

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 2413
ANSWERED ON 13.12.2021**

LAUNCH OF INCREDIBLE INDIA 3.0 CAMPAIGN

2413.SHRI DUSHYANT SINGH:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any proposal to launch Incredible India 3.0 campaign with enhanced incentives to revive the tourism in India after Covid-19 setback and if so, the details thereof and if not, the measures taken by the Government in this regard;**
- (b) the details of the cost incurred and achievements in terms of foreign tourist arrivals and foreign exchange earnings by the Government in promoting incredible India campaign globally year-wise from 2010-2021;**
- (c) whether the Government has any plan to close down the Indian Tourism Offices abroad completely and handing over the tourism promotions to dedicated officer in Indian Missions; and**
- (d) if so the details of closed tourism offices abroad, country-wise and status of the handing over of the responsibilities to Indian Missions and if not, the time by which the Government is likely to fill the vacant post in Indian Tourism Offices abroad?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): No, Sir. At present there is no proposal to launch Incredible India 3.0 campaign. However, the Ministry of Tourism has launched the "Incredible India 2.0" Campaign in September, 2017 which marks a shift from generic promotions in India and overseas to market specific promotional plans and content creation. The Campaign also covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. The focus of the campaign is on increased Digital presence through mass reach portals, specific genres and social media and Television as a medium due to the large reach offered. Thematic television commercials and creative have been produced as part of the campaign.

The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage, culture, lesser known destinations, local destination of the country to promote domestic tourism. Under this initiative Ministry is carrying out promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations / products including lesser known destinations, Heritage, culture, wellness, local tourism destinations etc. Dekho Apna Desh initiative is being promoted extensively on social media platforms and website of the Ministry and also the by Domestic India Tourism offices.

The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases domestic and international print, electronic and online media campaigns under the ‘Incredible India’ brand-line, to promote various tourism destinations and products of the Country. Promotions are also undertaken through the Website and Social Media platforms of the Ministry.

Fiscal and relief measures have been announced by the Government to support the Indian Hotel Industry is given at annexure-I.

(b): Details of cost incurred and achievements in terms of foreign tourist arrivals and foreign exchange earnings by the Government in promoting incredible India campaign globally year-wise from 2010-2021 is given at annexure-II.

(c) to (d): No Sir, however restructuring of India Tourism Offices (ITOs) situated abroad in the year 2018, the number of ITOs abroad was reduced from 14 to 8. There is no proposal to close these offices and handed over Tourism Promotion in these countries to India Missions. The following India Tourism Offices have been closed as a result of aforementioned restructuring:

Country	Closed Offices
USA	ITO Los Angeles
Canada	ITO Toronto
Netherlands	ITO Amsterdam
Italy	ITO Milan
Australia	ITO Sydney
South Africa	ITO Johannesburg

As regards filling up of vacancies in ITOs abroad, posting of suitable officers is under consideration.

STATEMENT IN REPLY TO PARTS (a) OF LOK SABHA UNSTARRED QUESTION NO.2413 ANSWERED ON 13.12.2021 REGARDING LAUNCH OF INCREDIBLE INDIA 3.0 CAMPAIGN

WITH ENHANCED INCENTIVES TO REVIVE THE TOURISM IN INDIA AFTER COVID-19.

Fiscal and relief measures have been announced by the Government to support the Indian Hotel Industry are as follows:-

- i. The Government announced Atmanirbhar Bharat Package vide which Rs.3 lakh crore collateral free automatic loan has been made available for MSMEs. The loan will have 4- year tenure and 12-month moratorium.**
- ii. The Government waived off PF contribution for three months for organisations with less than 100 pax and 90% of their employees earn below Rs.15000.**
- iii. Under Atmanirbhar Bharat package, PF contribution of both employer and employee has been reduced to 10% each from existing 12% each for all establishments covered by EPFO for three months**
- iv. Deferment of TCS up to October 2020.**
- v. Return filing deferred for three months with no penal interest for companies up to Rs.5 Crore, rest @ 9% penal interest.**
- vi. The RBI extended moratorium on term loans till 31st December 2020.**
- vii. The Central Government has also given relief from various regulatory compliances under Income Tax Act, Companies Act and GST Act for varying periods in the wake of Covid-19 crisis to ensure business continuity and survival.**
- viii. Suitable provision for funds for implementing the Service Exports from India Scheme (SEIS) for services rendered in FY 2019-20 made by the Ministry of Finance.**
- ix. The Government of India has launched Emergency Credit Line Guarantee Scheme (ECLGS) to support eligible Micro, Small and Medium Enterprises (MSMEs) and business enterprises in meeting their operational liabilities and restarting their business.**
- x. The Government announced the Emergency Credit Line Guarantee Scheme (ECLGS) 3.0 on 31.3.2021. The scope of the scheme was enlarged to cover business enterprises in Hospitality, Travel & Tourism and Leisure & Sporting sectors.**

