



सत्यमेव जयते

MINISTRY OF TOURISM
GOVERNMENT OF INDIA

Annual Report 2023-24



Incredible India

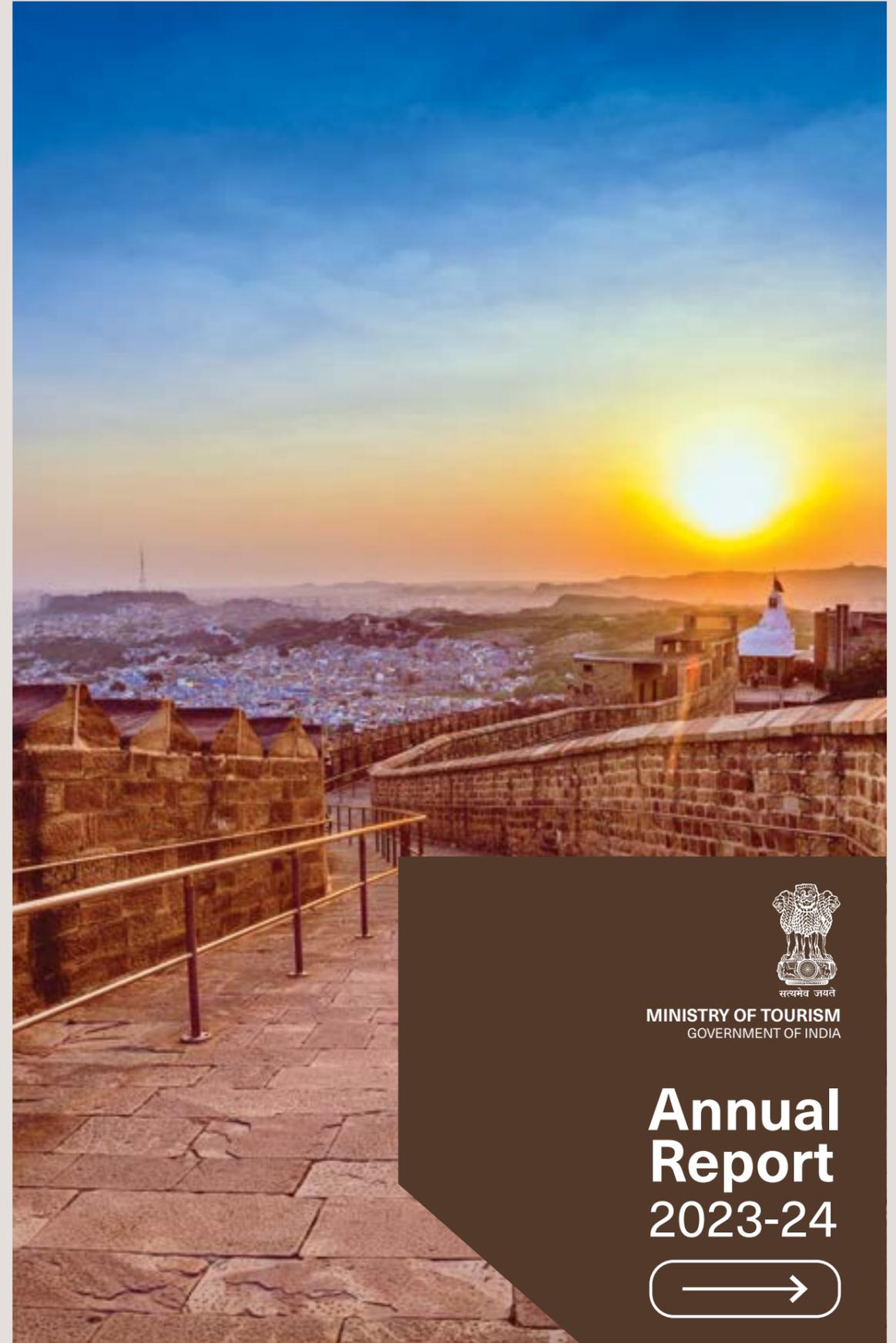


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Lighthouse at Kovalam Beach, Kerala

CHAPTER
01

**TOURISM -
AN OVERVIEW**





CHAPTER 01 TOURISM - AN OVERVIEW



- 1.1** The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champions diverse cultural heritage and strengthens peace in the world.
- 1.2** Facilitation as well as strengthening of tourism in India is the main objective of Ministry of Tourism. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days' tourist destination, promotion of sustainable tourism etc. are some of the policy areas which need to be constantly worked upon to increase and facilitate tourism in India.
- 1.3** Domestic tourism together with inbound tourism has emerged as a key driver of economic growth. In year 2023, India recorded Foreign Tourist Arrivals (FTAs) of 9.24 million (Jan-Dec) (Provisional) with a growth of 43.5% over same period of the previous year which account for Foreign Exchange Earnings (FEEs) of ₹2,31,927 crores (Provisional estimates) with a growth of 65.74%. Besides as per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 1731.01 million Domestic Tourist Visits (DTV) all over the country during the year 2022.
- 1.4** Tourism sector is one of the fastest growing economic sectors with a significant impact on employment and accelerates regional development with a multiplying effect on the activity of related sectors. Among economically advanced states, domestic tourism has become a springboard to the development of tourism. It can generate resources for conservation of cultural and natural heritage and



- has huge potential to make positive contribution to sustainable development goals. As per the 3rd Tourism Satellite Account (TSA), the study conducted by Ministry of Tourism, estimated share of tourism jobs in India during 2022-23 is 12.57%.
- 1.5** Facilitative visa regime is a pre requisite for increasing inbound tourism. The Ministry of Tourism takes the initiative with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on December, 2023, e-visa facility has been extended to the nationals of 167 Countries under 7 sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa', 'e-Medical Visa', 'e-Medical Attendant Visa', 'e-Conference Visa', 'e-Ayush Visa' and 'e-Ayush Attendant Visa'. The e-Visa is valid for entry through 30 designated Airports and 5 designated seaports.
- 1.6** The visa fee has been rationalized and has been fairly reduced wherein e-Tourists Visa fee reduced to \$80 for 5 years, \$40 for 1 year and one-month e-tourist Visa fee reduced to \$10 for lean season and \$25 for peak season.
- 1.7** Ministry of Tourism launched its flagship scheme of 'Swadesh Darshan' in 2014-15 to compliment the efforts of respective State Governments/ UT Administrations for building tourism facilities across the Country and has sanctioned ₹5294.11 Crore for undertaking 76 projects, out of which 73 projects are reported physically complete.
- 1.8** Ministry of Tourism has revamped its Swadesh Darshan scheme in the form of Swadesh Darshan 2.0 with the mission to create a robust framework for integrated development of tourism destinations. In consultation with the State Government / UT Administrations 57 destinations across 32 States/UTs have been identified, till date, for development under Swadesh Darshan 2.0 scheme.
- 1.9** Ministry of Tourism launched its scheme PRASHAD- Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities. Under the PRASHAD scheme, the Ministry has sanctioned 46 projects at the total sanctioned cost of ₹1621.13 Cr. with a cumulative release of ₹1023.45 Cr. till 31.03.2024. Further, 29 new sites have also been identified for development under the PRASHAD Scheme covering 28 States/UTs.
- 1.10** Identification, diversification, development, and promotion of niche tourism products in the country is the initiative of the Ministry to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination, to attract tourists with specific interest, and to ensure repeat visits for the unique products in which



India has a comparative advantage. Thus, new products may be added in due course. The Ministry of Tourism has constituted Board/ Task Forces/ Committees for the promotion of Golf, Medical/Wellness, Cruise and Adventure Tourism in the country. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism.

1.11 In pursuance to the appeal made by the Hon'ble Prime Minister during Independence Day speech asking every citizen to visit at least 15 destinations by the year 2022, to promote domestic tourism in India, the Ministry had launched the Dekho Apna Desh initiative in January 2020. Dekho Apna Desh is promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions to keep connected with the stake-holders and to encourage citizens to travel within the country. Ministry of Tourism, Govt. of India is arranging a series of Webinars under the overall theme of 'Dekho Apna Desh'. The webinars commenced on 14th April 2020 and a total of 177 webinars have been organized till date. The webinars have had a total viewership of over 4,76,630 and have seen participation from more than 60 countries across the world.

