ANNUAL REPORT

2022-23

MINISTRY OF TOURISM
GOVERNMENT OF INDIA

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Azadi Ka Amrit Mahotsav

अतुल्य ! भारत
Incredible India

ANNUAL
REPORT

2022-23

MINISTRY OF TOURISM
GOVERNMENT OF INDIA

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TOURISM – AN OVERVIEW

Dharamshalla – Himachal Pradesh

CHAPTER

01.

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 Domestic tourism together with inbound tourism as emerged as a key driver of economic growth. In year 2022, India recorded Foreign Tourist Arrivals (FTAs) of 6.19 million (Provisional) with a growth of 305.4% over same period of the previous year which account for Foreign Exchange Earnings (FEEs) of Rs.1,35,543 crore (Provisional estimates) with a growth of 106.77%. Besides as per the data furnished by State/UT Government and other information available with the Ministry of Tourism, there were 677.63 million Domestic Tourist Visits (DTVs) all over the country during the year 2021.

1.4. Tourism sector is one of the fastest growing economic sectors with a significant impact on employment and accelerates regional development with a multiplying effect on the activity of related sectors. Among economically advanced states, domestic tourism has become a springboard to the development of tourism. It can generate resources for conservation of cultural and natural heritage and has huge potential to make positive contribution to sustainable development goals. As per the 3rd Tourism Satellite Account (TSA), the study conducted by Ministry of Tourism, estimated share of tourism jobs in India during 2020-21 is 12.91%.

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, 2022, e-visa facility has been extended to the nationals of 165 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 29 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 historical places and heritage cities.

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. With the mantra of 'vocal for local', the scheme has been revamped namely Swadesh Darshan 2.0.The Ministry has sanctioned 76 projects under the scheme since its inception under 13 themes for a revised sanctioned cost of Rs. 5315.59 crore and has released Rs. 4734.11 crore (till 31.12.2022).

1.9 Under PRASHAD scheme, 73 destinations have been identified at present in 31 States/UTs for development. Since the inception of the scheme, for major categories of projects, an amount of Rs.1586.10 crore has been sanctioned for 45 projects in 25 States/UTs with the cumulative release of Rs.844.34 crore till 31.12.2022. Under Major category 19 projects have been completed and 34 destinations in 10 States/UTs have been identified under development of Basic Amenities Category Projects.

1.10   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.

1.11   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. The Ministry of Tourism, Govt. of India is arranging a series of Webinars under the overall theme of 'DekhoApnaDesh'. The webinars commenced on 14th April 2020 and a total of 165 webinars have been organized till the end of November 2022. The webinars have had a total viewership of over 368,556 + 107,084 (LMS) people and have seen participation from more than 60 countries across the world.

1.12   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), Legacy Vintage (Grand) and Apartment Hotels. The Ministry of Tourism has set up National Integrated Database of Hospitality Industry, (or NIDHI), a technology driven system, aligned with our Hon'ble Prime Minister's vision of an "Atmanirbhar Bharat", which is to facilitate digitalization and promote ease of doing business for hospitality & tourism sector. This initiative is being upgraded as NIDHI+ to have more inclusivity, that is, of not only Accommodation Units, but also Travel agents, Tour Operators, Tourist Transport Operators, Food & Beverage Units, Online Travel Aggregators Convention Centers and tourist Facilitators.

The Ministry also has voluntary schemes for approval in categories such as Timeshare Resorts, Operational Motels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, as well as Online Travel Aggregators, Stand-alone Air Catering Units, Convention Centres, Standalone Restaurants.

1.13   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.

1.14   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.

1.15   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.

1.16   In order to control the spread of Covid-19 pandemic, Ministry of Home Affairs had imposed restrictions on e-Tourist visa scheme of the Govt. of India; however, as the countries across the globe showed recovery from the pandemic, these restrictions on e-Tourist visa scheme are being relaxed in phased manner. As on December, 2022, nationals of 165 countries are provided with e-Tourist visa.

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

1.18   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.

1.19 Ministry of Tourism has introduced 24/7 Live Chat Service interface on the website of the Ministry (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.

1.20 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 49 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 28 State IHMs) and 12 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.

1.21 Ministry of Tourism is running 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.

1.22 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/.

1.23 With the purpose of direct job creation, the Ministry of Tourism on 12.08.2022 launched the Beta version of digital platform (e-Marketplace) as part of digital tourism solution for IITFs / IITGs, to provide Web and Mobile App based interaction mechanism to be used by the tourists and certified Tourist Facilitators/ Tourist Guides. The IITFs and IITGs can update their profile, experience, services offered, qualifications, area of expertise, tariffs, availability of dates etc. to be displayed on the portal, whereas, the tourist

Rishikesh

can create their profile, search for Tourist Facilitators/Guides and make the bookings. The tourist, from their own comfort of location, can search the Facilitators/Guides for any destination and make the booking for his upcoming trips to the country. This web-based solution (e-marketplace platform) is meant for managing the facilitator/guides profile, bookings, manage ratings of the facilitators/Guides, user feedback (positive & negative), languages known and content management. This will encourage the Tourist guides & Tourist Facilitators to improve their services and getting better opportunities.

1.24   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, connectivity is further improved with 59 tourism routes included for better connectivity of important tourist places including Iconic sites, out of which 51 routes have been already been operationalized.

1.25   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 9 airports viz. New Delhi, Varanasi, Bodhgaya, Bangalore, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad.

1.26   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 operational through 18 Scheduled Commercial Banks (SCBs) and is valid till 31.03.2023.

1.27   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 31.12.2027 for the identified Islands in the Union Territory of Andaman & Nicobar Islands. Whereas, the matter regarding relaxation of PAP/RAP for a further period of 5 years beyond 31.12.2022 in the states of Manipur, Mizoram and Nagaland has already been taken up with the Ministry of Home Affairs.

1.28   The Incredible India website encompasses a variety of emotions in the form of content that features a visual treat and journey along with detailed information for all the tourist destinations and attractions. Additionally, the website offers more personalized content across the globe, based on the interest levels of tourists and content that will be chosen by the tourist. The content on the website is relevant and engaging making it robust and dynamic in nature. Since its launch, the website has had more than 20M views engaging all visitors with immersive content about heritage, spirituality, adventure, events and more.

1.29   '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. Alongside, the mobile app also features map integration, emergency contacts' listing and a variety of other information. The mobile app enlists vital information to tourists about attractions, destinations, experiences and events across the country, State and UT tourism information, among others.

1.30   With the tremendous potential to draw more than 500 million robust Buddhist communities across the globe to "The Land of Buddha", Buddhist tourism in India, is a high-potential tourism product. The webpage aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country. Additionally, it also showcases the Buddhist Heritage left behind by his disciples including the modern monasteries.

1.31   Vice President of India, honourable Shri Jagdeep Dhankhar presented the National Tourism Awards to awardees to mark the World Tourism Day, 2022. Union Minister of Tourism Shri G. Kishan Reddy and MoS Tourism Shri Ajay Bhatt also graced the ceremony. A total of 81 awards were given away this year highlighting the achievements of the industry in 2018-19. Vice President also

released India Tourism Statistics 2022 (which provides data on key indicators related to the tourism sector for the calendar year 2021), New Incredible India Global Promotional Films, and "GoBeyond:75 Experiences of North India" e-book on this occasion.

1.32   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)".

1.33   Under Adopt a Heritage- The Ministry of Tourism, Government of India under it's "Adopt a Heritage: ApniDharohar, ApniPehchaan" project, focuses on developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner, with the help of companies from public sector, private sector, trusts, NGOs, individuals and other stakeholders. Under this project, 06 Memorandum of Understandings (MoUs) have been awarded to Monument Mitras.

1.34   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 had 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.

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.

1.35   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. Under this scheme Rs.6.24 crore (approx) has been released in favour of the Madhya Pradesh Tourism Board, out of total Central Govt. financial share of Rs 16.79 crore (approx.). The total cost of the project submitted by the State Government of Madhya Pradesh is of Rs.27.99 crore (approx.) under 'Nirbhaya Fund'.

1.36   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.

1.37   The Ministry of Tourism 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.

1.38   Post covid, to restart inbound tourism in the country and attract foreign tourist, the Government of India announced 5,00,000 free visa to the tourists of foreign nationals, to ensure a geographical spread of the incentive to important source markets globally, so that the benefit can be availed by inbound tourists of different nationalities. This scheme was valid till 31.03.2022.

1.39   As per quarterly report submitted to the Central Information Commission, New Delhi, a total of 505 RTI applications were received during the period from 1stJanuary, 2022 to 31st December, 2022 and suitable action has been taken in a time bound manner.

02

MINISTRY OF TOURISM AND IT'S FUNCTIONS

Bahu Fort – Jammu, Jammu & Kashmir

CHAPTER

02.

MINISTRY OF TOURISM AND ITS FUNCTIONS

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 chief executive 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.

Indiatourism Offices in India

Regional Offices

1. Chennai 2. Guwahati 3. Kolkata 4. Mumbai 5. New Delhi

Other Offices

1. Agra
2. Aurangabad
3. Bengaluru
4. Bhubaneswar
5. Goa
6. Hyderabad
7. Imphal
8. Indore
9. Jaipur
10. Kochi
11. Naharlagun (Itanagar)
12. Patna
13. Port Blair
14. Shillong
15. Varanasi

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	CIS countries (Armenia, Azerbaijan, Belarus, Kazakhstan, Moldova, Russia, Tajikistan, Turkmenistan, and Uzbekistan), Georgia, Ukraine, Baltic countries (Estonia, Lithuania, Latvia), Eastern Europe (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

Indiatourism Offices Domestic

Sr. No.	Overseas Indiatourism Office	Revised Jurisdiction
1.	Delhi	Afghanistan, Pakistan and Nepal
2.	Kolkata	Bhutan and Bangladesh

Sr. No.	Overseas Indiatourism Office	Revised Jurisdiction
3.	Chennai	Sri Lanka and Maldives

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

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 hotels, restaurants, Incredible India Bed & Breakfast (IIB&B) units

    b.   Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.

5)   Inspection & Quality Control:

    a.   Guide service

    b.   Complaints and reddresal

6)   Infrastructure Development:

    a.   Release of incentives

    b.   Tourist facilitation and information

    c.   Conventions & conferences

7)   Human Resource Development:

  a. Developing HRD Institutions
  b. Setting standards and guidelines

8)   Publicity & Marketing:

  a. Policy
  b. Strategies
  c. Coordination
  d. Supervision
  e. promotion & marketing
  f. Hospitality programmes

9)   Parliamentary Work

10)   Establishment Matters of the Ministry of Tourism

MINISTERS

Shri G Kishan Reddy
Minister of Tourism

Shri Ajay Bhatt
Minister of State
for Tourism

Shri Shripad Yesso Naik
Minister of State
for Tourism

SENIOR OFFICERS OF THE MINISTRY

Shri Arvind Singh
Secretary
Government of India

Special/Additional Secretary Level Officer

Shri G K V Rao
Director General
(Tourism)

Shri Rakesh Kumar Verma
Additional Secretary
(Tourism)

Shri Gyan Bhushan
Senior
Economic Advisor

Ms. Ranjana Chopra
Additional Secretary &
Financial Advisor
(Joined on 9th November 2022)

Joint Secretaries and equivalent

Ms. Rupinder Brar
ADG(T)
(Relieved on
22nd July 2022)

Shri. Chetan Prakash Jain
JS &FA
(Relieved on 8th November 2022)

Ms. Anita Baghel
Additional
Director General

03

MINISTRY OF TOURISM – ROLE SYNERGY AND CONVERGENCE

Jag Mandir – Udaipur, Rajashtan

CHAPTER

03.

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 Executional Arms of the Government

The Ministry has a strong liaison with the executional / 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

Second meeting of Tourism Task Force was conducted in September, 2022 under the chairmanship of Secretary (Tourism), wherein, Ministry of Civil Aviation, Ministry of Road Transport and Ministry of Railways were present. Matter regarding enhancing air connectivity for strategically located tourist destinations such as Srinagar, Leh and North East was also discussed.

04

SWADESH DARSHAN

Resort - Haritha Eegalapenta, Telangana

CHAPTER

04.

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. 5315.59 crore and has released Rs. 4734.11 crore (till 31.12.2022).

(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

Swadesh Darshan 2.0

About the Scheme

With the mantra of 'vocal for local', the revamped scheme namely Swadesh Darshan 2.0 seeks to attain "Aatmanirbhar Bharat"by realizing India's full potential as a tourism destination. SwadeshDarshan2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourism destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms.

Objectives of Swadesh Darshan 2.0

(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

#SwadeshDarshan2.0
Scheme Guidelines

(iv)   To increase private sector investment in tourism and hospitality
(v)   To preserve and enhance the local cultural and natural resources

9 Key Reforms under Swadesh Darshan 2.0

(i)   Broad basing of Central Sanctioning and Monitoring Committee
(ii)   State-level Institutional Structure for the Scheme
(iii)   Strategic selection of the destinations
(iv)   Detailed benchmarking and gap analysis of destination
(v)   Focus on both hard and soft Interventions
(vi)   Strengthening of Project Implementation and Monitoring
(vii)   Operations and maintenance on sustainable basis
(viii)   Promotion& marketing of the destinations
(ix)   Impact Assessment

Destination and Tourist Centric Approach

The Scheme aims at enhancing tourist experience throughout their journey from arrival to return and it will be a key element of planning for tourism development. The Scheme focuses on the destination as a whole and not merely adding a few components here and there at the destination.

The Scheme will promote tourist and destination centric approach to planning and development of tourism. A tourist-centric approach would ensure the availability of all relevant information and services to tourists online. It will allow feedback and rating of services. There will be a mechanism for tourists to register their grievances and seek resolution of the same

Destination Centric Approach – Key Areas

1.   Defining Destination
2.   Setting up Destination Management Organization
3.   Data Driven Destination Management
4.   Destination Master Plan
5.   Destination Marketing
6.   Destination Based skilling
7.   Adopt the Destination
8.   Attracting Private investment
9.   Improving Cleanliness and Hygiene at the Destination

1.   Defining Destination

Under Swadesh Darshan 2.0, Destinations having an existing tourism ecosystem with accommodation facilities for overnight visitors, tourism infrastructure amenities & services, having connectivity options for the travellers and availability of tourism service providers such as travel agents, guides and taxi facilities would be considered. Thus, Destination would act as unit for Planning, Development and Analysis.

Defining Destination – Key Elements

🏨 Accommodation facilities for overnight visitors

🏭 Tourism infrastructure amenities and services

✈️🚆 Connectivity for ease of tourist movement

🚗 Availability of tourism service providers

🗺️ Destination to be a unit for Planning, Development and Analysis

2.   DMO

DMOs will play a crucial role in implementing the scheme. The prime functions of the body will be to ensure effective planning and development, coordination with the public and private agencies, deploying a grievance redressal mechanism, ensuring larger community engagement and participation in the developmental activities, management and materializing a Visitor Information System.

Defining Destination – Key Elements

🖼️ Destination Planning & Development

🔗 Coordination with public and private agencies

👤 Grievance redressal mechanism of tourists

👥 Community engagement and participation

🔄 Visitor management system

3.   Data–Driven Destination Management

The key attributes would be mapped and put out in a digital platform such as website, mobile app, videos which is user friendly and helps in better visibility of the destination. This would include the destination's attractions, linked circuits and popular itineraries, transit and accommodation options. Destination Digitalization will be undertaken for better facilitation and seamless experience for tourists in booking services.

#Visit a City app- New Delhi Page

a.   Destination Profiling

🖼️ Tourism attractions – Things to do

🔗 Travel Itineraries – Plan for Day 1 / 2-3 days / 5 days

👤 Connectivity – Ways to reach the destination

👥 Accommodation – Where to stay with multiple options

🔄 Branding – HR images and Video on tourism products

b.   Destination Profiling

📖 Destination trivia; unknown stories and interactive games

🎋 Festival and Events Calendar

👤 Online booking & review of Guides and Hosts

😊 Deals and Tickets; Reedem vouchers

📷 Live feed and streaming of destination

b.   Baseline KPI and quarterly measurement

The key attributes would be mapped and put out in a digital platform such as website, mobile app, videos which is user friendly and helps in better visibility of the destination. This would include the destination's attractions, linked circuits and popular itineraries, transit and accommodation options. Destination Digitalization will be undertaken for better facilitation and seamless experience for tourists in booking services.

#https://www.nycgo.com/

b.   Baseline KPI and quarterly measurement
     Demand side – Key Performance Indicators

⛲ Visitation – International/Domestic/Overnight/Daily

📱 Spending – Per capita/per day/per purpose expenditure

⏳ Duration – Length of stay/Seasonality/Occupancy rate

🔺 Segmentation – Geography, Spending, Age, Sex, Duration

😊 Satisfaction – User Feedback, Blogs, % return visitors

b.   Baseline KPI and quarterly measurement
     Supply side – Key Performance Indicators

🛏 Accommodation – Star Category/B&B Units/Homestays

🫖 Food and Beverages – WSA per km/Restaurants/Food Truck

📶 Digital services – Bookings/Tickets/Deals/Passes

🚗 Service Providers – Travel agents, Online aggregators, Guides

🏆 Amenities – basic Amenities and core tourism facilities

c.   Destination Dashboard

For ease of monitoring of the Destination Profile, KPIs and other attributes of the development a Dashboard would be created exclusively for the destination which would be integrated to the SD 2.0 scheme Master Information System (MIS) Dashboard.

#https://www.destinationbc.ca/tourism-industry-dashboard/

c.   Destination Dashboard

📈 Mapping KPIs in the dashboard

🔄 Frequent updation of data – Monthly/Quarterly

📹 Real Time monitoring of the performance

📱 Extraction of MIS and relevant information

4. Destination Master Plan

Master Plan will be laid out to foresee strategic vision and planned development of the destination. MoT will bring out model Master Plan and DPR templates to ensure consistency in the structure. Focus on the Master Plan would be to impart principles of Sustainability and Responsible Tourism with larger emphasis on Public Private Partnerships.

a. A strategic planning of future development

#An illustrative ex of Masterplan- Colva, Goa

- Gap assessment: Supply vs. demand; benchmarking
- Designing Innovative Products to meet demand
- Imparting Sustainable Development at destinations
- Ensuring Responsible Tourism practices

b. Planned Development of the destination

- Spatial planning with Zoning and layout
- Diversity in intervention: Hard and Soft
- Carrying Capacity & Environmental design consideration
- Development in phases

5. Destination Marketing

Brand identity of the destination could be materialized by use of quick-win solutions such as a logo or tagline, Public Arts initiatives, Place-Making & Tactical Urbanism and promotion of local products through souvenir shops. Later efforts would be streamlined to popularize 'One major Product from the Destination' and have a dedicated branding strategy for the destination.

Defining Destination – Key Elements

- Destination logo with Tagline epitomising its USP
- Destination based brand collaterals
- Public & Street Arts celebrating local arts
- Promotion of Souvenir Shops
- 'One key product from the Destination'

6. Destination Based Skilling

State/District Management Committee will undertake efforts in organizing capacity building and skill development programs as identified. Special focus in melding guides with multilingual abilities & story telling capabilities. Also creating more opportunities in traditional folklore and revival of destination's intangible heritage would be targeted.

Upskilling and upbringing a tourism ready skill force is crucial

Destination Based Skilling – Key Elements

- Identification of gaps in skilling and job
- Conducting training workshops
- Imparting Hospitality Skill sets and sessions
- Guides with multilingual abilities & narration
- Reviving the intangible heritage

7.   Adopt the Destination

In order to impart a sense of ownership to the community various programs would be planned such as convergence with the 'Adopt a Heritage' and 'YUVA Tourism Clubs' initiatives of the Ministry. Further local Colleges and Universities would be encouraged to 'Adopt a Destination'. Celebrities and Diaspora rooted to the destination will also be leveraged for active branding and promotion.

YUVA Tourism activities are being undertaken in full swing across the country

About the Destination – Key Elements

- Convergence with 'Adopt a Heritage'
- Involving 'YUVA Tourism Clubs' at destination
- University to 'Adopt a Destination'
- Connecting with Diaspora
- Celebrities to associate as 'Brand Ambassador'

8.   Private Investment in Tourism

A plan for management of revenue-generating assets, which can have public–private partnership and non-revenue generating assets, which will give budgetary support will be worked out and implemented. Master Plans would also identify potentials areas for Private investment and participation at the destination

#Conceptual Plan of 45 acre of land reserved for future Development in Gopalpur, Odisha

Private Investment in Tourism – Key Elements

- Identification of issues & challenges
- Products conducive for Private investment
- PPP projects and Private funding projects to be part of the project shelf
- Promote entrepreneurship opportunities to the skilled youth

9.   Improving Framework Conditions

Destination Management Committee will review framework conditions at the destination particularly health, hygiene, safety, civic infrastructure, overall Quality of maintenance of the destination. Synergy with ongoing schemes of Government of India would be established in collaboration with the Central Ministries and other agencies.

Improving Cleanliness and Hygiene at the Destination

Improving the surrounding conditions helps entice more tourism & supports sustainable development

- Mapping the destination under Swachh Survekshan Rankings
- Developing Public toilets/SWM in convergence with SBM
- Cleanliness drives, public sensitisation drives
- Aim for Zero Waste & No Plastic Destinations

Success Stories: Swadesh Darshan Interventions

1)   **Tampara – Understated yet Captivating**

Tampara is one of the largest freshwater lakes in the State of Odisha. The beautiful lake and the nearby Chilika Lagoon highlight the ecological diversity Odisha is blessed with.

Accessibility: The nearest airport is Bhubaneswar, which is around 3hrs away from the lake. The nearest train station is also Chatrapur. It is closer to National Highway No 5. from Chatrapur (around 4 km by road).

Activities: Tourists are at Tampara Lake can indulge in a leisurely boat ride. The serenity of the lake provides the perfect setting to enjoy a moment of solitude. Water scooters are available for rent for thrill-seekers to satiate the adrenalin rush.

Stay: There are various options for staying at, from Star Rated Hotels and Eco Tour Nature Camps equipped with state-of-the-art Swiss tents and facilities to OTDC Government Hotels, Bed Breakfasts, and Homestays.

Development of Tampara under Coastal Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure make over by creating a Jetty, Tourist Reception Centre, Public conveniences, Food Court, trekking, an Entrance gate, Parking Area, Site development, Landscaping and beautification of the area to promote it as a tourist destination. For the promotion of water sports facilities, equipment like boats, kayaks, canoes, jet boats, and speed boats were implanted. There were steps taken towards Responsible Tourism by installing solar street lights and solid waste management

Community Participation: With the upgradation of Tampara lake, an alternative source of income has been generated for the locals, traditionally involved in fishing and animal husbandry. About25 people are working as Receptionists, Guides, Guards, Housekeeping, and Cleaning staff

Attracting Private Participation: Lake edge rejuvenation has attracted a 20-room key budget hotel –Tampara resorts and Private agencies have started operating water sports activities and training.
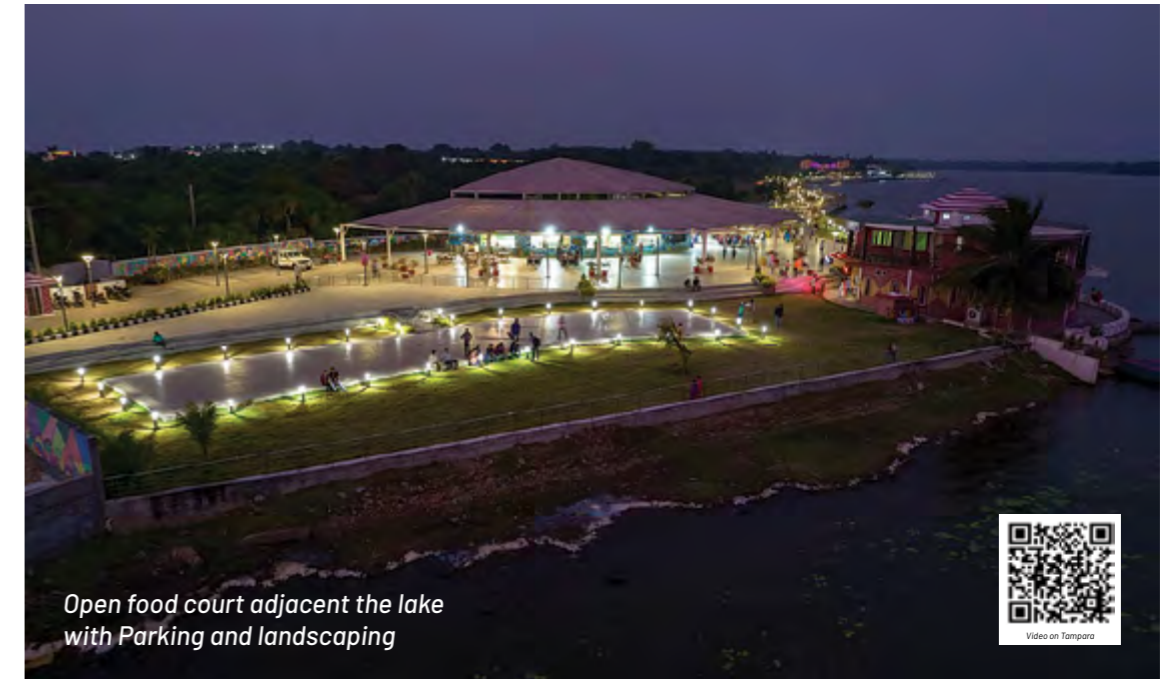
Open food court adjacent the lake with Parking and landscaping
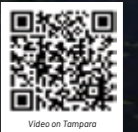
Local community entrusted with maintenance of SD assets such as cafeteria, watersports and housekeeping
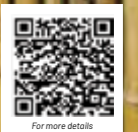
2)   Panna Tiger Reserve– Hear the roar of the wild

Panna is an impeccable place to take a walk into the home to the biggest predators and cascading waterfalls for a remarkable experience. Panna Tiger Reserve has been successful in grabbing the attention of oodles of wildlife buffs and nature lovers travelling from India and across the globe.

Accessibility: By air it can be reached from Khajuraho which is approx. 26 km away. By rail It is connected by Khajuraho station which is approx. 40 kms and Satna junction which is approx. 75 Kms. By road it is connected to Bhopal via NH 86 via Chhatarpur and NH 75.

Activities: Tourists can enjoy 4X4 Jungle safaris in morning & evening at the park, Boat rides to watch the crocodiles, night safaris to watch nocturnal life including civets, leopards, porcupine, hyena, fox, sloth bear, blue bull, and cheetah. Panna is also land of cascading waterfalls important one's being Raneh falls, and Pandav falls.

Stay: Tourist accommodation at Raneh fall huts, Jungle cottages, River lodges are available in and around Panna Tiger Reserve

Development of Panna under Wildlife Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover by creating a Buffer zone entry, Compound walk, Chain link entry, Parking area, Forest walks, Development of machaans, Forest Information Center, Cafeteria, Open Air Amphitheater, Log huts, Office, Toilets, and Signage. There were steps taken towards Sustainable Tourism by installing solar streetlights and solid waste management. There is also provision of wifi locations at the park, thereby facilitating better services to the tourists.

Community Participation: Vernacular infrastructure has been created to enhance sustainability and promote local economy. Local material including logs from Malda Village and Panna stones are used for the construction of MPT Jungle camp Madla. Direct employment of 36 people at the Jungle Camp Madla (Panna) from the local community. However, the Forest Information Centre, Buffer Zone Entry Gate and Machan is operated by the Forest Dept.

Attracting Private Participation: Park also attracts private investment and revenue is increased by 26% since FY 2019-20. Currently at INR 86 lakhs revenue is generated from the Jungle Camp Madla (Panna). 3 new private resorts in village Madla & 2 campsites by private camping operators are being constructed.

Cafeteria at Panna Tiger Reserve

Entry gate made under Swadesh Darshan

3) Pandit Ravishanker Sagar (Gangeral Dam) – Mini Goa

Pandit Ravishanker Sagar dam has been constructed along the 15 kms breadth of the river Mahanadi. It has a hydel power project producing 10 MV power which supports neighbouring area. The reservoir offers virgin islands, water sports activities, rich flora & fauna and, relaxing accommodation to stay.

Accessibility: The nearest airport is Raipur which is approx. 75 Kms from Dhamtari . The nearest train station is Raipur further connecting by narrow gauge from Raipur to Dhamtari. By road regular to and fro bus service operates from Dhamtari.

Activities: Tourists are at Pandit Ravishanker Sagar can enjoy beachfront activities like Jet skiing, Water surfing, Water skiing, Scuba Diving, Sailing, Parasailing, Kite surfing, Children play area and Beach picnics. Tourist can also indulge in stroll across lush green lawns and explore banks of river.

Stay: Bardiha lake view resort is the famous and closest accommodation to the Dam. There are other private guest houses available around the dam where tourists can enjoy the stay.

**Development of Pandit Ravishanker Dam under Tribal Circuit**

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover by creating Log huts, Water front development, Public conveniences, Cafeteria, Pagodas, Guard room, Parking Area, Water supply system, Site development, Landscaping and beautification of the area to promote it as a tourist destination. Water sports equipment like Boats, Boats sheds, Kayaking, and Jet Skiing has been created. There were steps taken towards Responsible Tourism by installing Solid waste management system.

Community Participation: The Waterfront development at Bardiha Lake view resort had provided gainful employment to local community. Local's are employed in the resort, as travel and tour operator, food vendors and at the water sports centre. Project also supports women and youth empowerment.

Attracting Private Participation: Bardiha Lake Resort has been offloaded to Enchanting Hotel and Resorts and the Water Sports centre has been offloaded to ECHT integrated Recreational facility for operations and maintenance. Private companies operate water sports activities.

