


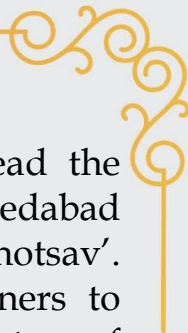
**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF MARCH, 2021

- Ministry of Tourism, in association with Madhya Pradesh Tourism and India Convention Promotion Bureau organized 'MICE Roadshow - Meet in India' from 25-27 March 2021 at Khajuraho, Madhya Pradesh. Hon'ble Minister of State for Tourism and Culture (IC), Government of India, Hon'ble Chief Minister, Madhya Pradesh and Hon'ble Minister for Tourism and Culture, Madhya Pradesh graced the occasion along with other dignitaries and officials of the Government of India and the State Government of Madhya Pradesh. During the event, the Ministry of Tourism launched the Roadmap for Promotion of India as a MICE (Meetings, Incentives, Conferences and Exhibitions) Destination. On this occasion, the new Convention Centre developed at Khajuraho under the Swadesh Darshan Scheme of the Ministry was inaugurated by the Hon'ble Chief Minister of Madhya Pradesh and by the Hon'ble Minister of State for Tourism and Culture (IC), Government of India. During the event, a session 'Making Khajuraho - an Iconic Tourist Destination' was organized in which a detailed presentation on the master plan of Khajuraho was made. Thereafter various stakeholders presented their views on the development aspects of Khajuraho as a tourist destination. As part of the above event, various successful case studies and best practices on Responsible Tourism across the country were presented.
- Secretary (T) held a meeting with H.E. Mr. Asein Isaev, Ambassador of Kyrgyz Republic in India on 18th March 2021. Matters related to promotion of tourism were discussed in the meeting. Both sides stressed on increased cooperation in the field of tourism to encourage people to people contacts between the two countries.
- Secretary (T) chaired a meeting with the States/UTs to apprise them about the State Assessment Framework that was being developed by the Ministry of Tourism to evaluate and monitor the performance of States/UTs on Travel and Tourism indicators to improve India's ranking in the Travel & Tourism Competitiveness Index (TTCI) of World Economic Forum and to seek their suggestions on the same.

- The Hon'ble President of India laid the foundation stone for Tourism Infrastructure Development Project at Beltaal Lake, Madhya Pradesh on 7th March 2021. This project was sanctioned by the Ministry of Tourism for an amount of Rs.23.16 Crore under the Assistance to Central Agencies Scheme. The implementing agency of the project is ITDC. The project has several components which inter-alia include the development of Souvenir Shops, Parking Area, Multipurpose Hall, Open Air Theatre, etc.
- The Bi-lateral Meeting of Coordination Committee on Tourism & Connectivity as part of India - Russia Strategic Economic Dialogue (IRSED) was held on 9th March 2021. The meeting was co-chaired by Joint Secretary, Ministry of Tourism from the India side and Head of International Cooperation Department from the Russian side. Representatives of Ministry of AYUSH and Ministry of Civil Aviation also attended the meeting from the Indian side.
- The First G20 Tourism Working Group Meeting (virtual) under Italy's presidency was held on 4th and 5th March 2021. The theme of the meeting was 'G20 Guidelines for resilient, sustainable and inclusive tourism'. The agenda of the meeting included discussions on Safe mobility, Crisis management, Resilience, Inclusiveness, Green transformation, Digital transition and Investment and infrastructure. Ministry of Tourism was represented by the Joint Secretary (Tourism) in the meeting.
- India Tourism Singapore in association with the Embassy of India in Philippines, High Commission of India in Malaysia and High Commission of India in Singapore organized B2B virtual meetings between 11th to 18th March 2021 titled 'India Tourism Reconnect' - to connect the Indian Tourism industry with the local stakeholders in these key markets. It was attended by 17 seller-participants from India which included State Tourism Departments, leading Indian hotels and Destination Management Companies. The virtual events were well attended by the local travel trade.

- India Tourism Offices Overseas undertook the following promotion and marketing activities during the month of March 2021:
 - ✓ India Tourism New York and Consulate General of India, Toronto jointly organized a Tourism Webinar for the Canadian Tour Operators/Travel Agents on the themes of 'Lesser Known Destinations of India' and 'Luxury Travel in India'. During the webinar, presentations were made by the State Governments of Manipur, Karnataka, Maharashtra, Madhya Pradesh, UT of Ladakh, Leela Group of Hotels, Indian Heritage Hotels Association and Consul General of India in Toronto.
 - ✓ India Tourism Frankfurt participated in Virtual ITB.
 - ✓ India Tourism Dubai participated in the Virtual Round-table Investors Meet organized by Madhya Pradesh Tourism Board in partnership with the Confederation of Indian Industry to discuss the Investment Opportunities in Madhya Pradesh.
- India Tourism Domestic Offices undertook the following promotional and marketing activities under the 'Dekho Apna Desh' initiative during the month of March 2021:
 - ✓ Indiatourism, Naharlagun organised a Workshop on Rural, Eco-Tourism, Adventure Sports, River Rafting, Hiking Trails, Camping and Homestay.
 - ✓ Indiatourism Hyderabad organised a familiarisation tour for the tour operators of Telangana and Andhra Pradesh to Chhattisgarh.
 - ✓ Indiatourism Kolkata organised a Cruise Tourism Seminar for the Travel Agents.
 - ✓ Indiatourism North East organised a 1000 Km Solo Cycle Expedition- '1000 Baar Dekho, North East Dekho'.
- Domestic India Tourism Offices organized several activities as part of Ek Bharat Shreshtha Bharat Programme as per details given below:
 - ✓ Indiatourism Mumbai participated in Travel & Tourism Fair (TTF) in Ahmedabad and showcased the paired states under the Ek Bharat Shreshtha Bharat Programme in the Indiatourism pavilion set up in the exhibition.
 - ✓ Indiatourism Kolkata organized Ek Bharat Shreshtha Bharat Cultural Programme at the Welcome Ceremony of Atulya Ganga Parikrama Yatris.
 - ✓ Indiatourism Patna organized a workshop on paired States of Bihar- Tripura-Mizoram.
 - ✓ Indiatourism Guwahati organized a cultural program with the paired States of Assam and Rajasthan.

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- Hon'ble Minister of State for Culture & Tourism (IC) lead the Padyatra (Freedom March) from Sabarmati Ashram, Ahmedabad on 12th March 2021 on the beginning of 'Azadi Ka Amrit Mahotsav'. On this occasion, India Tourism Mumbai displayed banners to commemorate 75 years of India's Independence. Ministry of Tourism through its India Tourism Offices organized a number of events such as heritage walks, workshops, seminars, online book reading sessions, photo exhibition, Nukkad Natak, webinars, etc. to celebrate Azadi Ka Amrit Mahotsav.
 - Hon'ble Minister of State for Tourism & Culture (IC) virtually laid the Foundation Stone for the "Development of Maa Bamleshwari Devi Temple, Dongargarh, Chhattisgarh" project sanctioned for an amount of Rs. 43.33 Crore under the PRASHAD Scheme.
 - The Ministry disposed of 154 Public Grievances by the end of March 2021 and 50 remained pending.

