

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3022
ANSWERED ON 20.03.2023**

AGREEMENT WITH IRCTC

3022.SHRI SUDHEER GUPTA:

SHRI BIDYUT BARAN MAHATO:

SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:

SHRI PRATAPRAO JADHAV:

SHRI SANJAY SADASHIVRAO MANDLIK:

SHRI SHRIRANG APPA BARNE:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Ministry of Tourism has signed an agreement with the Indian Railway Catering and Tourism Corporation (IRCTC) to strengthen the hospitality and tourism industry and if so, the details thereof;**
- (b) the necessary steps taken/being taken by the Government to encourage and promote strategic and technical cooperation in the Indian hospitality and tourism sector;**
- (c) the details of areas identified for promotion of the tourism industry in the country;**
- (d) whether IRCTC has started/proposes to start a Baba Saheb Ambedkar Yatra tour package under “Dekho Apna Desh” initiative to cover the places associated with the life of Dr. B.R. Ambedkar and if so, the details thereof;**
- (e) the details of places/destinations/routes likely to be covered during the above said journey along with the facility provided by the Ministry of Tourism in this regard; and**
- (f) the other necessary steps taken to strengthen the hospitality and tourism industry in the country?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Yes, Sir. The Ministry of Tourism has signed a Memorandum of

Understanding (MoU) with the Indian Railways Catering and Tourism Corporation (IRCTC) to cooperate for promotion and marketing of Tourism, and considering the need to develop synergy in the efforts for the purpose. The key features of the MoU are provided at Annexure-I.

The Ministry of Tourism promotes India in a holistic manner. As a part of its ongoing activities, it 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. Promotions are also undertaken through the website and social media accounts of the Ministry.

(d): IRCTC has launched Baba Saheb Ambedkar Yatra, a special 7 nights and 8 days' tour package under "Dekho Apna Desh", and the first tour will start on 14.04.2023 which will culminate on 21.04.2023. The tour covers Mhow, Nagpur, Sanchi, Varanasi, Sarnath, Bodhgaya, Rajgir, and Nalanda.

(e): The detailed itinerary is provided in Annexure-II. IRCTC will provide all-inclusive tour package to the tourists involving train journey in AC III tier coaches, stay arrangement at destinations, on-board and off board meals, road transport as well as sight-seeing as per the itinerary for the entire tour duration and travel insurance upto Rs.10 Lakh.

(f): Ministry of Tourism has signed MoUs with online travel companies namely EaseMyTrip.com, Cleartrip Pvt. Ltd., Yatra Online Pvt. Ltd., and MakeMyTrip.com to get a clear picture on the geographical spread of the hospitality sector, its size, structure and existing capacity so as to offer relevant services to the hospitality industry.

Further, the 'Adopt A Heritage: Apni Dhरोhar, Apni Pehchaan', initiative is a collaborative effort by Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI), State Govt./UT Administration for promotion of Heritage Tourism which aims to encourage public sector companies, private sector companies and corporate citizens/NGOs/ individuals to take up the responsibility of developing and upgrading tourist amenities at tourist sites. As announcement made by the Ministry of Finance on 28.06.2021 to provide relief to the tourism sector, Ministry of Tourism has implemented the "Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)". Under this loan guarantee scheme, 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 purpose of the LGSCATSS of the Ministry of Tourism 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.

STATEMENT IN REPLY TO PARTS (a) TO (C) OF LOK SABHA UNSTARRED QUESTION NO.3022 ANSWERED ON 20.03.2023 REGARDING AGREEMENT WITH IRCTC.

The Key features of the First MoU signed by the Ministry of Tourism with Indian Railway Catering and Tourism Corporation Ltd (IRCTC) on 13.09.2021 are as under:

- i. To develop synergy in the efforts to promote domestic tourism.**
- ii. Development of new tourism products.**
- iii. Jointly promoting in domestic & international markets.**
- iv. To organise Educational Tours for the Universities, Schools and Colleges with special focus to North Eastern Region and Jammu & Kashmir.**

The second Memorandum of Understanding (MoU) with IRCTC on 10th November 2021 with the following objectives:-