Views of Pandit Ravi Shanker Dam after landscaping

For more details

Tourists enjoying watersports activities at Gangrel Dam

For more details

4) Chabimura – A Melange of History, Myth and Lore

Chabimura is famous for its panels of rock carved of Shiva, Vishnu, Kartika, Mahisasurmardini Durga and other Gods and Goddesses on the steep mountain wall on the bank of River Gomati. Site is famous for Nature and Adventure Tourism. Every year Chabimura Festival is held in the month of November promoting local culture and heritage.

Accessibility: The nearest airport is Agartala, which is around 90 Kms away. The nearest train station is Udaipur approx. 30 Kms away. By road it is closer to Agartala around 82 kms away.

Activities: Tourists can indulge in boat rides, adventure sports activities and river trekking. Beside this Chabimura Festival is an important local festival. During the festival a cultural stage is setup at the Mela ground for organizing programs where cultural troupes from 19 ethnic groups of Tripura and neighbouring states of Assam, Meghalaya, Manipur, West Bengal and Orissa are also invited to perform.

Stay: There are various options for staying in and around Chabimura like Chabimura Cottage , Sagarika Parjatan Niwas and Fatik sagar, Amarpur etc.

Development of Chabimura under North East Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover by creating River Safari boats, Speed boats, Parking, Crossbridge (114m) and approach road to promote tourism.

Community Participation: Crossbridge has laid the foundation of Community Based Village Tourism across the river. It has increased the accessibility and generated employment for local community involved in the tourism activities like boating, eateries, shops, cab and taxi facilities and engagement of local youths as tourist guides.

This has improved the social and economic condition of the adjoining villages as it has connected the villagers for which transportation of goods has become easier.

Attracting Private Participation: Boating, Kayaking, and Parking charges helps in revenue collection for the locals who are involved in running and maintaining the tourist destination.

Chabimura - Amazon of the NorthEast

Video on Chabimura

Local community involved in operating water sports facilities and activities

For more details

5)   Eden Beach – The Blue Flag Beach

Eden Beach in Chinna Veerampattinam near Puducherry is one of the mesmerizing beach that boasts of enormous natural beauty. It is one of the cleanest beaches in India and has also received the Blue Flag Certification by the Denmark-based Foundation for Environmental Education. Tourists can experience backwaters of Chunnabar river along with thick palm groves while they enter the beach. It has a plethora of amenities for the convenience of tourists. While taking a stroll on the beach, one can also spot gorgeous marine creatures.

Accessibility: The nearest airport is Puducherry airport or Chennai which is 135 kms away, Villupuram, the nearest railway station, is 35 km away. It is best accessible by road, either by bus or by taxi

Activities: Tourists can enjoy Walking, Photography, Boating at backwaters, Open gym, Swimming zone, Kids play area, Swimming and Food outlets at the beach.

Stay: There are various options for staying including Star category Hotels, stay options around MG road and in White Town which fit to all the budget ranges of the tourists.

Development of Eden Beach under Coastal Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover by creating Pathways, Gabion Wall, Stage, Landscaping, Cafeteria, Toilet facilities and Electricity work at the Beach.

Blue Flag Beach: A Blue Flag beach is an eco-tourism model that aims to offer tourists clean and hygienic bathing water, facilities/amenities, and a safe and healthy environment while providing sustainable development to the local community. In order to promote sustainable tourism efforts have been taken to reduce pollutants, responsibly manage solid waste and marine litter and promote sustainable development of the coastal regions.

Attracting Private Participation: Government initiatives such as the Bed and Breakfast, Water and Adventure Sports have attracted lucrative private investment. eg. A luxurious hotel with 60 keys by the Radisson Group.

Eden Beach Puducherry with parking, varied amenities and landscaping

A decorative arch at Eden Beach at Chinna Veerampattinam under Swadesh Darshan
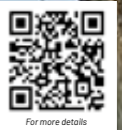
6)   Tehri – Adventure hub with several water-sports

Tehri is a small town situated at the confluence of Bhagirathi and Bhilangna rivers in Uttarakhand. It hosts the Tehri dam which is renowned as the largest and highest dam in Asia and is considered as the 10th tallest dam in the world harnessing water from Bhagirathi & Bhilangana, the two essential rivers in the Himalayas.

Accessibility: The nearest airport is Jolly Grant airport and is located at a distance of 86 km away, which is around 2.5 hrs away from the lake. It is well connected with major cities, like Haridwar, Rishikesh and Mussoorie. The nearest train station is Rishikesh (72km).

Activities: New Tehri is an adventure tourism hub which is well-known for its natural beauty and the innumerable water sports. It is enroute several high-altitude treks like Nagtibba, Khatling Glacier, Sem-Mukhem, Panwali Kantha, Sahasratal and Masar Tal. Other locations which are close by are Dhanaulti, Kanatal, and Devprayag.

Stay: There are various options for staying from Star Rated Hotels, Floating huts and Eco Tour Nature Camps, Bed Breakfasts, and Homestays.
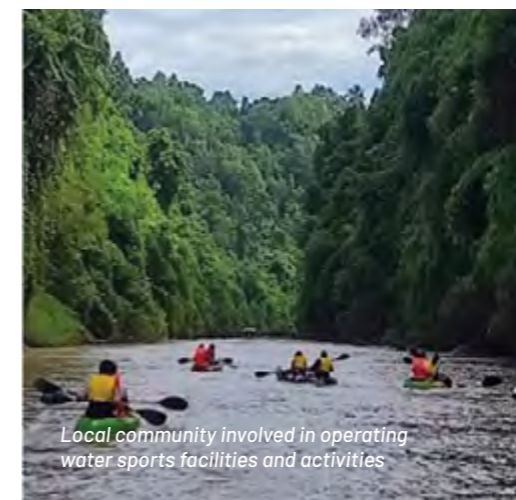
Development of Tehri under Eco Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover by creating Floating Eco Log Huts, Floating Cafeteria, Eco Lodge, Floating Jetties, Service Boats, Promenade development, Multilevel Car parking, Tourist Interpretation Centre, Illumination, Public amenities and Last mile access for holistic tourist development at Tehri. With the onset on adventure and water sports activities, tourists can experience an adrenaline rush at the Tehri Lake that offers a number of water sport options - from boating, zorbing and water skiing.

Rejuvenate in Nature: With this scheme in Tehri region, there will be an in-flux of tourists in order to be more closer to nature.

Attracting Private Participation: With the upgradation of Tehri Lake surroundings, an alternative source of income has been generated for the locals. Approx. 450 jobs created for Operations and Maintenance of the developed asset. This boosts the local economy and jobs by creating hotels, homestays etc. Floating Eco Log Huts, Floating Cafeteria, and Promenade development has attracted a **15 new farm/eco stays in Tehri.**

Floating Eco Huts on the Tehri Lake overlooking mountain landscapes

The Annual Tehri Lake Festival hosts multiple activities like Jet Skiing, Boat Racing. It is tentatively scheduled between 4th Feb, 2023 – 06th Feb, 2023

7) Khajuraho – Architectural Marvel

Khajuraho is most famous for wall carvings and sculptures on ancient monuments and is UNESCO World Heritage Site which is located in Madhya Pradesh. Some of the famous monuments in the complex are the Lakshmana Temple, the Vishwanath Temple and the Kandariya Mahadev Temple.

Accessibility: The nearest airport is Khajuraho which is 5 km away from the group of monuments. The nearest train station is Khajuraho Junction which is 8 kms away. By road it is about 11km from National Highway 39.

Activities: Tourists can visit the group of temples and experience the Light and Sound Show and experience Indian temple architecture at its best.

Stay: There are various options for staying at, from Luxury Star Rated Hotels to Backpacking hostels along with MPSTDC hotels with all facilities at an ease for tourists.

Development of Khajuraho under Heritage Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure upgradation by Parking, Public amenities near various monuments and viewing gallery, Performing Art Centre, Huts, Cafeteria, Theme Park, Tourist Facilitation centre Dhubela, Landscaping and beautification of the area to promote it as a tourist destination. Activities such as boundary wall construction, STP, pathway development, Gazebos, solar illumination are undertaken.

International Level Convention Centre with 1200 pax capacity & an area of 15,000 sq ft. approx. is being built to host conferences and meetings

Historic Icon as MICE destination: With the holistic development and upgradation of Khajuraho region, Meet-in-India roadshow was organized in March 2021 which was attended by 150 national level delegates to promote Chhatrasal Convention Centre (developed under Swadesh Darshan Scheme) as a Global MICE destination.

Attracting Private Participation: The region currently holds 5+ five-star hotels and upgradation of the region has attracted over 3 hotels to level-up their services for the tourists.

Group of temple monuments in Khajuraho

International Convention Centre Civil Work was taken care under Swadesh Darshan

8) Sanchi – Abode to infinite Buddhist & Mauryan history

Sanchi Stupa is one of the oldest Buddhist monuments in the country and is also a UNESCO World Heritage Site. The monument is the focal point of the Buddhist faith in the region since it was built by Emperor Ashoka in the 3rd century BC. The grand structure still inspires awe today and sits at the top of a hill, surrounded by the remains of smaller stupas, monasteries, and temples that were built as the religious community grew in the centuries after the site was founded.

Accessibility: The nearest airport is Bhopal, which is around 50 km away and takes 1.5 hours to reach. It is connecting to Bhopal via NH146. The nearest railway station is Bhopal Junction.

Activities: Sanchi is famous for being the site of countless Stupas, which house the relics of Lord Buddha. The major attractions are Sanchi Stupa, The Great Bowl, Ashok Pillar, The Eastern Gateway, Udaygiri Caves, and Sanchi Museum

Stay: Options include multiple budget stays along with MPSTDC's resorts.

Development of Sanchi under Buddhist Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover by Development of Buddhist Theme Park, Light and sound show, Cafeteria, Public conveniences, Food Court, Development & beautification of Kanak Sagar Lake, Approach roads, Landscaping and beautification of the area, wayside amenities and last mile connectivity to promote it as a tourist destination.

Global identity with Infotainment Park: The Interpretation Centre developed at the Sanchi spread over 3000 sq ft. is dedicated to the life of Lord Buddha and narrates the saga of his life through pictures, interactive panels and 3D projection mapping.

An average of 22 workers/day got employment during the construction period and 16 people currently working as operation and maintenance staff.

Conservation/Plastic Free Zone: Sanchi is plastic free zone. Sustainable practices are being used for Solid Waste Management and Sewerage management.

The Great Stupa at Sanchi Landscaping under Swadesh Darshan

Video on Sanchi

Sanchi's Buddha Jambudweep Park Development under Swadesh Darshan

For more details

9)   Vadnagar – A Heritage Site

Vadnagar is an ancient city mentioned often in Puranas and Chinese travelogue by Hieu-en-Tsang as rich and flourishing town. The inscription on the Arjun Bari Gate shows that King Kumarpal fortified the city in 1152 AD. As the tourists wander the streets their experience of time may no longer is linear, as eras merge and cycles connect. 4500 hundred years of history are trapped in the pottery fragments, textiles, ornaments and tools left behind by the agricultural communities. Place is famous for poets Dayaram and Narsinh Mehta, novelists like Govardhanram Tripathi, foremost musicians like Kaumudi MunshiIt and Tana Riri Music Festival.

Accessibility: The nearest airport is Ahmedabad, which is approx. 111 Kms . By rail, Siddhapur is a station 42 km from Vadnagar. By road Mehsana is (47 km), Ahmedabad is 111 kms. For local transport non-metered auto rickshaws are available.

Activities: Tourists can enjoy sightseeing's like Sharmistha Lake, Local Museum, Library, various temples including Hatkeshwar Temple, the Kirti Toran and archaeological finds in the area.

Stay: There aren't many hotels around in the Vadnagar region, and tourists travel to Mehsana to get comfortable accommodation and restaurants.

Development of Vadnagar under Heritage Circuit

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover by creating landscaping around Sharmishtha Lake, Street poles and general lighting, Sewage, CCTv cameras, Sitting Benches, Landscaping, Signage, Cafeteria, Parking area, Toilet Block, Souvenir shops, Boating Jetty, and Theme park in the city.

Tana Riri Festival: The state government organises the Tana Riri Festival in remembrance of two sisters Tana and Riri. Both the sisters were renowned among locals for their powerful singing capability and their life story is part of Gujarati folk. During Akbar's rule in India, his court musician Tansen, once sang Raag Deepak which is said to invoke fire and heat, causing deterioration of his health. As there was no cure except a counter musical therapy, the sister duo sang Raag Malhar for him, which cured Tansen from the effect. The Tana Riri Festival is dedicated to the rich music and musicians from across the nation who join the festival to showcase the beauty of Indian music in various forms. This annual festival over the years has become a stage for musicians from India and abroad to perform, and an occasion to felicitate accomplished musicians.

Views of Temple at Vadnagar

Sharmishtha Lake development under Swadesh Darshan

10) Sound & Light Shows -Rajasthan

Sound And Light Shows in Rajasthan are a great way of making people acquainted with the history and culture of the place and its people. These shows make visiting Rajasthan a truly lovely experience while understanding the pride, history and traditions of Mewar dynasty.

Accessibility: Major airports in Rajasthan which are accessible to all the Sound and Light Shows are Jaipur, Jaisalmer and Jodhpur, which are well connected to other major cities like Delhi, Mumbai, Bangalore and Hyderabad.

Activities: Sound and Light Shows take place in Dholpur, Ajmer, Chittorgarh, Nagaur, Rajsamand, Jaisalmer, Jaipur. Narrations in the voices of renowned personalities such as Late Lata Mangeshkar, Amitabh Bachchan, Hema Malini, Shah Rukh Khan, Sharmila Tagore, Shammi Narang, etc.

Stay: There are various options for staying at, from Luxury, Premium Star Rated Hotels and Desert Stays equipped with state-of-the-art Swiss tents and facilities to RTSC Government Hotels, Bed Breakfasts, and Homestays.

Development of Sound and Light Show

Under Swadesh Darshan, the Ministry of Tourism facilitated an infrastructure makeover to these locations.

Community Participation: The light & sound show has aided in increased footfall of domestic tourists generating direct employment for day-to-day operation & maintenance work and indirect employment like taxi/ cabs, hawkers, food vendors, handicrafts, etc. Due to these evening shows tourists are compelled to stay overnight in the city.

Sound and Light Show, Amber Fort, Jaipur Developed under Swadesh Darshan

Sound and Light Show, Chittorgarh Fort developed under Swadesh Darshan
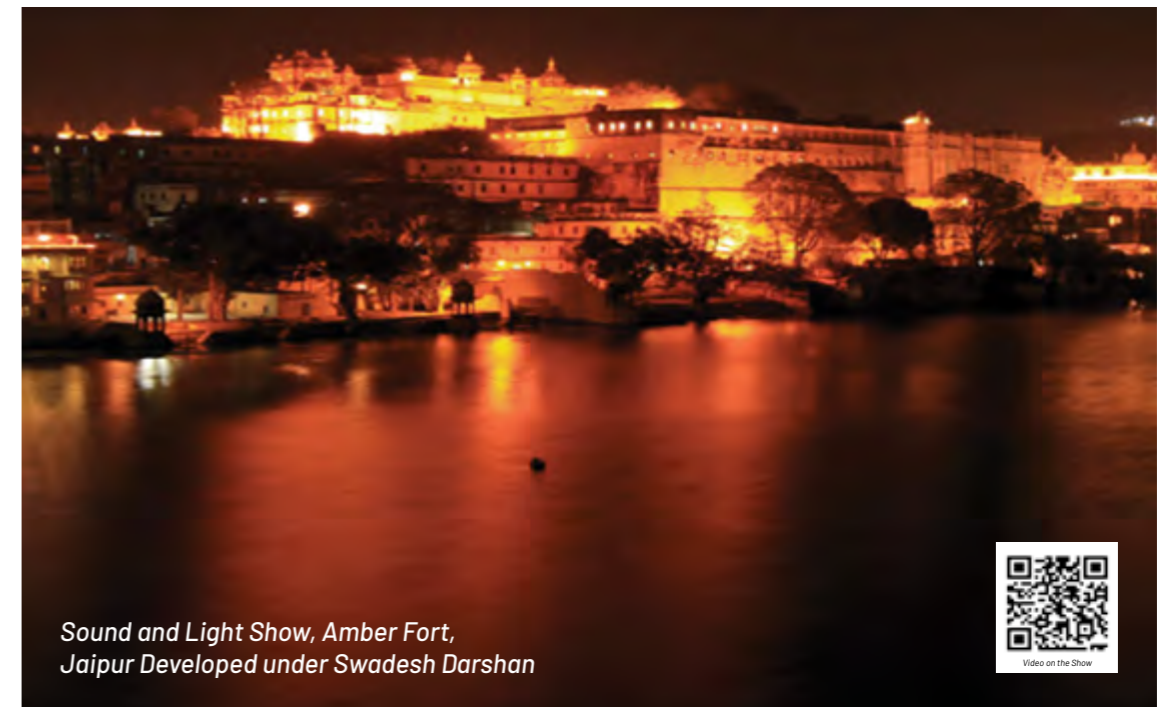
Year-wise list of projects under Swadesh Darshan Scheme till 31.12.2022

(In Rs. Crore)

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
Year 2014-15					
1	Arunachal Pradesh	North-East Circuit	Development of Bhalukpong- Bomdila and Tawang	49.77	47.28
2	Andhra Pradesh	Coastal Circuit	Development of Kakinada - Hope Island - Coringa Wildlife Sanctuary - Passarlapudi - Aduru – Syanam – Kotipally	67.84	67.84
Total of 2014-15				**117.61**	**115.12**
Year 2015-16					
1	Manipur	North-East Circuit	Development of Tourist Circuit in Manipur: Imphal- Khongjom	72.23	61.32
2	Sikkim	North-East Circuit	Development of Tourist Circuit linking Rangpo (entry) – Rorathang- Aritar- Phadamchen- Nathang-Sherathang- Tsongmo- Gangtok-Phodong- Mangan- Lachung-Yumthang- Lachen- Thangu-Gurudongmer- Mangan- Gangtok-TuminLingee- Singtam (exit)	98.05	97.41
3	Uttarakhand	Eco Circuit	Development of Tehri-Chamba- Sarain around Tehri Lake.	69.17	69.17
4	Rajasthan	Desert Circuit	Development of Sambhar Lake Town and Other Destinations.	50.01	50.01
5	Nagaland	Tribal Circuit	Development of Tribal Circuit Peren- Kohima- Wokha	97.36	92.49
6	Madhya Pradesh	Wildlife Circuit	Development of Wildlife Circuit at Panna- Mukundpur- Sanjay- Dubri-Bandhavgarh- Kanha- Mukki- Pench	92.10	86.31
7	Andhra Pradesh	Coastal Circuit	Development of Nellore - Pulikat Lake - Ubblamadugu Water Falls – Nelapattu- Kothakoduru- Mypadu - Ramateertham – Iskapalli	49.55	47.76

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
8	Telangana	Eco Circuit	Development of Eco Tourism Circuit in Mahaboobnagar district	91.62	87.04
9	Kerala	Eco Circuit	Development of Pathanamthitta- Gavi- Vagamon- Thekkady	64.08	64.08
10	Mizoram	North East Circuit	Development of Thenzawl & South Zote, District Serchhip and Reiek.	92.26	92.26
11	Assam	Wildlife Circuit	Development of Manas- Probitora– Nameri– Kaziranga– Dibru– Saikhowa	94.68	89.94
12	Puducherry	Coastal Circuit	Development of Dubrayapet – Arikamedu – Veerampattinam – Chunnambar - Nallavadu/ Narambai - Manapet- Kalapet - Puducherry - Yanam	58.44	58.44
13	Arunachal Pradesh	North East Circuit	Development of Nafra– Seppa- Pappu, Pasa, Pakke Valleys- Sangdupota- New Sagalee- Ziro- Yomcha	96.72	91.88
14	Tripura	North East Circuit	Development of Agartala - Sipahijala - Melaghar - Udaipur – Amarpur- Tirthamukh- Mandirghat– Dumboor- NarikelKunja- Gandachara– Ambassa	82.85	73.30
15	West Bengal	Coastal Circuit	Development of Beach Circuit: Udaipur- Digha- Shankarpur- Tajpur- Mandarmani- Fraserganj- Bakkhlai- Henry Island	67.99	65.07
16	Chhattisgarh	Tribal Circuit	Development of Jashpur- Kunkuri- Mainpat- Kamleshpur – Maheshpur –Kurdar – Sarodhadadar- Gangrel- Kondagaon– Nathiyanawagaon- Jagdalpur- Chitrakoot- Tirthgarh	96.10	94.23
17	Maharashtra	Coastal Circuit	Development of Sindhudurg Coastal Circuit - Sagareshwar, Tarkarli, Vijaydurg (Beach & Creek), Mitbhav	19.06	18.11
Total of 2015-16				**1292.27**	**1238.82**

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
Year 2016-17					
1	Goa	Coastal Circuit	Development of Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail	97.65	92.76
2	Jammu & Kashmir	Himalayan Circuit	Development of Jammu-Srinagar-Pahalgam-Bhagwati Nagar-Anantnag-Salamabad Uri-Kargil-Leh	77.33	61.87
3	Telangana	Tribal Circuit	Development of Mulugu-Laknavaram- Medavaram- Tadvai- Damaravi- Mallur- Bogatha Waterfalls	79.87	79.87
4	Meghalaya	North East Circuit	Development of Umium (Lake View), U Lum Sohpetbneng- Mawdiangdiang – Orchid Lake Resort	99.13	94.14
5	Madhya Pradesh	Buddhist Circuit	Development of Sanchi – Satna –Rewa-Mandsaur-Dhar.	74.02	72.75
6	Kerala	Spiritual Circuit	Development of Sabrimala – Erumeli-Pampa- Sannidhanam.	54.88	27.44
7	Manipur	Spiritual Circuit	Development of Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple	45.34	43.04
8	Gujarat	Heritage Circuit	Development of Ahmedabad-Rajkot- Porbandar –Bardoli-Dandi.	58.42	56.21
9	Haryana	Krishna Circuit	Development of Tourism Infrastructures at places related to Mahabharata in Kurukshetra	70.91	77.88
10	Rajasthan	Krishna Circuit	Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand)	75.80	72.01
11	Sikkim	North-East circuit	Development of Tourist Circuit Linking Singtam– Maka- Temi-BermoikTokel- Phongia- Namchi –Jorthang- Okharey- Sombaria-Daramdin- Jorethang- Melli (Exit)	95.32	90.55
12	Madhya Pradesh	Heritage circuit	Development of Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu	89.82	89.49
13	Kerala	Spiritual Circuit	Development of Sree Padmanabha Temple, Aranmula	78.08	73.77
14	Bihar	Tirthankar circuit	Development of Vaishali- Arrah-Masad- Patna- Rajgir- Pawapuri-Champapuri	33.97	30.04
15	Bihar	Spiritual circuit	Development of Kanwaria Route: Sultanganj – Dharmshala-Deoghar	44.76	42.52
16	Odisha	Coastal circuit	Development of Gopalpur, Barkul, Satapada and Tampara	70.82	63.56
17	Nagaland	Tribal circuit	Development of Mokokchung-Tuensang-Mon	98.14	93.24
18	Uttarakhand	Heritage circuit	Development of Kumaon Region - Katarmal - Jogeshwar - Baijnath - Devidhura.	76.32	67.62
19	Jammu & Kashmir	Himalayan Circuit	Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama	81.60	67.35
20	Jammu & Kashmir	Himalayan Circuit	Development of Tourist Facilities - Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package	90.43	74.70
21	Jammu & Kashmir	Himalayan Circuit	Development of Tourist facilities at Mantalai and Sudhmahadev	92.00	87.19
22	Jammu & Kashmir	Himalayan Circuit	Development of Tourist facilities at Anantnag-Kishwar-Pahalgam-Daksum-Ranjit Sagar Dam	86.39	69.95
23	Jammu & Kashmir	Himalayan Circuit	Development of Tourist Facilities at Gulmarg-Baramulla- Kupwara-Kargil - Leh	91.84	73.45
24	Uttar Pradesh	Buddhist Circuit	Development of Srawasti, Kushinagar, &Kapilvastu.	87.89	72.56
25	Uttar Pradesh	Ramayana Circuit	Development of Chitrakoot and Shringverpur	69.45	64.09

Goa Aguada

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
26	Andaman & Nicobar Islands	Coastal Circuit	Development of Long Island- Ross Smith Island- Neil Island- Havelock Island- Baratang Island- Port Blair.	27.57	20.89
27	Tamil Nadu	Coastal Circuit	Development of (Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari)	73.13	69.48
28	Uttar Pradesh	Spiritual Circuit	Development of Ahar- Aligarh-Kasganj-Sarosi (Unnao)-Pratapgarh- Kausambi-Mirzapur-Gorakhpur- Domariyaganj-Basti-Barabanki- Azamgarh-Kairana- Baghpat- Shahjahanpur	71.91	68.32
29	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

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
30	Uttar Pradesh	Heritage Circuit	Development of Kalinjar Fort (Banda)- Maghar Dham (Sant Kabir Nagar)- Chauri Chaura, Shaheed Sthal (Fatehpur)- Mahuar shaheed Sthal (Ghosi)- Shaheed Smarak (Meerut)	33.92	32.27
31	Bihar	Buddhist Circuit	Construction of Convention Centre at Bodhgaya	95.18	93.22
32	Assam	Heritage Circuit	Development of Tezpur – Majuli – Sibsagar	90.98	86.42
33	Himachal Pradesh	Himalayan Circuit	Development of Himalayan Circuit: Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba	68.34	64.55
34	Mizoram	Eco Circuit	Development of Eco-Adventure Circuit Aizawl -Rawpuichhip – Khawhphawp – Lengpui – Chatlang- Sakawrhmuituaitlang – Muthee – Beratlawng –Tuirial Airfield – Hmuifang	66.37	49.53
35	Rajasthan	Spiritual Circuit	Development of Churu (Salasar Balaji)- Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandheke Balaji)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) – Mehandipur Balaji- Chittorgarh (Sanwaliya Seth ji)	87.05	72.23
36	Gujarat	Heritage Circuit	Development of Vadnagar and Modhera	91.12	87.25
Total of 2016-17				**2693.26**	**2446.35**
Year 2017-18					
1	Bihar	Rural Circuit	Development of Bhitiharwa- Chandrahia- Turkaulia	44.27	39.96
2	Goa	Coastal Circuit	Development of Coastal Circuit II: Rua De Orum Creek - Dona Paula –Colva - Benaulim	99.35	94.38

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
3	Gujarat	Buddhist circuit	Development of Junagadh - Gir -Somnath - Bharuch-Kutch- Bhavnagar- Rajkot- Mehsana	26.68	22.28
4	Puducherry	Heritage Circuit	Development of Franco- Tamil Village, Karaikal, Mahe and Yanam	49.44	45.70
5	Puducherry	Spiritual Circuit	Development of Puducherry – Thirukanch- Karaikal- Yanam	34.96	30.94
6	Rajasthan	Heritage Circuit	Development of Rajsamand (Kumbhalgarh Fort) – Jaipur (Façade Illumination in Jaipur and Nahargarh Fort) – Jhalawar (Gagron Fort) – Chittorgarh (Chittorgarh Fort) – Jaisalmer (Jaisalmer Fort) – Hanumangarh (Gogamedi) – Udaipur (Pratap Gaurav Kendra) – Dholpur (Bagh-I-Nilofor and Purani Chawani) – Nagaur (Meera Bai Smarak, Merta) – Tonk (Sunehri Kothi)	70.61	60.91
7	Telangana	Heritage Circuit	Development of Heritage Circuit: Qutub Shahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb	96.90	70.61
8	Bihar	Spiritual Circuit	Development of Mandar Hill & Ang Pradesh	44.55	42.32
9	Madhya Pradesh	Eco Circuit	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River	93.76	89.08
10	Uttar Pradesh	Ramayana Circuit	Development of Ayodhya.	127.21	115.46
11	Andhra Pradesh	Buddhist Circuit	Development of: Shalihundam- Bavikonda- Amravati- Anupu	24.14	24.14
Total of 2017-18				**711.87**	**635.78**
Year 2018-19					

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
1	Maharashtra	Spiritual Circuit	Development of Waki- Adasa- Dhapewada- Paradsingha- Telankhandi- Girad	53.96	32.04
2	UP & Bihar	Development of Wayside Amenities (Sub-Scheme)	Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi - Gaya; Kushinagar - Gaya- Kushinagar in collaboration with MoRTH	15.07	14.32
3	Uttar Pradesh	Spiritual Circuit	Development of Jewar -Dadri - Sikandrabad-Noida-Khurja-Banda.	12.03	11.43
4	Jharkhand	Eco Circuit	Development of Dalma - Betla National park - Mirchaiya - Netarhat	30.11	26.37
5	Tripura	North East circuit	Development of Surma Cherra- Unakoti- Jampui Hills- Gunabati - Bhunaneshwari- Neermahal- Boxanagar- Chottakhola- Pilak- Avangchaarra	44.83	18.37
6	Punjab	Heritage Circuit	Development of Anandpur Sahib - Fatehgarh Sahib - Chamkaur Sahib - Ferozpur - Amritsar - Khatkar Kalan - Kalanour - Patiala	94.51	67.14
7	Kerala	Spiritual Circuit	Development Sivagiri Sree Narayana Guru Ashram- Arruvipuram- Kunnumpara Sree Subrahmania- Chembazhanthi Sree Narayana Gurukulam	66.43	15.57
8	Kerala	Rural Circuit	Development of Malanad Malabar Cruise Tourism Project	80.37	23.77
9	Meghalaya	North-East Circuit	Development of West Khasi Hills (Nongkhlaw- KremTirot – Khudoi & Kohmang Falls – Khri River- Mawthadraishan, Shillong), Jaintia Hills (Krang Suri Falls- Shyrmang- Iooksi), Garo Hills (Nokrek Reserve, Katta Beel, Siju Caves)	84.97	72.22

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned *	Amount Released
10	Uttar Pradesh	Spiritual Circuit	Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyagunj)	18.30	16.81
Total of 2018-19				500.58	298.04
Grand Total till 31.12.2022				5315.59	4734.11

Includes amount released to CNA as per new financial procedure

Year-wise break up

Year of Sanction	Total projects sanctioned	Amount sanctioned/ Revised Sanction in Cr.	Amount released in Cr
2014-15	2	117.61	115.12
2015-16	17	1292.27	1238.82
2016-17	36	2693.26	2446.35
2017-18	11	711.87	635.78
2018-19	10	500.58	298.04
	76	5315.59	4734.11

Somasila

Eegalapenta

Cafeteria

05

PRASHAD

Somnath, Pilgrimage Tourism, Ritual, Temples, Gujarat

CHAPTER

05.

