

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF APRIL 2023**

- The Ministry of Tourism organized the 2<sup>nd</sup> G-20 Tourism Working Group Meeting held at Siliguri, Darjeeling District, West Bengal from 01-04 April, 2023. The inaugural session was addressed by the Hon'ble Minister for Tourism, Culture and DoNER along with the MoS for Minority Affairs, the M.P. from Darjeeling and other dignitaries and officials. The 1<sup>st</sup> Draft Outcome had five priorities introduced by India which were shared with all the G-20 Member States. A presentation on each priority was made by Turkiye, Saudi Arabia, Australia, Indonesia and Italy on Green Tourism, Digitalization, Skills, Tourism MSMEs, and Destination Management respectively. Each presentation was followed by detailed discussion among member countries, invitee countries and international organizations before they were finally endorsed.
- The working group meeting was preceded by a Side Event on the 1<sup>st</sup> April on the theme, 'Adventure Tourism as a vehicle for achieving Sustainable Development Goals'. At the panel discussion, panellists held discussions highlighting the best practices, success stories, prospects, and issues in the field of Adventure tourism. The panel discussion was attended by representatives from United Kingdom, Mexico, Canada, Germany, Japan, Brazil.
- On 03.04.2023, the delegates had the privilege of boarding the UNESCO declared World Heritage Darjeeling Himalayan Railway pulled by a heritage steam engine, and meeting the Hon'ble Governor of West Bengal at the historic Governor's House in Darjeeling. Earlier, the delegates and participants also visited a Tea Estate, and enthusiastically participated in the moonlight tea leaf plucking and tea tasting events. During the event, the delegates were also introduced to local art and craft at Siliguri and Darjeeling.
- The working group meeting was attended by 56 Delegates from 17 Member Countries, 8 Invitee Countries and 4 International Organizations. The event was also graced by the presence of Ambassadors of seven G20 countries viz. Australia, Bangladesh, Japan, Singapore, Mexico, Indonesia and Korea.
- Ministry of Tourism organised the 4<sup>th</sup> SCO (Shanghai Cooperation Organization) Millets Food Festival from 13 -19 April 2023 at Taj Mahal Palace Hotel, Mumbai where Chefs from SCO member countries (Kazakhstan, Kyrgyzstan Uzbekistan, Russia and India) attended the 7-day event and showcased their various cuisines to commemorate the International Year of Millets (IYM 2023). India is hosting the Presidency of the SCO for the year 2023. Speaking during the inauguration of the event, the Hon'ble Minister of State for Tourism, Ports and Shipping & Waterways said that spearheaded by the Hon'ble Prime Minister, the Government of India sponsored the proposal for IYM 2023, which has been accepted by the United Nations General Assembly. Therefore, the role of India in celebrating the IYM 2023 cannot be under

estimated. Various Diplomats of Foreign Missions based in Mumbai/India, members of the Film Industry, Media persons, Travel Writers, Foreigners/Tourists, Tourism Industry officials attended SCO Food Festival. Hon'ble Prime Minister of India twitted for great success of the SCO Food Festival.

- On 14.04.2023, the Hon'ble Minister for Tourism, Culture and DoNER along with the Minister of Social Justice and Empowerment flagged off the inaugural Bharat Gaurav Tourist train tour on Ambedkar Circuit from the Hazrat Nizamuddin Railway Station, New Delhi. Speaking on the occasion, he stressed the importance of the train as an effective step to promote Ek Bharat Sresth Bharat (EBSB) under Dekho Apna Desh initiative of the Ministry. He also gave glimpses of the life of Bharat Ratna Baba Saheb Ambedkar to all the passengers.
- The Ministry of Tourism, Government of India organised Roadshows at New Delhi and Mumbai on 26<sup>th</sup> and 27<sup>th</sup> April 2023 respectively with the objective of raising awareness among stakeholders in the Travel and Tourism Industry about the forthcoming 1<sup>st</sup> Global Tourism Investors' Summit. The Hon'ble Minister for Tourism, Culture and DoNER chaired the two Roadshows along with senior Ministerial officers. Eminent industry stakeholders and prominent industry leaders participated in both the events.
- The Ministry of Tourism, Government of India in association with Department of Tourism, Government of Rajasthan organized the G-20 Tourism Expo in Jaipur, Rajasthan from 23-25 April, 2023. Speaking on this occasion, Secretary (T) drew attention to India's remarkable recovery post Covid. India registered 6.19 million foreign Tourists arrivals in 2022 registering a growth of 305% as compared to 1.52 million in 2021. The importance of Green Tourism, Digitalization, skill-development, along with taking a 360-degree view of developing the tourism infrastructure and opening of 50 new Tourism destinations was also discussed.
- The 12th edition of The Great Indian Travel Bazaar was organized by FICCI in support of Ministry of Tourism and Department of Tourism, Government of Rajasthan. Around 85 B2B meetings with foreign buyers/delegates were arranged to during the event.
- On 17.04.2023 a bilateral meeting between India and Russia was held between the Director General, Ministry of Tourism and the Deputy Minister of Economic Development of the Russian Federation and his team. Both sides discussed avenues to enhance bilateral cooperation in the field of Tourism. Earlier on the same day a similar bilateral meeting was also held between Ministry of Tourism and the Deputy Governor of Andijon, Uzbekistan.