- a. The primary objective of this MoU is to provide extensive visibility to accommodation units which have self-certified themselves on System for Assessment, Awareness & Training for Hospitality Industry (SAATHI) on IRCTC's platform.**
- b. Those who are on IRCTC platform and have not yet registered on National Integrated Database of Hospitality Industry (NIDHI) and thereby on SAATHI will be encouraged to do so in a time bound manner.**
- c. To gather more information on accommodation units in order to gain actionable insights & designing evidence based & targeted policy measures.**
- d. To promote safe, honourable and sustainable tourism.**
- e. To encourage local tourism industry with appropriate safeguards for curbing spread of COVID-19, provide marketing support to connect, contact, encourage and register units to register on NIDHI and follow SAATHI.**

ANNEXURE-II**STATEMENT IN REPLY TO PART (e) OF LOK SABHA UNSTARRED QUESTION NO.3022 ANSWERED ON 20.03.2023 REGARDING AGREEMENT WITH IRCTC****Detail Itinerary for Baba Saheb Ambedkar Yatra**

Day	Destination	Particulars
Day 1 (14.04.23)	Delhi (DSJ)	i. Board on special train at Delhi Safdarjung Railway Station ii. Departure of train to Mhow at 1600 hours. iii. Dinner and overnight train journey
	Mathura (MTJ)	Arrival at Mathura at 1800 hours. Tourist boarding halt. Departure at 1805 hours.
	Agra Cantt. (AGC)	Arrival Agra Cantt at 1850 hours. Tourist boarding halt. Departure at 1855 hours.
Day 2 (15.04.23)	Dr. Ambedkar Nagar (Mhow)	i. Breakfast on-board and arrival at Mhow Railway Station at 0800 hours ii. Proceed to hotels for wash and change. iii. Visit birthplace of Dr. Bhim Rao Ambedkar (Bhim Janam Bhoomi) iv. Post lunch proceed to Railway Station and board the train. v. Departure of train at 1900 hours for Nagpur. Dinner & overnight train journey.
Day 3 (16.04.23)	Nagpur	i. Breakfast on board ii. Arrival at Nagpur Railway Station at 0800 hours and proceed to hotels for wash and change. iii. Post lunch proceed to visit Diksha Bhoomi Nagar. iv. Return to Nagpur Railway Station & board the train.
Day 4 (17.04.23)	Sanchi	i. Breakfast on-board. ii. Arrival at Sanchi Railway Station at 0600 hours and proceed to hotels for wash and change. iii. Visit Stupa and other Buddhist sites at Sanchi. iv. Return to Sanchi Railway Station & board the train. v. Departure of train at 1400 hours for Varanasi.

		vi. Lunch and dinner onboard. Overnight train journey.
Day 5 (18.04.23)	Varanasi (Sarnath)	i. Breakfast on-board. ii. Arrival at Varanasi Railway Station at 0700 hours and proceed to hotels for wash and change. iii. Visit Sarnath. iv. Post lunch visit Kashi Vishvanath Temple. v. Return to Varanasi Railway Station & board the train. vi. Departure of train at 2200 hours for Gaya. vii. Dinner on-board & overnight train journey.
Day 6 (19.04.23)	Gaya (Bodhgaya)	i. Breakfast on-board. ii. Arrival at Gaya Railway Station at 0600 hours & proceed to hotel for check-in at Bodhgaya. iii. Post lunch visit various Buddhist sites including Mahabodhi Temple. iv. Dinner and overnight stay at Bodhgaya.
Day 7 (20.04.23)	Gaya-Rajgir- Nalanda	i. Post breakfast check-out & proceed to Rajgir by road. ii. Arrive at Rajgir & visit various Buddhist sites. iii. Post-lunch visit Nalanda ruins. iv. Proceed to Gaya Railway Station & board the train. v. Departure of train at 2100 hours from Delhi. vi. Dinner onboard and overnight train journey.
Day 8 (21.04.23)	Agra Cantt (AGC)	Arrival at Agra Cantt at 0600 hours. Tourist boarding halt. Departure at 0605 hours.
	Mathura (MTJ)	Arrival at Mathura at 0655 hours. Tourist boarding halt. Departure at 0700 hours.
	Delhi (DSJ)	i. Breakfast on board. ii. Arrival at Delhi Safdarjung Station at 1000 hours.
Tour Ends		
