

Ministry of Tourism



eNewsletter
January – March 2020



अतुल्य! भारत
Incredible! India

Tourism – A Figurative Status

Foreign Tourist Arrivals (FTAs) during the period January-March 2020 were 24,62,244 as compared to 31,79,792 in January-March 2019 registering a growth of -22.6%.

Foreign Exchange Earnings during the period January- March 2020 were Rs. 44,203 crore as compared to Rs. 52,378 crore in January- March 2019. The growth rate in FEEs in rupee terms in January- March 2020 over January - March 2019 was -15.6%.

Foreign Exchange Earnings during the period January- March 2020 were US \$ 6.159 billion as compared to US \$ 7.427 billion in January- March 2019. The growth rate in FEE in US\$ billion in January- March 2020 over January - March 2019 was -17.1%.

During January-March 2020, a total of 8,37,721 tourist arrived on e-Tourist Visa as compared to 9,07,528 during January-March 2019, registering a growth of -7.7%.

Important Events

Bharat Parv 2020

The Ministry of Tourism with the assistance of other line Ministries, agencies and State / UT Governments organized Bharat Parv, 2020 as part of Republic Day Celebrations. The event was organized from 26th to 31st January, 2020 at Gyan Path and grounds in front of Red Fort. The Central Theme of this year's Bharat Parv was '150 Years of Mahatma' and 'Ek Bharat Shreshtha Bharat'.

The main attractions of the Bharat Parv 2020 included Display of Republic Day parade Tableaux, Performance by armed forces bands, Tourism Theme pavilions and Handicraft & Handloom Stalls by State Governments / UTs, Food Court and Cookery Demonstrations by State Governments, Institutes of Hotel Management and other organizations. Cultural Performances by North Central Zone Cultural Centre (NCZCC) and State Governments / UTs. About 2,00,000 persons visited the Bharat Parv, 2020. The event was able to entice the visitors to experience the true spirit of India and will motivate people to travel to various tourist places of the country.



Inauguration of Bharat Parv 2020



Cultural Performance at Bharat Parv 2020



Stalls at Bharat Parv 2020

Launch of multilingual Incredible India website by Ministry of Tourism

Ministry of Tourism has revamped the multilingual Incredible India website design, with an aim to provide more information about India's tourist destinations, attractions, experiences, and where our value lies. Ministry of Tourism's, Incredible India 2.0 website aims towards showcasing the varied tourism products of India at a global arena by providing visitors with relevant, personalized and contextual digital experience escalating tourism awareness, attraction and opportunities. The website has been launched in Chinese, Arabic and Spanish with primary objective to effectively engage the visitors across web and social media platforms thereby providing an exciting experience to the travellers visiting the website from countries from where we witness major tourist footfall.

The Hon'ble Minister of Tourism and Culture unveiled the multilingual Incredible India website at The Ashok Hotel on 2nd March 2020 at 7 P.M. The launch event witnessed participation by key stakeholders of tourism industry, foreign ambassadors, foreign correspondents, major associations, etc.

The website will be dynamic and constantly evolving, with new design and theme, periodically. Going forward, the website will be available in other major international languages.



Ministry of Tourism Officials with Hon'ble Tourism Minister



Hon'ble Tourism Minister addressing the gathering at the Launch Event



Launch of Multilingual Website

Activities by Indiatourism Offices



Ms. Rupinder Brar, Additional Director General (Tourism) and Regional Director (South), Indiatourism, Chennai participated in the Parliamentary Standing Committee on Transport, Tourism and Culture on 7th January at Visakhapatnam.



Indiatourism, Bangalore participated in the Indian Science Congress held in Bangalore from 3rd January to 7th January 2020 by taking up a booth space of 36 Sq., Mtrs to showcase the tourism products of India. The event was inaugurated by the Hon'ble Prime Minister of India on 3rd January 2020.



Indiatourism Hyderabad participated in India International Sweet and Kite Festival organised by Telangana Tourism from 13-15th Jan.2020 at Parade Grounds, Secunderabad. Indiatourism Hyderabad promoted Ek Bharat Sreshta Bharat during the event through stall decoration of paired states images, table branding, etc.

