

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

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

1. The Ministry organised the “International Tourism Mart” (ITM) at Kohima, Nagaland from 27-29 November 2021 to highlight the tourism potential of the region in the Domestic and International Markets. The event was inaugurated by Shri Ajay Bhatt, Hon'ble Minister of Tourism & Defence, Government of India and Shri. Neiphiu Rio, Hon'ble Chief Minister of Nagaland. The three-day event was attended by over 300 delegates including Ambassadors/high officials from Brunei Darussalam, Malaysia, Myanmar, Vietnam and Thailand, government officials, industry stakeholders, Media representatives and local participants. The major activities organised during the Mart included Panel Discussions, B2B Meetings between the stakeholders, cultural performances, cuisine shows, North East Bazaar showcasing rich art and handicrafts of NER, Technical visits etc. One of the important features of this Mart was the participation of 50 university students from all over the country, wherein they got a chance to interact with the students from NER, in-line with vision of the Hon'ble Prime Minister who has time and again stressed on the need of introducing the students to the rich culture and heritage of the North Eastern Region. The ITM is the biggest travel and tourism networking event in the North Eastern Region of India and was held after a gap of two years.

2. The India Today Tourism Awards were held on 12.11.2021 in Hotel Taj Mahal, New Delhi. The awards were given away by the Hon'ble Minister for Tourism, Culture & DoNER. On 26.11.2021 a meeting was held under the chairmanship of Hon'ble Minister of Tourism at Transport Bhawan, New Delhi to review the status of the projects under Adopt a Heritage project of the Ministry, along with Director, ASI, Director (Tourism) and other concerned officials.

3. The 24th Session of the General Assembly of the World Tourism Organization was held from 30th November to 03rd December 2021 in Madrid, Spain. Ministry of Tourism was represented by the Ambassador of India to Spain. India is a member of UNWTO since 1975. During the Session of the General Assembly, Pochampally (India) was awarded as one of the Best Tourism Villages by UNWTO. India has been nominated and re-elected as a member of Executive Council along with Iran and will represent Commission for South Asia (CSA) in the Council.

4. On 17.11.2021, Secretary (T) presided over a power-point presentation on “Eco-Tourism Development for ‘Empowering Rural Youths and Conserving Natural Resources in Sohra (Cherrapunji), Meghalaya’ given by Dr. Vijay Kumar D, Commissioner & Secretary (Tourism), Government of Meghalaya. Present on this occasion was Director General (T), Joint Secretary (T) and other senior officers.

5. The meeting with Singapore-India Partnership Office (SIPO) was held on 24.11.2021 at Transport Bhawan, New Delhi under my chairmanship. Various issues were discussed including Initiatives taken by Government of India for revival of India's tourism industry,

Green Tourism, Digitalisation, Destination Management, Skill Development, Micro Small and Medium Enterprises etc.

6. On 24.11.2021 a virtual meeting was held under the chair of the Additional Director General (Tourism) with State Archaeology Departments and State Tourism Departments of the Northern Region on i) Provision of list of State Protected Monuments ii) Provision of list of Priority Monuments iii) Provision of Footfall Data of Tourist Destinations iv) Details of cluster centric to handicrafts/artworks/local products etc. and integration of clusters with tourism for provision of a holistic experience to tourists, and v) assigning of nodal officer for collaboration under Adopt a Heritage project of the Ministry.

7. Under Infrastructure Development scheme of the Ministry, the following activities took place:

- i) Up-gradation /Modernization of International Cruise Terminal at Indira Dock, Mumbai Port Trust for an amount of Rs. 37.5 Crore
- ii) SFC was conducted for Continuation of the scheme 'Assistance to Central Agencies for Tourism Infrastructure Development'.
- iii) CFA (Central Financial Assistance) grant to the State Governments/UTs of Chandigarh, Uttarakhand, Sikkim, Telangana, Meghalaya and Nagaland for conducting Fair and Festivals
- iv) CFA (Central Financial Assistance) was released for an amount of Rs. 1.14 Cr. To National Council of Science Museums for illuminating the building of National Gallery of Modern Art.

8. India Tourism London office participated in the World Travel Market held at ExCel London from 01-03 November 2021 and through virtual mode on 08-09 November 2021. The highlight of this years' participation was 'Azadi ka Amrit Mahotsav' celebrating 75 years of Indian Independence. The Indian Pavilion witnessed around 200-300 visitors on the day, including tour operators, bloggers, content creators, publicists, and all other members of the tour and trade fraternity.