1.12 To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic), Legacy Vintage (Grand) and Apartment Hotels. Ministry of Tourism has set up National Integrated Database of Hospitality Industry, (or NIDHI), a technology driven system, aligned with our Hon'ble Prime Minister's vision of an "Atmanirbhar Bharat", which is to facilitate digitalization and promote ease of doing business for hospitality & tourism sector. This initiative has been upgraded as NIDHI+ to have more inclusivity, that is, of not only Accommodation Units, but also Travel agents, Tour Operators, Tourist Transport Operators, Food & Beverage Units, Online Travel Aggregators Convention Centers and tourist Facilitators. The Ministry also has voluntary schemes for approval in categories such as Timeshare Resorts, Operational Motels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, as well as Online Travel Aggregators, Stand-alone Air Catering Units, Convention Centres, Standalone Restaurants.



- 1.13** Government has now exempted the cruise tourists arriving with e-visa from the requirement of bio-metric enrolment. The entry seaports for tourists availing e-visa are Mumbai, Cochin, Mormugao, Chennai and New Mangalore.
- 1.14** E-Conference Visa in line with e-conference Visa for Government/P.S.U. Conferences, would be granted for private conferences organized by private persons/ companies/ organizations.
- 1.15** Triple entry is permitted for e-Medical Visa and for e-Medical Attendant Visa and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e-visa holder.
- 1.16** In order to control the spread of Covid-19 pandemic, Ministry of Home Affairs had imposed restrictions on e-Tourist visa scheme of the Govt. of India; however, as the countries across the globe showed recovery from the pandemic, these restrictions on e-Tourist visa scheme are being relaxed in phased manner. As on December, 2023, nationals of 167 countries are provided with e-Tourist visa.
- 1.17** Further, Ministry of Home Affairs has relaxed the restriction for all foreign nationals (except the nationals of China and Pakistan) intended to visit India for Tourism purposes subject to the Covid related guidelines of the Ministry of Health and Family Welfare (MoH&FW).
- 1.18** Ministry of Tourism launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 Languages including Hindi & English on 08.02.2016. The languages handled by the Tourist Helpline include ten (10) International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian & Spanish. This service is available on the toll free number 1800-11-1363 or on a short code 1363 and operational 24X7 (all days) in a year offering a "multi-lingual help-desk" in the designated languages.
- 1.19** Ministry of Tourism has introduced 24/7 Live Chat Service interface on the website of the Ministry (www.incredibleindia.org) to assist tourists with better planning and quick query resolutions. The live chat service assists both international and domestic tourists with their queries and itinerary planning.
- 1.20** It has been the endeavour of Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of



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generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 56 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 33 State IHMs) and 12 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadhishpur, Uttar Pradesh is under construction.

- 1.21** Ministry of Tourism is running the Incredible India Tourist Facilitator (IITF) Certification Programme, with the objective of providing online training and accreditation of Tourist Facilitators through a centralized PAN India e-learning module. This will benefit the Indian economy in general and Indian tourism in specific by enabling creation of a pool of well trained and professional Tourist Facilitators and also creation of additional employment opportunities even in remote areas.
- 1.22** Also, the existing Regional Level Guide (RLGs) have been renamed as Incredible India Tourist Guides (IITGs). Their nomenclature will be changed on completion of the Refresher Course as provided in the revised guidelines, and their area of operation has been widened from a specified region to Pan India.
- 1.23** With the purpose of job creation, Ministry of Tourism on 08.03.2022 launched the concept of digital platform (E-Marketplace) as a part of digital tourism solution for IITFs / IITGs, to provide Web and Mobile App based interaction mechanism to be used by the tourists and certified tourist facilitators/Tourist Guides. It has been made online (Beta version) w.e.f. 12.08.2022. The IITFC and IITGs would be able to update their profile, experience, services offered, qualifications, area of expertise, tariffs, availability of dates etc., to be displayed on the portal, wherein the tourists would be able to create their profile, search for tourist facilitators/Guides and make the bookings. The tourist, from their own comfort of location, can search the facilitators/Guides for any destination and make the booking for his upcoming trips to the country. This web-based solution (E-marketplace platform) is intended to be used for managing the facilitator/ Guides profile, bookings, manage ratings of the facilitators/Guides, user feedback (positive & negative), languages known and content management. This will encourage the Tourist guides & Tourist Facilitators to improve their services and getting better opportunities.
- 1.24** RCS- UDAN has been introduced with the main objective of facilitating / stimulating regional air connectivity by making it affordable. This is done through concessions by Central Government, State Governments and airport operators to reduce the cost of airline operations and financial support to meet the gap, if any, between



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the cost of airline operations and expected revenues on such routes. Under RCS UDAN Tourism, Ministry of Tourism has collaborated with Ministry of Civil Aviation and has got 53 tourism routes operational for better connectivity of important tourist places including Iconic sites.

- 1.25** Tourist Facilitation and Information Counter caters to non-English speaking tourists and is also connected to the 24x7 Helpline – ‘1363’ of the Tourism Ministry where the tourists can speak directly with the foreign language agents and get guidance in French, German, Italian, Portuguese, Russian, Japanese, Korean, Chinese and Arabic. It is currently available at 9 airports viz. New Delhi, Varanasi, Bodhgaya, Bangalore, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad.
- 1.26** Loan Guarantee scheme for Covid Affected Tourism Sector (LGSCATSS) has been launched by the Ministry of Tourism, following the announcement made by the Ministry of Finance on 28.06.2021, to provide relief to the distressed tourism sector. This is a collateral free loan guarantee scheme, under which, loan upto ₹10.00 lakh will be extended to each Tour Operators/ Travel Agents/ Tourist Transport Operators approved/recognized by the Ministry of Tourism, upto ₹1.00 lakh will be extended to each Regional Tourist Guide/ Incredible India Tourist Guide approved/recognized by the Ministry of Tourism and Tourist Guides approved/ recognized by the State Govt./ UT Administration. The scheme has been operated through 18 Scheduled Commercial Banks (SCBs). As on 30.11.2023, around 476 guarantees have been issued amounting to ₹6.82 crore approx., out of which ₹4.02 crore (approx.) stands disbursed. So far, approximately ₹1.60 crore have been released to NCGTC towards probable bad loans and for execution of the scheme.
- 1.27** For a better and smooth travel experience of Tourists in the Restricted/Protected areas of the country, Ministry of Tourism regularly coordinates with the Ministry of Home Affairs and as a result, Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years beyond 31.12.2022 i.e., till 31.12.2027 for the identified Islands in the Union Territory of Andaman & Nicobar Islands. Relaxation of PAP/RAP for a further period of 5 Years beyond 31.12.2022 in the States of Manipur, Mizoram and Nagaland has already been approved by the Ministry of Home Affairs.
- 1.28** The Incredible India website encompasses a variety of emotions in the form of content that features a visual treat and journey along with detailed information for all the tourist destinations and attractions. Additionally, the website offers more personalized content across the globe, based on the interest levels of tourists and



content that will be chosen by the tourist. The content on the website is relevant and engaging making it robust and dynamic in nature. Since its launch, the website has had more than 20M views engaging all visitors with immersive content about heritage, spirituality, adventure, events and more.

- 1.29** 'Incredible India' mobile application, launched on 27th of September 2018, assists international and domestic tourists to access information about destinations, attractions and experiences that are also featured on the Incredible India website. Alongside, the mobile app also features map integration, emergency contacts' listing and a variety of other information. The mobile app enlists vital information to tourists about attractions, destinations, experiences and events across the country, State and UT tourism information, among others.
- 1.30** On the occasion of World Tourism Day 2023, Ministry of Tourism, Government of India 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 Bharat Mandapam, New Delhi, today. Shri Ajay Bhatt, Minister of State of Tourism and Defence graced the ceremony. On the occasion Best Rural Tourism Village Awards were given for promotion and preservation of their cultural heritage and sustainable development through tourism. 35 Rural Tourism Villages were with 5, 10, and 20 villages in Gold, Silver, and Bronze Categories respectively.
- 1.31** Ministry of Tourism recognizes the efforts of State/UT Governments to maintain tourist places clean in their respective area/jurisdiction and confers awards of "Swachh Paryatan Sthaan" and "Best Civic Management of a tourist destination (s)".
- 1.32** Under Adopt a Heritage- The Ministry of Tourism, Government of India under it's "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project, focuses on developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner, with the help of companies from public sector, private sector, trusts, NGOs, individuals and other stakeholders. Under the project, 29 Memorandum of Understandings (MoUs) have been awarded to 15 Monument Mitras for twenty-seven (27) sites and two (2) Technological interventions across India.



