


GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

SUMMARY OF ACTIVITIES FOR THE MONTH OF NOVEMBER  
2020

- On the occasion of Constitution Day on 26<sup>th</sup> November 2020, the Ministry officials both in India and overseas joined the Hon'ble President of India in the webcast in reading of the Preamble to the Constitution of India. On this occasion, India Tourism Mumbai partnered with Films Division Mumbai for the online screening of documentary films on Indian Constitution and on Dr. B.R. Ambedkar for the general public, especially tourists etc. India Tourism offices at Indore and Bhubaneswar organized webinars on this occasion. The occasion was also celebrated by 22 Central Institutes of Hotel Management (CIHMs) located across the country by organizing activities through webinars, and also by Indian Institute of Tourism & Travel Management (IITTM) Gwalior along with its regional centres. All live updates of National Constitution Day were also posted in the form of stories and posts on all social media handles of Ministry of Tourism. The National Constitution Day #SamvidhanDiwas was widely promoted in the Ministry of Tourism platform.
- The 8<sup>th</sup> Meeting (virtual) of India-UAE High Level Task Force on Investment (HLTFI) was held on 3<sup>rd</sup> November 2020. Ministry of Tourism gave a presentation on Investment Opportunities in Tourism and Hospitality Sector in India. A Virtual Workshop on Leveraging Thematic Circuits Towards BIMSTEC 2030 Tourism Strategy was held on 25<sup>th</sup> November 2020. The objective of the meeting was to gather feedback from the BIMSTEC Secretariat and the member states on the results of the study. Ministry of Tourism highlighted the measures taken by the Government to address the challenges posed by COVID-19 pandemic, and the initiatives taken by the Ministry to revive tourism through activities like SAATHI (System for Assessment, Awareness & Training for Hospitality Industry), Incredible India Tourist Facilitator (IITF) Certification Programme, Dekho Apna Desh webinars etc.

- Promotion of tourism products and initiatives through Social Media platforms of Incredible India brand and Ministry of Tourism handles have been kept up, bringing to fore both lesser known and popular destinations, and also creating a message for safe travel. For the Incredible India platform, the focus was kept on promoting themes such as winter tourism, the onset of snowfall, culture, heritage, architectural wonders of India, lesser known places, festivities (including Diwali festivities for 4 days), Blue Flag beaches, etc., which received good response from the audience. Also, videos showcasing snowfall at Rumsu Village in Himachal Pradesh and snowfall at Gulmarg in Jammu & Kashmir were posted to exhibit the delight of travelling during winters with the audience. Special attention was given towards all hashtags of national importance like #DekhoApnaDesh #AatmaNirbharBharat, #VocalForLocal etc., using them more frequently. The initiatives of Hon'ble PM for the Jan Andolan Campaign against COVID 19 were highlighted in the form of posts, reposts, stories, tweets & retweets. In line with Hon'ble PM's efforts to promote 'Toy Tourism' & 'Buddhist Tourism' in India, posts were done for the same. A special attention was given towards initiatives such as #RCSUDAN3Scheme, #PRASHADScheme, #EkBharatShreshthaBharat. Also, in view of #Vocal4Local posts on GI tagged products, promotion on all social media platforms of Ministry of Tourism were done. All webinar & webinar recording posts were continued in practice.
- Recognizing the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism, starting from April 2020, a total of 65 webinars (with 03 in the month of November) under the overall theme of "Dekho Apna Desh" have been organized till the end of November. The webinars have had a total viewership of over 240,000 and have seen participation from more than 60 countries across the world. On 12<sup>th</sup> November 2020, India Tourism Mumbai, Delhi and Kolkata in association with the National Institute of MSME, Hyderabad organised a webinar for the stakeholders in Western and Central Region to help them in understanding schemes and methodology for getting benefits under MSME provisions. Similarly, India Tourism Kolkata had launched an Outdoor Media Campaign at 91 locations and 4 Shopping Malls in Kolkata promoting DekhoApnaDesh campaign.

- Under Ek Bharat Srestha Bharat (EBSB) initiative of the Ministry, Quiz competitions and virtual AV presentations of different paired States were organized by India Tourism Mumbai. India Tourism Port Blair in collaboration with CISF Port Unit celebrated EBSB and Festival of Well Being by organising a short workshop and Yoga Session on 17<sup>th</sup> November 2020. India Tourism Bangalore conducted a webinar on 19<sup>th</sup> November 2020 on Toy Tourism (Channapatna Toys, Karnataka). Events pertaining to EBSB were also organized by the Central Institutes of Hotel Management (CIHM) located across the country and by Indian Institute of Tourism & Travel Management (IITTM) Gwalior through its regional centres.
- As a part of Activities under Jan Andolan, India Tourism Mumbai carried out social media awareness campaign focused on wearing of mask, frequent Hand washing with soap & maintain safe distance etc., with #Unite2FightCorona hashtag on social media handles of ITO Mumbai. A total of 29K people reached through social media handles of ITO Mumbai during this week. At the same time, India Tourism Indore launched a month-long outdoor advertising campaign at Indore city on the Jan Andolan Campaign to sensitize the public on the preventive methods for COVID 19 safety by placing 40 hoardings at public places. To promote weekend getaways, India Tourism Kolkata organized a webinar “Incredible India Weekend Getaways” on 12<sup>th</sup> November 2020.
- While international travel for tourism purposes remains suspended with no tourist visa being enabled as yet, we have kept up our efforts at creating a communication and outreach in the overseas target markets. India Tourism London (along with Air India) participated in the World Travel Market (WTM-virtual) held at London from 9<sup>th</sup> to 11<sup>th</sup> November 2020. India Tourism Tokyo participated in the destination series webinar organised by Japan Association of Travel Agents (JATA) & Japan Overseas Tourism Council (sub-committee of JATA) on 17<sup>th</sup> November 2020. JATA has been organizing the webinars in the months of November & December 2020 for 37 National Tourism Offices/Organizations in Japan. India Tourism Tokyo was allocated a 3-hour webinar comprising presentation/films etc., on complimentary basis. The Chief Guest/presenter of the India Tourism webinar was the Ambassador of India to Japan.

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- Under Disinvestment Policy of Government of India, an MoU was signed with Jharkhand Government on 24<sup>th</sup> November 2020 for them to take over the Hotel Ranchi Ashok in Ranchi. The MoU was signed in the presence of Hon'ble Chief Minister of Jharkhand.
  - The Ministry disposed of 221 Public Grievances by the end of November 2020 and 41 remained pending.
  - Hotel Samrat (ITDC) is now fully operational with relevant protocols and safety arrangements.

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