

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF MARCH, 2022

1. On 08.03.2022, Shri G. Kishan Reddy, Union Minister of Tourism, Culture and DONER, launched the E-marketplace platform in an event organised at Indian Institute of Tourism and Travel Management (IITTM), Gwalior. Ministry of Tourism launched the digital platform (E-Marketplace) as part of digital tourism solution for IITFs / IITGs, to provide Web and Mobile App based interaction mechanism, which is to be used by the tourists and certified tourist facilitators/Tourist Guides. E-Marketplace portal under IITFC/IITG program of the Ministry would be more like the platforms of OLA, UBER etc., which would help IITFs/IITGs to get business opportunities and would work as a bridge between the customer and the service provider. Shri Ajay Bhatt, Minister of State for Tourism and Defence was also present on this occasion.

2. Ministry of Tourism participated in a virtual webinar on the topic 'Bodhgaya-A Spiritual Journey' organised by the Consulate General of India (CGI), Ho Chi Minh City, Vietnam on 04.03.2022. Ministry of Tourism was represented by Director General (T). Various issues on the importance of Bodhgaya was discussed.

3. 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 121 webinars (including 3 in March) have been organised till the end of March 2022, with a total viewership of over 300,000, which includes participation from more than 60 countries across the world. In the month of March 2022, the focus was on topics like "Kakatiya's of Orugallu, A historical journey to Marco Polo loved city, Hoysala and Jain Temples of Karnataka: Part 1, Hoysala and Jain Temples of Karnataka: Part 2".

4. On the occasion of International Women's Day on 08.03.2022, the Ministry of Tourism, organised a webinar session titled, "Meaningful Compliance of the SHW, Act 2013: A Step towards Engendering Workplaces". Ms. Nandita Pradhan Bhatt, Director- Operations, Martha Farrell Foundation talked about the provisions in the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, and sensitised the officials and staff about the same.

5. The Ministry of Tourism along with Associations of Indian Universities (AIU) initiated a 12 Episode Webinar series under 'Ek Bharat Sresth Bharat' (EBSB) to engage and expose young minds of our country to the rich and diverse heritage of the country so that they take pride in being Indian with a responsibility to take forward a vibrant and modern nation. The webinars commenced on 14th August, 2021 with one episode each month. So far Ministry of Tourism has completed 7 such episodes focusing on various topics such as "Incredible Indian Adventurers: Experiencing The

Everest, The Potential of Tourism in Employment, North East India – A Hidden Gems of Tourism, “For Your Tomorrow, We Gave Our Today” - The Story of War Memorial of Kohima, Role of Bengal in the Freedom Movement of India, Explore India. Discover Yourself”. The subject of the March was “Responsible travel and its impact on development” held on 26.03.2022. Similar activities under EBSB and have also been undertaken by the Central Institutes of Hotel Management and IITTM, Gwalior.

6. The Ministry of Tourism organized the Study Tours of 50 students to North-Eastern Region in two batches from 28th to 30th March 2022 and 30th March to 1st April 2022. The students from West Bengal and Rajasthan travelled to Assam and Meghalaya during the Study Tour.

7. The Ministry of Tourism has developed (02) two Master AV Films in English Language of 60 Seconds (with short edit of 30 seconds) on Confidence Building and Reassurance themes. Further, 07 (Seven) Creatives on ‘India Reopening Series’ under the broad theme of Namaste World have been developed. The series of creatives have been shared with the travel stakeholders, Tourism Offices and Indian Missions abroad for amplification through social media.

8. Ministry has also setup an account on KOO for @incredibleindia & @tourismgoi handles for enhancing its presence on different platforms. Further, the social media promotions were carried out in both the Incredible India and Ministry of Tourism platforms. For Incredible India platforms, in the month of March the emphasis was given on promotion of Niche Tourism products such as Heritage Tourism, Eco Tourism, Leisure Tourism, Buddhist Tourism, Wildlife Tourism, Seasonal Tourism, Adventure Tourism, Culinary Tourism, etc. Both platforms covered all major festivals/days of the month like Holi 2022, Maha Shivaratri, Surajkund International Crafts Mela, Shaheed Divas, World Wildlife Day etc. The event 'Launch of e-Market Place and Distribution of IITF Certificates' as part of 3-days International Women's Day celebration at IITTM, Gwalior in Madhya Pradesh was covered live and was amplified through multiple real-time tweets and posts. A series of videos and Namaste Campaign was run for 'India Resuming International Commercial Flights' with latest guidelines, along with animated videos featuring necessary information on relaxed Covid-19 protocols were showcased with a creative appeal. Posts highlighting the latest tourism related recognition of India, such as 'New Additions to UNESCO World Heritage sites' tentative list' were done, to underline the country's significance on global tourism pedestal. All major hashtags such as #DekhoApnaDesh, #Vocal4Local, #Ideasat75, #AmritMahotsav, #IndiaAt75, #AatmaNirbharBharat #EkBharatShreshthaBharat, 'Free Vaccines for All, #LargestVaccineDrive & #Unite2FightCorona', #MainBharatHoon, #IndiaFightsCorona, #Ideasat75, #NewIndia, #DilSeDekho, #1YearofAmritMahotsav #NationalVaccinationDay, #TheIndia100, #SwadeshDarshan, and #PrashadScheme were amplified with thorough usage.

9. Under Central Financial Assistance (CFA) scheme of the Ministry, a sum of Rs. 17.19 crore has been released for "Implementation of World Class Multimedia Laser Show with Water Screen and Musical Fountain at Hussain Sagar Lake, Hyderabad, Telangana. The project has been sanctioned for Rs.45.37 cr. Similarly, LOA released for Rs. 53.37 lakh to ASI for Renovation of Jalianwala Bagh Memorial at Amritsar , Punjab. CFA for an amount Rs. 1.14 Cr. released to National Council of Science

Museums for Illumination of Building of National Gallery of Modern Art. Again, under the same scheme, grant of Rs. 50.00 lakh was extended to the State Government of Goa for Goa Carnival Festival and Shigmo Festival.

10. During the month of March 2022, Ministry of Tourism organized Swachhta Action Plan (SAP) activities to create awareness for Cleanliness (Swachhta) amongst tourists, school/college students and tourism stakeholders through IITTM, Gwalior and IHM Shillong. During this period a total no. of 30 activities were undertaken.

11. A total of 45772 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11048 units have self-certified for SAATHI standards.

12. The Ministry disposed of 147 Public Grievances by the end of March 2022 and 49 remained pending.

13. Foreign Tourist Arrivals (FTA) during February 2022 was 2,40,896 (Provisional).
