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Amrit Mahotsav



# Annual Report 2021 - 2022

अद्भुत भारत  
Incredible India

**Ministry of Tourism  
Government of India**



# Annual Report

January, 2021 - December, 2021

**Ministry of Tourism  
Government of India**



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**CHAPTER-1**

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**Tourism - An Overview**



## CHAPTER 1

# Tourism - An Overview

**1.1** The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champions diverse cultural heritage and strengthens peace in the world.

**1.2** Facilitation as well as strengthening of tourism in India is the main objective of Ministry of Tourism. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days' tourist destination, promotion of sustainable tourism etc. are some of the policy areas which need to be constantly worked upon to increase and facilitate tourism in India.

**1.3** FTAs during 2021 were 1.41 million (Jan-Dec) (Provisional) with a negative growth of 48.6% over same period of the previous year.

**1.4** FEEs during the period during Jan 2020 – Dec 2020 were Rs.50,136 crores (Provisional estimates) with a negative growth of 76.3% over same period of previous year. FEEs during the period during Jan 2020 – Dec 2020 were US\$ 6.958 billion (Provisional estimates) with a negative growth of 76.9% over same period of previous year.

**1.5** Facilitative visa regime is a pre requisite for increasing inbound tourism. The Ministry of Tourism takes the initiative with Ministry of

Home Affairs and Ministry of External Affairs for achieving the same. As on December, 2020, e-visa facility has been extended to the nationals of 171 Countries under 5 sub-categories i.e 'e-Tourist visa', 'e-Business visa', 'e-medical visa', 'e-Medical Attendant Visa' and 'e-Conference Visa'. The latest country added is Togo. The e-Visa is valid for entry through 28 designated Airports and 5 designated seaports.

**1.6** The visa fee has been rationalized and has been fairly reduced wherein e-Tourists Visa fee reduced to \$80 for 5 years, \$40 for 1 year and one-month e-tourist Visa fee reduced to \$10 for lean season and \$25 for peak season.

**1.7** For tourism infrastructure creation in the country, Ministry of Tourism has two major schemes, launched during 2014-15, viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD-Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country including

**1.8** Ministry of Tourism had launched Swadesh Darshan Scheme in year 2014-15 with a view to promote integrated development of thematic tourist circuits in the country. The Ministry has sanctioned 76 projects under the scheme since its inception under 13 themes for a revised sanctioned cost of Rs. 5524.81 crore and has released Rs. 4417.53 crore (till 31.12.2021).

**1.9** Under PRASHAD scheme, 57 sites have been identified at present in 29 States/UTs for



development. Since the inception of the scheme, an amount of Rs. 1210 crore has been sanctioned for 37 projects in 24 States with the cululative release of Rs. 757 crore till 31.12.2021.

**1.10** Ministry of Tourism extends its financial support to Central Agencies like Archeological Survey of India (ASI), Port Trusts of India, India Tourism Development Corporation (ITDC) etc. to develop the potential destinations under their jurisdictions/control. A total of Rs.62.85 crore has been released to various Central Agencies for creation of tourism infrastructure related 2020-21.

**1.11** Ministry of Tourism has identified 19 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central Ministries, State Governments, Urban Local Bodies, Local Community and Industry players/Private sector.

**1.12** Ministry of Tourism has taken up the initiative of identification, diversification, development and promotion of niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, Sustainable Tourism etc. to overcome 'seasonality' challenge in tourism and to promote India as a 365 days destination.

**1.13** In pursuance to the appeal made by the Honourable Prime Minister during Independence Day speech asking every citizen to visit at least 15 destinations by the year 2022, to promote domestic tourism in India, the Ministry had launched the Dekho Apna Desh initiative in January 2020. Dekho Apna Desh is promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions to keep connected with the stake-holders and to

encourage citizens to travel within the country.

**1.14** To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). Ministry has introduced online system of receiving, processing and conveying/granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway. The Ministry of Tourism also approves Timeshare Resorts, Apartment Hotels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, Online Travel Aggregators, Stand - alone Air Catering Units, Convention Centres and Standalone Restaurants under its voluntary schemes.

**1.15** Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrolment. The entry seaports for tourists availing e-visa are Mumbai, Cochin, Mormugao, Chennai and New Mangalore.

**1.16** E-Conference Visa in line with e-conference Visa for Government/P.S.U. Conferences, would be granted for private conferences organized by private persons/companies/organizations.

**1.17** Triple entry is permitted for e-Medical Visa and for e-Medical Attendant Visa and extension may be granted up to 6 months on case-to-case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-



terminus with the validity of the principal e-visa holder.

**1.18** However, in March, 2020, in the wake of COVID-19 pandemic and in order to control its spread, the issuance of visa was suspended by the Ministry of Home Affairs. Later on, on return of some normalcy and on the follow-up by Ministry of Tourism for the restoration of e-Tourist Visa, it was informed by MHA that as per the recommendation of the committee of Secretaries constituted under the chairpersonship of Cabinet Secretary, MHA vide OM dated 30.03.2021 has restored e-Visa regime with all the sub-categories (except e-tourism visa) to nationals of 156 Countries. It was also conveyed then that a decision on restoration of e-Tourist visa will be taken in due course.

**1.19** Further, the Ministry of Home Affairs has relaxed the restriction for all foreign nationals intended to visit India for Tourism purposes subject to the Covid related guidelines of the Ministry of Health and Family Welfare (MoH&FW).

- ii. The e-Tourist Visa / Tourist Visa is restored for the tourists coming to India through chartered flights and group bookings from 15th October, 2021
- iii. The e-Tourist Visa / Tourist Visa is fully restored for all individual foreign nationals intended to visit India for tourism purposes w.e.f. 15th November, 2021.
- iv. Initially, the e-Tourist / Tourist Visa is being issued with the validity of 30 days. The extension of e-Tourist Visa / Tourist Visa shall remain suspended.

**1.20** The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363/ short code 1363 in 12 Languages including Hindi and English in February 2016, to facilitate and assist domestic and foreign tourists in terms

of information relating to Travel in India and to provide a sense of safety and security. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

**1.21** Ministry of Tourism has introduced 24/7 Live Chat Service interface on the website of the Ministry ([www.incredibleindia.org](http://www.incredibleindia.org)) to assist tourists with better planning and quick query resolutions. The live chat service assist both international and domestic tourists with their queries and itinerary planning.

**1.22** Ministry of Tourism has been conducting sensitization workshops on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices.

**1.23** It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 48 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 27 State IHMs) and 13 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadgishpur, Uttar Pradesh is under construction.

**1.24** Ministry of Tourism has launched the Incredible India Tourist Facilitator (IITF) Certification Programme, with the objective of providing online training and accreditation of Tourist Facilitators through a centralized PAN India e-learning module. This will benefit the Indian economy in general and Indian tourism in specific by enabling creation of a pool of well trained and professional Tourist Facilitators and also creation of additional employment opportunities even in remote areas.



Pelling, Khangchendzonga Waterfalls-Sikkim

**1.25** Also, the existing Regional Level Guide (RLGs) have been renamed as Incredible India Tourist Guides (IITGs). Their nomenclature will be changed on completion of the Refresher Course as provided in the revised guidelines, and their area of operation has been widened from a specified region to Pan India. This Incredible India Tourist Guide refresher course can be done through online mode and is available on the IITFC official website, <https://iitf.gov.in/>.

**1.26** RCS- UDAN has been introduced with the main objective of facilitating / stimulating regional air connectivity by making it affordable. This is done through concessions by Central Government, State Governments and airport operators to reduce the cost of airline operations and financial support to meet the gap, if any, between the cost of airline operations and expected revenues on such routes. Under RCS UDAN-3, connectivity is further improved with 46 tourism routes included for better connectivity of important tourist places including Iconic sites, out of which

29 routes have been operationalized to date.

**1.27** Tourist Facilitation and Information Counter caters to non-English speaking tourists and is also connected to the 24x7 Helpline – ‘1363’ of the Tourism Ministry where the tourists can speak directly with the foreign language agents and get guidance in French, German, Italian, Portuguese, Russian, Japanese, Korean, Chinese and Arabic. It is currently available at New Delhi, Varanasi, Bodhgaya, Bangalore, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad.

**1.28** Loan Guarantee scheme for COVID Affected Tourism Sector (LGSCATSS) has been launched by the Ministry of Tourism, following the announcement made by the Ministry of Finance on 28.06.2021, to provide relief to the distressed tourism sector. This is a collateral free loan guarantee scheme, under which, loan upto Rs. 10.00 lakh will be extended to each Tour Operators/ Travel Agents/ Tourist Transport Operators approved/recognized by the Ministry of Tourism, upto Rs. 1.00 lakh will be



extended to each Regional Tourist Guide/ Incredible India Tourist Guide approved/ recognized by the Ministry of Tourism and Tourist Guides approved/ recognized by the State Govt./ UT Administration. The scheme is valid till 31.03.2022.

**1.29** For a better and smooth travel experience of Tourists in the Restricted/ Protected areas of the country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and as a result, Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years i.e. till 31.12.2022 in the states of Manipur, Mizoram and Nagaland and Union Territory of Andaman & Nicobar Islands.

**1.30** The Incredible India website showcases range of new contents, including *Google 360 walkthroughs and stories*, that features virtual content to provide tourists with a walk through of our tourist attractions. In addition, the Incredible India website provides more personalised content across the globe, based on tourist interest and content designed to help the tourist make the right decisions about their visit to India, through more robust and regulated electronic content management solutions (ECM) and with advance analytics capability of capturing the tourist engagement on Incredible India website. Since Launch (i.e. June 14, 2018), we have had 14M Views on the Incredible India website, engaging in the immersive experience of India's spectacular heritage, festivity, spirituality, museums and adventure. Top 5 country-wise visitor traffic is as follows - India (33.4%), United States (10.1%), Russia (8.5%), United Kingdom (5.8%), and Germany (4.8%).

**1.31** 'Incredible India' mobile application, launched on 27th of September 2018, assists international and domestic tourists to access information about destinations, attractions and experiences that are also featured on the Incredible India website. Along with this information, the mobile app also features map integration, emergency contacts' listing and a

variety of other information. The mobile app provides useful information to tourists around must-visit destinations, popular experiences and events across the country, State and UT tourism information, among others.

**1.32** Buddhist tourism in India, as a tourism product, has tremendous potential to draw the 500 million strong Buddhist across the world to "The Land of Buddha". During the inaugural session of the Buddhist conclave on 23 August 2018, the Ministry launched website [IndiatheLandofBuddha.in](http://IndiatheLandofBuddha.in). This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern monasteries.

**1.33** Ministry of Tourism organized Bharat Parv – 2021 on Virtual Platform from January 26<sup>th</sup> to 31<sup>st</sup> 2021 coinciding with the Republic Day celebrations. The objective of organizing the Parv was to showcase cultural heritage of India.

**1.34** Ministry of Tourism recognizes the efforts of State/UT Governments to maintain tourist places clean in their respective area/ jurisdiction and confers awards of "Swachh Paryatan Sthaan" and "Best Civic Management of a tourist destination(s)".

**1.35** Under Adopt a Heritage- 'Apni Dharohar, Apni Pehchaan' Project, 29 Memorandum of Understanding (MoUs) have been awarded to 15 Monument Mitras for twenty-Seven (27) sites and two (2) Technological interventions across India.

**1.36** The Ministry of Tourism took timely cognizance of the COVID-19 crisis and engaged with Industry Stakeholders to mitigate the risks and difficulties to foreign tourists on account of impact of the crisis. The Ministry has set up COVID-19 cell to respond to crisis due to COVID-19 and to provide support to the Industry and foreign tourists during the crisis.



With a view to facilitating and extending support to foreign tourists who were stranded in the country the Ministry had set up a portal '**Stranded in India**' to disseminate information regarding the services that could be availed by them. The portal helped tourists get information/details of State / UT Tourism Departments and Regional offices of Ministry of Tourism. The site also provided Helpline numbers of the Ministry of Health & Family Welfare, Bureau of Immigration, Ministry of Tourism and Ministry of External Affairs.

The 24x7 Tourist Info-Helpline of the Ministry had also received calls related to COVID 19 and responded to them based on the advisories / guidelines issued by the Ministry of Health & Family Welfare and other Ministries / Authorities.

**1.37** The Government has set up a dedicated non-lapsable corpus fund - Nirbhaya Fund, being administered by Department of Economic Affairs, Ministry of Finance, which can be utilized for projects specifically designed to improve the safety and security of women. As per the guidelines issued by Ministry of Finance dated 25.03.2015, the Ministry of Women and Child Development (MWCD) is the nodal Ministry having responsibility of appraising/recommending proposals and schemes, review and monitor the progress of sanctioned schemes in conjunction with the line Ministries/Departments.

**1.38** With a view to preparing for a post-COVID 19 revival, the Ministry of Tourism formulated Operational Recommendations for different segments of Tourism Service Providers in the Travel sector for facilitating smooth and safe resumption of business. Such recommendations have been issued for Travel Agents, Tour Operators, Tourist Transport Operators, Tourist Guides and Facilitators. They were formulated in consultation with State

Governments and tourism / hospitality stakeholders and in keeping with the overall guidelines issued from time to time by the Ministry of Health.

**1.39** The Ministry of Tourism has issued modified guidelines for Recognition of Tourism Service Providers dated 08.12.2020 which is effective from January, 2021. As per the modified guidelines, Category of Greenshoot / Start-up-Agencies is being introduced for the first time. As per the modified guidelines, Category of Greenshoot / Start-up- Agencies has been 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 Bharat'. There will be no requirement of minimum Annual Turnover and Previous Experience for this category. These provisions are in line with the Startup policy of the Govt. of India. The requirement of Paid Up Capital and number of staff will also be less than for other categories.

**1.40** The Government of India has announced 500,000 free visa to the tourist, to ensure a geographical spread of the incentive to important source markets globally, the Ministry has suggested that the free visas may be rationally apportioned across the source markets so that the benefit can be availed by inbound tourists of different nationalities.

**1.41** India is currently ranked 34th out of 140 countries in TTCI (2019). This was a significant improvement from its rank of 65 in 2013. Ministry of Tourism is undertaking multiple initiatives for improving the position of India in TTCI. Ministry of Tourism is developing a State Assessment Framework ideated from TTCI for evaluating the tourism sector of the States/UTs thereby inducing a sense of healthy competition among States/UTs to strive for further progress and improve India's position in TTCI.







## CHAPTER-2

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# Ministry of Tourism and its Functions



## CHAPTER

# 2

# Ministry of Tourism and its Functions

### 2.1 The Organization

Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism in the country. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/Union Territory Administrations and the representatives of the private sector.

Shri G Kishan Reddy is the Minister of Tourism.

Shri Shripad Yesso Naik and Shri Ajay Bhatt are Minister of State for Tourism.

Secretary (Tourism) is the executive chief of the Ministry. The Directorate General of Tourism has 20 Domestic field offices and an Indian Institute of Skiing and Mountaineering within the country and 08 overseas offices. The overseas offices promote Indian tourism in the markets abroad.

The domestic field offices also play a vital role for promotion of tourism sector in the country. They are also involved in monitoring the progress of implementation of projects sanctioned by the Ministry to the State Governments/Union Territories.

India Tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of the Ministry of Tourism.

The Ministry also has the following autonomous institutions:

- I. Indian Institute of Tourism and Travel Management (IITTM).
- II. National Council for Hotel

Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management (IHMs).

- III. Indian Culinary Institute (ICI).

### 2.2 Role and Functions of the Ministry of Tourism

**2.2.1** The Ministry has the following main functions:

- I. All policy matters including:

- a. Development Policies
- b. Incentives
- c. External Assistance
- d. Manpower Development
- e. Promotion & Marketing
- f. Investment Facilitation
- g. Growth Strategies

- II. Planning

- III. Co-ordination with other Ministries, Departments, State/Union Territory Administrations.

- IV. Regulation:

- a. Standards
- b. Guidelines

- V. Infrastructure & Product Development:

- a. Central Assistance
- b. Distribution of Tourism Products

- VI. Research, Analysis, Monitoring and Evaluation

- VII. International Co-operation and External Assistance:

- a. International Bodies
- b. Bilateral Agreements
- c. External Assistance
- d. Foreign Technical Collaboration



Palolem Beach-Goa

- VIII. Legislation and Parliamentary Work
- IX. Establishment Matters
- X. Overall Review of the Functioning of the Field Offices
- XI. Vigilance Matters
- XII. Official Language: Implementation of Official Language Policy
- XIII. VIP References
- XIV. Budget Co-ordination and Related Matters
- XV. Plan Co-ordination
- XVI. Overseas Marketing (OM) Work
- XVII. Welfare, Grievances and Protocol
- 2.2.2** In addition to above this Ministry has also the following functions:

- 1) Assistance in the formulation of policies by providing feedback from the field offices
- 2) Monitoring of plan projects and assisting in the plan formulation
- 3) Coordinating the activities of the field offices and their supervision
- 4) Regulation:
  - a. Approval and classification of

- 5)
  - vi.
  - b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.
  - Inspection & Quality Control:
    - a. Guide service
    - b. Complaints and redressal
  - Infrastructure Development:
    - a. Release of incentives
    - b. Tourist facilitation and information
    - c. Conventions & conferences
  - vii.
  - a. Developing HRD Institutions
  - b. Setting standards and guidelines
  - viii.
  - a. Policy
  - b. Strategies
  - c. Coordination
  - d. Supervision
  - e. promotion & marketing
  - f. Hospitality programmes
  - ix.
  - x.
  - Parliamentary Work
  - Establishment Matters of the Ministry of Tourism.







## CHAPTER-3

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# **Ministry of Tourism-Role, Synergy and Convergence**



## CHAPTER

### 3

# Ministry of Tourism-Role, Synergy and Convergence

#### 3.1 Role

The activities of this Ministry revolve around promoting internal tourism, i.e. both inbound and domestic tourism, in India. This is necessary in order to harness the direct and multiplier effect of tourism on employment and poverty eradication in the country. The other major objectives of the Ministry pertain projecting the country as a 365 days' tourist destination, promoting tourism in a sustainable manner by active participation of all segments of the society, assuring quality standards amongst tourism service providers, etc. Apart from these, the focus is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been re-defined from that of a regulator to that of a catalyst and requires synergy and convergence with different stakeholders. This makes the task extremely challenging.

#### 3.2 Synergy and Convergence

##### 3.2.1 Stakeholders

The Ministry of Tourism's constant endeavour is to ensure that the different segments of the tourism sector, Partner Ministries & their executing arms (Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertakings), State machineries and Industry Associations work in conjunction with one another keeping aspirations in sync with the larger benefit of tourism.

##### 3.2.2 Partner Ministries

In its bid to strive for convergence, the Ministry

of Tourism works in close collaboration with various Ministries and

Departments of the Government of India viz. Finance, External Affairs, Culture, Civil Aviation, Urban Developments, Road Transport & Highways, Railways, etc. and various States/ Union Territory Administrations.

##### 3.2.3 Executational Arms of the Government

The Ministry has a strong liaison with the executational / functional arms which are under the aegis of different Ministries. These include Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertaking like Archaeological Survey of India(ASI), Bureau of Immigration (BOI), India Tourism Development Corporation (ITDC), Indian Convention Promotion Bureau (ICPB), Port Trust of India, Tourism Finance Corporation of India (TFCI), Experience India Society etc.

##### 3.2.4 Industry Associations

Ministry of Tourism is in constant dialogue with Industry associations namely - Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India (FHRAI), Hotel Association



of India (HAI), Indian Heritage Hotel Association (IHHA), Federation of Associations of Indian Tourism and Hospitality (FAITH), and All India Resort Development Association (AIRDA) etc

### **3.2.5 Inter-Ministerial Coordination Committee on Tourism Sector**

Tourism is essentially a multi-sectoral activity requiring linkages and coordination with various Ministries / Departments. The Ministry of Tourism has an effective mechanism in place to facilitate resolution of Inter-Ministerial / Departmental issues involved in the development of tourism in the country, in the form of an Inter-Ministerial Coordination Committee for Tourism Sector (IMCCTS) constituted under the Chairmanship of the Cabinet Secretary.

This Committee includes the Secretaries from the Ministries of Home, Defence, External Affairs, Road Transport & Highways, Civil Aviation, Culture, Rural Development, Environment & Forest, Urban Development, Labour and Employment, Departments of Revenue, Expenditure, School Education & Literacy, Chairman, Railway Board, etc. Secretary, Ministry of Tourism is the Member Convener of the Committee. Eight meetings of the Committee have been held to date.

### **3.2.6 Constitution of Tourism Task Force**

Based on the recommendations of the Sectoral groups of Secretaries (SGoS) on the Tourism Sectoral Plan, a Task Force has also been constituted under the chairmanship of Secretary (Tourism), with representatives from other Ministries including Ministries of Home Affairs, Civil Aviation, Railways/IRCTC, Road Transport & Highways, Environment & Forests,

Shipping and Sports to address various issues related to tourism. These would include:

- Air, Rail and Road Connectivity identifying tourist destinations for airport development, international and domestic routes including North Eastern region, airports at tourist destinations which require setting up of custom and immigration facilities, unused and underused airports located in tourist destinations, introduction of tourist trains connecting important tourist destinations/sites including pilgrimage sites and upgradation of railway station, road connectivity of tourist destinations,
- Development and promotion of cultural and heritage sites including monuments and museums,
- Promotion of niche tourism segments including cruise tourism, adventure tourism, etc.
- Ensuring safety and security of tourists
- Extending visa facilities to tourists
- Any other inter- Ministerial / inter Departmental issue impacting tourism

### **3.2.7 National Tourism Advisory Council**

The National Tourism Advisory Council (NTAC) serves as a think tank of the Ministry of Tourism. The present NTAC was constituted on 27th October, 2016 under the chairmanship of Hon'ble Minister (Tourism) with a tenure of 3 years. The committee consists of important Ministries, individual experts in the field of travel and tourism management and Ex-officio members from industry associations. Two meetings of the council were organized during 2019-20. First meeting was organized on 12th April, 2018 in Delhi and the second meeting was held on 21st February, 2019 in Gujarat. The third meeting of the NTAC held on 4th October 2019 at VIP Lounge, Paryatan Parv, Rajpath Lawns, New Delhi.







## CHAPTER-4

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# Tourism Infrastructure Development



## CHAPTER

### 4

# Tourism Infrastructure Development

**4.1.1 Integrated Development of Tourist Circuits around Specific Themes - SWADESH DARSHAN:** Ministry of Tourism had launched Swadesh Darshan Scheme in year 2014-15 with a view to promote integrated development of thematic tourist circuits in the country. The Ministry has sanctioned 76 projects under the scheme since its inception under 13 themes for a revised sanctioned cost of Rs. 5524.81 crore and has released Rs. 4417.53 crore (till 31.12.2021).

**The key objectives of the Scheme are:**

- (i) To enhance the contribution of tourism to the local economies
- (ii) To create jobs including self-employment for local communities
- (iii) To enhance the skills of local youth in tourism and hospitality
- (iv) To increase in private sector investment in tourism and hospitality
- (v) To preserve and enhance the local cultural and natural resources

**4.1.2 The 'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive' (PRASAD)** has been launched by the Ministry of Tourism as a Central Sector Scheme with the objective of integrated development of identified pilgrimage and heritage destinations. The scheme aimed at infrastructure development such as development/upgradation of destination entry points viz. passenger terminals (of road, rail and water transport), basic conveniences like

tourism Information/Interpretation Centers with ATM/ Money exchange counters, improvement of road connectivity (last mile connectivity), procurement of equipment for eco-friendly modes of transport and equipment for tourist activities such as Light & Sound Show, renewable sources of energy for tourist infrastructure, parking facilities, toilets, cloak room facilities, waiting rooms, construction of craft haats/bazars/souvenirshops/cafeteria, rain shelters, watch towers, first aid centers, improvement in communication through establishing telephone booths, mobile services, internet connectivity, Wi-Fi hotspot. In addition, Shoreline development & rejuvenation of natural water bodies have also been included. In view of the decision taken by the Government for closure of HRIDAY scheme of the Ministry of Housing and Urban Development and for inclusion of projects for development of Heritage destinations in PRASAD Scheme, the scheme guidelines have been modified and the nomenclature of the scheme has also been changed from PRASAD to "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)" in October 2017.

As on date total number of destinations / sites identified for development under the scheme at present are 61 in 29 states/UTs. These sites are Amaravati, Srisailam, Simhachalam and Annavaram (Andhra Pradesh), Parasuram Kund (Lohit District, Arunachal Pradesh), Kamakhya and Srikrishnaguru Sevashram, Nasatra (Assam), Patna and Gaya (Bihar),



*Cochin International Cruise Terminal*

Balmeshwari Devi Temple (Rajnandgaon, Chhattisgarh), St. Bom Jesus Church (Goa), Dwarka, Somnath and Ambaji in Banaskantha (Gujarat), Panchkula for development of Gurudwara Nada Saheb and Maa Mansha Devi Temple (Haryana), Maa Chintpurni (Una, Himachal Pradesh), Hazratbal, Katra and Sundarbani in Rajauri district (Jammu & Kashmir), Deogarh and Parasnath (Jharkhand), Chamundeshwari Devi (Mysuru District, Karnataka), Guruvayoor, St. Thomas International Shrine, Cheraman Juma Mosque (Kerala), Chawkihang Vihara (Leh), Omkareshwar and Amarkantak (Madhya Pradesh), Trimbakeshwar (Maharashtra), Charanthala Durga Temple-Babedpara, Nartiang Shakti Temple, Nongsawlia Church-Sohra, Madan Air Nar Sacred Pool Near Jowai (Meghalaya), Aizwal, Ailwang, Khawrulian and Lunglei-Serkawn (Mizoram), Cathedral of Kohima, Noksen Church, Mission Compound, Aizuto, Molungkimong, Zunheboto Mission Compound and Vankhosung-Wokha (Nagaland), Puri (Odisha), Amritsar and Ropar for development of Chamkaur Sahib (Punjab), Ajmer (Rajasthan), Yuksom (Sikkim),

Kanchipuram, Vellankani and Rameshwaram (Tamil Nadu), Jogulamba Devi Temple and Bhadrachalam (Telangana) Tripura Sundari-Agartala (Tripura), Varanasi, Mathura and Ayodhya (Uttar Pradesh), Badrinath, Kedarnath and Gangotri- Yamunotri (Uttarakhand) and Belur (West Bengal).

Since its launch in January 2015 and as on date the Ministry has sanctioned 37 projects in 24 states with estimated expenditure of Rs. 1210 crore and a cumulative amount of Rs. 757 crore has been released for these projects.

**4.1.3 Development of Iconic Tourist Destination:** The Ministry of Tourism has framed “Development of Iconic Tourist Destinations Scheme”, a Central Sector Scheme for development of nineteen identified iconic destinations in the country following a holistic approach involving infrastructure and skill development, use of technology, attracting private investment, branding and marketing.

The Ministry of Tourism has identified these sites on the basis of existing footfall, regional distribution, potential for development &



*Infrastructural Development at JCP Attari*

showcasing as world class destination and ease of implementation. The identified tourist sites to be developed as iconic destinations under the Scheme are as follows:

- (i) Kaziranga National Park (Assam)
- (ii) Maha Bodhi temple (Bihar)
- (iii) Humayun's Tomb (Delhi)
- (iv) Qutub Minar (Delhi)
- (v) Red Fort (Delhi)
- (vi) Colva Beach (Goa)
- (vii) Dholavira (Gujarat)
- (viii) Somnath (Gujarat)
- (ix) Statue of Unity (Gujarat)
- (x) Hampi (Karnataka)
- (xi) Kumarakom (Kerala)
- (xii) Khajuraho (Madhya Pradesh)
- (xiii) Ajanta caves (Maharashtra)
- (xiv) Ellora caves (Maharashtra)
- (xv) Konark (Odisha)
- (xvi) Amer Fort (Rajasthan)
- (xvii) Mamallapuram (Tamil Nadu)
- (xviii) Fatehpur Sikri (Uttar Pradesh)
- (xix) Taj Mahal (Uttar Pradesh)

The Expenditure Finance Committee in its meeting held on 15th October, 2020 recommended the proposal of the Ministry of Tourism for development of 19 Iconic Tourist Destinations as Central Sector Scheme with an outlay of Rs. 5109 Crore for the period of FY 2020-21 to FY 2025-26. The scheme is yet to be approved.

**4.1.4 Assistance to Central Agencies for tourism infrastructure development:** Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socioeconomic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance(CFA) to the States/ UTs may not be possible since, many of the potential destinations are under the



ILLUMINATION AT VARANASI

jurisdictions/ control of Central Agencies like ASI, Railways, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/State Governments/UT Administrations/Central Agencies which have potential can be developed through Central Agency. 22 Railway stations for development of tourism amenities under joint development with Ministry of Railways and Ministry of Tourism (50:50 cost sharing basis). A total of Rs.62.85 crore has been released to various Central Agencies for creation of tourism infrastructure related 2020-21.

#### **4.1.5 Viability Gap Scheme for Revenue Generating Tourism Projects:** Development

of tourism infrastructure requires large investments that cannot be undertaken out of public financing alone, and that in order to attract private capital as well as the techno-managerial efficiencies associated with it, the Scheme is meant to promote Public Private Partnerships (PPPs) in tourism infrastructure development. Viability Gap Funding under the scheme is normally in the form of a capital grant at the stage of project construction

**4.4.6 Assistance for Organizing fairs / festivals/ tourism related events:** The Ministry of Tourism extends financial support of upto Rs.50 lakh per State and Rs.30 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organizing fairs/festivals/tourism related events. A total of Rs.1.70 crore has been released to various States/UTs for organizing fairs and festivals in the year 2020-21.







**CHAPTER-5**

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**New Tourism Products  
(Niche Tourism)**



## CHAPTER

# 5

# New Tourism Products (Niche Tourism)

Identification, diversification, development, and promotion of niche tourism products in the country is the initiative of the Ministry to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination, to attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. Thus, new products may be added in due course. The Ministry of Tourism has constituted Board/ Task Forces/ Committees for the promotion of Golf, Medical/Wellness, Cruise and Adventure Tourism in the country. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and promotion:

- i. Cruise
- ii. Adventure
- iii. Medical
- iv. Wellness
- v. Golf
- vi. Polo
- vii. Meetings Incentives Conferences & Exhibitions(MICE)
- viii. Eco-tourism
- ix. Film Tourism
- x. Sustainable Tourism
- xi. Rural Tourism

## 5.1 Cruise Tourism

The Ministry of Tourism provides Central Financial Assistance (CFA) to the State

Governments/ UT Administrations/ Central Government Agencies for development of Tourism including Cruise Tourism and Cruising along rivers. The Ministry of Tourism has also sanctioned various projects for the development of Cruise Terminals and related infrastructure in Andhra Pradesh, Goa, Maharashtra, Kerala and Tamil Nadu at the major ports for Rs. 151.79 Crore under the Scheme for 'Assistance to Central Agencies for Tourism Infrastructure Development'.

### 5.1.1 Task Force on Cruise Tourism

The coastline of the country and its inland waterways have enormous potential to develop cruise tourism, both international and domestic. To harness this, a Task Force has been constituted with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman. The Task Force consists of representatives from the ports, Ministries of Health, Home Affairs, External Affairs, Customs, CISF, Coastal States, etc. and meets regularly. On the recommendation of the Task Force, Ministry of Shipping and Ministry of Tourism have jointly appointed a consultant for preparing Action Plan for the development of Cruise Tourism in India. The Consultant has prepared a report which provides a roadmap and action plan that is needed to move India from its current position to become a preferred cruise destination in the world. On the recommendation of Task Force, the following measures were taken for the development of cruise tourism:

- Standard Operating Procedures (SOPs) have been formulated to be followed by



the various agencies for handling cruise ships. The SOPs have been revised during November, 2017 and since operationalized at all major ports.

- The facility for e-tourist visa has been extended to passengers arriving at these ports of Mumbai, Mormugao, Mangalore, Kochi and Chennai and immigration counters have been set up at five major ports visited by cruise ships, thus facilitating the cruise passenger arrivals at the seaports.
- To address manpower, coordination and logistic issues for handling cruise vessels at ports, "Port Level Facilitation Committees" have been formed under the respective Chairman of the major ports to facilitate seamless handling of cruise ships and passengers.
- Foreign flag vessels carrying passengers have been allowed to call at Indian ports for a period of 10 years with effect from 6th February, 2009 without obtaining a licence from Director General of Shipping. This facility has been extended further for a period of 5 years i.e. up to 5th February, 2024.
- The last two meetings of the Task Force on Cruise Tourism were held on 06.01.2021 & 17.12.2021. The meetings were attended by various Central, State Governments and Industry Stakeholders. During the meeting, held on 06.01.2021 detailed deliberations were made on the following issues:-
  - I. Review of SOPs for Cruise tourism.
  - II. Development of Infrastructure at various ports/cruise terminals.
  - III. Tax related issues for promotion of cruise tourism.
  - IV. Incentives for cruise and water transport on lines of "UDAN" Scheme.

