

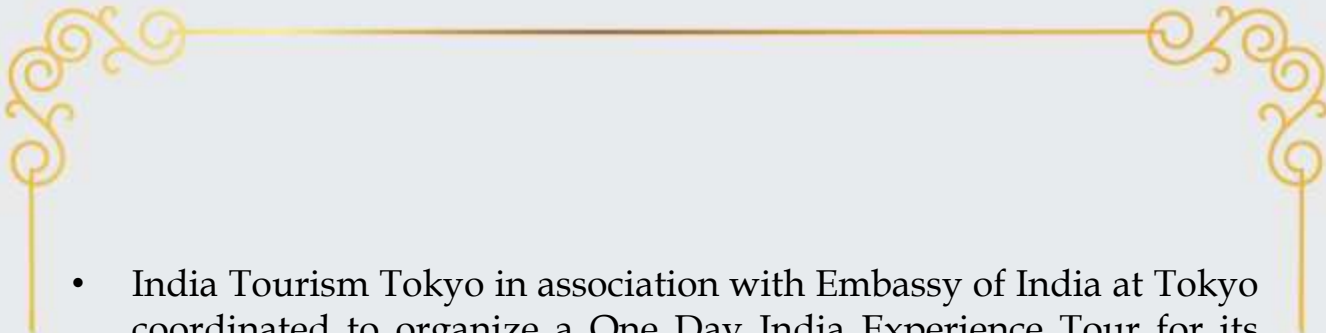
GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

SUMMARY OF ACTIVITIES FOR THE MONTH OF DECEMBER  
2020

- Continuing with the efforts of upgrading tourist facilities as a part of Public-Private partnership, a review meeting of Adopt a Heritage Project of the Ministry was held on 28.12.2020 under the Chairmanship of the Hon'ble Minister of State for Tourism (I/C). Various issues pertaining to the scheme were discussed. Senior officials of Ministry of Tourism and Ministry of Culture and ASI participated in the meeting. This was followed by the 9<sup>th</sup> meeting of the Oversight & Vision Committee held under the Co-Chairmanship of Secretary (Tourism) and Secretary (Culture) on 23.12.2020. 3 vision bids and 11 Expressions of Interest were approved.
- The Sound & Light Show at Diu Fort, Diu has been completed under the Assistance to Central Agencies for Tourism Infrastructure scheme of the Ministry and the same was inaugurated by Hon'ble President of India on 27.12.2020. Under the PRASHAD scheme, the new project in Meghalaya got its first instalment. As on date, 6 projects have been completed and 24 projects are on-going under the PRASHAD scheme.
- Promotion of Incredible India remains a high focus of the Ministry. In December, followers on Instagram handle increased by almost 35% over the existing base. The focus has been kept on promoting themes such as winter tourism, experiencing snowfall & bonfire, northeast tourism, handicraft, heritage, architectural beauty of India, lesser-known places, festivals such as Christmas & New Year Eve celebrations etc. Various user generated interactive content (short videos from different locations) and audience engagement activities were posted which received good response from the audience. The video post on 'Saraswati Temple in Pilani, Rajasthan' bagged maximum views (3.3 million) & maximum likes (338K) in the history of Incredible India Instagram Handle. Other popular video posts were on Chennakeshava Temple in Belur, Karnataka, Bhagirathi River, Frozen Pangong Lake in Ladakh, Gulawat Lotus Lake in Indore, Madhya Pradesh, etc., Special attention has been given towards all hashtags of national importance like #DekhoApnaDesh #AatmaNirbharBharat, #VocalForLocal using them more frequently.

