

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF DECEMBER, 2021

1. On the eve of Goa Liberation Day on 19.12.2021, the Hon'ble Prime Minister inaugurated the redeveloped and completely renovated historical Aguada Jail Complex Museum at Goa. The project was completed under the Swadesh Darshan scheme of the Ministry. On this occasion, Secretary(T) also held meetings with the officials of Department of Tourism, Government of Goa and GTDC (Goa Tourism Development Corporation).
2. In a ceremony held at Hotel Ashok New Delhi on 02.12.2021, Shri G. Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER distributed Loan Cheques/Sanction Letters to Registered Tour Operators and Tour Guides under the Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS) of the Ministry. The ceremony was attended by senior officers of the Ministry, Bank Officials, Tour Guides, Tour Operators, Media Persons etc. Similar event for the benefit of Registered Tour Operators/Guides of Southern Region took place at Hyderabad, Telangana on 26.12.2021.
3. On 11.12.2021, the Hon'ble Minister for Tourism, Culture and DoNER held a meeting with Secretary (Culture), Secretary (Tourism), Director General (ASI), Addl. Director General (Tourism) and accompanied by other officials of Ministry of Tourism, Ministry of Culture and the Archaeological Survey of India (ASI) to discuss various issues pertaining to Adopt a Heritage initiative of the Ministry, and find ways to move forward. This was preceded by meetings held on 01.12.2021 by Secretary (Culture), on 07.12.2021 by Director General (Tourism) and on 10.12.2021 by Additional Director General (Tourism) to discuss issues pertaining to the semi-commercial clause under Adopt a Heritage Scheme of the Ministry.
4. On 14.12.2021, under the chairmanship of the Hon'ble Minister for Tourism, Culture and DoNER, a meeting was held at the Haryana Raj Bhawan with the Tourism Secretaries of Haryana, Punjab and UT of Chandigarh and with the Principals of IHMs (Institute of Hotel Managements) in Haryana, Punjab and UT of Chandigarh to discuss various matters for the development of tourism in the region and review the progress of the projects sanctioned under PRASHAD and Swadesh Darshan Schemes of the Ministry.
5. The Hon'ble Minister for Tourism, Culture and DoNER held another meeting on 29.12.2021 to discuss the collaborations with various Ministries in respect of Adopt a Heritage initiative of the Ministry.
6. On 24.12.2021, under Adopt a Heritage initiative of the Ministry, the Additional Director General (Tourism) undertook site visit of the Elephanta Caves, Mumbai followed by Meeting with the Stakeholders to discuss various issues pertaining to holistic development of the site.
7. 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 "Dekho Apna Desh." 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 115 webinars (including 4 in December) have been organised till the end of December 2021, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world. In the month of December 2021, the focus was on topics like “Cultural experiences through Crafts and Traditions of Rajasthan, Jyotirlingam Temples of Maharashtra, Taj Mahal-Marvel in Architecture, for your tomorrow, we gave our today- The story of war memorial of Kohima etc.”

8. 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, Swachh Bharat Abhiyan etc. some of which are as follows:

i) Under the Dekho Apna Desh initiative of the Ministry, India Tourism Guwahati participated in the 8th India Travel & Tourism Exhibition (ITTE) held at Guwahati from 10-11 December, 2021. Along with various State Tourism Departments, a B2B Meeting was also organized on this occasion.

ii) The IATO (Indian Association of Tour Operators) Convention was held at Gandhinagar, Gujarat from 16-18 December, 2021. Keeping in spirit of the theme of EBSB (Ek Bharat Sresth Bharat), the Incredible India stall showcased the paired states of Gujarat-Chhattisgarh. This was preceded by the visit of 03 Travel Influencers/Bloggers from Chhattisgarh who travelled to Gujarat to attend the First Ever All India Influencers Meet followed by a Mega FAM Trip organized by Gujarat Tourism in association with India Tourism Mumbai from 1-7 December 2021. During this trip the Influencers explored various tourism products of Gujarat.

iii) Under EBSB, India Tourism Guwahati supported the 3rd “Devi Kamakhya Sanskritik Mahotsav” organized by Kalpavriksh&Muktimangal with the cultural campaign “Apne Desh Se Jude Raho” this event was organized aimed at promoting various Indian Classical, Folk and Contemporary Art Forms. The festival was held at Maa Kamakhya Dham on 22.12. 2021.

