

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF SEPTEMBER 2023

1. On 05.09.2023 Ministry of Tourism, in collaboration with the United Nations World Tourism Organization (UNWTO), unveiled the G20 Tourism and SDG Dashboard. Minister of Tourism, Culture and DONER, launched the dashboard in a virtual ceremony. The G20 Tourism and SDG Dashboard serves as a comprehensive online public platform, amalgamating the collective knowledge of the G20 Tourism Working Group. It consolidates the Goa Roadmap, survey results, case studies, and best practices from G20 countries. The dashboard offers insights into sustainable tourism practices and also provides a platform for knowledge exchange, collaboration, and growth.

Alongside the event a video was also launched, which encapsulated the efforts and results of the G20 Tourism Working Group and provided a glimpse into the dashboard's features.

The Union Minister of Tourism highlighted that 'the G20 Tourism and SDG Dashboard is a testament to the nation's digital strides and serves as a beacon of knowledge for all the public and private stakeholders globally. During the launch program, Minister of State for Tourism and Ports, Shipping, and Waterways of India, Tourism Minister from Goa, Country Head, India - United Nations Environment Programme, Secretary, Tourism, State Govt. of Gujarat and Jammu & Kashmir, and industry stakeholders also offered their insights into the global perspective on this initiative. The virtual launch witnessed participation from G20 Member countries, invited countries, international organizations, Indian States & Union Territories, and industry stakeholders.

2. Ministry of Tourism participated in OTDYKH Leisure- travel fair held at Moscow from 12th to 14th September, 2023. During the fair, the Ministry of Tourism had put up an Incredible India pavilion on an area measuring 150 sq. mts. and showcased the various tourism products and also facilitated the participation of inbound tour operators and state tourism departments at the India pavilion.
3. On 14.09.2023 Ministry of Tourism, in association with the Indian Mission at Moscow, organized Round Table on Tourism, which was participated by 7 Russian regions, more than 30 Russian tour operators, and Russian print and TV media as well as social media bloggers/influencers.
4. The Ministry of Tourism organized state level launch event of PM Vishwakarma Scheme in Goa on the occasion of Vishwakarma Jayanti on 17.09.2023. At the launch of the event at Panaji, Goa, Shri Shripad Naik, A large number of artisans and craftspeople, Senior officers from Ministry of Tourism, Govt of India, MSME, Govt of India and Officers of Govt of Goa participated in the event.

5. On 26.09.2023 a Bilateral Meeting between Ministry of Tourism and USA for the first Travel and Tourism Working Group meeting under the U.S.-India Commercial Dialogue was held at New Delhi. The U.S. side was chaired by Mr. Brian Beall, NTTO Deputy Assistant Secretary, USA and other representatives of NTTO. The Indian side was chaired by MoT and included Under Secretary (AMS Division), MEA and Deputy Secretary, Department of Commerce. During the meeting both sides discussed on Working Group Meetings, Business Matchmaking Events, Statistics and Data Exchange, Travel Facilitation etc. to strengthening bonds through tourism and travel for fostering sustainable, diverse, inclusive tourism for fortifying the enduring India-USA relationship.
6. On 27.09.2023, Ministry of Tourism, Government of India, on the occasion of World Tourism Day 2023, organised the Global Launch of 'Travel for LiFE', a sectoral program under Mission LiFE, targeted towards the tourism sector, in partnership with the Ministry of Environment, Forest and Climate Change (MoEFCC), United Nations World Tourism Organisation (UNWTO), and the United Nations Environment Programme (UNEP) at New Delhi.

The program was attended by the Minister of State of Tourism and Defence and Senior officials of the Ministry of Tourism, Ministry of Environment, Forest and Climate Change. International organizations, industry and State Governments also joined the event virtually.

The Minister of State of Tourism and Defence, offered Pledge on "Travel for LiFE", which was live streamed and participated by the Tourism Officials and Travel Trade stakeholders across the country.

The event saw the launch of the Travel for LiFE program for two different verticals viz. Travel for LiFE for Cleanliness – a national TFL campaign for cleaning tourist sites and monuments in convergence with the Swachhata campaign and Travel for LiFE for Rural Tourism, encouraging tourists to explore the rural and lesser-known hinterland promoting sustainable rural tourism thereby empowering rural communities.

During this launch event many other events were conducted- a national Travel for LiFE competition titled as 'Tourism for Tomorrow' for case studies and best practice, Design Edible Cutlery Competition, Yuva Tourism Club Merchandise and carried out Swachhata Campaign- cleaning drive at 108 Tourism sites across India and Best Rural Tourism Village Awards for promotion and preservation of cultural heritage and sustainable development through tourism.

Ministry of Tourism also highlighted the Travel for LiFE campaign through Metro wrapping on Yellow and Blue Line of Delhi metro trains. On 27.09.2023, the wrapped train was flagged off by Hon'ble Minister of State of Tourism and Defence at New Delhi. The event was attended by Media personnels, Incredible India Tourist Guides, Tour operators, travel agents, Delhi Metro officials, students of Yuva Tourism Club and the senior officials of Ministry of Tourism.