- The Ministry of tourism handles have also been leveraged to publicize and promote various government initiatives towards improving travel and tourism eco-system. This includes re-posts of enhanced flight connectivity and the posts of MyGov on the health related safeguards and support provided by the government apart from the various meetings and interactions the Ministry officials have had with stakeholders in preparedness for re-opening of travel and also maximising the potential of domestic tourism. Posts on activities to promote domestic tourism in North East region and various regions have been actively done showcasing the major tourist destinations, cuisines, culture, wildlife, & handicraft of the states. 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. A special attention has been given towards initiatives such as #EkBharatShreshthaBharat, Toy Tourism & Buddhist Tourism in India. Posts on promotion of SAATHI application were done to highlight the initiatives of the Ministry of Tourism in the hospitality sector. Also, in view of #Vocal4Local posts on GI tagged products, promotion on all Social Media platforms of Ministry of Tourism was done.
- Continuing with the webinar series under the overall theme of “Dekho Apna Desh”, a total of 69 webinars (with 04 in the month of December 2020) have been organised from April 2020 till the end of December 2020. The Webinars give a glimpse of the culture, heritage, handicrafts and cuisine of the destinations, in addition to tourist information. India Tourism Mumbai in association with University of Mumbai, the Directorate of Archaeology and Museums, Maharashtra and Northern Lights Entertainments organised a heritage tourism webinar titled “Gond Monuments in Nagpur Region & Jain Pilgrimage of Nashik” on 01.12.2020 and “Buddhist Trail in Maharashtra & Tale of Aurangabad” on 02.12.2020.
- For promotion of indigenous toys and toy tourism MOT started a dedicated social media campaign by highlighting Bhatukali Toys from Maharashtra and Channapatna Toys from Karnataka. Sawantwadi Toys from Maharashtra were promoted during Explore Incredible India Installation event held at Mumbai from 25<sup>th</sup> to 31<sup>st</sup> December 2020. Similarly, Wooden Toys of Odisha and Maharashtra were promoted in the social media page of India Tourism Bhubaneswar. MOT shall continue to further promote this aspect in months to come.

- As a part of Ek Bharat Shreshtha Bharat (EBSB) activities the Ministry conducted a Domestic Tourism Roadshow at Raipur, Chhattisgarh. The Union Minister of State for Tourism and Culture (Independent Charge) inaugurated the Road Show on 18.12.2020, which was jointly organised by Ministry of Tourism, Chhattisgarh Tourism Board and Gujarat Tourism. Similarly, on 19.12.2020, India Tourism Goa organised a Domestic Tourism Road Show in Goa in collaboration with Goa Tourism and Tourism and Travel Association of Goa (TTAG). 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. It is estimated that there were more than 12000 participants in these activities. MOT showcased the tourism potential of Odisha during Explore Incredible India Installation at Mumbai from 25<sup>th</sup> to 31<sup>st</sup> December 2020. Tourism offices in Varanasi, Kolkata, Patna and Chennai also remained active in promoting cultural programs of paired states and their promotion through social media posts. Tourist Spots of Jharkhand were also promoted by India Tourism Goa under #EkBharatShreshthaBharat hashtag.
- As a part of Jan Andolan for COVID 19 Appropriate Behaviour campaign started by the Hon'ble Prime Minister, the Ministry undertook social media awareness campaign focused on wearing of mask, frequent hand wash with soap and maintaining safe distance etc., under #Unite2FightCorona hashtag on its social media handles.
- The UNWTO meeting of the Working Group on Reforming the Legal Framework for the Affiliate Members was held on 02.12.2020 in virtual format. The aim of this meeting was to discuss and apprise the Rules of Procedure and the Action Plan of the Working Group for the period 2020-21, with a view to develop a new legal framework and present such proposal to the 24<sup>th</sup> Session of the General Assembly 2021 for approval.
- The 2<sup>nd</sup> meeting (virtual) of the BIMSTEC Network of Tour Operators was held at Colombo, Sri Lanka on 08<sup>th</sup> & 09<sup>th</sup> December, 2020. During the meeting, various issues pertaining to progress on the Recommendations of the 1<sup>st</sup> Meeting of BIMSTEC Network of Tour Operators, BIMSTEC Information Center, BIMSTEC Tourism Fund, Tour Packages for 2 or more countries, FAM Trips, Travel Facilitation, parity in Entrance Fee at archaeological sites, and initiatives taken by Ministry of Tourism, Government of India during Covid-19 pandemic were discussed.

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- India Tourism Tokyo in association with Embassy of India at Tokyo coordinated to organize a One Day India Experience Tour for its privileged customers. This involved a visit to the ISKCON Temple, Little India, Indian Food, lectures on Buddhism in India and General Information on India and a PPT Presentation on India Tourism products.
  - The Ministry disposed of 207 Public Grievances by the end of December 2020 and 59 remained pending.

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