

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF OCTOBER, 2021

1. On the occasion of inauguration of Kushinagar International Airport, Uttar Pradesh, by the Hon'ble Prime Minister, Ministry of Tourism organised a two day Conference titled "Tourism in Buddhist Circuit – A way forward" on 20-21st October 2021 at Kushinagar, Uttar Pradesh. The conference was inaugurated by the Union Minister for Tourism, Culture & DoNER Shri. G. Kishan Reddy in the august presence of Union Minister for Civil Aviation Shri Jyotiraditya Scindia, Minister of State for Culture Shri Arjun Ram Meghwal, Minister of State for Civil Aviation General (Retd.) V K Singh and Minister of State for External Affairs and Culture Ms. Meenakshi Lekhi, along with senior officers of the concerned ministries. After the inaugural session, an interactive session with the tourism stakeholders and media was held which resulted in number of valuable suggestions from the stakeholders as well as the Ministers. A six page brochure on Kushinagar was published on this occasion, which was also uploaded on the Ministry's website.

2. The Ministry of Tourism organised a conference of Tourism and Culture Ministers of Southern Region on 28-29th October 2021 at Bengaluru with the objective to discuss development of tourism sector and culture related issues in the Region. The conference was inaugurated by Sh. G Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER and was attended by the Hon'ble Minister of State for Tourism, Govt. of India, Tourism and Culture Ministers of Southern Region, Officials from various Central Ministries, State Governments, Union Territory Administrations (UTs), Media and industry stakeholders. The two days' conference had presentations by various central Ministries, State Govts and UTs. An interactive session was also held with the local stakeholders to discuss their issues and requirements for promotion of Tourism.

3. The Ministry of Tourism in collaboration with IRCTC organized a Buddhist Circuit FAM Tour and Conference from 4th - 8th October 2021 at Bodhgaya and Varanasi. The inaugural Event and Conference was held on 5th October 2021 at Bodhgaya. The event was attended by approx. 200 delegates which included tour operators from other parts of the country, local tour operators and other stakeholders of tourism sector, media, officials of Ministry of Tourism. During the event Ministry also organized an interactive session with the students of Nalanda University and BHU. The closing session of the event was held on 7th October 2021 at Varanasi. As part of the tour the participants also visited Rajgir, Nalanda, and Sarnath. Shri G. Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER virtually addressed the Buddhist Circuit FAM Tour and Conference held at Varanasi on 07.10.2021, while Dr. Neelkanth Tiwari, Hon'ble Minister (I/C) for Tourism, Culture and Religious Affairs, Government of Uttar Pradesh graced the occasion as Chief Guest.

4. On 20.10.2021, Sh. G Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER conducted a site visit to Ramappa Temple, Telangana along with officials from Ministry of Culture and Ministry of Tourism to assess the gaps and the interventions required at the World Heritage Site for advancement of tourism facilities under various schemes of Ministry of Tourism including Adopt a Heritage.

5. A Power Point Presentation on 'Development of Tourism Infrastructure in Himachal Pradesh' was given by Shri Subhasish Panda, Principal Secretary, Tourism & Civil Aviation, Government of Himachal Pradesh on 18.10.2021 in the Conference Room of the Ministry under my chairmanship, along with other senior officers of the Ministry. Various issues pertaining to development and promotion of tourism in Himachal Pradesh was discussed.

6. The 3rd Meeting of Indian - Sri Lanka Tourism Working Group was held in virtual mode on 04.10.2021 at New Delhi. The Joint Secretary, Ministry of Tourism, Government of India co-chaired the meeting and led the Indian delegation comprising of representatives from Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and National Council for Hotel Management and Catering Technology (NCHMCT). Mr. S. Hettiarachchi, Secretary, Ministry of Tourism, Government of Sri Lanka led the Sri Lankan delegation. The delegation from Sri Lanka consisted of various Divisions of Ministry of Tourism and organisations representing their travel trade sector. Ministry of Tourism also participated in the 6th Working Group Meeting (virtual) between India and Taiwan held on 22.10.2021 at Udyog Bhawan, New Delhi to discuss cooperation in Trade in Services.

7. As part of the celebrations of Azadi Ka Amrut Mahotsav and India@75, the Ministry of Tourism in collaboration with the Embassy of India in Bhutan organized a Virtual Tour of the Buddhist Circuit in India on 26.10.2021, highlighting the important places associated with Lord Buddha viz. Bodhgaya, Sarnath, Kushinagar, Sravasti, Sankasya, Rajgir Vaishali and Rewalsar in Himachal Pradesh. The key objectives was to create interest and target the school / college students, Buddhist Institutions and the Monastic Body of Bhutan. The inaugural address was given by the Ambassador of India to Bhutan and the Minister of Foreign Affairs, Royal Kingdom of Bhutan. The event was given wide publicity through the social media handles of the Ministry and the Embassy of India at Thimphu, Bhutan and was also broadcast by the Bhutan Broadcasting Service.

8. 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 106 webinars (including 5 in October) have been organised till the end of October 2021, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world. In the month of October 2021, the focus was on topics like "Gandhi and Banaras, Frieze in South Indian Temples, Durga Puja – Most important festival of East India and its importance, Cave Temples Circuit of Western India, The Potential of Tourism in Employment etc.