7. The Hon'ble Minister of State for Tourism, Ports, Shipping & Waterways attended the World Tourism Day celebration from 27th to 28th September, 2023 held in Riyadh, Saudi Arabia. Also, officer from Ministry of Tourism visited the UNWTO Regional Office in Riyadh, Saudi Arabia, to study functioning and modalities of setting up the UNWTO Regional Office in India.
8. On 29.09.2023 a Bilateral Meeting between Ministry of Tourism and Tourism Officials of St. Petersburg and Moscow, Russia held at New Delhi. The Indian side was chaired by Director General (Tourism) and officials of Ministry of Tourism. The Russian side was chaired by Mr. Vladimir Knyagin, Vice-Governor of St. Petersburg, and the delegation of representatives of the leading Companies and Universities based in St. Petersburg and Moscow. During the meeting both sides discussed to strengthen tourism cooperation between both nations.
9. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of September 2023, some of which are as follows:
 - India Tourism Mumbai participated at the Pune Travel Fair from 8th to 10th September 2023. During the fair promoted Ek Bharat Shreshth Bharat and organised a cultural program depicting the culture of paired States for promoting domestic tourism.
 - India Tourism Goa participated in 2nd Destination Goa' 23 Expo held on 13.09.2023 to 15.09.2023 at Panaji, Goa. The expo was inaugurated by Hon'ble MoS (Tourism), Govt of India, sitting Rajya Sabha Member from Goa and other dignitaries of the state.
 - On 23.09. 2023, Cordelia Cruise coming from Srilanka and on the way to Lakshwadeep, arrived Mumbai Port. A Traditional welcome of Haldi-Kumkum by Yuva students and Lazim dance was organized by India Tourism, Mumbai.
 - On the occasion of Global Launch of Travel for Life and World Tourism Day, on 27.09.2023 India Tourism Jaipur organized a Nukkad Natak at Hawa Mahal, Jaipur performed by Yuva Tourism Club members to create awareness among the masses under Swachhta Hi Seva initiative.
10. Though the social media handles of the Ministry of Tourism- continued the intensive campaign and promotion of all relevant subjects through hashtags/posts/tweets of importance in the month of September 2023. Also, regular posts on the UTSAV portal, EkBharatShresthaBharat, AtmaNirbharBharat, G20 etc. were promoted through the posts. Thorough emphasis has been given to initiatives and schemes of MoT such as Swadesh Darshan 1.0 and 2.0, PRASHAD Scheme, Niche Tourism and related strategies and programs such as Travel for Life, Assistance to Central Agencies Scheme, Specific activities undertaken by Tourism offices are also amplified.
11. The Ministry of Tourism along with the Ministry of Environment, Forest and Climate Change are working in the development of Nature Tourism at the Ramsar Wetlands Site, for preserving and enhancing the local cultural and

natural resources. A core Committee has been set up for deciding on the curriculum of training at the Indian Institute of Tourism and Travel Management (IITTM). Indian Institute of Tourism and Travel Management (IITTM) would be the implementing agency for this project and will work in close coordination with Ministry of Environment, Forest & Climate Change, Wetlands International South Asia (WISA), Indian Association of Tour Operators (IATO), and the specialized walking tour companies (India City Walks, Enroute Indian History and DelhiByFoot).

12. Major activities and performance by ITDC during the month of September 2023 are given below:

- ITDC managed the prestigious "G20 Cultural Show" organized by Sangeet Natak Akademi at Bharat Mandapam, New Delhi on 9th September 2023 and also managed the event "Thanks giving Dinner" hosted by ITPO at Bharat Mandapam, on 22.09.2023 in which the Chief Guest was the Hon'ble Prime Minister.
- "PM Vishwakarma Exhibition" organized by Ministry of MSME, Govt. of India at IICC, Dwarka, New Delhi from 17th to 20th September 2023. The occasion was graced by Hon'ble Prime Minister of India.
- "12th Malaysia - India Defence Cooperation Committee Meeting (MIDCOM)" organized by Ministry of Defence at Bharat Mandapam, ITPO, New Delhi on 19.09.2023.
- "The Excellences and Delegates for an insight on IRCTC Luxury Trains" organized by IRCTC at The Ashok Hotel, New Delhi on 26.09.2023.
- "Global Launch of Travel for Life Program" organized by Ministry of Tourism, Govt. of India at Bharat Mandapam, ITPO, New Delhi on 27.09.2023. The occasion was graced by Hon'ble MoS (Tourism).
- Market Capitalization as on 30th September 2023 stood at 3224.92 Crore as per NSE and 3226.64 Crore as per BSE.
- ITDC Organised Hindi Parv from 14th to 29th of September, 2023 and banners and Standees were displayed at places for bringing awareness.
- On 18.09.2023 DPR was submitted for organising Sound and Light Show/Multimedia Show at Rashtrapati Bhawan.

13. A total of 48318 accommodation units (both classified and unclassified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11282 units have been self-certified for SAATHI standards.

14. The Ministry disposed of 189 Public Grievances by the end of September 2023 and 117 remained pending.

15. During the month of September, a total of 50 Swachhta Action Plan (SAP) and 740 activities were undertaken under Swachhta Pakhwada / Swachhta Hi Seva (SHS) from 15th -30th September 2023.