V. Making India "The Cruise Development Hub" of the world.

VI. The status of SOP's was reviewed on 17.12.2021 as under:

- a) e-Landing Card (e-LC) to be standardized to a size of credit card Representative from Bureau of Immigration (BOI) informed that they had agreed to the suggestion provided that certain other features are incorporated and that can be done.
- b) Collective Clearance and the Biometric Exemption
- c) Temporary Immigration Facility (Immigration Process when ship berths at Non-cruise berths)
- d) Deputing Immigration officer for completing Immigration process enroute from the previous foreign ports
- e) It was also decided to Organise India Cruise Conference in Mumbai on 25-26<sup>th</sup> February, 2022 for promotion of Cruise Tourism.

### 5.1.2 Ocean Cruise

The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June, 2008. The objectives of the policy are to make India as an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various ports in the country.

### 5.1.3 River Cruise

Financial assistance is extended for construction of Double Hull Boats, constitution of Jetties, Cruise Vessels, Boats, etc. to various States/UTs.

### 5.1.4 Identification of Cruise Circuits and development of necessary infrastructure

In the meeting chaired by the Hon'ble Prime Minister on 21st June 2014, it was decided that the Ministry of Shipping and the Ministry of Tourism would jointly identify the routes for



Gangtok, Paragliding



River Rafting, Rishikesh



Royal Spring Golf Course Arinagar



Village in Chamba

carrying out cruise tours on waterways and also take measures to develop necessary infrastructure. Accordingly, a Working Group was constituted to examine the modalities of cruise tours connecting religious places and other related issues. The composition of the Working Group is as follows:

- i. IWAI – 1 member from HQ and Local Director/Incharge;
- ii. Ministry of Tourism – 1 member from Ministry and 1 representative from the State Tourism Department;
- iii. Domestic Tour Operators – 1 member;
- iv. Cruise Operators – 2 representatives from cruise operators operating in each waterway.
- v. In its report, the Working Group has identified 8 Tourist Circuits on NW-1 and NW-2

The Working Group has also identified key issues and challenges pertaining to development of these circuits which, *inter alia*, include:

- i. Development of infrastructure including

all weather navigable channels with requisite navigable aids and proper berthing facilities;

- ii. Provision of tourist amenities including maintenance of law and order at terminals, jetties, riverfronts etc., and
- iii. Proper maintenance of tourist places

## 5.2 Adventure Tourism

Adventure tourism involves exploration or travel to remote and exotic areas. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations.

### 5.2.1 Initiatives of Ministry of Tourism to Promote Adventure Tourism

The Ministry of Tourism has issued Guidelines for the Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bona-fide Adventure Tour Operators.



- The Ministry of Tourism had also formulated a set of guidelines in 2012 on “Safety and Quality Norms on Adventure Tourism” as “Basic Minimum Standards for Adventure Tourism Activities”. These guidelines have been reviewed and the revised guidelines ‘Indian Adventure Tourism Guidelines’ (Version 2.0) have been launched on 31st May 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities. These Guidelines have been uploaded on the website of the Ministry of Tourism titled [www.tourism.gov.in](http://www.tourism.gov.in). The same have also been forwarded to the State Governments and Union Territory Administrations for compliance.
- The Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.
- A Task Force on Adventure Tourism has been set up in October 2016 with Secretary (Tourism) as Chairman to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country.

### 5.3 Medical Tourism

Medical Tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to obtain healthcare. Services typically sought by travellers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of healthcare, including psychiatry, alternative treatments, and convalescent care is available in India.

Besides India, there are several Asian destinations like Singapore, Malaysia and Thailand that are offering Medical care facilities and promoting Medical Tourism. India excels among them for the following reasons:

- I. State-of-the-Art Medical facilities
- II. Reputed Health Care Professionals
- III. Quality Nursing facilities
- IV. No waiting time for availing the medical services
- V. India’s traditional healthcare therapies like Ayurveda and Yoga combined with allopathic treatment provide holistic wellness.

**5.3.1** The Medical Tourism activity is mainly driven by the private sector. The Ministry of Tourism has only the role of a facilitator in terms of marketing this concept and promoting this in the key markets. The Ministry of Tourism has taken several steps to promote India as a Medical and Health Tourism Destination, which are as follows:

- i. Brochure, CDs and other publicity material to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.
- ii. Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- iii. ‘Medical Visa’ has been introduced, which can be given for specific purpose to foreign travelers coming to India for medical treatment. ‘E-Medical Visa’ has also been introduced for 166 countries.

### 5.3.2 Constitution of National Medical & Wellness Tourism Board

In order to provide dedicated institutional framework to take forward the cause of



*Natural Swimming Pools-Sohra-Mghalaya*

promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness Tourism Board with the Hon'ble Minister (Tourism) as its Chairman. The Board works as an umbrella organization that promotes this segment of tourism in an organized manner.

**5.3.3** The 5th meeting of the National Medical and Wellness Tourism Board was held on 14.12.2020. During the meeting, it was decided to constitute sub groups, having representations from different Govt and industry stakeholders, on (i) Examining the demands for liberalizing the visa regime and facilitation at the Airport and (ii) various strategies for enhancing insurance coverage. The sub groups will go into details of respective areas and give their recommendations in a time bound manner, which will be deliberated and finalized in the next meeting. Hon'ble Minister while concluding the meeting assured that Ministry will promote medical and wellness tourism in right earnest and the challenges such as facilitation, language interpreters,

accreditation of hospitals etc will be addressed.

#### **5.3.4 Fiscal Incentives Provided by Ministry of Tourism for Development of Medical Tourism**

For participation in approved Medical/Tourism Fairs/ Medical Conferences/ Wellness Conferences/ Wellness Fairs and its allied Road Shows, Ministry of Tourism provides financial support under Market Development Assistance (MDA) scheme. This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA scheme is being provided to approved medical tourism service providers, i.e., the representatives of Hospitals accredited by Joint Commission for International Accredited Hospitals (JCI) and National Accreditation Board of Hospitals (NABH) and Medical Tourism facilitators/ Travel Agents/ Tour Operators engaged in Medical Tourism and approved by Ministry of Tourism, Government of India.

#### **5.4 Wellness Tourism**

Wellness Tourism is about travelling for the primary purpose of achieving, promoting and



maintaining maximum health and a sense of well-being. Most of the hotels/resorts are coming up with Ayurveda Centres. The leading tour operators have included Ayurveda in their brochures.

**5.4.1** The Ministry of Tourism provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centres, i.e., representatives of wellness centres accredited by NABH or the State Governments. The MDA assistance is for participation in Medical/Tourism Fairs, Medical Conferences, Wellness Conferences, Wellness Fairs and allied Road Shows. In addition, the steps taken by the Government to promote medical/ health tourism include promotion in overseas markets through road shows, participation in travel marts, and production of brochures, CDs, films and other publicity material. Health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin.

**5.4.2** Yoga/ Ayurveda/ Wellness has been promoted in the past years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".

**5.4.3** A draft Strategy paper for development of Medical Tourism in the Country covering mainly the following points is under finalization in consultation with different Ministries, State Governments and Industry Stakeholders:-

- i. India as a destination for Medical Tourism
- ii. Mitigating the impact of Covid-19
- iii. Strategies for promoting Medical Tourism etc.

## **5.5 Golf Tourism**

**5.5.1** The Ministry of Tourism has framed guidelines for extending financial support for promotion of golf tourism. These guidelines address issues including *inter-alia*, training and capacity building for the service providers, and

participation in international & domestic events, related events and making available quality publicity material.

**5.5.2** The Ministry of Tourism has also constituted the India Golf Tourism Committee (IGTC) with Secretary (Tourism) as the Chairman, which is the nodal body for golf tourism in the country.

**5.5.3** The Ministry invites Expressions of Interest (EOI) from the Golf Clubs, Golf Event Managers, State Governments/ UT Administrations, Approved Tour Operators/ Approved Travel Agents and Corporate Houses seeking financial support from the Ministry of Tourism for Golf Events, Golf Shows, Golf Promotional Workshops/ Events/ Annual Meetings/ Seminars eligible for financial support, with a view to promote Golf Tourism to and/or within India under Incredible India brand as well as to provide an opportunity for these events to use the association with the Incredible India brand to achieve international standards. Applications received through EOI are evaluated by the India Golf Tourism Committee (IGTC) in its meetings held from time to time.

**5.5.4** The Ministry of Tourism has undertaken an Evaluation Study of the "Guidelines for Support of the Ministry of Tourism for Promoting Golf Tourism" and Evaluation of the Financial Support provided under this Scheme through National Productivity Council.

## **5.6 Polo Tourism**

The Ministry of Tourism promotes Polo as "Heritage Sport" of India in collaboration with the Indian Polo Association and has formulated guidelines identifying broad areas of support for promotion of this game as Niche Tourism Product.

## **5.7 Meetings Incentives Conferences And Exhibitions (MICE)**

The Ministry of Tourism has developed guidelines for extending financial support



under Market Development Assistance (MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences/Conventions, thereby bringing more MICE business to the country. Under the scheme, associations/societies are given financial support on winning the bid or obtaining second and third positions in the bidding process, subject to the terms and conditions.

#### **5.7.1 Initiatives taken by the Ministry of Tourism for promotion of MICE**

Amendment in the guidelines for promotion of MICE under Champion Services Sector Scheme (CSSS) in order to give relief to the MICE industry in difficult time of COVID-19, the Ministry has amended the following components vide OM dated 14.08.2020:

1. The number of minimum participants have been reduced from 500 to 250 to be eligible for the incentive
2. The incentive of the GST is now extended for 2 (two) nights in place of existing one 1 (one) night.

Ministry has written to all Central Ministries/ Departments to organise their meetings/conferences during off peak season i.e. April to October at five important tourist places namely Agra, Khajuraho, Varanasi, Bodhgaya and Hampi and has nominated four nodal officers of the Ministry to facilitate the move.

### **5.8 Promotion Of Eco-Tourism**

#### **5.8.1 The Ministry recognizes following cardinal principles for development of eco-tourism:**

- (i) It should involve the local community and lead to the overall economic development of the area.
- (ii) It should identify the likely conflicts between use of resources for eco-tourism and the livelihood of local inhabitants and attempt to minimize such conflicts.

- (iii) The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and
- (iv) It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan while avoiding inter-sectoral conflicts and ensuring sectoral integration associated with commensurate expansion of public services.

**5.8.2** The Ministry of Environment, Forest and Climate Change, Government of India has recently prepared 'Policy for Eco-Tourism in Forest and Wild Life Areas' and the Ministry of Tourism has extended support to this Policy.

#### **5.8.3 Eco-friendly measures to be adopted by the Hotels**

The Ministry of Tourism has laid down guidelines for approval of Hotel Projects at the implementation stage and also guidelines for classification of operational hotels under various categories. As per these guidelines, hotels at the project stage itself are required to incorporate various eco-friendly measures like Sewage Treatment Plant (STP), rain water harvesting system, waste management system etc. Once the hotel is operational, it can apply for classification under a Star category to the Hotel & Restaurant Approval Classification Committee (HRACC) of the Ministry. During the physical inspection of the hotel by HRACC Committee, it is ensured that in addition to the afore-mentioned measures, other measures like pollution control, introduction of non-CFC equipment for refrigeration and air conditioning, measures for energy and water conservation are also undertaken by the hotel.

**5.8.4** Under the guidelines for project level & classification/re-classification of operational hotels, it has been prescribed that the architecture of the hotel buildings in hilly and ecologically fragile areas should keep in mind



sustainability and energy efficiency and as far as possible be in conformity with the local ethos and use local materials.

### **5.9 Promotion of Sustainable/ Responsible Tourism**

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes and River sectors applicable for the entire country. The Criteria have been evolved after consultations with the various stakeholders. The Ministry has signed a Memorandum of Understanding (MoU) with the United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) on 27<sup>th</sup> September 2021 on the occasion of World Tourism Day. The purpose of the MoU is to undertake measures to actively promote and support 'sustainability initiatives' in the tourism sector of each other and work in a collaborative manner wherever possible.

### **5.10 Film Tourism**

The Ministry of Tourism has issued guidelines (dated 25.07.2012) for extending financial support to State Governments/Union Territory Administrations, for promotion of 'Film Tourism'. The financial assistance is provided up to Rs.2.00 Lakh per film for components such as Space Hiring/Filming charges, Facilitation Fee etc. In an endeavour to establish India as a filming destination, the Ministry of Tourism is making all efforts to promote Cinema of India as a sub-brand of "Incredible India" at various International Film Festivals like IFFI Goa, European Film Market, Cannes Film festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry.

### **5.11 Rural Tourism**

A "National Strategy on Rural Tourism – an initiative towards Atamnirbhar Bharat" in the Country has been approved and circulated by the Ministry of Tourism in consultation with different Ministries, State Governments and Industry Stakeholders:-

The strategy is based on overarching theme of sustainable and responsible tourism, which will be supported by the following strategic pillars:

- i. Benchmarking of state policies and best practices
- ii. Digital technologies and platforms for rural tourism
- iii. Developing clusters for rural tourism
- iv. Marketing support for rural tourism
- v. Capacity building of stakeholders
- vi. Governance and Institutional Framework

### **5.12 National Tourism Policy**

A draft National Tourism policy has been circulated to the Central ministries, state Governments, Union territories and private Stakeholders asking for their comments/ observations before finalising the same. The key strategic objectives of the draft policy are:

- I. To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend
- II. To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force
- III. To enhance the competitiveness of tourism sector and attract private sector investment
- IV. To preserve and enhance the cultural and natural resources of the country
- V. To ensure sustainable, responsible and inclusive development of tourism in the country.







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**CHAPTER-6**

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**Hotels and Travel-Trade**



## CHAPTER

# 6

# Hotels and Travel-Trade

## 6.1 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). The classification is done on the basis of inspection of hotels which is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by this Ministry. To expedite the process of classification / re-classification of functioning hotel in one Star to three Star categories five Regional Committee located in Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorized to conduct / co-ordinate inspection. The Guidelines for Classification / Re-Classification of operational hotels have been revised on 19.01.2018.

## 6.2 Online submission of Applications Project level Approval, Classification/ re-classification of Hotels

Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel

classification / re-classification status to functioning hotels and project level approval for hotel under construction. This online process

has also been integrated with payment gateway. The applications for the classification of hotels in the star category, heritage category, legacy vintage category and operational motels and also for project approval can be filed on <http://nidhi.nic.in>

## 6.3 Other categories of Accommodation units approved

The Ministry of Tourism also approves Timeshare Resorts, Apartment Hotels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, Online Travel Aggregators, Stand - alone Air Catering Units, Convention Centres and Standalone Restaurants under its voluntary schemes.

### 6.3.1 Heritage Hotels

The popular concept of Heritage Hotels was introduced to convert the old palaces, havelis, castles, forts and residences built prior to 1950, into accommodation units that reproduce the ambience and lifestyle of the bygone era. Such hotels are categorized under three categories viz. Heritage, Heritage Classic and Heritage Grand based on the standards of facility and services as per the applicable Guidelines. With effect from 16.12.2014, a new category of heritage hotel i.e. Heritage Classic (without alcohol services) has been introduced.

### 6.3.2 Legacy Vintage Hotels

The concept of Legacy Vintage Hotels has been introduced to cover hotels constructed/ built with materials from heritage properties /



buildings (i.e. properties or buildings which were build / constructed/ erected prior to the year 1950), provided that at least 50% of the material used to construct / build the hotel is sourced from heritage properties or buildings. Such hotels will help recreate the ambience and atmosphere of the bygone era. Such hotels will be classified under 3 sub-categories namely Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). Guidelines for Classification/ Re-Classification of Legacy Vintage Hotels have been notified on 19.04.2018.

#### **6.3.3 Approval of Standalone Restaurants**

Restaurants are an integral part of a Tourist's visit to a place and as such the services offered by them can make or mar a visit. Restaurants are increasingly becoming popular with the tourist – both domestic and foreign as they intend to enjoy the taste of authentic food, particularly cuisine of different States in the country. With the aim of providing standardized world class services to the tourists, the Govt. of India, Department of Tourism has a voluntary scheme for approval of restaurants in the country.

#### **6.3.4 Approval of Apartment Hotels**

Apartment Hotels are increasingly becoming popular with business travellers who visit India for assignments or family holidays, etc., which sometimes prolong for months together. With a view to providing standardized, world class services to the tourists, the Ministry has introduced a voluntary scheme for classification of fully operational Apartment hotels in the five Star deluxe, five star, four star and three star categories.

#### **6.3.5 Approval of Motels**

Motels are an important segment of the hospitality sector which provide budget accommodation. Motels cater to the hospitality requirements of road travelers through the facilities and services offered by them, with the

rooms usually arranged in low blocks with parking directly outside. With the aim of recognizing this segment as a component of the overall tourism product, and benchmark the standards of facilities and services of Motels, the Ministry of Tourism has formulated a voluntary scheme for Approval of Operational Motels. The Guidelines for approval of operational motels have been notified on 25.09.2018.

#### **6.3.6 Approval of Guest Houses**

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health, Hygiene and Pest Control. Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

#### **6.3.7 Approval and Classification of Time share Resorts**

Time Share Resorts (TSRs) are increasingly becoming popular for leisure holidays and family holidays, etc. With the aim of providing standardized world class services to tourists, the Government of India, Ministry of Tourism has a voluntary scheme for classification of fully operational Time Share Resorts in three star, four star and five star categories.

#### **6.3.8 Incredible India Bed & Breakfast/ Home stay Scheme**

The scheme offers foreign and domestic tourists an opportunity to stay with an Indian family and enjoy the warm hospitality and get a taste



of Indian culture and cuisine in a clean and affordable place. With a view to encourage the growth of such establishments and also to simplify the procedure of approvals, this Ministry has reviewed the scheme and has simplified the guidelines. The Ministry of Tourism has been conducting sensitization workshops on promotion of Home stays/ Incredible India Bed & Breakfast Establishments in all States through its domestic offices. This is an ongoing process. The revised Guidelines for classification and re-classification of Incredible India Bed and Breakfast Establishments and Incredible India Homestay Establishments have been notified on 10.12.2018. These Guidelines would constitute the Common National Standards which each State/ Union Territory would adapt to their requirements, while keeping the core tenets intact. The States/ UTs would be free to build upon and introduce suitable parameters/ criteria over and above the Common National Standards. The Ministry of Tourism would continue to classify B&B/ Homestay establishments in all States/ UTs till such time the respective States/ UTs put in place their own mechanism for such classification, based upon the Common National Standards. The online module for application disposal has been activated. The approved units are listed on the website of the Ministry. Application can be filled online to <http://nidhi.nic.in>

### **6.3.9 Approval of Stand-Alone Air Catering Units**

This Ministry approves and classifies Stand-alone Air Catering Units in the country to ensure international standards in the air catering segment.

### **6.3.10 Approval of Convention Centres**

Meeting, Incentives, Conferences and Exhibitions (MICE) are important segments of the tourism industry. In a rapidly globalizing high growth Indian economy, MICE tourism is set to grow and the country is in need of more Convention and Exhibition Centers to meet this

requirement. To encourage investment and standardize facilities in these areas, this Ministry grants approval to Convention Centers.

### **6.3.11 Online Travel Aggregators (OTA's)**

The guidelines for the scheme of approval/re-approval of Online Travel Aggregators (OTA's) have been formulated and notified on 10.12.2018. The scheme is purely voluntary in nature and it is not binding upon any Online Travel Aggregators to obtain accreditation from the Ministry of Tourism.

### **6.3.12 Hospitality Development and Promotion Board (HDPB) for Hotel Projects**

Construction of hotels is primarily a private sector activity which is capital intensive and has a long gestation period. A constraint being faced by the hotel industry, in addition to the high cost and limited availability of land, is the procurement of multiple clearances/ approvals required from the Central and State Government agencies for hotel projects. This often results in delay in the implementation of the project, cost escalation, etc. To obviate the above mentioned difficulties faced by the hospitality industry, Ministry of Tourism has set up a Hospitality Development and Promotion Board (HDPB). The Main function of the board includes monitoring and facilitating the clearances / approvals of Hotel Projects, both at the Central and the State Government level. The Board would be a single point for receiving applications for various clearances, approving / clearing hotel project proposals in a time-bound manner, and review hotel project policies to encourage the growth of hotel/hospitality infrastructure in the country. The Board, however, will not in any way supersede the statutory clearances of other agencies but will review and monitor the clearances of hotel projects with the concerned Ministries / Departments / Authorities by meeting on fixed schedule basis.

### **6.3.13 Harmonized Master List of Infrastructure Sub-Sectors**

Ministry of Finance, Govt. of India, on 17th



October, 2017 have notified the Harmonized Master List of Infrastructure Sub-Sectors to boost supply of hotel rooms in the country which includes three Star or higher category classified hotels located outside cities with population of more than 1 million. Vide notification dated 26<sup>th</sup> 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.

#### 6.4 NIDHI Scheme

On 8 June 2020, Ministry of Tourism launched the National Integrated Database of Hospitality Industry (NIDHI) scheme which will serve as a common repository of data about unclassified tourist accommodation units in the country and assist States/UTs to develop policies and strategies for promotion and development of tourism at various destinations, help tourists to find information on places for accommodation at any destination, assess the carrying capacity of various destinations, assess requirements for skilled human resources, facilitate preventive action and placing adequate safety measures to deal with untoward incidents such as the COVID -19 pandemic.

Under the NIDHI Scheme, all types of accommodation units can be registered on the portal [nidhi.nic.in](http://nidhi.nic.in). Registered units will be able to avail other value added services such as: (a) System for Awareness, Assessment and Training for Hospitality Industry (SAATHI) (b) Destination based skilling (c) MSME schemes and (d) Usage of digital and virtual technologies to minimize physical contact in post COVID-19 era.

#### 6.5 SAATHI Initiative

The global COVID 19 pandemic highlighted the urgent need for all hospitality units to take

suitable measures to restrict any further transmission of the virus while providing accommodation and other services post lockdown. To assist the hospitality industry in their preparedness to continue operations safely and mitigate risks arising out of the COVID-19 pandemic, the Ministry of Tourism has partnered with the Quality Council of India (QCI), to assist the Hospitality Industry through an initiative called SAATHI (System for Assessment, Awareness and Training for Hospitality Industry). This initiative is aligned with the Hon'ble Prime Minister's clarion call for "**Atmanirbhar Bharat**". The idea is not only to sensitize the industry on the COVID regulations by the government but also to instill confidence amongst the staff and guests that the hospitality unit has exhibited intent towards ensuring safety and hygiene at the workplace.

#### **SAATHI aims to reach out to maximum hospitality units in 3 phases:**

1. **Self-Certification:** This provides a detailed understanding of the Guidelines/key-elements to be followed. A hotel/unit goes through the SAATHI framework and agrees to follow the requirements wherever applicable to the fullest extent possible. A self-certification is issued.
2. **Webinars:** This phase builds capacities of the Hotels on the SAATHI key elements. Self-certified Hotel/units attend webinars to clarify doubts through live interactions.
3. **Site-assessment (optional):** In this phase on-ground implementation of the SOPs/Guidelines and identification of gaps is undertaken. If Hotel/unit desires, they may undertake site-assessment based on SAATHI framework through QCI accredited agencies and an assessment report with opportunities for improvement is shared with the assessed unit.



## 6.6 Incredible India Tourist Facilitator Certification Programme

The Ministry of Tourism, Government of India, continuously endeavours to build capacity of all stakeholders with whom the visitor is likely to interact desiring that each interaction results in superior experience for the visitors. As tourism around the world gets competitive, destinations need to differentiate themselves based on their distinct personalities and their ability to create a positive image in the minds of customers and prospective visitors to the country.

The objective of Incredible India Tourist Facilitator (IITF) Certification Programme **launched by the Ministry of Tourism** is to provide online training and accreditation of the Tour Facilitators through a centralized PAN India e-learning module. The institution of tourist facilitators would be a basic component of the infrastructural requirement both for International and Domestic tourism. There are two categories under the Incredible India Tourist Facilitator (IITF) Certification Program:

- (1) Incredible India Tourist Facilitator Program (Basic)
- (2) Incredible India Tourist Guide (IITG) Heritage & Adventure.

The programme is designed in a manner that the users can learn at their own time, space, path and pace. The candidate/person below the age of 40 years should have completed 10+2 or equivalent examination whereas the candidates/persons of 40 years of age and above should have completed 10 or equivalent examination conducted by any recognised Board by Government of India/State Government on or before the date of registration to the course.

The Registration/Course fee for IITF certification programme is Rs. 2000/- (Rupees two thousand) only. However, the SC and ST candidates, the candidates who are domicile residence of the Union Territory of Ladakh, Jammu & Kashmir

and of Aspirational Districts as identified by NITI AAYOG (as amended from time to time\*\*) are exempted from registration fee.

The programme will benefit the Indian economy in general and Indian tourism in specific. It would enable creation of a pool of well trained and professional Tour facilitators. Thus, it would help in creating additional employment even in remote areas. It will help the tourists, as they would be able to get the support of tourist facilitators, who would be locals, at a reasonable price. The program is a digital initiative enabling Indian citizens to develop and enhance skills associated with Tourism thereby incorporating knowledge about facilitating tourists across the country.

The first ever Incredible India Tourism Facilitator Basic Course online exam was conducted in Feb, 2021 for which result was announced in March, 2021 for 2230 successful candidates. The 2nd IITFC Basic Course exam was conducted on 03rd & 04th July, 2021, for which 1370 candidates appeared out of which 841 were declared successful.

Ministry of Tourism through IITTM is also in process of conducting IITFC advanced (heritage and adventure), spoken language and refresher courses for candidates, shortly.

Ministry of Tourism has decided to adopt a uniform IDs and Badges (shape, size & color coding) for Incredible India Tourist Guide (earlier referred as RLGs). IDs/Badges for IITFC and Incredible India Tourist Guide have been divided in 05 categories, based on their experience criteria, which are as under:

S. No.	Particulars of IITFC/IITG	Colour Badge/Category	Star Attached to the ID
1.	IITFC (Basic)	Basic-Blue	One (*)
2.	IITG(Less than 5 years of experience)	Silver	Two (**)



3.	IITG (More than 5 years of experience but less than 10 years of experience)	Gold	Three (***)
4.	IITG (More than 10 years of experience but less than 20 years of experience)	Diamond	Four (****)
5.	IITG (More than 20 years of experience)	Platinum	Five (*****)

### **6.7 Loan Guarantee scheme for COVID Affected Tourism Sector (LGSCATSS)**

As announcement by the Ministry of Finance on 28.06.2021 to provide relief to the tourism sector, Ministry of Tourism is set to implement the “Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)”. Under this loan guarantee scheme, loan upto Rs. 10.00 lakh will be extended to each Tour Operators/ Travel Agents/ Tourist Transport Operators approved/recognized by the Ministry of Tourism, upto Rs. 1.00 lakh will be extended to each Regional Tourist Guide/ Incredible India Tourist Guide approved/ recognized by the Ministry of Tourism and Tourist Guides approved/ recognized by the State Govt./ UT Administration.

The purpose of the LGSCATSS of the Ministry of Tourism is to provide guarantee coverage for the loans provided by the Scheduled Commercial Banks to the above mentioned beneficiaries, to discharge their liabilities and restart their business affected due to Covid-19 pandemic.

Validity of the said scheme is till 31.03.2022 or till the guarantee of Rs. 250.00 crores are issued under the scheme, whichever is earlier and would be applicable to all eligible loans sanctioned under the scheme on or after 04.10.2021 (issuance of LGSCATSS guidelines by NCGTC) till 31.03.2022. No guarantee fee will be charged from the MLIs by NCGTC for the credit facilities provided under the Scheme.

Guidelines for LGSCATSS has been published by NCGTC on their official website on 04.10.2021. The scheme is already operational through more than Ten Scheduled Commercial Banks. Sanction letters are being issued and Cheques are being distributed to the eligible borrowers/ target beneficiaries through the Scheduled Commercial Banks who have rolled out the scheme.

### **6.8 Nirbhaya Fund**

The Government has set up a dedicated non-lapsable corpus fund - Nirbhaya Fund, being administered by Department of Economic Affairs, Ministry of Finance, which can be utilized for projects specifically designed to improve the safety and security of women. As per the guidelines issued by Ministry of Finance dated 25.03.2015, the Ministry of Women and Child Development (MWCD) is the nodal Ministry having responsibility of appraising/ recommending proposals and schemes, review and monitor the progress of sanctioned schemes in conjunction with the line Ministries/ Departments.

Consequent upon appraising and recommending the proposal submitted by the State Govt. of Madhya Pradesh for ‘Safe Tourist Destination for Women in Madhya Pradesh’, the Empowered Committee (EC)under the Chairmanship of Ministry of Women and Child Development (MoWCD) and subsequent approval of Secretary (Tourism), Government of India, agreed to release/incur expenditure of Rs. 16.79 crore (approx.) over a period of three years. The total cost of the project submitted by the State Government of Madhya Pradesh is of Rs.27.99 crore (approx.), wherein the amount will be distributed at 60-40 ratio between Central Govt. and State Govt. i.e. Rs.16.79 crore and Rs.11.20 crore, respectively.

1st installment of Rs.6.24 crore (approx) has been released on 19.03.2021 for the financial year 2020-21, out of total Central Govt. financial share of Rs 16.79 crore (approx.) under



'Nirbhaya Fund', in favour of the Madhya Pradesh Tourism Board.

### **6.9 Approval of Travel Trade Service Provider**

In the past the Ministry of Tourism used a give recognition/ approval under the following categories of Travel Trade Service Providers:

- I. Inbound Tour Operators
- II. Travel Agents
- III. Domestic Tour Operators
- IV. Adventure Tour Operators
- V. Tourist Transporters Operators

Revised guidelines of this scheme were issued on 18th July, 2011 with an aims to encourage quality, standard and service in these categories. This is a voluntary scheme open to all bona fide agencies.

Keeping in mind that over a period of time, there have been widespread, global developments and advancements which have had a strong bearing on the Tourism sector and recognizing the need to continuously examine the sector vis-à-vis the changing traveller and industry landscape, the Ministry recognized the need to review and the guidelines for giving recognition to tourism service providers. Further, the Corona virus (COVID-19) pandemic had triggered an unprecedented crisis in the tourism sector. All these factors necessitated that the guidelines for giving recognition to tourism service providers are amended suitably. The Guidelines have accordingly been revised in December 2020 so as to enhance their reach and scope. The revised Guidelines would be effective from January 2021.

The existing guidelines have been consolidated into one single Guideline for 'Recognition of Tourism Service Providers by the Ministry of Tourism'. Recognition, under the revised guidelines, will be granted under three broad sub-categories.

- i. Tour Operators (Inbound, Domestic, Adventure, MICE)
- ii. Travel Agents
- iii. Tourist Transport Operators

These three sub-categories will include Operators / Agencies making required arrangements for tourists through online mode also.

A Category of Greenshoot / Start-up Agencies has been introduced for the first time, to encourage the principles of Aatmanirbhar.

The Ministry of Tourism has given recognitions to total number of 1120 Stakeholders as on 17.01.2022. Out of these, there are 41 Green shoots/ startups; 208 Travel Agents; 104 Tourist Transport Operators and 729 Tour Operators.

### **6.10 Web-based Public Delivery System**

For the recognition of the Travel Trade Service Providers, Ministry of Tourism has set up a Web-based Public Delivery System w.e.f. 12th May 2014. The objective of the system is to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from this Ministry and to bring in transparency in granting the approvals. The new procedure accepts applications online from service providers thereby make the process paperless.

All the applications are submitted on line through the URL <http://etraveltra.deapproval.nic.in/> and examined, processed and approved / rejected within 60 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

### **6.11 E-Visa**

The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country. The Ministry supported the initiative regarding the implementation of Tourist Visa on Arrival



*Jalebi Fafda, Gujarat*

enabled with Electronic Travel Authorization (ETA) (renamed as e - Visa) strongly and committed all support to Ministry of Home Affairs, Ministry of External Affairs and Ministry of Civil Aviation for implementing this Programme. The Government of India launched the e - Visa on 27.11.2014 and subsequently e-Tourist Visa was initially introduced for 46 countries.

