

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

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

1. Ministry of Tourism observed World Tourism Day on 27<sup>th</sup> September, 2021 at Ashok Hotel, New Delhi, by highlighting the theme of this year's World Tourism Day which is "Tourism for Inclusive Growth". Shri Om Birla, Hon'ble Speaker (Lok Sabha) graced the occasion as Chief Guest and inaugurated the event and also delivered the keynote address. Shri G. Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER addressed the distinguished guests comprising of officials and members of the travel trade and media. Mr. Zurab Pololikashvili, Secretary General, UNWTO addressed the gathering through a pre-recorded video message. An MoU was exchanged between Ministry of Tourism, United Nations Environment Program (UNEP) & Responsible Tourism Society of India (RTSOI). NIDHI 2.0 (National Integrated Database of Hospitality Industry) was also launched on this occasion. NIDHI 2.0 will provide information of not only accommodation units, but also of travel agents, tour operators and others. Besides senior officers of the Ministry, also present on this occasion was Shri Shripad Yesso Naik, Hon'ble Minister of State for Tourism. The event was organized by observing all Covid-19 protocol. Live streaming of the event was done through various social media platforms of the Ministry.

2. A two day Conference of Tourism and Culture Ministers' of North Eastern States was organized at Guwahati, Assam on 13-14 September, 2021. Shri G. Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER and Shri Himanta Biswa Sarma, Chief Minister of Assam addressed the inaugural session. Shri Arjun Ram Meghwal, Union Minister of State for Culture and Parliamentary Affairs, and Shri Ajay Bhatt, Union Minister of State for Tourism and Defence were also present on this occasion. Besides senior officers from Ministry of Tourism, senior officers from various Central Ministries like Civil Aviation, Railways, Road Transport & Highways and Department of Telecommunications gave presentations and apprised the participants of the various initiatives being undertaken by the Government for development and enhancement of infrastructure, connectivity and promotion of tourism in the region.

3. On 09.09.2021 a meeting was held under the Chairmanship of the Hon'ble Minister of Tourism to discuss the semi-commercial clause under the Adopt a Heritage Scheme of the Ministry, and way forward. Present on this occasion were Secretary (Culture), Director General (ASI), Director General (T), Addl. Director General(T), Chief Controller of Accounts and myself along with other senior officials of the concerned Ministries/Departments. Secretary(T) also chaired a meeting on 06.09.2021 with Drishti Lifesavings Private Ltd. (Monument Mitra) to discuss current status of the sites for which MoUs have been signed and are under process.

4. H.E Mr. Firat Sunel, Ambassador of Turkey to India paid a visit and met the undersigned on 16th September, 2021 at Transport Bhavan, New Delhi. During the meeting, various issues were discussed ranging from collaboration in Tourism, Cultural relations and Student Exchange. The Ambassador stressed on the importance of people to people

contact. Further, issues regarding the Direct flight connectivity and air bubble arrangement was also discussed. The Ambassador informed that they propose to organize Road Shows in the metro cities of India for promotion of inbound tourism to Turkey. It was also informed that some Bollywood movies are being shot in Turkey and subsidy is offered for the same. Secretary(T) informed him about similar subsidy being offered by the Ministry of Information and Broadcasting for films shot in India, and that M/o Tourism may help facilitate with the concerned Ministry in case of Turkish films shooting in India.

5. An Inter-Ministerial Meeting was organized at New Delhi by M/o External Affairs to discuss the G-20 Zero Draft prepared under Italian Presidency on 08.09.2021. Secretary(T) attended the said meeting on behalf of M/o Tourism, Government of India.

6. The 3rd Meeting of India - Cambodia Joint Working Group on Tourism was held on 22.09.2021 through virtual mode. The meeting was co-chaired by the Joint Secretary, Ministry of Tourism from the Indian side, along with representatives from the Travel Agents Association of India (TAAI), Hotel Association of India (HAI) and India Association of Tour Operators (IATO). H.E. Mr. Thong Rathasak, Director General of Tourism Development, Ministry of Tourism, Government of Cambodia led the Cambodian delegation. Various issues concerning promotion of tourism for mutual benefit were discussed.

7. India Tourism Singapore participated in PATA Travel Mart Expo (virtual) from September 2-5, 2021. The online meetings were conducted successfully with tour operators of ASEAN countries during the four days of the virtual Travel Mart.

8. India Tourism New York collaborated with Permanent Mission of India (PMI), New York with Incredible India Standees, Incredible India Banners etc. to promote India among the United Nations International Diplomatic Communities based in UN Headquarters who were invited by the PMI New York on 23rd September, 2021.

9. The Ministry of Tourism in collaboration with the Association of Indian Universities (AIU) is organising a 12-episode webinar series under Azadi Ka Amrit Mahotsava with the objective of educating the youth about the culture and heritage of India and celebrating India's achievements of 75 years. Each episode of the series will be followed by a Quiz Contest on MyGov platform and winners will be awarded with participation certificate and prizes.