iv) India Tourism Kolkata, through its Social Media handles i.e. Facebook (Page and Profile), YouTube Channel, Instagram and Twitter handles came up with fresh new contents on destination, culture, community etc. and promoted destinations through live YouTube/Facebook Sessions, Short-videos, Creative contents etc.

v) Under Azadi ka Amrit Mahotsav, India Tourism Delhi and the State Administration of Himachal Pradesh felicitated 07 Freedom Fighters at their homes in Bilaspur, 04 Freedom Fighters in Mandi and 02 Freedom Fighters at Shimla in Himachal Pradesh from 17th to 20th December 2021. It also organised the first ever Longewala Run Safari-2021 on 25th December 2021 under the aegis of Azadi Ka Amrit Mahotsav to commemorate the Victory of 1971 War. Various events, under Azadi ka Amrit Mahotsav was also organized by many other field offices of the Ministry.

vi) On the occasion of "International Day of Persons With Disabilities" on 03.12.2021 India Tourism (North East) celebrated Azadi Ka Amrit Mahotsav with a program at Purvottor Institute for Persons with Disabilities (PIPWD), Tetelia, Boragaon, Guwahati.

vii) As part of Swachh Bharat Abhiyan under Azadi ka Amrit Mahotsav, India Tourism, Shillong organized a cleanliness drive at the Old Bhaitbari Fortress in Wadagokgre village, West Garo Hills on 18.12.2021 in association with A'chik Tourism Society.

9. 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 Buddhist tourism, cultural tourism, winter tourism, leisure tourism, heritage tourism, culinary tourism, handicraft tourism, wildlife tourism, adventure tourism, on specific topics like 'Hidden Gems of Southern India', 'Alwar – Gateway to Rajasthan' etc. Relevant posts were done on major festivals of the month like Christmas, Rann Utsav, Hornbill Festival, Virtual Cherry Blossom Mao Festival etc. Besides this, important events like the 'Distribution of Loan Cheques/Sanction Letters to Registered Tour Guides & Tour Operators both in the Northern & Southern Region', the 'All India Influencers' Meet 2021', the first-ever 'Videography Contest' by Ministry of Tourism to promote Domestic Tourism, Goa Liberation Day, Good Governance Day 2021, and videos like GI (Geographical Indication) tagged products' were aggressively promoted on social media handles of the Ministry to create awareness amongst the viewers. A campaign on 'Migratory Birds to Spot in India' was done to underline the Birdwatching tourism potential of India, specifically during the winters. Some videos like 'Coffee Plantation from Coorg, Karnataka' and 'Guntur Chilli from Andhra Pradesh' under #Vocal4Local received phenomenal response. Particular attention was also paid for amplifying major hashtags like #DekhoApnaDesh, #Vocal4Local, #AzadikaAmritMahotsav, #IndiaAT75, #AtmaNirbharBharat #Unite2FightCorona, #LargestVaccineDrive, #FreeVaccinesforAll etc.

10. Under the Central Finance Assistance (CFA) scheme of the Ministry, a sum of Rs. 18.75 crore was released for upgradation/modernization of the International Cruise Terminal at Indira Dock, Mumbai Port Trust. Similarly, CFA grants were also made to the State Governments of Uttarakhand, Sikkim, Tamil Nadu, Puducherry(UT), Assam and Arunachal Pradesh for conducting Fairs & Festivals.

11. To promote North East India and its culture, a North East Food Festival was organized at Hotel Ashok, New Delhi from 03-05 December, 2021. This culinary and cultural extravaganza festival, celebrating the food and lifestyle of North East India was inaugurated by the Addl. Director General (Tourism) and Resident Commissioner of Nagaland along with other senior officials from the North Eastern States and ITDC.

12. A total of 47758 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 10980units have self-certified for SAATHI standards.

13. The Ministry disposed of 161 Public Grievances by the end of December 2021 and 53 remained pending.

14. Foreign Tourist Arrivals (FTA) during November 2021 was 2,51,993 (Provisional) and Foreign Tourist Arrivals (FTA) from January to November 2021 was 11,08,330(Provisional).