- 1.33** Ministry of Tourism took timely cognizance of the COVID-19 crisis and engaged with Industry Stakeholders to mitigate the risks and difficulties to foreign tourists on account of impact of the crisis. The Ministry had set up COVID-19 cell to respond to crisis due to COVID-19 and to provide support to the Industry and foreign tourists during the crisis.
- The 24x7 Tourist Info-Helpline of the Ministry had also received calls related to COVID 19 and responded to them based on the advisories / guidelines issued by the Ministry of Health & Family Welfare and other Ministries / Authorities.
- 1.34** The Government has set up a dedicated non-lapsable corpus fund - Nirbhaya Fund, being administered by Department of Economic Affairs, Ministry of Finance, which can be utilized for projects specifically designed to improve the safety and security of women. As per the guidelines issued by Ministry of Finance dated 25.03.2015, the Ministry of Women and Child Development (MWCD) is the nodal Ministry having responsibility of appraising/recommending proposals and schemes, review and monitor the progress of sanctioned schemes in conjunction with the line Ministries/Departments. Under Nirbhaya Fund, ₹6.24 crore (approx) has been released in favour of the Madhya Pradesh Tourism Board, out of total Central Govt. financial share of ₹16.79 crore (approx.). The total cost of the project submitted by the State Government of Madhya Pradesh is of ₹27.99 crore (approx.) under 'Nirbhaya Fund'.
- 1.35** With a view to preparing for a post-COVID 19 revival, the Ministry of Tourism formulated Operational Recommendations for different segments of Tourism Service Providers in the Travel sector for facilitating smooth and safe resumption of business. Such recommendations have been issued for Travel Agents, Tour Operators, Tourist Transport Operators, Tourist Guides and Facilitators. They were formulated in consultation with State Governments and tourism / hospitality stakeholders and in keeping with the overall guidelines issued from time to time by the Ministry of Health.
- 1.36** Ministry of Tourism issued modified guidelines for Recognition of Tourism Service Providers dated 08.12.2020 which is effective from January, 2021. As per the modified guidelines, Category of Greenshoot / Start-up- Agencies is being introduced for the first time. As per the modified guidelines, Category of Greenshoot / Start-up- Agencies has been introduced for the first time. This is in keeping with the policy of the Govt. of India for encouraging Start



Ups and will also further the cause of 'Atmanirbhar Bharat'. There will be no requirement of minimum Annual Turnover and Previous Experience for this category. These provisions are in line with the Startup policy of the Govt. of India. The requirement of Paid Up Capital and number of staff will also be less than for other categories.

- 1.37** Post covid, to restart inbound tourism in the country and attract foreign tourist, the Government of India announced 5,00,000 free visa to the tourists of foreign nationals, to ensure a geographical spread of the incentive to important source markets globally, so that the benefit can be availed by inbound tourists of different nationalities. This scheme was valid till 31.03.2022.
- 1.38** A total number of 934 RTI applications were received during the period from 1st January, 2023 to 31 March, 2024 in Ministry of Tourism and suitable actions have been taken in time bound manner.
- 1.39** Ministry launched the first-ever nationwide initiative to identify the pulse of the nation on tourism, in the form of "Dekho Apna Desh People' Choice 2024", on 07.03.2024. The nationwide poll aims to engage with citizens to identify the most preferred tourist attractions and understand tourist perceptions across 5 tourism categories- Spiritual, cultural & Heritage, Nature and Wildlife, Adventure and others.
- 1.40** Ministry of Tourism organized a Round Table Conference on India's Tourism Ecosystem on 01.12.2023 in New Delhi. The conference aimed to explore and leverage the immense potential of India's Tourism Ecosystem. The roundtable facilitated discussions between government authorities and industry leaders, centring on policies and factors crucial for sustainable and resilient development in the travel and tourism sector. The Key takeaways of the roundtable spanned paramount concerns such as safety and security, healthcare, tourism potential, the impact of digitalization, a transformation in foreign perception, coordinated policy efforts, media representation, and initiatives for talent development, retention, and repositioning the industry.



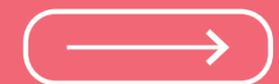
Kathakali, Kerala



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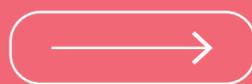
02

MINISTRY OF TOURISM AND ITS FUNCTIONS





CHAPTER 02 MINISTRY OF TOURISM AND ITS FUNCTIONS



2.1 The Organization

Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism in the country. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/ Union Territory Administrations, Industry Associations and the representatives of private sector.

Shri G Kishan Reddy is the Cabinet Minister for Tourism.

Shri Shripad Yesso Naik and Shri Ajay Bhatt are Minister of State for Tourism.

Secretary (Tourism) is the Chief Executive of the Ministry. The Directorate General of Tourism has 20 Domestic field offices and an Indian Institute of Skiing and Mountaineering within the country.

Indiatourism Offices in India

Regional Offices

1. Chennai 2. Guwahati 3. Kolkata 4. Mumbai 5. New Delhi

Other Offices

1. Agra
2. Aurangabad
3. Bengaluru
4. Bhubaneswar
5. Goa
6. Hyderabad



7. Imphal
8. Indore
9. Jaipur
10. Kochi
11. Naharlagun (Itanagar)
12. Patna
13. Port Blair
14. Shillong
15. Varanasi

Domestic field offices of the Ministry of Tourism serve as crucial catalysts for the advancement of the tourism sector in the country. Their pivotal role extends to overseeing the effective implementation of projects sanctioned by the Ministry to State Governments and Union Territories. These offices actively engage in continuous interaction and coordination with State and local authorities, fostering a collaborative environment to address diverse issues pertaining to tourism development and promotion across the country.

India Tourism Development Corporation (ITDC) is the Public Sector Undertaking under the charge of the Ministry of Tourism.

The Ministry encompasses the following autonomous institutions:

- i. Indian Institute of Tourism and Travel Management (IITTM).
- ii. National Council for Hotel Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management (IHMs).
- iii. Indian Culinary Institute (ICI). (Details regarding IITTM and IHM may be referred to Chapter No. 9, Human Resource Development).

2.2 Role and Functions of the Ministry of Tourism

2.2.1 The Ministry has the following main functions: -

i. Policy matters

Ministry of Tourism handles all policy matters related tourism including Tourism Promotion & Marketing, formation of Growth Strategies for tourism, skilling and manpower development in tourism sector, strategies related to development, investment, incentives, external assistance in tourism etc.



ii. Planning and Development

Planning is an essential sphere of work undertaken by the Ministry and it complements the efforts undertaken by the State Governments/UT Administrations by planning destination development under different themes and products. In addition, Ministry of Tourism also undertakes Human Resource Development Programmes for personnel working in tourism sector.

iii. Co-ordination

Coordination is an essential task performed by the Ministry of Tourism regularly and Ministry of Tourism undertakes regular interaction and co-ordination on various issues with the Line Ministries/ Departments, State Governments/ Union Territory Administrations, Industry Associations and Stakeholders.

iv. Regulation

The Ministry of Tourism crafts strategies and blueprints for diverse aspects of tourism, issuing operational guidelines for schemes and steering various programs related to the tourism sector.

v. Infrastructure & Product Development

The Ministry of Tourism through its 'Swadesh Darshan', and 'Pilgrimage Rejuvenation, Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies' Schemes provides financial assistance for undertaking tourism development through infrastructure creation and enhancing tourism experiences.

vi. Marketing and Promotion of Indian Tourism in domestic and international markets

The Ministry of Tourism strategically promotes India through comprehensive marketing initiatives, targeting both domestic and international markets. Utilizing a mix of digital campaigns, cultural showcases, and travel trade partnerships, it develops a compelling narrative that projects India's diverse attractions, fostering tourism growth and global appeal.



vii. Research, Analysis, Monitoring and Evaluation

Ministry consistently oversees and assesses diverse facets of tourism, conducting ongoing research and analysis to garner essential insights. This approach enables informed decision-making, facilitating the curation of effective tourism planning and ensuring the implementation of necessary measures for the sector's sustainable growth and enhancement.

viii. International Co-operation and External Assistance

Ministry of Tourism fosters global collaboration by engaging with international agencies, forging bilateral and multilateral agreements. It scrutinizes external assistance cases and pursues foreign technical collaboration, particularly in the realm of tourism, to enhance expertise and promote sustainable development in the sector.

ix. Recognizing Service Providers

Ministry of Tourism under its voluntary programmes recognises Service Providers such as Hotels, Tour Operators, Travel Agents, Tourist Transport Operator, Guides, etc.

x. Niche Tourism Product

Ministry of Tourism is dedicated to identify and cultivate insights into diverse niche tourism sectors within the country.

xi. In addition, the Ministry of Tourism actively engages itself in various other matters including the following

- a. Legislation and Parliamentary Work
- b. Establishment Matters
- c. Review of the Functioning of the Field Offices
- d. Vigilance Matters
- e. Official Language: Implementation of Official Language Policy
- f. VIP References
- g. Budget Co-ordination and Related Matters
- h. Welfare, Grievances and Protocol