Activities by Indiatourism Offices

Indiatourism, Chennai along with Loyola College, Chennai organized a two day grand "Veedhi Virudhu Vizha" for promoting and recognizing various traditional folks arts on 11th & 12th January 2020. The folk artist also performed the folk dances of Jammu and Kashmir promoting the tradition and culture of Jammu and Kashmir. The event was inaugurated by Shri Udhayachandran, IAS , State Archeology Department and Shri Thirunavukarasu, IPS, Commissioner of Police.



A grand rally comprising of 4000 folk artists was inaugurated by Regional Director (South), Indiatourism, Chennai from Valluvar Kottam, Chennai. The artists were performing their dance forms throughout the rally for a stretch of 3 kms from Valluvar Koottam to Loyola College.

The rally was witnessed by thousands of General Public. Foreign Tourists were invited for the event. Dance forms of Jammu and Kashmir were also performed in two sessions.



Indiatourism, Chennai organized a program in All India Radio, Chennai about Tourism and Culture of Jammu and Kashmir. The program was broadcasted all over Tamil Nadu. The program mainly focused on tourist destinations, tourism products and general aspects of Jammu and Kashmir. Smt S.Padmavathy, Assistant Director, Indiatourism, Chennai participated in the interactive program.



Activities by Indiatourism Offices



Indiatourism Kochi participated in the IITM trade show held at Kochi from January 23 – 25, 2020, by taking up a booth space and decorating it with Incredible India standees and distribution of collaterals to the travel trade and general public.

Indiatourism, Bangalore in association with Mount Carmel College, Bangalore organized Ek Bharat Shreshtha Bharat programme on 22nd January 2020 in their college premises.



Indiatourism, Chennai organized a Live Interactive program for promoting IITFC Program and 'Ek Bharat Shreshtha Bharat' through 'Doordarshan', Chennai.



Shri S.Ramakrishnan, Assistant Director participated in the Live program explained about the Scope details of IITFC Program and Tourist destinations of Jammu & Kashmir, Planning to Tour and employment opportunities for women in the tourism sector to the viewers of Doordarshan, Chennai on 24th January 2020.

Telephonic conversation with viewers was also part of the live interactive program.

Activities by Indiatourism Offices



Indiatourism, Chennai participated in the Travel & Tourism Fair 2020 held at Chennai Trade Centre, Nandambakkam, Chennai from 24th to 26th January 2020. Indiatourism had set up displays inside the pavilion showcasing the important tourist places of India. Publicity materials such as maps, literatures, posters, bags were distributed during the travel show to both travel trade delegates and general public at the booth. Honourable Minister of Tourism, Govt. of Kerala Shri. Kadakampally Surendran and Secretary of Tourism, Govt. of Kerala Smt. Rani Gerorge IAS, attended the Inauguration function of Travel & Tourism Fair 2020.

- Indiatourism, Hyderabad organised a IITFC workshop for the 60 final year students of BBA (Tourism and Hospitality) of national Institute of Tourism and Hospitality on 28th January 2020.
- Indiatourism Hyderabad organised Ek Bharat Shreshtha Bharat tours to the students of IHM Faridabad and Panipat on 27th and 28th Jan.2020.
- Indiatourism Kochi organized an awareness workshop on IITFC for first year IHMCT students at the Institute on 30.01.2020. Around 100 students participated.
- Under the EBSB programme, IHMCT Kovalam and Indiatourism Kochi organized a Himachal Pradesh theme dinner, titled 'Sazo', at IHMCT on 31.01.2020.
- Indiatourism, Chennai celebrated Constitution Day on 31st January 2020. Pledge was taken by all officials.
- Indiatourism Bangalore along with Assam Tourism Department Organized the Assam Tourism Road Show at Bangalore on 7th February 2020 . Around 50 Travel Trade members from Assam participated and Around 500 Travel Trade members from Karnataka also participated in the B2B Session at Road Show..
- Indiatourism Hyderabad organised IITFC workshop for the students and faculty of IHM-Hyderabad on 10th February 2020. Around 225 students and faculty attended the programme.
- Indiatourism Bangalore organized a Seminar on IITFC program of MOT at IHM, Bangalore. Around 200 students from IHM attended the programme on 12th February 2020.

Activities by Indiatourism Offices



Indiatourism Kochi, with the support of IATO Kerala chapter, organized an IITFC workshop on 18th February 2020. More than 50 members of travel trade participated in the workshop, which was presided by Regional Director (South).



The Honorable Minister of State for Tourism, Govt. of India participated in the INDO – SEA Conference in Pondicherry on 28th February 2020.