PRASHAD

The Organization

The **'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive'** **(PRASAD)** was launched by the **Ministry of Tourism** as a **Central Sector Scheme** with the objective of **integrated development of identified pilgrimage destinations.** The scheme aimed at creation of pilgrimage/spiritual tourism infrastructure development at the pre-identified destinations.

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.**

In **April 2022,** a new category for smaller / mini projects / Basic Amenities development for pilgrimage/heritage tourism destinations with adequate recognition requiring tourism infrastructure, but not at the large scale, has been introduced under the Scheme.

For the Scheme Guidelines, kindly visit : https://tourism.gov.in/prashad-scheme

SCHEME OBJECTIVES

ACHIEVEMENTS

- Identified 73 destinations in 31 States/UTs with sanctioning of 45 projects in 25 States / UTs under at the total sanctioned cost of ₹1586.10 Cr for Major Category Projects. Till date an amount of ₹844.34 Cr has been released.
- Total completed projects under Major Category – 19 Projects.
- Identified 34 destinations in 10 States/UTs under Development of Basic Amenities Category Projects.

YEARWISE PERFORMANCE OF THE SCHEME

Year	Amount Sanctioned (in Cr.)	Amount Released (in Cr.)	Sanctioned Projects numbers
2015	216.71	37.44	9
2016	157.6	78.85	7
2017	190.13	119.64	5
2018	200.79	130.09	4
2019	104.13	139.92	3
2020	122.17	116.96	3
2021	218.4	133.85	6
2022	376.17	87.49	8
Total	**1586.10**	**844.34**	**45**

The given cost of the project is approved costs. Final executed cost of the projects may differ.

Identified destinations under Major Category

Sl. No.	State / UT	#	Destination
1	Andhra Pradesh	1	Amaravati
		2	Srisailam
		3	Simhachalam
		4	Annavaram
		5	Vedagiri
2	Arunachal Pradesh	6	Parashuram Kund
3	Assam	7	Kamakhya, Guwahati
4	Bihar	8	Gaya (Vishnupad Gaya)
		9	Patna Sahib
		10	Punaura Dham
5	Chandigarh	11	Chandigarh City
6	Chattisgarh	12	Balmeshwari Devi Temple
7	Goa	13	Bom Jesus
8	Gujarat	14	Dwarka
		15	Somnath
		16	Ambaji
		17	Rupal
		18	Kalkamata temple, Pawagarh
9	Haryana	19	Panchkula District- Nada Sahib Gurudwara, Mansa Devi
10	Himachal Pradesh	20	Maa Chintpurni
11	Jammu & Kashmir	21	Hazratbal
		22	Katra
		23	Sundarbani
12	Jharkhand	24	Deoghar
		25	Parasnath
13	Karnataka	26	Chamundeshwari devi
14	Kerala	27	Guruvayoor
		28	Cheraman Juma Masjid
		29	St Thomas Church Malyattoor
15	Leh	30	Chawkihang Vihara

Sl. No.	State / UT	#	Destination
16	Madhya Pradesh	31	Amarkantak
		32	Omkareshwar
		33	Salkanpur Devi Temple
17	Maharashtra	34	Trimbakeshwar
18	Manipur	35	Lainingthou Sanamahi Temple
		36	Hiyangthang Lairembi Temple
		37	Heibok Mahadev Temple
		38	Vishnu Temple
19	Meghalaya	39	Charanthala Durga Temple, Babedpara
		40	Nartiang Shakti Temple,
		41	Nongsawlia Church, Sohra (Cherapunji)
		42	Behdienkhlam Festival, Madan Air Nar Sacred Pool Near Jowai
20	Mizoram	43	Aizwal
		44	Ailwang
		45	Khawrulian
		46	Lunglei-Serkawn

Guruvayoor

Sl. No.	State / UT	#	Destination
21	Nagaland	47	Cathedral of Kohima
		48	Noksen Church
		49	Mission Compound, Aizuto
		50	Molungkimong
		51	Vankhosung (Wokha)
		52	Zunheboto Mission Compund
22	Odisha	53	Puri
23	Punjab	54	Amritsar
		55	Chamkaur Sahib
24	Rajasthan	56	Ajmer & Pushkar
25	Sikkim	57	Yuksom
		58	Rangpo – Development of Helidrome
26	Tamil Nadu	59	Kanchipuram
		60	Vellankanni
		61	Rameshwaram
27	Telangana	62	Jogulamba Devi Temple
		63	Bhadrachalam
		64	Ramappa (Rudreshwar Temple)
28	Tripura	65	Tripura Sundari Temple
29	Uttar Pradesh	66	Three projects approved for Varanasi.
		67	Mathura – Three projects approved for Mathura.
		68	Ayodhya
30	Uttarakhand	69	Badrinath
		70	Kedarnath
		71	Uttarkashi District (Gangotri & Yamunotri)
		72	Bageshwar
31	West Bengal	73	Belur

State wise Details of Projects under PRASHAD Scheme

(₹ in crore)

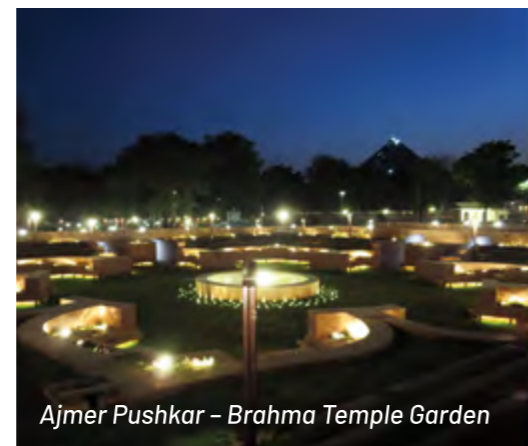| Sl. No.	State/ UTs	Project Nos	Name of the Project	Year of Sanction	Approved cost[1]	Approved cost[1]
1	Andhra Pradesh	1	Development of Amaravati Town, Guntur District as a Tourist Destination**	2015-16	27.77	27.77
		2	Development of Srisailam Temple**	2017-18	43.08	43.08
		3	Development of Pilgrimage Amenities at Sri Varaha Lakshmi Narsimha Swami Vari Devasthanam at Simhachalam in Vishakhapatnam	2022-23	54.04	Adm. Sanc. 14.12.2022
2	Arunachal Pradesh	4	Development of Parasuram Kund, Lohit Distt.	2020-21	37.88	7.34
3	Assam	5	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati**	2015-16	29.80	29.80
4	Bihar	6	Development of basic facilities at Vishnupad temple, Gaya, Bihar**	2014-15	4.27	2.91
		7	Development at Patna Sahib**	2015-16	41.54	33.23
5	Chhattis-garh	8	Development of Maa Bamleshwari Devi Temple, Rajnandgaon, Dongargarh, Chhattisgarh	2020-21	43.33	24.33
6	Gujarat	9	Development of Dwarka**	2016-17	13.08	10.46
		10	Pilgrimage Amenities at Somnath**	2016-17	45.36	45.36
		11	Development of Promenade at Somnath under PRASHAD Scheme**	2018-19	47.12	47.12
		12	Development of Pilgrim Plaza with Queue Management Complex at Som-nath Gujarat	2021-22	49.97	Adm. Appl only 10.03.22
		13	Development of Pilgrimage Tourism In-frastructure at Ambaji Temple of Banaskantha, Gujarat	2022-23	50.00	Adm. Appl only 03.08.22
7	Haryana	14	Development of Nada Saheb Gurudwara and Mata Mansha Devi Temple in Panchkula District	2019-20	49.52	28.77
8	JAMMU & KASHMIR	15	Development at Hazratbal,	2016-17	40.46	32.37
9	Jharkand	16	Development of Baidyanathji Dham, Deoghar**	2018-19	39.13	31.23
10	Kerala	17	Development at Guruvayur Temple**	2016-17	45.19	45.19

Sl. No.	State/ UTs	Project Nos	Name of the Project	Year of Sanction	Approved cost[1]	Approved cost[1]
11	Madhya Pradesh	18	Development of Omkareshwar**	2017-18	43.93	43.93
		19	Development of Amarkantak	2020-21	49.99	4.86
12	Maharash-tra	20	Development of Trimbakeshwar	2017-18	52.92	27.67
13	Maghalaya	21	Development of Pilgrimage Facilitation in Meghalaya	2020-21	29.32	17.59
14	Mizoram	22	Development of infrastructure for Pil-grimage and Heritage Tourism in the State of Mizoram under PRASHAD Scheme	2022-23	44.88	Adm. Sanction 14.12.22
15	Nagaland	23	Development of Pilgrimage Infrastructure in Nagaland	2018-19	25.26	21.33
		24	Development of Pilgrimage and Tourism infrastructure at Zunheboto, Nagaland under PRASHAD Scheme	2022-23	18.18	Adm. Sanction 4.11.22
16	Odisha	25	Infrastructure Development at Puri, Shree Jagannath Dham – Ramachandi - Prachi River front at Deuli under Mega Circuit##	2014-15	50.00	10.00
17	Punjab	26	Development of KarunaSagar Valmiki Sthal at Amritsar **	2015-16	6.40	6.40
		27	Development of Chamkaur Sahib at Rupar, Punjab under PRASHAD Scheme	2021-22	31.57	7.26
18	Rajasthan	28	Integrated Development of Pushkar/ Ajmer	2015-16	32.64	26.11

Sl. No.	State/ UTs	Project Nos	Name of the Project	Year of Sanction	Approved cost[1]	Approved cost[1]
19	Sikkim	29	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32	18.50
20	Tamilnadu	30	Development of Kanchipuram**	2016-17	13.99	13.99
		31	Development of Vellankani**	2016-17	4.86	4.86
21	Telangana	32	Development of Jogulamba Devi Temple, Alampur	2020-21	36.73	10.27
		33	Development of pilgrimage infrastruc-ture at Bhadrachalam, Bhadadri Kottagudam Distt of Telangana	2022-23	41.38	Adm. Sanction 22.12.22
		34	Development of Pilgrimage and Heritage Tourism infrastructure at Rudreshwar (Ramappa) Temple, Mulugu	2022-23	62.00	Adm. Sanction n 22.12.22
22	Tripura	35	Development of Tripura Sundari Temple, Udaipur	2020-21	37.80	21.18

Ajmer Pushkar – Brahma Temple Garden

Ajmer Pushkar – Brahma Temple Garden

Srisailam, Andhra Pradesh

Sl. No.	State/ UTs	Project Nos	Name of the Project	Year of Sanction	Approved cost[1]	Approved cost[1]
23	Uttara-khand	36	Integrated Development of Kedarnath**	2015-16	34.77	34.77
		37	Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham (Uttarakhand) under PRASHAD Scheme	2018-19	56.13	20.79
		38	Augmentation of Pilgrimage Infrastruc-ture Facilities and Gangotri and Yamu-notri Dham in Uttarakhand under PRASHAD Scheme	2021-22	54.36	14.06
24	Uttar Pradesh	39	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)**	2014-15	10.98	10.98
		40	Construction of Tourist Facilitation Cen-tre at Vrindavan, Distt. Mathura**	2014-15	9.36	9.36
		41	Development of Varanasi –Phase –I**	2015-16	20.40	16.32
		42	Cruise Tourism in River Ganga, Varanasi**	2017-18	9.02	9.02
		43	Development of Varanasi Under Prashad Scheme – Phase II	2017-18	44.60	31.77
		44	Development of Infrastructure facilities at Govardhan, Mathura, UP	2018-19	39.74	30.97

Trimbakeshwar, Maharashtra

Kusum Sarovar, Govardhan

Sl. No.	State/ UTs	Project Nos	Name of the Project	Year of Sanction	Approved cost[1]	Approved cost[1]
25	West Bengal	45	Development of Belur	2016-17	30.03	23.39
			Total		**1586.10**	**844.34**

** Physical execution of the project completed.
Execution of the project declared completed to the extent of executed works. Final Cost to be decided.
1 Approved cost of the completed projects is the final executed cost.

Identified destinations under Basic Amenities Category

Sl. No.	State/UTs	#	Destination	No of projects
1	Chhattisgarh	1	Shiva Temples at Madkudweep, Mungeli	1
		2	Maa Chandrahasini Dev I Mandir, Janjgir Champa	1
2	Karnataka	3	Sri Madhwa Vana, Kunjarugiri, Udupi District	1
		4	Papnash Temple, Bidar District	1
		5	Sri Renuka Yallamma Temple, Saudatti, Belagavi District	1
3	Madhya Pradesh	6	Sanichara Temple of Morena District	1
		7	Shri Peetmbra Peetha of Datia, a complex of Hindu Temple	1
		8	Development of Orchha	1
4	Meghalaya	9	Solar illumination and general improvement at six places of Garo Baptist Krima Association	6
		10	Mokalgonchu Baptist Church, West Garo Hills.	1

Sl. No.	State/UTs	#	Destination	No of projects
5	Mizoram	11	Changsil, Sairang, Aizawl District	2
		12	Bethel Ministry, Lengte, Mamit District	1
		13	Vangchhia, Champhai District	1
6	Nagaland	14	Laxmi Mandir Dimapur	1
7	Rajasthan	15	Shri Karni Mata Mandir, Bikaner	1
		16	Shri Kapil Muni Mamdir, Kolayat ji, Bikaner	1
8	Tamil Nadu	17	Navagriha Temple at 4 places	4
9	Telangana	18	Sri Venkateshwara Swami Temple, Manyamkonda, Mahaboobnagar	1
		19	Dichpalli Ramalayam, Nizamabad District	1
		20	Sri Raja Rajeswara Temple, Vemulawada Rajanna Sirchil-la District	1
		21	Kudal Valley Ramalingeshwara Devasthanam, Siddipet	1
		22	Goddess Yellamma Temple at Balkampet, Hyderabad	1
		23	Goddess Maisigandi Maisamma Temple at Amangal, Rangareddy District	1
10	Tripura	24	Bhubneshwari Temple, Gomti	1
		25	Tirthamukh Gomti	1

Details of the funds released under PRASHAD Scheme during Jan. to Dec. 2022

Sl. No.	State/UTs	Name of Project	Amount Released (INR)	Sanction Date
1	Chhattisgarh	3rd Installment of Development of Maa Bamleshwari Devi Temple, Dongargarh, District Rajnandgaon, Chhattisgarh under PRASHAD Scheme	9,28,65,000	28-Feb-22
2	Chhattisgarh	4th Installment of Development of Maa Bamleshwari Devi Temple, Dongargarh, District Rajnandgaon, Chhattisgarh under PRASHAD Scheme	9,67,49,000	10-Oct-22
3	Gujarat	Development of Promenade at Somnath under PRASHAD scheme	2,35,57,000	3-Nov-22
4	Kerala	Development of Guruvayur Temple under PRASHAD Scheme of the Ministry of Tourism	8,27,59,000	14-Sep-22
5	Madhya Pradesh	Development of Omkareshwar**	8,06,00,000	5-Dec-22

Sl. No.	State/UTs	Name of Project	Amount Released (INR)	Sanction Date
6	Maharashtra	Development of Triyambakeshwar, Nasik under PRASHAD Scheme	4,94,50,000	25-Mar-22
7	Maharashtra	3rd Installment of Development of Triyambakeshwar, Nasik under PRASHAD Scheme	5,61,73,000	17-Oct-22
8	Meghalaya	4th Installment of Development of Pilgrimage Facilitation in Meghalaya under PRASHAD Scheme of Ministry of Tourism	8,79,56,000	23-Sep-22
9	Nagaland	4th Installment of Development of Pilgrimage Infrastructure in Nagaland under PRASHAD Scheme	5,00,01,000	28-Feb-22
10	Nagaland	5th Installment of Development of Pilgrimage Infrastructure in Nagaland under PRASHAD Scheme	4,34,90,000	18-Oct-22
11	Punjab	Development of Chamkaur Sahib at Ropar, Punjab under PRASHAD Scheme	7,25,93,000	14-Sep-22
12	Tripura	2nd Installment of Development of Mata Tripura Sundari Temple, Udaipur, Tripura under PRASHAD Scheme"	7,82,88,442	25-Mar-22

Sri Chennakeshava Swamy Temple, Belur

Sl. No.	State/UTs	Name of Project	Amount Released (INR)	Sanction Date
13	Tripura	3rd Installment of Development of Mata Tripura Sundari Tem-ple, Udaipur, Tripura under PRASHAD Scheme"	7,20,65,445	10-Oct-22
14	Uttar Pradesh	Development of Mathura -Vrindavan as a mega Tourist Circuit (Phase-II) in UP under PRASHAD Scheme of Ministry of Tourims	60,34,000	10-Oct-22
15	Uttar Pradesh	Development of River Cruise in Varanasi, Uttar Pradesh under PRASHAD Scheme of MOT	44,21,500	21-Oct-22
16	Telangana	2nd Installment of Development of Jogulamba Devi Temple, Alampur	5,13,73,000	8-Mar-22
17	Telangana	3rd Installment of Development of Jogulamba Devi Temple, Alampur**	3,48,9000	14-Dec-22
18	Sikkim	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom, Sikkim	9,00,44,000	22-Feb-22
19	Uttarakhand	Integrated Development of Kedarnath	22,60,000	3-Jan-22
	TOTAL		104,42,27,887	

** Concurred by IFD

Employment Generation

Sl. No.	Project Name	Employment Generation (Man days)	
		Indirect	Direct
1	Development of Vellankini, Tamil Nadu	37,896	2,365
2	Development of Kanchipuram, Tamil Nadu	80,244	5,985
3	Development of Mathura TFC, UP	65,652	15,450
4	Development of Karuna Sagar Valmiki Tirath Sthal at Amritsar	18,480	730
5	Development of Pilgrimage Amenities at Somnath, Gujarat	2,45,800	11,640
6	Development of Amaravati, Andhra Pradesh	1,94,160	27,500
7	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	97,863	271
8	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati, Assam	47,200	–
9	Development of Dwarka, Gujarat	294	38
10	Integrated Development of Pushkar/Ajmer, Rajasthan	4,995	–

Sl. No.	Project Name	Employment Generation (Man days)	
		Indirect	Direct
11	Development of Promenade at Somnath under PRASHAD Scheme	2,03,400	10,950
12	Srisailam	1,94,170	27,500
13	Gaya	–	25,585
14	Development at Guruvayur Temple, Kerala	1,67,239	22,995
15	Development of Kedarnath	60,890	10,040
16	Omkareshwar	8,55,120	42
17	Development of Varanasi –Phase –I	61,957	35,977
18	Cruise Tourism in River Ganga, Varanasi	9,144	4,032
	Total	23,44,504	2,01,100

Srisailam, Andhra Pradesh

The President, Smt. Droupadi Murmu inaugurated project of Development of Srisailam Temple under 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' scheme and inaugurated a Tourism Facilitation Centre, in Andhra Pradesh on December 26, 2022.

CHAPTER

06

ASSISTANCE TO CENTRAL AGENCIES

Bhupen Hazarika Setu - Assam

CHAPTER

06.

ASSISTANCE TO CENTRAL AGENCIES

6.1 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 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.

6.1.1 Details of Amount released from the scheme "Assistance to Central Agencies for Tourism Infrastructure Development" under Joint Development of Railway Station with Ministry of Railways

50:50 cost sharing basis during 01.01.2022 - 31.12.2022

S.No	State	Name of Project	Amount Released
1.	Kamakhya, Assam	Kamakhya Railway Station	Rs. 5.00 lakh on 06.01.2022 as 3rd / Final Instalment
2.	Guwahati Assam	Guwahati Railway Station	Rs. 36.00 lakh on 03.01.2022 as 3rd / Final Instalment

S.No	State	Name of Project	Amount Released
100% cost sharing basis during 01.01.2022 - 31.12.2022			
3.	Goa	Konkan Railway Corporation Ltd for development of Madgaon, Thivim and Karmali Railway Stations	Rs. 7.50 crore on 23.02.2022 as 2nd Instalment

6.1.2 **Details of Amount released to other Central Agencies under the scheme "Assistance to Central Agencies for Tourism Infrastructure Development"**

(₹ in lakhs)

Sl. No.	Year	Name of State	Name of Project	Agency	Amount Released
1	**2019-20**	Delhi	CFA for Development & renovation of selected facilities of National Museum	National Council of Science Museums (NCSM)	2186.00
2		Delhi	CFA for Illumination of Building of National Gallery of Modern Art	National Council of Science Museums (NCSM)	190.00
3		Kerala	CFA for Development of Additional infrastructure in the new Cochin Port Trust Terminal	Cochin Port Trust	822.85
4		Uttar Pradesh (Varanasi & Allahabad-I, Allahabad-II), Bihar (Bhagalpur), West Bengal (Kolkata) & Assam (Neamati, Pandu, Jogighopa & Biswanathghat)	CFA for Development of Jetties at nine (09) main points of embarkation/ disembarkation of River Cruise on National Water ways No. 1& 2	IWAI	700.76
5	**2020-21**	Madhya Pradesh	Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh by ITDC	ITDC	1008.27

Jalianwala Bagh National Memorial

Sl. No.	Year	Name of State	Name of Project	Agency	Amount Released
6		Leh &Ladakh	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	ITDC	515.99
7		Delhi	3D visual projection mapping of NGMA Building	NGMA	308.13
8		Mizoram	Development of Convention Centre and associated Infrastructure at Aizawl, Mizoram	WAPCOS	1570.71
9	2021-22	Goa	Creation of facilities for International and Domestic Cruise Vessels at Mormugao Port, Goa by Mormugao Port Trust (MPT)	Murmugao Port Trust	2500.00
10	2021-22	Maharashtra	Upgradation/Modernization to International Cruise Terminal at Indira Dock, Mumbai Port Trust	Mumbai Port Trust	1875.00
11	2022-23	Rajasthan	Development of border tourism at Border Security Force Check Post, Tanot complex	BSF	160.70
12	2022-23	NER	Development of 22 viewpoints in North Eastern State (i) Nagaland (2 view points) (ii) Meghalaya (3 view points) (iii) Mizoram (9 view points) (iv) Arunachal Pradesh (4 view points) (v) Manipur (3 view points) (vi) Sikkim/West Bengal (1 view point)	NHIDCL	444.40

Sl. No.	Year	Name of State	Name of Project	Agency	Amount Released
13	2022-23	Telangana	Multimedia Laser Show with Water Screen and Musical Fountain at Sanjeevaiah Park, Hyderabad, Telanagana	BECIL	490.00
14		Telangana	Design, Supply, Installation, Testing & Commissioning of Digital Multimedia Technology and Lightings at Osmania Arts University, Hyderabad Telangana	BECIL	117.00
			Total		**12889.81**

6.2 **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. 6.70 crore has been released to various States/UTs for organizing fairs and festivals in the year 2021-22.

Details of amount released for fairs and festivals during financial year 2021-22.

(₹ in lakhs)

Sl. No	States /UTs	Name of Fairs & Festival and Dates	Amount Released
1	Mizoram	(i) Anthurium Festival (ii) Winter Festival	50.00
2	Punjab	(i) Harivallabh Sangeet Sammelan- Jalandhar (ii) Holla-Mohala at Shri Anandpur Sahib	50.00
3	Telangana	(i) Bathukamma Festivals (ii) Medaram Jatara at Mulugu	50.00
4	Madhya Pradesh	(i) Jal Mahotsav (ii) Pachmarhi Utsav, Pachmarhi (iii) Khajuraho Dance Festival, Khajuraho	50.00
5	Meghalaya	(i) Wangala Dance Festival (ii) Nongkrem Dance Festival	50.00
6	Chandigarh	(i) Chandigarh Carnival (ii) New Year Extravaganza (iii) 50th Chandigarh Rose Festival	30.00
7	Nagaland	(i) Hornbill Festival (ii) Angami's Sekrenyi Festival	30.00

Sl. No	States /UTs	Name of Fairs & Festival and Dates	Amount Released
8	Sikkim	(i) Cherry Temi Tea & Tourism Festival Temi Tea Gardens South Sikkim (ii) Khangchendzonga Winter Carnival Festival (iii) Jorethang Maghey Mela	50.00
9	Uttarakhand	(i) Tehri Lake Festival during (ii) International Yoga festival from	50.00
10	Arunachal Pradesh	(i) Easterly Essence Ledum Festival during & (ii) Orange Festival of Music and Adventure during	50.00
11	Assam	(i) Bhogali Festival (ii) Rongoli Festival	
12	Tamil Nadu	Indian Dance Festival from	50.00
13	Puducherry	(i) 27th Yoga Festival at Puducherry (ii) Yanam People's Festival (iii) Carnival Festival at Karaikal	30.00
14	Himachal Pradesh	International Shivratri Fair	25.00
15	Goa	(i) Carnival Festival (ii) Shigmo Festival	50.00
16	Haryana	Surajkhund Mela 2021-22	30.00
		Total	**670.00**

07

NEW TOURISM PRODUCTS (NICH TOURISM)

Havelock Bird

07.

NEW TOURISM PRODUCTS (NICH 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 and Wellness
iv.   Golf
v.   Polo
vi.   Meetings Incentives Conferences & Exhibitions(MICE)
vii.   Eco-tourism
viii. Film Tourism
ix.   Sustainable Tourism
x.   Rural Tourism

Recognition of Responsible Tourism at National Tourism Awards
The Western Routes wins National Award for Responsible Tourism

India's Tourism sector is moving towards creative, responsible and inclusive growth: Shri G. Kishan Reddy

7.1   Cruise Tourism

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. Details of projects sanctioned for the development of Cruise Terminals and related infrastructure under the Scheme for 'Assistance to Central Agencies for Tourism Infrastructure Development' may be provided by IDD Division.

7.1.1   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. The 13th meeting of the Task Force on Cruise Tourism was held on 27.04.2022.

7.1.2

The first was held on 14 to 15th May, 2022 in Mumbai. It was the first cruise conference Incredible India International Cruise Conference to bring all stakeholders together and it was very successful. The Ministry of Tourism joined with the Ministry of Shipping in participating in this event.

Incredible India International Cruise Conference held on 14 to 15th May, 2022 in Mumbai

Incredible India International Cruise Conference, Mumbai

7.2 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.

Initiatives of Ministry of Tourism to Promote Adventure Tourism

7.2.1 To position India as a preferred destination for adventure tourism globally, Ministry of Tourism has formulated a National Strategy for Adventure Tourism. Following strategic pillars have been identified in the strategy document for development of sustainable tourism, adventure tourism and ecotourism:

(i)   State assessment, ranking and strategy
(ii)   Skills, capacity building and certification
(iii)   Marketing and promotion
(iv)   Strengthening adventure tourism safety management framework
(v)   National and State-level rescue and communication grid
(vi)   Destination and Product Development
(vii)   Governance and Institutional Framework

7.2.2 A National Board for Adventure Tourism has been constituted under the Chairpersonship of by Secretary(T), comprising of representatives from identified Central Ministries/ organizations, State Governments/ UT Administrations and Industry Stakeholders. The Board shall guide the operationalization and implementation of the strategy to promote and develop adventure tourism in the Country covering:

(i)   Detailed action plan and formulation of dedicated scheme
(ii)   Certification Scheme
(iii)   Safety guidelines
(iv)   Capacity building, replication of national and global best practices
(v)   Assessment of state policies and ranking
(vi)   Marketing and promotion
(vii)   Destination and product development
(viii) Private sector participation
(ix)   Specific strategies for adventure tourism
(x)   Any other measures for growth of adventure tourism in the country.

7.2.3 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.

Adventure Tourism development through Swadesh Darshan in Vagamon, Kerala

National Strategy for Adventure Tourism

Ministry of Tourism presented the untapped potential of Incredible India as Adventure Destination in Expo 2020 Dubai

MoT at Expo 2020 Dubai

7.3   Medical And Wellness 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 travelers 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.

7.3.1   In order to boost Medical Tourism in the country, Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism. The Strategy has identified the following key pillars:

(i)   Develop a brand for India as a wellness destination

(ii)   Strengthen the ecosystem for medical and wellness tourism

(iii)   Enable digitalization by setting up Online Medical Value Travel (MVT) Portal

(iv)   Enhancement of accessibility for Medical Value Travel

(v)   Promoting Wellness Tourism

(vi)   Governance and Institutional Framework

7.3.2   As part of its on-going activities, Ministry of Tourism, releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. Digital promotions are also regularly undertaken through the Social Media accounts of the Ministry on different themes including the theme of Medical Tourism.

7.3.3   'Medical Visa' has been introduced, which can be given for specific purpose to foreign travellers coming to India for medical treatment. 'E- Medical Visa' and 'E-Medical Attendant Visa' have also been introduced. Updated figure of number of countries for which this visa type has been introduced may be provided by TT Division.