MINISTERS



Shri G Kishan Reddy
Minister of Tourism



Shri Ajay Bhatt
Minister of State
for Tourism



Shri Shripad Yesso Naik
Minister of State
for Tourism



SENIOR OFFICERS OF THE MINISTRY



Ms. V. Vidyavathi
Secretary to the Government of India

SPECIAL/ADDITIONAL SECRETARY LEVEL OFFICER



Shri Rakesh Kumar Verma
Additional Secretary
(Relieved on 26th April 2024)



Smt. Manisha Saxena
Director General (Tourism)



Shri Gyan Bhushan
Senior Economic Advisor



Ms. Ranjana Chopra
Additional Secretary &
Financial Advisor

JOINT SECRETARIES AND EQUIVALENT



Shri. M.R. Synrem
Joint Secretary (Tourism)



Ms. Anita Baghel
Additional Director General



Shri Mr. Vanlaldina Fanai
Chief Financial Controller (CFC)



Albert Hall, Jaipur

CHAPTER

03

**MINISTRY OF
TOURISM – ROLE
SYNERGY AND
CONVERGENCE**





CHAPTER 03 MINISTRY OF TOURISM – ROLE SYNERGY AND CONVERGENCE



3.1 Role

The activities of this Ministry revolve around promoting internal tourism, i.e. both inbound and domestic tourism, in India. This is necessary in order to harness the direct and multiplier effect of tourism on employment and poverty eradication in the country. The other major objectives of the Ministry pertain projecting the country as a 365 days' tourist destination, promoting tourism in a sustainable manner by active participation of all segments of the society, assuring quality standards amongst tourism service providers, etc. Apart from these, the focus is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been re-defined from that of a regulator to that of a catalyst and requires synergy and convergence with different stakeholders. This makes the task extremely challenging.

3.2 Synergy and Convergence

3.2.1 Stakeholders

Ministry of Tourism's constant endeavour is to ensure that the different segments of the tourism sector, Partner Ministries & their executing arms (Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertakings), State machineries and Industry Associations work in conjunction with one another keeping aspirations in sync with the larger benefit of tourism.

3.2.2 Partner Ministries

In its bid to strive for convergence, Ministry of Tourism works in close collaboration with various Ministries and Departments of the



Government of India viz. Finance, External Affairs, Culture, Civil Aviation, Urban Developments, Road Transport & Highways, Railways, etc. and various States/Union Territory Administrations.

3.2.3 Executorial Arms of the Government

The Ministry has a strong liaison with the executorial / functional arms which are under the aegis of different Ministries. These include Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertaking like Archaeological Survey of India(ASI), Bureau of Immigration (BOI), India Tourism Development Corporation (ITDC), Indian Convention Promotion Bureau (ICPB), Port Trust of India, Tourism Finance Corporation of India (TFCI), Experience India Society etc.

3.2.4 Industry Associations

Ministry of Tourism is in constant dialogue with Industry associations namely - Federation of Indian Chambers of Commerce and Industry (FICCI), PHD Chamber of Commerce & Industry (PHDCCI), Associated Chambers of Commerce & Industry of India (ASSOCHAM), Confederation of Indian Industry (CII), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Association (ITTA), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators of India (ATOI), Federation of Hotel & Restaurant Association of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA), Federation of Associations of Indian Tourism and Hospitality (FAITH), and All India Resort Development Association (AIRDA) etc.

3.2.5 Inter-Ministerial Coordination Committee on Tourism Sector

Tourism is essentially a multi-sectoral activity requiring linkages and coordination with various Ministries / Departments. Ministry of Tourism has an effective mechanism in place to facilitate resolution of Inter-Ministerial / Departmental issues involved in the development of tourism in the country, in the form of an Inter-Ministerial Coordination Committee for Tourism Sector (IMCCTS) constituted under the Chairmanship of the Cabinet Secretary.

This Committee includes the Secretaries from the Ministries of Home, Defence, External Affairs, Road Transport & Highways, Civil Aviation, Culture, Rural Development, Environment & Forest, Urban Development,



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Labour and Employment, Departments of Revenue, Expenditure, School Education & Literacy, Chairman, Railway Board, etc. Secretary, Ministry of Tourism is the Member Convener of the Committee. Eight meetings of the Committee have been held till date.

3.2.6 Infrastructure and Product Development

Ministry of Tourism through its 'Swadesh Darshan', and 'Pilgrimage Rejuvenation, Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies' Schemes provides financial assistance for undertaken tourism development through infrastructure creation and enhancing tourism experiences.

3.2.7 Constitution of Tourism Task Force

Based on the recommendations of the Sectoral groups of Secretaries (SGoS) on the Tourism Sectoral Plan, a Task Force has also been constituted under the Chairpersonship of Secretary (Tourism), with representatives from other Ministries including Ministries of Home Affairs, Civil Aviation, Railways/IRCTC, Road Transport & Highways, Environment & Forests, Shipping and Sports to address various issues related to tourism. These would include:

- Air, Rail and Road Connectivity identifying tourist destinations for airport development, international and domestic routes including North Eastern region, airports at tourist destinations which require setting up of custom and immigration facilities, unused and underused airports located in tourist destinations, introduction of tourist trains connecting important tourist destinations/sites including pilgrimage sites and upgradation of railway station, road connectivity of tourist destinations,
- Development and promotion of cultural and heritage sites including monuments and museums,
- Promotion of niche tourism segments including cruise tourism, adventure tourism, etc.
- Ensuring safety and security of tourists
- Extending visa facilities to tourists
- Any other inter- Ministerial / inter Departmental issue impacting tourism



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Meeting of Tourism Task Force was held on 23rd Sept, 2022 under the chairmanship of Secretary (Tourism), wherein, along with other stakeholders, M/o Road Transport & Highways also participated. During the meeting Secretary (Tourism) desired that the updated status on the proposal of the Ministry of Tourism may be communicated at the earliest.

3.2.8 National Tourism Advisory Council

National Tourism Advisory Council (NTAC) serves as a 'Think Tank' of the Ministry of Tourism. The present NTAC was constituted on 21th June 2023 under the chairmanship of Hon'ble Minister of Tourism with a tenure of 3 years. The committee consists of important Ministries, individual experts in the field of travel and tourism management and Ex-officio members from industry associations.



Ravangla, Budha Park



Archaeological Museum of Goa, Goa

CHAPTER 04

**SWADESH
DARSHAN**





CHAPTER 04 SWADESH DARSHAN



1. Ministry of Tourism launched its flagship scheme of 'Swadesh Darshan' in 2014-15 to compliment the efforts of respective State Governments / UT Administrations for developing tourism facilities across the Country and has sanctioned ₹5292.91 Crore for undertaking 76 projects, out of which 73 projects are reported physically complete. The list of the projects sanctioned under Swadesh Darshan scheme is as under:-

Sl. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
1	Andaman & Nicobar Islands	Coastal Circuit 2016-17	Development of Long Island-Ross Smith Island- Neil Island- Havelock Island- Baratang Island-Port Blair	27.57
2	Andhra Pradesh	Coastal Circuit 2014-15	Development of Kakinada - Hope Island - Coringa Wildlife Sanctuary - Passarlapudi - Aduru - S Yanam - Kotipally	67.83
3	Andhra Pradesh	Coastal Circuit 2015-16	Development of Nellore - Pulikat Lake - Ubbalamadugu Water Falls - Nelapattu-Kothakoduru- Mypadu - Ramateertham - Iskapalli	49.55
4	Buddhist Circuit 2017-18	2015-16	Development of Buddhist Circuit: Shalihundam-Bavikonda- Bojjanakonda -Amravati- Anupu	35.24
5	Arunachal Pradesh	North-East Circuit 2014-15	Development of Bhalukpong- Bomdila and Tawang	49.77
6	Arunachal Pradesh	North East Circuit 2015-16	Development of Nafra- Seppa- Pappu, Pasa, Pakke Valleys- Sangdupota- New Sagalee- Ziro-Yomcha	96.72
7	Assam	Wildlife Circuit 2015-16	Development of Manas- Probitora- Nameri- Kaziranga- Dibru- Saikhowa	94.68



