

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

SUMMARY OF ACTIVITIES FOR THE MONTH OF JUNE, 2022

- i. Ministry of Tourism organised the International Day of Yoga-2022 (IDY-2022) at Parade Ground, Secunderabad, Telangana on 21st June, 2022. The Chief Guest of the event was the Hon'ble Vice President of India, Shri M. Venkaiah Naidu. Shri G Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER presided over the event along with celebrities, sports persons, Heads of Departments from Govt of Telangana and Govt of India, and Senior Officers from Ministry of Tourism. Star attraction of the event was Ms. P.V. Sandhu, ace Indian Badminton player. Approximately 10,000 participants attended the programme. Many field offices of the Ministry too celebrated the occasion by organizing IDY events of their own.
- ii. Ministry of Tourism organized a Consultative Meeting on 1st June 2022 at Hotel Ashok, New Delhi to have a holistic discussion on the Draft National Tourism Policy. Hon'ble Minister for Tourism, Culture & DONER invited the Union Ministers from different Ministries. The meeting was attended by Hon'ble Minister of Petroleum & Natural Gas and Hon'ble Minister of Health & Family Welfare. Hon'ble Minister of State for Tourism & Defence and Hon'ble Minister of State for Tourism & Shipping were also present in the Meeting.
- iii. Hon'ble Minister for Tourism, Culture and DONER presided over the meeting on 14.06.2022 regarding India's Presidency of SCO and India's Presidency of G20. This was followed by meetings held between the Additional Secretary, MoT and Joint Secretary (G20-D), MEA on 24.06.2022 & 29.06.2022 to discuss the matters pertaining to India's G20 Presidency.
- iv. Hon'ble Minister for Tourism, Culture and DONER, along with Hon'ble Minister of Railways, Communications, Electronics and Information Technology flagged off the Bharat Gaurav Tourist Train covering the Ramayana Circuit in 18 days from Delhi Safdarjung Railway Station. The unique concept of Bharat Gaurav Trains will be helpful in promoting mass tourism and will provide an opportunity to explore the architectural cultural and historical of the country.
- v. Secretary chaired the National Summit on 'Developing Sustainable & Responsible Tourist Destination' which was organized by the Ministry of Tourism, in partnership with United Environment Program (UNEP) and Responsible Tourism Society of India (RTSOI). Ministry of Tourism launched the National Strategy for Sustainable Tourism and Responsible Traveller Campaign during the summit which highlights the importance of environment protection and promotion of sustainable tourism.
- vi. Promotions were carried out highlight various tourism products such as Leisure, Adventure, Heritage, Buddhist, Wellness, Wildlife, Cultural & Rural on social media platforms. Posts to mark all significant days and events of national and international importance such as World Environment Day, World Ocean Day, World Music Day and International Day of Yoga were shared on social media platforms. The Ministry of Tourism platform shared 5-7 posts on a daily basis to build up engagement and maintain brand consistency. All major hashtags such as #DekhoApnaDesh, #Vocal4Local, #Ideasat75, #AmritMahotsav, #IndiaAt75,

#AatmaNirbharBharat, #EkBharatShreshthaBharat, #IndiaFightCorona, #IDY2022, #SwadeshDarshan, and #PrashadScheme were amplified with relevant creative posts.

vii. Ministry of Tourism developed a new set of yoga creatives which were shared with Domestic and Overseas India Tourism Officers, as well as with stakeholders and Indian Mission abroad to promote the International Day of Yoga.

viii. Recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism, the Ministry of Tourism is focusing on the promotion of Domestic Tourism by arranging a series of webinars under the overall theme of “DekhoApnaDesh.” The objective of these Webinars is to promote various tourism destinations of India – including the lesser-known destinations and lesser known facets of popular destinations with glimpses of the culture, heritage, handicrafts and cuisine of the destinations, in addition to the tourist spots. The webinars commenced on 14th April 2020 and a total of 142 webinars have been organised till the end of June 2022, with a total viewership of over 368,556 + 107,084 (LMS), which includes participation from more than 60 countries across the world. In the month of June 2022, the focus was on topics like “Adventure, Nature and Spiritualism – Destination Himalayas”, “Taste of Kolkata”, and “The Buddhist relics of Amaravati.”

ix. The Ministry of Tourism along with Associations of Indian Universities (AIU) initiated a 12 Episode Webinar series under ‘Azadi Ka Amrut Mahotsav’ (AKAM) to engage and expose young minds of our country to the rich and diverse heritage of the country so that they take pride in being Indian with a responsibility to take forward a vibrant and modern nation. The webinars commenced on 14th August, 2021 with one episode each month. So far Ministry of Tourism has completed 10 such episodes focusing on various topics such as “Incredible Indian Adventurers: Experiencing The Everest, The Potential of Tourism in Employment, North East India – A Hidden Gems of Tourism, “For Your Tomorrow, We Gave Our Today” - The Story of War Memorial of Kohima, Role of Bengal in the Freedom Movement of India, Explore India! Discover Yourself”. A Webinar on the subject of “Women Freedom Fighters of India” held on 18.06.2022.

x. 8 Central Institutes of Hotel Management (CIHMs) participated in EBSB Activities through webinars between 28 paired States. A total of 8 activities were organized in which approximately 3280 participants were involved.

xi. ITDC Board approved its Audited Financial Results for the year ended 31.03.2022 in its meeting held on 14.06.2022. The total revenue from operations was Rs. 284.81 crore (Rs. 176.13 crore in the corresponding previous year). Total comprehensive income was Rs. 5.11 crore as against total comprehensive loss of Rs. 26.08 crore in the corresponding previous year. Further, for quarter ended 31.03.2022, the total revenue from operations was Rs.83.88 crore and total comprehensive income was Rs. 3.87 crore.

xii. A total of 46873 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11140 units have self-certified for SAATHI standards.

xiii. The Ministry disposed of 152 Public Grievances by the end of June 2022 and 56 remained pending.
