

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

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

- The IBSA Tourism Ministers' Meeting (TMM) was held (virtually) on 12.08.2021, as part of India's IBSA chairmanship in 2021. Hon'ble Minister for Tourism, Shri G Kishan Reddy chaired the said meeting, along with Tourism Ministers of Brazil and South Africa. The significant aspects of the meeting was the adoption of the Ministers' Joint Statement, an outcome document on cooperation and promotion of tourism between the IBSA countries. The IBSA Tourism Ministers' Meeting underlined the significance of tourism cooperation among IBSA countries. The meeting also reviewed the intra IBSA Tourism cooperation and underscored the importance of domestic tourism in reigniting the tourism economy. The TMM was preceded by IBSA Senior Officers Meeting (SOM) chaired by Joint Secretary, Ministry of Tourism which was held on 10.08.2021.
  
- From 26-28 August, 2021, Ministry of Tourism, in collaboration with Department of Tourism, Administration of Union Territory of Ladakh and Adventure Tour Operators Association of India (ATOAI) organised a mega-tourism event at Leh, Ladakh titled: "Ladakh: New Start, New Goals". Lt. Governor of UT of Ladakh, Shri R. K. Mathur and the Union Minister of Tourism & Culture and Development of North Eastern Region (DoNER) Shri G. Kisan Reddy gave the inaugural addresses. To leverage the huge tourism potential of Ladakh, the Hon'ble Minister of Tourism announced (virtually) the launch of 'Ladakh: New Start New Goals' program which is a platform that provides tour operators from other parts of the country and customers to interact with local stakeholders from Ladakh. The Ministry of Tourism had also prepared a 'Ladakh Vision Document' which included several aspects related to the development of Tourism in Ladakh. The panelists and the Government officials from several agencies discussed all those aspects in detail. The event was attended by approx. 150 participants, which included Opinion Makers, Tour Operators, Hoteliers, Diplomats, Homestay Owners, Senior Officers from Ministry of Tourism, Government of India, UT of Ladakh and the Media. The three day event included activities like B2B meetings, panel discussions, exhibitions and technical tours to create awareness about the facilities and varied tourism products of Ladakh. The event is expected to mark a new beginning for the UT of Ladakh, as far as Tourism is concerned.

- India Tourism New York supported a two day mega event by way of sharing the Incredible India videos, brochures to celebrate India@75 under the banner 'Namaste India' at Cayala, Guatemala City on 14-15 August 2021 organized by the Embassy of India Guatemala This was the second edition of Namaste India organized in a grand scale in Guatemala. The event was organized to showcase India's economic strength and development story. An estimated 3000 visitors visited the two-day event, including heads of various international organizations, representatives of the diplomatic corps, representatives of local government, prominent Guatemalan nationals, members of Indian community and people from different walks of life.
- Under Adopt a Heritage project of the Ministry, Ministry of Tourism signed its 29<sup>th</sup> Memorandum of Understanding (MoU) for Narayankoti Temples, Uttarakhand, on 20.08.2021 with respective stakeholders - Uttarakhand Tourism Development Board; Directorate of Culture, Government of Uttarakhand, and the Monument Mitra, Socio-Legal Research Foundation.
- A Monument Committee meeting was held on 07.08.2021 to review the implementation progress and address the roadblocks pertaining to Red Fort, Delhi; Gandikota Fort, Andhra Pradesh; Champaner-Pavagarh Archaeological Park and Buddhist Caves-Junagarh, Gujarat. Similarly, site visit to Hampi was conducted from 14.08.21 to 16.08.21 to resolve the implementation-related issues under the signed MoU for seven sites of Hampi (namely - Hampi & Hazara Rama Temple; Pattabhirama Temple; Lotus Mahal (Zenana Enclosure); Elephant Stables; Ugra Narsimha; Badavi Linga and Krishna Temple).
- Recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism, the Ministry of Tourism 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. The webinars commenced on 14th April 2020 and a total of 97 webinars (4 in August) have been organised till the end of August 2021, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world. In the month of August 2021, the focus was on topics like "Reinventing East & Creating Circuits Beyond Borders", DAD Quiz Episode 1, From Mysuru to Mysore, Ladakh Unchartered etc.
- In this regard, the Domestic Offices of the Ministry carried out various activities, under different themes like Dekho Apna Desh, Ek Bharat Sresth Bharat, Azadi ka Amrit Mahotsav, India@75 etc. some of which are as follows:
- Under 'Dekho Apna Desh', India Tourism Delhi organized webinars on White Water Rafting in the Northern Region. India Tourism, Varanasi organised a Heritage

