

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

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

1. Ministry of Tourism organized Swachhta-hi-Sewa (SHS) from 15.09.2023 to 01.10.2023 across the country through its various Field Offices and educational institutes and SHRAMDAN at various locations. Hon'ble Minister for Tourism and DoNER participated in the cleaning drive at Hyderabad along with the students, and faculty of Institute of Hotel Management (IHM) Hyderabad. Senior Officials of the Ministry of Tourism carried out Cleaning Drive at Delhi's prominent monument and joined by ASI staff and members of Yuva Tourism Club (YTC) from different schools. Before beginning the campaign, the Swachhta Pledge was administered to all the participants. A Total of 886 events were created by Ministry of Tourism on the Swachhta hi Seva portal. On the eve of Birth Anniversary of Mahatma Gandhi, Ministry of Tourism, Govt. of India organized cleaning drive on 02.10.2023.
2. Hon'ble Prime Minister of India inaugurated tourism facilities developed at Nathdwara on 02.10.2023 to boost Rajasthan's pride and provide a substantial boost to the State's tourism industry. Nathdwara is one of the nine sites/destinations developed under the project Integrated Development of Govind Dev ji Temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand) in Rajasthan sanctioned under Swadesh Darshan Scheme of Ministry of Tourism for a total of ₹75.80 Crore. The facilities developed at 'Nathdwara' include Tourist Interpretation cum Cultural Centre, Surface Parking, Landscaping on Pedestrian Pathway Route, Signages, Drinking water hut, High Mast Light.
3. On 04.10.2023, the Ministry of Tourism organised inaugural ceremony for the PATA Travel Mart 2023 in New Delhi with the objective to highlight unique destinations and members to develop networks, learn and socialise for delegates from all, over the world and for business to expand. This year the event featured different activities, including the prestigious PATA Gold Award, the PATA Youth Symposium, PATA Forum on Sustainability besides the B2B Mart. The State Governments such as Rajasthan, Gujarat, Delhi, Karnataka, Telangana, Uttarakhand and Madhya Pradesh and other in line Ministries such as Handlooms Development Commissioner have put up stands and stalls for displaying their products.
4. Ministry of Tourism attended the 25th Session of UNWTO General Assembly held at Samarkand, Uzbekistan from 16<sup>th</sup> to -20<sup>th</sup> October 2023. The 25<sup>th</sup> session meetings focused on Executive Council, meetings of various committees of the UNWTO etc.
5. Ministry of Tourism attended the BRICS Senior Officials Meeting and BRICS Tourism Ministers' Meetings held at Cape Town, South Africa from 23<sup>rd</sup> to 25<sup>th</sup> October 2023. During the Senior Officers meeting the draft Communique was finalized and it was signed in the BRICS Tourism Ministers' meetings.

6. Ministry of Tourism in association with the Indian Army organized two familiarization trips in the month of October 2023 for tour operators affiliated with the Adventure Tour Operators Association of India (ATOAI) to promote 'Border Area Tourism' in Arunachal Pradesh and UT of Jammu & Kashmir. The familiarization tour in Arunachal Pradesh covered the Yingkiong-Menchuka Circuit and the familiarization trip in UT of Jammu & Kashmir covered Gurez, Kupwara, Tangdhar, Bangus, Lolab, Trehgam, Kheer Bhawani, Baramulla & Uri sector. During the familiarization trips, tourist attractions, accommodation and amenities have been identified and ATOAI members have been advised to publish articles on their experience to promote Border Area Tourism and Vibrant Village Programme.
7. Ministry of Tourism and its subordinate Offices/Organizations viz. India Tourism Offices, National Council for Hotel Management and Catering Technology (NCHMCT), Central Institutes of Hotel Management (CIHMs), Indian Culinary Institutes (ICIs), Yuva Tourism Clubs (YTC), etc., actively participated in the Special Campaign 3.0 driven by Government of India. A total of 5737 targets were identified for implementation during the campaign. The achievements against these targets is 5687. A total of 5346 Sq. Ft. of space has been freed and Rs. 6,00,000/- has been earned from scrap disposal. A total of 412 'Swachhata Campaigns' have been conducted across the country. The activities implemented under the Special Campaign 3.0 have been amplified extensively on the social media. More than 200 posts have been uploaded on the various social media handles for creating awareness about the Special Campaign 3.0.
8. During the month of October 2023, Ministry of Tourism participated in the following major International Travel Fairs for promotion and publicity of tourism to India:
  - Participated at the IFTM Top Resa, held at Paris from 3rd to 5th October 2023, along with various stakeholders including tour operators and State Tourism Departments. The Incredible India booth was constructed on a space measuring 300 sq. ft., and showcased the various tourism products to provide a transformative experience for travellers to India under the theme 'Incredible India! Visit India Year 2023'.
  - Ministry of Tourism participated in the IMEX- Las Vegas from 17th to 19th October 2023, the largest trade show in the US for the global meetings, events and incentive travel industry. During the event, MOT showcased the varied tourism products of the country by constructing India pavilion on a space of 150 square meters.
  - Ministry of Tourism along with various stakeholders including tour operators and State Tourism Departments participated in ITB Asia on 25th – 27th October 2023 held at Singapore with an objective to promote inbound tourism to India globally, including the Asia Pacific region. The Incredible India pavilion was inaugurated by the High Commissioner of India to Singapore.
  - Participated in the JATA Tourism Expo, Japan from 26th to 29th October 2023 along with Tour Operators and State Governments. The Ministry

of Tourism took a space of 108 square meters for constructing Incredible India Pavilion at JATA Tourism Expo Japan 2023 to showcase varied tourism products and series of transformative experiences for travellers to India under the theme 'Incredible India! Visit India Year 2023'.

