

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF MARCH 2024

1. On 07.03.2024, the Hon'ble Prime Minister dedicated and launched 52 projects worth more than 1400 crore under Swadesh Darshan and PRASHAD schemes of the Ministry of Tourism from Srinagar through a centralised virtual inauguration ceremony. The project launch events were carried out at all the destinations, simultaneously, by coordinated efforts of the Ministry of Tourism, State Government/UT administrations and local authorities. For widespread publicity of this achievement of the Ministry, inaugural Ad design for print media, inaugural plaque and event backdrop design developed and used on print media and social media.
2. In addition to the above, with an objective of fostering growth and development of tourism destinations in a responsible and sustainable manner as Jan Bhagidari Initiatives, the Hon'ble Prime Minister has also launched 3 visionary campaigns and schemes for the tourism sector:
 - i. '**Dekho Apna Desh People's Choice 2024**' - a Tourist Destination Poll to identify the most preferred tourist attractions under 5 categories. Through this Nationwide poll, the Ministry of Tourism aims to engage with citizens to identify the most preferred tourist attractions and understand tourist perceptions across 5 tourism categories - Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure, and any other category. It is an effort to identify attractions and destinations for development in mission mode, contributing to India's journey towards Viksit Bharat@2047.
 - ii. **Chalo India Global Diaspora Campaign**, to enable Indian diaspora members become Incredible India ambassadors. The campaign has been launched in the spirit of Jan Bhagidari for an Atulya and Viksit Bharat and on the basis of the clarion call of the Hon'ble Prime Minister requesting the Indian diaspora members to encourage 5 non-Indian friends to travel to India every year.
 - iii. The Ministry of Tourism has formulated **Challenge Based Destination Development (CBDD)** with the objectives to develop sustainable and responsible destinations providing end-to-end experience. The Scheme intends to develop destinations through competition, convergence and strategic alignment with India's tourism priorities. The Ministry of Tourism has selected 42 destinations under various tourism themes across 25 States/UTs for development under the scheme, which was also announced by the Hon'ble PM.
3. On 12.03.2024, the Union Minister of Tourism, Culture & DoNER inaugurated the project "Multimedia Laser Show with Water Screen and Musical Fountain

at Sanjeevaiah Park, Hyderabad, Telangana” under the Assistance to Central Agencies Scheme of the Ministry of Tourism.

4. The Ministry of Tourism hosted an award ceremony for the winners of the ‘Design Challenge: Eco-Friendly Cutlery and Crockery to Substitute Single Use Plastic’ along with an exhibition of edible crockery and cutlery on 14.03.2024 in New Delhi which was chaired by DG (Tourism) and graced by Chef Manjit Singh Gill, Chef Gunjan Goela and others. 22 Institutes of Hotel Management (IHMs) from across the country participated in the Design Challenge, out of which the top 07 Institutes who have designed and developed the innovative edible cutlery and crockery options after extensive research and creativity were selected.
5. The Ministry of Tourism along with various stakeholders including tour operators and State Tourism Departments participated at Internationale Tourisme-Bourse (ITB) Berlin 2024 from 5th - 7th March 2024 to showcase varied tourism products and a series of transformative experiences for travellers to India and promoted the two campaigns of "Wed in India" and “Meet in India”. Around fifty co-exhibitors comprising of Tour Operators, Destination Management Companies and State Governments including the Union Territory of Jammu and Kashmir and IRCTC participated as part of the India delegation to showcase their products and services, new offerings, and connect with potential clients and partners.
6. The Ministry of Tourism, in collaboration with various stakeholders including tour operators and State Tourism Departments participated in Moscow International Travel & Tourism (MITT) 2024 from 19th to 21st March 2024 to showcase varied tourism products and a series of transformative experiences for travellers to India. India was the partner country in MITT Moscow 2024, which presented opportunities for enhancing bilateral relations, promotion of economic cooperation, and exploring new business prospects in Russia and beyond. Within the Incredible India Pavilion, approximately twelve tourism-related companies and tour operators will exhibited their products and services, introducing new offerings and initiatives to attendees. It was also followed up by a Roadshow held in St Petersburg on 22nd March 2024 wherein, the Indian delegation had one-to-one business meetings with the local travel trade representatives and the foreign tour operators. Both events were held in association with the Indian Missions in Berlin and Moscow respectively.
7. A bilateral meeting between India and Iran was held in New Delhi on 21.03.2024. The Indian side was led by Senior Officials of MoT and the Iran side was led by Hon’ble Deputy Chief of Mission of Iran and other officials of Embassy of Iran, New Delhi. During the meeting, both sides discussed on how to promote and increase tourism between both countries.

8. A bilateral meeting between India and Japan was held in New Delhi on 22.03.2024. While the Indian side was led by Senior Officers from MoT, the Japanese side was led by the Ambassador of Japan to India along with officials of the Japanese Embassy and CMD The Lalit. During the meeting, both sides discussed on film tourism and how to promote and increase tourism between both countries.
9. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of March 2024, some of which are as follows:
 - i. India Tourism Delhi participated in a mega exhibition "Gatisheel Jammu and Kashmir - Atam Nirbhar Bharat Ki Aur" held in Jammu from 1st to 3rd March 2024. A booth was set up in the exhibition with various exhibits on tourism products and also placed publicity material on various tourist destinations. Information and city maps were disseminated to the visiting tourists during the exhibition.
 - ii. The Ministry of Culture in association with the Ministry of Tourism and the Ministry of Textiles Government of India organised Rashtriya Sanskriti Mahotsav 2024 from 02nd - 08th March 2024 at Hyderabad. The event was inaugurated by the Hon'ble Governor of Maharashtra. During the event space was allocated to the 4 numbers of India Hotel Management (Hyderabad, Chennai, Bangalore & Thiruvananthapuram) and ICI, Tirupati for highlighting the south Indian cuisine. Hon'ble Minister of Tourism, Culture & DoNER attended the valedictory event and visited the cuisine stalls.
 - iii. India Tourism Bhubaneswar organized an Azadi Ka Amrit Mahotsav Education Tour to the Regional Museum of Natural History, Bhubaneswar for Yuva Tourism Club students on 22.03.2024.
 - iv. India Tourism Patna organised a "Heritage Walk" & "Essay Competition" on 23.03.2024 at Valmikinagar, Bihar under Ramayana Circuit to promote the "Dekho Apna Desh" campaign of the Ministry of Tourism in association with ABTO & Yuva Tourism Club.
 - v. India Tourism Guwahati organised a seminar on 18.03.2024 among the students of Jettwings Business School at Nabagraha, Guwahati with the Theme "Dekho Apna Desh". Approximately 100 students along with the staff & faculties of the respective Institute participated in the campaign. The students were awarded certificate of appreciation for participating in the campaign.
10. A total of 50077 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.
11. The Ministry of Tourism disposed of 202 Public Grievances by the end of March 2024 and 117 remained pending.

12. Foreign Tourist Arrivals (FTAs) during February 2024 was 10,02,664 (Provisional). The FTAs from January to February 2024 were 19,61,397 (Provisional).
