



**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF AUGUST 2020

- A series of brain storming sessions were held under the chairmanship of HM(T) with the stakeholders of the tourism Industry to discuss issues related to revival of Tourism sector post COVID-19 and seek inputs from them. Five meetings were held from 10th to 21st August 2020 with Travel and Tourism Associations, Hospitality Sector, Industry Associations, Hospitality Institutes and Guides. The stakeholders' suggestions viz. need for uniform COVID protocols, opening of all services in the Hotels, grant of infrastructure status to hotels, extension of moratorium on bank loans, Tax rebate on LTA, creation of more air bubbles, no cancellation policy for airlines etc., have been taken up with the concerned Ministries.
- With the objective to improve country's performance in Travel and Tourism Competitiveness Index (TTCI), the Ministry of Tourism has started coordination and consultation with various stakeholders (Line Ministries/Departments). Correspondence is also being kept with the World Economic Forum (WEF) for initial queries of the Ministry with regard to the upcoming TTCI.
- For Incredible India platforms in the month of August, the focus has been kept on promoting monsoon tourism, Buddhist tourism & themes such as food, culture, wildlife, festivals, places, Incredible people, etc. Posts and stories were done for all major festivals viz. Rakshabandhan, Janmashtami, Eid, Ganesh Chaturthi & Onam celebrated in the month of August 2020. A thematic campaign was done on the occasion of Independence Day. Special attention has been given towards all hashtags of national importance like #DekhoApnaDesh #AatmaNirbharBharat, #VocalForLocal, #NationalHandloomDay, #WorldElephantDay etc. Amplification of virtual inauguration of "Thenzawal Golf Resort" in line with MoT's effort to promote Golf Tourism & 'Heritage Photography Contest' with #YeMeraIndia to promote the significance of Indian Heritage was undertaken.

- Ministry of Tourism launched 'Dekho Apna Desh' web-series with a view to creating awareness about tourist destinations in the country. These webinars give a glimpse of the culture, heritage, handicrafts, cuisine etc., in addition to information of the tourist spots. A total of 8 webinars were organised during the month of August 2020 (including 5 themed on India's Independence) bringing the total to 51 webinars from 14th April 2020 till the end of August 2020 estimating a total viewership of over 2,30,000 including participation from more than 60 countries. The topics covered in August included subjects of revolt of 1857; lesser known places in India that played a key role in the Indian Independence movement; Cellular Jail in Port Blair; Revolutionary Struggle in 1919 - with focus on Jallianwala Bagh, Amritsar and the places associated with the life of Sardar Vallabhbhai Patel in Gujarat and making of Statue of Unity. A repository of all the Webinars is being maintained by the Ministry and YouTube links to the Webinars are made available on the Incredible India Social Media handles of the Ministry of Tourism. The Ministry has launched a quiz on 'Dekho Apna Desh' webinars on MyGov platform from 29th August 2020. The participants would receive an auto generated certificate of participation. The pan India offices also organized webinars on urban cycling, weekend getaways, Buddhist circuit and many other places of tourist interest. Ministry promoted the webinars on its social media platforms.
- An MOU (Memorandum of Understanding) has been signed between the Ministry of Tourism and Quality Council of India (QCI) on 06.08.2020 for developing and designing the online programme called "System for Assessment, Awareness and Training for Hospitality Industry (SAATHI)" - an initiative towards Aatmanirbhar Bharat. A Work Order has also been issued to QCI. The programme is aimed at building the capacity of the hospitality industry, particularly small and medium units to restart and grow their business post Covid-19.
- Recognizing the fact that tourism provides women with more opportunities for workforce participation, leadership, entrepreneurship and empowerment than many other sectors and helps in poverty reduction in rural communities, the Ministry of Tourism signed an MOU on 21st August 2020 with Travel Agents Association of India (TAAI) and the FICCI Ladies Organization (FLO) for the empowerment and upliftment of Women.

- Under MOU, the FICCI Ladies Organization (FLO) & TAAI's State Chapters would create awareness, along with state tourism departments and state tourism corporations, to highlight the vital role the tourism industry can play as a model for sustainable livelihood for women and ensure their economic upliftment. This year long initiative will seek to engage with women at grass root level, the middle level in semi-urban and urban areas as well as the urban educated unemployed.
- During the month of August 2020, 20 Central Institutes of Hotel Management (CIHM) had participated in activities under the Ek Bharat Sresth Bharat (EBSB) initiative of the Ministry through webinars between 26 paired States of India. Similarly, the Indian Institute of Tourism and Travel Management (IITTM), Gwalior through its regional centers had participated in EBSB activities through webinars between 4 paired states, involving approximately 764 participants. Under EBSB initiative, the offices of Ministry of Tourism conducted/organized various activities including two short videos/films on "Incredible Indians: Many Faces one India" on Indigenous Ethnic Communities of Bihar & Tripura and two unique storytelling sessions titled Kahani Ek Bharat Shrestha Bharat Ki through Radio Channels in Bihar, Jharkhand and Odisha.
- Similarly, Celebration of Constitution Day activities were organized by 22 CIHMs all over India with approximately 4971 participants, and by IITTM with approximate 856 participants. These included webinars on Awareness Creation, Fundamental Duties of Indian Citizens etc.
- The overseas offices also engaged in webinars on Luxury Trains and adventure tourism products of India. India Tourism, Tokyo participated in the JATA online Travel Mart, a B2B event in August 2020. India Tourism, London continued its online advertisement campaign with Wanderlust and Lonely Planet focusing on yoga, nature and adventure, Ayurveda etc., and with M/s. Taj Voyages focusing on themes like cuisine, festivals, culture, heritage etc. These online campaigns had received good response. On the occasion of 74th Independence Day on 15th August 2020, India Tourism, Moscow in association with Embassy of India, Budapest, Hungary organized an online Incredible India Dance Video contest. The winners were given travel vouchers for visit to India. India Tourism, New York organised a webinar on "Tourism in India" on 8th August 2020. India Tourism, New York in association with CGI New York had an interactive session with Travel Agents, Tour Operators and Airlines on the post Covid-19 tourism promotions for the USA market. It was chaired by the Consul General of India

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- Under the scheme of Assistance to Central Agencies, the Ministry of Tourism sanctioned two projects namely - (a) Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh and (b) Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist facilitation Centre, Kargil, Ladakh.
 - The Ashok Hotel and Hotel Samrat, New Delhi resumed commercial operations on 24th August 2020 in the new normal and in keeping with the Order issued by DDMA, permitting hotels to reopen. Both hotels have put in place all necessary protocols pertaining to safeguarding against Covid-19. Hotel Kalinga Ashok, Bhubaneswar continued to be used as paid self-quarantine facility as earmarked by the State Government.
 - Ministry of Tourism disposed 219 Public Grievances by the end of August 2020 and 47 remained pending.

