

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF NOVEMBER 2023

- i. Ministry of Tourism, along with various stakeholders including tour operators and State Tourism Departments participated in WTM London from 06.11.2023 to 08.11.2023. A space of 650 square meters was taken for the Incredible India Pavilion to showcase varied tourism products and a series of transformative experiences for travellers to India under the theme 'Incredible India! Visit India Year 2023'. Ministry of Tourism attended the UNWTO –WTTC Tourism Ministers Summit on 'Transforming Tourism through Youth and Education'.
- ii. The 11th International Travel Mart was organised by the Ministry of Tourism from 21.11.2023 to 23.11.2023 at Shillong. The event aimed to provide a platform to the tourism stakeholders of North-Eastern States to promote their tourism products and to create awareness about various tourism products and destinations in the North-East and interact with their counterparts from both within the country and overseas markets. The three-day event included presentations by State Governments, B2B meetings, panel discussions, food demonstrations, handloom and handicrafts, cultural evenings, live band, fashion show, North-East Bazaar and technical visits in and around Shillong. 26 International buyers, 47 Domestic buyers and 87 sellers from North East region participated in the event.
- iii. The Ministry of Tourism in association with the Ministry of Culture, Sangeet Natak Academy and State Government of Andhra Pradesh organised the concerts as part of Krishnaveni Sangeetha Neerajanam to celebrate the rich heritage of classical music and promote lesser-known tourist attractions. The prequel events organized at six locations on 27.11.2023 across the State and offered a glimpse of the main event which was organized in the month of December 2023.
- iv. On 07.11.2023, a bilateral meeting between India and Georgia was held at New Delhi. The meeting was chaired by the Director General, Ministry of Tourism and the Georgian side was chaired by Deputy Foreign Minister. During the meeting, both sides discussed about tourism potential of India and Georgia and measures and initiatives taken by both sides after pandemic.
- v. A bilateral meeting between the Ministry of Tourism, Government of India and Romania was held on 17.11.2023 in New Delhi. The meeting was chaired by the Director General, Ministry of Tourism and Romanian side was chaired by the Ambassador of Romania to India. During the meeting, both sides discussed regarding the visit of Mr. Lucian Rus, Secretary of State, Ministry of Economy, Entrepreneurship and Tourism of Romania to India from 3.12.2023 to 07.12.2023 and tourism potential and exchange of information about tourism cooperation between both countries.

- vi. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of November 2023, some of which are as follows:
- a) India Tourism Guwahati celebrated World Heritage Week by showcasing a Weaving Loom of traditional Eri Silk and its processes at LGBI Airport, Guwahati from 20.11.2023 to 22.11.2023.
 - b) On 20.11.2023, India Tourism Kolkata organised a programme and workshop on the theme Jan Jaati (Tribal Art Culture) as a part of the World Heritage Week celebration. Yuva Tourism Club of Kendriya Vidyalaya, Ballygunge participated in the terracotta Kulhad Painting activities and Quiz Session on Tribal Heritage Art forms.
 - c) India Tourism Delhi and India Tourism Mumbai Offices facilitated the student exchange program between Yuva Tourism Club of Amity Institute of Travel and Tourism, Amity University Mumbai and Department of Hotel Management and Tourism, Guru Nanak Dev University, Amritsar organized on 3.11.2023, as a part of the cultural exchange program between both the Yuva Tourism Clubs as an initiative to promote cross-cultural learning between Yuva Tourism Clubs of different regions.
- vii. The National Conference of State Tourism Secretaries was held in New Delhi on 28th & 29th November 2023. The meeting reviewed the progress of the incomplete projects under SD1.0 and also balance release of funds, the current status of preparation of DPRs w.r.t the destinations identified under SD2.0 and CAG Performance Audit Paras raised under SD1.0 with States/UT Administrations. Twenty-six new sites/destinations from 17 States/UTs have been identified for development under the PRASHAD Scheme. Among these, preliminary concept presentations for six sites have been conducted, and site visits have also been carried out to perform the As-is assessment. On the sidelines of the conference, a meeting with ASI officials was also organized wherein the ASI officials advised on the pattern on which proposals for ASI clearances be submitted.
- viii. The Ministry of Tourism, Government of India, in a move to strengthen India's presence in the global Meetings, Incentives, Conferences, and Exhibitions (MICE) sector held an industry roundtable on 30th November 2023. The event witnessed the convergence of CEOs and senior leaders of industry at Bharat Mandapam in New Delhi, deliberating on the future of India as a world-class MICE destination.
- ix. During the month of November 2023, the Ministry of Tourism developed branding creatives for the promotion of the respective events- Krishnaveni Sangeet Neeranjam, Vijaywada, ITM Shillong and Heritage Week. Through its social media handles, the Ministry of Tourism continued the campaign and promotion of all relevant subjects, including vocal for local handicrafts promotion, ITM, Heritage Week branding and Krishnaveni music festival branding.

- x. ITDC Board approved its Un-audited Financial Results for the quarter ended 30th September 2023 in its meeting held on 07.11.2023. The company has registered growth both in terms of revenue and profits in the quarter as per details given below:

(Rs. in Crore)

Particulars	Quarter ended 30.09.2023	Quarter ended 30.06.2023	Quarter ended 30.09.2022
Revenue from operations	129.74	116.91	91.58
Profit Before Tax	25.60	25.51	15.28
Profit After Tax	19.59	17.82	12.32

- xi. A total of 48763 accommodation units (both classified and un-classified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11285 units have been self-certified for SAATHI standards.
- xii. The Ministry disposed of 209 Public Grievances by the end of November 2023 and 102 remained pending.
- xiii. During the month of November, 2023 total 33 Swachhta Action Plan (SAP) activities were undertaken.
- xiv. Foreign Tourist Arrivals (FTAs) from January to October 2023 were 72,43,680 (Provisional).