- xi. The details of guarantees issued under the scheme are given below:**

Emergency Credit Line Guarantee Scheme (ECLGS) Tourism and Hospitality Scheme wise data as on 30.09.2021			
Industry Nature	Support Under	No. of Guarantees Issued	Amount of Guarantees issued on account of loans sanctioned under the scheme (in Rs. crore)
Travel and Tourism	ECLGS 3.0	2,732	1,371.62
Hospitality	ECLGS 3.0	3,160	5,430.96
Hotels, Restaurants, Tourism	ECLGS 1.0	218	3,403.90
Tourism, Hotels & Restaurants		96,219	3559.43
Total		1,02,329	13,765.91

- xii. The validity of ECLGS (ECLGS 1.0, ECLGS 2.0 & ECLGS 3.0) was extended upto 30.06.2021 or till guarantees for an amount of Rs. 3 lakh crore are issued. Last date of disbursement under the scheme was extended to 30.09.2021.**
- xiii. On 16.06.2021, Hon'ble Finance Minister announced release of SEIS scrips for 2019-20.**
- xiv. Financial support under the "Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)". The scheme will cover Regional Level Tourist Guides recognised by the Ministry of Tourism and Tourist Guides recognised by the State Governments/ UT Administrations and Travel and Tourism Stakeholders (TTS) recognized by the Ministry of Tourism. TTS's will be eligible to get a loan upto Rs. 10 lakh each while tourist guides can avail loan upto Rs 1 lakh each. There will be no processing charges, waiver of foreclosure / prepayment charges and no requirement of additional collateral. Scheme to be administered by the Ministry of Tourism through NCGTC.**
- xv. Free Tourist Visa to 5 Lakh: As per the announcement, once Visa issuance is restarted, the first 5 lakh Tourists Visas will be issued free of charge. The benefit of free of charge visa will be available only once per tourist during the issuance of the first 5 lakh tourist visas (free of charge visas). The scheme will be applicable till 31st March 2022 or till 5,00,000 visas are issued, whichever is earlier.**

- xvi. Ministry of Finance has given concurrence to release SEIS scrips on 16.06.2021. Earlier, several Industry stakeholders had flagged appeals to the government to release SEIS Scrips for 2019-20 and DGFT had put a detailed proposal for the allocation for SEIS for exports made during 2019-20. Taking all circumstances into account, the Department of Expenditure, Ministry of Finance has given concurrence to the proposal of Department of Commerce for continuation of SEIS for 2019-20 with a financial allocation of Rs.2061 crores subject to the condition that the amount will be provided through Expenditure Budget following the procedure of providing a New Minor Head.**
- xvii. Vide notification dated 26th April 2021, "Exhibition-cum-Convention Centre" has been included in the Harmonized Master List of Infrastructure Sub-sectors by insertion of a new item in the category of "Social and Commercial Infrastructure", with a footnote defining Exhibition-cum-Convention Centre.**
- xviii. On 28th June, 2021, the Government announced a stimulus package to boost diverse sectors of economy affected by COVID-19 pandemic and provide impetus for growth and employment measures. The package comprises a total of 17 measures in three broad categories, which included 'Economic relief from Pandemic, with special focus on health and reviving travel and tourism sectors' and 'Impetus for Growth and employment'.**
- xix. On 12th November 2020, the Government announced the Aatmanirbhar Bharat Rozgar Yojana- to incentivize job creation during COVID-19 recovery. The Aatmanirbhar Bharat Rozgar Yojana has been extended till 31st March 2022.**
- xx. Operational Recommendations for safe resumption of business with easing of lockdown restrictions have been issued for various segments of the travel and hospitality industry and circulated amongst all stakeholders.**
- xxi. With a view to prepare for a post-COVID 19 revival, the Ministry has formulated and issued detailed operational guidelines for Covid safety and hygiene for hotels, restaurants, B&Bs/Home stays and Tourism Service Providers on 08.06.2020 to facilitate smooth resumption of business.**
- xxii. An initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) has been developed, for effective implementation of Guidelines/SOPs issued with reference to COVID-19 and beyond for safe operations of Hotels, restaurants, B&Bs and other units.**
- xxiii. Further, the Ministry of Tourism has issued modified guidelines for Recognition of Tourism Service Providers dated 08.12.2020 which**