9. India Tourism Singapore participated in a virtual webinar on Buddhist Circuit Tourism in India on 08.11.2021 organised by the Embassy of India, Hanoi, and Swami Vivekananda Cultural Centre, Hanoi, Vietnam. The Keynote address was delivered by the Ambassador of India, Hanoi, and a presentation on important Buddhist Destinations in India was made by the Deputy Director General, Ministry of Tourism, Government of India. Participants included the Vice Chairman of Vietnam National Administration of Tourism, the Secretary of Editor Board- An Vien Buddhist Television Channel, Vietnam Buddhist Sangha, representative of International Buddhist Confederation and Tour Operators from IATO (Indian Association of Tour Operators).

10. The Ministry of Tourism in association with Ministry of Information & Broadcasting organized a Symposium on Film Tourism at Taj Lands End, Mumbai on 08.11.2021. The symposium aimed to promote Film Tourism by exploring opportunities available in the States for conducting film shootings. Speakers included Secretary, Ministry of Tourism, the

Director General, Ministry of Tourism, the Additional Director General, Ministry of Tourism and the Director, Ministry of Information & Broadcasting.

11. 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 112 webinars (including 5 in November) have been organised till the end of November 2021, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world. In the month of November 2021, the focus was on topics like “Deepavali: A plethora of Myth, Belief and Reality, Dev Deewali, Tamil Nadu –Land of Architectural Heritage (part I & II)” etc.

12. 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, SwachhataPakhwada etc. some of which are as follows:

- i) Under the Dekho Apna Desh initiative of the Ministry, India Tourism Guwahati welcomed and felicitated Ms. Jai Bharathi & her team in Guwahati on 15.11.2021 who is creating a unique wave in India in the direction of gender equity with her motorcycle tours across the length and breadth of the country (approx.. 11,111 kms).
- ii) Under EBSB (Ek Bharat Sresth Bharat) initiative of the Ministry, India Tourism Mumbai participated in India International Travel Mart, Mumbai Travel Show held at Nehru Centre, Worli, Mumbai from 19-20 November 2021. During the 3 days of exhibition more than 300 visitors visited Incredible India stall, which was prominently located in the Fair. The Incredible India stall showcased Maharashtra-Odisha paired States under EBSB initiative. Similarly, India Tourism Shillong organised a Food Festival at IHM Shillong comprising of three pairing States i.e Meghalaya, Arunachal Pradesh and Uttar Pradesh on 15th November 2021 in collaboration with the Institute of Hotel Management, Shillong.
- iii) India Tourism Delhi celebrated Azadi ka Amrit Mahotsav on 26.11.2021. Unsung Heroes of Freedom Movement were remembered by paying tribute at Shahidi Park (Campus Maulana Azad Medical College), Delhi - the place, where many great unsung heroes of Freedom Movement were hanged in 1915. Various events, under Azadi ka Amrit Mahotsav 2021 was also organized by many other field offices of the Ministry.
- iv) Children’s Day on 14.11.2021 was celebrated by India Tourism Shillong by visiting the North East India Mission Association Children's Home, Laitmyrieng, Pynursla in Meghalaya.

- v) As part of the Constitution Day celebrations, India Tourism Mumbai in association with CulturalSamvaad.com, organized an online screening of the short film "Introduction to the Constitution of India". 513 students joined the live session on the youtube channel. The quiz on the Constitution of India was put up for all students across the country.
- vi) As part of World Heritage Week, India Tourism Varanasi, UP State Culture (ASI unit Varanasi) and INTACH jointly celebrated World Heritage Week by undertaking various activities i.e. Art & Crafts Exhibition, Heritage Walk, Photo Walk, etc. Heritage Walk was also organized by many other field offices of the Ministry, in which the Regional Level Guides also took part.

13. ITDC Board approved its Unaudited Financial Results for the quarter ended 30<sup>th</sup> September 2021 in its meeting held on 12.11.2021. The total Revenue from operations of ITDC for the quarter ended 30<sup>th</sup> September 2021 was Rs. 68.43 crore (Rs 44.28 crore in the corresponding quarter of the previous year). There was a total comprehensive income Rs 1.84 crore during the quarter as against total comprehensive loss of Rs. 1.96 crore in the corresponding previous quarter.

14. A total of 44833 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 10959 units have self-certified for SAATHI standards.

15. The Ministry disposed of 166 Public Grievances by the end of November 2021 and 65 remained pending.

16. Foreign Tourist Arrivals (FTA) during October 2021 was 1,81,325 (Provisional) and Foreign Tourist Arrivals (FTA) from January to October 2021 was 8,56,337 (Provisional).  
Source: Bureau of Immigration, Govt. of India

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