Indiatourism Bangalore participated in the Travel & Tourism Fair 2020 held in Bangalore from 7th to 9th February 2020.



INDIATOURISM HYDERABAD

IITFC Outreach Programme for District Tourist Officers, Govt of Telangana

17th February, 2020

Activities by Indiatourism Offices



India Tourism Mumbai participated in the India International Travel Exhibition (IITE), Nagpur Travel show from 24-26 January, 2020 at South Central Zone Cultural centre, Civil lines, Nagpur. The Incredible India stall promoted the varied Tourism products of the country and also highlighted the two major initiative of Ministry of Tourism, Govt. of India namely Ek Bharat Shrestha Bharat (EBSB) and Incredible India Tourist facilitator certification (IITFC) Programme. Under the Ek Bharath Shrestha Bharat initiative a special Odisha section created in Incredible India stall to showcase the Tourism potential of Odisha. Maharashtra and Odisha are paired state under Ek Bharat Shrestha Bharat initiative.

India Tourism Mumbai organised cultural performances at 16th Mumbai International Film held on 28.01.2020 at Nehru centre, Mumbai which showcased the spirit and essence of Ek Bharat Shrestha Bharat through a confluence of different Indian classical dance styles. More than 300 delegates attended the event.

India Tourism Mumbai also put up an Incredible India stall located at Films Division premises during the festival disseminated Tourist information to the visitors. The Incredible India stall at the venue was branded with "clever captions" promoting locations in Odisha for filming.



4th Global Film Tourism Conclave organized by PHD Chamber of Commerce and Industry with the theme of 'Experience the potential of Cinematic Tourism' held on 21.01.2020 at Novotel, Juhu, Mumbai. This event has been supported by Ministry of Tourism (MoT), Govt. of India.



The Regional Director, India Tourism Mumbai participated in the Panel Discussion on "Filming in India: A world of Opportunities". During this discussion the Regional Director highlighted the Ministry of Tourism's initiative in marketing and promoting India as Film Destination which was well received by the audience.

Activities by Indiatourism Offices



A group of 12 students of Institute of Hotel Management, Catering Technology and Applied Nutrition, Bhubaneswar, accompanied by 1 of their faculty members visited Mumbai for student cultural exchange programme under Ek Bharat Shrestha Bharat initiative.

The hotel management team from Odisha prepared a traditional Odisha spread for their hosts in Mumbai on 28.01.2020. The students also organised a cultural function where various dance-forms and songs from Odisha performed. Last three days students were taken for a visit to Gowardhan Eco village, Elephanta caves and other tourist destinations in Mumbai.

With an objective to realize the Mission of Ek Bharat Shrestha Bharat, India Tourism Mumbai organised an audio-visual presentation on "Ek Bharat Shrestha Bharat" Initiative of Govt. of India at Kendriya Vidyalaya Vayusena Nagar & Ambajhari, Nagpur on 23rd & 27th January, 2020 respectively.

Around 240 students participated in this event. The students were introduced to concept of Ek Bharat Shrestha Bharat and a presentation on Odisha state, (which is the paired state to Maharashtra) was made highlighting the main Tourist attractions of this state. Based on the presentation a Quiz Competition was also organised on the subject and prizes distributed.



India Tourism Mumbai participated in Chikoo Festival organized by Rural Entrepreneur Welfare Foundation held on February 1-2, 2020 at Bordi, Palghar, Maharashtra by setting up the Incredible India stall in the exhibition area of the festival.

Chikoo festival celebrates the cultural heritage of Bordi village near Mumbai, its cuisine and Marketing the varied products made out of Chikoo. Due to its scenic setting the village also attracts good number of Tourist especially the weekend Travellers all-round the year.

Over Two days of festival More than 1,00,000 visitors visited the Festival and the Incredible India stall which was prominently located in the Festival attracted good number of visitors.

Activities by Indiatourism Offices



India Tourism Mumbai participated in the OTM, 2020 at Bombay Exhibition center, Goregaon, Mumbai 3-5 February, 2020.

The Ministry of Tourism's Incredible India stand at OTM showcased the varied tourism products of the country including the Government of India's Initiatives Ek Bharat Shrestha Bharat, Incredible India Tourist Facilitator certification programme and Dekho Apna Desh campaign.