Sl. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
8	Assam	Heritage Circuit 2016-17	Development of Tezpur - Majuli - Sibsagar	90.98
9	Bihar	Tirthankar Circuit 2016-17	Development of Vaishali- Arrah- Masad- Patna- Rajgir- Pawapuri- Champapuri	33.96
10	Bihar	Spiritual Circuit 2016-17	Development of Kanwaria Route: Sultanganj - Dharmshala- Deoghar	44.76
11	Bihar	Buddhist Circuit 2016-17	Development of Buddhist circuit- Construction of Convention Centre at Bodhgaya	95.18
12	Bihar	Rural Circuit 2017-18	Development of Bhitiharwa-Chandrahia- Turkaulia	44.27
13	Bihar	Spiritual Circuit 2017-18	Development of Mandar Hill & Ang Pradesh	44.55
14	Chhattisgarh	Tribal Circuit 2015-16	Development of Jashpur- Kunkuri- Mainpat- Kamleshpur - Maheshpur -Kurdar - Sarodhadadar- Gangrel- Kondagaon- Nathiyanawagaon- Jagdalpur- Chitrakoot- Tirthgarh	96.10
15	Goa	Coastal Circuit 2016-17	Development of Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail	97.65
16	Goa	Coastal Circuit 2017-18	Development of Coastal Circuit II: Rua De Orum Creek - Dona Paula - Colva - Benaulim	99.35
17	Gujarat	Heritage Circuit 2016-17	Development of Ahmedabad- Rajkot- Porbandar -Bardoli- Dandi	58.42
18	Gujarat	Heritage Circuit 2016-17	Development of Vadnagar- Modhera	91.12
19	Gujarat	Buddhist Circuit 2017-18	Development of Junagadh- Gir Somnath- Bharuch-Kutch- Bhavnagar- Rajkot- Mehsana	26.68
20	Haryana	Krishna Circuit 2016-17	Development of Tourism Infrastructures at places related to Mahabharata in Kurukshetra	77.39
21	Himachal Pradesh	Himalayan Circuit 2016-17	Development of Himalayan Circuit: Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba	68.34
22	Jammu & Kashmir	Himalayan Circuit 2016-17	Development of Jammu-Srinagar-Pahalgam- Bhagwati Nagar-Anantnag-Salamabad Uri-Kargil- Leh	77.33



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Sl. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
23	Jammu & Kashmir	Himalayan Circuit 2016-17	Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama.	81.60
24	Jammu & Kashmir	Himalayan Circuit 2016-17	Development of Tourist Facilities - Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package	90.43
25	Jammu & Kashmir	Himalayan Circuit 2016-17	Development of Tourist facilities at Mantalai and Sudhmahadev	91.99
26	Jammu & Kashmir	Himalayan Circuit 2016-17	Development of Tourist facilities at Anantnag-Pulwama-Kishtwar-Pahalgam-Zanskar Padum - Daksum - Ranjit Sagar Dam	86.39
27	Jammu & Kashmir	Himalayan Circuit 2016-17	Development of Tourist Facilities at Gulmarg-Baramulla- Kupwara- Kargil - Leh	91.84
28	Jharkhand	Eco Circuit 2018-19	Development of Eco Tourism circuit: Dalma- Betla National park- Mirchaiya- Netarhat	30.44
29	Kerala	Eco Circuit 2015-16	Development of Pathanamthitta- Gavi- Vagamon- Thekkady	64.08
30	Kerala	Spiritual Circuit 2016-17	Development of Sabarimala - Erumeli-Pampa-Sannidhanam	46.54
31	Kerala	Spiritual Circuit 2016-17	Development of Sree Padmanabha Arnamura	78.08
32	Kerala	Rural Circuit 2018-19	Development of Malanad Malabar Cruise Tourism Project	57.35
33	Kerala	Spiritual Circuit 2018-19	Development Sivagiri Sree Narayana Guru Ashram- Arruvipuram- Kunnumpara Sree Subrahmania- Chembazhanthi Sree Narayana Gurukulam	66.42
34	Madhya Pradesh	Wildlife Circuit 2015-16	Development of Wildlife Circuit at Panna- Mukundpur- Sanjay- Dubri-Bandhavgarh- Kanha- Mukki- Pench	92.10
35	Madhya Pradesh	Buddhist Circuit 2016-17	Development of Sanchi-Satna-Rewa-Mandsaur-Dhar	74.02
36	Madhya Pradesh	Heritage Circuit 2016-17	Development of Gwalior - Orchha - Khajuraho - Chanderi - Bhimbetka - Mandu	89.82
37	Madhya Pradesh	Eco Circuit 2017-18	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River	93.76



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Sl. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
38	Maharashtra	Coastal Circuit 2015-16	Development of Sindhudurg Coastal Circuit - Sagareshwar, Tarkarli, Vijaydurg (Beach & Creek), Mitbhav	19.06
39	Maharashtra	Spiritual Circuit 2018-19	Development of Waki- Adasa- Dhapewada- Paradsingha- Telankhandi- Girad	53.96
40	Manipur	North-East Circuit 2015-16	Development of Tourist Circuit in Manipur: Imphal- Khongjom	72.23
41	Manipur	Spiritual Circuit 2016-17	Development of Shri Govindajee Temple, Shri Bijoy Govindajee Temple - Shri Gopinath Temple - Shri Bungshibodon Temple - Shri Kaina Temple	45.34
42	Meghalaya	North East Circuit 2016-17	Development of Umium (Lake View), U Lum Sohpetbneng-Mawdiangdiang - Orchid Lake Resort	99.13
43	Meghalaya	North East Circuit 2018-19	Development of West Khasi Hills (Nongkhlaw-KremTiro - Khudoi & Kohmang Falls - Khri River-Mawthadraishan, Shillong), Jaintia Hills (Krang Suri Falls- Shyrmang- looksi), Garo Hills (Nokrek Reserve, Katta Beel, Siju Caves)	84.97
44	Mizoram	North East Circuit 2015-16	Development of Thenzawl & South Zote, District Serchhip and Reiek.	92.26
45	Mizoram	Eco Circuit 2016-17	Development of Eco-Adventure Circuit Aizawl -Rawpuichhip - Khawhpawp - Lengpui - Chatlang- Sakawrhmuaitlang - Muthee - Beratlawng -Tuirial Airfield - Hmuifang	66.37
46	Nagaland	Tribal Circuit 2015-16	Development of Tribal Circuit Peren- Kohima- Wokha	97.36
47	Nagaland	Tribal Circuit 2016-17	Development of Mokokchung-Tuensang-Mon	98.14
48	Odisha	Coastal Circuit 2016-17	Development of Gopalpur, Barkul, Satapada and Tampara	70.82
49	Puducherry	Coastal Circuit 2015-16	Development of Dubrayapet - Arikamedu - Veerampattinam - Chunnambar - Nallavadu/ Narambai - Manapet- Kalapet - Puducherry - Yanam	58.44
50	Puducherry	Heritage Circuit 2017-18	Development of Franco- Tamil Village, Karaikal, Mahe and Yanam	49.44
51	Puducherry	Spiritual Circuit 2017-18	Development of Spiritual Circuit in Puducherry	34.96



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Sl. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
52	Punjab	Heritage Circuit 2018-19	Development of Anandpur Sahib - Fatehgarh Sahib - Chamkaur Sahib - Ferozpur - Khatkar Kalan – Kalanour - Patiala	85.32
53	Rajasthan	Desert Circuit 2015-16	Development of Sambhar Lake Town and Other Destinations	66.37
54	Rajasthan	Krishna Circuit 2016-17	Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand)	75.80
55	Rajasthan	Spiritual Circuit 2016-17	Development of Spiritual Circuit- 'Development of Churu (Salasar Balaji)-Jaipur (Shri Samodke Balaji, Ghatke Balaji, Bandheke Balaji)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) - Mehndipur Balaji- Chittorgarh (Sanwalyaji)	87.05
56	Rajasthan	Heritage Circuit 2017-18	Development of Heritage Circuit Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Facade Illumination in Jaipur and Nahargarh Fort) -Jhalawar (Gagron Fort) - Chittorgarh (Chittorgarh Fort) – Jaisalmer (Jaisalmer Fort) - Hanumangarh (Gogamedi) - Udaipur (Pratap Gaurav Kendra) - Dholpur (Bagh-I-Nilofor and Purani Chawani) - Nagaur (Meera Bai Smarak, Merta) - Tonk (Sunehri Kothi)	70.61
57	Sikkim	Nort East Circuit 2015-16	Development of Tourist Circuit linking Rangpo (entry) – Rorathang- Aritar- Phadamchen- Nathang-Sherathang- Tsongmo- Gangtok- Phodong- Mangan- Lachung-Yumthang- Lachen- Thangu-Gurudongmer- Mangan- Gangtok- TuminLingee- Singtam (exit)	98.05
58	Sikkim	North East Circuit 2016-17	Development of Tourist Circuit Linking Singtam- Maka- Temi-BermoikTokel- Phongia- Namchi –Jorthang- Okharey- Sombaria-Daramdin- Jorethang- Melli (Exit)	95.32
59	Tamil Nadu	Coastal Circuit 2016-17	Development of (Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari)	73.13
60	Telangana	Eco Circuit 2015-16	Development of Eco Tourism Circuit in Mahaboobnagar district	91.62
61	Telangana	Tribal Circuit 2016-17	Development of Mulugu-Laknavaram- Medavaram- Tadvai- Damaravi- Mallur- Bogatha Waterfalls	79.87



