

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF JULY, 2022**

- i. India Tourism Mumbai participated in “The 5th Global Film Tourism Conclave” organized by PHD Chamber of Commerce on 1<sup>st</sup> July, 2022 at Mumbai. The Union Minister for Minority Affairs was the Chief Guest, while Secretary attended the event as Guest of Honour. The film fraternity was represented by Filmmakers/Actors like Shri Randhir Kapoor, Shri Anees Bazmee and Shri Rahul Rawail.
- ii. The Hon’ble Minister for Tourism, Culture and DoNER chaired a meeting on 05.07.2022 to review development of State Assessment Framework and India’s performance as per the Travel and Tourism Development Index 2021.
- iii. Secretary along with senior officials of the Ministry of Tourism attended the preparatory Workshop held on 23.07.2022 by the G20 Secretariat at New Delhi in association with NITI Aayog for the Working Group Chairs from the line Ministries. Ministry of Tourism followed this up with a meeting convened under my chairmanship on 28.07.2022 to discuss matters pertaining to India’s G20 Presidency. Joint Secretary (G20) from Ministry of External Affairs, Additional Secretary, Ministry of Tourism along with senior officials of both the Ministries attended the meeting.
- iv. Ministry of Tourism in collaboration with Embassy of India, Rome organized a virtual roadshow as part of the Incredible India Reconnect series. The event included presentations by ATOAI, IATO, and ICPB. Approx. 150 members from travel trade attended the said event. Similar Roadshow was also organized in Germany in association with Embassy of India Berlin. This was followed by physical roadshow – “Incredible India – A Glimpse of Indian Heritage” at Frankfurt, in association with Consulate General of India Frankfurt. In addition, India Tourism New York assisted Consulate General of India, São Paulo, Brazil to organise Roadshow at SVCC, São Paulo, Brazil.
- v. A Memorandum of Understanding (MoU) was signed on 21.07.2022 between the Ministry of Tourism (MoT), Government of India, Indian Institute of Travel and Tourism Management (IITTM) and M/s Bird Academy/Bird Foundation regarding conducting of Soft Skills Training Programme for the participants of the Incredible India Tourist Facilitator (IITF) programme. As part of the MoU, M/s Bird Academy will provide online Soft Training Skills to 3000 Incredible India Tourist Facilitator (IITF) participants within a period of one year with minimum batch size of 50+ students per batch.
- vi. 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 webinars commenced on 14th April 2020 and a total of 148 webinars (including 4 in July) have been organised till the end of July 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 July 2022, the webinars focussed on topics like “Garba: Most Colorful, Vibrant & Magnificent Celebration of India, Mandu (The city of Love & Loss), Kamakhya Walks and Spiritual Tourism in Assam and rediscovering Darjeeling with Darjeeling Walks”.

- vii. The Ministry of Tourism along with Associations of Indian Universities (AIU) initiated a 12 Episode Webinar series as part of 'Azadi Ka Amrit Mahotsav' (AKAM) programme 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 focusing on various topics. The subject of July episode was Wellness Tourism: A Golden Trend for Southeast Asia" which was the 12th and last episode of the series.
- viii. The field offices of the Ministry of Tourism carried out various promotional activities pertaining to Azadi Ka Amrit Mahotsav (AKAM), Ek Bharat Sresth Bharat (EBSB), Har Ghar Tiranga (HGT) etc. Some of the important activities conducted in the Month of July are:
- India Tourism Delhi organized the first-ever High-altitude 'Incredible India Kargil Half Marathon (21 kms)' in collaboration with the administration of UT of Ladakh, LAHDC Kargil and Ladakh Tourism on 24.07. 2022 in Kargil. The Marathon was organized as a tribute to the Kargil War Heroes and to commemorate 'Azadi ka Amrit Mahotsav'. Over 300 runners from across the country and Bangladesh participated in the Marathon.
  - India Tourism Bhubaneswar celebrated Kargil Vijay Diwas along with Yuva Tourism Club at IHM, Bhubaneswar. Floral tribute was given to Shahid Major Padmapani Acharya, who was a student of IHM Bhubaneswar and laid down his life in the Kargil War. During the event sacrifices given by our Armed Forces were highlighted and students were encouraged to participate in "Har Ghar Tiranga" campaign.
  - India Tourism Mumbai felicitated a group of 40 students from Odisha who visited Mumbai under the EBSB program.
  - India Tourism Bengaluru in association with St. Francis College Koramangala, Bengaluru celebrated 75 years of Indian Aviation and Tourism. More than 4000 students from various colleges in Bengaluru attended the event. On this occasion, various activities were organized for the students including Exhibition on 75 years of Indian Aviation & Tourism, Food Stalls, Quiz contest, a Real Time Aircraft Boarding experience, Super Bike Expo etc. Also, launched #HarGharTiranga campaign with a Selfie Point on the theme Azadi Ka Amrit Mahotsav for the students.
- ix. Social media promotions were carried out on both the Incredible India and Ministry of Tourism platforms. Emphasis was given on promotion of Niche Tourism Products such as Leisure Tourism, Heritage Tourism, Cultural Tourism, Seasonal Tourism, Buddhist Tourism, Wildlife Tourism, etc. All significant days / events / initiatives such as Har Ghar Tiranga, Ratha Yatra, Eid-al-Adha, Guru Purnima, Kargil Vijay Diwas, International Tiger Day and World Nature Conservation Day were highlighted on the social media platforms. All major hashtags such as #DekhoApnaDesh, #Vocal4Local, #AmritMahotsav, #AatmaNirbharBharat #EkBharatShreshthaBharat, #IndiaFightsCorona, #YogaUtsav, #SwadeshDarshan, and #PrashadScheme were amplified with relevant creative posts.
- x. A total of 48292 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11178 units have self-certified for SAATHI standards.
- xi. The Ministry disposed of 134 Public Grievances by the end of July 2022 and 44 remained pending.

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