


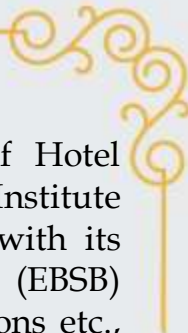
**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF JANUARY,
2021**

- The Hon'ble Vice President of India visited the Institute of Hotel Management, Goa on 12th January 2021 and interacted with students and faculty of the institute. He witnessed the showcasing of unique cuisine and culture of Goa and Jharkhand – the paired States under Ek Bharat Sresth Bharat (EBSB) initiative of the Ministry. India Tourism Mumbai carried out the entire branding at the venue celebrating the rich diversities of Goa and Jharkhand. On this occasion Director General (Tourism) was also present. The Director General (Tourism) in association with State Tourism officials also reviewed the progress of projects sanctioned under PRASHAD and Swadesh Darshan schemes under implementation in Goa.
- Ministry of Tourism organized the annual event of 'Bharat Parv 2021' albeit in a virtual format this year. The Parv was conducted from the 26th to 31st January 2021 showcasing the country's diverse culture, cuisines and handicrafts. Glimpses of Republic Day Parade and recorded performances of armed forces music bands were made available on the virtual platform. People from across the globe enjoyed the Bharat Parv extravaganza and experienced the true Spirit of India.
- ITDC (India Tourism Development Corporation) started full-fledged catering operations in the Parliament House Complex from 29th January 2021. A bilingual manual covering various health and hygiene protocols as well as SOPs was released by the Hon'ble Speaker for Lok Sabha in the presence of Vice-Chairman, Rajya Sabha, Hon'ble Minister for Tourism, various party leaders and dignitaries. MOT is already receiving a positive feedback from the Hon'ble Members of Parliament and officials of both Houses with respect to the food and services being provided by ITDC.
- Continuing with the efforts at creation of tourism infrastructure, the Hon'ble Union Minister for Tourism along with the Hon'ble Chief Minister of Madhya Pradesh attended the Foundation Stone laying ceremony for Project Development of Amarkantak under PRASHAD (Pilgrimage Rejuvenation, Spirituality and Heritage Augmentation Drive) scheme of the Ministry of Tourism at Amarkantak on 21.01.2021. Ministry of Tourism has sanctioned four more projects located in Arunachal Pradesh (Parasuram Kund), Sikkim (pilgrim facilitation at Four Patron Saints and Yuksom), Telangana (Jogulamba Devi Temple) and Tripura (Tripura Sundari Temple) under the PRASHAD scheme in the month of January 2021. With this a total of 36 projects have been sanctioned under the PRASHAD scheme.

- Promotion of Incredible India through social media handle remained high on the agenda. All updates of the State tableaux showcasing the unique destinations & culture of different States of India from the Republic Day parade were posted. Festivals such as Lohri, Makar Sankranti, Pongal & Magh Bihu, etc., were celebrated with great zest on the social media. A travel tale post was done showcasing the story of two foreign women travellers who wanted to travel to India together since their childhood. Incredible response was received on the same from the audience. A campaign was also done on Tamil Nadu promoting various tourist destinations, food, culture & art of the state. Also, video posts were done on places such as Kumbalangi in Kerala, Manali in Himachal Pradesh, Drung Frozen Waterfall in Kashmir etc., to exhibit the joy 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 trend continued in the social media handle of Ministry of Tourism as well. All highlights from Hon'ble PM, Hon'ble Minister (T) and other Ministries that were in line with tourism were posted as posts or stories. Also, all updates from India Tourism offices were retweeted and reposted. Frequent Posts on West Bengal showcasing the major tourist destinations, cuisines, culture, wildlife, & handicraft of the state were done throughout the month. The initiatives of Hon'ble PM for the #LargestVaccineDrive & #Unite2FightCorona were highlighted in the form of posts, reposts, stories, tweets & retweets. A special attention was given towards initiatives such as #EkBharatShreshthaBharat, Toy Tourism & Buddhist Tourism in India. All webinar & webinar recording posts were continued. Posts on promotion of SAATHI application were done to highlight the initiatives of the Ministry of Tourism in the hospitality sector. Also, in view with #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 74 webinars (with 05 in the month of January 2021) have been organized from April 2020 till the end of January 2021. The focus this time was on subjects such as Winter in Kolkata, 10 Hidden Places for the Soul traveller, Rajasthan – India’s Art Experience Hub, Exploring Buddhist Circuit by Train, Relevance of Netaji Subhash Chandra Bose in 21st Century and Cruising the Brahmaputra River, the World’s Greatest Natural History & Heritage River Cruise. The webinars give a glimpse of the culture, heritage, handicrafts and cuisine of the destinations, in addition to tourist information. The webinars held so far have registered a total viewership of over 2,75,000 and have seen participation from more than 60 countries across the world.