7.3.4   Ministry of Tourism provides financial Assistance under Market Development Assistance Scheme to Medical Tourism Service Providers accredited by NABH for participation in Medical/ Tourism Fairs, Medical Conferences, Wellness Conferences, Wellness Fairs and allied Road Shows.

7.3.5   In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Ministry of Tourism has constituted a National Medical and Wellness Tourism Board with the Hon'ble Minister (Tourism) as its Chairman.

7.3.6   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.

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 roadshows, 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.

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".

7.4   Golf Tourism

National Strategy for Medical and Wellness Tourism

The Ministry of Tourism has framed guidelines for extending financial support for promotion of golf tourism.

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) headed by Secretary (T) in its meetings held from time to time.

7.5   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. Ministry has sponsored International Women Polo Tournament from 17th to 21st January, 2020 at Manipur.

7.6   Meeting Incentives Conferences and Exhibitions (MICE)

7.6.1   Ministry of Tourism has formulated a National Strategy and Roadmap for MICE Industry. To promote the growth of MICE industry in the country and India as a MICE destination, the following strategic interventions have been identified in the strategy document:

(i)   Institutional support for MICE
(ii)   Developing Eco-system for MICE
(iii)   Enhance competitiveness of Indian MICE industry
(iv)   Enhance ease of doing business for MICE events
(v)   Marketing India as a MICE destination
(vi)   Skill development for MICE industry

7.6.2   An India MICE Board has been constituted under the Chairpersonship of by Secretary (T), comprising of representatives from identified Central Ministries/ organizations, State Governments/ UT Administrations and Industry Stakeholders. The Board shall coordinate implementation of various initiatives and strategies to facilitate growth of MICE Industry in India covering:

(i)   Detailed action plan and dedicated scheme for promotion of MICE
(ii)   Institutional support for MICE
(iii)   Developing Eco-system for MICE, replicating national and global best practices
(iv)   Enhance competitiveness of Indian MICE industry
(v)   Enhance ease of doing business for MICE events
(vi)   Marketing India as a MICE destination
(vii)   Skill development for MICE industry
(viii)   Any other measure, which can facilitate development of MICE Industry

7.6.3   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.

Ministry of Tourism in association with ICPB organised the MICE Roadshow at Khajuraho in March 2021 to bring the domestic buyers and suppliers of the industry on this platform to reiterate India's strengths as a MICE destination.

'Meet in India', a distinct sub-brand under 'Incredible India' to promote the country as a MICE destination was launched during the Khajuraho MICE Roadshow. The sub brand will sharpen promotional campaigns to position India as an attractive MICE destination with all prerequisites - excellent connectivity, world class infrastructure, a knowledge hub and unique tourist attractions.

7.7   Promotion of Ecotourism

Meet in India Campaign to promote India as MICE destination

National Strategy and Roadmap for MICE Industry

7.7.1   To position India as a preferred destination for ecotourism globally, Ministry of Tourism has formulated a National Strategy for Eco-Tourism. Following strategic pillars have been identified for development of ecotourism in the strategy document:

(i)   State Assessment and Ranking

(ii)   State Strategy for Eco Tourism

(iii)   IEC, Capacity Building and Certification

(iv)   Marketing and Promotion

(v)   Destination and Product Development

(vi)   Public Private and Community Partnerships

(vii)   Governance and Institutional Framework

7.7.2   A National Board for Sustainable Tourism has been constituted under the Chairpersonship of by Secretary (T), comprising of representatives from identified Central Ministries/ organizations, State Governments/ UT Administrations and Industry Stakeholders. The Board shall guide the operationalisation and implementation of various strategic initiatives for development of sustainable tourism and Eco-tourism in the Country:

Construction of Eco Lodge at Idukki & Peerumeedu to develop Ecotourism Circuit in Kerala

National Strategy for Ecotourism

(i)   Detailed action plans and formulation of dedicated schemes

(ii)   Certification Schemes

(iii)   Capacity building, replication of national and global best practices

(iv)   Marketing and promotion

(v)   Private Sector Participation

(vi)   Destination and Product Development

(vii)   Specific strategies for sustainable and ecotourism

(viii) Any other measures for growth of sustainable and ecotourism in the country.

7.8   Promotion of Sustainable and Responsible Tourism

7.8.1   To position India as a preferred global destination for sustainable and responsible tourism. Ministry of Tourism has formulated National Strategy for Sustainable Tourism. Following strategic pillars have been identified for the development of sustainable tourism in the strategy document:-

(i)   Promoting Environmental Sustainability

(ii)   Protecting Biodiversity

(iii)   Promoting Economic Sustainability

(iv)   Promoting Socio-Cultural Sustainability

(v)   Scheme for Certification of Sustainable Tourism

(vi)   IEC and Capacity Building

(vii)   Governance

7.8.2   A National Board for Sustainable Tourism has been constituted under the Chairpersonship of by Secretary (T), comprising of representatives from identified Central Ministries/ organizations, State Governments/ UT Administrations and Industry Stakeholders. The Board shall guide the operationalization and implementation of various strategic initiatives for development of sustainable tourism and Eco-tourism in the Country:

(i)   Detailed action plans and formulation of dedicated schemes

(ii)   Certification Schemes

(iii)   Capacity building, replication of national and global best practices

(iv)   Marketing and promotion

(v)   Private Sector Participation

(vi)   Destination and Product Development

(vii)   Specific strategies for sustainable and ecotourism

(viii) Any other measures for growth of sustainable and ecotourism

7.8.3   The Ministry has signed a Memorandum of Understanding (MoU) with the United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) on 27th 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.

7.8.4   The Ministry of Tourism also organised a National summit for developing Sustainable and Responsible tourism Destination and Responsible Traveller Campaign in association with RTSOI and UNEP on 4th June, 2022 at New Delhi on eve of World Environment Day. The summit was attended by representatives from identified central Ministries, State Governments/ UT Administration and Industry Stakeholders.

7.8.5   In order to create mass awareness Ministry in collaboration with IITTM (Central Nodal Agency- Sustainable Tourism) has launched Travel for LiFE Pledge on MyGov.in and monthly e –newsletters are also being sent to State Governments / UT Administrations and Industry stakeholders.

Ministry of Tourism, in collaboration with CNA-ST, UNEP and RTSOI conducted its first Regional Workshop for Development of Sustainable Tourism on 29.11.2022 for the States of Western and Central Region.

Ministry of Tourism has launched Pilot STCI certification on NIDHI+ portal for Accommodation Units. The Certification for Tour Operator and Destinations will be launched soon.

Travel for LiFE Pledge Launched
on mygov.in to motive responsible
behaviour

Travel for LiFE Pledge

National Strategy for Sustainable Tourism

National Summit on Developing
Sustainable & Responsible Tourist
Destinations and Responsible
Traveller Campaign

News on National Summit
for Sustainable Tourism

STCI Certification

Regional Workshop for Development of Sustainable Tourism for the States of Western and Central Region

News on Regional Workshop on Sustainable Tourism

7.9   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 component s 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. Ministry has supported Global Film Festival Sikkim held from 28th February to 1st March, 2020 to showcase Film Tourism.

7.10   Rural Tourism

Ministry of Tourism has notified National Strategy for Rural Tourism and Rural Homestays dated 29th April 2022. 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

The Ministry has designated Indian Institute of Tourism and Travel Management (IITTM) as Central Nodal Agency (CNA-RT) for assisting the Ministry in the implementation of the Strategy.

A Task Force for development of Rural Tourism and Rural Homestays has been set up in June 2022 with Secretary (Tourism) as Chairman to act as a forum for resolving issues related to development and promotion of Rural Tourism and Rural Homestays in the country.

The last two meetings of the Task Force for development of Rural Tourism and Rural Homestays were held on 10.08.2022 & 01.11.2022. The meetings were attended by various Central, State Governments and Industry Stakeholders. During these two meetings, deliberations were made on the following issues: –

I.   State Assessment and Ranking as Rural Tourism and Rural Homestay Destination
II.   Identifying Best Rural Tourism Villages
III.   Replication of best practices for developing Rural Tourism and Rural Homestays
IV.   Digital Portal for Rural Tourism Destinations Attractions/ Homestays
V.   Marketing and Promotion of Rural Tourism and Rural Homestays
VI.   Development Rural Tourism Clusters and Products
VII.   Framing of Centrally Sponsored Scheme for Rural Tourism

CNA-RT conducted workshop for States to build technical skills to upload Rural Tourism and Rural Homestays on NIDHI+ to build central database for Rural Tourism and Rural Homestays

Ministry of Tourism, in collaboration with CNA-ST, conducted Stakeholder Consultation Meeting for Rural Homestay Development.

Saguna Baug wins National Tourism Award for Best Rural/Agri/Plantation Project

National Strategy for Rural Homestays

National Strategy for Rural Tourism

(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

7.11   National Tourism Policy

A draft National Tourism Policy has been formulated by Ministry of Tourism. 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

08

HOTEL AND TRAVEL-TRADE

Luxury Train

CHAPTER

08.

HOTEL AND TRAVEL–TRADE

8.1   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), Legacy Vintage (Grand) and Apartment Hotels. 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 Committees 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.

8.1.1   National Integrated Database of Hospitality Industry+

1. The Ministry of Tourism has set up National Integrated Database of Hospitality Industry (or NIDHI), a technology driven system, aligned with our Hon'ble Prime Minister's vision of an "Atmanirbhar Bharat", which is to facilitate digitalization and promote ease of doing business for hospitality & tourism sector. It provides clear picture on the geographical spread of the Hospitality & Tourism Sector, its size, structure and existing capacity so as to offer relevant services to the industry like showcasing, Star Classification etc. NIDHI Portal would help in assessing the facilities available at various destinations,

requirements for skilled human resources and to frame policies & strategies for promotion / development of tourism at various destinations.

2. This initiative has been upgraded as NIDHI+ to have more inclusivity, that is, of not only Accommodation Units, but also Travel agents, Tour Operators, Tourist Transport Operators, Food & Beverage Units, Online Travel Aggregators, Convention Centers and Tourist Facilitators. The new system also envisages a larger role of the State Governments and Union Territories apart from our Industry Associations and other stakeholders. The portal may be accessed at https://nidhi.tourism.gov.in.

3. NIDHI+ is being built on a tech-powered platform aligned with the vision of National Digital Tourism Mission and will allow incremental upgrades in order to achieve a scalable and stable ecosystem.

4. The National Digital Tourism Mission (NDTM) is intended to connect stakeholders in the tourism eco-system digitally in the same lines of the National Health Mission. Digitalization is key to bring tourism activities under a unified system and thereby enhance the competitiveness of the Hospitality & Tourism sector. NIDHI+ is positioned as a cog in the wheel of NDTM.

8.2   Other categories of Accommodation units approved

The Ministry also has voluntary schemes for approval in categories such as Timeshare Resorts, Operational Motels, Guest Houses, Bed & Breakfast/ Homestay Establishments, Tented Accommodation, as well as Online Travel Aggregators, Stand—alone Air Catering Units, Convention Centres, Standalone Restaurants.

8.2.1   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.

8.2.2   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 built / 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.

8.2.3   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 tourists — 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, Ministry of Tourism has a voluntary scheme for approval of restaurants in the country.

8.2.4   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.

8.2.5   Approval of Motels

Motels are an important segment of the hospitality sector which provide budget accommodation. Motels cater to the hospitality requirements of road travellers 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.

8.2.6   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.

8.2.7   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.

8.2.8   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. 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 a 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 https://nidhi.tourism.gov.in.

8.2.9   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.

8.2.10   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 Centres to meet this requirement. To encourage investment and standardized facilities in these areas, this Ministry grants approval to Convention Centres.

8.2.11   Online Travel Aggregators (OTA's)

The guidelines for the scheme of approval / re-approval of Online Travel Aggregators (OTAs) 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 Aggregator to obtain accreditation from the Ministry of Tourism.

8.2.12   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.

8.2.13   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.

Further, vide notification dated 26th 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.

8.3   Incentives announced for the Tourism Sector

The Ministry of Tourism has taken up the GST taxation slabs with the Ministry of Finance, Government of India from time to time, as a result of which the following changes have been effected in GST rate slabs with respect to tourism products and services:

GST (Goods and Services Tax) Council announced a cut in the tax rate on hotel room tariffs, a move aimed at giving a boost to the hospitality sector. The GST rate on hotel rooms with tariffs of up to Rs 7,500 per night has been cut to

12% from the existing 18%. Similarly, the tax on room tariff of above Rs 7,500 has been slashed to 18% from the existing 28%. There will be no GST on room tariffs of below Rs 1,000 per night.

The basis for determination of the applicable rate has been changed from declared tariff to actual tariff.

GST on restaurants eateries has been brought down to 5% irrespective of whether they are air-conditioned or not. If a restaurant is located within the premises of hotels, inns, guest houses, club or any commercial place meant for residential or lodging purposes with a daily tariff of Rs.7500 per day per unit or above, the tax will be 18%.

8.4   System for Awareness, Assessment and Training for Hospitality Industry (SAATHI).

The Ministry of Tourism in association with the Quality Council of India launched the System for Awareness, Assessment and Training for Hospitality Industry (SAATHI) scheme to assist the hospitality industry in their preparedness in ensuring safety and health of guests and employees.

As India opens up for tourism, hotel owners can easily get themselves trained and certified through SAATHI website following three easy steps - Self Certification, Participation Certificate and site assessment.

8.5   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.

Approved Incredible India Tour Guides (IITG) on tour assignments at various tourist sites in Kolkata.

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. To encourage participation of female candidates, they are provided with 50% concession in the 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.

So far, Incredible India Tourism Facilitator Basic Course online exam has been conducted for three times, wherein, a total 3795 candidates have completed the IITF Basic exam. IITFC Advanced (Heritage) course has been launched

by IITTM on 03.08.2022 on IITF portal and is open for registration. Ministry of Tourism through IITTM is also in process of conducting IITFC advanced (Adventure) and spoken foreign language (other than English) courses for candidates, shortly.

Vide amendment in the guidelines dated 11.01.2021, the existing Regional Level Guides (RLG) have been renamed as Incredible India Tourist Guide (IITG) and they have been integrated with this new system of IITF/ IITG. The nomenclature of existing Regional Level Guide (RLG) will be changed to Incredible India Tourist Guide (IITG) on completion of the Refresher Course, and their area of operation has been widened from a specified region to Pan India. This would enable them to continue guiding at ASI Protected Monuments and Heritage Sites, in addition to other tourism sites and destinations in the country.

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 has been divided in 05 categories, based on their experience criteria, which are as under:

S. No.	Total projects sanctioned	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 (*****)

8.6   e-Marketplace platform for IITFs/ IITGs

With the purpose of job creation, the Ministry of Tourism on 08.03.2022 launched the concept of digital platform (E-Marketplace) as part of digital tourism solution for IITFs / IITGs, to provide Web and Mobile App based interaction mechanism to be used by the tourists and certified tourist facilitators/ Tourist Guides. It has been made online (Beta version) w.e.f. 12.08.2022. The IITFC and IITGs would be able to update their profile, experience, services offered, qualifications, area of expertise, tariffs, availability of dates etc. to be displayed on the portal, wherein, the tourist would be able to create their

profile, search for tourist facilitators/Guides and make the bookings. The tourist, from their own comfort of location, can search the facilitators/Guides for any destination and make the booking for his upcoming trips to the country. This web-based solution (E-marketplace platform) is intended to be used for managing the facilitator/Guides profile, bookings, manage ratings of the facilitators/Guides, user feedback (positive & negative), languages known and content management. The solution would also support modular development and deployment of additional functionalities in future on requirement basis, such as: inclusion of team leaders, supervisor, system integrators, Quality analyst, Software developers etc. This would be compliant to global standards and specifications for web-based e-Market Place, where tourists not even can schedule their appointment through this portal, but also can make payment to their service provider. It may be stated that the overall experience of the E-Marketplace portal under IITFC/IITG program of the Ministry would work as a bridge between the customer and the service provider. This will encourage the Tourist guides & Tourist Facilitators to improve their services and will therefore help promoting the 'Incredible India' brand.

8.7   Loan Guarantee scheme for COVID Affected Tourism Sector (LGSCATSS

Ministry of Tourism is running the "Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)", under which, loan upto Rs. 10.00 lakh is extended to each Tour Operators/ Travel Agents/ Tourist Transport Operators approved/recognized by the Ministry of Tourism, upto Rs. 1.00 lakh is 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.

Purpose of the LGSCATSS 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 31.03.2023 or till the guarantee of Rs. 250.00 crores are issued under the scheme, whichever is earlier and is applicable to all eligible loans sanctioned under the scheme on or after 04.10.2021 (issuance of LGSCATSS guidelines by NCGTC) till 31.03.2023. No guarantee fee will be charged from the MLIs by NCGTC for the credit facilities provided under the Scheme. The scheme is operational through 18 Scheduled Commercial Banks (SCBs).

8.8 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.

01st instalment 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.

8.9 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 Bonafide 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

• Tour Operators (Inbound, Domestic, Adventure, MICE)
• Travel Agents
• 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 1266 Stakeholders as on 29.12.2022. Out of these, there are 132 Green shoots/ startups; 234 Travel Agents; 105 Tourist Transport Operators and 795 Tour Operators.

8.10 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://etraveltradeapproval.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.

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

The Government of India 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

e-Visa scheme is now available to the nationals of 156 countries.

e-Visa is valid for entry through 29 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, Port Blair and Kannur) and 5 designated seaports (i.e. Mumbai, Cochin, Mormugao, Chennai and New Mangalore).

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

1. A new category of e-Tourist Visa for 5 years with multiple entry was introduced in addition to the existing e-Tourist Visa for one year.

2. The duration of stay for e-tourist visa was 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 was co-terminus with the validity of the principal e visa holder.

3. Further, a new category of e-Tourist visa which was valid for one month-double entry was also introduced.

4. In addition to this, the visa fee was also rationalized and fairly reduced which is as under:-

    i.   For 5 year e-Tourist visa - $80
    ii.   For 1 year e-Tourist Visa - $40
    iii. For one-month e-Tourist visa –
        • Lean tourist season(April to June)- $ 10
        • Tourist season(July to March) - $25.

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. Once the situation of Covid-19 pandemic started to improve, Ministry of Tourism took up the matter for the restoration of e-Tourist Visa with the Ministry of Home Affairs.

Further, Ministry of Home Affairs vide their OM dated 15.03.2022 restored e-Tourist Visa with immediate effect for nationals of 156 countries with following provisions:

i.   Currently valid e-Tourist Visa issued for five years, which was suspended since March, 2020, shall stand restored to national of 156 countries, as

indicated in MHA's OM dated 30.03.2021. Nationals of these 156 countries will also be eligible for issuance of fresh e-Tourist Visa as per the Visa Manual, 2019.

ii. Currently valid Regular (Paper) Tourist Visa with validity of 5 years, issued to foreign nationals of all countries, which remained suspended since March, 2020 shall stand restored. Fresh Regular (Paper) Tourist Visa up to 5 years validity may also be issued to nationals of the eligible countries subject to the restrictions imposed from time to time.

iii. Currently valid old Long duration (10 years) Regular Tourist Visa which remained suspended since March, 2020 shall stand restored for the nationals of USA & Japan. Fresh Long duration (10 years) Regular Tourist Visa can also be issued to the national of USA and Japan.

At present, the e-Tourist visa facility is available for the nationals of 165 countries. The latest country which has been added in this list is Canada.

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

The Government of India had also announced 500,000 free visa to the tourist, to ensure a geographical spread of the incentive to important source markets globally, so that the benefit can be availed by inbound tourists of different nationalities. This scheme was valid till 31.03.2022.

8.12 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.

Participation by Approved members of Travel Trade in Travel Fairs / Roadshows under Market Development Assistance Scheme

8.13 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 September, 2022 is 6,66,798.

Multilingual call centre personnel handling tourist enquiries

8.14 Protected Area Permit(PAP)/Restricted Area Permit(RAP)

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 31.12.2027 for the identified Islands in the Union Territory of Andaman & Nicobar Islands. Whereas, the matter regarding relaxation of PAP/RAP for a further period of 5 years beyond 31.12.2022 in the states of Manipur, Mizoram and Nagaland has already been taken up with the Ministry of Home Affairs.

8.15 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 Tourism, Ministry of Tourism approached Ministry of Civil Aviation, with the purpose of further improving connectivity and initially got 46 tourism routes included for better connectivity of important tourist's places including Iconic sites. However, some of the routes (15 routes) wherein the successful bidders did not initiate the work, were cancelled by the Ministry of Civil Aviation and some of them were taken for re-bidding.

Further to this, Ministry of Tourism has given in-principle approval for inclusion of 28 new tourism routes; therefore, the total no. of Tourism RCS air routes are now 59. Out of these 51 of them are operational. Also, Champion Service

Sector Scheme has been approved by the Ministry of Finance and Ministry of Commerce beyond 31.03.2022 for 2 more years, i.e. till March, 2024, within the approved financial outlay for the Champion Service Sector Scheme.

Further to this, Ministry of Tourism has been supporting and giving its recommendations for inclusion of more tourism routes and improving the air connectivity at important tourist destinations. North-Eastern states are prime focus of the Ministry, therefore, 18 tourism routes have been identified specifically from North-Eastern states.

Deoghar Airport having flight services under UDAN scheme.

8.16 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, Spanish, Portuguese, Russian, Japanese, Korean, Chinese and Arabic.

Indiatourism Airport desk at Kolkata

8.17 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.

Second meeting of Tourism Task Force was conducted in September, 2022 under the chairmanship of Secretary (Tourism), wherein, Ministry of Civil Aviation, Ministry of Road Transport and Ministry of Railways were present. The meeting was 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. Ministry of Road Transport & Highways was requested to expedite completion of the projects.

Wayside amenities in Kolkata

8.18   Adopt a Heritage

The Ministry of Tourism, Government of India has launched the "Adopt a Heritage: ApniDharohar, ApniPehchaan" project 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, trusts, 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 as per their interest and viability in terms of a sustainable investment model under CSR. They would also look after the Operation & Maintenance of the same.

The project was launched on 27th September 2017 on World Tourism Day by the Hon'ble President of India.

The Objectives of the project are:

• Developing basic tourism infrastructure in and around heritage sites, monuments and tourist sites.

• Develop facilities and amenities to improve the tourist experience at heritage sites, monuments and tourist sites.

• Promote cultural and heritage value of the country and develop avenues to create awareness about the heritage sites/tourist sites in the country.

• Develop and promote sustainable tourism infrastructure and ensure proper Operations and Maintenance therein.

• Develop employment opportunities and support livelihoods of local communities at the heritage and tourist sites.

Under the project, 29 Memorandum of Understandings (MoUs) have been awarded to 15 Monument Mitras for twenty-seven (27) sites and two (2) Technological interventions across India.

A meeting was held under the chairmanship of Honorable Minister of Tourism, Culture and Development of Northeastern Region of India on 23rd February 2022 to discuss operational and policy related issues under Adopt a Heritage Project. It was decided that all the Centrally Protected Monuments adopted under Adopt a Heritage Project will be transferred to Ministry of Culture/ Archaeological Survey of India. Ministry of Tourism will continue the project for remaining 06 signed MoUs and state protected monuments. The guidelines for the project has been reviewed and the focus has been shifted to public monuments other than centrally protected monuments and other tangible and intangible tourism assets.

8.19   Tourist Safety and Security/ Tourist Police Scheme

i.   Security of tourists is essentially a State Government subject. However, the Ministry of Tourism has taken up the matter with all State Governments/ Union Territory (UT) Administrations for setting up of dedicated Tourism Police. With the efforts of Ministry of Tourism, the State Governments /UT Administrations of Andhra Pradesh, Delhi, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh,

Odisha, Punjab, Rajasthan, Sikkim and Uttar Pradesh have deployed tourist police in one form or the other.

ii. Ministry of Tourism through Indian Institute of Tourism & Travel Management (IITTM) got a study conducted naming "Functioning of Tourist Police in States/UTs & Documentation of Best Practices", to understand the requirement of tourist police and sensitizing the tourist police towards the needs of the tourists, which was sent to all the States/ UTs. A training module, as given by IITTM for imparting training was also forwarded to Ministry of Home Affairs, which was further circulated to the Chief Secretaries of all state Governments/UT Administrations.

iii. Ministry of Tourism highlighted the issue of safety & security of the foreign as well as domestic tourists with the Ministry of Home Affairs. As desired by Ministry of Home Affairs, Ministry of Tourism forwarded a list of 25 tourist sites which could be taken as pilot project for formation of a separate police unit in the States/UTs.

iv. To develop a comprehensive framework, Bureau of Police Research and Development (BPR&D) commissioned a study on Tourist Police Scheme and formulated a very comprehensive report. Analysis and recommendations of the report once implemented at the pan- India level, will enable to create a framework for tourist safety. With the objective of implementation of Uniform Tourist Police across all the States/ UTs to create a safer ecosystem for the tourists, Ministry of

Tourism in collaboration with the Ministry of Home Affairs and BPR&D organized a National Conference on Tourist Police Scheme of Director Generals (DGs)/ Inspector Generals (IGs) of Police Department of all the States/ UTs on 19.10.2022 in New Delhi.

v. The Ministry of Tourism has set up a 24x7 Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363 or on a short code 1363 in 12 Languages including 10 international languages (German, French, Spanish, Italian, Portuguese, Russian, Chinese, Japanese, Korean, Arabic), Hindi English for domestic and foreign tourists to provide support service in term of information relating to Travel in India and to offer appropriate guidance to tourists in distress while travelling in India.

vi. The Ministry of Tourism along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the 'Code of Conduct for Safe & Honourable Tourism' which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children.

09

HUMAN RESOURCE DEVELOPMENT

Cake mixing ceremony at IHM Kolkata

CHAPTER

09.

HUMAN RESOURCE DEVELOPMENT

HRD division of the Ministry deals with four academic Institutions imparting professional education in Hospitality, Catering Technology, Travel, Tourism and its related sectors. In addition it deals with administrative and promotional matters of Indian Institute of Skiing & Mountaineering (IISM) a subordinate institute which is a pioneer institution in the field of adventure tourism.

9.1   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 49 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 28 State IHMs) and 12 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.

9.2   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, 28 SIHMs and 12 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, 31 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 2021-22, total 9759 students enrolled themselves under various regular academic programs offered by NCHMCT.

9.3   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 full time programs from its Gwalior, Bhubaneswar, NOIDA, Nellore and Goa centres:

Two-year MBA (Tourism and Travel Management)
Three-year BBA (Tourism and Travel) program.

These centres also offer Short-term Skill Development Programmes/courses in addition to various short term capacity building programs.

IITTM has the distinction of having 100% placement of the students in either Government or Private Sector for the last several years.

Proposed new centres of IITTM

Opening of new centres of IITTM at Shillong and Bodhgaya are under process. In the meantime, a camp of IITTM at Shillong, Meghalaya and Bodhgaya, Bihar has been made operational to start short term Skill Development courses.

9.4   National Institute of Water Sports (NIWS), Goa

With the aim of strengthening the ongoing activities of education/ training, research and consultancy, and leisure water sports promotion in India, National Institute of Water Sports (NIWS), Goa was incorporated in the IITTM. Currently, NIWS is offering consulting activities, professional short term training programs like Out Board Motor (OBM) Maintenance, Fibre Reinforced Plastic (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.

9.5   Indian Institute Of Skiing and Mountaineering (IISM) Gulmarg

IISM was established in 1987 by the Ministry of Tourism, Govt. of India to promote adventure tourism by conducting summer and winter courses regularly. IISM is a permanent subordinate office of Ministry of Tourism, Govt. of India. In addition to develop the skills of adventure, it acts as an advisory to Ministry of tourism for formulation of National adventure policies/programs and coordination of activities of various central, State Govt. and private agencies for development and promotion of Adventure tourism in the country. It conducts adventure training activities in all fields of the adventure to train citizens so as to promote adventure tourism and develop new adventure destinations in the country. Institute trains youth of the Nation including J&K in different adventure skills through different courses.

Some of the key courses conducted throughout the year by IISM are:

(a)   Snow skiing courses from Dec to March.
(b)   Water skiing courses from Jun to Sept
(c)   Parasailing courses from May to Oct
(d)   Trekking courses from May to Nov
(e)   Hot Air Balloon courses from Oct to Dec
(f)   Short Corporate and school training programs.

9.6   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 following objectives:-

(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. Various short-term capacity building programs are also run along with regular academic programs offered by ICI. All the pass outs from ICI were either placed at reputed hospitality organizations or opted for higher studies.

9.7   MoT's Scheme of Assistance to IHMs/FCIs/IITTMS/NCHMCT/ ICI/PSU

The Ministry of Tourism has an enabling plan scheme "Assistance to IHMs/FCIs/IITTMs/NCHMCT/ICI/PSU" under which Central financial assistance can be sanctioned to a State/Union Territory Government up to a ceiling of Rs.16.50 Crore for establishment of an Institute of Hotel Management (IHM), Rs.7.50 Crore for a Food Craft Institute (FCI). 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 with 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 equipments 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.75.00 Crore was made at RE for FY'2021-22 and an amount of Rs.73.92 Cr was utilized as on 31.03.2022.

9.8   Capacity Building for Service Providers

Ministry of Tourism has put in place the Scheme of "Capacity Building for Service Providers" (CBSP) to provide education, training and certification to the tourism service providers at every level. The main objective of this initiative is to train and up-grade manpower at every strata of tourism service providers in order to capitalize the vast tourism potential of the country to the fullest, and provide professional expertise to the local populace as well as create fresh opportunities in the tourism sector both in urban as well as rural areas. The training programme implemented through the CBSP scheme aims to increase the employability of the tourism service providers so that they can move from informal to formal jobs leading to increased earnings and or improved working condition.