The Government of India has further liberalized the e-Tourist Visa Scheme pursuant to the Cabinet approval on 30.11.2016 and the e-Tourist Visa (eTV) scheme was renamed to e-Visa scheme and at present there are following five sub-categories of e-visa.

- (i) e-Tourist Visa,
- (ii) e-Business Visa,
- (iii) e-Medical Visa,
- (iv) e-Conference Visa and
- (v) e-Medical Attendant Visa.

At present, the e-Visa scheme is available to the nationals of 156 countries.

e-Visa is valid for entry through 28 designated Airports (i.e. Ahmedabad, Amritsar, Bagdogra, Bengaluru, Calicut, Chennai, Chandigarh, Cochin, Coimbatore, Delhi, Gaya, Goa, Guwahati, Hyderabad, Jaipur, Kolkata, Lucknow, Mangalore, Mumbai, Nagpur, Pune, Tiruchirapalli, Trivandrum, Varanasi, Vishakhapatnam, Madurai, Bhubaneswar and Port Blair) and 5 designated seaports (i.e. Mumbai, Cochin, Mormugao, Chennai and New Mangalore).



*Heritage Village Kohima Nagaland*

Prior to pandemic, the Government had made a series of amendments in e- visa regime, liberalizing it further and making it more tourist friendly. Important modifications made have been highlighted as under:

- I. A new category of e-Tourist Visa for 5 years with multiple entry has been introduced in addition to the existing e-Tourist Visa for one year
- II. The duration of stay for e-tourist visa is 90 days in case of nationals of all countries who are eligible for grant of e-visa except nationals of USA, UK, Canada and Japan. For nationals of USA, UK, Canada and Japan continuous stay during each visit shall not exceed 180 days. In the case of e-Medical Visa and for e-Medical Attendant Visa, triple entry is permitted, and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e visa holder.
- III. Further, a new category of e-Tourist visa which is valid for one month- double entry has also been introduced.
- IV. In addition to this, the visa fee has also been rationalized and has been fairly reduced which is as under:-



- For 5 year e-Tourist visa - \$80
  - For 1 year e-Tourist Visa - \$40
  - For one-month e-Tourist visa –
    - ✓ Tourist season (July to March) - \$25
    - ✓ Lean tourist season (April to June)- \$ 10
- V. e-Conference Visa in line with e-conference visa for Government/P.S.U. Conferences, would be granted for private conferences organized by private persons/companies/organizations

Owning to the situation which arose out of COVID-19 pandemic and to control its spread, the issuance of visa was suspended by the Ministry of Home Affairs, since March,2020. On the follow-up by Ministry of Tourism for the restoration of e-Tourist Visa, it was informed by MHA that as per the recommendation of the committee of Secretaries constituted under the chairpersonship of Cabinet Secretary, MHA vide Om dated 30.03.2021 has restored e-Visa regime with all the sub-categories(except e-tourism visa) to nationals of 156 Countries. It was also conveyed then that a decision on restoration of e-Tourist visa will be taken in due course.

The Government of India has announced 5,00,000 free visa to the tourist, to ensure a geographical spread of the incentive to important source markets globally, the Ministry has suggested that the free visas may be rationally apportioned across the source markets so that the benefit can be availed by inbound tourists of different nationalities.

Further, the Ministry of Home Affairs has relaxed the restriction for all foreign nationals intended to visit India for Tourism purposes subject to the Covid related guidelines of the Ministry of Health and Family Welfare (MoH&FW)

- I. The e-Tourist Visa / Tourist Visa is restored for the tourists coming to India

- II. through chartered flights and group bookings from 15th October,2021
- III. The e-Tourist Visa / Tourist Visa is fully restored for all individual foreign nationals intended to visit India for tourism purposes w.e.f. 15th November, 2021
- IV. Initially, the e-Tourist / Tourist Visa is being issued with the validity of 30 days. The extension of e-Tourist Visa / Tourist Visa shall remain suspended.

#### **6.12 Market Development Assistance (MDA) Scheme for promotion of Domestic Tourism.**

The global outbreak of COVID-19 in 2020 has been an unprecedented global health emergency with tremendous impact on societies and livelihoods. Travel and Tourism has been among the sectors most affected by this crisis with complete curtailment of all travel – domestic and international. When the situation eases, domestic travel and tourism is likely to spearhead revival of the Tourism sector in the country. The focus of the Ministry at present, is therefore on reviving and revitalizing the domestic tourism sector.

In view of the above situation, the Guidelines for the Scheme of Market Development Assistance (MDA) for 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

The objectives of the Scheme are:

- To motivate stakeholders to promote tourism destinations in the country, including lesser known and unexploited destinations as part of their marketing programmes for the domestic market.
- To familiarize stakeholders with tourism destinations and products across the country to enable them to promote and package them effectively amongst



domestic consumers.

- To familiarise stakeholders with new destinations, products and developments in the field of tourism in the country.
- To encourage stakeholders to make tourism industry as a vital socio-economic activity of the country

As per the modified guidelines of MDA dated 28.11.2020, Financial support will be extended to the tourism service providers for undertaking the following promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Participation in Tourism related Conferences / Conventions / Seminars organized by National Tourism, Trade and Hospitality Associations and by the Central and State Government Tourism Ministries; Participation in Road Shows in different regions of the country and for Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets.

Apart from this, Financial support will be extended to Tourism Departments of State Governments / UT Administrations for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets and for Travel undertaken by officers and Staff of State govt./UT administration for Tourism product familiarization.

### **6.13 Multilingual Tourist Infoline.**

The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 Languages including Hindi & English on 08.02.2016. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely,

Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. This service is available on the toll-free number 1-800-11-1363 or on a short code 1363 and operational 24X 7 (all days) in a year offering a “multi-lingual helpdesk” in the designated languages.

The objective of this multi-lingual helpline is to provide the support service in terms of providing information relating to travel and tourism in India to the domestic and international tourists in the designated languages and to advise the callers with advice of action to be taken during the times of distress while travelling in India and if need be alert the concerned authorities.

This is a unique endeavour by Ministry of Tourism, Government of India and gives the foreign tourists a sense of safety and security while travelling in India. The total number of / queries received and handled in the Multilingual Infoline since February 2016 till December 2021 is 637615.

### **6.14 Protected Area Permit (PAP)/Restricted Area Permit (RAP)**

For a better and smooth travel experience of Tourists in the restricted/Protected area of the country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and as a result Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years i.e. till 31.12.2022 in the states of Manipur, Mizoram and Nagaland and Union Territory of Andaman & Nicobar Islands.

### **6.15 Regional Connectivity Scheme (RCS)**

The RCS- UDAN is scheme initiated by Ministry of Civil Aviation in order to facilitate / stimulate regional air connectivity by making it affordable.

Under RCS UDAN-3 Tourism, Ministry of Tourism approached Ministry of Civil Aviation, with the purpose of further improving



connectivity and got 46 tourism routes included for better connectivity of important tourist's places including Iconic sites. Out of these tourism routes, currently 29 tourism routes have already been operationalized.

Further to this, Ministry of Tourism has been supporting and giving its recommendations for inclusion of tourism routes and improving the air connectivity in the North Eastern region. The Ministry of Civil Aviation has recently finalized 78 Routes under RCD UDAN-4 which largely aim at increasing air connectivity to and within the North Eastern Region.

#### **6.16 Tourist Facilitation and Information Counter.**

The Tourist Facilitation and Information Counter was opened on 5th November 2018 at T3 Terminal arrival gate of Indira Gandhi International Airport, New Delhi. Subsequently, the Tourism Ministry has also started Tourism Facilitation Counters at the airports of Varanasi, Bodhgaya, Bangalore, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad i.e. a total of 9 tourist facilitation counters have been opened at 9 different airports of India by Ministry of Tourism.

Opening the facilitation Centre for visitors, shall be of great help to the tourists visiting the country. The counter shall cater to non-English speaking tourists also as the Counter will also be connected to the 24x7 Helpline – '1363' of the Tourism Ministry where the tourists can speak directly with the foreign language agents and get guidance in French, German, Italian, French, Portuguese, Russian, Japanese, Korean, Chinese and Arabic.

#### **6.17 Improvement of Road connectivity and Way Side amenities to the important Tourist Destinations with the help of Ministry of Road Transport & Highways (MoRTH).**

Ministry of Tourism (MoT) has been pursuing the matter regarding improvement of road

connectivity to important tourist destinations with the Ministry of Road Transport & Highways (MoRTH) and had submitted a list of 50 Tourism Destinations to MoRTH for taking up in the first phase. MoRTH has been requested to consider setting up of Wayside Amenities, prominent signages and beautification of the area, at a distance of 15-20 km where good road connectivity already exists. Out of these 50 destinations, only 23 fall under the purview of Ministry of Road Transport & Highways/National Highway Authority of India, where work is in progress.

For the remaining 27 tourist sites Ministry of Tourism has addressed letters to the respective State Governments and PWD for improvement of connectivity and provision of wayside facilities as these roads did not fall under the purview of MoRT&H.

Virtual meetings were held with the State/UT Tourism Departments on 24th and 25th November, 2020 to get their inputs and suggestions on tourist destinations which require road connectivity and wayside amenities. Based on the inputs received from the State Governments/UTs a list of 114 destinations has been prepared and further shared with the MORT&H for improving road connectivity to these tourist sites.

Further, meetings with senior officers of the Ministry of Road Transport & Highway and the Ministry of Petroleum and Natural Gas have also been held in the month of November, 2021 regarding improvement of road connectivity and to ensure public amenities along the national highways connecting the UNESCO World Heritage Sites and other prominent tourist destinations for enhancing smooth journey experiences of the tourists.

#### **6.18 Adopt a Heritage.**

The Ministry of Tourism, Government of India has launched the "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project which is a collaborative effort by the Ministry of Tourism,



*Umaid Bhawan Jodhpur*

Ministry of Culture, Archaeological Survey of India and State/ UTs Government for developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become "Monument Mitras" and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites. They would also look after the Operation & Maintenance of the same.

Under the project, 29 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for twenty-Seven (27) sites and two (2) Technological interventions across India.

**Details of Amount released under Joint Development of Railway Station Sanctioned under the Scheme "Assistant to Central Agencies for Tourism Infrastructure Development" Scheme during 01.01.2021 - 31.12.2021 (actual data)**

S. No	State	Name of Project	Amount Released (in Rs. Crore)
1.	Ajmer, Rajasthan	Ajmer Railway Station	1.11 released on 24.05.2021 as 3rd/ Final Installment







## CHAPTER-7

# Human Resource Development



## CHAPTER

## 7

# Human Resource Development

### 7.1 Institutes of Hotel Management (IHMs) & Food Craft Institutes (FCIs)

It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 48 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 27 State IHMs) and 13 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadgishpur, Uttar Pradesh is under construction. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education / conduct training in hospitality skills. While the IHMs mainly impart degree level hospitality education, the FCIs offers skill level education.

### 7.2 National Council for Hotel Management & Catering Technology (NCHMCT, MOT)

For steering and regulating the academic efforts of the IHMs and FCIs, in 1982 the Ministry had set up the National Council for Hotel Management & Catering Technology (NCHMCT). The mandate of the NCHMCT is to co-ordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, research and examinations,

results, regulating building plans and equipment, training, publishing periodicals, magazines, etc., as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT is also the affiliating body and the 21 CIHMs, 27 SIHMs and 13 FCIs that have come up with the support of Ministry are also affiliated to it for admissions and regulations of examination. The NCHMCT has also been given the mandate to affiliate private IHMs. As on date, 29 private institutes are affiliated to the NCHMCT. The NCHMCT also conducts Joint Entrance Examination (JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality and Hotel Administration for its affiliated institutes. Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council. In the case of other courses, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service and Certificate Course in Hotel and Catering Management, admissions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

In addition to various short term capacity building programs, during the year 2020-21, total 25,772 students enrolled themselves under various regular academic programs offered by NCHMCT.

A proposal for upgradation of National Council



of Hotel Management and Catering Technology (NCHMCT) to a statutory body for awarding degree, diploma certificates to be named as National Institute of Hospitality Management (NIHM) has been initiated.

### **7.3 Indian Institute of Tourism & Travel Management (IITTM), MOT**

Indian Institute of Tourism and Travel Management (IITTM), set up in 1983, is a pioneer in the field of travel and tourism education and training. It provides specialized training and education for tourism and travel industry. It currently offers the following programmes.

Two-year full time MBA (Tourism and Travel Management) & Three-year full time BBA (Tourism and Travel) programme from its Gwalior, Bhubaneswar, NOIDA, Nellore and Goa centres. These centres also offer Short-term Skill Development Programmes/courses. In addition to various short term capacity building programs, during the year 2020-21, a total of 590 students enrolled themselves under various regular academic programs offered by IITTM.

#### **Proposed new centres of IITTM**

A proposal has been moved to Department of Expenditure, Ministry of Finance to seek their concurrence on the proposal for opening of new centres of IITTM at Shillong and Bodhgaya. Till the proposal is finalised, a camp of IITTM at

Shillong, Meghalaya and Bodhgaya, Bihar has been made operational to start short term Skill Development courses.

### **7.4 National Institute of Water Sports (NIWS), Goa**

National Institute of Water Sports (NIWS), Goa was incorporated in the IITTM in the year 1995. The setting up the National Institute of Water Sport, Goa is being taken up to strengthen the ongoing activities of education/ training, research and consultancy, and leisure water sports promotion in India. Currently, NIWS is offering consulting activities, professional short term training programmes like OBM Maintenance, FRP Boat Repair, Tiller Controlled Powerboat Handling, Remote control Powerboat Handling, Life Saving Techniques, Surf Life Saving techniques, etc. It also conducts some skill based courses like windsurfing, sailing, water skiing, kayaking, etc. A new campus with state of the art facilities is currently under construction.

### **7.5 MOT's Scheme of Assistance to IHMs/FCIs/IITTMS/NCHMCT etc.**

The Ministry of Tourism has an enabling plan scheme "Assistance to IHMs/FCIs etc." under which Central financial assistance can be sanctioned to a State/Union Territory Government up to a ceiling of Rs.16.50 Crores for establishment of an Institute of Hotel



Management (IHM), Rs.7.50 Crores for a Food Craft Institute (FCI), Rs.2.40 Crores for broad-basing of hospitality education through government sponsored ITI, Polytechnics, Colleges, PSUs and Rs.30.00 lakhs for Schools subject to availability of funds, adherence to the terms and conditions of the scheme guidelines and their inter-se priority. However, quantum of assistance for the setting up of an IHM created by the Central Government, or the setting up of a centre/branch of the Indian Institute of Tourism and Travel Management (IITTM) or National Council for Hotel Management & Catering Technology (NCHMCT) or Indian Culinary Institute (ICI), shall not be subject to this ceiling.

The Central Financial Assistance (CFA) extended for setting up of new IHMs / FCIs is subject to provisions of guidelines of the scheme and affiliation of the Institute to the NCHMCT. The normal grant is up to Rs.12.50 Crore, of which, Rs. 10.00 Crore is for construction and the balance for the purchase of equipment required by the Institute. An additional Rs. 4.00 Crore can also be granted for construction of hostels. The expenditure over and above the Central Grant is met by the respective State Governments. For a Food Craft Institute, the Central assistance is limited to Rs.7.50 Crore. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories.

The Central Financial Assistance was meant for purchase of lab equipment, furniture, computers, and for the modernization and infrastructural upgradation of the Institutes. A budget provision of Rs.50.00 Crore has been made at RE for FY'2020-21 and whole amount has been utilized as on 31.03.2021.

## **7.6 Broad-basing of the Hospitality Education**

The Ministry has also decided to bring hospitality education into the mainstream through Government vocational schools,

Industrial Training Institutes (ITIs), polytechnic institutes, Government colleges, Universities and Public Sector Undertakings. The Central assistance will be available to all. The assistance can be utilized for creation of infrastructure necessary for the conduct of courses / training.

## **7.7 Indian Culinary Institute, Tirupati**

The Ministry of Tourism has set up an Indian Culinary Institute (ICI) at Tirupati, at a total cost of Rs.97.92 Crore with the objective (i) to ensure the preservation of heritage Indian cuisine, (ii) to establish research, documentation, museum and resource centre of Culinary Arts & (iii) to impart specialized training in culinary skills. The Indian Culinary Institute will serve as a resource centre in its subject domain, conforming to international benchmarks. A chapter of ICI Tirupati has been set up at NOIDA.

The ICI has commenced 3 years BBA Culinary Arts from 2018-19 with an intake of 60 students each for ICI, Tirupati and Noida. MBA courses are also being started from 2019-20 academic years at Tirupati and Noida Campuses with initial 30 intakes. In addition to various short term capacity building programs, during the year 2020-21, total 119 students enrolled themselves under various regular academic programs offered by ICI.

## **7.8 Capacity Building for Service Providers**

**7.8.1** The Scheme of “Capacity Building for Service Providers” (CBSP) of the Ministry of Tourism aims to provide education, training and certification to the tourism service providers at every level with its main objectives being to train and up-grade manpower at every strata of service in order to i) capitalize on the vast tourism potential of the country to the fullest, and ii) provide professional expertise to the local populace as well as create fresh opportunities for employment generation in the tourism sector both in urban as well as rural areas. These trained service providers could be engaged in



Falkland, Aizawl

providing service directly to the tourist or those involved in the important task of teaching, administering or planning.

**7.8.2** The Scheme is implemented by the Ministry of Tourism through Institutes of Hotel Management and Food Craft Institutes including such institutes approved by the All India Council for Technical Education (AICTE), Indian Institute of Tourism & Travel Management (IITTM), National Council of Hotel Management & Catering Technology (NCHMCT), India Tourism Development Corporation (ITDC), State/UT/Central Training/ Academic Institutions and the specialized academic Training Institutes in the private sector engaged in giving training in the hospitality sector.

#### **7.8.3 The following programmes are conducted under the CBSP Scheme:-**

**A. Hunar Se Rozgar Tak:** - The programme presently offers a total of eleven short duration courses of 160 hours to 700 hours. Out of these eleven courses eight viz. Multi Cuisine Cook, Food & Beverage Service, Room Attendant, Front Office, Laundry Machine Operator, Kitchen Steward, Home Delivery Boy and Traditional Snack & Savory Maker are

hospitality related and the other three courses viz Unarmed Security Guards, Heritage Guide and Tour Guide are non-hospitality courses and are fully funded by the Ministry of Tourism. The total achievement was 3823 persons trained /certified and about 4480 trainees were under training at the end of the FY 2020-21.

**B. Skill Testing & Certification:** - Skill Testing & Certification of the existing service providers to test and certify existing service providers in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. 4766 persons had been certified during the FY 2020-21.

**C. Entrepreneurship Programme:** - Five 150 hours courses are offered in the trades of (i) Cook – Tandoor, (ii) Barman, (iii) Baker, (iv) Homestay (Multi-Skilled Caretaker) and (v) Halwai – Indian Sweets under this Programme. A total of 1834 persons had been trained / certified at the end of FY 2020-21.

**D. Tourism Adventure Courses:** - The Ministry of Tourism has introduced Tourism Adventure courses under the scheme of 'Capacity Building for Service providers' in the FY 2018-19. The programme is being conducted by IITTM through IISM, Gulmarg.



*HSRT Training Programme*

Three courses i.e. Parasailing, Trekking and Hot Air Ballooning are covered under this initiative.

This Ministry has also assigned target for conducting 15-day duration training programme for Adventure Travel Escort (ATE) through Indian Maintaining Foundation (IMF) to promote regional based specially structured adventure skill development courses. The target group of this programme would be minimum 10<sup>th</sup> class pass candidate who should be able to read, write and communicate well in English or Hindi.

A total of 70 trainees were trained / certified under the Tourism Adventure and Travel Escort courses in the FY 2020-21. These courses were conducted by IITTM in Kargil, Ladakh.

#### **E. Linguistic Tourist Facilitators (LTF):**

- The Ministry has introduced 6-week language courses i.e. English, Dutch, German, French, Japanese, Chinese etc. to train Tourist Facilitators and other service providers under its suo-motu-initiative under the scheme of 'Capacity Building for Service Providers'. The basic objective of this programme is to create trained manpower in different foreign

languages to facilitate tourists visiting India from different countries and to upgrade the skill of the existing service providers in order to deal effectively with foreign tourists in their own languages. The target group is +2 or equivalent in any discipline and the minimum age 20 years.

**F. Mid-Day Meal:** - In a joint initiative, the Ministry of Human Resource Development (MHRD) and Ministry of Tourism have put in place a programme of 10 days duration for training of cook-cum-helpers engaged in Mid-Day Meal Programme across the country at Ministry of Tourism sponsored IHMs & FCIs. This joint effort is regulated in terms of formally articulated guidelines. The motive of the Scheme is to train Master Cook and the workforce managing the Scheme in cooking varieties and methods, nutritional aspects of a meal, and of the hygiene that must attend the entire production and delivery chain to ensure delivery with standards that are acceptable. This calls for bringing up resource persons from amongst the existing service providers, who are trained to have these abilities and who, in turn, will serve as motivators and masters for others.



*Tourism Adventure Courses*

**G. Destination Based Skill Development:-** The Ministry of Tourism has initiated the Destination Based Skill Development training programme at 7 Iconic Sites i.e. Taj Mahal at Agra, Humayun Tomb, Red Fort, Qutub Minar at Delhi, Mahabodhi Temple at Bihar, Colva Beach at Goa and Kaziranga at Assam in the current financial year, 2019-20. A total of 1219 trainees had trained / certified under Destinations Based Skill Development Courses in FY 2019-20.

This programme was up-scaled to 150 destinations in the year 2020-21. The skill development programmes so far includes Hunar Se Rozgar Tak, Skill Testing & Certification, Entrepreneurship Programme and Tourism Awareness Programme. By considering the present situation and remaining period of the CFY, the Ministry had decided to reduce the target upto 8010 trainees against the

total target of 30000 trainees for CFY. A total of 3715 trainees were certified at 44 destination under this initiative during the financial year 2020-21

**H. Other Programmes:** - Tourism Awareness/Sensitization programmes for existing service providers are also conducted under this Scheme. Each course is of 2 days to 6 days duration. The primary objective of the programme is to eventually achieve an improved service ambience and experience for the tourist and to further the Swachh Bharat Abhiyan.

As a part thereof, the Ministry of Tourism has started Tourism Awareness Programmes targeting Dhabawalas, Taxi/Rickshaw Drivers, Police Staff, Hotel Staff and shopkeepers etc. in and around these iconic sites. 11 Central IHMs have been entrusted the responsibility of delivery of this programme.







**CHAPTER-8**  
**Publicity and Marketing**



## CHAPTER

# 8

# Publicity and Marketing

Ministry of Tourism promotes tourism in the country in a holistic manner. It 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. It also organizes and extends support to tourism related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes and destinations, provides financial assistance to tourism service providers for undertaking promotional activities etc. The following section gives details of promotional activities undertaken in the domestic and overseas markets and on social media during the year 2021.

### 8.1 Event / Exhibitions

#### Major Events of the Ministry of Tourism

- A. The Ministry of Tourism organized **Bharat Parv- 2021** on Virtual Platform from January 26<sup>th</sup> to 31<sup>st</sup> 2021 coinciding with the Republic Day celebrations. The Inaugural function was organized on 26<sup>th</sup> January 2021 at New Delhi. The objective of organizing the Parv was to showcase cultural heritage of India.
- B. Ministry of Tourism organized the **World Tourism Day** on 27<sup>th</sup> September 2021 at New Delhi. The theme was 'Tourism for Inclusive Growth'. World Tourism Day is celebrated every year on 27th September as the global observance day fostering awareness of tourism's social,

cultural, political and economic value and the contribution that the sector can make towards reaching the Sustainable Development Goals.

### 8.2 Domestic Tourism Promotion

The Ministry of Tourism organized various domestic events for the publicity and promotion of the Dekho Apna Desh and Azadi ka Amrut Mahotsav initiatives at different destinations and cities of the country. These events were further publicized through the social media handles of the Ministry and engagements through PIB and local travel trade media.

### 8.3 Production of Thematic Brochures and Creatives

A thematic brochure on the Buddhist sites in India was redeveloped and printed along with the production of a destination brochure on Kushinagar. Further, in connection with the Azadi ka Amrut Mahotsav celebrations, a digital brochure on the Travel Itinerary of Netaji Subhash Chandra Bose has also been developed.

Thematic creatives on Azadi ka Amrut Mahotsav have been developed for use in various different forms of media as well as for outdoor branding as branding at domestic Airports. Incredible India postcards, based on these creatives, were also developed and printed for distribution.

### 8.4 Social Media Promotion

Due to the ongoing Covid-19 pandemic, promotion was largely undertaken through the



different Social Media handles of the Ministry. The Ministry of Tourism, at present, has two sets of Social Media handles namely, @incredibleindia and @tourismgoi with accounts on 8 different social media platforms viz Facebook, Twitter, Instagram, YouTube, LinkedIn for Incredible India and Facebook, Twitter and Instagram for the Ministry of Tourism respectively, to ensure its effective digital presence.

Extensive promotion & publicity of tourist destinations, products & key initiatives of the Government pertaining to the tourism sector, has been done through social media channels of the Ministry of Tourism along with dissemination of tourism related information and guidelines in real-time to facilitate domestic and diaspora travellers. Further, the Ministry has effectively used its Social Media handles to encourage and sensitise the travellers about the Covid appropriate behaviour and protocols like social distancing, use of masks, sanitizers etc. Promotion was undertaken of diverse

tourism products and themes such as Heritage Tourism, UNESCO World Heritage sites, Weekend Getaways, Culinary Tourism, Lesser known destinations of India.

Engagement with Influencers through Virtual live sessions were undertaken successfully to amplify Indian traditional heritage. Days like the International Day of Yoga were virtually promoted through various live programs, 6 days long virtual campaign, audience engagements etc. Initiatives were taken to organize virtual 'Videography Contest' and 'Photography Contest' on various occasions to make the page interactive as well as bring forth the hidden gems of India through visuals. Besides, live broadcast of all the promotional events were carried out on all the social media handles of MoT.

To strengthen the vision #Vocal4Local, #MakeInIndia and #AatmaNirbharBharat, frequent posts on Toy Tourism and Handicraft Tourism were posted. The initiative of running



the world's largest the initiative of running the world's largest Covid-19 vaccination drive by Hon'ble Prime Minister and the achievement of #VaccineCentury was showcased through posts, stories, tweets and retweets as well as All travel safety guidelines issued by MyGov, Ministry of Civil Aviation (MoCA), Ministry of Health and Family Welfare (MoHFW) & Airports Authority of India (AAI). The initiatives and infrastructure projects of Ministry of Tourism under various Schemes were duly highlighted and amplified throughout the year.

A sustained social media outreach program through the SM handles of Ministry of Tourism has resulted in an increase of followers and engagements.

@incredibleindia-

Twitter - 2.4 Million followers

Facebook – 2.06 Million followers

Instagram- 515K followers

Youtube – 126K subscribers

LinkedIn - 27,653 followers

@tourismgoi -

Twitter - 283.4 K followers

Facebook – 140.7 K followers

Instagram - 55.7K followers

## **8.5 Domestic Promotion and Publicity including Hospitality (DPPH) Scheme**

- Domestic tourism plays an important role in the overall development of the tourism sector in India.
- Ministry of Tourism undertakes various promotional activities for the promotion of Domestic Tourism and with the objective of increasing Domestic Tourist Visits.
- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting

tourism within the country with focus on priority areas like the North East and Jammu & Kashmir.

• Spreading Social Awareness messages and promoting events which have the potential for attracting tourists.

## **8.6 Overseas Marketing**

### **8.6.1 Participation in International Travel Fairs and Exhibitions during the period 1st January - 31st December, 2021**

India Tourism Offices overseas participated in the major international Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These included the following:

- i. PATA Adventure Tourism Travel Mart (Virtual)
- ii. "India Fair" at Biotopia Me-Byo Valley, Japan
- iii. Namaste India' at Cayala, Guatemala City
- iv. Photo exhibition in Sakai-city, Osaka
- v. Virtual "Large Panel Exhibition" at Nagasaki
- vi. PATA Travel Mart (virtual)
- vii. Bay Area Travel & Adventure Show
- viii. World Travel Market, London, UK

### **8.6.2 Road Shows:**

As part of the promotional initiatives undertaken, Road Shows are organised in important tourist generating markets overseas with participation of the different segments of the travel industry. The road shows comprise presentations and one-to-one business meetings between the trade delegation from India and the travel trade in the respective



countries. However, due to Corona virus (COVID 19) Pandemic, MOT could not conduct any physical Road show during this period.

The first ever virtual Meet cum B2B sessions titled 'India Tourism Reconnect', was organized by India Tourism Singapore targeted toward the key ASEAN markets viz. Philippines, Malaysia and Singapore. The objective was to reconnect the Indian Tourism industry with the stakeholders in these key markets and to initiate conversations and discussions to start preparing for resumption of business as and when it is announced.

#### **8.6.3 Know India Seminars:**

During the period 1st January to 31st December 2021, the Ministry of Tourism through its India Tourism Offices overseas has also organized Know India Seminars / Webinars in various countries.

As part of the celebrations of Azadi Ka Amrut Mahotsav India @75, the Ministry of Tourism in collaboration with the Embassy of India in Bhutan organized a Virtual Tour of the Buddhist Circuit in India on 26th October, 2021,

highlighting the important places associated with Lord Buddha viz. Bodhgaya, Sarnath, Kushinagar, Sravasti, Sankasya, Rajgir Vaishali.

Webinars were also conducted in Kingdom of Saudi Arabia (KSA), Houston, Dallas and Los Angeles (USA); Toronto (Canada), Vietnam, Japan, Philippines and Sydney (Australia).

#### **8.6.4 Food Festivals:**

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, MOT extended support to Indian Food Festivals for sponsoring the visit of Indian chefs.

#### **8.6.5 Hospitality Scheme:**

The main objective of the scheme is to effectively project India as an attractive multi-dimensional tourist destination offering a vast range of attractions. The invited guests get first-hand information/knowledge of the Indian tourism product and facilities during their familiarization tours under the hospitality programme of the Ministry of Tourism. Hospitality is normally extended to overseas Travel Writers, Journalists, Photographers, Film



/TV Teams, Travel agents and Tour Operators, Agencies promoting Incentive / Convention Travel, Opinion Makers / Dignitaries / Celebrities/Speakers and Door Prize / Contest Winners.

#### **8.6.6 Marketing Development Assistance (MDA):**

Under the Marketing Development Assistance Scheme, financial assistance is provided to approved tourism service providers for undertaking tourism promotional activities including Sales-cum-study tours and Participation in Fairs/Exhibitions and Road Shows in the overseas markets. Tourism Departments of all States and Union Territories (UTs) are also eligible for financial assistance under the MDA Scheme for participation in Fairs / Exhibitions and Road Shows held overseas.

#### **8.7 Incredible India Website**

Incredible India digital platform aims to enhance the digital outreach of the varied tourism offerings across the country through the Incredible India website, transforming it into a one-stop digital information and service platform that serves all hospitality, travel & tourism related needs of a tourist. The website boasts a clean design and intuitive and consistent site-wide navigation system, with improved menu functionality that directs tourists to the information, most relevant to them. It is also fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

Incredible India website envisages providing the modern-day tourists with a variety of services and a plethora of information for addressing significant requirements during their digital journey. In view of the same, a variety of information and services are being integrated with the Incredible India platform in collaboration with various agencies and ministries.

In order to make the content more engaging and informative, the following information/services are now being provisioned on the Incredible India website, in collaboration with relevant agencies:

- Popular trips across India (48-hour itineraries, pan-India itineraries and road trips)
- Information around weather and seasons (integration with IMD)
- Information around public facilities (integration with SBM public toilets)
- Information around Banks and ATMs (integration with SBI)
- Hotel information from ITDC
- Audio guides from Audio Odigos
- Variety of information such as luxury trains, tour packages, among other such information from IRCTC

Besides the above-mentioned information, integration is also underway for online monument booking services (with ASI), hotel and flight booking services (with IRCTC), hotel database integration with NIDHI portal, and Tour Operator's database integration.