- As a part of Jan Andolan for COVID 19 Appropriate Behaviour campaign, India Tourism Goa undertook social media awareness campaign focused on wearing of mask, frequent hand wash with soap and maintaining of safe distance etc., with #Unite2FightCorona hashtag on social media handles of ITO Goa. On this occasion, India Tourism Aurangabad displayed 3 standees at the world famous Ajanta Caves. Again, Parakram Diwas on the occasion of 125th Birth Anniversary of Netaji Subhash Chandra Bose was celebrated all over the country with active participation by many India Tourism offices in India by organizing webinars, seminars, tours, art competition for school children etc.
- An exhibition: “Explore Toys of Incredible India” - was organized by India Tourism Delhi at Amroha and Bareilly in UP on 15th and 16th January 2021 for promotion of ‘Toy Tourism’ by promoting local artists. More than 30 artisans/workers from different field of Dholak manufacturing, and 50 artisans from Jari/embroidery work, manufacturing of wooden flask/craft participated in these events.
- The 113th Session of the UNWTO Executive Council was held at Madrid, Spain on 18th & 19th January 2021. Ministry of Tourism was represented by the Ambassador of India to Spain. It was an important session as election to the post of Secretary-General UNWTO for the period 2022-2025 was held. The Executive Council in its 113th session has recommended a nominee to the General Assembly. India being member of Executive Council participated in the election process.
- Ministry of Tourism also attended the Preparatory Meeting for the 3rd India-Russia Strategic Economic Dialogue (IRSED) held virtually on 28th January 2021. The Ministry of Tourism, Government of India supported the Draft Para for the joint statement of 3rd IRSED pertaining to tourism.
- As a part of the Republic Day celebrations, India Tourism New York in association with the Embassy of India in Guatemala organized a Reception in the Chancery premises on 27th January 2021 to promote ‘Incredible India’. Several senior officials from different Ministries, leading Guatemalan businessmen, academicians and prominent Indians also attended the Reception. Incredible India was widely publicized during the event. Gift bags with Incredible India logo and brochures on popular tourist places of India were given to all the attendees. Indian classical music (Sitar, Tabla and Flute) was also performed by Guatemalan artists.

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- During the month of January 2021, 20 Central Institutes of Hotel Management (CIHMs) located all over the country and Indian Institute of Tourism and Travel Management (IITTM), Gwalior along with its regional centres participated in the Ek Bharat Shresth Bharat (EBSB) activities through webinars, expert discussions, essay competitions etc., promoting the importance of culture and tourism while taking Covid-19 precautions. It is estimated that more than 25,000 participants were involved in these activities. Through IITTM Gwalior, the Ministry undertook 30 Swachhata Action Plan (SAP) activities of the Government in 12 States/UTs of the country by organizing webinars, audio-visual programs etc.
 - The NIDHI and SAATHI Schemes of the Ministry continued to be popular with the hospitality industry, with a total of 36,447 accommodation units (both classified and unclassified) having registered under the NIDHI (National Integrated Database of Hospitality Industry) portal and 7712 units have self-certified for SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) standards.
 - The Ministry disposed of 238 Public Grievances by the end of January 2021 and 50 remained pending.