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Sl. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
62	Telangana	Heritage Circuit 2017-18	Development of Qutub Shahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb	96.90
63	Tripura	North East Circuit 2015-16	Development of Agartala - Sipahijala - Melaghar - Udaipur - Amarpur- Tirthamukh- Mandirghat- Dumboor- NarikelKunja- Gandachara- Ambassa	82.85
64	Tripura	North East Circuit 2018-19	Development of Surma Cherra- Unakoti- Jampui Hills- Gunabati - Bhunaneshwari- Neermahal- Boxanagar- Chottakhola- Pilak- Avangcharra	44.83
65	Uttar Pradesh	Buddhist Circuit 2016-17	Development of Srawasti, Kushinagar, & Kapilwastu	87.89
66	Uttar Pradesh	Ramayana Circuit 2016-17	Development of Chitrakoot and Shringverpur	
67	Uttar Pradesh	Spiritual Circuit 2016-17	Development of Ahar-Aligarh-Kasganj-Sarosi (Unnao)-Pratapgarh- Kausambi-Mirzapur- Gorakhpur-Domariyaganj-Basti-Barabanki- Azamgarh-Kairana- Baghpat- Shahjahanpur	71.91
68	Uttar Pradesh	Spiritual Circuit 2016-17	Development of Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi	67.51
69	Uttar Pradesh	Heritage Circuit 2016-17	Development of Kalinjar Fort (Banda)- Maghar Dham (Sant Kabir Nagar)- Chauri Chaura, Shaheed Sthal (Fatehpur)- Mahuar shaheed Sthal (Ghosi)- Shaheed Smarak (Meerut)	33.92
70	Uttar Pradesh	Ramayana Circuit 2017-18	Development of Ayodhya	127.21
71	Uttar Pradesh	Spiritual Circuit 2018-19	Development of Jewar-Dadri-Sikandrabad-Noida- Khurja-Banda	12.03
72	Uttar Pradesh	Spiritual Circuit 2018-19	Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyaganj)	18.30
73	Uttarakhand	Eco Circuit 2015-16	Integrated Development of Eco-Tourism, Adventure Sports, and Associated Tourism Related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri	69.17



Sl. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
74	Uttarakhand	Heritage Circuit 2016-17	Integrated Development of Heritage Circuit in Kumaon Region - Katarmal -Jogeshwar-Bajjnath-Devidhura	76.32
75	West Bengal	Coastal Circuit 2015-16	Development of Beach Circuit: Udaipur- Digha-Shankarpur- Tajpur- Mandarmani- Fraserganj-Bakhlai- Henry Island	67.99
76	-	Wayside Amenities 2018-19	Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi-Gaya; Kushinagar-Gaya- Kushinagar in collaboration with MoRTH	15.07
Total				5292.91

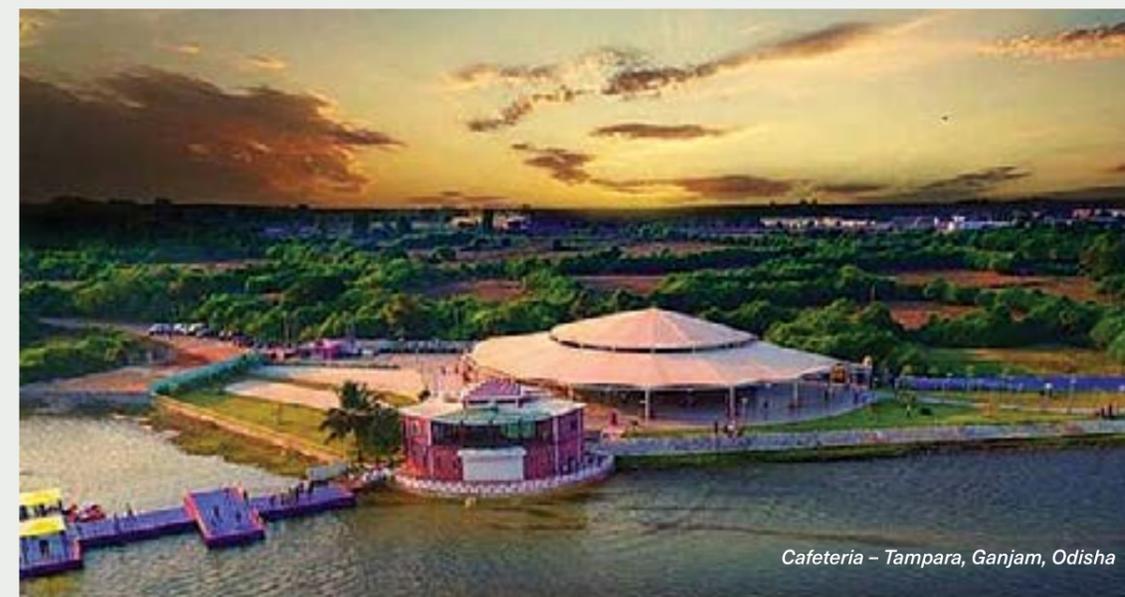
- Under the said scheme, various components / facilities were developed in the country at various destinations. The facilities for which funds were sanctioned include a range of components such as Convention Centers, Log Huts, Cafeteria, Public Facilities, Tourist Facilitation Centers, Souvenir shops, Cultural Centers, Interpretation Centre, Last Mile Connectivity, Provision of Ramps at public places, Adventure Activities, Facade beautification, Landscaping works (Hard & Soft), Parking, etc.
- To recognize the efforts undertaken by the State Governments and various implementation agencies to develop tourism infrastructure across the country



Shri G Kishan Reddy, Union Minister for Tourism, Culture and DoNER felicitating the Best Practices under Swadesh Darshan Scheme



under the Swadesh Darshan Scheme, Ministry of Tourism also recognized the best practices followed in Swadesh Darshan scheme, across 6 categories (Cafeteria, Craft Haat & Souvenir shops, Log Huts, Sound & Light show, Tourist Interpretation Centre and Water Front Development).



Cafeteria - Tampara, Ganjam, Odisha



Bardiha Lake View Resort, Gangrel, Chhattisgarh



Floating Huts & Eco Rooms, Tehri Lake, Uttarakhand



Sound and Light Show - Gorakhnath Temple, Gorakhpur, Uttar Pradesh



Tourist Interpretation Centre - Sharmishtha Lake, Vadnagar, Gujarat

- 4. Hon'ble Prime Minister Shri Narendra Modi, inaugurated the project 'Development of Tourist facilities at Nathdwara', on 2nd October, 2023 funded by Ministry of Tourism under the Krishna circuit of Swadesh Darshan scheme. Hon'ble Prime Minister also inaugurated the Mahabharat Interpretation Centre developed at Kurukshetra under the Swadesh Darshan scheme of the Ministry of Tourism on 16.02.2024.



Tourist Interpretation cum Cultural Centre, Nathdwara, Rajasthan



Mahabharat Interpretation Centre at Kurukshetra

5. Ministry of Tourism has revamped its Swadesh Darshan scheme in the form of Swadesh Darshan 2.0 with the mission to create a robust framework for integrated development of tourism destinations. With the mantra of 'vocal for local', the revamped scheme seeks to attain "Aatmanirbhar Bharat" by realizing India's full potential as tourism destination. Swadesh Darshan 2.0 is not an incremental change but a generational shift to evolve as a holistic mission to develop sustainable and responsible tourism destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms. In consultation with the State Government / UT Administrations and in line with the scheme guidelines, 57 destinations across 32 States/UTs have been notified for development under Swadesh Darshan 2.0 and include the following:

Sn	States/Union Territory	Destinations Selected/Notified
1	Andhra Pradesh	Gandikota, Arakku-Lambasingi
2	Arunachal Pradesh	Nacho, Mechuka
3	Assam	Jorhat, Kokrajhar
4	Bihar	Gaya, Nalanda
5	Chhattisgarh	Bilaspur, Jagdalpur
6	Goa	Porvorim, Colva
7	Gujarat	Dholavira, Dwarka
8	Haryana	Panchkula (Morni)
9	Himachal Pradesh	Pong Dam