To provide reliable and updated information to tourists regarding States/UTs, Incredible India platform is also collaborating with respective States/UTs to gather enhanced information that is being provisioned on dedicated pages for each State and Union Territory within the website. This includes a variety of state-specific information including itineraries, interesting facts, engaging media, experiences, events, blogs, among other such information.

MoT introduced a range of new content to the website, including *Google 360 walkthroughs and stories*, that features virtual content to provide tourists with a walk through of our tourist attractions. In addition, the Incredible India



website provides more personalised content across the globe, based on tourist interest and content designed to help the tourist make the right decisions about their visit to India, through more robust and regulated electronic content management solutions (ECM) and with advance analytics capability of capturing the tourist engagement on Incredible India website.

Also, the website has been assisted with Adobe Solution suite to effectively engage with visitors across web and social media platform. The real time analytics features help to understand the tourist visitors' demographics and helps in profiling the visitors better.

The website is also translated in Arabic, Chinese, French, Russian, Spanish, German, Japanese and Korean languages.

Since Launch (i.e. June 14, 2018), we have had 14M Views on the Incredible India website, engaging in the immersive experience of India's spectacular heritage, festivity, spirituality, museums and adventure. Top 5 country-wise visitor traffic is as follows - India (33.4%), United States (10.1%), Russia (8.5%), United Kingdom (5.8%), and Germany (4.8%)

Buddhist tourism in India, as a tourism product, has tremendous potential to draw the 500 million strong Buddhist across the world to "The Land of Buddha". India has a rich ancient Buddhist Heritage with several important sites associated with the life of Lord Buddha. The Indian Buddhist Heritage is of great interest to the followers of Buddhism the world over. Buddhism has remained a vital force, an inspiration and above all, a guidance to our traditions and customs. In sum, its unique contributions in the various fields of culture has greatly enriched Indian cultural heritage, apart from adding to the religious diversity of the land.

The President also launched the Ministry of Tourism website on important Buddhist sites - [indiathelandofbuddha.in](http://indiathelandofbuddha.in) on 23<sup>rd</sup> August 2018 during the International Buddhist Conclave (IBC), 2018. This has since been merged with Incredible India website as a separate website page. This webpage aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern



monasteries. The website has many useful features to make it more interactive and to provide a deeper engagement to the travellers visiting the website. With the help of Adobe solution suite, the Ministry of Tourism will now be able to engage effectively with visitors across Web & Social channels and measure engagement, to deliver real time personalized experiences for each visitor, based on their interest and travel persona.

The aim of this webpage is to showcase and project the Buddhist Heritage in India and boost tourism to the Buddhist sites in the country and cultivate friendly ties with countries and communities interested in Buddhism. Our goal is to provide our visitors an easier way to learn about Buddhist Heritage and to allow the tourist to browse information based on their own choice. The webpage gives

better access to About Buddhism, Footsteps of Buddha, Buddhist Heritage, Monasteries and many more.

#### **8.8      Incredible India Mobile App**

Ministry of Tourism, on the 27<sup>th</sup> of September 2018, launched the Incredible India mobile application, to cater to the mobile friendly generation and digital initiatives of the government.

Incredible India App is an innovative project of Ministry of Tourism to assist the international and domestic tourist to showcase India as a holistic destination, revolving around major experiences such as spirituality, heritage, adventure, culture, yoga, wellness and more.

'Incredible India' mobile application assists international and domestic tourists to access



information about destinations, attractions and experiences that are also featured on the Incredible India website. Along with this information, the mobile app also features map integration, emergency contacts' listing and a variety of other information. The mobile app provides useful information to tourists around must-visit destinations, popular experiences and events across the country, State and UT tourism information, among others.

The information provided on the mobile app is multilingual and can be viewed in English, Hindi, Chinese, Arabic and Spanish languages.

The mobile app has been designed keeping in mind the preferences of the modern traveller. The app follows the trends and technologies of international standards and has been equipped with features to assist the traveller in each phase of their journey to India.

This mobile application has been developed as part of the initiative of the new Government in

taking important positive decisions, especially, affecting the general public since it is taking over the charge. This will help the tourists in seeking services from Government of India recognized service providers and receive quality & reliable services from them. The app demonstrates Ministry of Tourism's commitment use of technology for service delivery.

Following is the key information about the users of the mobile app:

- Average Session Length: 2.39 minutes
- Top 5 countries traffic: India (93.3%), US (1.4%), UAE (0.4%), UK (0.4%), Germany (0.3%)
- Crash Rate: 1.06%
- Total Launches: 73,482
- Total users: 23,735



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**CHAPTER-9**

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**International Cooperation**



## CHAPTER

## 9

# International Cooperation

### International Cooperation Division

For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organisations such as United Nations World Tourism Organization (UNWTO), Economic and Social Commission for Asia and the Pacific (ESCAP), Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Cooperation (SAARC) etc. Consultations and negotiations with other countries are held for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism. At present 45 MoU's are valid.

Following are the key activities which were undertaken by the Ministry of Tourism in the area of International Cooperation from January 2021 to November 2021:

#### 9.1 Joint Working Group /Bilateral & other Meetings

1. The 113th Session of the UNWTO Executive Council was held at Madrid, Spain on 18th – 19th January, 2021. Ministry of Tourism was represented by the Ambassador of India to Spain. The session was important this time as election to the post of Secretary-General UNWTO for the period 2022-2025 was held. The Executive Council in its 113th session recommend a nominee to the General Assembly. India being member of Executive Council participated in the election process.

2. The 8th Meeting of ASEAN-India Tourism Ministers meeting was held on 5th February, 2021 in conjunction with the 24th Meeting of ASEAN Tourism Ministers, through video conferencing. The Meeting was co-chaired by H.E. Dr. Thong Khon, Minister of Tourism of Cambodia, and Shri Prahlad Singh Patel, Honourable Minister of State (Independent Charge) for Tourism and Culture, Government of India. The Tourism Ministers Meeting was preceded by Tourism Working Group Meeting on 3rd February, 2021 (virtual mode) which was attended by Joint Secretary (T).

Hon'ble Minister expressed satisfaction over the deliberations and look forward to strengthen ASEAN-India partnership and cooperation in tourism. The meeting concluded with a Joint Media statement where the Ministers agreed to further enhance ASEAN-India cooperation in tourism under the framework of the Memorandum of Understanding between ASEAN and India.

3. The First G20 Tourism Working Group Meeting under Italy's presidency was held virtually on 04th & 05th March, 2021. The theme of the meeting was 'G20 Guidelines for resilient, sustainable and inclusive tourism'. The discussion revolved around seven points: Safe mobility, Crisis management, Resilience, Inclusiveness, Green transformation, Digital transition and Investment and infrastructure.



4. Joint Secretary, Ministry of Tourism attended the Second G-20 Tourism Working Group meeting under G20 Italy Presidency held on 29th April 2021.
5. The Hon'ble Minister of State (Independent Charge) for Tourism and Culture, Government of India participated in the virtual meeting of G-20 Tourism Ministers' held in Italy on 4th May 2021. The meeting comprised a presentation of the final draft G20 guidelines for Inclusive, Resilient and Tourism Recovery; and discussions on the principles for the transition to a green travel and tourism economy, and the draft Ministerial Communiqué.
6. Ministry of Tourism attended the IBSA Tourism Working Group (ITWG) virtual meeting on 12th May 2021. The meeting was organized by South Africa to deliberate upon the draft IBSA Tourism Action Plan in preparation for the upcoming IBSA Tourism Ministerial Meeting proposed for August 2021.
7. IC Division attended the Expert Meeting of representatives of the Tourism Administrations of the SCO Member States on 3rd & 4th June, 2021 in virtual mode. The sides exchanged their opinion on cooperation between the Shanghai Cooperation Organization Member States on restoration and further development of a tourism sector in the context of the global COVID-19 pandemic.
8. The 26th meeting of ASEAN – India Tourism Working Group (TWG) was held on 8th July 2021 via virtual mode. Joint Secretary, Ministry of Tourism, Government of India, attended the said meeting.
9. BRICS Tourism Ministers' Meeting (TMM) was held on 13 July, 2021, as part of India's BRICS chairship in 2021.



Hon'ble Minister for Tourism Government of India chaired the said meeting. The Ministers of all the member countries viz. Brazil, Russia, India, China and South Africa, participated in the meeting. The TMM was preceded by BRICS Senior Officers Meeting (SOM) chaired by Joint Secretary Ministry of Tourism held on 12th July, 2021. India organized the BRICS Tourism Ministers' Meeting as an effective means to promote tourism cooperation among BRICS countries. The meeting reviewed the intra BRICS Tourism cooperation.

The significant aspect of the meeting was the adoption of the Ministers Communique, an outcome document on cooperation and promotion of tourism between the BRICS countries. The Ministers Communique recognized that the COVID-19 pandemic has severely endangered public health and has presented immense challenges to the implementation of sustainable development goals.

10. The Meeting of the Heads of Tourism Administrations of the SCO member-states held on 15.07.2021 in virtual mode. The meeting was attended by Secretary (Tourism) and Joint Secretary (Tourism), Government of India. MoT supported the draft Joint action plan under the new conditions of the program for development of cooperation in tourism by the SCO states for 2022-2023. The meeting concluded with the adoption of the Information Statement by Shanghai Cooperation Organization Member States.
11. IBSA Tourism Ministers' Meeting (TMM) was held on 12 August, 2021, as part of India's IBSA chairship in 2021. Hon'ble Minister for Tourism

Government of India chaired the said meeting. The Ministers of all the member countries viz. Brazil and South Africa participated in the meeting. The IBSA Tourism Ministers' Meeting underlined the significance of tourism cooperation among IBSA countries. The meeting also reviewed the intra IBSA Tourism cooperation. The significant aspect of the meeting was the adoption of the Ministers Joint Statement, an outcome document on cooperation and promotion of tourism between the IBSA countries. The TMM was preceded by IBSA Senior Officers Meeting (SOM) chaired by Joint Secretary Ministry of Tourism held on 10th August, 2021.

12. 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 Joint Secretary, Ministry of tourism from Indian side. Travel Agents Association of India (TAAI), Hotel Association of India (HAI), India Association of Tour Operators (IATO) were also participated from India side.  
H.E. Mr. Thong Rathasak, Director General of Tourism Development, Ministry of Tourism led the Cambodian delegation. The delegation from Cambodia consisted of various government divisions of Ministry of Tourism and organisations representing travel trade sectors.
13. The 3rd meeting of Indian - Sri Lanka Tourism Working Group was held on 14th October 2021 in virtual mode at New Delhi. The meeting was co-chaired by Joint Secretary, Ministry of Tourism, Government of India and led the Indian delegation. The representatives of Travel Agents Association of India (TAAI), India Association of Tour Operators (IATO) and National Council for Hotel



Management and catering Technology (NCHMCT) were also participated.

H.E. Mr. S. Hettiarachchi, Secretary, Ministry of Tourism (MOT), Government of Sri Lanka led the Srilankan delegation. The delegation from Sri Lanka consisted of various divisions of Ministry of Tourism and organisations representing travel trade sector.

14. The 24th Session of the General Assembly of the World Tourism Organization held from 30th November to 03rd December 2021 in Madrid, Spain. Ministry of Tourism was represented by the Ambassador of India to Spain.

United Nations World Tourism Organization is a specialized body of the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism with a total membership of 158 countries. India is a member of UNWTO since 1975. The General Assembly is the principal gathering of

the World Tourism Organization. It meets every two years to approve the budget and programme of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-General. The General Assembly is composed of Full Members and Associate Members.

During the 24th Session of the General Assembly on 2nd December 2021 Pochampally (India) was awarded as one the Best Tourism Villages by UNWTO.

## 9.2

### Other Important Activities

- 1.

The Bi-lateral Meeting of Coordination Committee on Tourism & Connectivity of India – Russia Strategic Economic Dialogue (IRSED) was held on 9th March, 2021. Ministry of Tourism, the nodal Ministry for Coordination Committee on Tourism & Connectivity. Participants from the Indian side included Ministry of Ayush and Ministry of Civil Aviation. The following were discussed during the meeting:



- i. Current state and prospects for the development of the cooperation between India and Russia in the tourism sector.
  - ii. Cooperation and exchange of information to overcome the consequences of the COVID-19, mutual support for the tourism sector development in both India and the Russian Federation.
  - iii. Security issues in the tourism sector in India and Russia.
2. Joint Secretary, Ministry of Tourism, Government of India attended the Third India Russia Strategic Economic Dialogue held under the Co-chairmanship of the Vice-Chairman, NITI Aayog and the Minister of the Economic Development of the Russian Federation on 15th of April, 2021 through video conferencing. The main objective of the meeting was to finalize the Joint Statement relating to Tourism and Connectivity following the results of the 3rd India-Russia Strategic Economic Dialogue.
3. Ministry of Tourism attended the Workshop on 'Enabling Frameworks for Tourism Investments during COVID-19' on 17th May 2021. The Ministry also attended the Final Event of the UNWTO SDGs Global Start up Competition on 18th May 2021 in the framework of Spain's International Tourism Fair (FITUR) which was held in a hybrid format in Madrid.
4. The Hon'ble Minister of State (Independent Charge) for Tourism and Culture, Government of India participated through a video message at the Tourism Recovery Summit held virtually in Riyadh (Saudi Arabia) on 26th May, 2021. This summit was focussed on the new era, the tourism sector is entering post pandemic and ways to respond to global challenges. The Summit was held on the side-lines of the 47th Meeting of UNWTO Regional Commission for the Middle East.
5. MEA called an Inter-Ministerial Meeting to discuss the G 20 Zero Draft prepared under Italian Presidency 2021 on 8th September 2021 at Sushma Swaraj Bhawan, Chanakyapuri, New Delhi. Secretary, Ministry of Tourism, Government of India attended the said meeting.
6. A meeting between Secretary, Ministry of Tourism, Government of India and H.E FiratSunel, Ambassador of Turkey to India, was held 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.
7. Secretary, Ministry of Tourism, Government of India chaired the Power point presentation on 'Development of Tourism Infrastructure in Himachal Pradesh' which was given by Principal Secretary, Tourism & Civil Aviation, Government of Himachal Pradesh on 18th October 2021 at Manthan, Transport Bhawan, New Delhi. The meeting was also attended by DG (T), JS (T), DDG (IC), Asst. DG (IC) and TIO (IC).
8. The 6th Working Group meeting between India and Taiwan was held on 22.10.2021 in virtual mode at Udyog Bhawan, New Delhi to discuss cooperation in Trade in Services. Assistant DG (IC) attended the said meeting on behalf of Ministry of



- Tourism and provided inputs to promote tourism between India and Taiwan.
9. Secretary, Ministry Tourism, Government of India chaired the Power point presentation on “Eco-Tourism Development for empowering rural youths and conserving natural resources in Sohra (Cherrapunji)” which was given by Shri Dr. Vijay Kumar D, Commissioner and Secretary Tourism Department, Government of Meghalaya on 17th November, 2021 at Manthan, Transport Bhawan, New Delhi. The meeting was also attended by DG (T), JS (T), Asst. DG (IC) and TIO (IC).
10. The meeting of Secretary, Ministry of Tourism, Government of India with Singapore-India Partnership Office (SIPO) held on 24th November, 2021 in Manthan, 1st Floor, Transport Bhawan, New Delhi. During the meeting Secretary discussed on Initiatives taken by Government of India for revival of India’s tourism industry and area of Cooperation which the Ministry of Tourism Government of India is focussing on Green Tourism, Digitalisation, Destination Management, Skill Development, Micro Small and Medium Enterprises etc.



Gangtok, Enchey Monastery

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**CHAPTER-10**

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**India Tourism Development  
Corporation (ITDC)**



## CHAPTER

# 10

# India Tourism Development Corporation (ITDC)

### 10.1 Introduction

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under administrative control of the Ministry of Tourism. Incorporated on October 1, 1966, ITDC played a key role in the development of tourism infrastructure in the country. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty-free shopping facilities to the tourists. The Corporation also has its presence in engineering related consultancy services. The Corporation is a preferred and leading “one stop solution provider in the Hospitality, Travel and Tourism Sector for all travel and cargo related needs with reliable affordable services and having pan- India presence.

ITDC was setup with a view to undertake development and promotion of tourism related activities. ITDC has been mandated to promote tourism in the country in form of infrastructure development, hotels & accommodation, travel & tourism promotion, printing & publicity, event management, hospitality education, Sound and Light Shows and other related activities. It went ahead with a view to promote tourism by providing quality infrastructure in places where the tourism potential was untapped due to non-availability of accommodation, travel arrangements, etc. The

Corporation also implements Sound and Light Shows and takes up work of execution of Engineering Projects and preparation of DPRs for tourism related projects.

ITDC has played a committed and pivotal role in the development of tourism infrastructure in backward areas, thereby trying to promote regional balance.

After the disinvestment of 19 hotels and one incomplete hotel project in, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities.

ITDC Board appointed M/s Deloitte to advise ITDC to expand its existing business and to tap the potential business related with Tourism & Hospitality Sector.

### 10.2 Organisational structure:

### 10.3 Network of ITDC Services

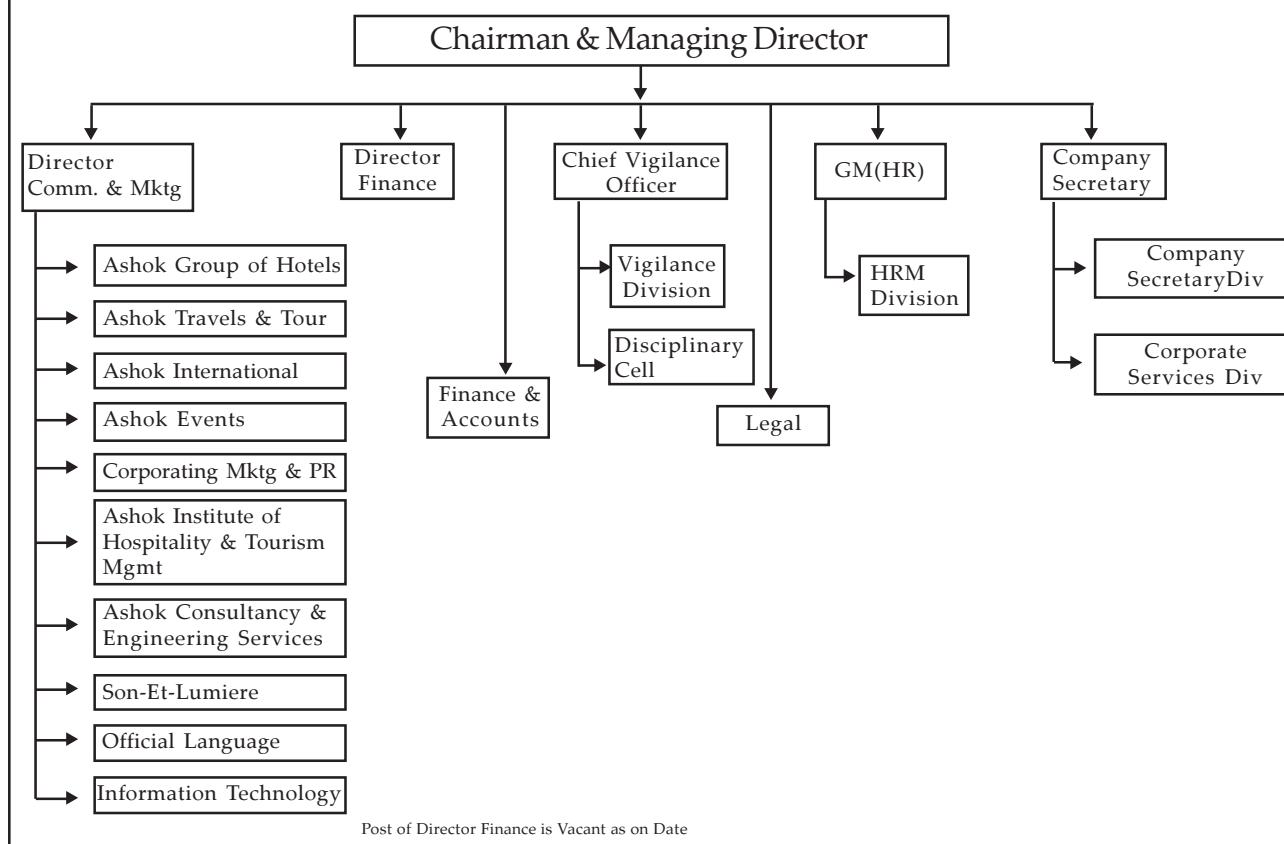
The present network of ITDC consists of 4 Ashok Group of Hotels, 4 Joint Venture Hotels out of which 1 Hotel unit is in operation, 5 Transport Units, 15 Duty Free Shops at Seaports, 1 Sound & Light Show and 4 Catering Outlets.

### 10.4 Subsidiary Companies

Details below indicate ITDC's investment of Rs. 9.29 crore in the paid-up capital of four subsidiary companies as on 31.12.2021:



## Organisational Chart



Subsidiary Companies	ITDC's Investment (Rupees in crore)
Utkal Ashok Hotel Corporation Ltd.	1.19 cr in Equity Share 3.50 cr in Preference Shares
Ranchi Ashok Bihar Hotel Corporation Ltd.	2.50 cr
Pondicherry Ashok Hotel Corporation Ltd.	0.82 cr
Punjab Ashok Hotel Company Ltd.	1.28 cr
<b>Total</b>	<b>9.29 cr</b>

### 10.5 Capital Structure

The details are as under:-

	2017 -18 (as per IND AS)	2018 -19 (as per IND AS)	2019 -20 (as per IND AS)	2020 -21 per IND AS)
<b>Authorized Capital</b>	150.00	150.00	150.00	150.00
<b>Paid up Capital</b>	85.77	85.77	85.77	85.77
<b>Reserves &amp; Surplus</b>	244.98	269.81	260.72	234.33
<b>Net Worth</b>	330.51	355.35	346.26	319.88

### 10.6 Pattern of Shareholding

ITDC is a listed company both with NSE and BSE. Its total Market Capitalization (on both BSE and NSE) is Rs. 2935.03 crore and Rs. 2917.45 crore respectively as on 31.12.2021. The Authorized and Paid-Up Capital of the



Corporation as on date stood at Rs. 150 cr. and Rs. 85.77 cr. respectively. The pattern of shareholding (as on 31.12.2021) is indicated below:-

Government of India: 87.03%

The Indian Hotels Company Ltd. 7.87%

Qualified Institutional Buyers: 2.69%

Other Bodies Corporate: 0.17%

General Public, Employees & Other: 2.24%

## 10.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last Five years are tabulated below:

(Rupees in crore)

	2016 -17 (As per Ind AS)	2017 -18 (As per Ind AS)	2018 -19 (As per Ind AS)	2019 -20 (As per Ind AS)	2020 -21 (As per Ind AS)
<b>Turnover</b>	356 .11	366 .42	371 .72	357 .49*	197 .22*
<b>Profit before Tax</b>	17 .00	21 .25	57 .91	37 .57**	(-) 26 .37**
<b>Profit after Tax</b>	11 .43	17 .71	42 .15	22 .48**	(-) 27 .20**
<b>Foreign Exchange Earnings</b>	15 .20	15 .27	18 .65	16 .11	14 .71

\*From Continuing Operations only

\*\* From Continuing and Discontinued Operations

ITDC declared nil dividend for the financial year 2020-21.

## 10.8 Plan expenditure from internal resources of ITDC

The original budget estimate for capital outlay for the year 2020-21 was Rs.34.39 Crore. Now, the same has been revised to Rs 4.61 crore as

per revised plan budget estimate, which includes renovation of Hotel properties and Catering Units for Rs.0.55 crore. As on date no fund from MoT is being received for Plan / Capital Expenditure in ITDC.

## 10.9 Memorandum of Understanding (MoU)

The MoU signing with Ministry of Tourism for the year 2021-22 has been exempted due to disinvestment process of ITDC properties and COVID-19 Pandemic impacting severely the hospitality / Tourism industry.

## 10.10 Disinvestment status of properties of ITDC and its Joint Venture Subsidiary Companies

As per ongoing Disinvestment Policy of the Government of India, 9 hotel properties including 3 Joint Venture Hotel properties (viz Hotel Lake View Ashok, Bhopal; Hotel Brahmaputra Ashok, Guwahati, Hotel Bharatpur Ashok, Bharatpur, Incomplete Hotel Project at Gulmarg, Hotel Janpath, New Delhi, Hotel Jaipur Ashok, Jaipur, Lalitha Mahal Palace Hotel, Mysore, Hotel Pataliputra Ashok, Patna and Hotel Donyi Polo Ashok, Itanagar) have been transferred/handed over to the respective State Governments or Central Ministry so far. Disinvestment/Divestment process of remaining properties is underway. Hotel operations at Hotel Ranchi Ashok have been closed since March 2018. 51% equity stake of ITDC in Ranchi Ashok Bihar Hotel Corporation Limited (RABHCL) is to be transferred to the Government of Jharkhand for which an MoU has been entered into on 24.11.2020 amongst ITDC, Govt. of Jharkhand and RABHCL. Incomplete Hotel Project at Anandpur Sahib to be transferred to State Government of Punjab. Disinvestment process of Hotel Nilachal Ashok, Puri was stayed as the matter was sub-judice. Hon'ble Supreme Court pronounced its judgement on 04.10.2021 and its disinvestment process will be taken up shortly.

M/s Feedback Infra appointed as Transaction Advisor by DIPAM, MoF, GoI on 14.01.2020 for studying lease terms & conditions of land,



*With Para-Olympians*

O & M/Sub-leasing of Hotel Ashok and utilization of vacant land in Hotel Ashok-Hotel Samrat Complex. M/s Feedback submitted the report to DIPAM which was discussed in the IMG on 20.07.2020 held by DIPAM. Consultant recommended dividing the site into 4 land parcels as under:

**Parcel 1-** Samrat Hotel (4.73 acres): Samrat Hotel will be retained by ITDC.

**Parcel 2 –** Ashok Hotel (11.5 acres): Consultant has recommended licensing out of Ashok Hotel for (30+30) years on Operation, Management and Development (OMD) model.

**Parcel 3:** Commercial Development –spare land (1.83 acres)

**Parcel 4-** Hotel/Serviced apartments development – spare land (6.3 acres)

The recommendations of the Consultant were discussed in the Inter Ministerial Group (IMG) meetings held on 20.07.2020, 06.01.2021 and Core Group of Disinvestment (CGD) meetings held on 27.10.2020 and 15.03.2021.

Last CGD meeting was held on 15.03.2021 in which the recommendations of IMG meeting held on 06.01.2021 were upheld.

DIPAM asked the Ministry of Tourism to take the approval of the Cabinet Committee on Economic Affairs (CCEA) for the recommendations of the CGD and for conducting roadshows.

Draft CCEA Note was sent to the Ministry of Tourism for further actions.

Regarding Hotel Jammu Ashok, the lease for the land for Hotel Jammu Ashok which was allotted in January 1970 to ITDC for a period of 40 years, expired in January 2010. The J & K Government vide letter dated 20.03.2020 has informed about non-renewal of lease agreement. Accordingly, the operations of Hotel Jammu Ashok have been closed on 17.06.2020. Matter was pursued with the State Govt. for taking possession of the Hotel after payment of compensation in accordance with clause 3 (ii) of the lease deed. A Committee has been formed both by ITDC and Govt. of J & K. for determining amount of compensation. Architect cum Valuer has been appointed by ITDC. The valuer has submitted its report which is being shared with Govt of J&K.

#### **10.11 Ashok Group of Hotels**

The flagship hotel of ITDC, hosted several



prestigious functions and conferences organized by Oil & Natural Gas Corporation, National Skill Development Corporation, Principal Commissioner of Income Tax, The Institute of Chartered Accountants of India, Coal India Ltd., REC Ltd., Delhi Ophthalmological Society, IRFC Ltd., National Handloom Development Corporation, Protocol Section Department of Commerce, NTPC Limited, DGFT-Ministry of Commerce, Managing Director Sports UTLA, DDA Vikas Sadan, Office of The Chief Commissioner of Income Tax (Central), Khadi & Village Industries Commission, Sports Authority of India, Dinner Hosted By Hon'ble PM of India, State Bank of India, LHO, New Delhi, NALCO, Ministry of Consumer Affairs - Food Corporation of India, CPA Cell, (Lok Sabha), GIZ SUDSC Project, Director, International Institute for Population Sciences (IIPS), Hindi Parliamentary Meeting of Punjab and Sind Bank, Station Commander 54 ASP, Bank of India, United India Insurance Co. Ltd., Commandant 39 Battalion ITBP Greater Noida, EPFO, R.O. Delhi, LIC of India, DDO PCIT-7, ESIC, Central Bank of India. And the exhibitions – Pink Post Inc and Jalsa by Andaz Colors Pvt. Ltd were held in the Convention Hall.

The hotel had the honour to host Olympics and Paralympics sports players. The hotel received 370 room nights and 230 room nights respectively from Olympics and Paralympics association.

Various prestigious sports events held in the hotel by Hockey Federation, Sport Authority of India, Olympic Team Players, Paralympics Games Players, Ministry of Youth Affairs & Sports - NSS Awardees

The hotel also organized various important events of Delhi Ophthalmological Society, Secretary MHA, Padma awardees, Madhya Pradesh Tourism, Defence Investiture, Army Headquarter, Gallantry Awardees and Army Vijay Parv Delegation.

The hotel arranged breast cancer awareness

camp for women employees on 26th October 2021. To continue the eco friendliness, tree plantation drive was organised on 11th December 2021. The International Yoga Day was celebrated for the health and wellness by organizing yoga workshop.

The Transition cum Surveillance Audit for ISO 22000:2018 of the hotel was successful completed. The FSSAI mandatory 3rd party audit was completed with A+ rating.

As part of the modernization and upgradation of the property; water proofing work and replacement of damaged / old G.I. pipelines on building terrace are being done. One lift near supply gate is being replaced and the work of remaining 02 no's room service lifts are under way.

Appointment of consultant for preparing completion plan and other allied work and obtaining completion certificate in respect of Hotel Ashok & Samrat, Chanakyapuri, New Delhi from NDMC authorities.

The hotel received Excise license with validity upto March 2022 and Fire Safety certificate which is valid upto 21/12/2024. The FSSAI License of the hotel is renewed upto 2026.

During the 2nd wave of COVID 19 pandemic, the hotel provided approx. 500 packed meals on a daily basis to Govt. Hospitals and other Govt. establishments from 17th May 2021 to 31st May 2021 as part of Corporate Social Responsibilities.

The hotel prepared itself to restart business after the 2nd wave amidst COVID 19 pandemic by placing health and safety on top priority. The hotel started training sessions to manage the new emerging challenges and trends in Food Safety hygiene. The aim was to instill a feeling of reassurance for guest's safety. The hotel organized 07 days COVID testing camp in staggered period and 3 days COVID vaccination camp. A video presentation was made depicting the preparedness of the hotel to provide safe & hygienic environment for its



esteemed guests. To ensure adherence to the norms & protocols; non-invasive thermal screening of all guests & employees entering the hotel premises is being done and the employees are using the prescribed Personal Protective Equipment like masks, gloves, face shield and head gear. Hygiene kits for guests (sanitizers, masks, gloves) have been placed at vantage points. Social distancing norms are being followed by all employees while greeting the guests respectfully with 'Namaste'. Common contact items like pens, bill folders, menu cards, keys cards, luggage handling, photo identifications, cash transactions etc. are being disinfected/sanitized regularly. Digital mode of payment is being encouraged and preferred. For encouraging social distancing, discreet messages (signage's & posters) have been placed across public areas. Automatic dispensers for hand sanitizer have been installed at all entry points and inside the guest elevators.

**Hotel Samrat:** The hotel hosted various important conferences/functions organized by Coal India, DG Vigilance and social functions. An in-house training session was organized on "Breaking myths about Beauty" for all women executives & staff of ITDC at the hotel on the occasion of International Women's Day. The session was conducted by the celebrity hair expert, Ms. Eesha Rishi.

Some of the major groups which stayed in the hotel were UPSC, Coal India, Bulgaria Embassy, AIIMS (New Delhi), Indian Red Cross Society, AICTE, National School of Drama, etc.

The hotel organized a culinary workshop on 19th August 2021 to celebrate the Raksha bandhan festival. RTI Workshop for ITDC Executives was also organized at the hotel by AIHTM on 23rd August 2021.

The hotel implemented the norms & protocols directed by DDMA and other authorities and imparted training to employees with regards to Do's and Don'ts of the Covid pandemic.

