

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF SEPTEMBER, 2018

- Foreign Tourist Arrivals (FTAs) in India during August, 2018 were 7,84,814 showing an increase of 9.1% over the same period of the previous year which was 7,19,129.
- FTAs on e-tourist visa in India during August, 2018 were 1,50,457 showing an increase of 32.9% over the same period of the previous year which were 1,13,243.
- Foreign Exchange Earnings (FFEs) were Rs. 16,467 Crore during August, 2018 showing an increase of 19.2% over the same period of previous year, which was Rs. 13,811 Crore.
- Ministry of Tourism observed 'Swachhta Hi Sewa' Campaign from 15th September, 2018 to 2nd October, 2018. Cleanliness activities were undertaken at various tourism sites across the country with active participation from local communities, stakeholders, regional offices of the Ministry of Tourism and the State Governments.
- Ministry of Tourism also celebrated 'Swachhta Pakhwada' on daily basis from 16th to 30th September, 2018.
- The Indian Culinary Institute (ICI) campus, Tirupati was inaugurated by the Vice President of India on 24th September 2018. The Culinary Institute at Tirupati is set up by the Ministry of Tourism with its campus spread in 14 acres of land and the project being completed at a total cost of Rs.97.92 Crore.
- The first edition of the India Tourism Mart 2018 was organized by the Federation of Associations in Indian Tourism and Hospitality (FAITH) with the support of the Ministry of Tourism and State Governments/Union Territory Administrations from 16th to 18th September, 2018 at Hotel Ashok, Chanakyapuri, New Delhi.
- The Ministry of Tourism with the assistance of other Central Ministries, State Governments/Union Territory Administrations etc. celebrated Paryatan Parv, 2018 at National Level from 16th to 27th September, 2018.
- The Ministry of Tourism organized National Tourism Awards 2016-17 function on 27th September, 2018 at Vigyan Bhawan, New Delhi.
- The Ministry of Tourism launched the 'Incredible India Mobile App' and the "Incredible India Tourist Facilitators Certification" programme.

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- During the month of September, 2018 several Promotion and Publicity activities were undertaken:

- Television Campaign on Doordarshan and Private Channels from 16th September 2018, to promote domestic tourism to the North East Region.
- Television Campaign on Doordarshan and Private Channels from 16th September 2018, to promote domestic tourism to the State of Jammu & Kashmir.
- Television Campaign on Doordarshan and Private Channels from 16th September 2018, to spread awareness about Swachhta at Tourist Places.
- Photo Contest – ‘Musafir Hoon Yaaron’ launched on Doordarshan, on the occasion of Paryatan Parv.
- ‘Do You Know’ Campaign to propagate interesting facts about monuments in the country released on Doordarshan.
- Radio & SMS Campaign in Delhi to promote the Paryatan Parv Event.

International Global Media campaigns continued on various television channels. International campaign was also commenced on History TV Channel in the month of September 2018.

- During the month of September, 2018, Ministry of Tourism redressed 33 Public Grievances and 45 remained pending.

