

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF FEBRUARY, 2021

- Ministry of Tourism as a part of its ongoing engagement with industry and its stakeholders supported the Association of Domestic Tour Operators of India (ADTOI) for organizing their Annual Convention at Kevadia, Statue of Unity from 12th to 14th February 2021. The three-day ADTOI Annual Convention was organized on the theme of 'Domestic Tourism – Hope for the revival- Dekho Apna Desh'. It was the first major physical event organized by a stakeholder Association Post-Lockdown. Minister of State for Tourism inaugurated the event via video conferencing. Secretary (T) along with Additional Director General represented the Ministry of Tourism at the event. The Annual Convention was attended by around 400 delegates comprising government dignitaries, prominent speakers from the industry, domestic tour operators, airlines, hoteliers and media from all over the country. The Event included Business Sessions, product presentations, B2B meetings, besides an exhibition showcasing various travel products.
- Secretary (T) attended the Graduation Ceremony at Indian Institute of Skiing and Mountaineering (IISM) Gulmarg and gave away prizes to the winners of 5th Snow Skiing Course. The Ministry has successfully revived this institute after a long period of insurgency and it is now progressing fast to become a world class institute imparting training in adventure sports. The Ministry of Tourism has decided to open a branch of IISM in Kargil, Ladakh considering the increasing demand for adventure sports in the country.
- Ministry of Tourism jointly with Federation of Associations in Indian Tourism & Hospitality (FAITH) organized mega virtual event, 'India Tourism Mart 2021' from 18th to 20th February 2021. The event provided platform to buyers and exhibitors for connecting and conducting business. More than 250 buyers from 65 countries held B2B (Business-to-Business) interactions with Indian tourism exhibitors comprising State Governments, hotel companies, tour operators, travel agents and tourist transporters.

- The 8th ASEAN-India Tourism Ministers meeting was held on 5th February 2021 in conjunction with the 24th ASEAN Tourism Ministers meeting, through video conferencing. The meeting was co-chaired by Minister of Tourism of Cambodia, and the Minister of State for Tourism, Government of India. The Tourism Ministers meeting was preceded by Tourism Working Group Meeting on 3rd February 2021 (virtual mode) which was attended by Joint Secretary (T). The 8th ASEAN-India Tourism Ministers meeting concluded with a Joint Media statement which expressed sympathy for the loss of lives and livelihood for many people in the region as a result of the COVID-19 global pandemic and stressed for increased cooperation within the framework of MoU signed between India and ASEAN countries for cooperation in the tourism sector.
- India Tourism New York organized Tourism Webinar on 17th February 2021 jointly with the Consulate General of India, Toronto (Canada) on the theme of Ayurveda & Wellness Tourism. Twenty-one (21) Canadian tour operators/travel agents participated in the event. Presentations were made by Ayurooms, Taj Hotels, Oberoi hotels and editor of Organic Spa magazine as part of the webinar.
- Ek Bharat Shreshtha Bharat (EBSB) Programme which aims to enhance interaction & promote mutual understanding between people of different States/UTs through the concept of State/UT pairing was promoted through the following activities which were undertaken by Ministry of Tourism, Central Institutes of Hotel Management (CIHMs) and Indiatourism Domestic Offices:
 - ✓ Organised a series of meetings chaired by Additional Director General to discuss issues related to promotion of domestic tourism with the EBSB partner States. During these meetings the stakeholders were informed about the various initiatives taken by the Ministry of Tourism such as revised MDA guidelines for extending assistance at greater financial value to the tour operators for promoting domestic tourism.
 - ✓ EBSB programme was promoted through 'Intra College Online Drawing and Painting Competition', 'Cuisine Exchange Programme', 'Poetry Competition', 'Culinary Quiz' as well as other activities which were organised by CIHMs in paired states.
 - ✓ Indiatourism Domestic Offices promoted EBSB through webinars, outdoor branding, workshops and social media promotions.

- Dekho Apna Desh webinars continue to enjoy wide viewership both in India and overseas. A total of 4 webinars were organised on the subjects of Astro Tourism, Adventure Tourism and Empowerment of Local Communities through Tourism during the month of February 2021. These webinars focused on development of sustainable tourism and providing livelihood to local communities through tourism related activities.
- The Hon'ble Prime Minister of India on 14th February 2021 inaugurated the International Cruise Terminal, 'Sagarika' at Cochin Port. Indiatourism Kochi participated in the virtual inauguration organized at the new cruise terminal.
- The Hon'ble Minister of State for Tourism (I/C) inaugurated "Incredible India Homestay Development and Training Mega Workshop" which was organised at Darjeeling on 24th & 25th February 2021. The Hon'ble MP, Darjeeling and ADG (T) were also present on the occasion. Around 725 Homestays owners participated in the workshop and the event was extensively covered by National and Local Media.
- Indian Institute of Tourism and travel Management (IITTM) organized webinar on the topic of "Role of Student in preserving the heritage" for the students of different states, namely Gujarat, Uttar Pradesh, Rajasthan, Madhya Pradesh, Andhra Pradesh, Kerala, Tamil Nadu, Telangana and Delhi. During the webinar experts from the field of culture and heritage were invited to talk on the various aspects of tourism and Indian cultural and heritage.
- The Ministry disposed of 155 Public Grievances by the end of February 2021 and 38 remained pending.