are effective from January, 2021. As per the modified guidelines, Category of Greenshoot / Start-up- Agencies is being introduced for the first time. This is in keeping with the policy of the Govt. of India for encouraging Start-Ups and will also further the cause of 'Atmanirbhar India'.

- xxiv. With an aim to incentivize stakeholders in the Tourism industry, the Guidelines for the Scheme of Market Development Assistance (MDA) for providing financial support to stakeholders for the promotion of Domestic Tourism have been modified to enhance the scope and reach of the scheme, so as to provide maximum benefits to the stakeholders. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced.
- xxv. Recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic tourism, the Ministry initiated arranging a series of webinars under the overall theme of Dekho Apna Desh. The objective is to generate awareness and at the same time sustain interest amongst stakeholders, students and the general public.
- xxvi. Validity of approval or certifications of hotels and other accommodation units whose project approval/re-approval and classification/re-classification have expired/were likely to expire, has been extended upto 31st March, 2022.
- xxvii. Recognition of Travel Agents, Tour Operators, Tourist Transport Operators by the Ministry of Tourism has been extended automatically by six months. Those who have submitted applications for recognition by the Ministry have been given provisional recognition for six months, pending completion of required procedures.
- xxviii. The Guidelines of the Marketing Development Assistance Programme under the Overseas Promotion and Publicity Scheme has been modified to enhance the scope and reach of the scheme, so as to provide maximum benefits to the stakeholders in the tourism industry.

ANNEXURE-II**STATEMENT IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO. 2413 ANSWERED ON 13.12.2021 REGARDING LAUNCH OF INCREDIBLE INDIA 3.0 CAMPAIGN****THE DETAILS OF COST INCURRED AND ACHIEVEMENTS IN TERMS OF FOREIGN TOURIST ARRIVALS AND FOREIGN EXCHANGE EARNINGS BY THE GOVERNMENT IN PROMOTING INCREDIBLE INDIA CAMPAIGN GLOBALLY YEAR-WISE FROM 2010-2021****Foreign Tourist Arrivals (FTAs), 2010-2021**

Year	FTAs in India (in million)	Percentage (%) change over previous year
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7
2017	10.04	14.0
2018	10.56	5.2
2019	10.93	3.5
2020	2.74	-74.9
2021 (Jan-Oct) (P)	0.86	-66.9 *

P: Provisional***: Growth rate over Jan-Oct of previous year.****Source: Bureau of Immigration, Govt. of India****Foreign Exchange Earnings (FEE) from tourism in India during 2010-2020**

Year	FEE in Rs.Terms	Percentage (%) change over previous year	FEE in US\$ Terms (in Millions)	Percentage (%) change over previous year
2010	66172	23.1	14490	30.1
2011	83036	25.5	17707	22.2
2012	95607	15.1	17971	1.5
2013	107563	12.5	18397	2.4
2014	120367	11.9	19700	7.1

2015	134844	12.0	21013	6.7
2016 #²	154146	14.3	22923	9.1
2017#²	177874	15.4	27310	19.1
2018#²	194881	9.6	28586	4.7
2019#²	211661	8.6	30058	5.1
2020#²	50136	-76.3	6958	-76.9

#2 Revised estimates

Due to unsuitability of current methodology for calculation of Foreign Exchange Earnings (FEEs) during pandemic year, Ministry of Tourism didn't estimated FEE for 2021.

Overseas Promotion & Publicity Including Market Development Assistance' (OPMD) Scheme from 2010-2021

Year	Expenditure
2010-11	249.02
2011-12	243.06
2012-13	182.83
2013-14	195.29
2014-15	166.36
2015-16	170.83
2016-17	192.24
2017-18	273.91
2018-19	415.00
2019-20	312.04
2020-2021	107.88
