

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

SUMMARY OF ACTIVITIES FOR THE MONTH OF AUGUST 2022

- i. Ministry of Tourism sanctioned 'Development of Pilgrimage Tourism Infrastructure at Ambaji Temple of Banaskantha, Gujarat' under PRASHAD Scheme for Rs.50.00 Crore. With this, a total number of 40 projects have been sanctioned under the PRASHAD Scheme covering 24 States.
- ii. A number of promotional activities were organized by the India Tourism Offices and IHMs for promoting Azadi Ka Amrit Mahotsav, Har Ghar Tiranga and Ek Bharat Shrestha Bharat initiatives in the month of August 2022. Details of some of the activities conducted as part of the above initiatives are:
 - 75 plants were planted at IHM Guwahati Campus to celebrate 75th years of Indian Independence.
 - Indiatourism, Port Blair along with AATO installed a selfie stand of Har Ghar Tiranga at Radha Nagar beach in Swaraj Dweep and Corbyns Cove Beach, Port Blair.
 - Installation of selfie stand under Har Ghar Tiranga Initiative at Mahendrughat, Patna in association with Tourism Association of Bihar.
 - Indiatourism Bhubaneswar promoted Har Ghar Tiranga Campaign on 92.7 Big F.M Radio through Radio jingle.
 - A cultural programme (Ghoda Nacha-Folk Dance of Odisha) held at the iconic site of Konark for promotion of HarGhar Tiranga campaign among Tourists and local public.
 - Installed selfie point/booth at Sun temple Konark which is a World Heritage site and blue flag beach Chandrabhaga for encouraging tourists/visitors for active participation in Har Ghar Tiranga campaign.
 - Organized Tiranga Walk at Sun Temple, Konark - World Heritage Site along with tourism stakeholders.
 - Organized Tiranga Walk at Chilika on the occasion of Independence Day with tourism stakeholders.
 - Organized a patriotic song and dance competition for school students on Independence Day at Odi Art Centre, Barkul.
 - A 3 day Har Ghar Tiranga celebrations was organized by the Indiatourism Chennai in Government School in Vellore District.
 - A Relay Run of 75 Km across various important roads, buildings, junctions and tourist centric places was organized at the Historic Parry's Corner Junction of Chennai.

- A cultural program with Classical and Folk artists was organized at Beach Promenade, Puducherry.
 - Indiatourism, Chennai along with Airports Authority of India organized a SKIT play on Unsung heroes at Chennai Airport.
 - Har Ghar Tiranga promotion through selfie point at Historic Golconda Fort.
 - To commemorate the 80th anniversary of Quit India Movement, Indiatourism, Mumbai organised a tour for students to Mani Bhavan (Gandhi Sangrahalaya).
 - Azadi Ka Amrit Mahotsav Booth set up by Indiatourism Mumbai in association with Western Railway at Churchgate Railway Station.
 - Azadi Ka Amrit Mahotsav Booth set up by Indiatourism Mumbai in association with Central Railway at Chatrapati Shivaji Maharaj Terminus, UNESCO World Heritage Site.
 - Indiatourism Guwahati organized a Traditional Cultural Event of Assam and Rajasthan as the paired states under EBSB.
 - Indiatourism Hyderabad distributed EBSB bookmarks of Telangana and Haryana to the trade, tourists and visitors, school children in Ramappa on the occasion of Independence day.
 - Indiatourism Imphal organised Heritage Walk at Kanglatongbi War Memorial under Har Ghar Tiranga Campaign. 80 participants from Yuva Tourism Club joint the programme.
 - Indiatourism Imphal organized Heritage Tour followed by Flag Hoisting and Floral Tribute ceremony at I.N.A Martyr's Memorial Complex, Moirang.
 - Indiatourism Shillong office organized a trekking expedition to Kyllang Rock (Asia's 2nd largest rock) at Mairang in collaboration with the Yuva Tourism Club members of IHM, Shillong on 15th August, 2022.
 - India Tourism Patna organised a Heritage walk for the members of Yuva Tourism Club.
 - India Tourism Patna organised "Essay Writing competition on Freedom fighters for members of Yuva Tourism Club at IHM Hajipur
 - Members of Yuva Tourism Club (State Institute of Hotel Management, Ranchi) organised Tiranga Yatra.
 - India Tourism Patna organised "Essay Writing competition on Freedom fighters at SIHM Ranchi for members of Yuva Tourism Club.
 - Indiatourism Bhubaneswar Office organized a Heritage Walk for Yuva Tourism Club school students at Netaji Birth Place Museum, Cuttack on the occasion of Independence Day.
- iii. The Ministry of Tourism is arranging a series of webinars under the overall theme of 'Dekho Apna Desh' recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism. In the month of August 2022, Ministry had organized 04 webinars focusing on subjects of "Destination Wedding in Rajasthan, Long Walks and Transformational Trips in the Himalayas (Part – 1), Teej - The Celebration of Unification, Historic City Kozhikode and Vasco da Gama".