9.8.1   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.

9.8.2   The Skill Gap study in the tourism & hospitality sector requires a step up in supply of trained manpower in the tourism & hospitality sector. Ministry of Tourism (MoT) was in the midst of addressing this issue through an assorted Institutional base comprising the MoT sponsored Institutes of Hotel Management and Food Craft Institutes, the Institutes under the aegis of the State Governments and the Union Territory Administrations and the State Tourism Development Corporations. But to further augment the supply of trained manpower the Ministry of Tourism(MoT)launched a special initiative called "Hunar Se Rozgar Tak"(HSRT) for creation of employable skills amongst youth specific to Hospitality and Tourism Sector. The objectives underlying this initiative are primarily to reduce the skill gap that afflicts the Sector and to work towards the dispersal of the economic benefits of growing tourism to the poor. With the objective to converge the two important thrust areas of Skilling India and Promotion of Tourism the skill training program was expanded the outreach and output by allowing the implementation of skill training program professional skill developing agencies with proven credentials and hospitality institutes approved by AICTE/NSDA/State & UT Government by empanelment of such institutes. This initiative was started from the year 2015-16 and so far more than 135 institutes are active in imparting HSRT training program in the country- both in public and private sector.

9.8.3   Ministry of Tourism has attached a special attention of Skilling India in tune with the Govt. of India policy. From the year 2014-15 till 2021-22 Ministry of Tourism was able to train/certified about more than three lakh in various training program under CBSP Scheme in spite of heavy impact on the training program due to Covid - 19 pandemic. From inception of this training program Ministry of Tourism was able to train/certified about five lakh trainee in the hospitality sector.

9.8.4   The post pandemic boom in the hospitality sector is very encouraging for the employability and availability of such opportunities in the tourism and hospitality sector for pass outs from the Institute of Hotel Management under the umbrella of the National Council of Hotel Management & Catering Technology (NCHMCT). The new hotel and properties are coming up in tier 2 and tier 3 cities by reputed group of hotel chains and augmentation of hiring in the other hospitality related sectors such as retail, hospitals, malls etc. are also encouraging aspects for prospective hotel management pass outs.

9.8.5 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 11473 persons trained /certified in FY 2021-22. A total of 4080 persons have been trained / certified upto 30th November, 2022 of the FY 2022-23.

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. The total achievement was 4889 persons trained /certified in FY 2021-22. A total of 2639 persons have been trained / certified upto 30th November, 2022 of the FY 2022-23.

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. The total achievement was 1863 persons trained /certified in FY 2021-22. A total of 742 persons have been trained / certified upto 30th November, 2022 of the FY 2022-23.

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. 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 10th 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. The total achievement was 270 persons trained /certified in FY 2021-22. A total of 123 persons have been trained / certified upto 30th November, 2022 of the FY 2022-23.

F.   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 4015 trainees were certified at 51 destinations under this initiative during the financial year 2021-22. A total of 1594 persons have been trained / certified at 21 Destinations upto 30th November, 2022 of the FY 2022-23.

G.   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. Eleven Central IHMs have been entrusted the responsibility of delivery of this programme.

Institute-wise details of funds released under the Capacity Building for Service Providers (CBSP) during FY 2021-22.

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
1	Ambala Institute of Hotel Management, Ambala, Haryana	6,61,300
2	Ashok Institute of Hospitality and Tourism Management (ITDC Ltd.) - Delhi	183330
3	Atchut Institute of Excellence, Hyderabad, Telangana	3002650
4	Ch Hds Educational and Welfare Society, Punjab	1542240
5	Dci Multi Skills Pvt. Ltd., Jammu, J&K	241920
6	Delhi Institute of Hotel Management & Catering Technology, Lajpat Nagar, Delhi	349860
7	Department of Tourism, Government of Arunachal Pradesh, Itanagar, Arunchal Pradesh	550515

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
8	Dr. Mahalwar Trust, Uttar Pradesh	241920
9	Food Craft Institute (Society) Jammu (J&K), J&K	7067336
10	Food Craft Institute (Society), Hoshiarpur, Punjab	5419057
11	Food Craft Institute Ajmer, Rajasthan	274640
12	Food Craft Institute Dharamshalla, Himachal Pradesh	2907464
13	Food Craft Institute (Karnataka) Society, Mysuru, Karnataka	990278
14	Food Craft Institute, Aligarh, Uttar Pradesh	416299
15	Food Craft Institute, Khajuraho, Madhya Pradesh	1667536
16	Food Craft Institute, Samaguri, Nagaon, Assam	2171066
17	Food Craft Institute, Sumerpur, Pali, Rajasthan	375192
18	Food Craft Institute, Jabalpur	722290
19	G.D.Goenka University, Haryana	2889770
20	Gurukul Shiksha Avam Sanskritik Samit, Shajapur, Madhya Pradesh	519000
21	Haritage Foundation Trust, Shimla, Himachal Pradesh	4896252
22	Heritage Charitable Trust, Orissa	7544540
23	IHM Dehradun, Uttarakhand	8909475
24	Indian Institute of Tourism and Travel Management (IITTM), Gwalior, Madhya Pradesh	2665074
25	Institute of Hotel Management Catering & Nutrition, Gurdaspur, Punjab	201320
27	Institute of Hotel Management & Catering Technology & Applied Nutrition, Rohtak, Haryana	555108
28	Institute of Hotel Management & Catering Technology, Srinagar, J&K	3900702
29	Institute of Hotel Management Catering & Nutrition. Pusa	653890

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
30	Institute of Hotel Management Catering Technology & Applied Nutrition (K) Society, Bangalore, Karnataka	384930
31	Institute of Hotel Management Catering Technology – Ranchi, Jharkhand	1322700
32	Institute of Hotel Management Shillong, Meghalaya	2777417
33	Institute of Hotel Management, Catering Tecnology & Applied Nutrition, Jaipur, Rajasthan	1422826
34	Institute of Hotel Management, Catering Technology & Applied Nutrition, Faridabad, Haryana	424168
35	Institute of Hotel Management, Catering Technology & Applied Nutrition, Kolkata, West Bengal	310353
36	Institute of Hotel Management, Catering Technology & Applied, Guwahati, Assam	2009964
37	Institute of Hotel Management, Catering Technology and Applied Nutrition (Bhopal) Society, Bhopal, Madhya Pradesh	711206
38	Institute of Hotel Management, Catering Technology & Applied Nutrition – Chennai, Tamilnadu	9403159
39	Institute of Hotel Management, CT&AN (Hyd) Society, Hyderabad, Telangana	6769565
40	Institute of Hotel Management, Hamirpur, Himachal Pradesh	1006813
41	Institute of Hotel Management, Kufri Shimla, Himachal Pradesh	262577
42	Institute of Hotel Management, Kurukshetra, Haryana	2068848
43	Jai Mahamaya Prathamik Upbhokta Shakari Bhandar Maryadit, Bilaspur, Chhattisgarh	827720
44	Jamia Millia Islamia University, Delhi	100902
45	Kalvi Trust, Tamilnadu	241920
46	Kerala Institute of Tourism & Travel Studies-[KITTS], Trivandrum, Kerala	38951553

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
48	KKO Mohamed Ibrahm Educational and Charitable Trust	548550
49	Madeeha Educational Welfare Society, Rampur, Uttar Pradesh	1220100
51	Mizoram Tourism Development Authority, Mizoram	9425460
52	MP State Fci (Rewa) Society, Rewa, Madhya Pradesh	3190384
53	National Council for Hotel Management and Catering Technology NCHMCT, Noida, Uttar Pradesh	1066038
54	Nidan Technologies Pvt. Ltd, Madhya Pradesh,	8956272
55	Om Academy Eduskills Private Limited, Haryana	1022472
56	Oscar Charitable Trust, Tamilnadu	984900
57	Pushap Lata Chouhan Memorial Education and Charitable Trust, Jammu, UT of J&K	349965
58	R. P. Educational Trust (Indian Institute of Hospitality & Management, Vasai Maharashtra	1726340
59	Ramasamy Chellapappu Education Trust, Tamilnadu	3681960
60	Rout Education Trust, Orissa	14220451
61	Rstech Projects (India) Private Limited, Uttar Pradesh	1257120
62	Skillpro Technologies Private Limited, Uttarakhand	864462
63	Sneha Mahila Vikas Sanstha, Nagpur, Maharashtra	5650600
64	State Institute of Hotel Management, Catering Technology & Applied Nutrition, Bhatinda, Punjab	3872497
65	State Institute of Hotel Management, Kozhikode, Kerala	990900
66	State Institute of Hotel Management, Balangir, Orissa	4335540

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
67	Sunrise Education and Welfare Society, Delhi	1560432
68	U.P. State Tourism Development Corporation Ltd, Uttar Pradesh	2012976
69	University of Kashmir, Srinagar, J&K	322080
70	V J P Educational Trust, Tamilnadu	633402
71	V.P.Educational & Welfare Society, Lucknow, Uttar Pradesh	4570006
72	Vocational Education Foundation, Noida, Uttar Pradesh	2397200
73	VVJ Charitable Trust, Tamilnadu	989400
74	Womens Education Society, Maharashtra	788800
	Total	**206,554,958**

Details of the funds released under the Scheme of Capacity Building for Service Providers (CBSP) upto 31st December, 2022 of FY 2022-23

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
1	Department of Tourism, Government of Arunachal Pradesh, Itanagar, Arunachal Pradesh	3865860
2	North Eastern Regional Institute of Science & Technology (NE-RIST)	971416
3	Institute of Hotel Management, Catering Technology & Applied Nutrition, Guwahati, Assam	1048821
4	National Institute of Technology, Silchar	1000000
5	Institute of Hotel Management Catering & Nutrition, Hajipur, Bihar	505220
6	Jai Mahamaya Prathamik Upbhokta Shakari Bhandar Maryadit, Bilaspur, Chhattisgarh	1147200
7	Institute of Hotel Management Catering & Nutrition. Pusa, Delhi	918284
8	G.D.Goenka University, Haryana	1718496
9	Om Academy Eduskills Private Limited, Haryana	1378944

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
10	State Institute of Hotel Management, Catering Technology & Applied Nutrition, Yamunanagar, Haryana	1277317
11	Food Craft Institute Dharamshalla, Himachal Pradesh	417044
12	Institute of Hotel Management, Hamirpur, Himachal Pradesh	180295
13	Institute of Hotel Management, Kufri Shimla, Himachal Pradesh	694253
14	Food Craft Institute (Society) Jammu, J&K	2085601
15	Institute of Hotel Management & Catering Technology, Srinagar, J&K	3856802
16	Pushap Lata Chouhan Memorial Education and Charitable Trust, Jammu, J&K	2219835
17	Kerala Institute of Tourism & Travel Studies–[KITTS], Trivandrum, Kerala	5027680
18	Kerala Tourism Infrastructure Limited, Kerala	800000
19	Gurukul Shiksha Avam Sanskritik Samiti, Shajpur, Madhya Pradesh	721056
20	Indian Institute of Tourism and Travel Management–[IITTM], Gwalior, Madhya Pradesh	9335175
21	Madhya Pradesh Tourism Board, Bhopal, Madhya Pradesh	2304400
22	Nidan Technologies Pvt. Ltd, Jabalpur, Madhya Pradesh	426460
23	State Institute of Hotel Management, Catering Technology & Applied Nutrition, Jabalpur, Madhya Pradesh	6985858
24	Mehmuda Shikshan Mahila Gramin Vikas Bahu Sanstha, Nagpur, Maharashtra	1637343
25	Ch Hds Educational and Welfare Society, Punjab	1455636
27	Institute of Hotel Management Catering & Nutrition, Gurdaspur, Punjab	1858347
28	Food Craft Institute Ajmer, Rajasthan	1198800

S. No.	Name of the Institutions	Funds released (Amount in Rs.)
29	Institute of Hotel Management, Catering Technology & Applied Nutrition, Jaipur, Rajasthan	256460
30	State Institute of Hotel Management, Jodhpur, Rajasthan	655250
31	Nesam Educational and Charitable Trust, Tamilnadu	1710060
32	Sri Chakra Charitable Trust, Tamilnadu	1461640
33	V J P Educational Trust, Tamilnadu	1974888
34	Institute of Hotel Management, CT&AN, Hyderabad	194894
35	Dr Kedar Nath Modi Institute of Pharmaceutical Education and Research Trust, Uttar Pradesh	635880
36	Dr. Mahalwar Trust, Uttar Pradesh	517020
37	Heritage Educational Society, Agra, Uttar Pradesh	13519000
38	Rstech Projects (India) Private Limited, Uttar Pradesh	322560
39	Skillpro Technologies Private Limited, Uttar Pradesh	186044
40	Vocational Education Foundation, Noida, Uttar Pradesh	1442600
41	Youth Educational Society, Dehradun, Uttrakhand	2946782
	Total	**0859221**

10

PUBLICITY
AND
MARKETING

Thousand Pillar Hall - Madurai -Tamil Nadu

CHAPTER

10.

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 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 2022.

10.1 Event / Exhibitions

10.1.1 Major Events of the Ministry of Tourism

National Tourism Award: Vice President of India, Honourable Shri Jagdeep Dhankhar presented the National Tourism Awards to

awardees to mark the World Tourism Day, 2022. Union Minister of Tourism Shri G. Kishan Reddy and MoS Tourism Shri Ajay Bhatt also graced the ceremony. A total of 81 awards were given away this year highlighting the achievements of the industry in 2018-19. Vice President also released India Tourism Statistics 2022, New Incredible India Global Promotional Films, and "GoBeyond:75 Experiences of North India" e-book on this occasion.

10.1.2 Some of the important Events/Exhibitions supported by Ministry of Tourism

• HT Media Limited for organizing the '20th Edition of Hindustan Times Leadership Summit held from 8th to 12th November 2022

• Jashn-e Adab Cultural Kaarva'n Viraasat 2022 (Music, Art and Culture Program)' held from 28th to 30th October 2022

• Trend MMS for organizing the event 'North East Festival 2022 scheduled from 23rd to 26th December 2022 at JLN Stadium, New Delhi

• Ministry has participated in TTF /BLTM Events viz. TTF Kolkata, TTF Hyderabad, TTF Surat, TTF Ahmedabad, TTF Mumbai, BLTM Delhi organized by M/s Fairfest Media Limited by taking a suitable space and stall.

• Ministry has participated in 29th Edition of SATTE 2022 organized by M/s UBM India Pvt Ltd held on 18-20 May 2022 at Expo Mart, Greater Noida.

- Phoenix Rising for their event Ziro Festival of Music 2022 held from 29th September to 2nd October at Ziro Valley, Arunachal Pradesh.

- Valley of Words foundation Trust' for organising the event- 6th Annual Festival, Valley of Words held from 12th to 13th November 2022 at Dehradun

- M/s SEHER for 6th Edition of Udaipur World Music Festival (UWMF) held at Udaipur from 16th to 18th December 2022

10.2   Domestic Tourism Promotion

The Ministry of Tourism organized various domestic events for the publicity and promotion of the 'Dekho Apna Desh' and 'Azadika 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.

10.3   Production of Thematic Brochures and Creative's

In terms of development of promotional content, 12 (twelve) Videos/Films and 13 (thirteen) Static Panel Creatives were developed on following themes:- India as a Yoga & Wellness Destination, Luxury Tourism, India's Culture, Adventure Tourism in India, Heritage Tourism, Spiritual Tourism, Culinary Tourism, Investment in Tourism and Hospitality Sector in India, The Lesser Known Destination' – Northeast, Sustainable Tourism, India's MICE Tourism and Overall tourism promotion. The Videos/Films and 13 (thirteen) Static Panel Creatives were used for publicity and promotion during the World Expo Dubai – 2020.

i.   Under its post Covid promotional strategy with the message that India is a Safe and Secure tourist destination, ready to welcome global tourists. Ministry developed (02) two Audio Visuals/ Films in English, Hindi and 09 Foreign Languages i.e. Russian, Korean, Thai, Japanese, Italian, German, Spanish, French and Arabic of 60 Sec (with short edit of 30 sec) on Confidence Building and Reassurance themes. The developed promotional brand films were launched by the Hon'ble Vice President of India during the prestigious National Tourism Award function on 27thSeptember, 2022. The Films has been well received by the International audience.

ii.   Further, with the focus of shaping the inbound & domestic tourism in a holistic manner, Ministry has also developed 05 (Five) new thematic Films/TVC's of 90 Sec with short edits of 60 & 30 Sec on Adventure Tourism, Mice Tourism, Heritage Tourism, Arts & Crafts and Wellness Tourism. These thematic films has been shared with G-20 Secretariat, Indian Missions, MoCA, Indian Railways, Stake Holders, Associations etc. for display and wider publicity at various locations, events, exhibitions, conferences etc.

iii.   In order to promote India as the Buddhist tourist destinations, Ministry developed 08 short films of 30 seconds duration each and one mother film of 60 second duration on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi destination. Ministry developed an advertorial brochure on Kushinagar for promoting India as the land of Buddha. Also, thematic brochure on the Buddhist sites in India was redeveloped.

iv.   To promote the fairs and festivals a documentary feature film has been developed by the Ministry on 'SammakkaSaralammaJatara', the biggest tribal festival of India. The film has been developed in two languages (English with dubbing in Hindi)

v.   To amplify the reach and promote the various tourism products & destinations of India. Ministry has developed various Print, Outdoor and Digital creatives including brochures and booklets such as :-

   a.   'Namaste World'—India Welcome You-- reopening creative series, which featured Hampi (Karnataka), Jaisalmer desert (Rajasthan), Varansai (Uttar Pradesh), Golden Temple (Punjab), Jaipur (Rajasthan), Nanda Devi and valley of flower (Uttrakhand) has been developed by the Ministry for promoting inbound tourism reviving post Covid pandemic.

   b.   Development of two brochures for Utsav Portal i.e. (a) brochure for stakeholder and (b) brochure for Public/consumers.

   c.   Development and release of Digital booklet on 75 Incredible India sites to Visit, showcasing sites and experiences connected with tales of the rich legacy of the country and rediscovering India.

   d.   For promotion of heritage tourism the Ministry has developed digital brochures on 06 selected UNESCO World Heritage

Sites i.e. on Great Himalayan National Park Conservation Area, Mahabodhi Temple, Manas Wildlife Sanctuary, Rock Shelters of Bhimbetka, Champaner Pavagadh Archeological Park and Ramappa Temple.

e. For holistic promotion of Wellness tourism new set of creatives on International Day of Yoga – 2022 were developed by the Ministry. The creatives were shared with the India Tourism Offices Domestic and Overseas. These creatives were also shared with the stakeholders and Indian mission.

f. Considering the significance and leveraging the opportunity of hosting the G-20 presidency Ministry has developed Creatives for promoting various tourist destinations. The Creatives developed has been used as banners/billboard/standees at the Airport and meeting venues.

g. Development of new Incredible India Carry Bags for distribution purposes at different promotional events/ conferences/ etc. The paper carry bags designs were also given to various national organizations for usage during conferences / conventions of international significance.

h. On the occasion of yearlong Celebration of the India's 75th year of Independence. The Ministry has the immensely promoted the 'AzadikaAmrutMahotsav' initiative. In this regard, a digital brochure on the Travel Itinerary of 'Netaji Subhash Chandra Bose' has also been developed. Further, thematic creatives on 'AzadikaAmrutMahotsav' 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. Also, Ministry developed and releases a Digital Calendar - 2022, dedicated to the theme of 'AzadikaAmrutMahotsav' on the occasion of National Tourism Day.

10.4 Social Media Promotion

i. 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 06 different social media platforms viz Facebook, Twitter, Instagram, YouTube, LinkedIn and KOO for Incredible India and Facebook, Twitter, KOO and Instagram for the Ministry of Tourism respectively, to ensure its effective digital presence.

ii. Extensive promotion & publicity of tourist destinations, products & key initiatives of the Government pertaining to the tourism sector, has been promoted through the social media channels of the Ministry of Tourism along with dissemination of tourism related information and guidelines in real-time to facilitate domestic and international tourist. 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. from time to time.

iii. Social Media 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. Tourism niches such as Leisure Tourism, Culinary Tourism, Handicraft Tourism, Experiential Tourism, Adventure Tourism, Sustainable Tourism, Wildlife Tourism, Seasonal Tourism, Fairs and Festivals etc.

iv. Engagement with Influencers through virtual live sessions were undertaken successfully to amplify the reach and showcasing varied tourism products& destinations. Days like the International Day of Yoga were promoted through various live programs. The countdown of 'International Day of Yoga' were amplified through Yoga Utsav posts meant for marking the countdown, by encouraging people to visit select Yoga destinations in India. Also, a countdown approach through digital banners was used to highlight the main festivals of Durga Puja, Diwali etc. amongst others.

v. Further, initiatives were taken to organize 'Videography Contest' and 'Photography Contest' on various occasions to increase the engagement and make the Social Media pages more interactive as well as bring forth the exclusive user generated content. Besides, live broadcast of all the promotional events were carried out on all the social media handles of the Ministry.
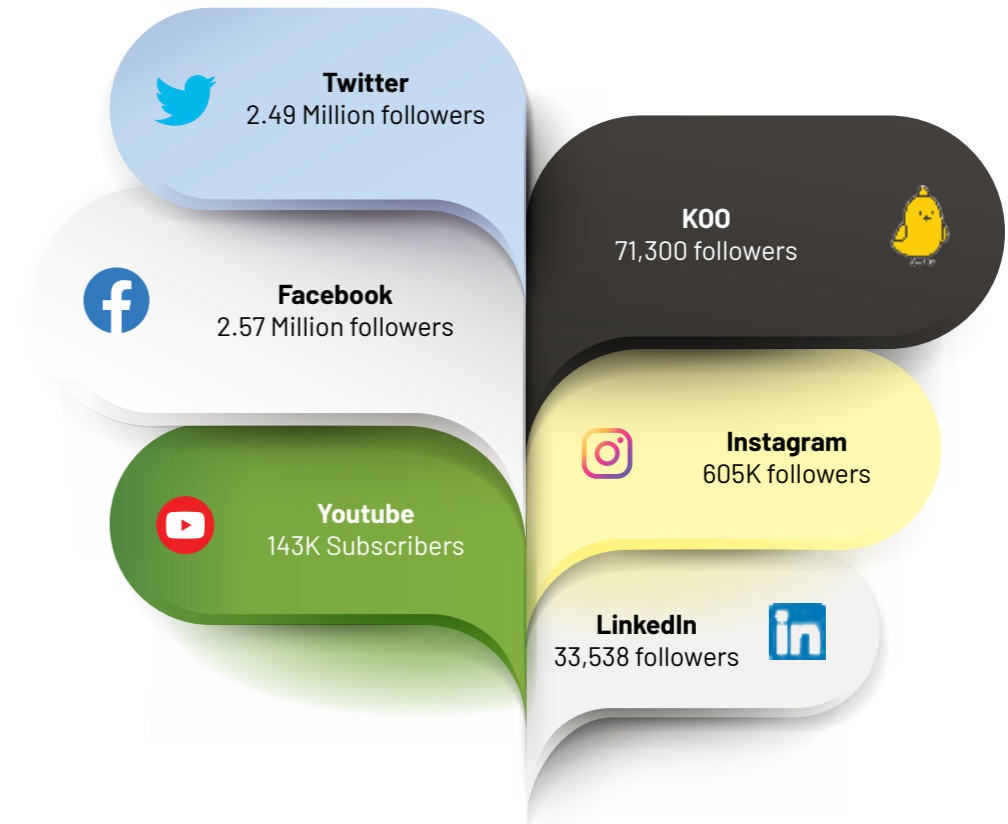
vi. To strengthen the vision #Vocal4Local, #Make In India and #Aatma Nirbhar Bharat, frequent posts on Toy Tourism and Handicraft Tourism were posted. The initiative of running the world's largest Covid-19 vaccination drive by Hon'ble Prime Minister and the achievement of #Vaccine Century was showcased 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 (Mo HFW) & Airports Authority of India (AAI). Thorough emphasis has been given to initiatives and respective hashtags such as #Ek Bharat Shreshtha Bharat, #AatmaNirbharBharat, #AzadiKiAmritMahotsav, #DekhoApnaDesh, #AmritMahotsav, #IndiaFightsCorona, #DilSeDekho, #SwadeshDarshan, and #NationalTouristPoliceScheme and their amplification through relevant creative posts. Interesting tourism related news and posts from the State Government handles were amplified in a structured manner.

vii. Regular posts on the UTSAV portal and information about festivals and live darshan on it have been showcased through the social media handles of the Ministry.

viii. The initiatives and infrastructure projects of Ministry of Tourism under various Schemes such as NIDHI, SAATHI, Swadesh Darshan& PRASHAD were duly highlighted and amplified throughout the year.

ix. Also, a new Social Media Handle has been created w.r.t 'National Tourism Youth Clubs'. 'Yuva Tourism' Social Media handle is an important aspect for promoting responsible and sustainable tourism in the country. The SM handle would help in developing the right culture among the youth of the country and would create awareness about tourism opportunities at an early stage. It will also, educate youth about diverse cultures and geographies of the country
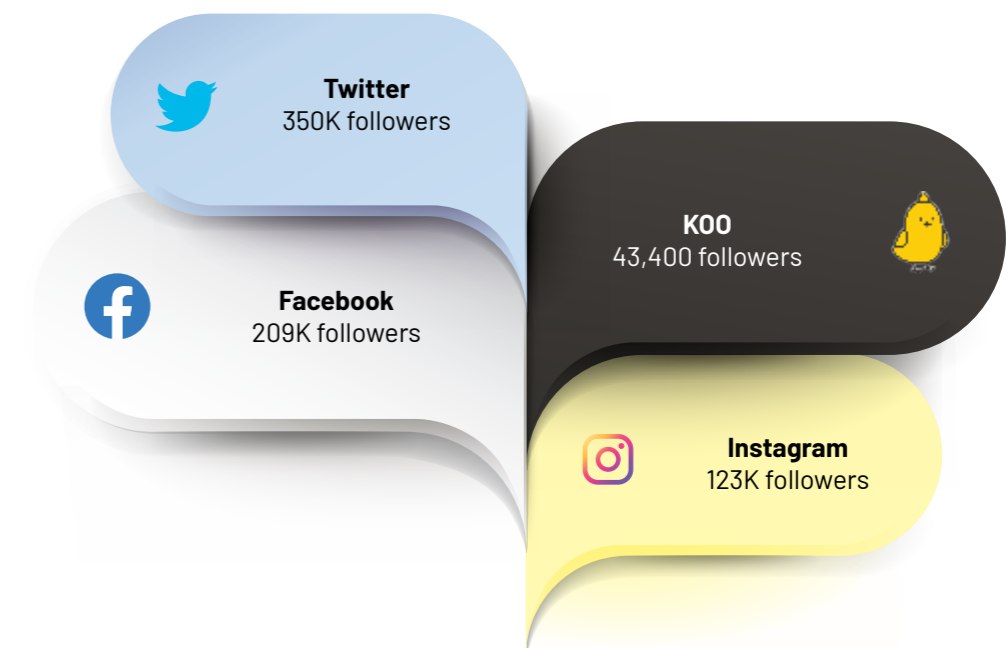
A sustained social media outreach program through the SM handles of Ministry of Tourism has resulted in an increase of followers and engagements..

@ incredibleindia–

Twitter
2.49 Million followers

KOO
71,300 followers

Facebook
2.57 Million followers

Instagram
605K followers

Youtube
143K Subscribers

LinkedIn
33,538 followers

@ tourismgoi –

Twitter
350K followers

KOO
43,400 followers

Facebook
209K followers

Instagram
123K followers

10.5   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.

10.6   Overseas Marketing

The Ministry of Tourism, through its India Tourism Offices Overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas.

10.6.1   Participation in International Travel Fairs and Exhibitions during the period January 2022 to December 2022.

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:

Dubai Expo:

MOT participated in the World Expo 2020 from 3rd January, 2022 to 15th January, 2022 at Dubai, during the period, the Ministry would be organizing various events on multiple themes including Culture, Heritage and Spiritual tourism; Heal in India, Sustainable tourism; Adventure tourism, Golf tourism and MICE tourism and investment opportunities in tourism sector.

The event is witnessing the participation from over190 countries and millions of visitors from all over the world are expected. The Ministry may organize a curtain raiser event by launching visit India @75 is setting of actions and priorities to support and consolidate recovery of tourism post pandemic by HMT.

Department of Commerce, Ministry of Commerce and Industry, Government of India is the nodal department for organizing India 's participation at the Expo. India Pavilion at the Expo is built on a plot of 4,614 Sq. Mts. With a display area of about 10,000 Sq. Mts. The location of India Pavilion is in the most inclusive area and located in the theme of opportunity which will cut across all sectors. The entire exposition in India Pavilion was expected to be of a dynamic nature.

ATM (Arabian Travel Market)

ATM 2022 allowed international and local participants to explore new trends, opportunities for growth and innovation. The 30th edition of the trade fair will feature over 3,000 products, tourism attractions, and exciting destination offers by leaders in accommodation and hospitality in interactive pavilions throughout the venue.

ATM Dubai 2022 offered various special events, including live demonstrations, seminars and workshops. Some of the notable highlights of the show will include the Buyers' Club Lounge, exclusively for senior travel industry decision-makers with direct purchasing responsibility, and the Responsible Tourism initiative dedicated to eco-friendly practices and solutions in the travel and tourism sector.

Road Shows (Virtual):

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. Virtual Meet cum B2B Session (Road Shows) titled "Incredible India Reconnect" event.

