

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

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

- The BRICS Tourism Ministers' Meeting (TMM) was held on 13 July, 2021, as part of India's BRICS chairmanship in 2021. Shri G Kishan Reddy, Hon'ble Minister for Tourism chaired the said meeting. The Ministers of all the member countries viz. Brazil, Russia, India, China and South Africa, participated in the meeting. The TMM was preceded by the BRICS Senior Officers Meeting (SOM) held on 12th July, 2021 and chaired by Joint Secretary Ministry of Tourism, Govt. of India. India organized the BRICS Tourism Ministers' Meeting as an effective means to promote tourism cooperation among BRICS countries. A significant aspect of the meeting was the adoption of the Ministers Communique, an outcome document on cooperation and promotion of tourism between the BRICS countries. The Minister's Communique recognized that the COVID-19 pandemic has severely endangered public health and has presented immense challenges to the implementation of sustainable development goals. The meeting successfully forged BRICS alliance for Green Tourism to promote measures, which can shape a more resilient, sustainable and inclusive tourism sector.
- On 16.07.2021 a Review Meeting on the current status and progress of 'Adopt a Heritage Project' was held under the chairpersonship of the Hon'ble Minister of Tourism, wherein various issues, including the conceptual framework, governance mechanism, monitoring framework, current status of projects, major roadblocks, and probable mitigation measures were discussed. In this regard, it is mentioned that the implementation review meetings were conducted on 20.07.2021; 24.07.2021 and 31.07.2021 to address the roadblocks pertaining to sites such as Jantar Mantar, Delhi; Bekal Fort, Kerala; Sun Temple, Modhera, Gujarat; Rani Ki Vav, Gujarat; Abdur Rahim Khan-I-Khana, Delhi; Manndore Fort, Rajasthan; Qutub Minar, Delhi; Ajanta Caves, Maharashtra; Leh Palace, Ladhak and Hazara Rama Temple, Karnataka and Surajkund, Delhi and development of Multi-Lingual Audio Guide for 12 sites to finalize the way forward on planning and implementation at the respective sites.
- On 01.07.2021 I had a meeting with Secretary (Culture) to discuss and address the bottlenecks being faced by the Monument Mitras' in respect of the signed MoUs for 17 sites in the State of Gujarat, Goa, and Karnataka, under Adopt a Heritage Project of the Ministry. This was followed by site visits conducted under the chairpersonship of the Additional Director General (Tourism) to evaluate the proposed interventions under the Vision Bids (VBs) submitted by prospective Monument Mitras for Bhangarh Fort & Abhaneri (Chand Baori & Harshad Mata Temple) in Rajasthan.

- The Meeting of the Heads of Tourism Administrations of the SCO member-states was held on 15.07.2021 through virtual mode. The same was attended by me along with Joint Secretary (Tourism), Ministry of Tourism supported the draft Joint Action Plan under the new conditions of the program for development of cooperation in tourism by the SCO states for 2022-2023. The meeting concluded with the adoption of the Information Statement by Shanghai Cooperation Organization Member States.
- The 26th meeting of ASEAN – India Tourism Working Group (TWG) was held on 8th July 2021 via virtual mode. Ministry of Tourism, Government of India was represented by the Joint Secretary (Tourism).
- India Tourism Dubai participated in the webinar organized by the Embassy of India, Riyadh on “Tourism Collaboration between India & KSA” on 11<sup>th</sup> July, 2021. Shri G. Kamala Vardhana Rao, Chairman & Managing Director (CMD), India Tourism Development Corporation Ltd., New Delhi represented the Ministry of Tourism in the above mentioned Panel Discussion. The webinar had participation from prominent Indian & Saudi tourism companies and Ministry of Tourism of Saudi Arabia.
- India Tourism New York coordinated participation of India Convention Promotion Bureau (ICPB) in the tourism webinar “Discovering India- Mice Destination” organized by the Consulate General of India, Toronto on 8<sup>th</sup> July, 2021. India Tourism New York also participated in the tourism webinar with Consulate General of India, Toronto for the Tourism Webinar on “Weddings & Luxury Travel” held on 22<sup>nd</sup> July 2021.
- 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 93 webinars (5 in July) have been organised till the end of July 2021, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world. In the month of July 2021, the focus was on topics like Rural Cultural Tourism of West Bengal, Rickshaw Tour Experience, Wildlife Tourism of West Bengal and Odisha, Bailey Trail in Arunachal Pradesh etc.
- 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, International Tiger Day, Culinary and Tourism related Quiz Competitions etc. some of which are as follows:

- Under 'DekhoApnaDesh', India Tourism Delhi organized webinars on Snow Leopards, Kashmiri Cuisine Wazwan, Aryan Valley in Ladakh and promoted the Ramappa Temple in Telangana on its declaration as UNESCO World Heritage Site. India Tourism Mumbai organized webinars on Folk Tourism - a new form of tourism for Community Development, tourism potential of the Konkan region of Maharashtra, and online workshop on tourism potential of Chhattisgarh. India Tourism Kolkata launched a video on Rathayatra of Puri, Odisha and posted creatives on social media handles on Purulia (West Bengal) and Statue of Unity (Gujarat).
- Similarly, India Tourism Guwahati organized webinars on Assamese Cuisine and Weavers of Assam. Under 'Ek Bharat Srestha Bharat' India Tourism Bangalore created posters/flyers on Folk dances of Karnataka (Suggi Kunitha) and Folk Dances of Uttarakhand (Pandav Nritya). Similarly, India Tourism Kochi promoted the beautiful Daoki River in Meghalaya and the 500 year old market in Manipur. India Tourism Kolkata compared the cuisines of Odisha (Chhena Gasa) with those of its paired state Maharashtra (Pav Bhaji). India Tourism Aurangabad displayed standees of vaccination drive at prominent locations of the city to create awareness amongst the public. Various events were also organized by the Domestic Offices of Ministry of Tourism under the theme 'Azadi ka Amrit Mahotsav' and 'India@75'. 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 wildlife tourism, cultural tourism, culinary tourism, lesser known places etc.
- On the occasion of 'International Tiger Day 2021' a video was made showcasing all the Tiger Reserves in India, which received very good response from the audience. Similarly, Kargil and Dras was shown as a 'must visit destination' on the occasion of Kargil Vijay Diwas. Short video posts were also done on various other tourist spots - both popular and off-beaten.
- 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. A special attention was been given towards initiatives such as #EkBharatShreshthaBharat, #AatmaNirbharBharat, #Vocal4Local. 'International Day of Yoga2021', #DekhoApnaDesh etc. All highlights from Hon'ble Prime Minister, Hon'ble Minister for Tourism and other Ministries that were in line with Tourism were posted on Ministry of Tourism handles as posts or stories respectively. Posts on places recently added in UNESCO World Heritage sites such as the Ramappa Temple in Telangana, Dholavira in Gujarat, etc. were also done.

- ITDC Board approved its Audited Financial Results for the year 31<sup>st</sup> March, 2021 in its meeting held on 20.06.2021. The total revenue from operations was Rs.175.76 crore (Rs.346.86 crore in the corresponding previous year). Total comprehensive loss was Rs.25.84 crore as against total comprehensive profit of Rs.14.30 crore in the corresponding previous year. Further, for quarter ended 31<sup>st</sup> March, 2021, the total revenue from operations was Rs.77.13 crore and total Comprehensive Income was Rs.15.66 crore.
- In Hotel Ashok, Tokyo Olympic Food Festival was celebrated at the Coffee Shop & Cake Shop from 27<sup>th</sup> July to 08<sup>th</sup> August, 2021.
- Due to the transfer of Director General (Tourism) and with approval from the competent authority, Shri G Kamala Vardhana Rao, Chairman and Managing Director (CMD), India Tourism Development Corporation (ITDC), has been appointed as the new Chairperson of the Coordination Committee for Travel & Tourism Competitive Index (TTCI) in respect of Ministry of Tourism.
- A total of **43300** accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and **10757** units have self-certified for SAATHI standards.
- The Ministry disposed of 427 Public Grievances by the end of July 2021 and 116 remained pending.

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