Sn	States/Union Territory	Destinations Selected/Notified
10	Jammu & Kashmir	Basholi
11	Jharkhand	Chandil
12	Karnataka	Hampi, Mysuru
13	Kerala	Kumarakom, Kozhikode (Bey pore)
14	Madhya Pradesh	Gwalior, Chitrakoot
15	Maharashtra	Sindhudurg, Ajanta-Ellora (District Chhatrapati Sambhajanagar)
16	Manipur	Moirang (Bishnupur)
17	Meghalaya	Shillong, Sohra
18	Mizoram	Aizawl, Champhai
19	Nagaland	Niuland, Chumoukedima
20	Odisha	Koraput, Debrigarh along with special attraction of 'Khinda Village'
21	Punjab	Amritsar, Kapurthala
22	Rajasthan	Bundi (Keshoraipatan), Jodhpur
23	Sikkim	Gangtok, Gyalshing
24	Tamil Nadu	Mamallapuram, The Nilgiris
25	Telangana	Bhongir, Ananthagiri
26	Tripura	Agartala, Unakoti
27	Uttar Pradesh	Prayagraj, Naimisharanya
28	Uttarakhand	Pithoragarh, Champwat
29	Chandigarh	Chandigarh
30	Lakshadweep	Lakshadweep
31	Puducherry	Puducherry, Karaikal
32	Ladakh	Leh, Kargil
	Total	57

6. The scheme focuses on the destination development as a whole which includes Health, Sanitation, Safety, restoration, conservation, illumination of monuments / heritage structures, Connectivity (last mile), wayside amenities & Parking which shall enhance the tourism potential and tourist experience of the destination. While the core component of the Scheme is to fund tourism and allied infrastructure and tourism services, the larger objective of the scheme is to accelerate growth of domestic tourism in the country.

7. The Scheme recognizes that developing a destination requires not only hard infrastructure but soft interventions are equally important, which will together equip the destination to provide a unique and satisfactory experience to its visitors.



8. The Scheme focuses on whole of Government approach and proposes convergences with various line Ministries and State Governments to develop identified destinations. In order to ensure the successful implementation of the Scheme and to work in Synergy with other Central Ministries, National Steering Committee is formulated under Swadesh Darshan Scheme. In addition, the Central Sanctioning and Monitoring Committee (CSMC) has also been broadened and includes representatives from line Ministries.
9. To bring synergy in the efforts of various departments and organizations towards promotion of the tourism at the selected destination, a Destination Management Committee is constituted under the chairmanship of District Collector.
10. The Ministry has identified Project Development and Management Consultant (PDMC) to provide end to end support for project planning, design, supervision and monitoring of the Scheme at the State/Destination level. The Destination Master Plans for the identified destinations are being prepared which will lead to identification of implementable projects.
11. Ministry of Tourism has till now sanctioned 29 projects under Swadesh Darshan scheme which were launched by Hon'ble Prime Minister Shri Narendra Modi on 7th March, 2024 from Srinagar, UT of Jammu and Kashmir (virtually). The details of these sanctioned projects are given as under:-

List of sanctioned projects under Swadesh Darshan 2.0

Sl. No.	State/UT	Destination	Interventions Name	Sanctioned Cost (In Cr.)
1	Karnataka	Hampi	Setting up of 'Traveller nooks'	26.30
2	Karnataka	Mysuru	Tonga ride Heritage experience zone	4.12
3	Tamil Nadu	Mamallapuram	Immersive experience at Shore Temple	30.02
4	Telangana	Bhongir	Bhongir Fort Experiential Zone	56.81
5	Madhya Pradesh	Gwalior	Phoolbagh Experience zone	16.73
6	Rajasthan	Bundi	Spiritual Experience, Keshoraipatan	17.37
7	Sikkim	Gangtok	Gangtok Cultural Village	22.59
8	Telangana	Ananathagiri	Eco tourism zone at Ananathgiri forest	38.00
9	Punjab	Kapurthala	Eco Tourism experience at Kanjili wetland	20.06
10	Puducherry UT	Karaikal	Karaikal beach and waterfront experience	20.29



Sl. No.	State/UT	Destination	Interventions Name	Sanctioned Cost (In Cr.)
11	Uttarakhand	Pithoragarh	Rural Tourism Cluster Experience at Gunji	32.20
12	Uttarakhand	Champawat	Tea Garden Experience	11.21
13	Kerala	Kumarakom	Kumarakom Bird Sanctuary Experience	13.92
14	Meghalaya	Sohra	Meghalayan age Cave Experience	32.45
15	Andhra Pradesh	Araku-Lambasingi	Borra Cave Experience at Araku	29.87
16	Karnataka	Mysuru	Ecological Experience Zone	18.36
17	Arunachal Pradesh	Mechuka	Mechuka Cultural Haat	18.48
18	Assam	Kokrajhar	Kokrajhar Wetland Experience	26.67
19	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91
20	Madhya Pradesh	Chitrakoot	Spiritual experience through ghats of Chitrakoot	27.21
21	Sikkim	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.40
22	Arunachal Pradesh	Nacho	Unlock Nacho Expedition	14.02
23	Uttar Pradesh	Naimisharanya	Vedic- wellness Experience	15.94
24	Arunachal Pradesh	Mechuka	Mechuka Adventure Park	12.75
25	Ladakh UT	Leh	Julley Leh Biodiversity Park	24.89
26	Ladakh UT	Kargil	Exploring LOC and Hundarman village Experience	12.01
27	Meghalaya	Sohra	Waterfall Trails experience	27.84
28	Uttar Pradesh	Prayagraj	Azad Park and Dekho Prayagraj Trail Experience	13.02
29	Nagaland	Chumoukedima	Tribal Cultural Experience at Midway Retreat	21.56

12. The Ministry of Tourism has also issued guidelines for 'Challenge Based Destination Development', a sub-scheme under Swadesh Darshan 2.0. This sub-scheme aims for holistic development of destination to enhance tourist experience across all of tourist value chain to transform our tourist destinations as sustainable and responsible destinations. Under this sub-scheme, the Ministry of Tourism has identified 42 destinations which were announced by Hon'ble Prime Minister Shri Narendra Modi on 7th March, 2024 from Srinagar, Jammu & Kashmir (Virtually). These destinations have been identified under 4 categories, the details of which is given below:-



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A. Culture & Heritage Destinations

Sl. No.	Destination	State/UT
1	Nagarjuna Sagar	Andhra Pradesh
2	Bhagalpur	Bihar
3	Saran Dist. (Sonepur Fair)	Bihar
4	Kaza	Himachal Pradesh
5	Bidar	Karnataka
6	Varkala	Kerala
7	Mandu	Madhya Pradesh
8	Ahmednagar	Maharashtra
9	Langthabal Konug	Manipur
10	Mawphlang Village	Meghalaya
11	White Town	Puducherry
12	Ferozpur (Hussainiwala Border)	Punjab
13	Thanjavur	Tamil Nadu
14	Nalgonda	Telangana
15	Mahoba	Uttar Pradesh
16	Vadnagar	Gujarat

B. Spiritual Destinations

Sl. No.	Destination	State/UT
1	Ahobilam	Andhra Pradesh
2	Porbandar	Gujarat
3	Ramrekha Dam	Jharkhand
4	Thalassery	Kerala
5	Orchha	Madhya Pradesh
6	Nartiang Village	Meghalaya
7	Impur Village	Nagaland
8	Rupnagar (Anandpur Sahib)	Punjab
9	Kabi, Mangan	Sikkim
10	Rameswaram Island	Tamil Nadu
11	Kainchidham	Uttarakhand



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C. Ecotourism and Amrit Dharohar Destinations

Sl. No.	Destination	State/UT
1	Bichom Dam	Arunachal Pradesh
2	Sivasagar	Assam
3	Mayali Bagicha	Chhattisgarh
4	Mayem Village	Goa
5	Thol Village	Gujarat
6	Udupi	Karnataka
7	Mushkoh Village	Ladakh
8	Lakshadweep	Lakshadweep
9	Doyang Reservoir	Nagaland
10	Kamareddy	Telangana

D. Vibrant Villages Program Destinations

Sl. No.	Destination	State/UT
1	Kibitho	Arunachal Pradesh
2	Rakchham, Chhitkul	Himachal Pradesh
3	Gnathang	Sikkim
4	Jadung	Uttarakhand
5	Mana Village	Uttarakhand



Sanchi, The Great Stupa, Madhya Pradesh



Siyali Mahadev Temple, Manali

CHAPTER 05

PRASHAD





CHAPTER 05 PRASHAD



INTRODUCTION

The 'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive' (PRASAD) launched by the Ministry of Tourism as a Central Sector Scheme with the objective of **integrated development of identified pilgrimage destinations**. The scheme aimed at creation of pilgrimage/spiritual tourism infrastructure development at the identified destinations.