9. 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) Coinciding with the Durga Puja celebrations being observed all over the country, India Tourism North East under the campaign of Dekho Apna Desh had organized Dhanuchi Dance or "Aarti Competition" to encourage the artistic, cultural and religious heritage of the region.
- ii) Under the campaign of Ek Bharat Sresth Bharat (EBSB), India Tourism Kolkata and Travel Agents Association of India (TAAI) organised a Cultural evening in Kolkata on 27.10.2021 for the Tourism Stakeholders for promoting the culture of Gujarat and Chhattisgarh. India Tourism Guwahati along with the students and faculties of IAM Institute of Hotel Management organized PADHORON AXOM pairing ASSAM with RAJASTHAN – a fusion of cultural gathering involving the paired states of Assam and Rajasthan on 30.10.2021 under EBSB .
- iii) Under the Social Media Promotion initiative of the Ministry, India Tourism Delhi gave wide publicity to Wooden Toys made in Pipili, Odisha, Gandhi Jayanti, Durga Puja, Buddhist Circuit train, etc. in their social media handles. India Tourism Mumbai organized an online screening of film and quiz competition based on the life and times of Sardar Vallabhbhai Patel to celebrate the Rashtriya Ekta Divas (National Unity Day) on the occasion of his birth anniversary on 31.10.2021. Wide publicity was also given in social media by India Tourism Chennai on COVID 19 awareness, My Government /WHO/Greater Chennai Corporation related posts and photos.
- iv) Under 'Azadi ka Amrit Mahotsava' and 'India@75' campaigns, field offices of the Ministry organized various events. India Tourism Jaipur in association with Rajasthan Tourism Department, Archaeological Survey of India, IATO, B&B / Homestay owners, IITFC students, social activist and local citizens organized a Heritage Walk at Chittorgarh Fort on 21.10.2021. India Tourism Hyderabad celebrated Gandhi Jayanti in association with Andhra Pradesh Tourism, Travel Agents & Tour Operators of Andhra Pradesh and Gandhi Hills Foundation at Gandhi Hills, Vijayawada on 02.10. 2021. A workshop on Freedom Fighters of India and their contribution in the Freedom Struggle of India was organized by India Tourism Patna on 24.10.2021 in collaboration with Tourism Association of Bihar. On 10.10.2021 India Tourism Hyderabad flagged off a biking trip of Bloggers to Ramappa Temple, an UNESCO World Heritage Site. This gave good publicity, as the Bloggers described their journey in the social media, along with amenities/facilities available enroute and at the site.
- v) Extending the SwachchataPakhwada2021, India Tourism Varanasi organised a campaign at Chandra Prabha Wildlife Sanctuary at Rajdari and Devdari with the support of Forest Department of the Region. India Tourism Imphal in association with SS Tours & Travels organized a Swachh Bharat Abhiyan campaign at Mary Com Complex, Lamphelpat on 02.10.2021 in commemoration of birth anniversary of Mahatma Gandhi.
- vi) India Tourism Delhi participated in the 4th PHDCCI Golf Tourism Conclave & Tournament on the theme 'Rejuvenating Tourism & Business through Golf' on 8-

9 October, 2021 at Pahalgam, Jammu & Kashmir. The delegates were facilitated through India Tourism Information Counter and disseminated the tourist information among the delegates and visitors during the event. India Tourism Delhi also organised and participated in the Maiden Bhaderwah Half Marathon held at Bhaderwah, District Doda, UT of Jammu & Kashmir on 17.10.2021. Approximately 105 runners from various States/UTs, including Gujarat, Jharkhand, Jammu, Maharashtra, etc. took part in the Marathon. The event was organised in association with UD Sportive and Jammu & Kashmir Tourism.

10. 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 leisure tourism, heritage tourism, cultural tourism, culinary tourism, toy tourism, handicraft tourism, wildlife tourism, seasonal tourism, National Unity Day 21 and Gandhi Jayanti 21 etc. Several posts featuring trails related to the life of Mahatma Gandhi and Statue of Unity were done. Besides this, important events like the 'Buddhist Circuit Train FAM Tour and Conference', 'Tourism & Culture Ministers' Conference of Southern Region' and 'Tourism in Buddhist Circuits – A Way Forward' were broadcast live. Several sites on the Buddhist Circuit and various destinations of the Southern Region were showcased through posts and videos. Particular attention was paid for amplifying major hashtags like #EktaDiwas, #NationalUnityDay2021, #DekhoApnaDesh, #VaccineCentury, #Unite2FightCorona, #GandhiJayanti2021, #AzadiKaAmritMahotsav.

11. The celebration of achievement of #VaccineCentury was done as India achieved the 100 crore vaccine mark and to inform the tourists of India as a safe tourism haven. 'India Reopening' along with free distribution of the first 05 lakh Tourist Visas was also amplified to welcome the first set of tourists from Chartered Flights. Relevant highlights from the Hon'ble PM, Hon'ble Minister(T) and other Ministries were posted as posts and stories simultaneously. Similarly, #IndiaAt75, the activities carried out by the State Government and India Tourism offices were also simultaneously amplified. Initiatives like #EkBharat ShreshthaBharat, #AatmaNirbharBharat, #Vocal4Local and their amplification through relevant creative posts were also carried out.

12. ITDC's Market Capitalization as on 29.10.2021 (last working day) stood at Rs.3214.21 crore as per NSE and Rs.3221.07 crore as per BSE.

13. A total of 44478 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 10941 units have self-certified for SAATHI standards.

14. The Ministry disposed of 226 Public Grievances by the end of October 2021 and 70 remained pending.
