

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF APRIL, 2022

1. Shri G. Kishan Reddy, Hon'ble Minister for Tourism, Culture and DONER launched the Utsav Portal on 12.04.2022 at the inauguration of the Amrit Samagam Conference in New Delhi. The Utsav Portal website, a digital initiative launched by the Ministry of Tourism, aims to showcase all the events, festivals and live darshans across India to promote different regions of the country as popular tourist destinations worldwide. So far a total of 121 festivals/ events are available in the portal. In live darshan section, a total of 19 religious/ spiritual sites are available in the portal which includes 6 Jyotirlingas.
2. Secretary(T) attended the WTTC 21st Global Summit held in Metro Manila, Philippines from 20-22 April, 2022. On this occasion, the undersigned also attended a bilateral meeting with the Tourism Minister of Philippines to discuss tourism cooperation between the two countries.
3. On 22.04.2022, a bilateral meeting between Mr. Fransiskus Xaverius Teguh (Frans) the Chair of Tourism Working Group and Acting Deputy Minister of Resources and Institutions, Government of Indonesia and the Additional Secretary, Ministry of Tourism, Government of India was held through virtual mode. Both sides discussed the priority issues and zero draft of Bali guidelines under Indonesia's G20 Presidency.
4. Social media promotions were carried out on both the Incredible India and Ministry of Tourism platforms. For Incredible India platforms, in the month of April the emphasis was given on promotion of niche tourism products such as Heritage Tourism, Leisure Tourism, Seasonal Tourism, Wellness Tourism, Buddhist Tourism, Wildlife Tourism, Adventure Tourism, etc. All significant days and events of national and international importance such as Ram Navami, Baisakhi, Prakash Parv, Tulip Festival, Easter, World Heritage Day were promoted through social media posts. World Heritage Day 2022 was celebrated with multiple posts and carousels on the platform highlighting the lesser-explored UNESCO World Heritage sites in India. A series of posts were uploaded on Yoga and Wellness alongside a countdown campaign titled 'Yoga Utsav' to amplify the International Day of Yoga 2022. Key highlights from major official events/meetings such as 'Rashtriya Sanskriti Mahotsav 2022' and 'Amrit Samagam' were covered with several posts and real-time tweets. 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 on social media platforms.
5. Recognizing 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 126 webinars (including 4 in April) have been organised till the end of April 2022, with a total viewership of over 368,556 + 107,084 (LMS), which includes participation from more than 60 countries across the world. In the month of April 2022, the focus was on topics like "Tales of two Rivers - Discover the Soul of India by river cruises, The Ancient City "Ayodhya", Bhimbetka Rock Shelters & Paintings - The oldest rock art in India, Seven Regional Wonders of India".

6. 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 9 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 April was "Incredible India through the lens of Cine Tourism" held on 30.04.2022. Similar activities under EBSB and AKAM (Azadi ka Amrit Mahotsav) have also been undertaken by various field offices of the Ministry, the Central Institutes of Hotel Management and IITTM, Gwalior.

7. Under the Assistance to Central Agencies for Tourism Infrastructure Development Scheme, a project for Tourism Infrastructure Development at Tanot Complex, Jaisalmer, Rajasthan was approved for an amount of Rs.19.12 Crore to BSF.

8. The Ministry of Tourism has revamped its Swadesh Darshan scheme with the vision to develop sustainable and responsible tourism destinations. Ministry of Tourism vide OM dated 20.04.2022 has circulated a 'Format for State Perspective Plan for Selection of Destinations under Swadesh Darshan Scheme 2.0'.

9. Ashok Travels & Tours (ITDC) handled the conference 'Amrit Samagam' highlighting the year-long initiatives under 'Amrit Mahotsav' organized by Ministry of Culture at The Ashok, New Delhi from 12 to 13 April, 2022. The Hon'ble Home Minister was the Chief Guest, and the Hon'ble Minister for Tourism & Culture hosted the event.

10. A total of 46223 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11085 units have self-certified for SAATHI standards.

11. The Ministry disposed of 147 Public Grievances by the end of April 2022 and 59 remained pending.

12. Foreign Tourist Arrivals (FTA) during March 2022 was 3,42,308 (Provisional).