- Ministry of Tourism participated in the 3rd Edition of North-East India Festival held at Ho Chi Minh City, Vietnam from 27th to 29th October 2023. During the event, the Indian Tour Operators participated in the event and conducted B2B Meeting to showcase destinations of India and promoted the tour operators of North East India.
9. Ministry of Tourism participated in the India Mobile Congress 2023 held at New Delhi from 27th to 29th of October 2023. In collaboration with Startups, MoT showcased tourism including AR/VR immersive experiences of tourism destinations, Virtual Darshan etc.
10. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of October 2023, some of which are as follows:
- On 04.10.2023, Hon'ble Union Minister of State for Tourism & Defence held an interactive meeting with the tourism stakeholders of Karnataka in Bengaluru. The meeting was attended by the State and Central Government officials, representatives from the travel trade and Hotel Industry, travel guides and members of the Project management team.
  - On 13.10.2023, India Tourism Office, Mumbai participated in the 17th CII Annual Tourism Summit on topic 'Ease of Doing Tourism Business'. Ministry of Tourism highlighted the initiatives in bringing about transparency and reducing business processes for enabling new entrepreneurs in the tourism sector. India Tourism Office also promoted "Travel for Life" during the event.
  - On 19.10.2023, the Second Day of Global Maritime India Summit 2023, the session titled 'Embark on a voyage to attract 50 million Cruise Passengers in India by 2047' was chaired by the Hon'ble MoS for Ports, Shipping, Waterways & Tourism. During the session, senior officer from MoT spoke on the topic on Tourist Circuit Enablement & Market Development and highlighted the 8 strategic pillars for development of Cruise Tourism in India as envisaged in the Draft National Strategy for Cruise Tourism of Ministry of Tourism
  - On 19th & 20th of October 2023, India Tourism, Office Delhi in association with Department of Horticulture, Tourism, Govt. of Uttarakhand, ITBP organised two days Vibrant Village Festival at Harsil, District Uttarkashi, Uttarakhand. Hon'ble Minister for Agriculture and Farmers Welfare (Uttarakhand) and DM Uttarkashi also attended the event. More than 600 guests participated in the event.
  - On 31.10.2023 India Tourism Office Mumbai, organized a Trail Walk on Ekta Diwas for the Yuva Tourism Club members in Ahmedabad to the places related to the life of Sardar Vallabhbhai Patel in Ahmedabad.
11. Through its social media handles, the Ministry of Tourism- continued the campaign and promotion of all relevant subjects through hashtags/posts/tweets of importance during the month of October 2023.

Regular posts on the UTSAV portal and also thorough emphasis has been given to the 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, with respective hashtags such as EkBharatShresthaBharat, AtmaNirbharBharat, Spiritualtourism, RuralTourism, DekhoApnaDesh, G20, YuvaTourism etc., and their amplification done through relevant creative posts.

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

- Honoured the incredible athletes of 19th Asian Games, Hangzhou 2023 who made India immensely proud with their remarkable and unparalleled achievements. "Facilitation to Asian Games Medallists" at Hotel 'The Ashok' held from 09th to 11th October 2023.
- Booked air tickets for Indian Contingent for Asian and Para Asian Games, Hangzhou, China and provided services to NICDC & CCI.
- Fabrication of IREDA Pavilion at KLCC-A to Zero 2023 organized by IREDA at Kuala Lumpur, Malaysia from 0th to 06th October 2023.
- Conference conducted for ATT, NAPCON 2023, Amateur Kabaddi Federation of India, Competition Commission of India, ATT Asian Games, Indian Culinary Forum, International Solar Alliance and World Human Rights Protection Commission were organized at Hotel 'The Ashok'.
- "8th BRICS ICC 2023" organized by Competition Commission of India at The Ashok Hotel, New Delhi from 11th to 13th October 2023.
- Send-off Ceremony for "Indian Contingent for the 4th Asian Para Games" organized at The Ashok Hotel, New Delhi on 12th October 2023.
- "Grahak Jagrukta Sammelan 2023" organized by GAIL at The Ashok Hotel, New Delhi on 27th October 2023.
- Managed "India Mobile Congress" organized by MeITY, Government of India at Bharat Mandapam, ITPO, New Delhi on 27th October 2023.
- 'Run for Unity' was organized on the occasion of National Unity Day under the 'Meri Maati Mera Desh' campaign wherein Students participated with great enthusiasm and MD, ITDC flagged off the race.
- Market Capitalization as on 31st October 2023 stood at INR 3701.80 Crore as per NSE and INR 3705.66 Crore as per BSE.

13. A total of 48466 accommodation units (both classified and un-classified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11284 units have been self-certified for SAATHI standards.

14. The Ministry disposed of 210 Public Grievances by the end of October 2023 and 106 remained pending.

15. During the month of September, a total of 50 Swachhta Action Plan (SAP) and 895 activities were undertaken under Swachhta Pakhwada/Swachhta Hi Seva (SHS) from 15th to 30th September 2023.

16. The Foreign Tourist Arrivals (FTA) from January to September 2023 were 64,32,269 (Provisional).

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