Walk under Dekho Apna Desh campaign for Tourism Fraternities to explore the Unexplored Heritage Sites of Kaushambi on 15.08.2021. India Tourism Bengaluru posted an informative post on Neelkuranji - the flowers which bloom every 12 years, and on the unique Kinnal Art and Craft of Koppal District, Karnataka, which has received the GI tag. In its second episode of 'Porjo-talk' held on 21.08.2021, India Tourism Kolkata discussed Natungram (famous for Wooden Dolls) and Gorbhanga (famous for Fakiri Cult) villages known for intangible cultural heritage of West Bengal. India Tourism (North East) organized a Webinar on 'Preservation and Conservation of endangered and rare species of Assam and Arunachal Pradesh with special reference to "Hoolock Gibbons". This is the only ape among 26 species of non-human primates found in India, and is considered an highly endangered species.

- Under 'Ek Bharat Srestha Bharat', India Tourism Varanasi put out posts on cuisines of the paired states of UP and Arunachal Pradesh. India Tourism Goa promoted various tourist places of Goa and Jharkhand. India Tourism Mumbai organised a virtual AV presentation on Madhya Pradesh, Manipur & Nagaland on 27.08. 2021 for students of KV, Guna. Similarly, India Tourism Kolkata put out social media posts on Madhya Pradesh and Manipur, Andhra Pradesh and Punjab, Ladakh and Kashmir under Ek Bharat Srestha Bharat initiative of the Ministry.
- Under Azadi ka Amrit Mahotsav and India@75 initiative of the Ministry, various events connected with the independence of the country, on freedom fighters and their activities and freedom movements of history were highlighted and discussed. However, mention may be made of a mega event in which India Tourism Kolkata participated. On 15.08.2021, India Tourism Kolkata along with other Government Institutions organised a flag hoisting ceremony at the iconic Victoria Memorial Hall of Kolkata, in the presence of the Hon'ble Governor of West Bengal, wherein a 7500 sq. feet National Flag was unfurled at the façade of Victoria Memorial Hall, and 750 saplings were planted as part of the India@75 celebrations.
- Similar activities were also undertaken by the students of IHM (Institutes of Hotel Management) and IITTM (Indian Institute of Tourism & Travel Management).
- 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 rural tourism, heritage tourism, wildlife tourism, cultural tourism, culinary tourism, lesser known places etc. 'Independence Day '21' was celebrated with great patriotic zeal. A thematic campaign was done on the same showcasing some significant places related to the Indian Independence Movement, which received a very good response from the audience alongside an interactive influencer-based video on the theme "why they love India". On the occasion of 'World Photography Day 21' selective

audience-centric posts were posted showcasing some beautiful tourist trails from across India. Also, short video posts were done on places such as Beating Retreat Ceremony from Attari Border, Punjab; Peacock Reel from Karnataka; Alappuzha from Kerala, etc.; to take the audience on a virtual trip.

- The initiatives of Hon'ble Prime Minister for 'Free Vaccines for All, #LargestVaccineDrive & #Unite2FightCorona' were highlighted in the form of posts, reposts, stories, tweets & retweets. The virtual inauguration by the Hon'ble Prime Minister of Somnath Development Project under the PRASHAD scheme of the Ministry of Tourism was duly covered and amplified with real-time tweets & retweets and post. The event, 'Ladakh : New Start, New Goals' was also covered by posting live tweets and posts on all the platforms. Special attention was also given towards initiatives such as #EkBharatShreshthaBharat, #AatmaNirbharBharat, #Vocal4Local, 'Independence Day 2021', 'World Lion Day 2021', 'World Elephant Day 2021' and festivals such as Onam, Raksha Bandhan etc.
- ITDC Board approved its Un-audited Financial Results for the quarter ended 30.06.2021 in its meeting held on 24.08.2021. The total revenue from operations (of continuing units) of ITDC for the quarter ended 30.06.2021 was Rs.44.29 crore (Rs. 29.46 crore in the corresponding quarter of the previous year). Corporation incurred a loss after tax of Rs.2.21 crore as against loss after tax of Rs.14.07 crore in the corresponding quarter of the previous year. Corporation incurred a comprehensive loss of Rs.1.96 crore as against total comprehensive loss of Rs. 12.30 crore in the corresponding quarter of the previous year.
- Hotel The Ashok gained extensive mileage and publicity with the twin events of stay of Indian Olympics contingents and the sending-off ceremony of the Paralympic contingent. Extensive branding, publicity material, celebration, illumination and extensive hospitality gave the hotel a high attention in these Covid times. ATT (Ashok Travels and Tours) was designated official travel, hospitality and service provider to Team India Tokyo Paralympics 2020.
- A total of **43773** accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and **10843** units have self-certified for SAATHI standards.
- The Ministry disposed of 484 Public Grievances by the end of August 2021 and 65 remained pending.

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