

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF OCTOBER 2022**

1. The National Conference of DGs/IGs of Police Department of the States/UT Administrations was organized by the Ministry of Tourism on 19.10.2022 at Vigyan Bhawan, New Delhi. Hon'ble Speaker of Lok Sabha was the Chief Guest at the event. Union Minister for Tourism, Culture & DoNER and MoS Tourism & Shipping also graced the event. The event was attended by senior officials of the MHA, State Tourism Secretaries, DGPs/ IGPs of States/UTs and representatives of major travel trade associations. The objective of the National Conference on Tourist Police was to bring the Ministry of Tourism, Ministry of Home Affairs, Bureau of Police Research & Development and State Govts/UT Administration on the same platform, so that they may work together in close coordination with the State/UT Police department and sensitize them about the specific requirements of the foreign & domestic tourists for effective implementation of Uniform Tourist Police Scheme at a pan-India level to change the safety & security related perception of India at the global level.
2. The Committee on Estimates, Lok Sabha met for Examination of the 'Adopt a Heritage: Apni Dharohar, Apni Pehchaan' initiative on 18.10.2022. The representatives of the Ministry of Tourism and Ministry of Culture briefed the members of the committee regarding the initiative.
3. Ministry of Tourism as well as its field offices, PSUs and IHMs undertook several activities as part of Special Campaign 2.0 organized from 2nd to 31st October 2022. The main focus of the campaign included the disposal of public grievances, references from the Members of Parliament, Cleanliness drive, weeding out of files, etc. The Preparatory Phase of the Campaign was utilized to sensitize the officials, mobilize the ground functionaries for the Campaign, identify pendency and finalize the Campaign sites. A total of 112 cleanliness campaigns were undertaken across India by the Ministry of Tourism as part of Special Campaign 2.0. Students from IHMs and stakeholders from the tourism sector joined the cleanliness campaign for providing Swachh surroundings not only within the office and institutes premises but also in the areas visited by the tourists taking forward the concept of Jan Bhagidari. Banners on the Special Campaign 2.0 were produced and displayed at various sites. The cleanliness campaigns were also highlighted on social media platforms for creating awareness among people.
4. Aggressive social media promotion was carried out in the two social media handles of the Ministry of Tourism viz. @incredibleindia and @tourismgoi during the month of October 2022. On the Incredible India platforms, tourism niche products such as Leisure Tourism, Heritage Tourism, Culinary Tourism, Handicraft Tourism, Experiential Tourism, Adventure Tourism, Sustainable Tourism, Wildlife Tourism, Seasonal Tourism, etc. were promoted. Various travel itineraries were covered with video posts on 'Places to Visit in October', and 'Places to visit in Karnataka', and promotional videos were posted to promote domestic tourism. A countdown approach through digital banners was used to highlight the main festivals of Durga Puja, Diwali amongst others. Important days like Mahatma Gandhi Jayanti, World Migratory Bird Day, World Architecture Day and National Unity Day were highlighted. The achievement of the nation wherein two Beaches: Kadamat and Thundi in Lakshadweep received Blue Flag certification was also amplified. The launch of a new Incredible India film was promoted through all the handles. Ministry of Tourism's participation in World Travel Mart (WTM) 2022, London after gap of two years was highlighted through the Incredible India platform. All major hashtags such as

DekhoApnaDesh, WorldArchitectureDay WorldMigratoryBirdDay GandhiJayanti AzadiKiAmritMahotsav, DurgaPuja2022, Diwali2022, were amplified.

5. The Ministry of Tourism is arranging a series of Webinars under the overall theme of 'DekhoApnaDesh'. In the month of October 2022, Ministry organized 05 webinars on the subjects of "Unexplored Wonder that is North East India - Assam, Arunachal Pradesh and Nagaland. Part 2 & 3, Agri Tourism India – Pure Holidayism, See New Things - Do New Things, Travel for LiFE Campaign - The solution the Tourism Industry is looking for, Art & Experiential Tourism".
6. A number of promotional activities were organized by the India Tourism Offices and IHMs for promoting Azadi Ka Amrit Mahotsav and Ek Bharat Shreshtra Bharat initiatives in the month of October 2022. Details of some of the activities conducted as part of the above initiatives are:
  - India tourism office Mumbai organized Paryatan Parv in which eight Tourism Boards namely Gujarat, Tamil Nadu, Jammu and Kashmir, Maharashtra, Himachal Pradesh, Uttar Pradesh and Madhya Pradesh participated and exhibited their products. Ayurveda and 'Agnipath' scheme was showcased at Paryatan Parv. The 4 central IHM's from the Western and Central Region participated in the Paryatan Parv under the overall banner of 'Paschim-Madhya Milap' showcasing the varied cuisines and culture of the region.
  - Indiatourism Mumbai organized a Heritage walk on the theme 'On Footsteps of Gandhi' for students of the SNTD Collage, Juhu as part of the celebrations of Azadi ka Amrit Mahotsav Iconic Week. The tour started at August Kranti Maidan and covered Mani Bhavan and Sri Sri Lakshmi Narayan Temple in Girgaon.
  - India tourism office, Kolkata organized Rural Durga puja at Tepantar theatre village, Paschim Bardhaman as part of Azadi ka Amrit Mahotsav- Tourism Week. Artists from different districts presented the local art forms at the event.
  - India tourism Hyderabad office organized a heritage walk at Ramappa Temple a UNESCO World Heritage Site as part of Azadi Ka Amrit Mahotsav Iconic Week Celebrations.
  - India tourism Delhi organized a Heritage Walk in Old Delhi covering areas of Mutiny Museum, Kashmiri Gate and other areas of Old Delhi.
  - India tourism office Guwahati organized an event as part of Ek Bharat Shreshtra Bharat initiative in association with IHM Guwahati.
  - Indiatourism Hyderabad promoted destinations of Punjab and Andhra Pradesh; Haryana and Telangana as part of Ek Bharat Sreshta Bharat paired state campaign on social media.
  - Northern Region – Jaipur organized Run for Unity in Jaipur on 31st October, 2022 to observe Rashtriya Ekta Diwas. The members of Yuva Tourism Club, Incredible India Tourist Facilitators and local citizens participated in the aforesaid Run.
  - During the visit of Hon'ble MoS for Defence and Tourism to Gujarat, Indiatourism Mumbai organized an interactive session with the tourism stakeholders at Kevadia on 6th October 2022.

7. Ashok Travels & Tours (ITDC) was the official travel agency for FIFA U-17 Women's World Cup held at Bhubaneswar, Odisha from 11-30 October, 2022. ATT was engaged for making all the travel arrangements. In addition, ATT along with Ministry of Tourism showcased and promoted 'India Tourism' at the 90th Annual General Assembly of Interpol held at New Delhi.
8. A total of 48835 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11234 units have self-certified for SAATHI standards.
9. The Ministry disposed of 177 Public Grievances by the end of October 2022 and 125 remained pending.

\*\*\*\*\*