

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF SEPTEMBER  
2020**

- A brain storming session was chaired by the Hon'ble Minister of State (I/C) for Tourism & Culture with influencers and travel media on 08.09.2020 at hotel Ashok, New Delhi. The session focused on the importance to showcase the different offerings of our ancient land, natural and built heritage and customs and life style to our own people.
- On the occasion of World Tourism Day on 27<sup>th</sup> September 2020, the Ministry of Tourism organized a virtual programme. The programme was graced by Shri Dharamendra Pradhan, Hon'ble Minister for Petroleum & Natural Gas and Minister of Steel and Shri Prahlad Singh Patel, Hon'ble Minister of State (I/C) for Tourism and Culture. During this function, films on IITFC (Incredible India Tourist Facilitator Certification) – PATHIK and MICE (Meetings, Incentives, Conferences and Exhibitions) were launched. The Chief Guest on the occasion launched SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) – an initiative towards Aatmanirbhar Bharat in association with Quality Council of India website and also presented the Dekho Apna Desh webinar participation E-Certificates. Earlier, in keeping with this years' World Tourism Day theme (Tourism and Rural Development), a webinar titled "Rural Tourism: From Previous Niche to Future Norm" was organized on 26<sup>th</sup> September 2020. Ministry of Tourism also launched a discussion on "Rural India- How it can leverage on Tourism" under the Open Forum section of MyGov platform from 27<sup>th</sup> September 2020 - for one month. About 450 people shared their thoughts under this discussion.
- During September, the focus on the Incredible India platform was on promoting North East India, Adventure Tourism, caravan tourism, culture tourism, promotion of lesser known places etc. Posts and stories were carried on popular cultural events such as Ganesh Visarjan and World Coconut Day. In association with the Adventure Tour Operators Association of India (ATOAI) live sessions and posts on different adventure activities in India viz. biking, rock climbing, bouldering etc., were covered. In resonance with the Hon'ble PM's vision to promote Indian Toy Industry, a post was done on Channapatna Toys.

- In line with the Hon'ble PM's efforts to promote 'September as Nutrition Month', a similar campaign was done with #VocalForPoshan #POSHANMaah2020 which included stories and posts on nutritious food. A special attention was given towards initiatives such as #RCSUDAN3Scheme, #PRASHADScheme, #EkBharatShresthaBharat. Special days like #TeachersDay, #WorldRhinoDay, #WorldCoconutDay, Swami Vivekananda's Speech at World's Parliament of Religions etc., were highlighted.
- Recognizing the fact that revival in the tourism sector would be largely spearheaded by Domestic Tourism, 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 of India. A total of 4 webinars were organized during the month of September totaling to 55 webinars since 14<sup>th</sup> April 2020. The estimated total viewership is over 2,50,000 which includes participation from more than 60 countries across the world. The India Tourism Offices located in various States/UTs carried out 25 webinars focusing on varied topics such as Dekho Apna Desh, Ek Bharat Shresth Bharat, meetings with stakeholders on SAATHI, IITFC, World Tourism Day, Swachhata etc. 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.
- Under Adopt a Heritage Project of the Ministry, a virtual meeting was held under the chair of Director General (Tourism) to resolve issues pertaining to amenities under the MOU for Mehrauli Archaeological Park with M/s. Bird Heritage Foundation (Monument Mitra). MOU has been finalized and is currently with Monument Mitra for signing.
- 'Swachhata Pakhwada' was observed by Ministry of Tourism during the second half of September 2020 to create awareness for Swachhta' on VC mode through webinars, audio visuals etc., along with India Tourism offices, ITDC and educational institutes of Ministry of Tourism. During this period, a total number of 534 activities were undertaken wherein approximately 27,394 persons participated.
- At the international fora, MOT was represented by the Ambassador of India to Spain in the 112<sup>th</sup> UNWTO Executive Council meeting at Tbilisi, Georgia; Joint Secretary in the 24<sup>th</sup> ASEAN-India Tourism Working Group virtual meeting and, Joint Secretary and Additional Director General (MR) in the virtual meeting of the Planning & Budget Committee of UNWTO.
- Ministry of Tourism disposed of 188 Public Grievances by the end