The hotel sold 3740 packed meals which have been well accepted and are popular. Also provided 2630 no's packed meals to employees of IREDA (Indian Renewable Energy Development Agency), who were in home isolation due to corona virus from April-June 2021.

As part of the modernization and upgradation of the property; the renovation of lobby and 48 guest rooms has begun and electrical, AC, firefighting work has been completed in these areas.

**Hyderabad House:** Prestigious events were hosted by the Hon'ble Prime Minister of India for the President of Russia, Cabinet members



and VIP dignitaries. The establishment also catered to NSA France, US Diplomatic Affairs Oman, Dy. PM & FM Ethiopia, FM Kuwait, US Defence Secretary, Afghan FM, FM Russia, Special Envoy to US, FM Bahrain, FM Eritrea, US Secretary of State, UAE FM, FM Saudi Arabia, VP Colombia, Russian FM, Central Asia Dialogue. The unit also made the catering arrangements for several VIP events at the South Block, PM House, Sushma Swaraj Bhawan, etc..

The unit is prepared as per the covid guidelines issued by GoI from time to time. Hyderabad House has also reached out to all the stakeholders including building their trust by conveying about its COVID preparedness against the pandemic and following all precautionary measures to welcome them.

Some of the measures that are regularly practiced are all guest areas, back areas, entry exit points and ancillary areas are in routine being thoroughly disinfected. All common/frequent touch points in meeting rooms, dining halls, public areas and service areas are being sanitized using recommended chemicals. Hand sanitizers, spare masks and disposable gloves are made available to each visitor (on demand). All meeting and dining venues are reconfigured and are ensured for social distancing norms. Thermal screening at the entry of every visitor entering the premises is being monitored. All service Staff is being tested on a regular basis against at Government facility (RTPCR tests). Sensitization of staff towards respiratory, hand and environmental hygiene is being done on a continuous basis through training. Staff areas have been remodeled to support safe distancing. SOP's for sanitization of guest area, food area and back area are in place and being practiced. The supplies and materials are being sanitized before being used. All our catering and staff vehicles are sanitized before being used.

**Vigyan Bhawan:** Several important conferences, some of which were attended by the Hon'ble President of India and Hon'ble Prime Minister of India; organized by the

Ministry of Agriculture & Farmers Welfare, Bureau of Energy Efficiency, National Commission for Women, Election Commission of India, Employee State Insurance Corporation, Ministry of Women & Child Development, Ministry of Defence, Central Council for Research in Homoeopathy, Ministry of Home Affairs, University College of Medical Science, Ministry of Social Justice & Empowerment, National Legal Services Authority, National Human Rights Commission, Directorate of Film Festivals, Ministry of Housing & Urban Affairs, Supreme Court of India, Forum of SC & ST Legislators & Parliamentarians, Department of Empowerment of Persons with Disabilities, Department of Financial Services, Rishihood University, etc. were successfully catered to.

The guidelines issued time to time by the authorities and MoH&FW were strictly adhered to and mandatory use of facial PPE's, use of disposable hand gloves, use of alcohol-based sanitizers etc. was ensured alongwith cleanliness and sanitization norms for offices and equipment used in the unit. Maintaining covid appropriate behaviour among staff working in the unit and with guests is being given of utmost importance.

**Parliament House Catering Unit:** The mandate was given by the Parliament of India to ITDC for taking over the catering operations from Northern Railways. A new unit with the nomenclature Parliament House Catering Unit (PHCU) was set up and commenced its operations from 16th Nov 2020. PHCU is successfully catering to its esteemed members.

The PHCU is responsible for providing VVIP catering services inside the Parliament House to the Hon'ble Vice President of India, Hon'ble Prime Minister of India, Hon'ble Speaker, Lok Sabha, Hon'ble Deputy Chairman Rajya Sabha, Cabinet Ministers, Leader of Opposition, all the Members of Parliament in Lok Sabha & Rajya Sabha, visiting foreign delegation, Secretary General – Lok Sabha & Rajya Sabha and other high ranking officials.



Services were also provided in numerous Banquet Halls, Committee Rooms in addition to the Pantries attached to the offices of dignitaries inside and outside of Parliament House Estate (PHE). Approximately 5000 persons working in the PHE are availing the services offered by PHCU, ITDC on a regular basis.

**Hotel Kalinga Ashok:** The hotel was associated with various important functions organized by Sangeet Natak Academy, Sahitya Akademi. The hotel operated as per guidelines issued from time to time by the State government. Promotional offer on beer by Heineken at Phulbani bar & restaurant.

**Food Promotions:** To showcase and experience the essence of North Eastern States; North East Food Festival was organized in The Ashok hotel. The festival was inaugurated jointly by Resident Commissioner Nagaland and Director General, Ministry of Tourism wherein finest examples of the cuisine were served to the discerning guests while enjoying the live performance by the local dance troupe. Handicrafts, jewellery & organic spices were also displayed for sale.

Among others, freedom special cakes/pastries & cupcakes were made for Independence Day celebration. The Christmas was celebrated with the kids. Christmas goodies at the cake shop and special kids menu was set up at The Coffee Shop. The valentine's week was celebrated and bloggers were given live demonstration of recipes by Bakery Chef.

Tokyo Olympic Food Festival was celebrated at the Coffee Shop wherein Olympic Team players enjoyed tri-colour mocktail drinks. Food promotions for celebrating the "Rakhi", "World Tourism Day", "Navratri", "Diwali", etc. were also organized. The Chef introduced new items i.e. Gulab Jamun Pastry & Rasmalai Pastry at The Cake Shop.

#### **10.12 Ashok Events**

Ashok Events – a strategic business unit of ITDC

is a leading event management agency handling Conferences, Exhibitions, Workshops/ Seminars and other National and International events. Ashok Events' core competence is providing one stop solutions as a Professional Conference Organizer for the entire gamut of services.

The division has made a mark in event management in a big way and with its rich expertise has an illustrious client list comprising Government Ministries, Departments, Autonomous Bodies and Authorities.

Ashok Events is the designated agency of Ministry of Tourism for managing Conferences, Workshops, Conclaves, Award Ceremonies and other events of National importance.

ITDC made all out efforts to garner business despite the challenges posed by Covid 19 by reaching out to all existing clients to take up hybrid and virtual events for various ministries, mount exhibitions and execute print work for NITI Aayog, etc. A total of approx. 90 virtual / hybrid / physical events have been conducted by the division from June 2020 till date. The major events handled by the Ashok Events Division during the period 1st January, 2021 to 31st December, 2021 which was otherwise adversely affected by Government guidelines on account of the Covid 19 pandemic include:-

- VIRTUAL BHARAT PARV 2021 was inaugurated by Hon'ble Minister for Tourism at The Ashok on 26th January, 2021. Chief Guest, Sh. Om Birla, Hon'ble Speaker, Lok Sabha and senior officials of Ministry of Tourism graced the occasion.
- Tapping the Tourism Potential of Kashmir, "Another Day in Paradise" organized by Ministry of Tourism at Srinagar, Kashmir from 11-13 April, 2021.
- "Local Goes Global - Make in India for The World", Hon'ble Prime Minister's interaction with representatives of



Indian Missions, States, Central Government Departments & Exporters, organized by Ministry of Commerce and Industry, Government of India & Ministry of External Affairs, Government of India on 6th August 2021 at Banquet Hall, Ashok Hotel.

- “Aadi Mahotsav” organized by TRIFED from 16th to 30th November, 2021 at Dilli Haat – INA, New Delhi
- Creating Synergies for Seamless Credit Flow and Economic Growth organized by Department of Financial Services on 17th & 18th November, 2021 at Convention Hall, The Ashok, New Delhi. Hon’ble Prime Minister of India was the Chief Guest.
- 7th National Handloom Day organized by Ministry of Textiles, Government of India on 7th August 2021 at Convention Hall, Ashok Hotel, New Delhi.
- “Ladakh - New Start, New Goals” organized by Ministry of Tourism from 25 – 28 August 2021 at Leh - Ladakh.
- Felicitation Ceremony of Tokyo Paralympic 2020 medal winners and participants organized by Ministry of Social Justice & Empowerment held on 10th September 2021 at Convention Hall, Hotel Ashok, New Delhi.
- World Tourism Day 2021 organized by Ministry of Tourism held on 27.9.2021 at Convention Hall, Hotel Ashok, New Delhi.
- Launch of PM Gati Shakti – National Master Plan for Multi Modal Connectivity & Inauguration of New Exhibition Complex (Hall No; 2,3,4&5) organized by NICDC under the aegis of Ministry of Commerce & Industry on 13th & 14th October, 2021 at Pargati Maidan, New Delhi. Hon’ble Prime Minister of India was the Chief Guest.
- Ganga Utsav 2021 organized by NMCG under Ministry of Jal Shakti held from 1-3 November, 2021 at Banquet Hall, Suite 292,293 & 294, The Ashok, New Delhi.
- National Mission for Clean Ganga (NMCG) Exhibition (Ganga Connect) from 8th to 25th November, 2021 at different locations in the United Kingdom.
- Divyangjan Awards organized by Ministry of Social Justice & Empowerment on 3rd December, 2021 at Plenary Hall, Vigyan Bhawan, New Delhi. Hon’ble President of India was the Chief Guest.
- Incredible India Pavilion of India Tourism, Mumbai at Dhordo, Kutch, Gujarat from 10.12.2021 to 15.01.2022
- National Human Rights Day organized by NHRC on 10th December, 2021 at Plenary Hall, Vigyan Bhawan, New Delhi. Hon’ble President of India was the Chief Guest for the function.
- Good Governance Week organized by Department of Administrative Reforms & Public Grievances, Ministry of Personnel, Public Grievances & Pensions, Government of India at Dr. Ambedkar International Centre, New Delhi from 20.12.2021 to 24.12.2021 and at Vigyan Bhawan, New Delhi on 25.12.2021

#### **10.13 Ashok International Trade (AIT)**

The AIT Division of ITDC is an ISO 9000:2015 certified division and facilitates duty free shopping facilities to international travelers. ITDC is making efforts to consolidate its duty free business at the seaports. ITDC seaport duty



free outlets are aligned with the Indian Government plans to India Tourism Development Corporation (ITDC) create cruise tourism around India's coastal towns. Presently division has duty free shops at Kamarajar, Kolkata, Haldia, Chennai, Kandla, Mangalore, Visakhapatnam, Goa, Paradip, Mumbai, Kakinada, Krishnapatnam, Cochin, V.O Chidambaranar and JNPT seaports. This year in September division has operationalised its duty free shop at Kandla (Deendayal Port-Kandla).

Despite the ongoing Pandemic situation, the division has been operating smooth and uninterrupted operations at its shops and has been maintaining good sales and profitability.

AITD will also continue to keenly follow business opportunities arising at ports travel retail space and bid for concession rights of sustainable duty free shops.

SOPs were formulated for duty free shops with COVID compliant protocols.

#### **10.14 Ashok Travels & Tours (ATT)**

Ashok Travels and Tours (ATT) is travel wing

of ITDC with its presence in 05 cities across India at Delhi, Kolkata, Chennai, Bangalore and Hyderabad.

ATT is the preferred agency for providing airline ticketing to Government of India and its offices and PSUs as per the orders of Department of Expenditure, Ministry of Finance. In addition, ATT is also in the business of transport, tours and Cargo

ATT handled travel movement of Indian Contingent for Olympics 2020, Tokyo and Paralympics 2020, Tokyo besides adding various new accounts during the year.

Medical Value Tourism is being explored as a new venture with greater relevance in post covid scenario.

#### **10.15 Public relations & culture division**

The Public Relations and Culture Division of ITDC has been constantly working towards to strengthening the brand's perception.

The department disseminated information to the public through mass media in both traditional & digital space and made significant



contribution by developing narrative around various Developmental / Cultural / CSR/ Awareness events.

As part of the engagement plan for The Ashok Hotel, the department developed & executed a communications plan with specific goals entailing promotion of hotel's F&B capabilities. Food reviews & brand promotion activities were organised at the hotel's restaurants. The division has been actively looking at disseminating information about ITDC with a whole new perspective with all its verticals, including Hotels and Catering units

The division also utilised the digital space, with real time updates, promoting offers and packages on social media and also through digital version of quarterly newsletter "Ashoknaama".

#### **10.16 Ashok consultancy and Engineering services**

One of the premium divisions of ITDC, The Ashok Consultancy and Engineering Services Division (an ISO 9001:2015 certified Division) undertakes services from concept to commissioning of Tourism Infrastructure Projects, Up-gradation and renovation of ITDC properties and SEL shows. Besides, it provides consultancy services to Ministry of Tourism, State Tourism Departments and other private entities.

The ACES division is actively involved in the preparation of Tourism Master Plans, Detailed Project Reports, Feasibility Reports and also provides Consultancy Services to Ministry of Tourism, various State Governments and private agencies, etc. It has a team of experienced engineers and architects who are well versed in the development of tourism infrastructure. The division has executed more than 110 tourism infrastructure projects, has prepared more than 100 nos. of Detailed Project Reports and also implemented Multimedia/ SEL shows in various states of India.

The Division is executing Tourism Infrastructure project for Sree Narayana Guru Spiritual Circuit in Kerala for an amount of Rs. 69.47 Cr. sanctioned by MOT under SWADESH Darshan Scheme, Development of Infrastructure works in Beltaal Lake at Damoh, MP for an amount of Rs. 23.16 Cr. sanctioned by Ministry of Tourism under the scheme of Central Finance Assistance. ITDC. The division has been appointed as consultant for preparation of DPR Development of Salkanpur, Sehore district, Bhopal, (M.P) and various infrastructural works at Mhow ,Dist. Indore, MP under Madhya Pradesh Tourism Board , M.P. The division has prepared and submitted the Detailed Project Report for Development of Salkanpur, Sehore district, for an amount of Rs. 53.00 Cr under CFA Scheme of MOT for approval. The division has also prepared and submitted the Detailed Project Report for Development of Tourist Resort at Kulla Village, East Godavari District, Andhra Pradesh for an amount of Rs 25.00 Cr for a private entity. Ministry of Tourism also appointed ITDC as an independent agency in Evaluation of O&M of specified Components of completed projects under Swadesh Darshan Scheme. Besides various other prestigious projects, the division is executing some most prestigious SEL shows in various states of the Country which comprises Multimedia /SEL shows at Leh Palace-Ladakh, Kargil -Ladakh, Sarkhej Roza - Ahemdabad, Yadavindra Garden-Pinjore, Haryana, Udaigiri Khandagiri caves – Bhubaneshwar, Brahmsarover- Kurukshetra, Puttaparthi- Andhra Pradesh and Nigeen lake-Srinagar, Purana Quila-New Delhi.

#### **10.17 Ashok Institute of Hospitality & Tourism Management**

Ashok Institute of Hospitality & Tourism Management (AIH&TM) is the hospitality training Institute of the Human Resource Division of India Tourism Development Corporation Ltd.. The institute is spread over two campuses, one at Hotel Samrat, Centre of Excellence, New Delhi and other at Qutab



Campus in Qutab Institutional Area, New Delhi. Institute came into existence in 1971 for in-house training of employees of ITDC. The institute is offering various degrees, diploma and certificate courses as well as skill development courses of MoT in the area of hospitality. AIH&TM is conducting three years B.Sc program in Hospitality and Hotel Administration (H&HA) in affiliation with NCHMCT/IGNOU.

AIH&TM also conducts following programs/courses:-

- B.Voc (in Food Production) and Diploma in Hospitality Management in collaboration with Jamia Millia Islamia University.
- One year Diploma courses in Food Production, Bakery & Confectionery, Front Office, Housekeeping and F&B services jointly with National Institute of Open Schooling (NIOS), Ministry of Human Resource Development.
- Hunar se Rozgar (HSR) and Skill Testing and Certification (STC)

Entrepreneurship Programme (EP) programmes of Ministry of Tourism

ITDC has created a parallel vertical within HRD Division of ITDC, under "Entrepreneurship Development Programme" by forming groups and societies through which graduates from hotel management institutes along with recently unemployed and other experienced hospitality professionals looking for new job opportunities in the hospitality sector would be provided with the non-financial support for running catering and other hospitality related establishments (canteen/café, Event Management, Manpower Services, Banquet services, Pest control, Packaged foods etc.) in government and private offices/institutions and in other commercial buildings in various locations. The training on Entrepreneurship Development Programme for the selected candidates is being imparted by NIESBUD, MSDE Noida.



- On the job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- Customized training programmes for various Government departments/institutions.
- Apprenticeship training under Ministry of Skill Development and Entrepreneurship.
- In these tough times of COVID-19 pandemic, HRD Division of ITDC has compiled a manual on Post COVID Operations at hotels and is being followed at every hotel and catering unit of ITDC.
- ITDC has signed an MoU with APSSDC to promote skill education in Hospitality Sector at Andhra Pradesh.
- AIH&TM has conducted various training programmes virtually on Hospitality Operations Post COVID-19 for the staff and executives of reputed organizations like IRCTC, Madhya Pradesh State Tourism Development Corporation, IREDA, CAG Office and in a process of finalizing the same with Karnataka Bhawan, J&K House, SMVDSB, Tamil Nadu House etc. AIH&TM has also received an appreciation for conducting the said training from these agencies
- AIH&TM has successfully organized a live food demonstration for Vietnam Consulate in view of Azadi ka Amrit Mahotsav to celebrate 75 years of Independent India. These sessions showcased ITDC to the world audience and have been widely appreciated.
- In addition to above the, Institute also conducts training programmes for its employees on regular basis. The institute during the year is conducting various programmes on Tendering Process, Prevention of Sexual harassment at work place, grooming classes, Vendors Workshop during vigilance awareness week for the employees of the Corporation.

#### **10.18 Environment Management initiatives**

ITDC Performance Standards have recognized as a benchmark for environmental and social risk management by achieving certifications

from various organizations. The Ashok Hotel, New Delhi is LEED Gold certified hotel under US Green Building Council since 2017 and the hotel is in the process of obtaining for the LEED Platinum certification. Recently, the Ashok Hotel has also been certified under Energy Management System (ISO 50001:2018). Similarly, Hotel Samrat is also in the process of obtaining for LEED Gold Certification from US Green Building Council.

STP/ ETP's have been installed in all of ITDC's properties for sustainable wastewater treatment. The Ashok / Samrat Hotel have a capacity of 1 MLD STP and 30KLD capacity of STP/ETP at Hotel Kalinga Ashok, Bhubaneswar. The Organic waste convertor is also installed at Hotel Ashok and Samrat to reduce hazardous and harmful waste to environment.

Solar water Heating System has installed at The Ashok Hotel, New Delhi and Hotel Kalinga Ashok, Bhubaneswar to save energy. In addition, Hotel Kalinga Ashok also installed standalone Solar Street lights in its premises.

An MoU was signed with NIESBUD, Ministry of skill Development and Entrepreneurship, Govt. of India to impart entrepreneurial training to graduates from Hotel Management Institutes, and other experienced hospitality professionals to support them to become self-reliant, particularly in view of widespread job loss in tourism and hospitality sector in post COVID scenario.

AIH&TM conducted online training on Post-Covid operation for 100 executives and 300 staff of IRCTC and also for MPSTDC.

#### **10.19 Corporate Social Responsibility (CSR)**

During the financial year 2020-21, in order to support the Health Professionals, Workers and other needy persons fighting to defeat COVID 19, ITDC provided meals to Government Hospitals like AIIMS, RML, Safdarjung as well as local administration and police during the

lockdown period i.e. from 1st April, 2020 to 3rd May, 2020 from the kitchen of Hotel 'The Ashok'. The cost for this CSR activity, excluding manpower cost as the same is payable despite hotel being non-functional, is Rs. 63.27 lakh. Further one portable ventilator was given to District Administration at Damoh at cost of Rs. 2.97 lakh. Since total spent on CSR is more than the prescribed CSR expenditure to be spent, ITDC Board in its 363rd Board Meeting held on 26.10.2021 has decided to set off the excess spent of Rs.25.46 lakh on CSR incurred during 2020-21 against the CSR Expenditure of Rs.23.97 to be spent during 2021-22.

#### **10.20 Human Resource Management**

The total manpower of ITDC for the year 2021-22(as on 01.12.2021) is 582 comprising of 163 Executives and 149 Non-Executives. This includes 164 employees belonging to Scheduled Caste, 15 to Scheduled Tribe and 46 from Other Backward Classes. Further out of total manpower strength, 88 are women employees.

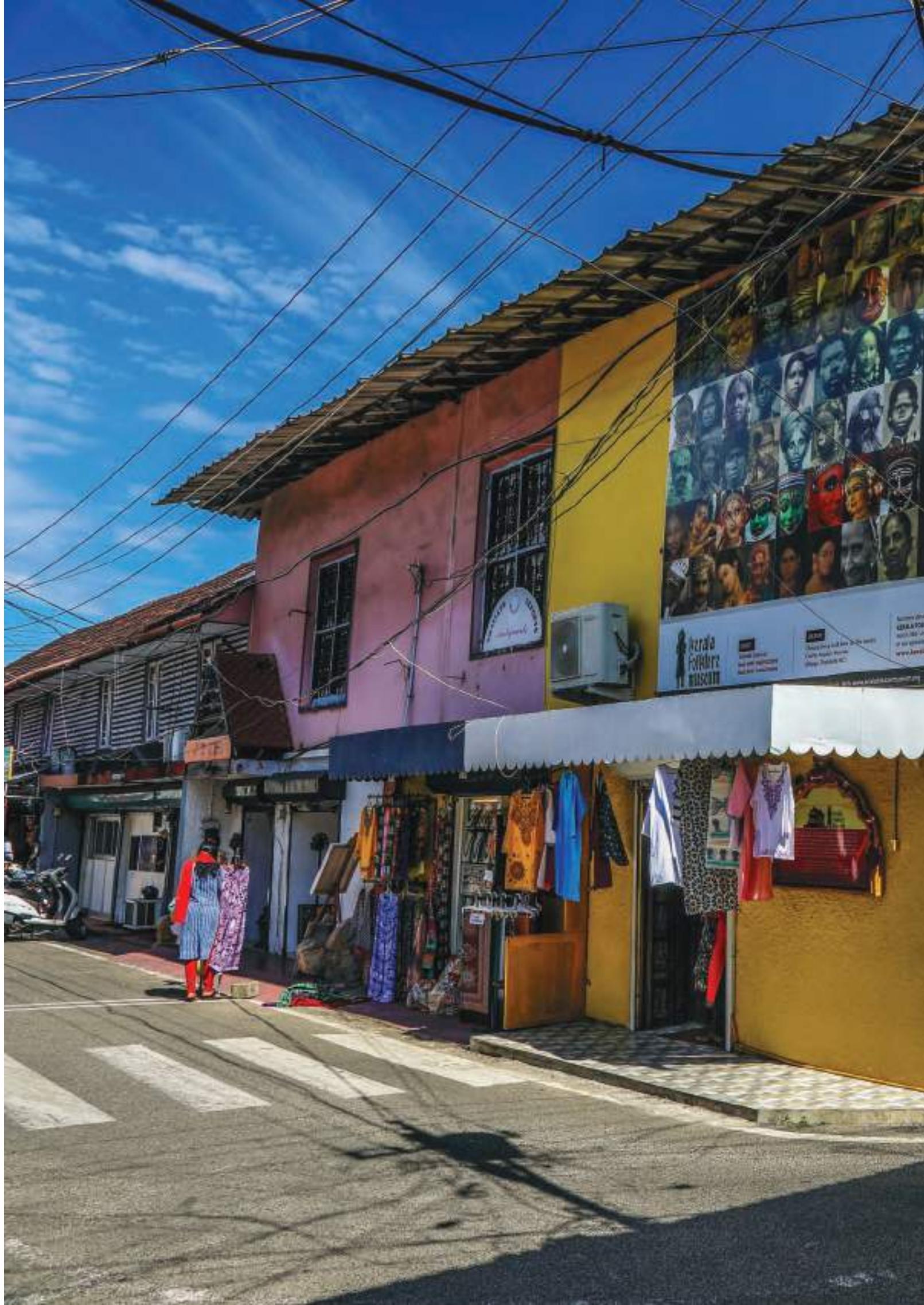
#### **10.21 Industrial Relations**

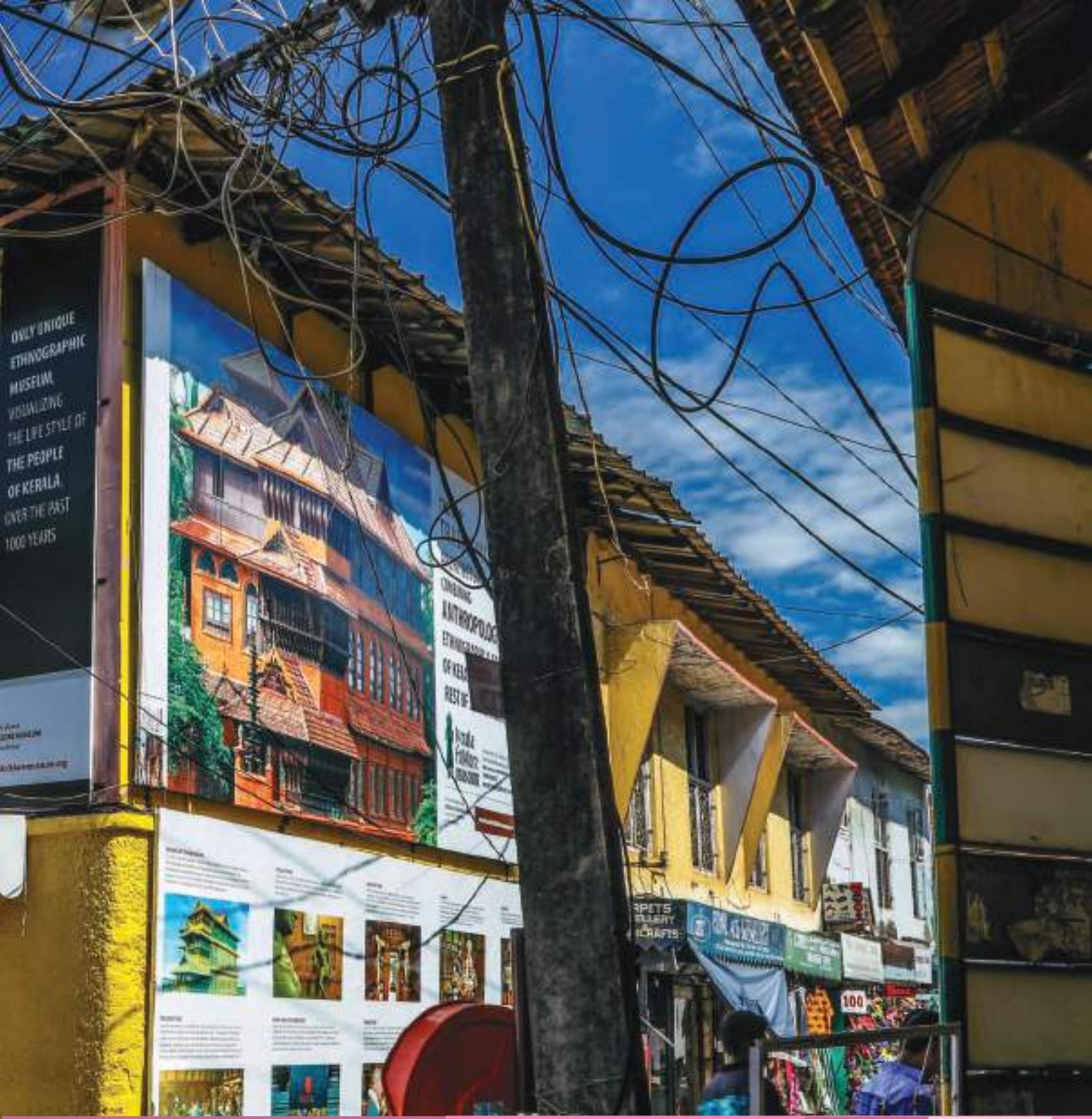
The overall Industrial Relation situation in ITDC continued to be harmonious and cordial.

#### **10.22 Information Technology Initiatives**

Implemented and started Aadhar based eSign (electronic signature) services in e-Office software for seamless movement & approval of files / documents from any office. Installed new Tablet based Order Taking System, Billing Module & Inventory Module (developed by NIC) at Parliament House Canteen with the support of different divisions of Parliament House Estate. Installed new upgraded network hardware devices (UTMs) & its license. Deployed Channel Manager Software for Hotel Reservations. Also updating company's bilingual website with latest Information and Data from time to time. Meetings including Board Meetings are being conducted through Video conferencing to maintain social distancing, saving time, money & improving communication







## CHAPTER-11

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# Statistics, Surveys and Studies



## CHAPTER

# 11

# Statistics, Surveys and Studies

### 11.1. Information and Research Activities

Statistical data are indispensable tools for sound evidence-based decision-making, planning, implementation and monitoring of any policies and programmes. Consequently, the level of detail and the reliability of data, as well as of its interpretation and use, have a direct impact on the effectiveness of such policies and programmes. Tourism statistics is one among them. The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of tourism statistics on various aspects of inbound, outbound and domestic tourism in India.

The key statistics collected by the Division include data on foreign tourist arrivals, domestic and foreign tourist visits, foreign exchange earnings from tourism, etc. Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences, satisfaction levels, etc. Based on the requirement of the Ministry, this Division also undertook tourism surveys, economic and statistical research studies like assessing Employment Level and Skill Gap in Hospitality & Allied Sector, Study on MICE market in India, Assessment of Impact of taxation/incentives on accommodation tariffs of hotel industry in India vis-à-vis other countries, Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India, Role of Luxury tourist trains in promoting tourism in Indiaetc.

With an aim to encourage universities for research in tourism, financial Assistance is

provided to Reputed Institutes and Central Universities to organise conferences, seminars, bringing out tourism journals etc. Preparation of Tourism Satellite Account, which measures the contribution of tourism towards country's GDP as well as its employment, is also one of the major tasks of the division.

### 11.2. Foreign Tourist Arrivals (FTAs)

FTAs during 2021 were 1.41 million (Jan-Dec) (Provisional) with a negative growth of 48.6% over same period of the previous year.

### 11.3 Arrivals of Non-Resident Indians (NRIs)

From 2014 onwards, Ministry of Tourism has started to compile the arrivals of NRIs on annual basis and there were 3.59 million arrivals of NRIs in India during 2020.

### 11.4 International Tourist Arrivals (ITAs)

In concordance with UNWTO, ITAs include both FTAs and Arrivals of NRIs. In the year 2020, there were 6.33 million ITAs in India.

### 11.5 Foreign Exchange Earnings (FEEs)

FEEs during the period during Jan 2020 – Dec 2020 were Rs.50,136 crores (Provisional estimates) with a negative growth of 76.3% over same period of previous year.

FEEs during the period during Jan 2020 – Dec 2020 were US\$ 6.958 billion (Provisional estimates) with a negative growth of 76.9% over same period of previous year.



## 11.6 Indian National Departures

The Numbers of Indian Nationals Departures from India, during 2021 were 8.28 Million (Provisional) as compared to 7.29 million during 2020 registering a growth of 13.5%

The Numbers of Indian Nationals Departures from India, during 2020 were 7.29 million as compared to 26.91 million, during 2019, registering a negative growth of 72.9%.

## 11.7 Domestic Tourism

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 610.22 million domestic tourist visits all over the country during the year 2020.

## 11.8 Surveys & Studies

The Surveys & Studies commissioned by the Ministry of Tourism are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. The Ministry also provides central financial assistance to State Government/UT Administrations for the preparation of Master Plans, Feasibility Studies and conducting statistical survey/studies.

Details of Surveys, Studies, etc. currently ongoing and completed during 2021-22 and financial assistance provided to Institute for conducting research promotion workshops, etc. (as on 31.12.2021) are given at Annexure-V.

## 11.9 State Assessment Framework (SAF)

Ministry of Tourism has developed a State Assessment Framework ideated from World Economic Forum's Travel and Tourism Competitiveness Index (TTCI) for assessing and evaluating the performance of States/UTs in the travel and tourism sector. The framework comprises of four domains with 30 indicators distributed among them. The domains of

evaluation are as follows:

- a) **Enabling Environment:** This domain captures the general conditions necessary for operating in a state.
- b) **Infrastructure:** This domain captures the availability of physical infrastructure in the state.
- c) **Tourism Environment:** This domain captures the specific aspects that impact the travel and tourism sector directly.
- d) **Tourism Product:** This captures the overall growth and development of tourism products in the state.