- iv. Ministry of Tourism in collaboration with the Indian Missions organised a series of Incredible India Reconnect events in Portugal, Japan, and South Korea:
- In Portugal the virtual event was organized on 2nd August, 2022. Director General (Tourism) addressed the virtual event. Presentation were delivered by representatives of ATOAI, IATO, Responsible Tourism Society of India and Tour Operators from Portugal and India at the virtual event.
 - In Japan the virtual event was organized on 25th August, 2022. Ambassador of India to Japan gave the opening remarks and Director General (Tourism) addressed the virtual event. Presentation were delivered by representatives of IATO, ICPB, IHHA and Tour operators from Japan and India at the virtual event.
 - In South Korea the virtual event was organized on 30th August, 2022. Charge d Affaires, Embassy of India, Seoul gave the opening remarks and Director General (Tourism) addressed the virtual event. Presentation were delivered by representatives of IATO, IHHA and Tour operators from ROK and India at the virtual event.
- v. Ministry of Tourism through its India Tourism Overseas offices conducted various tourism promotional activities in the month of August 2022:
- ITO, London organised and celebrated 'Azadi Ka Amrit Mahotsav' (75 years of India's Independence) and 'Har Ghar Trianga' with INSA (Indian National Students Association, UK) of Westminster university, London and Indian diaspora by providing them flags, lapel pins and promotional standees.
 - India cultural event was organized at Hotel Crown Plaza Kobe during 11th-14th Aug., 2022. Tokyo office extended support by way of providing Incredible India promotional films to the event.
- vi. Ministry of Tourism promoted Niche Tourism products such as Leisure Tourism, Heritage Tourism, Experiential Tourism, Cultural Tourism, Seasonal Tourism, Rural Tourism, Wildlife Tourism, etc. on its social media platform. All significant national interest and international importance days such as National handloom Day, World Lion Day, Rakshabandhan, World Elephant Day, Independence Day, Janmashtami, World Photography Day, Tarnetar Fair, and Ganesh Chaturthi were promoted and various travel itineraries were covered with video posts. Posts on various destinations associated with Indian independence were highlighted on the social media platforms. An engagement activity post 'Describe India in one word!' was done for Independence Day to bring interaction to the page. All major hashtags such as #DekhoApnaDesh, #Rakshabandhan #WorldLionDay2022 #HarGharTiranga #AzadiKiAmritMahotsav, #WorldPhotographyDay2022, #NationalHandloomDay2022, were amplified with thorough usage.
- vii. During the month of August 2022, Ministry of Tourism organized Swachhta Action Plan (SAP) activities to create awareness for Swachhta amongst tourists, students and

tourism stakeholders through Central Institute of Hotel Managements (CIHM). During this period a total no. of 15 SAP activities were undertaken.

- viii. Foreign tourist Arrivals (FTAs) and Indian Nationals Departures (INDs) for the month of August are 498243 and 2125529 respectively.
- ix. A total of 48635 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11207 units have self-certified for SAATHI standards.
- x. The Ministry disposed of 156 Public Grievances by the end of August 2022 and 62 remained pending.
- xi. ITDC Board approved its Unaudited Financial Results for the quarter ended 30th June 2022 in its meeting held on 10.08.2022. The total Revenue from operations of ITDC for the quarter ended 30th June 2022 was Rs.94.91 crore as against Rs.83.88 crore in the previous quarter, registering a growth of 13% (Rs.44.29 crore in corresponding quarter of the previous year). The total comprehensive income during the quarter was Rs.11.50 crore which is more than double the total comprehensive income of Rs.3.87 crore in the previous quarter, {Rs.(-)1.97 crore in corresponding quarter of the previous year}.