Ministry of Tourism has taken up with Indian Missions abroad where Ministry of External affairs has also designated Tourism officers in the Indian Missions for Virtual road shows- Incredible India Reconnect 2022 to project India as a preferred tourism destination in the tourism

generating markets. Ministry of Tourism has conducted successfully virtual roadshows in Source markets (USA, Germany, Australia, Singapore, Thailand, Spain, UK, France, Oman, Italy, Portugal, Japan, South Korea, Malaysia, Sri Lanka, Netherlands, Canada and France) in April- September 2022.

Ministry of Tourism had conducted first round of Virtual road shows- Incredible India Reconnect event in Nine countries in the month of April–June, 2022 Oman, USA, Germany, Australia, Singapore, Thailand, Spain, UK and France.

The second round of India Reconnect event for top Nine source countries / Road Shows had conducted in the month of July – September, 2022 in Italy, Portugal, Japan, South Korea, Malaysia, Sri Lanka, Netherlands, Canada and France

WTM (Physical)

The WTM is a prestigious platform and among the top 3 international travel shows, where travel professionals come together to connect and showcase destinations and tourism products.

Ministry of Tourism promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.

The above objectives are met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India. In order to boost visitor arrival Ministry of Tourism, government of India has declared "Incredible India! Visit India Year 2023".

Ministry of Tourism Delegation led by Secretary (T) and accompanied by Additional Secretary (T) attended World Travel Market (WTM) 2022 held in London from 07th to 09th November, 2022.

Ministry of Tourism Advance preparatory team consisting of Deputy Secretary (IC & OM), Assistant Director General (IC & OM), Assistant

(Office of Secretary (T)), Ministry of Tourism, Government of India assisted India Tourism Office, London during World Travel Market (WTM) 2022 from 05th to 09th November, 2022.

WTM is one of the largest international travel exhibitions. The theme of this year`s exhibition is 'The Future of Travel Starts Now'. The India

Pavilion had 16 co-exhibitors comprising State Governments, Tour Operators, Hotels, etc. The formal inauguration of the Indian Pavilion was done by Secretary, Ministry of Tourism, Govt. of India, and High Commissioner of India to UK in presence of Tourism Ministers of Kerala, Odisha, Karnataka, Maharashtra, Puducherry and Tamil Naidu. Incredible India organized various Cultural Performances throughout the day on 7th Nov 2022. Secretary (T) and High Commissioner of India to UK interacted with the State Tourism Ministers and delegates both within the India Pavilion and outside India Pavilion.

During the event the Ministry of Tourism had a B2B meetings with Tour Operators, Travel Agents and various other stakeholders and organized the press Meet to apprise the travel media of India's preparedness to welcome international tourists post pandemic Further, India pavilion showcased varied tourism products of India including culture, heritage and niche tourism products such as cuisine, wellness, yoga, wildlife, and luxury etc.

Additional Secretary, Ministry of Tourism, Govt. of India addressed the Media at the press Meet at WTM 2022 on 08th Nov 2022.

Hospitality Scheme:

To increase the footfall of international tourists in Buddhist destinations in India, MoT had organized international quiz competitions focused on the life of Buddha and various places/sites associated with Buddha and Buddhism in India. The objective of the quiz competitions was to increase the footfall of international tourists in Buddhist destinations in India, and to arouse the curiosity among the youth and students in Buddhist countries such as China, Vietnam, Cambodia, Sri Lanka etc. to visit India. As Grand prize the 5 days FAM tour was conducted from 24th to 28th November for the winners of Buddhist Quiz Competition. 34 guests (prize winners and their companion) from Japan, Bhutan, Vietnam, Thailand, Sri Lanka, Cambodia, South Korea and Malaysia visits the Buddhist circuit (places covered during visit were Delhi, Ajanta Caves, Bodhgaya, Nalanda, Rajgir, Sarnath & Varanasi).

10.6.2 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.

10.7 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. With a clean design, easy navigation, intuitive and consistent site-wide navigation system, the website caters to all the required and relevant information to all international as well as domestic tourists. It is also fully responsive to mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

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

To make the content more intriguing, 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
- Variety of information such as luxury trains, and 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, Tour Operator's database integration and events, fairs & festivals database (Utsav Portal).

To provide reliable and updated information to tourists regarding States/UTs, the 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, and blogs, among other such information.

The Ministry of Tourism introduced a range of new content to the website, 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.

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

10.8   Incredible India Mobile App

On 27th September 2018, the Ministry of Tourism launched the Incredible India mobile application, one of the steps in the direction of excellence in digital initiatives of the government.

Incredible India App is a flagship project of the Ministry of Tourism to assist international and domestic tourists to showcase India as an aspirational destination, involving major attractions and immersive experiences such as spirituality, heritage, adventure, culture, yoga, wellness and more.

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 about must-visit destinations, popular experiences and events across the country, and State and UT tourism information, among others.

To cater for the needs of the modern traveller, the mobile app has been designed and conceptualized for smooth access to information in a few clicks. The app follows the trends and technologies of international standards. It has been equipped with features to assist the traveller in each phase of their journey to India. The app has been well-integrated and will enable the tourists in seeking services from Government of India recognized service providers and receive quality & reliable services from them. The app demonstrates the Ministry of Tourism's commitment on use of technology for service delivery.

Utsav Portal

The Utsav Portal website, a digital initiative developed and launched by the Ministry of Tourism, aims to showcase all the events, festivals and live darshans across India to promote different regions of the country as popular tourist destinations worldwide. This portal showcases the month-wise and State wise calendar contents on festivals, Events and Online Pooja/Aarti. The UTSAV portal was launched by Shri G. Kishan Reddy, Hon'ble Union Minister (Tourism, Culture & DONER), on the inaugural day of 'Amrit Samagam Conference', held on 12-13 April 2022 in New Delhi. The Utsav Portal aims to showcase all the events, festivals and Live Darshans across India to promote different regions of the country as popular tourist destinations worldwide. The Portal may be accessed on https://utsav.gov.in/. The portal now comprises information on more than

1000 events, festivals and more than 50 live darshans across 28 States and 8 UTs along with detailed attractions. The website is dynamic and constantly evolving with additional new information about all the upcoming events, festivals, and exhibitions, updated periodically. The Utsav portal will also have the official social media links, official websites, brochures, contact details of the organizing committee and the details of how to reach the destination through the air, rail and roadways conveniently, thus establishing a better contact with the tourists and aiding the visitors in planning their trip to these destinations. The immersive experience-based content is provisioned on the website under various categories like Art & Culture, Spiritual, Music, Seasonal, Culinary, Dance, Sports & Adventure, Harvest and Expo & Exhibitions. There is a section that lists the major festivals celebrated in India to ensure that international and domestic travelers can plan their trips for these festivals well in advance. The website aims at showcasing the beauty of India, the land of festivals, in a global arena by aiding travelers with compelling, relevant, and contextualized digital experiences enhancing tourism awareness, attraction and multiplying the travelling opportunities.

11

INTERNATIONAL COOPERATION

Church of Mae de Deus (Saligao), Goa

22

11.

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), BIMSTEC (Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation), IBSA (India, Brazil, South Africa), BRICS (Brazil, Russia, India, China, and South Africa), SCO (Shanghai Cooperation Organisation), G-20 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 46 MoU's are valid.

Following are the key activities which were undertaken by the Ministry of Tourism in the area of International Cooperation January 2022 to December 2022:

11.1   Joint Working Group /Bilateral & other Meetings

1.   The 9th Meeting of ASEAN-India Tourism Ministers meeting was held on 19th January, 2021 through virtual mode. The Meeting was co-chaired by Minister of Tourism of Cambodia, and Secretary, Ministry of Tourism, Government of India. The Tourism Ministers Meeting was preceded by Tourism Working Group Meeting on 15th December, 2021 (virtual mode which was attended by Additional Secretary (T). The meeting was also attended by DG (T), AS (T) and Asst. DG (IC), Ministry of Tourism, Government of India.

2.   Secretary (T), Government of India 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.   India and Australia have signed Memorandum of Understanding (MoU) in the field of Tourism Cooperation on 11th February 2022 at Hotel Oberoi, New Delhi. The MoU on behalf of Ministry of Tourism, Government of India, was signed by Shri Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles and on behalf of Government of Australia it was signed by The Hon Dan Tehan MP, Minister of Trade, Tourism and Investment.

4.   Asst. DG (IC) attended the SCO Expert level meeting on "To negotiate the draft Agreement between the governments of the SCO member states on the development of cooperation in the field of tourism" held in virtual mode on 3rd and 4th March 2022.

5.   Secretary, Ministry of Tourism, Government of India attended the WTTC 21st Global Summit held in-Person in Metro Manila, Philippines from 20-22 April 2022. A bilateral meeting to discuss tourism cooperation between Secretary (Tourism) and the Tourism Minister of Philippines also held during the visit.

6.   A bilateral meeting between Additional Secretary, Ministry of Tourism, Govt. of India and Mr. Fransiskus Xaverius Teguh (Frans) the Chair of Tourism Working Group and Acting Deputy Minister of Resources and Institutions, Indonesia was held through virtual mode. Both sides discussed the priority issues and zero draft of Bali guidelines of Indonesia's G20 Presidency.

7.   Additional Secretary and Assistant Director General (SD), Ministry of Tourism, Government of India attended the SCO Meeting of Heads of Tourism Administrations and the International Forum themed "A New Stage of Cooperation between the SCO Member States: Tourism and Cultural Heritage" held in Tashkent, Uzbekistan from 19 to 21 May 2022 (excluding travel time).

Participated in the Meeting of Tourism Adminitration Heads of the SCO Member States and International Forum themed "A New Stage of Cooperation between the SCO Member States: Tourism and Cultural Heritage" held in Tashkent, Uzbekistan from 19-21 May 2022.

8.   Additional Secretary, Ministry of Tourism, Government of India attended the 1st Tourism Working Group meeting of G20 under Indonesia's Presidency held on 10th -11th, May 2022.

9.   The 116th session of UNWTO Executive Council held on 07th and 08th June 2022 in Jeddah, Saudi Arabia. Ministry of Tourism was represented by the Consulate General of India to Jeddah.

10. The 34th Joint Meeting of the UNWTO Commission for East Asia & the Pacific UNWTO Commission for South Asia (34thCAP-CSA), held on 14-16 June 2022. Ministry of Tourism was represented by the High Commissioner of India to Male.

11. Ministry of Tourism, Government of India participated in the 28th ASEAN-India Tourism Working Group Meeting which was held virtually on 06th July, 2022 wherein the draft ASEAN India Tourism Cooperation Work Plan 2021-2022 was discussed.

12. Deputy Secretary(IC) attended the SCO meeting to discuss the Russian amendments on the draft Agreement between the Governments of the SCO Member States on the Development of Cooperation in Tourism was held on 4 July 2022 and 17th -18th August 2022 in virtual mode.

13. DS (IC) attended the BRICS Tourism Senior Officials' Meeting (SOM) held on 30th August 2022 & 16th September 2022 in virtual mode to finalize the Minister's Comminuque.

14. Hon'ble Minister of Tourism, Government of India participated the BRICS Tourism Minister's Meeting (TMM) held on 19th September 2022 in virtual mode. During the Meeting the all member countries approved the Minister's Communiqué.

15. Shri Shripad Yesso Naik, Hon'ble Minister of State for Tourism, Government of India accompanied by senior officers of the Ministry of Tourism Officials attended the G20 Tourism Ministers Meeting and 2nd Tourism Working Group meeting under G20 Indonesia Presidency held in Indonesia from 23rd to 27th September 2022 (excluding travel time). The Indian Delegation led by Hon'ble MOS (T) had a Ministerial bilateral meeting with Saudi Arabia, Indonesia, Australia, South Korea, UNWTO. The delegation headed by DG (T) also held official level meetings with UK, South Africa, EU Commission.

16. Additional Secretary, Ministry of Tourism, Government of India attended 117th session of UNWTO Executive Council held in Marrakesh, Morocco from 23-25 November 2022.

11.2   Other Important Activities

1.   Additional Secretary (T), Deputy Director General (Publicity & Event) and Tourist Information Officer (Publicity), Ministry of Tourism, Government of India attended the Dubai Expo held at Dubai, UAE from 31st December 2021 to 04th January 2021.

2. The participation of Ministry of Tourism was a Government of India's initiative and the participation was driven by the Department of Commerce (DoC) and the Ministry of External Affairs. Post COVID, this was a huge opportunity for Ministry of Tourism to showcase varied tourism destination and products of India before a large number of visitors around the world visited the Expo through various thematic sessions planned which was led by Additional Secretary (T).

3. Secretary, Ministry Tourism, Government of India chaired the virtual meeting wherein Power point presentation on the "PPRID 11601: Tripura Urban and Tourism Development Project" was given by Secretary (T), Govt. of Tripura and other Officials of Govt. of Tripura on 2nd February, 2022 at Manthan, Transport Bhawan, New Delhi. The meeting was also attended by DG (T), AS (T).

4. DG (T) represented the Ministry of Tourism, Government of India for a virtual webinar on the topic 'Bodhgaya-A Spiritual Journey', which was organized by the Consulate General of India (CGI), Ho Chi Minh City, Vietnam on 04.03.2022.

5. Additional Director General, Director (OM), Asst. Director (IC) and Tourist Information Officer (IC), Ministry of Tourism, Government of India attended Arabian Travel Mart (ATM) 2022 held in Dubai, UAE from 08th to 12th May 2022.

6. DG (T) attended the Inter Ministerial Meeting to discuss India's Approach towards handling geopolitical issues in various G20 Working Groups held in New Delhi. The meeting was chaired by Foreign Secretary, MEA, Govt. of India.

7. A one day preparatory Workshop organized by G20 Secretariat in association with NITI Aayog on 23.07.2022 at New Delhi for the Working Group Chairs from the line Ministries was attended by senior officials of the Ministries including Secretary (T), AS (T) and DS (IC).

8. Dr. Sagnik Chowdhury, Regional Director (East), India Tourism Kolkata, Dr. Aditi Choudhary, Asst. Professor, IITTM Noida, Sh. P.K. Sooraj, Tourist Information Officer, Kerala Tourism attended KOPIST training programme from 19th August to 8th September, 2022 in Seoul, Republic of Korea as an award for the Action Plan of the 2022 KOPIST Online Training Program.

9. DS (IC) attended the 11th Foreign Office Consultations (FOC) between India and South Africa held on 03.08.2022 at Jawaharlal Nehru Bhawan, MEA, New Delhi.

10. Secretary, Ministry of Tourism, Government of India attended the PATA Annual Summit held from 25th to 27th October 2022 at Ras Al Khaimah, UAE. Representatives from various member countries were also present in the summit. This year's topics of focus included i) Industry Recovery Initiatives, ii) Destination Resilience and Sustainability, iii) Human Capital Development, and iv) Technology and Innovation.

11. Ministry of Tourism Delegation led by Secretary (T) and accompanied by Additional Secretary (T) and Director G -20 attended World Travel Market (WTM) 2022 held in London from 07th to 09th November, 2022.

 Ministry of Tourism Advance preparatory team consisting of Deputy Secretary (IC & OM), Assistant Director General (IC & OM), Tourist Information Officer (IC), Assistant (Office of Secretary (T)), Ministry of Tourism, Government of India assisted India Tourism Office, London during World Travel Market (WTM) 2022 from 05th to 09th November, 2022.

 WTM is one of the largest international travel exhibitions. The theme of this year`s exhibition is 'The Future of Travel Starts Now'. The India Pavilion had 16 co-exhibitors comprising State Governments, Tour Operators, Hotels, etc. The formal inauguration of the Indian Pavilion was done by Secretary, Ministry of Tourism, Govt. of India, and High Commissioner of India to UK in presence of Tourism Ministers of Kerala, Odisha, Karnataka, Maharashtra, Puducherry and Tamil Naidu. Incredible India organized various Cultural Performances throughout the day on 7th Nov 2022. Secretary (T) and High Commissioner of India to UK interacted with the State Tourism Ministers and delegates both within the India Pavilion and outside India Pavilion.

 Additional Secretary, Ministry of Tourism, Govt. of India addressed the Media at the press Meet at WTM 2022 on 08th Nov 2022.

 Secretary, Ministry of Tourism, Govt. of India attended the Ministers Summit at World Travel Market in association with UNWTO and WTTC- rethinking tourism on 08th Nov. 2022, later Secretary Ministry of tourism was interviewed by CNBC, CNN, BBC and Euro News and attended various meetings.

Secretary (T) and AS (T) had a meeting with PATA CEO, International Director, CBI (Confederation of Business Industry) and Managing Director, UKIBC (UK India Business Council). Secretary (T) participated in ITIC (International Tourism & Investment Conference) Panel on Strengthening Cooperation within Commonwealth to boost trade and investment in the travel and tourism sector.

12.   A bilateral meeting between Senior Economic Advisor, Ministry of Tourism, Government of India and Mr. Pham Van Thuy, Vice Chairman of VNAT (Vietnam National Administration of Tourism) was held on 12th December 2022 in conference hall, Chandralok Building, Janpath, New Delhi. DS (IC), Asst. DG (IC), TIO (IC), DEO (IC), Ministry of Tourism, Government of India were present during the meeting from

Indian side. Mr. Tran Phong Binh, Deputy Director General of Tourism Marketing Department, VNAT, Ms. Vu Ha Giang, Official of Tourism Marketing Department, Ms. Hai Anh Nguyen, Official of International Cooperation Department, Mr. Nguyen Luong Duc, Economic Attache, Vietnam Embassy in New Delhi and Representatives of the Vietravel and Vina Phu Quoc were attended the meeting from Vietnamese side.

13.   A bilateral meeting between Secretary Tourism, Government of India and H.E. Mr. Chang Jae-bok, Ambassador, Republic of Korea to India was held on 12.12.2022 in Transport Bhawan, New Delhi. Both side discussed in the field of Tourism Cooperation between India and Korea.

Chalapothar Shyam Gaon - Sivasagar, Assam

12

INDIA TOURISM DEVELOPMENT CORPORATION (ITDC)

The Ashok – New Delhi

CHAPTER

12.

INDIA TOURISM DEVELOPMENT CORPORATION (ITDC)

12.1   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 has played a key role in the development of tourism infrastructure in the country. The Corporation provides one stop solution for Travel, Tourism and Hospitality related needs. At present 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 duty-free shopping facilities to the tourists (Presently only Seaports). The Corporation also has its presence in engineering related consultancy services and the ACES Division handles infrastructure related project works for Centre/various State Governments along with mounting of Sound and Light (SEL) Shows. Ashok Travel & Tours is a division which provides ticketing, tourist transport, tour packages and cargo related needs with reliable affordable services and having pan-India presence. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality. Ashok Events is a leading event management agency handling Conferences, Exhibitions, Workshops/ Seminars and other National and international events.

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 2001 and 2002 respectively, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities.

12.2   Organizational set –up:

The present organizational set-up at the corporate level comprises of ITDC Board which includes Part time Non-Executive Chairman, Functional Directors [i.e. Managing Director, Director-Commercial & Marketing, Director-Finance], one Government Nominee Director and two Non-official/Independent Directors (post of one Non-official Independent Director is vacant). Besides Board of Directors, there are heads of business groups viz. Ashok Group of Hotels, Ashok Events, Ashok International Trade, Ashok Travel & Tours, Ashok Institute of Hospitality & Tourism Management, Ashok Consultancy and Engineering Services and Son-et-Lumiere supported by Corporate Marketing and Public Relations, Human Resource Management, Finance & Accounts, Vigilance & Security, Administration, Secretarial, etc.

ITDC Orgnational Chart
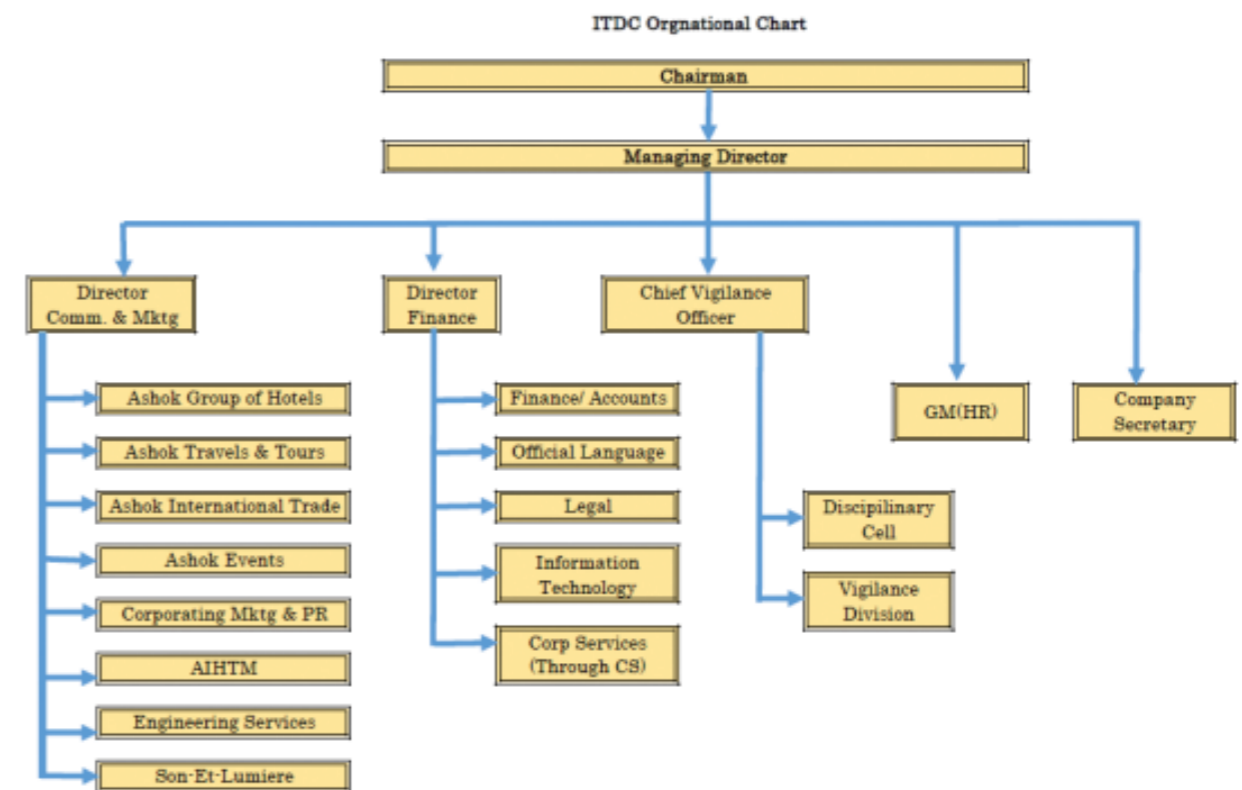
12.3   Network of ITDC Services

The present network of ITDC consists of 4 Ashok Group of Hotels (out of which 3 are in operation), 1 Restaurant, 4 Joint Ventures (Subsidiary Companies) having 1 Hotel unit in operation, 4 Catering Outlets, 5 Transport Units, 14 Duty Free Shops at Seaports.

12.4   Subsidiary Companies

Details below indicate ITDC's investment of Rs. 9.29 crore in the paid up capital of four subsidiary companies as on 31.12.2022:

Subsidiary Companies	ITDC's Investment in (Rs.)
Utkal Ashok Hotel Corporation Ltd.	(Equity Share) 1.19 crore (Pref. Shares) 3.50 crore
Ranchi Ashok Bihar Hotel Corporation Ltd.	2.50 crore
Pondicherry Ashok Hotel corporation Ltd.	0.82 crore
Punjab Ashok Hotel Company Ltd.	1.28 crore
Total	**9.29 crore**

12.5   Capital Structure

The details are as under:-

(Rs. in crore)

(As per Ind AS)	FY 2019-20	FY 2020-21	FY 2021-22
Authorized Capital	150.00	150.00	150.00
Paid up Capital	85.77	85.77	85.77
Reserves & Surplus	260.72	234.33	233.72
Net Worth	346.26	319.87	319.26

12.6   Pattern of Shareholding

ITDC is a listed company both with NSE and BSE. Its Market Capitalization as on 30.12.2022 (last trading day of the year) stood at Rs. 3004.50 Crore as per NSE and Rs. 3043.52 Crore as per BSE. The Authorized and Paid-Up Capital of the Corporation stood at Rs. 150.00 Crore and Rs. 85.77 Crore respectively. The pattern of shareholding (as on 30.12.2022) is indicated below:-

- Government of India   :   87.03%
- The Indian Hotels Company Ltd.   :   7.87%
- Other Bodies Corporate   :   0.11%
- Qualified Institutional Buyers   :   2.22%
- General Public, Employees & Other :   2.77%

12.7   Financial Performance

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

(Rs. in crore)

Details FY→	2017-18	2018-19	2019-20	2020-21	2021-22
Total Income	390.65	379.97	366.29	197.36	300.52
Profit before Tax	21.25	55.33	37.04	-26.61	10.10
Other Comprehensive Income	13.22	41.35	14.30	-26.08	5.11

ITDC declared 'Nil' dividend for the financial year 2021-22 due to severe impact of COVID-19 on hospitality and travel industry. Annual Accounts for the financial year 2021-22 has been approved by Board on 14.06.2022 and AGM for 2021-22 held on 30th September 2022.

12.8   Plan Schemes

The Ministry of Tourism, Government of India does not give any grant to ITDC under any scheme. From its internal resources, etc., the original budget estimate for capital outlay for the year 2022-23 is ₹36.27 Crore which includes ₹32.77 Crores against renovation / up gradation of Hotel properties and other divisions.

12.9   Memorandum of Understanding (MoU)

The MoU signing with Ministry of Tourism for the year 2022-23 has been signed.

12.10   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 of remaining properties is under process as under:

- Hotel Pondicherry Ashok, Pondicherry: It has been decided to offer to the State Government to buy out the 51% equity of ITDC in the JV Company. Reply from the State Government is awaited.

- Hotel Kalinga Ashok, Bhubaneswar: State Government has been offered to take over the existing Hotel Kalinga Ashok. State Government has requested ITDC to send the proposal. Proposal is under process.

- Hotel Ranchi Ashok, Ranchi: 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. CCEA Note has been submitted and approval is awaited.

- Incomplete Project of Anandpur Sahib: It has been decided to transfer the 51% equity stake of ITDC in the JV Company to the Govt. of Punjab. Draft MoU has been sent to the State Government in this regard.

- Hotel Nilachal Ashok, Puri: State Government has been offered to buy out the 98% paid up equity capital of ITDC in the JV Company. Reply is awaited from the State Government.

- Hotel Ashok, New Delhi: M/s Feedback Infra was appointed as Transaction Advisor by DIPAM, M/o Finance, GoI on 14.01.2020 for studying lease terms & conditions of land, 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 meeting of Inter-Ministerial Group (IMG) on 20.07.2020 held by DIPAM. The recommendations of IMG were discussed in the meeting of the Core Group on Disinvestment (CGD) held on 27.10.2020. CGD asked some clarifications. Clarifications were provided by the Consultant in the IMG meeting held on 06.01.2021. Last CGD meeting was held on 15.03.2021 in which the recommendations of IMG meeting held on 06.01.2021 were approved. DIPAM asked the Ministry of Tourism to take the approval of the CCEA for the recommendations of the CGD and for conducting roadshows. CCEA Note has been submitted by Ministry of Tourism to Cabinet Secretariat on 11.01.2022. As per the directions given in a Note forwarded by the MoT, a roadshow was conducted on 22.08.2022 to obtain the views of the potential investors. Report of the Road show sent by Ministry of Tourism to PMO.

- Hotel Jammu Ashok: 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 Govt. of J&K. for taking possession of the Hotel after payment of compensation in accordance with clause 3 (ii) of the lease deed. Draft MoU has been sent to the Govt. of J & K in this regard.

12.11   Ashok Group of Hotels

The Ashok:

Built in 1956, The Ashok, the flagship hotel of I.T.D.C. is a familiar landmark in the city sprawling over 25 acres of land. The Ashok has 550 well adorned rooms with 160 suites, including the Ashok Presidential Suite, depicting an aura of opulence.

The Ashok has premium banquet facilities and most favored banquet venues.

The Ashok has been the venue for several prestigious national and international conventions, seminars and events. And this year, the hotel hosted international guests/events of Interpole, ISHAM-The International Society for Human & Animal Mycology, NADA, Indo-German Programme on Universal Health Coverage, International Solar Alliance.

The hotel hosted conferences of several ministries such as Women & Child Development, Textiles, Education, Youth Affairs & Sports, Culture, Finance, etc. The hotel was the venue for various Medical Conferences this year, i.e. Delhi Ophthalmological Society, Immunology, DOACON, Cardiology, etc.

The Ashok was the residential host for Olympic players, Paralympics sports players, Padma awardees, Teachers awardees, national sports awardees, awardees of ministry of textile, winner of Dadasaheb Phalke award by DFF (National Film Awards). Hotel was also the venue for a film shoot.

The Ashok Convention Hall, with its grand dimensions has also perfected the art of hosting exhibitions and has organized Wedding Asia, Jalsa, Hi life, Sutraa, Ankur, Swar Manjari and many more exhibitions with high foot falls.

Over the year, The Ashok had added more facilities keeping in mind the changing trends in hospitality industry. There have been upgradations &

modifications in its guest rooms, restaurants, public areas; all designed with an endeavour to provide the highest standards of service for the guests and to provide an experience of exclusive and grand living. Post Covid, hotel prepared itself for welcoming guests back with enhanced Covid safety protocols with upgraded rooms by refurbishing soft furnishings and upgrading infrastructure like lifts, fire safety, etc.

The hotel has initiated dedicated efforts for imparting training to all levels of employees with in-house training set up for entire F&B and banquets staff. Training given on soft skill, telephone handling, personal grooming and complaint handling for front office & reservation staff. Training session held on prevention of sexual harassment of women at work place. Training held on basics of Mixology in association with UBL. PSARA training was given to security guards and officers by visiting faculty.

