

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF AUGUST, 2018

- Foreign Tourist Arrivals (FTAs) in India during July, 2018 were 8,06,255 showing an increase of 3.5% over the same period of the previous year which was 7,79,309.
- FTAs on e-tourist visa in India during July, 2018 were 1,58,337 showing an increase of 33.4% over the same period of the previous year which were 1,18,662.
- Foreign Exchange Earnings (FFEs) were Rs.16,970 Crore during July, 2018 showing an increase of 14.7% over the same period of previous year, which was Rs.14, 796 Crore.
- Ministry of Tourism organized the International Buddhist Conclave-2018 (IBC-2018) on the theme “Buddha Path—The Living Heritage” in collaboration with the State Governments of Maharashtra, Bihar and Uttar Pradesh from 23rd to 26th August, 2018 at New Delhi.
- The International Buddhist Conclave-2018 (IBC-2018) also consisted of site visit to Ajanta (Maharashtra), Rajgir, Nalanda and Bodhgaya (Bihar) and Sarnath (Uttar Pradesh).
- The Hon’ble President of India, Shri Ram Nath Kovind inaugurated the International Buddhist Conclave-2018 (IBC-2018) at Vigyan Bhawan, New Delhi on 23rd August, 2018.
- During the inaugural session of the International Buddhist Conclave-2018 (IBC-2018), the Ministry launched its website www.landofbuddha.in and a new 60 second film showcasing the Buddhist sites in the country.
- Minister of State for Tourism (IC) led a delegation consisting of officials and tour operators for conducting Incredible India Road Shows in different cities in China viz, Beijing, Guangzhou, Wuhan and Shanghai for strengthening the tourism between both countries from 28th August to 1st September, 2018. \
- Additional Director General (MR), Ministry of Tourism attended the first meeting of Joint Working Group (JWG) in the sphere of tourism between India & Uzbekistan held at Tashkent from 16th to 18th August, 2018 on the sidelines of the 11th meeting of Inter-Governmental Commission (IGC) between India and Uzbekistan.

- During the month of August, 2018, Ministry of Tourism sanctioned three projects under the Swadesh Darshan Scheme namely (i) Development of Eco Circuit: Dalma- Chandil- Getalsud- Betla national park- Mirchaiya- Netarhat in Jharkhand for an amount of Rs.52.72 Crore, (ii) Development of North East circuit: Surma Cherra- Unakoti- Jampui Hills- Gunabati-Bhunaneshwari- Matabari- Neermahal- Boxanagar- Chotta khola- Pilak- Avangchaarra in Tripura for an amount of Rs.65.00 Crore and (iii) Development of Heritage Circuit: Anandpur Sahib – Fatehgarh Sahib – Chamkaur Sahib – Ferozpur – Amritsar – Khatkar Kalan – Kalanour - Patiala in Punjab for an amount of Rs.99.95 Crore.
- During the month of August, 2018, Ministry of Tourism undertook the following promotional activities: -
 - i. Global Media Campaign 2018-19 continued on various Television Channels with Wellness and Cuisine films.
 - ii. Social Media Campaign promoting the new film on Wellness and Cuisine has been launched in the International markets on Twitter and YouTube.
 - iii. Short Promotional film on Buddhist sites was launched on 23rd August 2018 by Hon'ble President during the inauguration ceremony of Buddhist Conclave.
 - iv. The Buddhist film “India –The Land of Buddha” is being used in the ongoing Campaign of the Ministry in the International markets.
 - v. Domestic Television Campaign commenced on Doordarshan and Private Channels promoting Iconic sites of the country
- Ministry of Tourism received 97 Public Grievances and disposed 76 by the end of August, 2018.
