development of Varanasi under PRASHAD Scheme Phase I UP	6,12,00,000
2	Uttar Pradesh	Development of Tourist Facilitation Centre at Mathura under PRASHAD Scheme, UP	2,81,00,000
3	Kerala	Development of Guruvayur Temple, Kerala	3,83,00,000
4	Andhra Pradesh	Development of Srisailem Temple in the state of Andhra Pradesh under Prashad Scheme	13,25,95,000
5	Uttarakhand	Integrated Development of Kedarnath, Uttarakhand	5,00,00,000
6	Punjab	Development of Karuna Sagar Valmiki Sthal at Amritsar, Punjab	1,30,08,000
7	Uttar Pradesh	Development of Tourist Facilitation Centre at Vrindavan, UP under PRASHAD Scheme	2,80,12,000

S. No.	State	Name of Project	Amount Sanctioned
8	Tamil Nadu	Development of Kanchipuram Tamil Nadu Under PRASAD Scheme	4,94,30,000
9	Uttar Pradesh	Development of Mathura Mega tourist circuit Phase-II in Mathura, UP	3,60,72,000
10	Bihar	Development of Vishnupad, Gaya, Bihar under PRASAD Scheme	76,31,000
11	Gujarat	Development of Pilgrimage amenities at Somnath , Gujarat	9,98,74,000
12	Uttarakhand	Integrated Development of Kedarnath, Uttarakhand	5,43,54,000
13	Andhra Pradesh	Development of Srisailem, Andhra Pradesh under Prashad Scheme	11,04,53,000
14	Tamil Nadu	Development of Velankanni. Nagapattinam district Tamil Nadu under PRASAD Scheme	1,47,04,000
15	Uttarakhand	Development of Badrinath ji Dham in Uttarakhand	11,77,00,000
16	Madhya Pradesh	Development of Omkareshwar in Madhya Pradesh	10,62,75,000
17	Gujarat	Development of Infrastructure facilities at Somnath, Gujarat	1,24,00,000
18	Gujarat	Development of Infrastructure at Dwarka, Gujarat	1,60,00,000
19	Kerala	Development of Guruvayur, Kerala	8,92,42,000
20	Uttar Pradesh	Development of Varanasi, UP under PRASHAD Scheme Phase II	10,21,00,000
21	Gujarat	Development of Infrastructure facilities at Somnath, Gujarat	7,79,30,000
22	Jammu & Kashmir	Development of Hazratbal, Srinagar, J&K	5,52,09,000
23	Andhra Pradesh	Development of Srisailem Temple in the state of Andhra Pradesh under Prashad Scheme	4,16,46,000



Shore Temple, Mahabalipuram

S. No.	State	Name of Project	Amount Sanctioned
24	Maharashtra	Development of pilgrimage infrastructure at Trimbakshewar, Nashik, Maharashtra	8,49,05,000
25	Assam	Development of Infrastructure in an around Kamakhya Temple in Guwahati, Assam	5,03,48,000
26	Gujarat	Development of pilgrimage facilities at Somnath Phase I, Gujarat	3,43,90,000
27	Gujarat	Development of Promenade at Somnath Gujarat	5,53,40,926
		Total	1,56,72,18,926

Annexure-V

A. Completed Surveys/Studies of Ministry of Tourism Completed during Jan18- March 2019

1. Study on Tourism Carrying Capacity of Existing & Potential Destinations with Planning for Infrastructure Development in Uttarakhand
2. Study on visit of Bangladesh Nationals to India.
3. Study on Evaluating the Impact and effectiveness of Hospitality Scheme.
4. Tourism Re-Survey for the UT of Lakshadweep
5. Tourism Survey for the State Mizoram
6. Tourism Survey for the State Tripura
7. Tourism Survey for the State Meghalaya
8. Tourism Survey for the State West Bengal

B. Ongoing Surveys/Studies of Ministry of Tourism 2018-19

1. A Study “to assess Employment level and Skill gap in Hospitality and Allied Sector”
2. Study on analysis & development of action plan based on World Economic Forum ranking system for Travel and Tourism competitiveness for India
3. Study on ‘Analyzing Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India
4. Study on MICE Market in India and the role of ICPB in promoting MICE Tourism products
5. Study on “Role of Luxury Tourist train in Promoting tourism in India
6. Study on “Assessing Impact of taxation/incentives on accommodation tariffs of hotel industry in India vis-a-vis other countries
7. Study on Culinary Heritage of Indian Himalayan Region
8. 3rd Tourism Satellite Account of India
9. Regional Tourism Satellite Accounts of States/Uts

C. Central Finance Assistance provided by Ministry of Tourism to Reputed Institutes/ Central Universities for organizing Meetings/ Conferences/ Seminars/ Workshops on tourism related subjects.

1. CFA to Institutes of Hotel Management, Bhopal, for organizing Re-introduction of Vegetarian Culinary approach: A diverse sphere of Indian cuisine during 27th July, 2018.

2. CFA to Visva-Bharati University, Santiniketan for organizing Conference on Development of Cultural Tourism in and around Santiniketan and Birbhum during 16th-18th November 2018
3. CFA to Central University of Kerala for organizing Conference on Augmenting Tourism Infrastructure Assurance of Quality Standard in Tourist Service and opportunities, during 23th-25th October 2018
4. CFA to IITTM Noida for organizing Conference on Tourism for Developing Economies the path Unexplored during 13th-15th September 2018
5. CFA to Central University of Jammu for organizing Conference on Destination Branding and Competitive Positioning during 6th-8th September 2018
6. CFA to Institute of Hotel Management Catering & Nutrition (IHMC & N) PUSA for Annual Tourism Research Journal of IHMC & N Pusa, New Delhi
7. CFA to IGNTU for organizing Conference on Indigenous and Religious Tourism in South-East-Asia Opportunities and Challenges during 11th -13th January 2019
8. CFA to University of Karnataka for organizing Conference on Community Involvement in Tourism Development in Emerging Countries during 3rd-5th January 2019
9. CFA to NCHMCT, Noida, for organizing Conference on Hospitality Industry Vision 2025 Current Trends new innovations and the future ahead during 18th-19th January, 2019
10. CFA to Jamia Milia Islamia University for organizing conference on Rurality, Ruralism and Rural Tourism: Challenges and Coping Strategies during 15 -17 Nov, 2018
11. CFA to Dayal Bagh Educational Institute Agra for organizing Seminar on Tourism Related to Culture & Art in Rural area during 15th -17 February 2019
12. CFA to IITTM, Gwalior, for organizing Conference on Smart Tourism, Smart Destinations and Limits of being Travelers during 18th-19th February 2019
13. CFA to IITTM, Bhubaneshwar, for organizing International Seminar on Academic Industry Collaboration toward bridging skill gap in Tourism Sector, during 22nd-24th February 2019
14. CFA to Institute of Hotel Management, Ahmedabad, for organizing seminar on Hospitality Industry in India, Research Legacy and Future, during 21st-22nd February, 2019.