- Ministry of Tourism participated in the Arabian Travel Mart (ATM) 2023 held at Dubai, UAE from 30.04.2023 to 04.05.2023. Ministry of Tourism had hired 242 Sqm. space. 4 State Government Tourism Department and 26 Government approved stakeholders had participated from the Ministry of Tourism pavilion.
- In the month of April 2023, several activities were organized by the field offices of the Ministry of Tourism. Details of some of them are:
  - On 13.04.2023 the Hon'ble Minister for Tourism, Culture and DoNER visited Hyderabad and interacted with the media to brief them about the various infrastructure development schemes of the Ministry in Telangana and Publicity Campaigns of the Ministry being undertaken for the promotion of Tourism, including promotion of tourism circuits and lesser-known destinations.
  - On 29.04.2023 the Hon'ble Minister for Tourism, Culture and DoNER addressed the members of the Yuva Tourism Club (YTC) at Paryatak Bhawan, Hyderabad to create awareness on the importance of these clubs in Educational Institutions. He encouraged the institutions to organise tourism activities with students in the schools and urged them to actively participate in 25 days IDY23 Count down event in Hyderabad on 27.05.2023. Earlier, the Assistant Director India Tourism Hyderabad gave a presentation on Tourism clubs and their promotional activities. Many schools got inspired by the YTC initiative of Ministry of Tourism, and more than 40 schools gave their willingness to form YTCs in their respective schools.
  - On the occasion of World Heritage Day 2023, India Tourism Bhubaneswar organized a Heritage Walk to Heritage Crafts Village, Raghurajpur, Puri. Raghurajpur is famous for Pattachitra - painting done on palm leaves using natural colors, which narrates mythological stories. Students got first-hand information regarding heritage, crafts and culture during the Heritage Walk. 100 Yuva Tourism Club students participated in the Heritage Walk. Similar Heritage Walk was also organized by India Tourism Hyderabad in association with ASI officials, students of DBR College and Guides from Charminar to Ashoorkhana covering many historical points enroute.
  - To celebrate and showcase the heritage of the region, the students of the Department of Visual Communication in association with Yuva Tourism Club of Sathyabama Institute of Science and Technology, Chennai have created a series of World Heritage Day videos on two iconic landmarks - Mahabalipuram and Valluvar Kottam monument. These videos, highlighting the historical significance, architectural marvels, and cultural significance of the two monuments, are available in Tamil, Telugu, Kannada, and Malayalam, as well as in English, and are presented in the popular YouTube Shorts format, making them easily accessible to a wide audience.
  - India Tourism Chennai in collaboration with Lakshadweep Tourism and IHM Bengaluru organized a Hospitality Training Workshop from April 18-

20, 2023 to facilitate hospitality training ahead of G20 meeting scheduled for May 2023 at Bangaram, Lakshadweep. The workshop conducted by trainers from IHM Bengaluru aimed to sensitize the hospitality staff on key aspects of Front office, Housekeeping, Food & Beverage service and Food production with a view to ensure delivery of high-quality services during the visit of G20 delegation. The workshop received enthusiastic response from trainees from YTC, Govt Arts & Science College, Kadmat island, Lakshadweep.

- As part of the 'Prime Minister's Action Point' for Ministry of Tourism to engage with foreign students studying in India as Brand Ambassadors of India's tourism, India Tourism Mumbai organised a day long excursion for the international students studying in IIT Bombay to Govardhan Eco Village, Wada, Palghar district on 28.04.2023. The ecovillage is composed of farms, animal shelter, yoga school, ayurveda center, community area and geo-tourism site, all nested in the setting of an ashram.
- Many field offices of the Ministry of Tourism organized live telecast of the 100<sup>th</sup> episode of Man ki Baat addressed by the Hon'ble Prime Minister on 30.04.2023. It was seen by a wide section of people, including students, officials and tourism stakeholders.
- Both the social media handles of Ministry of Tourism viz. @incredibleindia and @tourismgoi continued the aggressive campaign and promotion of all relevant subjects/hashtags/posts/tweets of importance.
- A total of 48,171 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11,268 units have self-certified for SAATHI standards.
- The Ministry disposed of 191 Public Grievances by the end of April 2023 and 89 remained pending.
- Foreign Tourist Arrivals (FTA) during March was 7,95,827 (Provisional). The Foreign Tourist Arrivals (FTA) from January to March 2023 was 25,29,766 (Provisional).

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