The primary objective of the framework is to capture the performance of the states in the travel and tourism sector, instil a sense of healthy competition among states to strive for further progress and improve the country's position in TTCI.

## 11.10 Tourism Satellite Account (TSA)

National Accounts (prepared every year by Ministry of Statistics & PI) measure the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport, insurance, etc., while computing the GDP of the country. However, the System of National Accounts is not able to measure the growth and contribution of tourism in GDP. This is because tourism is not an industry in the way industry is defined in the System of National Accounts.

Tourism is a demand based concept defined by its consumption and not by its output. Industries defined in National Accounts, such as Air transport, Hotel & Restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. It is consumption by tourists that defines the tourism economy, which is not available in the National Accounts. Therefore, there is need for preparing Tourism Satellite Account for assessing the contribution of tourism in GDP.



Till date, Ministry of Tourism has got prepared, through National Council of Applied Economic Research, three TSAs of India for the reference year 2002-03, 2009-10 and 2015-16 in the years 2006, 2012 and 2018 following the methodology recommended by United Nations World Tourism Organisation. As per the TSA-Recommended Methodological Framework (TSA:RMF) 2008, the TSA of any country comprises of a set of 10 standard tables which are key to estimating the economic contribution of tourism in the economy. Preparing the tables in the standard recommended format and following a standard broad methodology

enables international comparisons owing to the homogeneity among countries.

The 3rd TSA of India was prepared in 2018 for the reference year 2015-16 (using figures of National Accounts Statistics with base year 2011-12 of CSO). As per estimation in accordance with 3rd TSA for intervening years and subsequent years namely 2015-16, 2016-17, 2017-18, 2018-19 and 2019-20 the contribution of tourism to GDP and employment of the country for year 2017-18, 2018-19 and 2019-20 is as given below:

	2015-16	2016-17	2017-18	2018-19	2019-20
Share in GDP (in%):	5.09	5.04	5.02	5.01	5.16
Direct (in%)	2.65	2.62	2.61	2.60	2.68
Indirect (in%)	2.44	2.42	2.41	2.41	2.48

Note: The above estimates have been updated using NAS 2021

	2017-18	2018-19	2019-20
Share in Jobs (in%)	14.78	14.87	15.34
Direct (%)	6.44	6.48	6.69
Indirect (%)	8.34	8.39	8.65
Direct + Indirect jobs due to tourism (in million)	72.69	75.85	79.86

Note: The above estimates have been updated using NAS 2021





आत्मना भासते  
Incredible India



Coorg Wildlife Asian Koel



Akshardham Temple





**CHAPTER-12**  
**DOMESTIC OFFICES**



## CHAPTER

# 12

# DOMESTIC OFFICES

The Ministry of Tourism has 20 Domestic India Tourism Offices all over the country. These offices handle matters relating to implementation of Government of India programs and policies for promotion of tourism in their respective regions in coordination with State Tourism Departments & stakeholders. The Domestic Offices Division coordinates work related to activities and functioning of domestic offices.

**12.1** The detail of the major initiatives/activities being carried out by the Domestic Offices Division and Domestic Offices during current year is as follows:

**12.1.1 Dekho Apna Desh:** In pursuance to the appeal made by the Honorable Prime Minister during Independence Day speech asking every citizen to visit at least 15 destinations by the year 2022, to promote domestic tourism in India, the Ministry of Tourism had launched the Dekho Apna Desh initiative on 24<sup>th</sup> January 2020. The objective of the initiative is to create awareness among the citizens about the rich heritage and culture of the country, generate a sense of national pride and belongingness among the citizens, and encourage the citizens to travel widely within the country, enhanced tourist footfalls, development of local economy and creation of job at local level. Dekho Apna Desh initiative is actively promoted by M/o Tourism on all platforms.

Under the initiative the Ministry has carried out following activities:

i. Online pledge. The Ministry has launched the online pledge on the MyGov platform in January 2020. As on 20<sup>th</sup> January 2022, 2,24,224 people have taken the pledge.

ii. **Dekho Apna Desh Webinars:** The Ministry is arranging a series of Webinars under the overall theme of '*Dekho Apna Desh*' with the objective of promoting various tourism destinations of India. The Webinars include glimpses of the culture, heritage, handicrafts, and cuisine of the destinations, in addition to the tourist spots. Concepts of Responsible Tourism, Accessible Tourism, Wildlife, Trekking, Bicycling and Motorcycle Tours, etc. have also been promoted through the Webinars. A total of 115 Webinars have been organised till 20<sup>th</sup> January 2022.

**12.1.2 Azadi Ka Amrit Mahotsava:** The Government of India has launched the Azadi Ka Amrit Mahotsav programme on 12<sup>th</sup> March 2021 to celebrate 75 Years of India Independence. The Domestic offices Division and Offices have organized approx. 300 activities under AKAM as on date. The activities include Photo exhibitions, heritage walks, mall branding, webinar, FB live shows, production of promotional material, quiz contests, showcasing of films, cleanliness drives, workshops etc. The Ministry in Association with Association of Indian Universities is organizing a 12-episode series of webinars under AKAM since August 2021. Each webinar is followed by a quiz on MyGov platform. 50 lucky Quiz

winners from the first two episodes of the webinars were taken on a study tour to Nagaland in November 2021.

**12.2** In addition, the Domestic Offices Division had organised following major activities in 2021:

- i. **Tapping the Tourism Potential of Kashmir: Another day in Paradise. Srinagar, Kashmir from 11 – 13 April, 2021:** In order to promote the tourism potential of Kashmir and address the various opportunities in Travel, Tourism and Hospitality in the UT of Jammu and Kashmir, Ministry of Tourism, Government of India in collaboration with Department of Tourism, Government of UT of Jammu and Kashmir, FICCI (Knowledge Partner), and India Golf Tourism Association (IGTA) organized an unique networking platform titled “Tapping the Tourism Potential of Kashmir: Another day in Paradise” at Srinagar, Kashmir from 11 – 13 April, 2021. The event was attended by approx. 200 pax. comprising of Media, Tour Operators, Travel Associations, officials from State Government and Ambassadors of Foreign Missions in India. During the two days' event Ministry organised Exhibition, brainstorming sessions, fam trips focussing on the Culture, Natural Heritage, Culinary & Golf tourism potential of Kashmir.
- ii. **Ladakh: New Start New Goals' 26-28 August 2021:** Ministry of Tourism, in collaboration with Department of Tourism, Administration of Union Territory of Ladakh and Adventure Tour Operators Association of India (ATOAI) organised a mega tourism event at Leh, Ladakh titled: “Ladakh: New Start, New Goals”. During the event the Ministry presented the ‘Ladakh Vision Document’ for the development of

Tourism in Ladakh to the stakeholders to seek their inputs. The event was attended by approx. 150 participants, which included Opinion Makers, Tour Operators, Hoteliers, Diplomats, Homestay Owners, Senior Officers from Ministry of Tourism, Government of India, UT of Ladakh and the Media. The three-day event included activities like B2B meetings, panel discussions, exhibitions, and technical tours to create awareness about the facilities and varied tourism products of Ladakh. The event is expected to mark a new beginning for the UT of Ladakh, as far as Tourism is concerned.

- iii. **Buddhist Circuit Train FAM tour:** The MoT in collaboration with IRCTC organized a Buddhist Circuit Fam tour and conference from 4th - 8th October 2021 at Bodhgaya and Varanasi. The inaugural event and conference were held on 5th October 2021 at Bodhgaya. The event was attended by approx. 200 delegates which included tour operators from other parts of the country, local tour operators and other stakeholders of tourism sector media, officials of Ministry of Tourism. During the event Ministry also organized an interactive session with students at Nalanda University and BHU. The closing session of the event was held on 7th October 2021 at Varanasi. During the tour the participants also visited Rajgir, Nalanda, and Sarnath.

- iv. **Tourism and Culture Ministers Conference of North-eastern Region:** The MoT organised the conference of Tourism and Culture Ministers of North Eastern Region on 13<sup>th</sup> and 14<sup>th</sup> September 2021 at Guwahati to discuss development of tourism sector and culture related issues in the Region. The two days' conference



was inaugurated by the Hon'ble CM of Assam and was attended by the Hon'ble Minister for Tourism, Govt. of India, Tourism and Culture Ministers of NER, Officials from various Central Ministries, State Governments, Media and industry stakeholders. The two days' conference included series of deliberations on development of Tourism.

v. **Tourism and Culture Ministers Conference of Southern Region:** The MoT organised a conference of Tourism and Culture Ministers of Southern Region on 28th & 29th October 2021 at Bengaluru with the objective to discuss development of tourism sector and culture related issues in the Region. The conference was inaugurated by Sh. G Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER and was attended by the Hon'ble Minister of State for Tourism, Govt. of India, Tourism and Culture Ministers of Southern Region, Officials from various Central Ministries, State Governments, Union Territory Administrations (UTs), Media and industry stakeholders. The two days' conference had presentations by various central Ministries, State Govts and UTs. An interactive session was also held with the local stakeholders to discuss their issues and requirements for promotion of Tourism.

vi.

**9<sup>th</sup> International Tourism Mart, Kohima, Nagaland 27-29 November 2021:** The Ministry of Tourism, Government of India, organised the "International Tourism Mart" (ITM) at Kohima, Nagaland from 27 November to 29 November 2021 with the objective of highlighting the tourism potential of the region in the domestic and international markets. The three-day event was attended by over 300 delegates including Ambassadors from high officials from Brunei Darussalam, Malaysia, Myanmar, Vietnam and Thailand, government officials, industry stakeholders, Media representatives and local participants. The ITM is the biggest travel and tourism networking event in the NER and was held after a gap of two years. This year the Mart was organised with special focus on "Domestic Tourism". The major activities organised during the Mart included Panel Discussions, B2B Meetings between the stakeholders, Cultural performances, cuisine shows, Northeast Bazaar Showcasing rich art and handicrafts of NER, Technical visits to War Cemetery, PulieBadzeand Khonoma village. One of the important features of this year Mart was participation of 50 university students from all over the country. During the mart these young students interacted with the students from NER. Special sessions were organised for the students followed by a quiz program.



*Tapping Tourism potential of Kashmir*



'Ladakh: New Start, New Goals'



'Tourism & Culture Ministers Conference of the Northeastern States'



'Buddhist Circuit Train FAM Tour and Conference'



'Tourism and Culture Ministers Conference of the Southern Region'





## CHAPTER-13

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# North-Eastern Region and Jammu & Kashmir - Special Emphasis

## CHAPTER

# 13

# North-Eastern Region and Jammu & Kashmir - Special Emphasis

### 13.1 North Eastern Region

As per the modified guidelines of MDA dated 28.11.2020, Financial support will be extended to the tourism service providers for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Participation in Tourism related Conferences / Conventions / Seminars organized by National Tourism and Hospitality Associations including ADTOI, ATOAI, FHRAI, IATO, ABTO, ICPB, IHHA, ITTA, HAI, TAAI, TAFI & FAITH and by reputed Commerce, Industry and Trade Organizations/Associations in the country, such as CII, FICCI, ASSOCHAM, PHD Chamber of Commerce and Indian Chambers of Commerce and any other trade association recognised by the Ministry of Tourism from time to time; Participation in Conferences / Seminars / Conventions / organised by the Central and State Government Tourism Ministries; Participation in Road Shows in different regions of the country and for Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures/ leaflets. Apart from this, financial support will be extended to Tourism Departments of State

Governments / UT Administrations for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures/ leaflets and for Travel undertaken by officers and Staff of State

govt./UT administration for Tourism product familiarisation.

Apart from this, one additional tour (above the three tours) will be permissible for visiting any State in the North East region, J&K and Ladakh. As regards the revised guidelines for the recognition of Tourism Service Provider the Criteria for Grant of Recognition Green Shoots/ Start Ups and for Experienced Travel Agents / Tour Operators & Tourist Transport Operator operating in North East Region/ UT of J&K/ Ladakh/ A&N/ Lakshadweep Islands has been relaxed in terms of Paid Up Capital, Annual turnover & Office Space.

### 13.2 Protected Area Permit (PAP)/ Restricted Area Permit (RAP)

For a better and smooth travel experience of Tourists in the restricted/Protected area of the country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and as a result of this Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years i.e. till 31.12.2022 in the states of Manipur, Mizoram and Nagaland and Union Territory of Andaman & Nicobar Islands.

### 13.3 Domestic Promotion and Publicity including hospitality (DPPH) Scheme

- Domestic tourism plays an important role in the overall development of the tourism sector in India.
- Ministry of Tourism undertakes various promotional activities for the promotion of Domestic Tourism and with the



*People LaLadakh-J & K*

objective of increasing Domestic Tourist Visits.

- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir.
- Spreading Social Awareness messages and promoting events which have the potential for attracting tourists.



*Dzükou Valley-Kohima, Nagaland*







**CHAPTER-14**

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**Gender Equality**



## CHAPTER

# 14

# Gender Equality

Tourism is a service industry with a strong female presence. Hence, gender sensitization and ensuring equal rights to the women are important concerns of the Ministry.

The Ministry ensures that women officials are regularly participated in the various training programmes for their capacity building.

In compliance with the instructions of Department of Women & Child Development and guidelines issued in implementation of the directives of Hon'ble Supreme Court

Judgement dated 13th August, 1997 in the case of Vishakha and others vs. State of Rajasthan and Others on the subject of sexual harassment of women in the workplace, this Ministry had constituted a Complaint Committee for considering complaints of sexual harassment of women working in the Ministry of Tourism with the approval of the then Secretary(Tourism) in 2003. The composition of the Complaints Committee is revised from time to time subsequent to transfers etc. of the existing Chairperson/Members.



Common Jezebels Butterfly Park



*Church of Our Lady of Piety Dadar and Nagar Haveli*



*Govind Dev Temple, Vrindavan Uttar Pradesh*





**CHAPTER-15**  
**Welfare Measures**



## CHAPTER

# 15

## Welfare Measures

### 15.1 Scheduled Castes/Scheduled Tribes Cell

The Liaison Officer for the Scheduled Castes/ Scheduled Tribes Cell in the Ministry who attends to the grievances on service matter of Scheduled Castes and Scheduled Tribes employees of the Ministry and its attached/ subordinate offices is a Deputy Secretary/ Director level officer. The Cell mainly acts for compliance of orders issued in respect of reservation policy from time to time.

### 15.2 Reservation for SC, ST and OBC candidates

All recruitment in the Ministry and its subordinate offices are being made as per the orders of reservation issued by Government from time to time and reservation rosters are

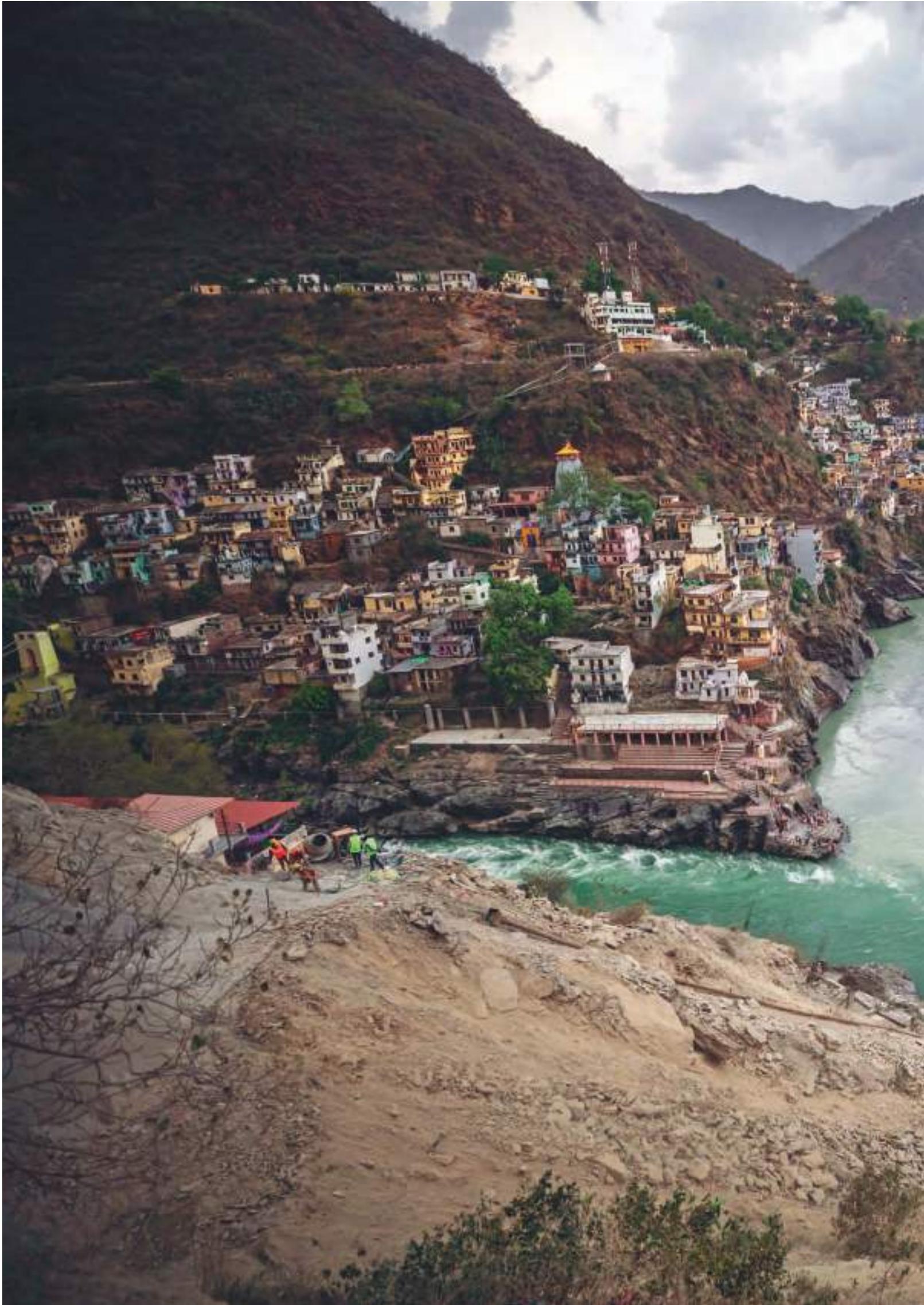
maintained accordingly. Regular annual returns on the subject are forwarded to the concerned Authorities.

### 15.3 Reservation for Divyangjan

In Compliance of order of the Hon'ble Supreme Court in the matter of Shri Anuj Goyal vs UOI & Ors. and direction of Department of Empowerment of Persons with Disabilities (Divyangjan) OM No.34-16/2018-DD-III dated 16.08.2019, the Expert Committee of the Ministry of Tourism had identified different level of posts in Group "A", "B" & "C" having an element of Direct Recruitment, as suitable for persons with benchmark disabilities in pursuance of the Rights of Persons with Disabilities Act, 2016. The said information is also available on the Ministry's website <http://tourism.gov.in>









## CHAPTER-16

### Vigilance



## CHAPTER

# 16

## Vigilance

A separate vigilance wing in this Ministry has been functioning to deal with various vigilance matters.

Emphasizing the need of preventive vigilance, especially on public procurement, All the procurement of office related items e.g.: - stationary, furniture, computer etc. are purchased through GEM portal of the Government.

Rotational transfer of all the staffs with 3 years of continuous service on a particular post has

been strictly implemented and monitored. Updated report being posted on PROBITY portal.

To reduce direct interface between officers and concerned applicants in case of recognition of travel trade service providers and classification of hotels, online approval/ classification systems are in operation and being monitored.

Strict compliance of e-office system is being followed to reduce chances of disclosure of sensitive information at any level.



Kanyakumari, Tamil Nadu







**CHAPTER-17**  
**Court Cases**



## CHAPTER 17

# Court Cases

The details of Court Cases pending are as under:

Sl. No.	Case/Petition No.	Court/Bench	Case filed by	Brief particulars of case
1.	SPL ©1639-1644/2012	Supreme Court and Ors	Kiran Chawla	To Continue the service in Ministry of Tourism
2	O.A.No.1529 of 2018	CAT Chennai	Shri Sanjay Shreevats, the then RD, ITO, Chennai	Challenged the holding of the written exam and interview for the post of DDG/RD in overseas offices.
3.	Review petition (C) No. 49/2021 in WP No.205/2021	Hon'ble High Court of Delhi.	Shri Kamal Kant	For grant of benefit of relaxation in the upper age limit by the length of Military service increased by three years.
4.	CP No. 499/2019 in OA No. 3812/2018	CAT Delhi	Sh. Ronjon Lahiri	Not complying with the order dated 08/10/2018, made by a bench of Hon'ble CAT
5.	OA N0.4367/2020	High Court of Delhi	Shri R.K. Mishra, AD, ITO Indore	Challenged the selection process in the grade of Asstt. Director for overseas posting
6	4155/2017 CM Appl. 18217/2017	Delhi High Court	IATO	
7	3342/2017 CM Appl. 14576/2017, 14577/2017, 14578/2017 & 17504/2017	Delhi High Court	Regional Tourist Guides Association	
8	1284/2020 CM Appls 4470/2020 & 26507/2021	Delhi High Court	Government Approved Tourist Guide Association (GATGA)	
9	210/2021 Contempt Petition	Delhi High Court	Government Approved Tourist Guide Association (GATGA)	



Sl. No.	Case/Petition No.	Court/Bench	Case filed by	Brief particulars of case
10	119/2021	Allahabad High Court	Shailesh Tripathi & Ors	
11	13102/2020	Rajasthan High Court at Jaipur Bench	Bhagwat Singh Ranawat	
12	W.P.(C) No 5710 of 2013	High Court of Delhi	Today Hotels vs. BSES Rajdhani & Anr	Power tariff set by BSES Rajdhani, petition for charging industrial unit rate rather than Commercial rate of electricity
13	W.P. (C) No.7053 of 2011	Rajasthan High Court, Jaipur	Ayush Hospitality and Health Services Pvt. Ltd	Capital subsidy
14	No. W.P. ( C ) 2812 of 2013	High Court of Kerala Ernakulam	Mr. Sasidharan Hotel Noopura Residency, Pazhayannur, Thrissur, Kerala	The inspection of the hotel in 04 Star Category was postponed on 28.01.2013 on receipt of a fake orders of court received at Hqrts. The owner of the hotel has filed this petition and obtained orders of the court for inspection on 30.01.2013.
15	No. W.P© 5372 of 2013	High Court of Kerala Ernakulam	M/s Harbour Hotel, Maliankara North Paravur Kerala.	Based on the Govt. of Kerala notification dated 12.02.1013 the petitioner has interpreted that from 12.02.2013 onwards no new bar licenses will issue by the State of Kerala and it should be treated that the local law does not permit the issuance of bar license in the State. Hence clause 8 (f) of the Ministry of Tourism guidelines dated 28.06.2012 is applicable in the case of the petitioner treating it as bar license prohibited in State.
16	No. W.P (C) 5325 of 2013	High Court of Kerala Ernakulam	Hotel Aquarock Mannathala Thiruvanthapuram	Based on the Govt. of Kerala notification dated 12.02.1013 the petitioner has interpreted that from 12.02.2013 onwards no new bar licenses will issue by the State of Kerala and it should be treated that the local law does not permit the issuance of bar license in the State. Hence clause 8 (f) of the Ministry of Tourism guidelines dated



<b>Sl. No.</b>	<b>Case/Petition No.</b>	<b>Court/Bench</b>	<b>Case filed by</b>	<b>Brief particulars of case</b>
				28.06.2012 is applicable in the case of the petitioner treating it as bar license prohibited in State.
17	W.P.(C) 14208/2013	High Court of Kerala	Nirmallyam Residency Hotels P. Ltd. Vs. Union of India	Classification of Hotel without Bar License
18	W.P. (C)11479/2014	High Court of Kerala	Sri N. Dharmadan (SR.) vs Union of India	Classification of Hotel
19	W.P.(C) 2687/ 2014	High Court of Kerala	Paravoor Galaxy Hotels (P) Ltd. vs. The Member Secretary (HRACC)	Classification of Hotel
20	WP(C) 30865/2017	High Court of Kerala	Mrs. Pathuma Bheevi vs DSP, Ernakulam Rural, Aluva RD (South), Secy (T), Govt. of Kerala, Excise Commr., Deputy Excise Commr., Secretary (Fin), Govt. of Kerala Secy, Perumbavoor Municipality Managing Partner, Hotel Ritz International, Ms. Sindhu, Dist. Collector, Superintending Engineer PWD.	Case is regarding bar license, parking rules violation, public nuisance etc. against Hotel Ritz International, which is presently a 3 star classified hotel.
21	OA 202/2018 Filed on 23.02.2018	CAT, Mumbai Bench, Mumbai	Shri P. P. Lanjewar, Junior Hindi Translator, Indiatourism Mumbai v/s.	Shri P.P Lanjewar has filed OA against Union of India to quash and set aside the order of Ministry of Tourism dated 24.01.2018 and to grant higher



Sl. No.	Case/Petition No.	Court/Bench	Case filed by	Brief particulars of case
			Union of India	Grade pay under MACP Scheme. The case is ongoing and was last listed for 18.01.2022 which has been adjourned and listing of fresh date is awaited
22	OA 449/2021 Filed on 2.7.2021	CAT, Jabalpur Bench, Madhya Pradesh	Shri Jai Kumar Tiwari, Multi Tasking Staff, Indiatourism Indorev/s. Union of India	Shri Jai Kumar Tiwari, has filed OA seeking reliefs on the grounds of regularization of leave during his adhoc services, grant of two financial upgradation under MACPS, arrears of salary and all consequential benefits w.e.f 2/8/ 1999. Indiatourism Mumbai has filed a Counter Affidavit with the approval of Ministry on 19.01.2022 before the Hon'ble CAT Bench, Jabalpur. The next hearing is listed on 21.02.2022
23	27366/ 2012	High Court of Andhra Pradesh	Sri Ram Enterprises ( Best Western Ramachandra)	The prayer of the petitioner is not to insist on submission of Approval of Building Plan for classification of the petitioner hotel..
24	11479 / 2014	High Court Of Kerala	Dhri. Subash Soman (Hotel Rohini Hills)	The prayer of the petitioner is to issue 4 Star classification Certificate.
25	O.S 95/ 2014	In the Court of Hon'ble Prl. Civil Judge Madikeri	Shri. B.B Anandha & others	Prayer of the petitioner is to close all the illegal lodging house claiming to be homestay's operating in Kodagu District, Karnataka.
26	6823/ 2015	High Court Of Kerala	Ramachandra Menon KRM/s. Cherai Beach Resort	Interim Order to issue three star classification to the hotel.
27	11263 / 2017	High Court Of Kerala	Hotel Abhirami, Trivandrum	Interim relief is to permit the petitioner to conduct the bar.
28	30865/ 2017	High Court Of Kerala	Mrs.KM Pathuma Beevi	Interim prayer is to stay the bar license
29	20058 / 2018	High Court Of Kerala	Mr. G Suresh Kumar	Case Pending



<b>Sl. No.</b>	<b>Case/Petition No.</b>	<b>Court/Bench</b>	<b>Case filed by</b>	<b>Brief particulars of case</b>
30	35404/ 2018	High Court Of Kerala	RG Enterprises (Hotel Vakkom Palazzo)	The prayer of the petitioner is to inspect the petitioner hotel at an early date.
31	36309/ 2018	High Court Of Kerala	M/s. Souparnika Inn Mr. Anil Kumar	Dispute between the partners. The prayer of the petitioner is to cancel the star classification issued to the Hotel.
32	41311/ 2018	High Court Of Kerala	Shri Sadathli Nedumkullam ( Hotel City Palace Residency, Wandoor.)	The prayer of the petitioner is to take action on the compliant issued by the petitioner s to stop the illegally operated bar.
33	OP (Civil) No 760/ 2019	High Court Of Kerala	K.A Karthikeyan & others	The prayer of the petitioner is to stay the operation of the order dated 31.07.2018 and the proceedings in OS No: 16/2015.
34	Op(Civil) No2435/ 2019	High Court Of Kerala	Vazhakkulam Hotel and Resorts Private	Case Pending
35	273/2019	High Court Of Kerala	M/s. Rouba Residency Hotel	Case Pending
36	OS NO: 273/2019	High Court Of Kerala	Rouba Residency Hotel	Case Pending
37	5972/2020	High Court of Kerala	M/s. Issac Residency, Munnar	Prayer of the petitioner is to inspect the hotel at an early date.
38	8379/2020	High Court of Kerala	Hotel Harithagiri	Case Pending
39	19331/2014	High Court of Kerala	M/s Killian Boutique Hotel, Fort Kochi	Case Pending
40	2873/ 2018	High Court of Kerala	The Monarch Hotel, Kozlikode	Case Pending
41	15283 / 2020	High Court of Kerala	M/s. R. Thulasi Hotel Padmasree Tourist Home, Thiruvananthapuram	Case Pending Inspection carried out and approved for Classification.
42	12884 / 2019	High Court of Kerala	Shri. Twingle. P. Prem Hotel Simla	The prayer of the petitioner is to Stop illegal construction of the hotel



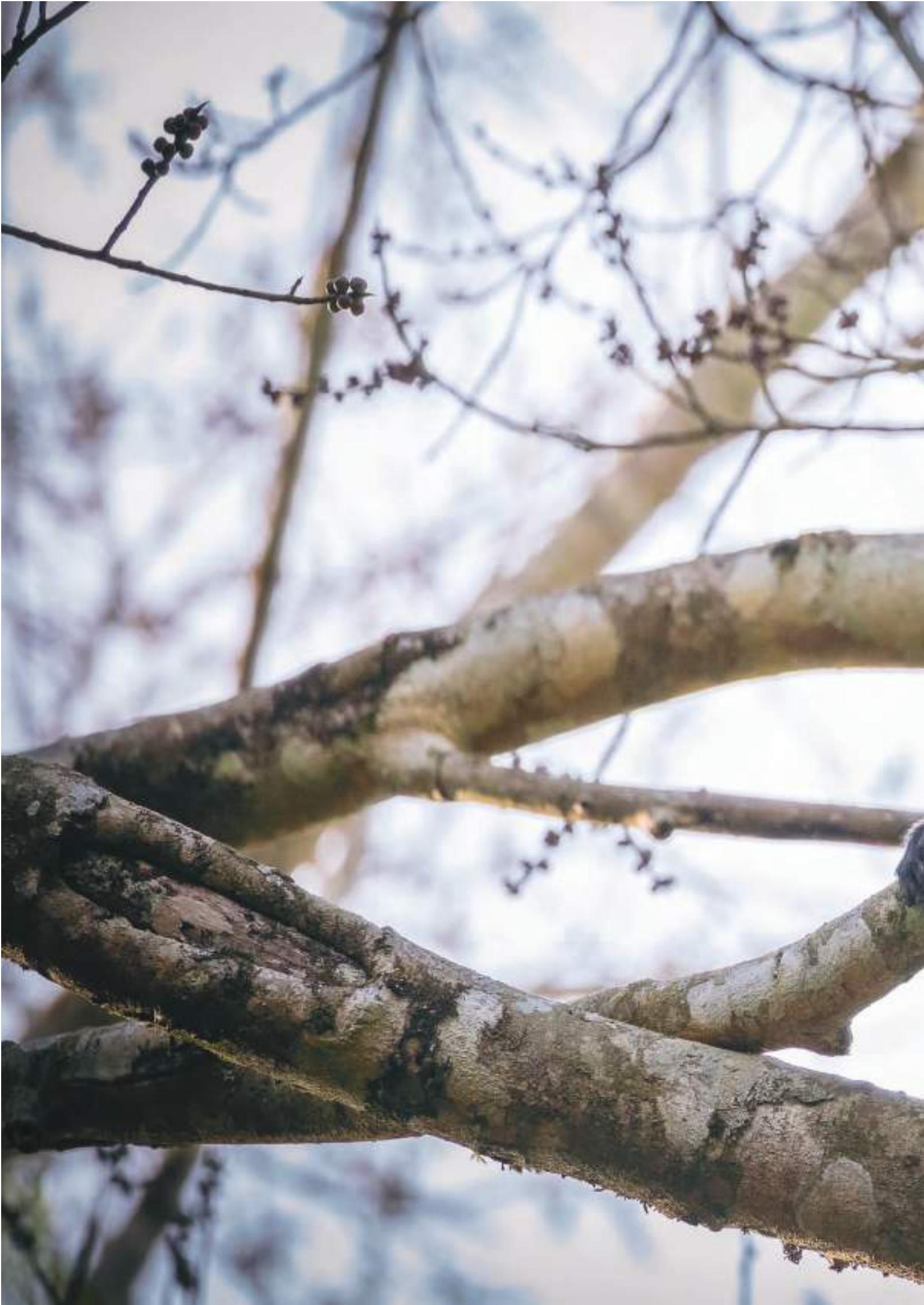
<b>Sl. No.</b>	<b>Case/Petition No.</b>	<b>Court/Bench</b>	<b>Case filed by</b>	<b>Brief particulars of case</b>
43	20485 / 2020	High Court of Kerala	M/s. Courtyard By Marriott Hotel VsRD(S)	Case Pending Instruction given to CGC
44	1131 / 2021	High Court of Kerala	M/s. Somesekharan Nair, Kerala. M/s. Hotel Indraprastha, Nedumangad, Trivandrum Vs RD South & Others	The prayer of the petitioner is to issue direction to 4 <sup>th</sup> respondent to afford the petitioner an opportunity to hear before taking any decision on the application.
45	3333 / 2021	High Court of Kerala	Shri. Sajith T.SM/s. Diamond Palace Hotel, Kollam. VsRD South	Inspection has been carried out and the hotel has been classified. File is along with the Hotel file. Case Pending
46	2536 / 2021	High Court of Kerala	M/s. Thirukokochi Residency, Kumaraserry, Ernakulam. VsRD South & Others	Case pending Inspection carried out on 26/02/021 And recommended the Hotel for Heritage (Basic)
47	439 / 2021	High Court of Kerala	Mr. Anto Cheerathil Vs Director (H&R), GOI Thirukochi Residency, Ernakulam	Case pending Inspection carried out on 26/02/021 And recommended the Hotel for Heritage (Basic) Instruction Has been given to CGC to Filed the Counter Affidavit and Dismiss the Contempt Case
48	6141 / 2021	High Court of Kerala	Mr. Shibu Prabhakaran M/s. Lumbini Supreme, Thrissur. VsRD South & Others	Case Pending. Instructions given to CGC. Insp has been carried out and hotel has been classified under 3 Star.
49	20344 / 2020	High Court of Kerala	Mr. K.T.Joseph M/s. Beach Hotel (Beach Heritage Pvt Ltd) VsRD South & Others	Case Pending Instruction has been given to CGC to Inform the Court that inspection will be Completed before 30.04.2021
50	20208 /2021	High Court of Kerala	Mr. Sunoj Kurian M/s.	Case Pending Instructions have been given to CGC.



