

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF APRIL, 2021

- In order to promote the tourism potential of Kashmir and address the various opportunities in Travel, Tourism and Hospitality in the UT of Jammu and Kashmir, Ministry of Tourism, Government of India in collaboration with Department of Tourism, Government of UT of Jammu and Kashmir, FICCI (Knowledge Partner), and India Golf Tourism Association (IGTA) organized an unique networking platform titled “Tapping the Tourism Potential of Kashmir: Another day in Paradise” at Srinagar, Kashmir from 11 - 13 April, 2021. It was inaugurated (virtual) by Hon’ble Minister of State (IC) for Tourism & Culture, Government of India and by Hon’ble Lt. Governor, Government of Jammu and Kashmir. The inaugural session was organized at the Sher-i-Kashmir International Convention Centre (SKICC). Present on this occasion were Secretary (Tourism), Government of India, Hon’ble Advisor to the Lt. Governor, Government of Jammu and Kashmir, Secretary (Tourism), Government of Jammu and Kashmir, Addl. Director General (Tourism), Govt. of India, Director (Tourism), Govt. of Jammu and Kashmir, Past President, FICCI, Chairperson FICCI Travel, Tourism and Hospitality Committee and CMD The Lalit Suri Hospitality Group and Secretary General, FICCI. The B2B Business Meetings were attended by local tour operators, hoteliers, house boat owners, transport companies and other key stakeholders. The interactive sessions deliberated on various aspects of travel, tourism and hospitality of Kashmir including Leisure Tourism, Wedding & MICE Tourism, Golf Tourism, Adventure Tourism, Wellness Tourism etc. It was well covered by the media.
- To review the facilities created at Red Fort, New Delhi under the scheme of ‘Adopt a Heritage Project’ of the Ministry, a site visit was conducted on 5th April, 2021 in which Secretary (T) participated along with officials from ASI and representatives of the ‘Monument Mitra’ (MM).

- The Second G-20 Tourism Working Group Meeting under the Presidency of Italy was held on 29th April, 2021. The three agenda points of the meeting were:

- ✓ Presentation of the final draft G20 guidelines for an inclusive, resilient and sustainable tourism recovery prepared by OECD
- ✓ Discussion on the “Principles for the transition to a green travel and tourism economy” prepared by UNWTO and G20 TWG, and
- ✓ Discussion on draft Ministerial Communique.

Ministry of Tourism was represented by the Joint Secretary (T) in the meeting.

- Joint Secretary, Ministry of Tourism, Government of India also attended the preparatory meeting for the second Sherpa-BRICS meeting which was chaired by Secretary (CPV & OIA), MEA held on 16 April, 2021 in virtual format. The main agenda of the discussion in the meeting was (i) to follow-up on feedback received after the first Sherpas' meeting, (ii) review of latest version of BRICS Calendar and (iii) BRICS MOU on Tourism etc.
- Joint Secretary, Ministry of Tourism, Government of India attended the Third India Russia Strategic Economic Dialogue, under the Co-chairmanship of the Vice-Chairman, NITI Aayog and the Minister of the Economic Development of the Russian Federation which was held on 15th of April, 2021, through video conferencing. The main objective of the meeting was to finalize the Joint Statement relating to Tourism and Connectivity following the results of the 3rd India-Russia Strategic Economic Dialogue.
- Ministry of Tourism, through its overseas offices participated in the following promotional events in the month of April 2021:
 - ✓ India Tourism Tokyo participated in the 5th Namaste Fukuoka Festival (virtual) on 10th April, 2021. The event was inaugurated by Mr. B. Shyam, Consul General of India in Osaka. India Tourism Tokyo made a presentation at the virtual event highlighting the tourism products of India.

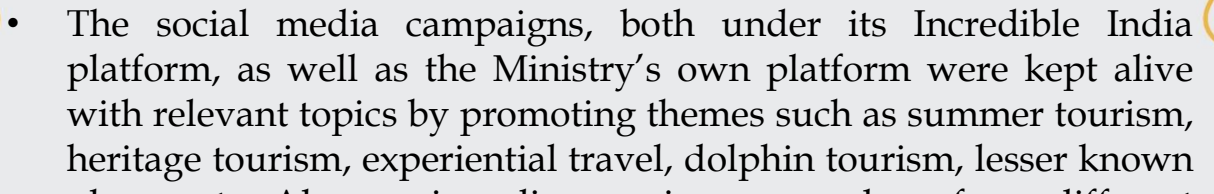
- ✓ India Tourism Tokyo participated in the 'India Fair' at Biotopia Me-byoValley, Kanagawa-prefecture from 28th April to 2nd May, 2021. Promotional brochures, collaterals and displays were provided for the India booth set up at the event.
- ✓ India Tourism New York made a presentation on Tourism in Odisha in the Consulate General of India, New York during a virtual discussion on the topic "Explore the attractive incentives potential of Odisha for your business" on April 7th, 2021.
- ✓ India Tourism, New York made a presentation at an event (virtual) organized by the Embassy of India, Mexico and Gurudev Tagore International Cultural Centre during the curtain raiser of Amrut Mahatsav India@75 - 2021-2023 on 9th April 2021.

- Recognizing the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism, the Ministry is focusing on the promotion of Domestic Tourism by arranging a series of webinars under the overall theme of "DekhoApnaDesh." The objective of these Webinars is to promote various tourism destinations of India - including the lesser-known destinations and lesser known facets of popular destinations with glimpses of the culture, heritage, handicrafts and cuisine of the destinations, in addition to the tourist spots. In the month of April 2021, Ministry had organized webinars focusing on subjects such as:

- ✓ Homestays – Why you should live in a stranger's home
- ✓ Tangible and Intangible Cultural Heritage of Jammu and Kashmir
- ✓ Khajuraho Temples of Architectural Splendour

The webinars commenced on 14th April 2020 and a total of 85 webinars have been organized till the end of April 2021, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world.

- Keeping up with the trend, the India Tourism Domestic Offices and the CIHMs (Central Institute of Hotel Management) organized various promotional and knowledge enhancing activities on various themes as part of Ek Bharat Sresth Bharat Programme, Jan Andolan for Covid-19, Azadi ka Amrit Mahotsav, Parakram Divas, etc. This included both actual and virtual events. The events created lot of interest amongst the local people, and was given good coverage.

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- The social media campaigns, both under its Incredible India platform, as well as the Ministry's own platform were kept alive with relevant topics by promoting themes such as summer tourism, heritage tourism, experiential travel, dolphin tourism, lesser known places, etc. Also, various live sessions were done from different destinations in Kashmir during the event 'Tapping the Tourism Potential of Kashmir - Another day in Paradise" The initiatives of Hon'ble PM for the #LargestVaccineDrive & #Unite2FightCorona were highlighted in the form of posts, reposts, stories, tweets & retweets. Posts on promotion of SAATHI application was done to highlight the initiatives of the Ministry of Tourism to promote the hospitality sector.
 - The Ministry disposed of 107 Public Grievances by the end of April 2021 and 37 remained pending.