The hotel introduced new Millet items in The Coffee Shop and VVIP Caterings at Hyderabad House (i.e. Ragi Dosa/Uttapam, Millet and Vegetable Soups, Amaranth Ki Kheer, Bajra Ki Khichdi etc.). This is in consonance with the celebration of the "International Year of the Millets". The Ashok's Millet Breakfast at The Coffee Shop was well covered on social media viz "india.com". The Ashok Cake Shop specially curated Diwali Millet confectionary hampers which were well received.

The write-up on Chef Arvind Rai, Chief Executive Chef, The Ashok was part of book printed by IHM, Pusa (IHM Pusa @ 60, Essence of Hospitality and Life Skills). Recipes of Healthy Winter Desserts for Diabetic were published in Hindustan Times e-paper on 23rd November 2022 shared by Chef Gaurav Malhotra, Sr. Sous Chef, The Ashok. Healthy Millet Ladoo recipe shared by Chef Arvind Rai, Chief executive Chef on "thehealthsite.com".

The hotel celebrated Valentine's Day with special Valentine's Gift Hampers for sale, "International Women's Day", "Navratri", "Ramzan-ul-Mubarak", "Diwali", "Kashmiri Food Festival", among others. Hotel will be celebrating X'mas and New Year with special promotions at The Cake Shop and Food & Beverage outlets.

Hotel Samrat:

Set in the beautiful landscaped gardens which it shares with Delhi's landmark The Ashok, Hotel Samrat is an elegant structure built around a central flower-filled atrium and open–air courtyard. Its 255 standard and deluxe rooms feature twin as well as queen size beds overlooking the enclosed

gardens fountains and water channels while satisfying the demands of the most discriminating guests.

A combination of Kautilya hall, Chanakya hall, Chandragupta hall, poolside lawns and other spaces make Hotel Samrat a perfect venue for conventions, exhibitions and weddings.

The hotel hosted and/or was associated with various important conferences, events, organized by different Ministries/PSUs/Companies/State guest houses. The hotel hosted conferences of Coal India, Bricks International, Weavers Service Center, NICDC Logistics, Central Health Bureau, National Center for Disease Control, Kendriya Vidyalaya Sangathan, Assam Bhawan, GIZ, Ministry of Rural Development, DOACON, etc..

The hotel was the residential host for Government departments/Ministries/PSUs such as Ministry of Culture, Rural Development, Science & Technology, UPSC, Lok Sabha Secretariat, awardees of Export Promotion Council Handicrafts, Coal India, SSRM Air Mail, Lalit Kala Akademi, NLC India, Lok Sabha Secretariat, C-DAC, FSSAI, DRDO, National Health Authority, Ashok Tours & Travels, AICTE, National Horticulture Board, Central University of Tamil Nadu.

The hotel had the honour to host Padma awardees, Indian Navy, Indian Army, IFS probationers, Indian Red Cross Society.

The hotel received groups from various state guest houses namely Odisha Bhawan, Uttarakhand Sadan.

The hotel offers delicious packed meals filled with delicacies of various cuisines and sold over 5000 such packed meals which were well accepted and popular.

As part of the continuous modernization and upgradation of the property; complete renovation of 48 guest rooms & corridors has been done. Regular kitchen upgradation is being done to maintain standards as per ISO requirements. Improvement works at main lobby and entrance porch is under process.

Hotel Kalinga Ashok:

Hotel Kalinga Ashok is a gracious blend of traditional courtesy and modern living with an ambience that includes Odisha handicrafts, handlooms and cuisine to create a complete Odishan experience. The grand white building stands in the heart of the city at Kalpana Square. The hotel has a choice of

well-appointed 36 rooms including 04 Suites, a Coffee shop-cum-Restaurant Phulbani, two halls Konark, Utsav & Lawns to meet the convention/banquet facilities of the guests.

The hotel was associated with various important conferences/events organized by Government Departments and Corporates. Some of them were Odisha Water Academy, Department of Economics & Statistics, Jindal Steel & Power Ltd., National Health Mission, Ayurveda Institute, Odisha Public Service Commission, Sahitya Akademi, etc.

Hyderabad House:

The Hyderabad House has been catering to the visiting dignitaries, Heads of States on behalf of the Hon'ble Prime Minister of India and has garnered huge appreciation for consistently providing excellent services and show casing Indian cuisine.

The unit made catering arrangements for several VIP events at the South Block, PMO, Sushma Swaraj Bhawan, Jawaharlal Nehru Bhawan and for the External Affairs Minister of India, NSA, FS and other Secretaries of External Affairs Ministry.

Prestigious events were hosted by the Hon'ble Prime Minister of India for the Hon'ble President of the Republic of Maldives and Hon'ble Prime Ministers of United Kingdom, Japan, Bangladesh and Nepal. The unit also catered to Hon'ble Vice President of Namibia, Gambia, Mauritius, Zambia and visiting delegations at Hyderabad House and PMO.

Vigyan Bhawan:

ITDC has been managing a VVIP catering unit at Vigyan Bhawan since 1979. This catering unit of ITDC has successfully handled many prestigious national and international events and most of them were attended by the Hon'ble President, Hon'ble Prime Minister as well as the Heads of the States. It is a matter of great pride that the services rendered at Vigyan Bhawan have always been appreciated.

Several important conferences were organized by the Vigyan Bhawan unit and some of which were graced by the Hon'ble President of India and Hon'ble Prime Minister of India; Vigyan Prasar, National Informatics Centre, Rural Livelihood Division, Morarji Desai National Institute of Yoga, National Commission for Women, Central Bureau of Investigation, Isha Foundation, Institute of Company Secretaries of India, National Highway Authority of

India, Directorate of Film Festivals, Ministry of Tourism, Central Vigilance Commission, Assam Tourism Development Corporation, Ministry of Textiles, National Human Rights Commission, etc. were successfully catered to.

All Hotels and Catering Units are holding all statutory licences and ISO 22000:2018 certification.

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 has successfully been catering to the requirements of Parliament House Estate. PHCU has also been given the mandate to provide hospitality services in the New Parliament House Building, which is expected to be operational shortly.

The PHCU is responsible for providing VVIP catering services within the premises of the Parliament House to the Hon'ble Chairman Rajya Sabha, 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 and staff.

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.

12.12   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.

Hon'ble Prime Minister with the delegates during the first ever National Secretaries orgnaised by NITI Aayog from 15th to 17th June, 2022 at Dharamshala, Himachal Pradesh. Ashok Events Division was appreciated by NITI Ayog for providing excellent services for the event.

The major events handled by the Ashok Events Division during 2022-23 include:-

- 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.

- 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 Shaki – 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.

- "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.

- 9th International Tourism Mart (ITM) organized by Ministry of Tourism from 27th to 29th November 2021 at Kohima, Nagaland.

- 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

- Fabrication and installation of National Mission for Clean Ganga (NMCG) pavilion during Magh Mela at Prayagraj, Uttar Pradesh from 30th January to 5th March 2022.

- Launch of 'SMILE' by Department of Social Justice and Empowerment held at Dr Ambedkar International Centre, New Delhi on 12th February 2022.

- 'Launch of Kanya Shiksha Pravesh Utsav' organized by Ministry of Women & Child Development at Banquet Hall, The Ashok on 7th March 2022.

- World Consumers Rights Day, organized by Department of Consumer Affairs at Vigyan Bhawan on 15th March 2022.

- Mounting of NMCG pavilion during WINGS Expo organized by Ministry of Civil Aviation at Hyderabad from 24th to 27th March 2022.

- 'Sampark Samanvay Samvad' organized by Department of Industry & Internal Trade (DPIIT) at the Convention Hall, The Ashok on 26th March 2022.

Hon'ble President of India along with Hon'ble Minister for Social Justice & Empowerment and MoS-Ministry of Social Justice & Empowerment giving the National Award for 2021- 2022 in the field of Empowerment of Persons with Disabilities at an event managed by Ashok Events Division at Vigyan Bhawan, New Delhi.

12.13   Ashok International Trade (AIT)

Ashok International Trade Division, 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 fourteen duty free shops at Kamarajar, Kolkata, Haldia, Chennai, Kandla, Mangalore, Visakhapatnam, Goa, Paradip, Kakinada, Krishnapatnam, Cochin, V.O Chidambaranar and JNPT seaports. These duty-free outlets serve as an essential facility for international travellers and also strengthen the Govt. of India's vision to increase cruise passenger traffic from 0.4 million at present to 4 million.

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.

12.14   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.

12.15   Public Relations & Culture Division

The Public Relations and Culture Division of ITDC has been constantly working towards 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 ITDC's digital marketing plan, we have leveraged the power of social media platforms such as Facebook, Twitter, Instagram

and YouTube to promote our company. Additionally, we have launched online campaigns such as content marketing to increase our reach among the target audience, like our recently launched ONE campaign, which highlights all the verticals and their services, targeting the relevant audience.

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 organized at the hotel's restaurants.

ITDC has also developed an effective Search Engine Optimization (SEO) strategy to ensure our website is easily visible to potential customers. To increase engagement, we aim to involve customers through various online activities. We also aim to provide customer support on social media platforms to increase customer satisfaction. We will regularly analyze the performance of the campaigns and optimize them accordingly.

The division has been actively disseminating information about ITDC with a whole new perspective with all its verticals. In traditional mass media information dissemination, ITDC has been using the services of trade magazines and journals in print and digital modes.

12.16 Ashok consultancy and Engineering services

The Ashok Consultancy and Engineering Services Division (an ISO 9001:2015 certified Division) is one of the main verticals of ITDC which 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 division is actively involved in the preparation of Detailed Project Reports pertaining to Tourism Infrastructure Development Works, Feasibility Reports and 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 and has also prepared more than 105 numbers of Detailed Project Reports in the tourism field so far.

The Division is executing Tourism Infrastructure project for Sree Narayana Guru Spiritual Circuit in Kerala for an amount of Rs. 66.42 Cr. sanctioned by MOT under SWADESH Darshan Scheme, Development of Infrastructure works

in Betaal 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 prepared and submitted the Detailed Project Report for Development of Salkanpur, Sehore district, for an amount of Rs. 53.00 Cr, Development of Various Infrastructural Works at Kakadpura Pond, Tantya Mama Bhil Samadhi Temple (Patalpani) with View Point Bridge no 647, Kalakund and Janapav at Mhow, Dist. Indore, Madhya Pradesh for an amount of Rs 50.90 Cr. and Development and Beautification of Various Infrastructural Works at different locations in and around Behat, Dist. Gwalior, Madhya Pradesh for an amount of Rs 28.19 Cr under CFA Scheme of MOT for approval. 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 for an amount of Rs 56.87 Cr sanctioned by MOT/ State Govts 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 – Bhubaneshawar, Nigeen lake- Srinagar and Purana Quila-New Delhi. On 22.11.2022 Hon'ble Minister Tourism, Shri G. Kishan Reddy inaugurated SEL show at Puttaparthy, Andhra Pradesh.

12.17 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) programs of Ministry of Tourism

- Under the CBSP program (Capacity Building for Service Provider) of Ministry of Tourism, Government of India, AIH&TM, HRD division of ITDC conducted the training of Taxi/Cab/Coach drivers under Tourism Awareness Program (fully sponsored by MoT) on Behavioral & soft skills with one basic foreign language viz. French and German. The main aim of the training programme is to hone the personal and professional skills of Taxi/cab Drivers so as to enable them to communicate with Domestic as well as International tourist without any hassles and in respectful manner. The duration of the whole program is 16 hours and has been designed keeping in mind the necessity of training for Taxi/coach Drivers while also ensuring that they do not lose their daily earning. Candidates who successfully completed the course are provided with a stipend of Rs. 300/- per day as per the scheme. AIHTM has trained 299 candidates under the scheme. Out of the total candidates, 165 are male beneficiaries as compared to 134 female beneficiaries.

- Candidates have been given inputs on soft skills, behavioral skills, personal and workplace hygiene, places of tourist importance in Delhi, First Aid, COVID Protocol, Foreign language, etc. via theoretical as well as practical means during the course. Trade Experts from the industry conducted their classes and literature in the form of booklet was also distributed. Hon`ble Minister of Tourism, Culture and DONER has awarded the certificates to candidates, who have successfully completed the TAP in an event held at Ashok Hotel on 30.11.2022.

- ITDC has created a parallel vertical within HRD Division of ITDC, under "Entrepreneurship Development Programme" and trained various batches of professionals in association with NIESBUD wherein the candidates have been given entrepreneurial training and also being supported by ITDC & NIESBUD in starting their own enterprise.

- On the job training to Industrial Trainees from various professional Hospitality Institutes in the country.

- Customized training programs for various Government departments/institutions.

- Apprenticeship training under Ministry of Skill Development and Entrepreneurship.

- In addition to above the, Institute also conducts training programs for its employees on regular basis. The institute during the year is conducting various programs on Tendering Process, Prevention of Sexual harassment at work place, grooming classes, Vendors Workshop during vigilance awareness week for the employees of the Corporation.

12.18   Environment Management initiatives

ITDC being a responsible CPSE, has adopted various eco-friendly measures like ETP, Rainwater Harvesting System, solar energy etc along with other energy conservation measures in most of its units. 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.

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. Similarly, Hotel Samrat is also in the process of obtaining for LEED Gold Certification from US Green Building Council.

12.19   Corporate Social Responsibility (CSR)

Due to the pandemic impact on the Hospitality Industry, ITDC incurred losses during FY 2020-21 and therefore it was decided to set off the excess expenditure of Rs. 25.46 lakh incurred during FY 2020-21 against the CSR expenditure of FY 2021-22. The prescribed expenditure for FY 2021-22 was Rs. 26.86 lakh. During the FY 2021-22, the Corporation spent an additional amount of Rs. 1.60 lakh on purchase of Zeal Resuscitation kit from M/s Northeast Construction for office of Collector Jabalpur, Madhya Pradesh as CSR expenditure. Thus total expenditure of CSR during FY 2021-22 (including set off expenditure of Rs.25.46 lakh) was Rs. 27.06 lakh against prescribed expenditure of Rs. 26.86 lakh.

12.20   Human Resource Management

The total manpower of ITDC for the year 2022-23 (as on 01.12.2022) is 582 comprising of 163   Executives and 419 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.

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

12.21   Information Technology Initiatives

Implemented and structured Government policy based initiative e-Invoicing in PROTEL, CASHX and Tally Billing software's through API configuration for auto generation of the e-Invoice from GST server. Upgradation of accounting software Tally from ERP9 to Prime Version. Taking employee friendly initiatives. Restructured the Bill Tracking system as per new Government norms. Deployed Channel Manager Software for Hotel Reservations. Also updating company's bilingual website with latest Information and Data from time to time. Online meetings including Board Meetings are being conducted through Video conferencing to maintain social distancing, saving time, money & improving communication. New initiatives undertaken by enabling Payment gateway for direct online payments in https:/etenders. gov.in for ITDC module, new PMS in Hotel Kalinga Ashok and new POS system at Taj Restaurant Agra, provision for MSME module in Accounting Application Tally for managing the MSME vendors.

Sh. G. Kishan Reddy, Hon'ble Minister of Tourism, Culture & DoNER along with Sh. G. Kamala Vardhana Rao, IAS, Managing Director, ITDC and Sh. Piyush Tiwari, Director (C&M), ITDC during the Certificate Distribution for Taxi/Coach/Cab Drivers. ITDC trained almost 300 drivers in the first tranche of which 150 were lady drivers. This program is aimed at capacity building with soft skills and foreign language component, preparing a pool of frontline service providers towards G-20.

13

STATISTICS, SURVEYS AND STUDIES

Jantar Mantar, New Delhi

13.

STATISTICS, SURVEYS AND STUDIES

13.1   Information and Research Activities

Statistical data is indispensable tool 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.

Promotion of research in the field of tourism and rendering support, both technical as well as financial to States /UTs in the field of Statistics and Market Research are other key works of the Division. Based on the requirement of the Ministry, this Division also undertook tourism surveys, economic and statistical research studies which are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. 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.

In addition to this, Market Research Division of Ministry of Tourism coordinates with international organization like UNWTO, WEF, PATA for providing data and other research related matters etc..

13.2   Market Research Professional Services(MRPS) under Capacity Building for Service Provider (CBSP) Scheme

The basic objective of Market Research-Professional Services (MRPS) activities is to promote research in the field of tourism and gathering reliable inputs for policy formulation and planning for tourism development in the country. The MRPS activities aims to bring in professionalism in systematic planning of tourism by providing contemporary research input for policy directions and canvassing a way for focussed implementation of the policy initiatives.

MRPS activities provides Central Financial Assistance (CFA) to State/UTs for carrying out research studies/surveys/feasibility studies/preparation of Master plans on the topics concerned to them. It also provides CFA to Institutions for conducting workshops/seminars for promotion of research in the tourism sector and getting inputs from Experts, State Governments, Industry, Intellectuals, etc. for development of Tourism.

Research studies and surveys have also been undertaken in ambit of MRPS activities on requirement of Ministry which formed basis for development of policies and schemes for tourism.

Following research activities have been carried out during year 2022 under MRPS activities:

(i)   Tourism related Surveys, Studies, Plans, Market Research/ feasibility studies/ publications / etc. for making available relevant data/ information/ report/ inputs to the Ministry for policy making and planning purposes.

•   Studies:

Completed

a.   Study on "India and the Coronavirus Pandemic: Economic Losses for Households Engaged in Tourism and Policies for Recovery".

b.   Study on Culinary Heritage of Indian Himalayan Region

Ongoing

a. Study on 'Analyzing Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India'.

b. Study on "Role of Luxury Tourist train in Promoting tourism in India

c. Study on "Capacity Building for Data on Domestic and Foreign Tourist Visitors/ Visits in the States/ UTs."

d. Study on "Assessment of Tourist Destinations in Areas of infrastructure and Cleanliness"-

e. Study on "India and the Coronavirus Pandemic: Economic Losses for Households Engaged in Tourism and Policies for Recovery-Phase-II"

(ii) Central Financial Assistance (CFA) to States / UTs for undertaking Master Plans/ Concept Plans / feasibility studies and conducting statistical surveys and studies related to tourism.

• Surveys

Ongoing

a. Appointing an Agency/ Consultancy for Survey on collection of Tourism Statistics for the State of Maharashtra.

b. "Continuous Tourism Survey" in Kerala for three years.

(iii) Providing support to reputed Institutes / Central Universities for conducting Workshops/ Seminars/ etc. for promotion of research in the tourism sector and getting inputs from Experts, State Governments, Industry, Intellectuals, etc for development of Tourism. Further, bringing out research journals in the field of tourism for wider dissemination of information on tourism research.

• Journals

Completed

(i) PusaBi-annual Journal of Hospitality and Applied Science Vol-VII 2021 by Institute of IHM & N, Pusa, New Delhi.

Ongoing

(ii) PusaBi-annual Journal of Hospitality and Applied Science Vol-VIII 2022 by Institute of IHM & N, Pusa, New Delhi.

• Conferences

Completed

a. International Conference on "Enterprise and Entrepreneurialism in Tourism and Hospitality" to JamiaMillialslamia during 28th to 30th Jan, 2022.

b. CFA to IHM,C& N, Pusa, New Delhi for conducting a three-days International Conference on "Hospitality and Tourism – Revival Strategies" during 24-26 August, 2022.

Ongoing

a. International Conference on Religious Tourism" during 19-20 January, 2023 to be organized by Babasaheb Bhimrao Ambedkar University, Lucknow.

b. International Conference on: "Rural Tourism & Alternative Accommodation: Perspectives and Challenges" during 9-11 Feb, 2023 to be organized by HMCT&AN, Bhubaneswar.

13.3   Publication

During 2022, Market Research Division has brought out two annual publications namely India Tourism Statistics- at a Glance 2022 and India Tourism Statistics 2022. These publications provide detailed statistics on tourism related indicators at micro level like profile of inbound tourists, arrival pattern, duration of stay, etc. In addition to this, based on the provisional data received from Bureau of Immigration, MRD brings out brief note on tourism statistics
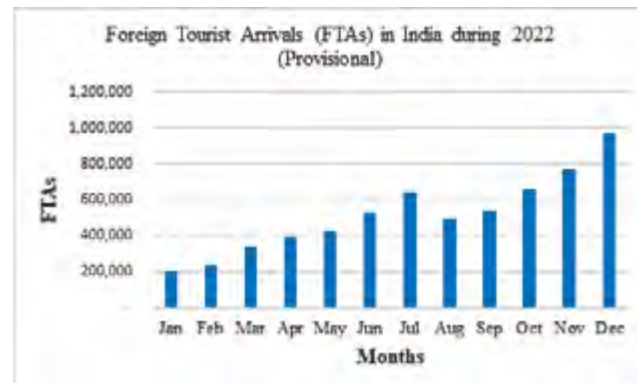
on monthly basis. The above said publications and brief notes are available at https://tourism.gov.in/market-research-and-statistics.

13.4   Highlights on Tourism Statistics during 2022

A.   Inbound Tourism

- **Foreign Tourist Arrivals**

FTAs during 2022 were 6.19 million (Provisional) with a growth of 305.4% over same period of the previous year.

- **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 5.48 million arrivals of NRIs in India during 2021.

- **International Tourist Arrivals (ITAs)**

In concordance with UNWTO, ITAs include both FTAs and Arrivals of NRIs. In the year 2021, there were 7.00 million ITAs in India.
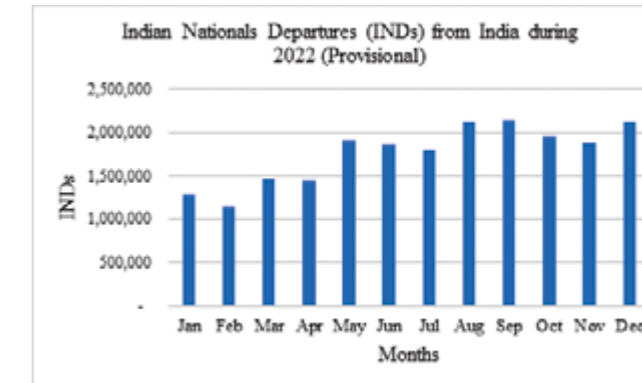
- **Foreign Exchange Earnings (FEEs)**

FEEs during the period during 2022 (Provisional estimates) were Rs. 1,34,543 crores with a 106.77% over same period of previous year.

FEE during the period 2022 (Provisional estimates) were US$ 16.926 billion with a growth of 92.41% over same period of previous year.

B.   Outbound Tourism

- **Indian National Departures (INDs)**

INDs during 2022 were 21.09 million (Provisional) with a growth of 146.7 over same period of the previous year.

C.   Domestic Tourism

As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 677.63 million Domestic Tourist Visits (DTVs) and 10.55 million Foreign Tourist Visits (FTVs) all over the country during the year 2021.

13.5   Tourism Satellite Account (TSA)

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

Tourism is a demand based concept defined by its consumption not by its output. Industries defined in National Accounts such as air transport, hotels and restaurants produce same output irrespective of whether it is consumed by tourist or non-tourist. It is consumption by tourist that defines the tourism economy, which is not available in the National Accounts. Therefore, there is a 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 years

2002-03, 2009-10 and 2015-16 in the years 2006, 2012 and 2018 following the methodology recommended by United National World Tourism Organization. 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 2017-18, 2018-19 and 2019-20 the contribution of tourism to GDP and employment of the country for year 2017-18, 2018-19, 2019-20and 2020-21 is as given below:

	2017-18	2018-19	2019-20	2020-21
Share in GDP (in %):	5.02	5.02	5.19	1.06
Direct (in %)	2.61	2.61	2.70	0.55
Indirect (in %)	2.41	2.41	2.49	0.51

Note: The above estimates have been updated using NAS 2022

	2017-18	2018-19	2019-20	2020-21
Share in jobs (in %)	14.78	14.87	13.50	12.91
Direct (%)	6.44	6.48	5.89	5.63
Indirect (%)	8.34	8.39	7.61	7.28
Direct + Indirect jobs due to tourism (in million)	72.69	75.85	69.44	68.07

Note: The above estimates have been updated using NAS 2022

13.6   **Capacity Building of State/UTs for Strengthening Tourism Statistics**

Market Research division of Ministry of Tourism compiles data on Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) based on data received from State/UTs. However, data provided by States/UTs is in non-uniform pattern. To overcome the issues of non-uniform data provided by State/UTs

and comprehensive collection of tourism statistics on Domestic & Foreign Tourist visitors, Ministry of Tourism has developed a Standard Tourism survey methodology which is in line with UN stats. The methodology would help in standardizing collection of important Tourism statistics across various districts and Tourism attractions. The implementation of Tourism survey methodology would bring out important Tourism statistics such as number of domestic & foreign tourist visitors on various attractions, visitors profiling, purpose of visit, duration of stay, spending, place of residence wise visitors, hotels occupancy etc.The data would be quite useful for Ministry of tourism and State tourism departments in planning Infrastructure upgradation, tourism product development etc.

AT A GLANCE

2021 (IN LAKHS)

15.27 Foreign Tourist Arrivals (FTAs)

54.83 Non Resident Indians (NRIs)

70.10 International Tourist Arrivals (ITAs)

0.65 Foreign Exchange Earnings (FEEs) (in Rs. Crore)

85.51 Indian Nationals Departures (INDs)

6,776.33 Domestic Tourist Visits (DTVs)

2022 (IN LAKHS)

61.91 Foreign Tourist Arrivals (FTAs)

1.35 Foreign Exchange Earnings (FEEs) (in Rs. Crore)

210.96 Indian Nationals Departures (INDs)

14

DOMESTIC
OFFICES

Takhat Sri Harmandir Ji, Patna Sahib, Patna, Bihar

14.

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.

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

14.1.1.   National Conference of State Tourism Ministers (18th to 20th September 2022), Dharamshala, Himachal Pradesh:

Ministry of Tourism, Government of India is organizing National Conference of State Tourism Ministers from 18th to 20th September 2022 in Dharamshala, Himachal Pradesh under the Chairmanship of Shri G. Kishan Reddy, Hon'ble Minister of Tourism, Culture and DONER, to discuss issues related to development of Tourism in the country.

The three-day National Conference of State Tourism Ministers were attended by several Central Ministers, Tourism Ministers from States and Union Territories, Governors, Administrators & Seniors Officials of the Central Government, State Governments, and Heads of the Tourism & Hospitality Associations. Hon'ble Chief Minister of Himachal Pradesh inaugurated the event.

The event was attended online by Shri Sadguru Jaggi Vasudeva ji, Shri Kapil Dev and Shri Anand Mahindra by Hon'ble Tourism Ministers and

Secretaries (Tourism) of several states including Arunachal Pradesh, Uttar Pradesh, Madhya Pradesh, Tamil Nadu, Assam, Tripura, Mizoram, Haryana, Sikkim, Goa, Meghalaya, Karnataka, Ladakh, Bihar, Chattisgarh, Gujarat, Jammu & Kashmir, Jharkhand, Kerala, Punjab etc. The conference was attended by approximate 250 delegates including MEA representatives, media, etc.

The Conference was focused on the various policies and programmes of the Ministry of Tourism including the development of Tourism Infrastructure, Cultural, Spiritual & Heritage tourism, Tourism in the Himalayan states, Responsible and sustainable tourism, Role of digital technology for the marketing and promotion of tourism destinations, emerging importance of home stays in the Indian hospitality sector, Ayurveda, Wellness, Medical Value travel and promotion of domestic tourism. Other issues such as Wildlife Tourism, Responsible Tourism, tourism related aspects of G-20 were also discussed along with the review on the implementation of various projects implemented by Ministry of Tourism.

14.1.2. International Tourism Mart (17th to 19th November 2022) Aizawl, Mizoram:

Ministry of Tourism, Government of India has organized the 10th International Tourism Mart (ITM) for the North East Region from 17th to 19th November 2022 in Aizawl, Mizoram under the Chairmanship of Shri G. Kishan Reddy, Hon'ble Minister of Tourism, Culture and DONER, with the objective to highlight tourism potential of the Northeast region in domestic and international markets.

The three-day ITM event was attended by Seniors Officials of North-Eastern Tourism Departments, Hon'ble Chief-Minister and Hon'ble

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Tourism Minister of the state, State Governments, and Heads of the Tourism & Hospitality Associations, Yuva Tourism Club members, etc.

The event was focused on "Priorities of G20 for Tourism Track" by introducing the sessions on Green & Sustainable Tourism as well as Investment in North-East. The Mart brought together the tourism business fraternity and entrepreneurs from the eight North Eastern States. The event was also facilitated interaction between buyers, sellers, media, Government agencies and other stakeholders.

The mart included presentations by North Eastern States on their tourism potential, cultural evenings, sight-seeing visits to local

attractions in and around Aizawl. It also included B2B meeting where buyers from different regions of the country got engaged in one-on-one meetings with sellers from the North-East Region.

Also, an exhibition including display of beautiful handicrafts and handlooms was also showcased on tourism products of respective participating States. The event had also facilitated the Yuva Tourism Club members in Mizoram who joined the club and participated in various competitions.

The International Tourism Marts was witnessed by more than 300 participants which was hosted in Mizoram for the first time. The earlier editions of this mart have been held in Guwahati, Tawang, Shillong, Gangtok, Agartala, Imphal and Kohima.

14.1.3. Dekho Apna Desh Webinars:

The Ministry of Tourism, Govt. of India is arranging a series of Webinars under the overall theme of 'DekhoApnaDesh'. Recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism; the Ministry is focusing on the promotion of Domestic Tourism.

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. The Webinars include glimpses of the culture, heritage, handicrafts and cuisine of the destinations, in addition to the tourist spots. They are an attempt to present an undiscovered India to its citizens and encourage them to travel.