<b>Sl. No.</b>	<b>Case/Petition No.</b>	<b>Court/Bench</b>	<b>Case filed by</b>	<b>Brief particulars of case</b>
			Park Residency, Ramanattukara, Kozhikode.Vs RD South & Others	
51	11493 / 2021	High Court of Kerala	M/s. Janatha Tourist Home, Muvattupuzha, Ernakulam. VsRD South & Others	Instruction given to CGC.Case Pending
52	20003 / 2021	High Court of Kerala	M/s. KGA Elite Continental hotel P.Ltd, Thiruvalla. VsRD South & Others	Case Pending. Instruction has been given to CGC.
53	20069 / 2021	High Court of Kerala	M/s. Sreevalsam Residency, Kalady, Ernakulam. VsRD South & Others	Case Pending. Instruction has been given to CGC.
54	9108 / 2021	High Court of Kerala	Mr. Ayyappan Ashokan (Hotel Sixer).Vs Mr. K.P Indrabalan (Hotel Indraprastha) & Mr. Rajendran Nair	Case Pending
55	23952 / 2021	High Court of Tamilnadu	Mr. Arjun BharathanVs State Tourism, RD (S) & Others	Case Pending Respondent 1 Has to sought affidavit.
56	20633 / 2021	High Court of Kerala	M/s. Hotel Vettikattu Plaza, KottayamVs Excise Dept(GoK) & RD (S) & * Others	Interim Order Received. Instruction has been given to CGC vide mail dated 25.11.2021.
57	1463 / 2022	High Court of Kerala	Mr. Dr. Xavier Mathew M/s.	Case Pending Instuctioon has been given to CGC vide email



<b>Sl. No.</b>	<b>Case/Petition No.</b>	<b>Court/Bench</b>	<b>Case filed by</b>	<b>Brief particulars of case</b>
			Grand Residency, Trivandrum Vs MOT, RD (S) & Others	dated 19.01.2022
58.	WPCTNo.45 of 2014 OA No.2254 of 2010 Union of India & Ors –Vs- Rajshree Agarwal	Hon'ble High Court, Kolkata	Smt. Rajshree Agarwal, Junior Hindi Translator	Matter Pertains to promotional avenues of Junior Hindi Translator in the Ministry of Tourism, Govt. of India. (Any hearing has not been occurred till date)
59.	WP No.13490(W) of 2015 Pintu Karar-Vs- The State of West Bengal & Ors.	Hon'ble High Court, Kolkata	Shri Pintu Karar, S/o, Pijush Karar, Vill: Jhikira, P.O: Jhikira, P.S: Joypur, Dist: Howrah, PIN: 711 401	Public Litigation regarding death of a tourist in the sea beach of Mandarmoni, Purba Medinipur, West Bengal (Main party-Govt. Of West Bengal)
60.	261/14 dated 02.01.2015 Shri Krishna Kumar Singh – vs- UoI & Others	Hon'ble First Sub-Judge Court, Chapra (Saran), Bihar	Shri Krishna Kumar Singh	Related to CFA Project (Land)
61.	OANo.137 of 2020 Sukomal Sarkar – vs- UoI of India & Ors	Hon'ble Central Administrative Tribunal (CAT), Calcutta Bench	Shri Sukomal Sarkar	Representation to grant of benefits of 3 <sup>rd</sup> MACPs
62.	OANo.150of 2021 Tarapada Das–vs- UoI of India & Ors	Hon'ble Central Administrative Tribunal (CAT), Calcutta Bench	Shri Tarapada Das	Representation to grant of benefits of 2nd ACPs





**CHAPTER-18**

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**Departmental Accounting  
Organisation**



## CHAPTER

# 18

# Departmental Accounting Organisation

**18.1.** Secretary (Tourism) is the Chief Accounting Authority of the Ministry of Tourism. He discharges his functions through and with the assistance of the Joint Secretary & Financial Adviser (JS&FA) and the Chief Financial Controller of the Ministry.

**18.2** The Chief Financial Controller heads the accounting organization and ensures transparent and effective financial management of the Ministry through Principal Accounts Office/Pay & Accounts Office (Tourism).

Budgetary provision for Ministry of Tourism for the financial year 2022-23 is as under:

<b>Revenue Section</b>	2026.77Crore
<b>Capital Section</b>	0.00 Crore
<b>Total</b>	2026.77Crore

The departmentalized accounting organization of Ministry of Tourism comprises of Principal Accounts Office, one Pay & Accounts Office and Internal Audit Wing.

### 18.2.1 Principal Accounts Office

Principal Accounts Office is common for Ministry of Civil Aviation and Ministry of Tourism, discharging the following functions.

Consolidation of the accounts of Ministry of Tourism as per provisions of Civil Accounts Manual and in the manner prescribed by Controller General of Accounts.

Preparation of Monthly and Annual Accounts, submission of Statement of Central Transactions and the materials for the Finance Accounts to the Controller General of Accounts, Ministry of Finance.

Issue of Inter Departmental Authorisation to various agent Ministries.

Rendition of technical advice to Pay & Accounts Office and maintaining necessary liaison with the Controller General of Accounts Office to effect overall co-ordination and control in accounting matters.

### 18.2.2 Pay & Accounts Office

Pay & Accounts Office caters to the financial management needs of Ministry by way of release of funds, expenditure control, and other receipts & payment functions as under:

- (i) Pre-check of bills submitted by Non-Cheque Drawing & Disbursing Officers of the Ministry.
- (ii) Authorization of funds to domestic and overseas Cheque Drawing & Disbursing Officers through issue of "Letter of Credit". There are 19 domestic CDDOs and 8 overseas CDDOs located in various countries.
- (iii) Post-check of all paid vouchers/ payments made by domestic as well as overseas offices.
- (iv) Release payment of Loans/Grants-in-aid to statutory bodies and state level agencies including execution and implementing agencies.
- (v) Compilation of monthly account based on monthly expenditure, receipts and payment authorizations, and by duly incorporating reconciled accounts of CDDOs.



- (vi) Maintenance of General Provident Fund accounts, and remittance of New Pension Scheme contribution to trustee banks. Settlement of Inward and outward claims. Authorization/ payment of pension, Commutation, Gratuity, Leave Encashment, etc to the retiring employees.

### 18.2.3 Internal Audit

Internal Audit Wing, which is common for Ministry of Civil Aviation and Ministry of Tourism having sanctioned strength of four Assistant Accounts Officers and four Accountant/Senior Accountants is headed by Chief Financial Controller.

The role of the internal audit organization is mainly to inspect that expenditure control mechanism is in place and financial proprietary Rules are followed while exercising financial powers by the authorities who are entrusted with such powers. In order to achieve this target, internal audit draws Annual Audit Calendar based on periodicity, budget allocation and nature & scope of scheme being implemented by the particular office/agency.

Internal audit is conducted by exercising test checks of basic records of different offices of the Ministry for removal of misstatement in financial records to make them more reliable. As such internal audit strengthens the overall accounting management framework.

The concept and orientation of internal audit, as of now has been more of risk-based audit, in order to assess the economy, efficiency and effectiveness of scheme for contributing to better Government spending, public accountability and management. Accordingly, the internal audit of the records of Headquarter, regional and overseas offices are undertaken as per directions and requirement.

In all there are 57 auditable units in the Ministry of Tourism; out of which 49 units are located in India and 8 units in abroad. 27 Autonomous Bodies and 30 CDDOs/NCDDOs (05 RDIT, 15

IT Domestic, 08 IT Overseas, 01 PAO (Tourism) and 01 Ministry of Tourism (HQ).

During the year Internal Audit of IHM Shillong, IHM Bangalore, India Tourism Kochi and Scheme Audit of Goa Tourism Development Corporation Ltd were conducted.

The position of outstanding paras of Internal Audit is as under:

No. of Units	Para Outstanding as on date
49	858

### 18.3 Initiatives for e-Governance:

In accordance with the guideline issued by the Ministry of Finance and Controller General of Accounts the accounting organisation of Ministry of Tourism has fully operationalized the payment deliverance platform by complete roll out of Public Financial Management System (PFMS) for overall improvement and transparency in the accounting function up to the implementing agency level.

#### 18.3.1 Public Financial Management System (formerly CPSMS)

The Public Financial Management System (PFMS) works with the objective of establishing an online Financial Management Information and Decision Support System for tracking funds released under various schemes of Government of India.

PFMS being a centralized and fully operationalized IT application for Fund transfer is in a position to facilitate "Just in time budget release" and complete monitoring of utilization of funds up to end level beneficiaries.

As per directions of Ministry of Finance the complete roll out of PFMS has been done and the system is fully operational in Ministry of Tourism and as a result the funds are being released through PFMS to all concerned including Grantee Institution/Autonomous Bodies etc. Further action has also been initiated for roll out of EAT module of PFMS by all the stakeholders.







**CHAPTER-19**

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**Important Audit  
Observations**



## CHAPTER

# 19

# Important Audit Observations

As per Audit Paras Monitoring System (e-APMS) Controller General of Accounts Report, there are 5(five) C&AG Audit paras pending against the Ministry of Tourism as on 31<sup>st</sup>

December, 2021.

No Public Accounts Committee (PAC) para is pending.



*Neer Mahal-Rudrasagar Lake-Melaghar, Tripura*







**CHAPTER-20**

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**Implementation of Right to  
Information (RTI) Act, 2005**



## CHAPTER

# 20

# Implementation of Right to Information (RTI) Act, 2005

**20.1** To promote transparency and accountability, the Right to Information Act (RTI Act), 2005 has already been implemented in this Ministry. In accordance with the provision of section 4 (I) (B) of this Act, the Ministry has posted information and Guidelines on various schemes, projects and programs being implemented by it along with its organization set-up functions and duties of its officers and employees etc. Records and documents etc. have been made available on the Ministry's official website [www.tourism.gov.in](http://www.tourism.gov.in) under a distinct section namely RTIA. It has also been hyperlinked'

**20.2** Information regarding activities of this Ministry is available for public on the above said website and is also kept in the library.

**20.3** Information otherwise which are not available at the official web-site may be obtained by Citizens of India on payment of requisite fees as prescribed in the Right to Information Act, 2005.

**20.4** There are 29 subjects for disclosure under RTI which has been identified by the Ministry. CPIOs and Appellate Authorities have been designated for the respective identified subject.

**20.5** As per quarterly report submitted of this Ministry of Central Information Commission, New Delhi, a total of 477 RTI applications were received during the period from 1<sup>st</sup> January, 2021 to 31<sup>st</sup> December, 2021 and suitable action has been taken in a time bound manner.



*Bhopal*







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**CHAPTER-21**

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**Progressive Use of Official  
Language Hindi**



## CHAPTER

# 21

# Progressive Use of Official Language Hindi

## 21.1 Progressive Use of Official Language Hindi

To ensure compliance of the Official Language Policy of the Union and to take action on orders issued by the Department of Official Language from time to time, the Hindi section of the Ministry of Tourism takes every action to achieve the goals set out in the annual programme issued by the Department of Official Language. Along with this, the Hindi Section deals with the entire translation work related to the Ministry.

Measures to achieve the targets set out in the Annual Program issued by the Department of Official Language:

### 21.1.1 Compliance with Section 3(3)

As per the directives of the Deptt. Of official language compliance of section3

(3) and rule 5 of Official Language act is ensured in the Ministry and its affiliated and subordinate offices. All the letters received in English are replied to in Hindi. The correspondence of the ministry is gradually increasing and all measures are being taken to achieve target set out in the annual programme. All the officer and staff of the ministry are doing more and more notings in Hindi in the files.

## 21.2 Committees

- i. **Official Language Implementation Committee:** Official Language Implementation Committee (OLIC) is formed in the Ministry and its quarterly

meetings are organized on regular basis. In these meetings, the work done by the sections of the ministry in Hindi is reviewed section-wise. Due to the situation arises from pandemic Covid 19 all 4 OLIC meetings, were organized through video conferencing.

ii.

**Committee of Parliament on Official Language:** During the year to examine the use of Hindi in the Subordinate Offices of the Ministry the second sub-committee of the Committee of Parliament on Official Language inspected offices under control of the Ministry. During the inspection meetings of office under control of the Ministry, Economic Advisor and officers of Hindi Section were present as representatives of the Ministry. Assurances given to the Committee in inspection meetings are completed as per the directions of the Committee.

## 21.3 Special measures to promote the use of Hindi:

- i. **Incentive Scheme and Cash Prize:** Annual Incentive scheme of the Department of Official Language for doing official work in Hindi is applicable in the Ministry for the year 2021-22.
- ii. **Hindi Day and Hindi Pakhwada:** Hindi month was organized from 14 to 28 September, 2021 in Ministry of Tourism. On the eve of Hindi Day, the message of the Honorable Home



*Bankura Horses*

- Minister and the appeal of Honorable Tourism Minister (IC) was released on Ministry's website and message of Secretary (Tourism) on Hindi day was released, among Officers & Staff of the Ministry in the notice board of e-office. During Hindi Pakhwada online competitions were organized on the topics related to chitra-abhivyakti and essays etc. Officers & staff participated in it with eagerness & won rewards.
- iii. Hindi Workshop: Workshops are being organized regularly to remove hesitation and resolved any today problems of working in Hindi for officers & staff.
- iv. To help all the officers and employees in official work in Hindi, the phrases used in day to day work have been sent to higher officers by email so that they can work in Hindi in e-office. Apart from this the same phrases have been uploaded on the notice board of e-office so that all the officers and employees of the Ministry can use them.
- v. In section of offices by Ministry officials: Department of Official Language has set a target of 25% for the official language inspection of the subordinate offices of Ministry/Department. During the year 2021-22 nine subordinate offices were inspected by the Ministry.

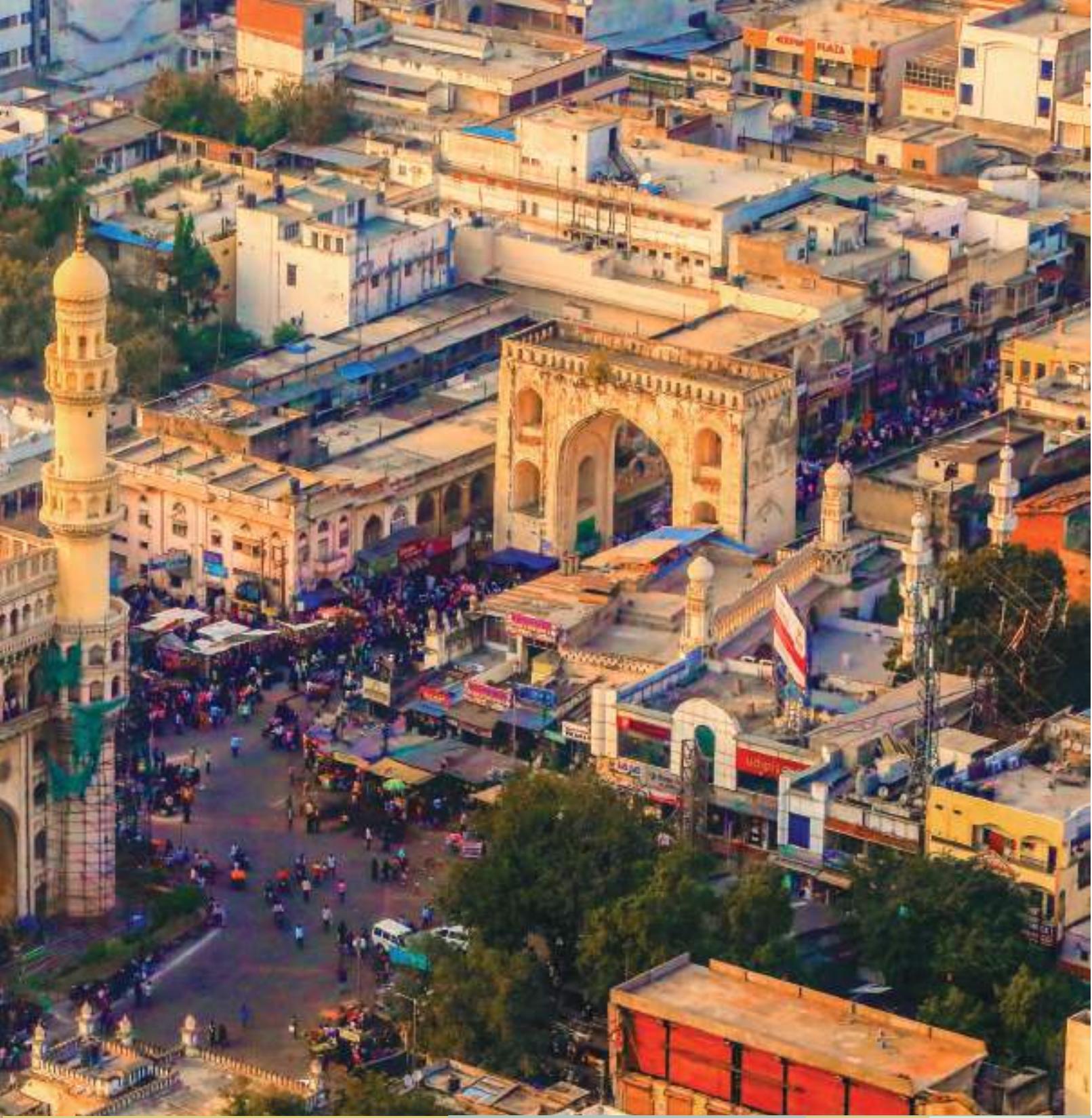
#### **21.4 Specific functions**

**21.4.1 Rahul Sankrityayan Tourism Award Scheme:** In this Ministry, a scheme is being run in the name of "Rahul Sankrityayan Paryatan Award Scheme" since 1989. Under this scheme, cash prizes and certificates are given to the best books originally written in Hindi on tourism. Currently this scheme is under implementation for the year 2019-20 and 2020-21.

**21.4.2 Publication of Home Magazine "Atulya Bharat":** In the pursuance of the decision taken in the meeting of the Hindi Advisory Committee on 16.9.2015, the publication of quarterly home magazine namely "Atulya Bharat" is being published on quarterly basis regularly by the Ministry. So far 22 editions have been published.







## CHAPTER-22

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# Swachh Bharat Mission



## CHAPTER

# 22

## Swachh Bharat Mission

"Swachhta" is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run, which attracts tourism as well as investment. This also results in good health and a sense of pride amongst the local residents and a feeling of satisfaction amongst the tourists. Considering the importance of cleanliness & hygiene, the following major activities are undertaken by the PMU (SBM) for Swachh Bharat Mission of the Ministry of Tourism. Ministry's subordinate offices and academic institutions are participants of the following programmes:-

**22.1 Swachhta Action Plan (SAP)** - Three types of awareness programs are organized under SAP, i.e., Tourist Awareness Activity, Student Awareness Activity and Awareness Activity for Tourism Stakeholders. Program of Webinars/ audio –visual were organized in 12 states/UTs at 55 sites / places during the year 2021-22.

**22.2 Swachhta Pakhwada (SP)** - Swachhta Pakhwada activities are organized to create awareness about Swachhta every year in the month of September across the country. In 2021, a total no. of **23,947 participants across the country had attended 354 activities** / webinars on the various topics like **Swachhta during Covid times**, steps taken to prevent the spread of Corona Virus; Water Conservation & Rain water Harvesting etc.

The above activities have also been initiated on Virtual Mode during Covid pandemic period apart from the Physical Mode as usual.

**22.3 Swachhta Hi Seva (SHS)** - "Swachhta Hi Seva" activities are organized to create awareness in the month of September.

**22.4 Swachhta Award** - Ministry of Tourism recognizes the efforts of State/UT Governments to maintain tourist places clean in their respective area/jurisdiction and confers awards of "Swachh Paryatan Sthaan" and "Best Civic Management of a tourist destination (s)".

**22.5** Ministry of Tourism organizes awareness activities for Swachhta amongst tourist, students and tourism stakeholders physically across the country. During the ongoing pandemic PMU (SBM) organized various awareness campaigns under the Swachhta Action Plan (SAP) and Swachhta Pakhwada on hybrid mode depending on the situation on the ground at different sites across the country.

During the online Swachhta awareness activities guidelines issued by Ministry of Health & Family Welfare and the local State Government were followed along with COVID appropriate behaviour, so as to create awareness amongst the tourists, students and tourism stakeholders about the pandemic and for upkeep and maintenance of clean and hygienic environment.



Officials of Ministry of Tourism taking Swachhta Pledge.



Webinar on Swachhta Awareness with students of Central IHMs Eastern, Western & North Eastern region



Swachhta Pakhwada Banner displayed at Chanderlok Building, Ministry of Tourism.



Ministry of Tourism conducted the webinar during Swachhta Pakhwada with all the educational institutions under the Ministry.







## ANNEXURE



प्रतिकृति भारत  
Incredible India



Asian Koel Coocoo

Coorg Wildlife Asian Koel

## ANNEXURE-I

### India tourism Offices in India

#### Regional Offices

1. Chennai
2. Guwahati
3. Kolkata
4. Mumbai
5. New Delhi
5. Goa
6. Hyderabad
7. Imphal
8. Indore
9. Jaipur
10. Kochi

#### Other Offices

1. Agra
2. Aurangabad
3. Bengaluru
4. Bhubaneswar
11. Naharlagun (Itanagar)
12. Patna
13. Port Blair
14. Shillong
15. Varanasi



Buddhist Remains of Sarnath, Sarnath

Archaeological Buddhist Remains of Sarnath

## ANNEXURE - II

### Indiatourism Offices Abroad

Sr. No.	Overseas Indiatourism Office	Revised Jurisdiction
1.	Beijing	China, Mongolia, Hong Kong and Macau
2.	Dubai	Entire Africa including Mauritius and Madagascar and Entire Middle East, Turkey and Cyprus.
3.	Frankfurt	Austria, France, Switzerland, Germany, Italy, Malta, Portugal, Spain, Israel, Denmark, Finland, Iceland, Norway and Sweden.
4.	London	Belgium, Ireland, Luxembourg, Netherlands and United Kingdom,
5.	Paris/Moscow	<b>CIS countries</b> (Armenia, Azerbaijan, Belarus, Kazakhstan, Moldova, Russia, Tajikistan, Turkmenistan, and Uzbekistan), Georgia, Ukraine, <b>Baltic countries</b> (Estonia, Lithuania, Latvia), <b>Eastern Europe</b> (Albania, Bosnia, Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Macedonia, Montenegro, Poland, Romania, Serbia, Slovak Republic and Slovenia) and Greece
6.	New York	Entire U.S.A, Canada, Caribbean Islands, Central & South America
7.	Singapore	Singapore and other ASEAN Countries, Australia, New Zealand, Fiji and other island nations in the Pacific
8.	Tokyo	Japan, North & South Korea, Taiwan

### India tourism Offices Domestic

Sr. No.	Domestic India tourism Office	Jurisdiction
1.	Delhi	Afghanistan, Pakistan and Nepal
2.	Kolkata	Bhutan and Bangladesh
3.	Chennai	Sri Lanka and Maldives



## Annexure-III

### SENIOR OFFICERS OF THE MINISTRY

#### **Secretary**

Shri Arvind Singh, Secretary to the Government of India

#### Special/Additional Secretary Level Officer

- Shri G K V Rao, Director General (Tourism)
- Shri Rakesh Kumar Verma, Additional Secretary (Tourism)

#### **Joint Secretaries and equivalent**

- Shri Chetan Prakash Jain, Joint Secretary & Financial Advisor
- Ms. Rupinder Brar, Additional Director General
- Ms. Anita Baghel, Additional Director General
- Shri Gyan Bhushan, Economic Advisor





## Annexure-IV

### Details of Amount released under Swadesh Darshan Scheme

(in Rs. Crore)

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. / revised amount Sanctioned	Amount released
<b>Year 2014-15</b>					
1.	Arunachal Pradesh	North-East Circuit	Development of Circuit at Bhalukpong- Bomdila and Tawang.	49.77	39.81
2.	Andhra Pradesh	Coastal Circuit	Development of Circuit at Kakinada - Hope Island - Coringa Wildlife Sanctuary - Passarlapudi - Aduru - S Yanam - Kotipallyanjuna	67.84	67.84
			<b>Total of 2014-15</b>	<b>117.61</b>	<b>107.65</b>
<b>Year 2015-16</b>					
3.	Manipur	North-East Circuit	Development of Circuit at Imphal-Khongjom	72.23	61.32
4.	Sikkim	North-East	Development of Circuit linking	98.05	92.77
		Circuit	Rangpo (entry) – Rorathang- Aritar- Phadamchen- Nathang-Sherathang- Tsongmo- Gangtok-Phodong- Mangan- Lachung-Yumthang- Lachen- Thangu-Gurudongmer- Mangan- tamil-TuminLingee- Singtam (exit).		
5.	Uttarakhand	Eco Circuit	Development of Circuit at Tehri-Chamba- Sarain around Tehri Lake.	69.17	65.71
6.	Rajasthan	Desert Circuit	Development of Shakambhari Mata Temple, Sambhar Salt Complex, DevyaniKund, SharmisthaSarovar, Naliasarand Other Destinations.	50.01	51.17
7.	Nagaland	Tribal Circuit	Development of Circuit at Peren- Kohima- Wokha	97.36	87.62
8.	Madhya Pradesh	Wildlife Circuit	Development of Circuit at Panna- Mukundpur- Sanjay- Dubri- Bandhavgarh- Kanha- Mukki- Pench.	92.22	81.15



9.	Andhra Pradesh	Coastal Circuit	Development of Nellore, Pulikat Lake, Ubblamadugu water falls, Nelapattu Bird Sanctuary, Mypadu Beach, Ramatheertham	49.46	47.76
10.	Telangana	Eco Circuit	Development of Circuit in Mahaboobnagar districts (Somasila, Singotam, Kadalaivanam, Akkamahadevi, Egalanpanta, Farahabad, Uma Maheshwaram, Mallelatheertham)	91.62	87.04
11.	Kerala	Eco Circuit	Development of Pathanamthitta-Gavi-Vagamon-Thekkady	76.55	61.24
12.	Mizoram	North East Circuit	Integrated Development of Thenzawl & South Zote, Districts Serchhip and Reiek	92.26	87.65
13.	Assam	Wildlife Circuit	Development of Manas– Pobitora– Nameri-Kaziranga-Dibrugarh-Saikhola.	94.68	86.51
14.	Puducherry	Coastal Circuit	Development of Dubrayapet, Arikamedu China Veerappattinam, Chunnabmar, Nallavadu, Manapet, Kalapet, French Quarter, Tamil Quarter and Yanam	85.44	61.82
15.	Arunachal Pradesh	North East Circuit	Integrated Development of Jirigaon, Nafra, Seppa, Pappu, Pasa, Pakke Valleys, Lumdung, Lafang, Sohung Lake, Taro Yar, New Sagalee, Ziro, Yomcha	96.72	84.24
16.	Tripura	North East Circuit	Development of North East Circuit: Agartala - Sipahijala - Melaghar - Udaipur - Amarpur- Tirthamukh- Mandirghat- Dumboor- Narikel Kunja- Gandachara- Ambassa	82.85	68.58
17.	West Bengal	Coastal Circuit	Development of Beach Circuit: Udaipur- Digha- Shankarpur- Tajpur- Mandarmani- Fraserganj- Bakkhali-Henry Island	85.39	68.31
18.	Chhattisgarh	Tribal Circuit	Development of Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur - Ratanpur- Kurdar-Sarodadadar- Gangrel- Kondagaon- Nathiya Nawagaon- Jagdalpur- Chitrakoot- Tirthgarh.	96.10	84.81



19.	Maharashtra	Coastal Circuit	Development of Sindhudurg Coastal Circuit (Shiroda Beach, Sagareswar, Tarkarli, Vijaydurg (Beach & Creek), Devgad (Fort & Beach), Mitbhav, Tondaval, Mocehmad and Nivati Fort).	19.06	16.43
			<b>Total of 2015-16</b>	<b>1322.26</b>	<b>1194.13</b>

**Year 2016-17**

20.	Goa	Coastal Circuit	Development of Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail.	97.65	92.76
21.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourism Infrastructure Projects- Bhagwati Nagar	77.33	60.47
22.	Telangana	Tribal Circuit	Integrated Development of Mulugu-Laknavaram- Medavaram- Tadvai-Damaravi- Mallur- Bogatha Waterfalls.	79.87	75.88
23.	Meghalaya	North East Circuit	Development of Umium (Lake View), U Lum Sohpetbneng- Mawdiangdiang – Orchid Lake Resort.	99.13	94.14
24.	Madhya Pradesh	Buddhist Circuit	Development of Sanchi-Satna-Rewa-Mandsaur-Dhar.	74.02	69.08
25.	Kerala	Spiritual Circuit	Development of Sabarimala - Erumeli-Pampa-Sannidhanam.	99.99	20.00
26.	Manipur	Spiritual Circuit	Development of Shri Govindajee Temple, Shri BijoyGovindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple.	53.80	43.04
27.	Gujarat	Heritage Circuit	Development of Ahmedabad-Rajkot-Porbandar –Bardoli- Dandi.	59.17	56.21
28.	Haryana	Krishna Circuit	Development of Tourism Infrastructures at Brahmsarovar, SanhitSarovar, Narkatari, Jyotisar in Kurukshetra.	97.35	77.88
29.	Rajasthan	Krishna Circuit	Integrated Development of Govind Dev ji temple (Jaipur), Khatushyam Ji (Sikar) and Nathdwara (Rajsamand).	75.80	60.64