Department of Tourism, Govt. Of Assam in association with India Tourism Goa (Ministry of Tourism, Government of India) organised Assam Tourism Road Show on 09.02.2020 at Hotel Fidalgo, Panaji, Goa. 20 key tour operators and tourism stakeholders from Assam were present for B2B interaction with the tour operators of Goa for the promotion of tourism products of Assam.



India Tourism Mumbai conducted Innovative Itinerary Development competition for Travel and Tourism students of Snowflakes academy, Ahmedabad on development of Innovative itinerary of Chhattisgarh for 5 Nights/6 Days includes new & lesser known destinations, Niche Tourism Products like Rural Tourism, Culture, experience etc. on 26.02.2020 as part of Ek Bharat Shrestha Bharat activities.

India Tourism Goa organised a "Know Jharkhand" Audio Visual presentation under "Ek Bharat Shreshtha Bharat" Initiative of Govt. of India at Kendriya Vidyalaya Bambolim & Vasco-Da-Gama and Institute of Hotel Management Goa on 15 and 17th February, 2020 respectively.

The presentation centred around introducing the rich tangible and intangible cultural heritage of Jharkhand to around 350 students besides highlighting the objectives of EBSB to the students and teachers.



Activities by Indiatourism Offices

Indiatourism Patna organized an Essay competition on “Ek Bharat Shrestha Bharat” among the school children at Bodhgaya on 5th January 2020.



Indiatourism Patna Organized a Workshop on the topic of “ Incredible India Tourist Facilitator Certificate (IITFC)’ at IHM, Hajipur on 23rd January 2020.



Indiatourism Patna Organized a Seminar on “Ek Bharat Shrestha Bharat” with Tour Operators/Travel Agents, Hoteliers, Regional Level Guides and the members of Tourism Association of Bihar at the Hotel Imperial, Bodhgaya on 6th January 2020.



Indiatourism Patna Organized an Essay competition on “Ek Bharat Shrestha Bharat” among the school children at Vaishali on 28th January 2020.



Indiatourism Bhubaneswar has organised an Workshop on Incredible India Tourist Facilitator Certification Programme at IHM Bhubaneswar on 23rd January 2020.



Indiatourism Kolkata has organised Workshops on Incredible India Tourist Facilitator Certification Programme at NSHM Kolkata on 25th January 2020.



Activities by Indiatourism Offices

SATTE 2020: SATTE 2020 was held at Greater Noida, U.P. from 8th- 10th January, 2020. Incredible India Stand of Ministry of Tourism, Govt. of India was opened by the Hon'ble Minister of Tourism, Shri Prahlad Singh Patel in the presence of President IATO, Mr. Michael Duck, Executive Vice President – Asia, information markets, co exhibitors, members of travel trade and visitors in the morning of 8th Jan '2020. Later, Hon'ble Minister of State (Shipping) GoI, Director, Ladakh Tourism Dept., representative from Chinese Tourism Association had meeting with Hon'ble Minister at the Business Lounge of Incredible India Stand. VIPs who visited Incredible India Stand include Hon'ble Minister (Tourism), Hon'ble MoS (Shipping), Lt. Governor, Ladakh; Director (Tourism) Ladakh; President IATO and Executive Director, MICE.

Incredible India Tourist Facilitator Sensitisation Program : India Tourism Delhi in association with IITTM Noida organised a sensitization/ awareness program to popularize the Ministry of Tourism's Mandate to promote Incredible India Tourist Facilitator on 28th January. Approx 100 students along with faculty members from IITTM, NCHMT, IIC were present. Members of Travel Trade were also available. The presentation was made by Mr. Anil Oraw Regional Director (North), India Tourism Delhi and Ms. Monika Prakash & Ms. Aditi Singh of IITTM.

Ek Bharat Srestha Bharat (EBSB)

One promotional Event was organized in the office of India Tourism Delhi for one pairing state of Uttar Pradesh with Meghalaya and Arunachal Pradesh on 23rd Jan. '20. The State Tourism Departments showcased states' local handicrafts, dry food items, snacks and spices along with Brochures. Tourism films were also shown. The students Arunachal Pradesh presented the folk dance. Asst. Director, Dept. of Tourism, Govt. of Arunachal attended the Event. The officials of Meghalaya and Arunachal Pradesh came in their traditional attire.



