

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF FEBRUARY 2024

1. On 02.02.2024 a meeting between the Hon'ble Minister of State for Tourism, Govt. of India and International Affairs Committee of Nepalese Parliament was held. The Nepal side was chaired by the Joint Secretary (Tourism) and Deputy Secretary, MEA. During the meeting both sides discussed action/programme to promote tourism between both countries through Ramayana Circuit, Adventure Tourism and Buddhist Circuit.
2. On 06.02.2024 a virtual meeting was held by MoT with the State Government of Arunachal Pradesh and World Travel & Tourism Council (WTTCII) India Initiative. During the meeting representative from WTTCII expressed interest in preparation of Master Plan for the development of Tourism in Arunachal Pradesh.
3. Official from MoT attended the 4th Half - yearly Meeting of the Empowered Arctic policy Group (EAPG), chaired by Secretary, MoES, Chairperson EAPG held on 07.02.2024 at New Delhi. During the meeting discussions were held on (a) Present status on introduction of courses on Arctic on SWAYAM Portal and way ahead, (b) Update regarding membership of UArctic, (c) Present status of Ice-Navigation courses for sea farers and way ahead (d) Conduct of the Arctic Circle India Forum in early 2025, (e) Enhancing the level of participation at the Arctic Assembly -2024.
4. On 15.02.2024 Secretary (T) chaired an introductory meeting with Director ADB in India in connection with Action Plan for SASEC Initiatives (APSI) 2023-25.
5. The officials of MoT attended the SCO Tourism Expert Working Group meeting held on 19.02.2024 in virtual mode. During the meeting the SCO member countries discussed on 'Draft Action Plan'.
6. A bilateral meeting between Joint Secretary (T) and Mr. Mikheil Koplatadze, Chairman of the Department of Tourism Resorts of the Autonomous Republic of Adjara (Georgia) held on 23.02.2024 at New Delhi. During the meeting both sides discussed on action plan to enhance the tourism between both countries including flight connectivity, human resource training and FAM tours etc.
7. The Officials of MoT attended the First G-20 Tourism working Group meeting held under Brazil presidency on 28.03.2024 and 29.03.2024 in virtual mode.
8. Ministry of Tourism, along with various stakeholders including prominent Convention Centres in India, hotel chains, Indian Railway Catering and Tourism Corporation Limited (IRCTC) and India Convention Promotion

Bureau participated at the Asia Pacific Incentives and Meetings Event (AIME) being held at Melbourne, Australia from 19.02.2024 to 21.03.2024. (AIME) is the leading trade event for the meetings and event industry in the Asia Pacific region, which brings together international and local event planners and connect them with the best destinations, venues and event suppliers from around the world. MICE is also one of the niche sectors that Ministry has taken up as one of the priority areas to overcome the seasonality challenge and project India as a 365 days destination. The Consul General of India, Melbourne visited the India pavilion and interacted with the different exhibitors participating at AIME.

9. On 23.02.2024 Senior Officials of MoT had a meeting with the visiting Moscow City Tourism Committee and discussed various ways for tourism promotion between two countries.
10. ITDC Board approved its Un-audited Financial Results for the quarter ended 31st December 2023 in its meeting held on 09.02.2024. 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 31.12.2023	Quarter ended 30.09.2023	Quarter ended 31.12.2022
Revenue from operations	133.51	129.74	116.79
Profit Before Tax	25.69	25.60	27.54
Profit After Tax	18.30	19.59	22.87

ITDC introduced a New Mascot called "Adyant" along with a fresh Tagline "सबसे श्रेष्ठ आतिथ्य की ओर". Also, ITDC's campaign centred around the iconic hotel 'The Ashok' as the premier wedding venue was unveiled, aligning with the "Wed in India" campaign. The event was attended by travel and trade industry persons and the launch was done by DG(Tourism) and Chairman (ITDC).

11. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of February 2024, some of which are as follows:
 - a) Indiatourism Delhi supported and participated in 31st edition of the South Asia's leading travel show: SATTE-2024 (South Asian Travel & Tourism Exchange), which was held from 22.02.2024 to 24.02.2024 at Greater Noida, UP. The event was inaugurated by Secretary (Tourism). Themed "Inclusive and Sustainable Tourism," SATTE 2024 served as a significant platform for driving collaboration and innovation within the travel and tourism space. The event witnessed buyer-seller meets, featuring various destination presentations, highlighting diverse offerings from national and international tourism boards.
 - b) On 10.02.2024 India Tourism Mumbai, along with Bharti Vidyapeeth College of Hotel Management and Tourism Studies, organized a two

days long food and cultural festival on Ek Bharat Shreshtha Bharat. The paired states of Punjab - Andhra Pradesh, Madhya Pradesh-Nagaland-Manipur, Union Territories of Chandigarh-Dadra Nagar Haveli were celebrated through food and Cultural programmes. More than five hundred students from other institutes participated in this programme and were introduced to the culture of each state.

- c) From 08.02.2024 to 10.02.2024 India Tourism Mumbai participated in 3 days OTM-2024, which is Asia's biggest Travel and Tourism fair and witnessed a lot of B2B Tourism stakeholders.
 - d) On 16.03.2024 under Meri Maati Mere Desh promotion India Tourism Aurangabad organised an "Exhibition to Showcase Heritage of India" alongwith Yuva Tourism Club Aurangabad. The Superintending Archaeologist, ASI, Aurangabad Circle joined as the Chief Guest for this programme. YTC member Aurangabad also took a Travel for Life pledge. This exhibition was dedicated to Art and Craft of India. In this Exhibition students displayed Madhubani Painting, Warli Painting, Bani Thani Painting, Pattachitra, Mughal Art etc. and joined by around 1000 plus visitors.
 - e) On 23.02.2024 India Tourism Patna welcomed the delegates of NAVY MILAN 2024 Event at Gaya International Airport during their visit to Bodhgaya, Bihar. Around 160 Foreign NAVY delegates from 50 different countries have visited to Mahabodhi Temple who are travelling to India to participate the Joint NAVY Exercise at Vizag under MILAN 2024 Program. On this occasion, Indiatourism Patna office extended the warm hospitality and made the logistics arrangements to all the delegates.
12. In February 2024, Indian Institute of Tourism and Travel Management (IITM) trained 550 number of persons under various skill development and capacity building programme through different IITM Centres.
13. A total of 49866 accommodation units (both classified and un-classified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11294 units have been self-certified for SAATHI standards.
14. Ministry of Tourism disposed of 285 Public Grievances by the end of February 2024 and 76 remained pending.
15. During the month of February, 2024 total 06 Swachhta Action Plan (SAP) activities were undertaken.
16. Foreign Tourist Arrivals (FTAs) during January 2024: - 9,58,733 (Provisional).