30.	Sikkim	North East circuit	Development of Tourist Circuit Linking Lingmoo-Lingee- Maka-Temi-BermoikNamchi- Okharey-Sombaria-Daramdin- Melli (Exit)	95.32	76.25
31.	Madhya Pradesh	Heritage circuit	Development of Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu	89.82	85.33
32.	Kerala	Spiritual Circuit	Development of Sree Padmanabha Temple, Aranmula- Sabrimala	84.51	73.77
33.	Bihar	Tirthankar circuit	Development of Vaishali- Arrah- Masad- Patna- Rajgir- Pawapuri- Champapuri.	37.19	26.19
34.	Bihar	Spiritual circuit	Integrated Development of Kanwaria Route: Sultanganj- Mojma- Banka.	44.76	42.52
35.	Odisha	Coastal circuit	Development of Gopalpur, Barkul, Satapada and Tamara.	70.82	56.65
36.	Nagaland	Tribal circuit	Development of Mokokchung– Tuensang-Mon	98.14	88.33
37.	Uttarakhand	Heritage circuit	Development of Kumaon Region – Katarmal –Jogeshwar-Baijnath- Devidhura.	76.32	67.62
38.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian- Pulwama	84.46	67.35
39.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&K	90.43	74.70
40.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist facilities at Mantalai & Sudhmahadev	90.85	75.11
41.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Anantnag- Kishtwar- Pahalgam – Daksum – RanjitSagar Dam.	87.44	69.95
42.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Gulmarg-Baramulla- Kupwara-Leh	91.84	48.46
43.	Uttar Pradesh	Buddhist Circuit	Development of Srawasti, Kushinagar, & Kapilavastu.	99.97	72.56
44.	Uttar Pradesh	Ramayana Circuit	Development of Chitrakoot and Shringverpur	69.45	64.09



45.	Andaman & Nicobar Islands	Coastal Circuit	Development of Long Island-Ross Smith Island- Neil Island- Havelock Island- Baratang Island-Port Blair.	27.57	13.46
46.	Tamil Nadu	Coastal Circuit	Development of Chennai- Mamallapuram – Rameshwaram – Kulasekaranpattinam – Kanyakumari	73.13	68.60
47.	Uttar Pradesh	Spiritual Circuit	Development of Shahjahanpur- Basti- Ahar-Aligharh-Kasgunj- Sarosi- Pratapgarh- Unnao- Kaushambi- Mirzapur-Gorakpur- Kairana- Doamriyagunj- Bagpat- Barabanki- Azamgarh	65.61	62.33
48.	Uttar Pradesh	Spiritual –II Circuit	Development of Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi	67.51	64.14
49.	Uttar Pradesh	Heritage Circuit	Development of Kalinjar Fort (Banda)- MarharDham (SantKabir Nagar)- ChauriChaura, Shaheed Sthal (Fatehpur)- MavaharSthal (Ghosi)- Shaheed Smarak (Meerut)	33.97	26.54
50.	Bihar	Buddhist Circuit	Construction of Convention Centre at Bodhgaya	98.73	93.22
51.	Assam	Heritage Circuit	Development of Tezpur – Majuli – Sibsagar	90.98	72.78
52.	Himachal Pradesh	Himalayan Circuit	Integrated Development of Himalayan Circuit in Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba	80.69	64.55
53.	Mizoram	Eco Circuit	Development of Eco-Adventure Circuit at Aizawl -Rawpuichhip - Khawhphawp - Lengpui – Durtlang -Chatlang- Sakawrhmuittuaitlang - Muthee–Beratlawng-Tuirial Airfield – Hmuifang	66.37	49.53
54.	Rajasthan	Spiritual Circuit	Development of Churu (Salasar Balaji)– Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandheke Balaji)- Alwar (Pandupole Hanumanji, Bharathari)- Viratnagar (Bijak,	93.90	68.24



			Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) – Mehandipur Balaji- Chittorgarh (Sanwaliyaji)		
55.	Gujarat	Heritage Circuit	Development of Vadnagar- Modhera and Patan	91.84	87.25
			<b>Total of 2016-17</b>	<b>2815.73</b>	<b>2309.62</b>

**Year 2017-18**

56.	Bihar	Rural Circuit	Development of Gandhi Circuit: Bhitiwarwa- Chandrahia- Turkaulia	44.65	35.72
57.	Goa	Coastal Circuit	Development of Rua De Orum Creek - Don Paula -Colva - Benaulim	99.35	94.38
58.	Gujarat	Buddhist circuit	Development of Junagadh- Gir Somnath- Bharuch-Kutch- Bhavnagar- Rajkot- Mehsana	28.67	22.28
59.	Puducherry	Heritage Circuit	Development of Franco- Tamil Village, Karaikal, Mahe and Yanam	54.91	43.93
60.	Puducherry	Spiritual Circuit	Development of Karaikal, Yanam and Puducherry	34.96	30.94
61.	Rajasthan	Heritage Circuit	Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Nahargarh Fort)- Alwar (Bala Quila)- Sawai Madhopur (Ranthambore Fort and Khandar Fort)- Jhalawar (Gagron Fort)- Chittorgarh (Chittorgarh Fort) Jaisalmer (Jaisalmer Fort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi)- Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)- Dholpur (Bagh-i- Nilofar and PuraniChawni)- Nagaur (Meera Bai Smarak)	72.49	50.94
62.	Telangana	Heritage Circuit	Development of Heritage Circuit: QutubShahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb	96.90	70.61
63.	Bihar	Spiritual Circuit	Development of Mandar Hill & Ang Prades	47.52	38.02
64.	Madhya Pradesh	Eco Circuit	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- BhedaGhat- Bansagar Dam- Ken River.	94.61	79.70



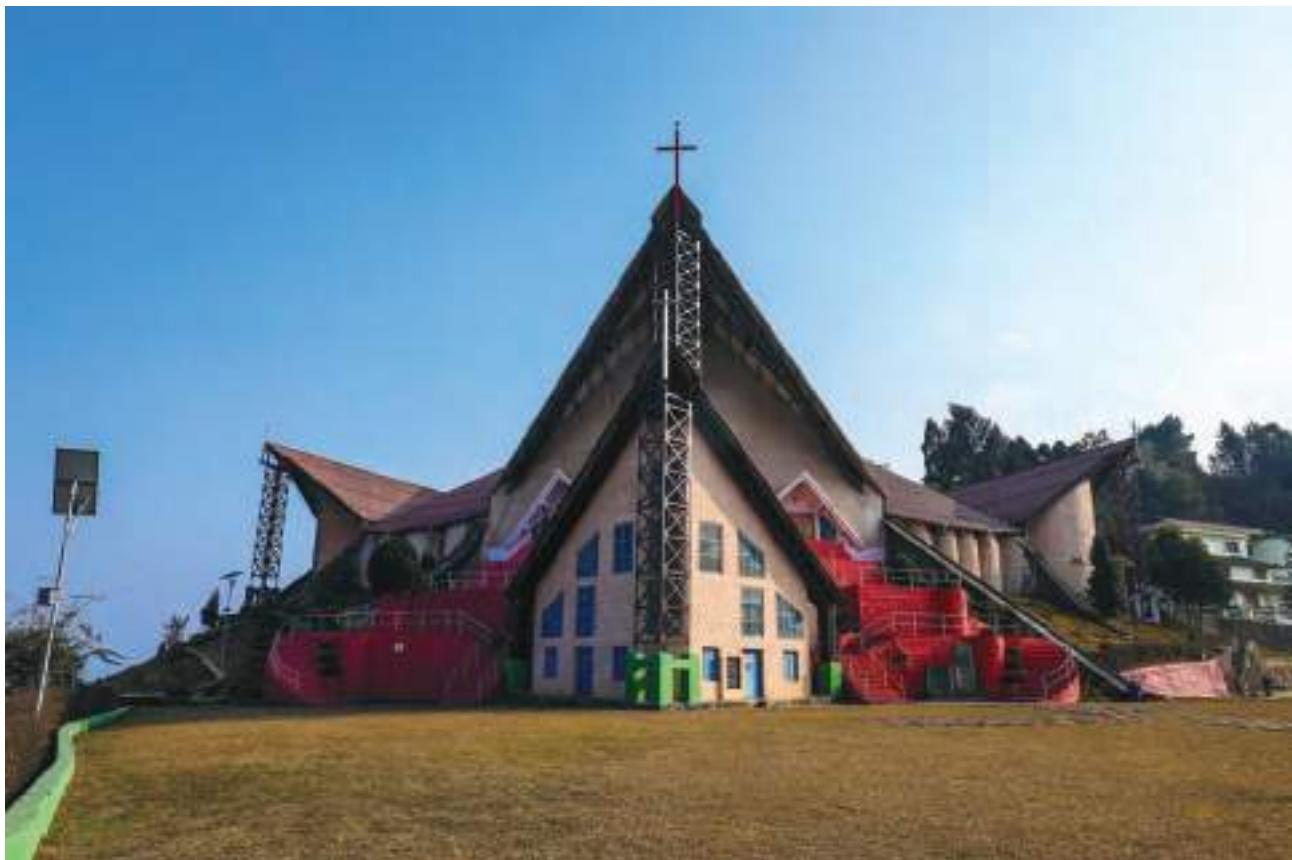
65.	Uttar Pradesh	Ramayana Circuit	Development of Ayodhya.	127.21	115.46
66.	Andhra Pradesh	Buddhist Circuit	Development of Buddhist Circuit: Shalihundam - Thotlakonda - Bavikonda - Bojjanakonda - Amravati - Anupur in Andhra Pradesh under the theme of Buddhist Circuit of Swadesh Darshan Scheme.	24.14	26.17
			<b>Total of 2017-18</b>	<b>725.41</b>	<b>608.15</b>

**Year 2018-19**

67.	Maharashtra	Spiritual Circuit	Development of Waki- Adasa- Dhapewada- Paradsingha- Chota Taj Bagh- Telankhandi- Girad	54.01	24.00
68.	—	Development of Wayside Amenities	Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi-Gaya; Lucknow-Ayodhya-Lucknow; Gorakhpur-Kushinagar; Kushinagar-Gaya- Kushinaga in collaboration with MoRTH	17.93	12.29
		<b>(Sub- Scheme)</b>			
69.	Uttar Pradesh	Spiritual Circuit	Development of Jewar-Dadri- Sikandrabad-Noida-Khurja-Banda.	12.03	8.83
70.	Jharkhand	Eco Circuit	Development of Dalma- Chandil- Getalsud- Betla National park- Mirchaiya-Netarhat.	52.72	15.07
71.	Tripura	North East circuit	Development of SurmaCherra- Unakoti- Jampui Hills - Gunabati- Bhunaneswari- Matabari- Neermahal- Boxanagar- Chottakhola- Pilak- Avangchaarra	65.00	10.10
72.	Punjab	Heritage Circuit	Development of Anandpur Sahib – Fatehgarh Sahib – Chamkaur Sahib – Ferozpur – Amritsar – Khatkar Kalan – Kalanour - Patiala	91.55	41.45
73.	Kerala	Spiritual Circuit	Development Sivagiri Sree Narayana Guru Ashram- Arruvipuram- Kunnumpara Sree Subrahmania- Chembazhanthi Sree Narayana Gurukulam	69.47	3.88
74.	Kerala	Rural Circuit	Development of Malnad Malabar Cruise Tourism Project	80.37	23.77



75.	Meghalaya	North East Circuit	Development of West Khasi Hills (Nongkhlaw-KremTirot-Khudoi & Kohmang Falls – Khri River-Mawthadraishan, Shillon), Jaintia Hills (Krang Suri Falls- Shyrmang-Iooksi), Garo Hills (Nokrek Reserve, KattaBeel, Siju Caves)	84.97	45.98
76.	Uttar Pradesh	Spiritual Circuit	Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyaganj)	15.76	12.61
<b>Total of 2018-19</b>				<b>543.81</b>	<b>197.98</b>
<b>GRAND TOTAL</b>				<b>5524.82</b>	<b>4417.53</b>



Cathedral-Kohima], Nagaland



### Details of the funds released under PRASHAD Scheme during Jan. to Dec. 2021

Sl. No	Name of the Project	Amount of release (INR)	Date of Release
1	Development of Bamleshwari Devi, Chhattisgarh	74,670,000	29.01.2021
2	Development of Somnath Promenade	47,116,000	26.02.2021
3	Development of Bamleshwari Devi, Chhattisgarh	36,876,000	17.03.2021
4	1st Installment of Sikkim Project	95,005,000	26.03.3031
5	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	29,729,000	31.03.021
6	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	24,515,000	20.04.2021
7	Development of Jogulamba Devi Temple, Alampur, Telangana	51,373,000	20.04.2021
8	Part of second instalment - Nada Saheb	62,825,000	17.06.2021
9	First instalment of Tripureshwari Devi Temple	105,895,867	30.06.2021
10	Development of Amarkantak, Madhya Pradesh	48,618,165	08.09.2021
11	Development of Parasuram Kund, Lohit, Arunachal Pradesh	73,382,525	17.09.2021
12	Development of Pilgrimage Facilitation in Nagaland	15,682,000	8.10.2021
13	Development of Sri Sailam, Andhra Pradesh	51,246,000	28.10.2021
14	Development of Pilgrimage Facilitation in Meghalaya	22,648,000	02.11.2021
15	Development of Deoghar, Jharkhand	106,497,000	12.11.2021
16	Development of Kedarnath	67,174,000	13.11.2021
17	Development of Nada Sahib and Mansha Devi, Panchkula, Haryana	85,906,000	01.12.2021
18	Development of Triyambakeshwar, Nasik, Maharashtra	107,920,000	02.12.2021
19	Development of Pilgrimage facilities at Gangotri and Yamunotri, Uttarakhand	140,500,000	29.12.2021
20	Development of Govardhan	90,941,000	30.12.2021
	Total	1,338,519,557	



## Details of Amount released under Central Agencies Scheme

(Rs. in Crore)

Sl. No.	Name of Projects	Agency	Amount released
	<b>2019-20</b>		
1	Restoration/Renovation of Jallianwala Bagh Memorial' at Amritsar, Punjab (Other Charges)	ASI	5.12
2	Construction of Interpretation Centre at the World Heritage Site of Humayun's Tomb, New Delhi	Aga Khan Foundation	0.96
	<b>2020-21</b>		0
1	CFA for Development of Jetties at nine (09) main points of embarkation/disembarkation of River Cruise on National Water ways No. 1& 2 (2019-20)	IWAI	7.00
2	Upgrading of Berths and Backup Area of Ernakulam Wharf (2016-17)	Cochin Port Trust	2.00
3	Restoration/Renovation of Jallianwala Bagh Memorial' at Amritsar, Punjab	ASI	1.95
4	Restoration/Renovation of Jallianwala Bagh Memorial' at Amritsar, Punjab	ASI	1.60
5	CFA for Creation of additional tourism facilities at the Cochin Port Trust Walkway.	Cochin Port Trust	1.39
6	Developing infrastructure at Cochin Port Cruise Terminal at Cochin Port Trust	Cochin Port Trust	0.19
7	Proposal for Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh by ITDC	ITDC	10.08
8	Upgrading of Berths and Backup Area of Ernakulam Wharf (2016-17)	Cochi Port trust	2.28
9	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	ITDC	5.16
10	Project for Infrastructural Development at JCP Attari	BSF	2.04
	<b>Total</b>		<b>39.77</b>



(Rs. in Crore)

Sl. No.	Name of Projects	Agency	Amount released
	<b>2021-22</b>		
1.	Development of Walkway/ Promenade on Willingdon Island, Cochin	Cochin Port Trust.	1.06
2.	Creation of facilities for International and Domestic Cruise Vessels at Mormugao Port, Goa by Mormugao Port Trust (MPT)	Mormugao Port Trust	25.00
3.	Creation of additional tourism facilities at the Cochin Port Trust Walkway	Cochin Port Trust	0.93
4.	Upgradation/Modernization to International Cruise Terminal at Indira dock, Mumbai under Assistance to Central Agencies for Tourism Infrastructure Development Scheme	Mumbai Port Trust	18.75
	<b>Total</b>		<b>45.74</b>

#### Details of Amount released under Fairs & Festival of DPPH Scheme in the year 2021-22

(in Rs. Lakhs)

Sl. No.	Name of States	Name of Festivals	Amount released
	<b>2021-22</b>		
1	Mizoram	(i) Anthurium Festival held on 4th – 5th October, 2021 & (ii) Winter Festival held on 1st – 2nd December, 2021.	50.00
2	Punjab	(i) Harivallabh Sangeet Sammelan- Jalandhar (December- 2021) & (ii) Holla-Mohala at Shri Anandpur Sahib- (March, 2022)	50.00
3	Telangana	(i) Bahukamma Festivals from 6th-14th October, 2021 & (ii) 7th International Kite Festival (Month of January)	50.00
4	Madhya Pradesh	(i) Jal Mahotsav- 15 th Dec. 2021 – 15 th Jan. 2022 (ii) Pachmarhi Utsav, Pachmarhi- 25 th December-2021 (iii) Khajuraho Dance Festival, Khajuraho- 20 th Feb. to 26 th Feb.- 2022	50.00
5	Meghalaya	(i) Wangala Dance Festival (11th Nov. to 13th November, 2021) & (ii) Nongkrem Dance Festival (11 th Nov. to 12 th November 2021)	50.00



6	Chandigarh	(i) Chandigarh Carnival – 26th-28 th Nov. 2021 & (ii) New Year Extravaganza – 25 th Dec. & 26 th December, 2021 (iii) 50th Chandigarh Rose Festival- 25th Feb. to 27th February, 2022	30.00
7	Nagaland	(i) Hornbill Festival (1st -10th December, 2021), for Rs.20.00 lakh and (ii) Angami's Sekrenyi Festival (24th -25th January, 2022) and for Rs.10.00 lakh	30.00
8	Sikkim	(i) Cherry Temi Tea & Tourism Festival Temi Tea Gardens South Sikkim - 12 th November to 14 th November 2021 for Rs.12.50 lakh (ii) Khangchendzonga Winter Carnival Festival - 25 th - 31st December 2021 for Rs.12.50 lakh & (iii) Jorethang Maghey Mela -13 th January to 15 th January 2022 for Rs.25.00 lakh	50.00
9	Uttarkhand	(i) Tehri Lake Festival during Feb - March, 2022 & (ii) International Yoga festival from 1st March to 7th March, 2022	50.00
10	Arunachal Pradesh	(i) Easterly Essence Ledum Festival during 21 st January to 23rd January 2022 (Rs.25.00 lakh) & (ii) Orange Festival of Music and Adventure during 15 th February to 18 th February 2022 (Rs.25.00 lakh)	50.00
11	Assam	Bhogali Festival	25.00
12.	Tamil Nadu	Indian Dance Festival from 22nd December, 2021 to 20th January, 2022	25.00



## Annexure-V

**A. Completed Surveys/Studies of Ministry of Tourism Completed during January 2021-December 2021**

1. Study on "Assessing Impact of taxation/incentives on accommodation tariffs of hotel industry in India visa-vis other countries

**B. Ongoing Surveys/Studies of Ministry of Tourism 2021-22**

1. Study on 'Analyzing Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India'.
2. Study on "Role of Luxury Tourist train in Promoting tourism in India
3. Study on Culinary Heritage of Indian Himalayan Region
4. Study on "India and the Coronavirus Pandemic: Economic Losses for Households Engaged in Tourism and Policies for Recovery".

**C. Completed Central Financial Assistance (CFA) Sanctioned to Central Universities, Institutes of Hotel Management under MOT, Indian Institutes of Travel and Tourism Management etc during 2020-21 for Meeting /Conferences/ Seminars/Workshops/etc. organized for the purpose of getting inputs from experts, state Government, Industry, Intellectuals, etc for development of Tourism.**

1. CFA to University of Petroleum & Energy Studies (UPES), Uttrakhand for organizing a two days' conference "Resumption of Indian Tourism Industry in New Normal-Events" during 28th-29th January 2021.

2. CFA to IHM & N, Pusa for "Financial Support for publication of Pusa Journal of Hospitality and Applied Science Vol. 6.

3. CFA to North Eastern Hill University for organizing Global Hospitality and Tourism conference during 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> March 2021.

**D. Ongoing CFA of Ministry of Tourism 2021-22**

1. CFA to "NORTHEAST GREEN SUMMIT 2021" NIT Silchar, Assam during 16<sup>th</sup> to 18<sup>th</sup> November, 2021.
2. CFA to conducting a two days International Conference on "Gen-nex Hospitality (IC-GNH)- 2021- Fostering Research, Innovation and Entrepreneurship" to IHM Bhopal during 7th to 8th October, 2021.
3. CFA to conducting a three days International Conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality" to Jamia Millia Islamia.
4. CFA to conducting a three days International Conference on "Development of Economics through Innovation and Sustainable Growth: Vision 2020" to Institute of IHM, C&N, Pusa.
5. CFA to NERIST, Arunachal Pradesh for organizing 3 days International Conference "Global Hospitality and Tourism Conference on Contemporary marketing Paradigms (GHTC-2020)".
6. CFA to Dayal Bagh Educational Institute, Agra for conducting 3 days National Seminar on "The role of technology and its dimensions to restart



tourism for Cultural exchange in the post COVID crises. (RTDRTCEPC-2022)).

7. CFA to Ranchi Brambe, for organizing 2 days “International Conference on Travel, Tourism, Hospitality & Culture (ICTTH)”.  
8. CFA to NITHM, Hyderabad for organizing the 3rd Joint International Conference on THSDGS at NITHM, Hyderabad.

#### **CFA to State/ UTs for survey/ studies 2021-22**

1. CFA for “Inventorisation & Prioritizations of potential World Heritage Sites in Madhya Pradesh Under Market Research Professional Scheme (MR-PS) in MoT by Madhya Pradesh Tourism Board during on 02 Dec, 2020 (WO).
2. CFA for “Feasibility study for listing of Bhopal, Indore, Gwalior, Chanderi in Unesco 3. Creative cities Network”

Under Market Resources Professional Scheme (MR-PS) in MoT by Madhya Pradesh Tourism Board during on 22 Dec, 2020(WO).

4. CFA to Kerala for conducting “Continuous Tourism Survey” during on 18 July, 2016 (WO) for three years.

5. Central Financial Assistance Proposal for project of “Appointing an Agency/ Consultancy for Survey on collection of Tourism Statistics for the States of Maharashtra (2021-2022)”.

#### **Capacity Building Workshop**

1. CFA to Department of Commerce, ICT a Central University, Aizawl, Mizoram for conducting a two-days National Workshop on “Strategies for Tourism, Travel and Hospitality to Survive, Revive and Thrive”.
2. CFA to IHMC&N Gurdaspur (Punjab) for Workshop on Research Methodology and practices in relation to tourism sector”.





## Annexure-VI

**Table 1. Agency-wise details of funds released under the Capacity Building for Service Providers (CBSP) during 2020-21**

S. No.	Name of Grantee body	Amount disbursed during FY (Amount in Rs.)
1	Indian Culinary Institute, Society- Noida, Uttar Pradesh	391095
2	Department of Tourism, Government of Arunachal Pradesh, Itanagar	578760
3	Food Craft Institute, Samaguri, Nagaon, Assam	81216
4	Institute of Hotel Management, Catering Technology & Applied Nutrition-Guwahati, Assam	1541452
5	Institute of Hotel Management Catering & Nutrition, Hajipur, Bihar	1319268
6	State Institute of Hotel Management, Bodhgaya, Bihar	599745
7	Dr. Ambedkar Institute of Hotel Management Catering & Nutrition. UT of Chandigarh	13807538
8	Punjab Heritage and Tourism Promotion Board, Chandigarh	4621064
9	Novelty Skill Development Institute, Bilaspur, Chhattisgarh	888528
10	State Institute of Hotel Management Catering Technology & Applied Nutrition, Raipur, Chhattisgarh	1267520
11	Delhi Institute of Hotel Management & CateringTechnology, Lajpat Nagar, Delhi	997200
12	Indian Railway Catering and Tourism Corporation Limited, IRCTC, Delhi	2694935
13	Institute of Hotel Management Catering & Nutrition, Pusa, Delhi	4019108
14	Jagannath Gupta Memorial Educational Society-Delhi	2744448
15	Jamia Millia Islamia, Delhi	1370982
16	Society for Computer Education Research and Training Welfare, Badaun- Uttar Pradesh	230400
17	Institute of Hotel Management, Catering Tecnology & Applied Nutrition, Goa	15712516
18	Institute of Hotel Management Catering Technology and Applied Nutrition, Ahmedabad, Gujrat	2130320
19	G. D. Goenka University, Gurugram, Haryana	548550
20	Institute of Hotel Management Education & Welfare Society, Ambala, Haryana	1122150
21	Institute of Hotel Management, Kurukshetra, Haryana	1509582
22	Food Craft Institute Dharamshalla, Himachal Pradesh	880051
23	Institute of Hotel Management, Kufri Shimla, Himachal Pradesh	336371



S. No.	Name of Grantee body	Amount disbursed during FY (Amount in Rs.)
24	Rattan Institute of Hotel Management & Vocational, Hamirpur, Himachal Pradesh	490608
25	Food Craft Institute (Society) Jammu, UT of Jammu	8137704
26	Institute of Hotel Management & Catering Technology, Srinagar, UT of Jammu & Kashmir	1236692
27	Institute of Hotel Management Catering Technology and Applied Nutrition, Ranchi, Jharkhand	270120
28	Food Craft Institute, Mysuru, Karnataka	183004
29	Institute of Hotel Management Catering Technology & Applied Nutrition, Bangalore, Karnataka	3266171
30	Institute of Hotel Management & Catering Technology, Thiruvananthapuram, Kerala	1351050
31	Kerala Institute of Tourism & Travel Studies, Kerala	13418935
32	State Institute of Hotel Management, Kozhikode	1201238
33	Food Craft Institute, Khajuraho, Madhya Pradesh	249480
34	Food Craft Institute, Jabalpur, Madhya Pradesh	541876
35	Gurukul Shiksha Avam Sanskritik Samiti, Shajapur, Madhya Pradesh	230400
36	Indian Institute of Tourism and Travel Management-Gwalior, Madhya Pradesh	9345950
37	Institute of Hotel Management, Catering Technology & Applied Nutrition, Gwalior, Madhya Pradesh	414476
38	Institute of Hotel Management, Catering Technology and Applied Nutrition (Bhopal) Society, Bhopal, Madhya Pradesh	3202416
39	M.P. Institute of Hospitality Travel and Tourism Studies, Bhopal, Madhya Pradesh	1953511
40	MP State Food Craft Institute (Rewa) Society- Rewa, Madhya Pradesh	90720
41	R. P. Educational Trust (Indian Institute of Hospitality & Management, Vasai, Maharashtra	5799200
42	Institute of Hotel Management Shillong, Meghalaya	2024363
43	State Institute of Hotel Management - Balangir, Orissa	1540360
44	Heritage Charitable Trust-Bhubaneswar, Orissa	548550
45	Institute of Hotel Management, Catering Technology & Applied Nutrition, Bhubaneswar, Orissa	117902
46	Ranjita Institute of Hotel Management-Bhubaneswar, Orissa	15409255
47	State Institute of Hotel Management-Balangir, Orissa	7846640



S. No.	Name of Grantee body	Amount disbursed during FY (Amount in Rs.)
48	Food Craft Institute, Hoshiarpur, Punjab	3272834
49	Institute of Hotel Management Catering & Nutrition, Gurdaspur, Punjab	3314526
50	State Institute of Hotel Management, Catering Technology & Applied Nutrition, Bhatinda, Punjab	1010073
51	Food Craft Institute, Ajmer, Rajasthan	802765
52	Food Craft Institute, Sumerpur, Pali, Rajasthan	1081800
53	Jaipur National University, Jaipur, Rajasthan	6131850
54	Rajasthan Ild Skills University-Rajpur Rajasthan	741000
55	Institute of Hotel Management, Catering Tecnology & Applied Nutrition - Chennai, Tamil Nadu	10975953
56	Oscar Charitable Trust, Tamil Nadu	852400
57	State Institute of Hotel Management & CateringTechnology (Tiruchirappalli) Society-Ranchi	5217948
58	Administrative Staff College of India-[ASCI]	3956750
59	Christain Baptist Mission Educational Soceity-Hyderabad	2606300
60	Institute of Hotel Management, CT&AN (Hyd) Society Hyderabad	49500
61	Leo Academy of Hospitality & Tourism Management- Hyderabad	2538080
62	Pioneer Institute of Hotel Management-Hyderabad	2573728
63	Dr. OM Prakash Gupta Educational and Social Welfare Trust, Farrukhabad, Uttar Pradesh	731976
64	Food Craft Institute, Aligarh, Uttar Pradesh	1341440
65	Heritage Educational Society, Agra Uttar Pradesh	7236150
66	Heritage Institute of Hotel & Tourism, Agra, Uttar Pradesh	12771900
67	IEC Institute of Hotel Management, Noida-Uttar Pradesh	1181041
68	Lucknow Institute of Hospitality & Management, Lucknow, Uttar Pradesh	2775697
69	Madeeha Educational Welfare Society, Rampur, Uttar Pradesh	230400
70	Rstech Projects (India) Private Limited-Uttar Pradesh	230400
71	Garhwal Mandal Vikas Nigam Ltd, Dehradun, Uttarakhand	9094120
72	State Institute of Hotel Management, Dehradun, Uttrakhand	11911256
73	Institute of Hotel Management, Catering Technology & Applied Nutrition, Kolkata, West Bengal	2116461
	<b>Total</b>	<b>233009768</b>



**Table 2. Agency-wise details of funds released under the Capacity Building for Service Providers (CBSP) during 2021-22 (upto 31/12/2021)**

S. No.	Name of Grantee body	Amount disbursed during FY (Amount in Rs.)
1	Food Craft Institute, Samaguri, Nagaon, Assam	2171066
2	U.P. State Tourism Development Corporation Ltd	2012976
3	Institute of Hotel Management Catering & Nutrition.Pusa	653890
4	Ambala Institute of Hotel Management, Ambala	661300
5	G. D. Goenka University, Gurugram	1159970
6	Institute of Hotel Management & Catering Technology & Applied Nutrition, Rohtak, Haryana	555108
7	Food Craft Institute Dharamshala, H.P	2426467
8	Haritage Foundation Trust, Shimla	4896252
9	Institute of Hotel Management, Kufri Shimla	262577
10	Dci Multi Skills Pvt. Ltd, Ut of J&K	241920
11	Food Craft Institute (Society) Jammu, UT of J&K	7067336
12	Institute of Hotel Management & Catering Technology, Srinagar	2699478
13	Pushap Lata Chouhan Memorial Education and Charitable Trust, Jammu	349965
14	University of Kashmir-Kashmir	322080
15	Institute of Hotel Management Catering Technology and Applied Nutrition -Jharkhand	1077752
16	Food Craft Institute, Mysuru	990278
17	Institute of Hotel Management Catering Technology & Applied Nutrition (K) Society, Bangalore	384930
18	Kerala Institute of Tourism & Travel Studies-Kerala	21935925
19	Food Craft Institute, Khajuraho, Madhya Pradesh	209001
20	Food Craft Institute, Jabalpur	722290
21	Indian Institute of Tourism and Travel Management-Gwalior, MP	2316264
22	Institute of Hotel Management, Catering Technology And Applied Nutrition (Bhopal) Society, Bhopal	484206
23	Mp State Fci (Rewa) Society Rewa	3190384
24	Nidan Technologies Pvt. Ltd, Madhya Pradesh	3225600
25	Sneha Mahila Vikas Sanstha-Nagpur, Maharashtra	5650600
26	Institute Of Hotel Management Shillong	1540651
27	Heritage Charitable Trust-Bhubaneswar, Orissa	7544540
28	Food Craft Institute (Society), Hoshiarpur	4457245



S. No.	Name of Grantee body	Amount disbursed during FY (Amount in Rs.)
29	Institute of Hotel Management Catering & Nutrition, Gurdaspur	201320
30	State Institute of Hotel Management, Catering Technology & Applied Nutrition, Bhatinda	1001457
31	Food Craft Institute Ajmer	274640
32	Institute of Hotel Management, Catering Technology & Applied Nutrition, Jaipur	1422826
33	Institute of Hotel Management, Catering Technology & Applied Nutrition - Chennai	7922159
34	Kko Mohamed Ibrahim Educational and Charitable Trust, Tamilnadu	548550
35	Oscar Charitable Trust-Tamilnadu	984900
36	Institute of Hotel Management, CT&AN (Hyd) Hyderabad	6267600
37	Dr. Mahalwar Trust, Uttar Pradesh	241920
38	Rstech Projects(India)Private Limited-Uttar Pradesh	498000
39	V. P. Educational & Welfare Society-Lucknow	65071
40	Vocational Education Foundation-Lucknow	2397200
41	IHM Dehradun	933183
42	Institute of Hotel Management, Catering Technology & Applied Nutrition, Kolkata	310353
	<b>Total</b>	<b>102279230</b>



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