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Activities by Indiatourism Offices

Indiatourism Guwahati in association with Assam Tourism, Kalpavriksh and Muktimandal Cultural Organisation organized “Devi Kamakhya Nritya Utshav” at famous Kamakhya Temple campus on 12th January, 2020. During the event all classical dances like Odissi, Kuchipudi, Manipuri, Kathak, Bharatanatyam, Kathakali and Mohiniyattam were performed by renowned artist from various places of India.



Panel Discussion & Photography Competition on Uttar Pradesh was organised by Indiatourism, Guwahati during PAKKE PAGA HORNBILL FESTIVAL under 'Ek Bharat Shrestha Bharat' scheme on 18th January, 2020 at Seijosa, Arunachal Pradesh.



On the 25th January, 2020, Indiatourism Imphal, Ministry of Tourism Government of India organised “Ek Bharat Shrestha Bharat” at the auditorium hall of Regional Outreach Bureau, 200 students and ROB staffs participated in the event.



India Tourism Guwahati organized a workshop on Incredible India Tourist Facilitator Certification Programme with the students of Gateway Institute of Hotel Management, Guwahati on the 24th January, 2020 with 35 students.



Indiatourism Guwahati organized a workshop on Incredible India Tourist Facilitator (IITF) Certification Programme with 70 participants including students of Shiksha Valley School Dibrugarh on the 25th February, 2020.



Activities by Indiatourism Offices

Hon'ble Union Minister of State for Tourism and Culture Shri Prahlad Singh Patel, visited Institute of Girijananda Pharmaceutical Science, Azara, Guwahati during the celebration of Janaushadi Diwas 2020 on 7th March, 2020 as announced by Hon'ble Prime Minister.



On the occasion of International Women's Day Indiatourism, Guwahati organized a "Rally" from 6.30 am onwards starting from Nehru Stadium and covering Guwahati Club, Ambari end up at Nehru Stadium. 100 women participated in the Rally.

Indiatourism, Guwahati organized a programme on 9th March, 2020 at NEZCC, Shilpagram, Panjabari, Guwahati, Assam under "EK BHARAT SHRESTHA BHARAT" titled Doult Utshav - "Fagunor Pasuwa" on the occasion of India's colorful Festival.

Indiatourism North East organized "CHAKLE INDIA" an out of the track indigenous food carnival on 7th March, at 1700 hrs onwards under "EK BHARAT SHRESTHA BHARAT" Regional Director (NE) inaugurated the event. In the food carnival the ethnic cuisines of different states of North East along with their paired states at the different stall like Assam- Rajasthan, Meghalaya and Arunachal Pradesh - Uttar Pradesh, Mizoram & Tripura- Bihar, Manipur & Nagaland- Madhya Pradesh and Sikkim- Delhi were made and displayed.



Indiatourism, North East organized a programme under EK BHARAT SHRESTHA BHARAT on 11.3.2020 at Tsonawa Hall, Bomdila included presentation on Tourism and Painting competition with the theme "Tourism Culture, Tradition and Heritage of Arunachal Pradesh, Meghalaya and Uttar Pradesh. 100 youths and students participated in the programme.



EK BHARAT SHRESTHA BHARAT Quiz

Participate Now

Ek Bharat Shrestha Bharat Quiz Contest

The 'Ek Bharat Shrestha Bharat' programme, aims to actively enhance interaction between people of diverse cultures living in different States and UTs in India, with the objective of promoting greater mutual understanding amongst them. As per the programme, each year, every State/UT would be paired with another State/UT in India for reciprocal interaction between the people. It is envisaged through this exchange, that the knowledge of the language, culture, traditions and practices of different states will lead to an enhanced understanding and bonding between one another, thereby strengthening the unity and integrity of India. The States and UTs are to embark on a mission to enhance their cultural, academic and economic ties by entering into a wide range of mutual engagements with the paired States/UTs covering the spheres of music, drama, cuisine, language, history, tourism and other forms of exchange between the people. As a part of 'Ek Bharat Shrestha Bharat' activities, Ministry of Tourism, Government of India is conducting Quiz Competition from 1st January 2020 to 30th June 2020. In these quiz, contestants from each state will be quizzed on respective pairing state and winners will be taken on tour to their respective pairing state as reward.

Link for the Quiz is <https://quiz.mygov.in/quiz/ebsb/>

24x7 Toll-free Tourist Helpline Number: 1800-11-1363
Short Code: 1363

Languages supported: English, Hindi, Arabic, French, German, Italian, Spanish, Japanese, Korean, Chinese, Portuguese and Russian.

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