A repository of all the Webinars is being maintained by the Ministry and YouTube links to the Webinars are made available on the Incredible India Social Media handles of the Ministry of Tourism. The webinars have been well received with participants including the travel industry stakeholders, students as well as the general public. The webinars commenced on 14th April 2020 and a total of 165 webinars have been organized till the end of November 2022. The webinars have had a total viewership of over 368,556 + 107,084 (LMS) people and have seen participation from more than 60 countries across the world.

14.1.4. Yuva Tourism Club:

Ministry of Tourism has initiated establishing 'YUVA Tourism Clubs' as a part of the 'Azadi ka Amrit Mahotsav' celebrations. The vision of Yuva Tourism Club is to nurture and develop young ambassadors of Indian tourism who would become aware of tourism possibilities in India, appreciate our rich cultural heritage and develop an interest and passion for tourism. These young ambassadors would be

catalysts for promoting tourism in India. Participation in Tourism Clubs is also expected to facilitate development of soft skills like teamwork, management, leadership besides encouraging adoption of responsible tourism practices and concern for sustainable tourism.

The young members of these clubs would gain exposure to the rich diversity of India, and its civilizational values, it would enhance their sense of belonging towards the nation. On the other hand, as the youth become tourist ambassadors, India will become the favoured tourist destination of the world which will then have a cascading impact on our economy.

Yuva Tourism Clubs would also enable learners to appreciate the importance of travel and tourism, ignite a passion for tourism and its value in learners, sensitize learners to various elements of travel, encourage, teach and propagate responsible tourism practices, improve physical & mental health through exploratory, adventure and sports tourism and spread awareness about tourism opportunities at an early stage and encourage learners to be skilled professionals and entrepreneurs in the hospitality and tourism sector.

A Quiz Competition was conducted on "Tourism of India" in association with Zee Entertainment Enterprises Ltd. (ZEEL) Mind Wars for the students of Std. VI to XII of all schools across the country from 27 September – 11 October 2022. The competition was participated by 20,000 students from all over the country.

Activities by India Tourism offices:

1. **Paryatan Parv at Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai from 30th September to 2nd October 2022**

   As part of Iconic Week celebration of Azadi Ka Amrit Mahotsav, the Ministry of Tourism organized 'Paryatan Parv - 2022' (Tourism Festival) at Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai from 30th September to 2nd October 2022.The Paryatan Parv was inaugurated by Shri Shripad Yesso Naik Hon'ble MoS Tourism in the presence of Shri Deepak

   Kesarkar, Minister for Education, Environment, Climate Change and Marathi Language, Government of Maharashtra and Shri Mangal Prabhat Lodha, Tourism Minister, Maharashtra. Shri Rajiv Jalota, Chairman Mumbai Port Authority and Shri Gyan Bhushan, Economic Advisor, Ministry of Tourism graced the occasion. The event was well attended by the members of Diplomatic Corps in Mumbai, Tourism Industry Stakeholders, Yuva Tourism Club Members and Students and General public. The craft Bazaar at Paryatan Parv is showcasing the varied arts, crafts, textiles from the six states and UT from western and central region. The 4 central IHM's from the western and central region namely IHM Mumbai, Goa, Bhopal and Ahmedabad are participating in the Paryatan Parv under the overall banner of 'Paschim-Madhya Milap' showcasing the varied cuisine of the region, organizing competitions for hospitality students and talks on nutrition.

   State Tourism Boards namely Gujarat, Tamil Nadu, Jammu and Kashmir, Maharashtra, Himachal Pradesh, Uttar Pradesh and Madhya Pradesh participated and exhibited their products at

Paryatan Parv Mumbai the stalls saw a great response from the visitors. The Ministry of Ayush participated in the Paryatan Parv, Mumbai and showcased Ayurveda. 'AGNIPATH' scheme for recruitment of youth in Armed Forces which is designed to enable a youthful profile of the Armed Forces was showcased at Paryatan Parv Mumbai. The stall setup & managed by 6 Airmen Selection Centre, Cottongreen, Mumbai drew attention of the youth visiting the Paryatan Parv. The 4 central IHM's from the western and central region namely IHM Mumbai, Goa, Bhopal and Ahmedabad are participating in the Paryatan Parv under the overall banner of 'Paschim-Madhya Milap' showcasing the varied cuisine of the region, organizing competitions for hospitality students and talks on nutrition.

2. **Mumbai Darshan tour for the indigenous rural community on 28th and 29th May 2022**

Ministry of Tourism, Western Region Office, Mumbai, in association with Anand Foundation organized two days Mumbai Darshan tour for the indigenous rural community (tribals) of the Melghat region from Maharashtra on 28th and 29th May 2022. The objective was to show the world of travel to the marginalized section of society including introducing them to the landmark locations associated with India's freedom struggle in Mumbai and narrating the story of India's independence through Regional Level Guide.

This tour was supported by Western Region Office Mumbai, Ministry of Tourism. This is the initiative under the aggies of Azadi ka Amrit Mahotsav. To emphasize the theme of the Azadi trail various historical places associated with India's struggle for Independence was included in the sightseeing tour itinerary.

Visitors explored prominent places such as Mani Bhavan, Gateway of India, August Kranti Maidan, Khilafat House, Sardar Bhavan, and Girgaum Chaupati to highlight Mumbai and its contribution to Independence, during this tour.

3. **International Day of Yoga celebration at places in Goa**

Se Cathedral Old Goa (Churches and Convent of Goa)

The Eighth International Yoga day was celebrated at the iconic Largo of St. Francis Xavier, Se Cathedral Old Goa (Churches and Convent of Goa). The event was marked with the participation of more than 800 persons from all walks of the society.

The mass demonstration of Yoga, which coincides with the 'Azadi ka Amrit Mahotsav' program, celebrating 75 years of India's independence, was inaugurated by Union Minister of Tourism, Ports, Shipping and waterways, Shri Shripad Naik. To showcase the rich beauty, topography, geography and architecture of India and to brand Incredible India on the global stage, the Government of India has identified 75 Iconic Tourist sites across the country for the celebration of International Day of Yoga 2022.

The Churches and Convents of Goa and Se Cathedral are one of most visited monuments not only in Goa but also in the country. The Churches and Convents of Old Goa is a complex which houses the famous Basilica of Bom Jesus and Se Cathedral

along with some other churches of Old Goa. The Churches and Convents of Goa features on the UNESCO World Heritage list.

4   Interaction Meeting of Hon'ble Union Tourism Minister with Industry Stakeholders and officials in Mumbai

On 15th May 2022 Indiatourism, Mumbai office organized interaction for the officials from hospitality, tourism stakeholders, Archaeological Survey of India (ASI), National Gallery of Modern Art (NGMA), IHM, Mumbai under the Chairmanship of Hon'ble Minister of Tourism, Culture and DoNER and Director General (Tourism) at Sahyadri Guest House,

Mumbai. During this meeting, a review meeting was also held by DG (T) on overall activities held by Western Region office in financial year 2021-22 and upcoming future activities in 2022-23.

5.   Interactive meetings of Tourism Stakeholders with Shri Ajay Bhatt Hon'ble MOS Defence & Tourism in Pune, Kevadia and Mumbai

Minister of State for Tourism and Defence Shri Ajay Bhatt held interactive meetings with Travel & Hospitality Industry

Stakeholders in Pune , Kevadia and Mumbai on 3 June , 6th October and 1 November 2022. The said interactive meetings were organised by Indiatourism Mumbai, the Regional Office of Ministry of Tourism for Western & Central Region.

In Pune, the Shri Girish Bapat, Hon'ble Member of Parliament (Lok Sabha) from Pune constituency attended the meeting. In Mumbai, Shri Mangal Prabhat Lodha, Hon'ble Tourism Minister Government of Maharashtra and Hon'ble Speaker of Maharashtra Legislative Assembly Shri Rahul Narwekar attended the meeting.

6.   Participation in OTM was held in Mumbai on 13 Sept'22 -15 Sept'22

The OTM, one of the major travel exhibitions was held in Mumbai from 13-15 September 2022. The exhibition was inaugurated by Sri Mangal Prabhat Lodha, Tourism Minister of Maharashtra. Ministry of Tourism is participated in the event and had 20 co exhibitors from across India covering Ladakh, Tamilnadu,

Andamans, Mizoram, Maharashtra, J & K, Rajasthan, Gujarat , Delhi etc. All the co exhibitors were provided the table space free of charges.

The Indiatourism pavilion is highlighting GOI initiatives like Utsav Portal, Azadi Ka Amrit Mahotsav, Yuva Tourism Club, Swadesh Darshan 2.0, EBSB and AKAM iconic week. The Indiatourism pavilion was also inaugurated by Tourism Minister of Maharashtra.

7.   1st Incredible India International Cruise Convention 2022 was held on May 14th and May 15th, 2022 in Mumbai

The first Incredible India International Cruise Conference 2022 was held on May 14th and May 15th, 2022 in Mumbai. The Union Minister of Tourism, Culture and the Development of the Northeastern Region (DoNER) Shri G Kishan Reddy   addressed the participants on May 15th about the various tourism related themes and discussions that included Potential of River Cruising and Cruise Tourism: Success Stories and Destination Development

The two-day conference showcased abundant business opportunities in the country's cruise tourism sector with an aim to first showcase India as a desired destination for cruise passengers, highlight the regional connectivity, promote

building of new destinations and attractions like lighthouses and disseminate information about India's preparedness for developing the cruise tourism sector.

The Union Tourism Minister also had a one-on-interaction with business leaders and stakeholders from the cruise industry. This Cruise Conference was attended and addressed by the Union Minister of Tourism, Ports, Shipping and waterways, Shri Shripad Naik and Director General of Ministry of Tourism, Government of India.

15

NORTH-EASTERN REGION ,JAMMU & KASHMIR AND LADAKH – SPECIAL EMPHASIS

Tanmarg -Baramulla - Jammu & Kashmir

CHAPTER

15.

NORTH-EASTERN REGION ,JAMMU & KASHMIR AND LADAKH – SPECIAL EMPHASIS

15.1   North Eastern Region

i.   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 familiarization

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.

15.2   Protected Area Permit(PAP)/Restricted Area Permit (RAP)

For a better and smooth travel experience of Tourists in the Restricted/ Protected areas ofthe country, Ministry of Tourism regularly coordinates with Ministry of Home Affairs and as a result, Ministry of Home Affairs had relaxed the PAP/RAP in the states of Manipur, Mizoramand Nagaland till 31.12.2022. Ministry of Tourism has already taken up the matter with Ministry of Home Affairs regarding relaxation of PAP/RAP for a further period of 5 Years till 31.12.2027 in the states of Manipur, Mizoram and Nagaland.

Hall of fame, Leh

16

GENDER
EQUALITY

Gender-Jalakandeshwarar Temple, Vellore, Tamil Nadu

CHAPTER

16.

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.

Baag-e-Bahu – Jammu, J&K

Hussain Sagar - Hyderabad, Telangana

17

WELFARE
MEASURES

Satluj River – Rampur, Shimla, Himachal Pradesh

CHAPTER

17.

WELFARE MEASURES

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.

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.

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.

Kali river, Karwar, Karnataka

18

VIGILANCE

Hemaskasa - Maharashtra

18.

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 eg:- 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.

19

DEPARTMENTAL ACCOUNTING ORGANISATION
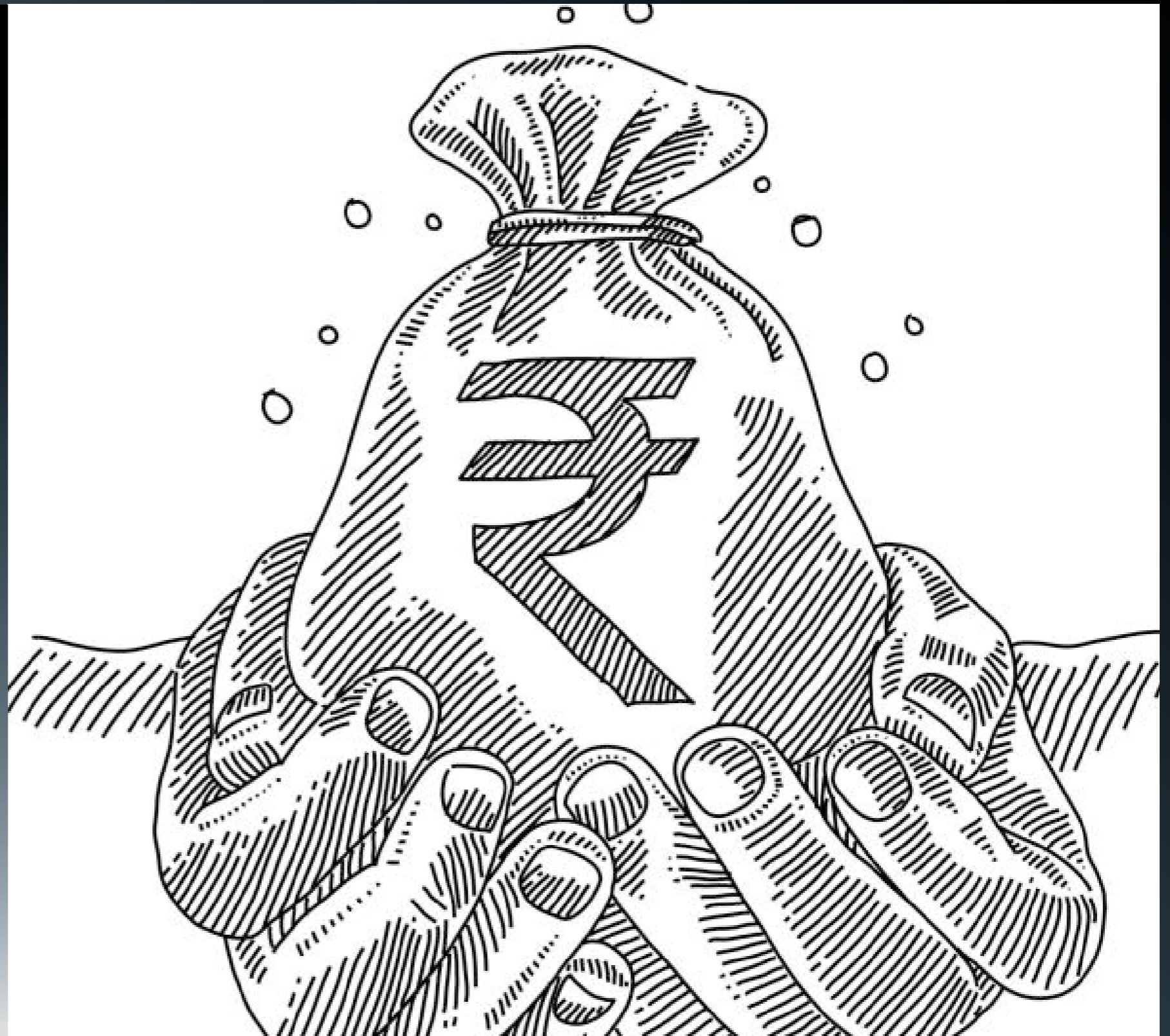
CHAPTER

19.

DEPARTMENTAL ACCOUNTING ORGANISATION

19.1 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.

19.2 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:

Revenue Section	2400.00Crore
Capital Section	0.00 Crore
Total	2400.00Crore

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

19.2.1 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.

Office and maintaining necessary liaison with the Controller General of Accounts Office to effect overall co-ordination and control in accounting Issue of Inter Departmental Authorisation to various agent Ministries.

Rendition of technical advice to Pay & Accounts matters.

19.2.2 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.

19.2.3   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

19.3   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.

19.3.1   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 are sult 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.

19.3.2   e-bill

The Electronic Bill (e-Bill) system has been developed by the Public Financial Management System (PFMS) Division in the office of the Controller General of Accounts in the Department of Expenditure, Ministry of Finance. The Union Minister for Finance & Corporate Affairs Smt. Nirmala Sitharaman launched the e-Bill processing system, announced in Union Budget 2022-23, on the occasion of 46th Civil Accounts Day. This is part of 'Ease of Doing Business (EoDB) and Digital India eco-system' to bring in broader transparency and expedite the process of payments. It will enhance transparency, efficiency and faceless-paperless payment system by allowing suppliers and contractors to submit their claim online which will be trackable in real time basis. The electronic bill received will be processed by the authorities digitally at every stage and finally, the payments will be

credited digitally to the bank account of the vendor. The vendor/supplier would be able to track the status of processing of their bills online. The bills will be processed by First-In-First-Out (FIFO) method.

19.3.3   e-PPO

This e-PPO system has been developed for sending online digitally signed authorities from CPAO to CPPCs of banks for arranging payment to the pensioners. At present, under this project, digitally signed revision authorities are being sent to 23 banks (out of 29) from CPAO. Remaining 6 Banks are in process of getting covered under this project. Integration of the Electronic Pension Payment Order (EPPO) with Digi Locker is also in pipeline, CPAO is responsible for creating pensioners data base on the basis of special seal authority received from the PAO and then generate its own special seal authority and send it to the CPPCs of the concerned banks for further action.

19.3.4   Central Nodal Agency

Central Nodal Agency(CNA) is an autonomous body designated by Central Ministry/Department for financing central sector schemes having an annual outlay of more than 500 Cr. This model of financing is also known as Model-1"Implementation through Treasury Single Account". Each CNA will open Bank account with RBI for each scheme in e-Kuber. In case of Ministry of Tourism there are two CNA i) ITDA ii) NCHMT. Utilization of Government funds along with No parking of funds shall be achieved with this model of financing.

Golden Temple, Amritsar

20

IMPORTANT
AUDIT
OBSERVATIONS

Chowara Beach – Thiruvananthapuram, Kerala

CHAPTER

20.

IMPORTANT AUDIT OBSERVATIONS

As per Audit Paras Monitoring System (e-APMS) Controller General of Accounts Report, there are 3 (three) C&AG pending paras pending against the Ministry of Tourism as on 31st December, 2022.

No Public Accounts Committee (PAC) para is pending.

Beach, Kadmat Island, Lakshadweep

21

PROGRESSIVE USE OF OFFICIAL LANGUAGE HINDI

Ramabhar Stupa – Kushinagar, Uttar Pradesh

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 section 3 (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. All 4 OLIC meeting were organized through video conferencing in the ministry.

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 offices under control of the Ministry, Senior 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:

21.3.1   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 2022-23.

21.3.2   Hindi Diwas and Hindi Pakhwada: Hindi Pakhwada(Fortnight) was organized from 14 to 28 September, 2022 in Ministry of Tourism. On the eve of Hindi Diwas, the message of the Honorable Home Minister and the appeal of Honorable Tourism Minister (IC) was released on Ministry's website and message of Secretary (Tourism) on Hindi Diwas was released,on the e-office notice board. During Hindi Pakhwada online competitions were organized on the topics related to chitra-abhivayakti and essays etc. Officers &staff participated in it with enthusiasm & won rewards. Apart from this, Hindi Diwas and 2ndAkhilBharatiyaRajbhashaSammelan was organized by the Department of official Language in Surat on 14-15 September 2022 in which Assistant Director (OL) and a Junior Translation Officer from the Ministry of Tourism participated.

21.3.3   Hindi Workshop: Workshops are being organized regularly to remove hesitation and resolve day to day problems of working in Hindi for officers & staff.

21.3.4   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 on e-office. Apart from this the same phrases has been uploaded on the notice board of e-office so that all the officers and employees of the Ministry can use them. Information about google tools for Hindi has also been provided to them.

21.3.5 Inspection 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 2020-23 thirteen out of total of 59subordinate offices/Institutes were inspected.

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" since 2001. Under this scheme, cash prizes and certificates are given to the best books originally written in Hindi on tourism. Currently evaluation process of the books received for the year 2019-20 and 2020-21 is going on in the section.

21.1.2 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. For the last one year 'Atulya Bharat is uploaded on the website in the form of E-magazine. So far 25 editions have been published and 26th edition is being finalized.

Maitreya Buddha - Nubra, J&K

22

SWACHH BHARAT MISSION

Mohan Shakti Heritage Park, Himachal Pradesh

CHAPTER

22.

SWACHH BHARAT MISSION

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. Swachh Bharat Mission is a "National Level Program" and was launched in 2015. Swachhata related activities and programs are dedicatedly organized by PMU – SBM Division of Ministry of Tourism, which emphasized the importance of cleanliness and hygiene for steady growth of Tourism within the country. The subordinate offices and academic institutions of this Ministry are participants for implementation of Swachhata related activities and programs. The list of implemented programs is as under: –

22.1   **Swachhta Action Plan (SAP) -** Three types of awareness programs are organized across the country under **SAP**, i.e. Tourist Awareness Program, Student Awareness Program and Tourism Stakeholders' Awareness Program. Ministry of Tourism has been implementing programs of above categories under **SAP** through Indian Institute of Tourism and Travel Management (IITTM), Gwalior, Central Institute of Hotel Managements (CIHMs). In 2022, Tourist Awareness Program has also been implemented for the first time in association with State Institute of Hotel Managements (SIHMs) and Food Craft Institutes (FCIs). During the current FY 2022-23, Ministry of Tourism has organized a total number of 541 programs under SAP to generate awareness for Swachhta amongst tourists, students and tourism stake-holders of this country.

Resultantly, impact of Awareness Programmes are visible specifically in the cases / situation of "Plastic use". Besides, the initiative from government levels, voluntarily, academic institutions, School, different types of private organizations have accepted the need of the time to replace plastic items as much as possible. Changes have been revealed in the fields of solid waste management, purification of drinking water, air etc.

Swachhta has a multidisciplinary approach, hence, the concept is interconnected with the aspects of human life and livelihood. In recent Covid protocol has also contributed to strengthen the concept of Swachhta. This National level program in Ministry of Tourism emphasizes primarily to implement Awareness activities for Swachhta as per **SAP**. Mass Awareness for Swachhta would be an ideal situation for the growth of Tourism of the Country. It needs wide range of participation, So, Ministry of Tourism has taken initiative to form Yuva Tourism Clubs **(YTC)** across the country. **YTCs** are now joining in this National Level Mission similarly like NGOs, citizen's groups and clubs.

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. The duration of this annual program is fifteen days (16-30 September). The subordinate offices (India Tourism offices), ITDC, academic Institutions (IITTM, CIHMs, SIHMs, FCIs) of this Ministry and Tourism Departments of State Govt./UT had undertaken various cleanliness activities at their respective places across the country. During this period a total number of 375 activities were initiated, where approximately 23,823 persons participated.
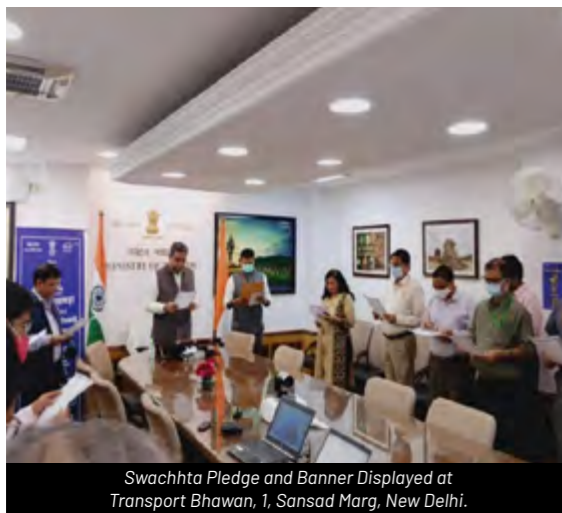
It has been observed that citizens of different age groups, professionals have spontaneously observed Swachhta Pakhwada. Photographs of Swachhta Pakhwada have extended beyond the level of Evidence, rather inspirations for further improvement to follow Swachhta as a continuous process or habit.

22.3   **Swachhta Award -** Ministry of Tourism recognizes the efforts of State/ UT Governments to maintain tourist places clean in their respective area / jurisdiction. On the "World Tourism Day" in 2022 the winning State/UT Govt. receives the award of 2018-19 for **"Swachh Paryatan Sthaan" and "Best Civic Management of a tourist destination in India Award". The following awards were presented at the National Tourism Awards function on 27th September 2022: –**
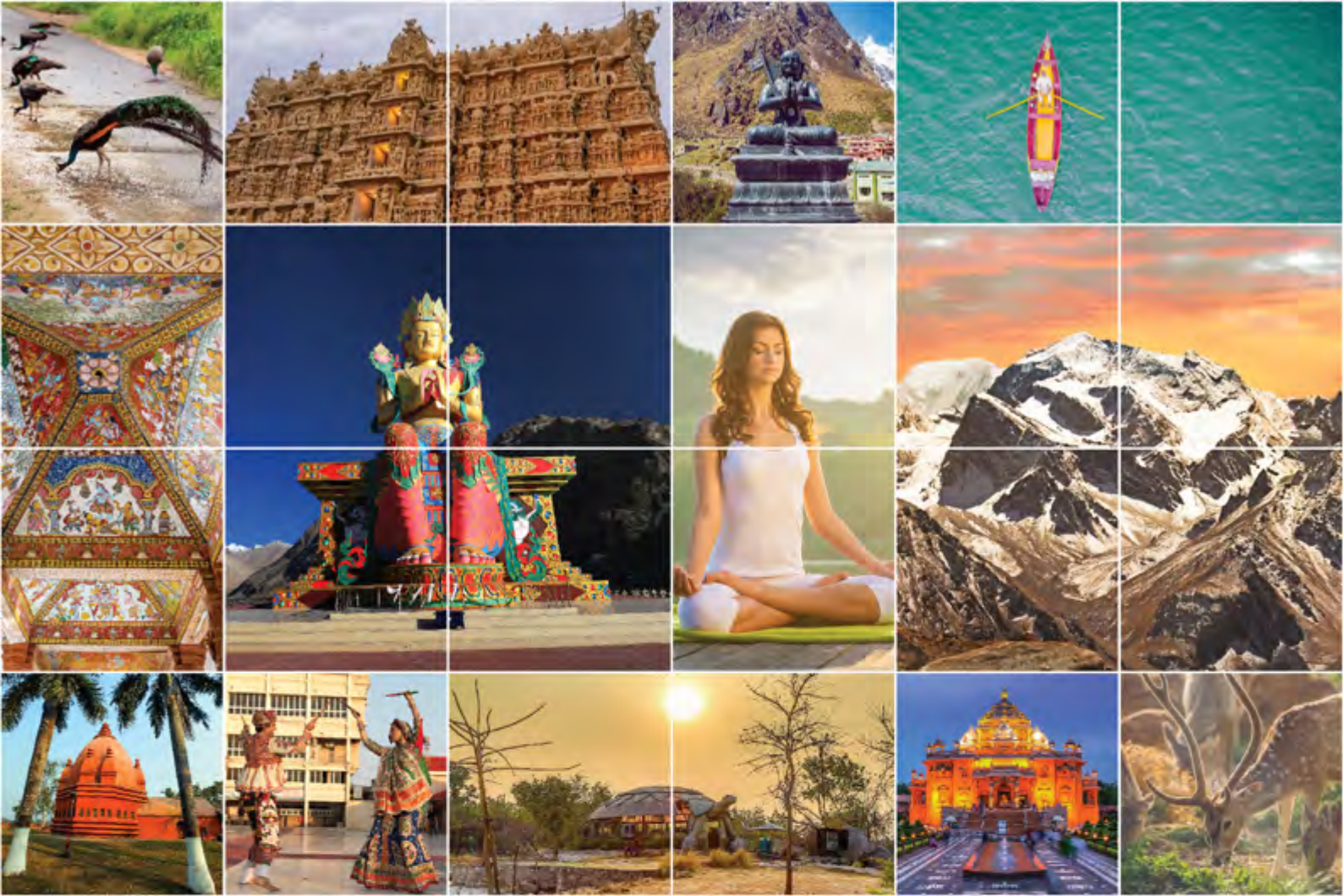
Sl. No.	Award Categories	Region / Category	Winners (Place / State)
I.	Swachh Paryatan Sthaan Award	Western	Ujjain City, Govt. of Madhya Pradesh, Department of Tourism
		Northern	Hawa Mahal, Govt. of Rajasthan Archaeology and Museums, Jaipur
II.	Best Civic Management of a Tourist destination in India	Category - A (City)	Indore City, Govt. of Madhya Pradesh, Department of Tourism
		Category - B (Town)	Panchgani Hill Station Municipal Council, Maharashtra
		Category - C (Village)	Calangute Panchayat, Goa Tourism Development Corp. Ltd.

Photographs of Swachhta Pakhwada– 16.09.2022

Swachhta Pledge and Banner Displayed at Transport Bhawan, 1, Sansad Marg, New Delhi.

Swachhta Pledge and Banner Displayed at Chanderlok Building, 36, Janpath, New Delhi.

IHM Mumbai organised the cleanliness drive at Dadar beach.

Awareness and Cleaning Campaign undertaken by India Tourism Chennai at Brihadeeswarar Temple, Thanjavur.

IHM SHILLONG Organised a Walkathon with slogans and posters on the theme of Swachh Bharat mission , Importance of Water Conservation, Curbing Single use plastic.

IHM Srinagar conducted a cleaning / awareness drive rally from IHM Srinagar to New Zero Bridge (Heritage Bridge).

Photographs of Awareness Program under Swachhta Action Plan (SAP) in 2022

Tourist Awareness Activity at Mall Road, Shimla by IITTM, Gwalior.

Tourist Awareness Activity at Maha Mritunjay Temple by FCI Nagaon.

Students Awareness Activity at St. Pauls School, Patna by CHIM Hajipur.

Tourist Awareness Activity at Brahma Sarovar, Kurukshetra by SIHM Kurukshetra.

MINISTRY OF TOURISM
GOVERNMENT OF INDIA

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