The 2nd episode 'Incredible India Adventures: Experiencing the Everest' was held on 24<sup>th</sup> September 2021 and was attended by Padma Shri Awardee Ms. Santosh Yadav, Mr. Atul Karwal, IPS and Mr. Ravindra Kumar, IAS. All three speakers are Mount Everest climbers. During the 90 minutes' episode the speakers shared their experiences on climbing the Mount Everest and the importance of keeping fit – both physically and mentally. The speakers also discussed about the adventure tourism opportunities in India and how children can take up adventure tourism as a career. The event was well attended by students and citizens.

10. 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 101 webinars (including 4 in September) have been organised till the end of September 2021, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world. In the month of September 2021, the focus was on topics like “Walk with Tribe, Discover North-East India, The world of Carbon Neutral Tourism, Incredible Indian Adventures etc.

11. 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:

- i) Under ‘Dekho Apna Desh’, India Tourism Hyderabad in association with Institute of Hotel Management Hyderabad, IATO, Telangana Tourism, Telangana State Forest Department organized a workshop on developing home stays in villages located in the fringes of Pocharam Wild Life Sanctuary in Medak, Telangana on 01.09. 2021. This programme was much appreciated and tweeted by the Hon'ble Tourism Minister and liked by the PM's office. India Tourism Kolkata organized a Dekho Apna Desh Seminar at TTF Kolkata on 11.09.2021 where popular and lesser known destinations of Andaman and Nicobar Islands, Bihar, Jharkhand, Odisha and West Bengal were discussed and deliberated by Travel Experts in the presence of hundreds of visitors of the fair.
- ii) Under ‘Ek Bharat Srestha Bharat’, India Tourism Goa promoted popular tourist destinations of Jharkhand (its paired State) through social media handles of the office. Under Social Media promotions, India Tourism Mumbai created a 1 min film for promoting the theme " let's pledge to keep monuments and tourist attractions clean" as part of SwachhtaPakhwada 2021 which was widely promoted through Ministry of Tourism’s official social media handles and also through India Tourism Mumbai’s social media handles. To mark the celebration of Independence Day and promote Azadi Ka Amrit Mahotsav, India Tourism Hyderabad hosted a webinar titled "Role of women in the freedom struggle of India" on 14.09. 2021 for the students of Regency College of Hotel Management and Catering Technology, Hyderabad. As part of ‘SwachhtaPakhwada’ observed all over India from 16-30 September, 2021, India Tourism Delhi organised various events of ‘Swachhta Drive’ at popular tourist centres of Delhi like Jantar-Mantar, Jama Masjid, Janpath Market, etc. India Tourism Mumbai organized a Sensitization Programme for Uber Taxi Drivers at IHM Mumbai on creating ‘Awareness on Swachhta and Covid-19 protocols.’ Similarly, India Tourism Hyderabad in association with Telangana Tourism, ASI (Hyderabad Circle), Institute of Hotel Management and National Institute of Tourism and Hospitality Management Hyderabad organized an awareness program to sensitize the food vendors located around Golconda Fort on food safety, cleanliness and hygiene. A two-day workshop was organized in Bastar and Jagdalpur, Chhattisgarh by India

Tourism Mumbai in association with District Administration for Home Stay owners and for the youth on the Incredible India Tourist Facilitators programme. A similar inter-active programme for Bed & Breakfast and Home Stay Owners was organized by India Tourism Delhi at Dharamshala, Shimla and Kasauli. Similarly, various events were organized by the field offices of the Ministry commemorating World Tourism Day.

Similar activities were also undertaken by the students of IHM (Institutes of Hotel Management) and IITTM (Indian Institute of Tourism & Travel Management).

12. 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, rural tourism, cultural tourism, handicraft tourism etc. Besides this, important events like the Tourism & Cultural Ministers' Conference of the North Eastern States, Tejaswini Jyotirmoy Yatra and events related to World Tourism Day were promoted and highlighted by both the social media platforms of the Ministry. A photography competition was also organized on the platform for engaging the viewers and enhance interaction for the audience, which was received with great enthusiasm and a number of entries were received in response. Particular attention was paid for amplifying major hashtags like #WorldTourismDay2021, #DekhoApnaDesh, #BeachingByTheBlue, #DaughtersDay2021, #India@75 #AzadiKaAmritMahotsav.

Relevant highlights from the Hon'ble PM, Hon'ble Minister(T) and other Ministries were posted as posts & stories simultaneously. Similarly, the activities carried out by the India Tourism offices were also simultaneously amplified. Initiatives like #EkBharat ShreshthaBharat, #AatmaNirbharBharat, #Vocal4Local and their amplification through relevant creative posts were also carried out. As previously, the State Government handles were amplified and relevant significant segments were highlighted.

13. Indian Medal Winners and participants from Tokyo Paralympics 2020 stayed at The Ashok. ATT was designated as official Travel, Hospitality and Service Provider to Team India Tokyo Paralympics 2020.

A new Duty Free Shop, the 15<sup>th</sup> shop of Ashok International Trade Division (AITD) was inaugurated at Deendayal Seaport, Kandla, Gujarat on 07.09.2021.

14. A total of **44095** accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and **10910** units have self-certified for SAATHI standards.

15. The Ministry disposed of 224 Public Grievances by the end of September 2021 and 72 remained pending.

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