In view of the decision taken by the Government for closure of **HRIDAY** scheme of the Ministry of Housing and Urban Development and for inclusion of projects for development of **Heritage destinations in PRASAD Scheme**, the scheme guidelines have been modified and the nomenclature of the scheme has also been changed from PRASAD to "**National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)**" in **October 2017**.

As on date, 46 projects have been sanctioned across 26 states/UTs under PRASHAD Scheme. Since its launch in January 2015, projects worth ₹1621.13 crore have been **sanctioned** and a total amount of ₹1023.45 crore has been **released** for these projects so far.



SCHEME OBJECTIVES



ACHIEVEMENTS

- **50 destinations** have been converted into **46 sanctioned projects in 26 States/UTs** at the total sanctioned cost of **₹1621.13 Cr.**
- Till date an amount of **₹1023.45 Cr.** has been released.
- 27 projects are physically complete, and 19 projects are under implementation.
- 29 New sites have also been identified for development under the PRASHAD Scheme in 17 States/UTs.
- One project titled "Development of Infrastructure for Pilgrimage and Heritage Tourism in the State of Meghalaya," encompassing the development of pilgrim amenities at Nongsawlia Presbyterian Church, Nartiang Shakti Peeth, Aitnar Pool, and Charantala Kali Temple, in Meghalaya, was inaugurated at the 11th International Tourism Mart, Shillong 2023. The inauguration was conducted by Hon'ble Union Minister of State for Tourism Shri Shripad Yesso Naik in the presence of Hon'ble Chief Minister Shri Conrad K Sangma.

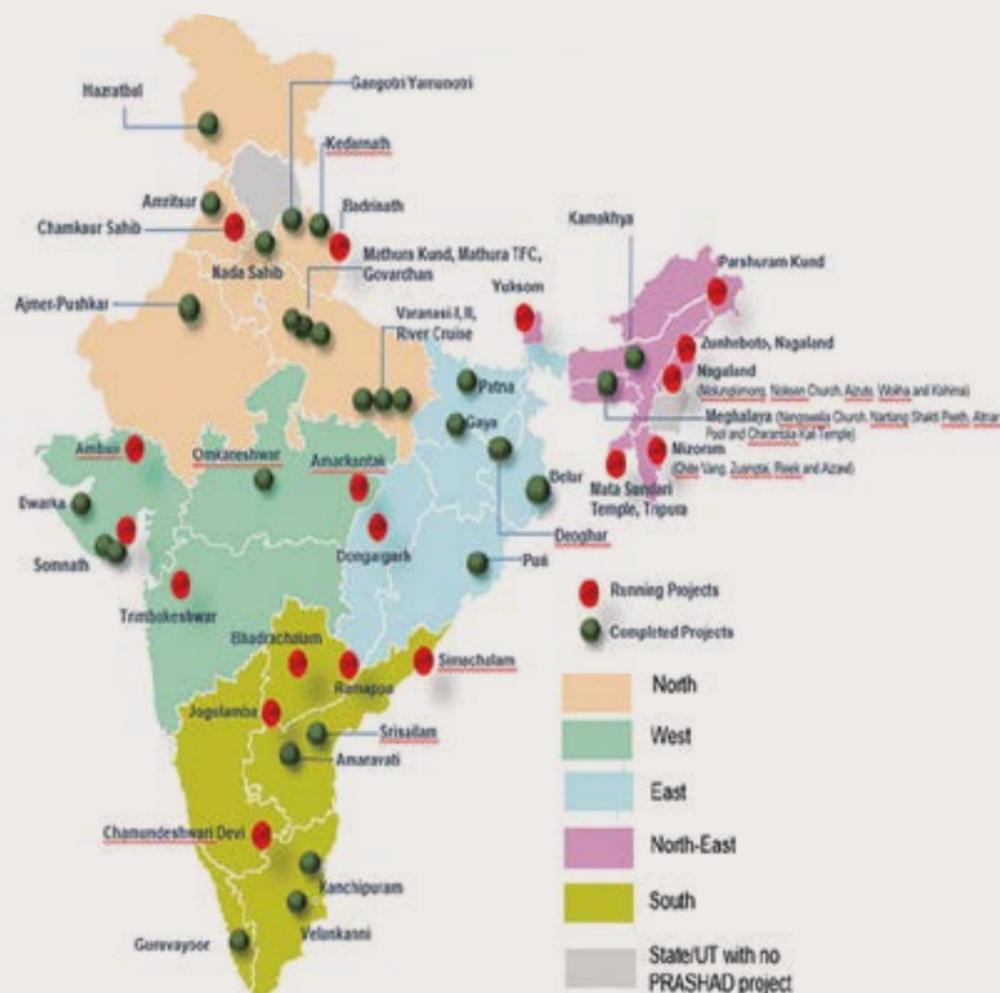
YEARWISE PERFORMANCE OF THE SCHEME

Year	No. of Sanctioned Projects	Sanctioned Amount (In INR Crore)	Released Amount (In INR Crore)
2015	8	171.22	41.72
2016	8	197.46	63.15



Year	No. of Sanctioned Projects	Sanctioned Amount (In INR Crore)	Released Amount (In INR Crore)
2017	5	186.58	130.09
2018	4	190.05	138.32
2019	3	99.58	131.70
2020	3	126.25	116.93
2021	6	252.25	134.85
2022	8	352.03	97.70
2023	1	45.71	122.37
2024 (till 31.03.24)	0	0	46.62
Total	46	1621.13	1023.45

Project sanctioned under PRASHAD



State wise Details of Projects under PRASHAD Scheme

(₹ in crore)

State/UTs	Sl. No.	Project Name	Year of Sanction	Approved cost ¹	Approved cost ¹
Andhra Pradesh	1	Development of Amaravati Town, Guntur District as a Tourist Destination**	2015-16	27.77	27.77
	2	Development of Srisailem Temple**	2017-18	43.08	43.08
	3	Development of Pilgrimage Amenities at Sri Varaha Lakshmi Narsimha Swami Vari Devasthanam at Simhachalam	2022-23	54.04	13.69
Arunachal Pradesh	4	Development of Parshuram Kund	2020-21	37.88	21.95
Assam	5	Development of Pilgrimage amenities at Kamakhya Temple**	2015-16	29.80	29.80
Bihar	6	Development at Patna Sahib**	2015-16	41.54	33.23
	7	Development of basic facilities at Vishnupad temple**	2014-15	4.27	2.91
Chhattisgarh	8	Development of Pilgrimage amenities at Maa Bamleshwari Devi Temple	2020-21	48.44	32.13
Gujarat	9	Development of Dwarka**	2016-17	13.08	10.46
	10	Development of Pilgrimage Amenities at Somnath**	2016-17	45.36	45.36
	11	Development of Promenade at Somnath**	2018-19	47.12	47.12
	12	Development of Pilgrim Plaza with Queue management complex at Somnath Gujarat	2021-22	49.97	0.00
	13	Development of Pilgrimage Facilities at Ambaji Temple	2022-23	50.00	10.54
Haryana	14	Development of Mata Mansa Devi Temple and Nada Saheb Gurudwara**	2019-20	48.53	34.68
Jammu and Kashmir	15	Development at Hazratbal Shrine**	2016-17	40.46	34.30
Jharkand	16	Development of Baba Baidya Nath Dham**	2018-19	36.79	34.95
Karnataka	17	Development of Pilgrimage Amenities at Sri Chamundeshwari Devi Temple	2023-24	45.71	0.00
Kerala	18	Development at Guruvayur Temple**	2016-17	45.19	45.19
Madhya Pradesh	19	Development of Amarkantak	2020-21	49.99	34.73
	20	Development of Omkareshwar**	2017-18	43.93	43.93



State/UTs	Sl. No.	Project Name	Year of Sanction	Approved cost ¹	Approved cost ¹
Maharashtra	21	Development of Trimbakeshwar	2017-18	42.18	29.93
Meghalaya	22	Development of Pilgrimage Facilitation at Nongswalia Church, Nartiang Shakti Peeth, Aitnar Pool and Charantala Kali Temple**	2020-21	29.29	24.92
Mizoram	23	Development of Infrastructure for Pilgrimage and Heritage Tourism at Chite Vang, Zuangtai, Reiek and Aizawl	2022-23	44.89	6.52
Nagaland	24	Development of Pilgrimage Infrastructure at Molungkimong, Noksen Church, Aizuto, Wokha and Kohima	2018-19	25.20	21.33
	25	Development of Pilgrimage Tourism Infrastructure at Zunheboto	2022-23	18.18	10.91
Odisha	26	Infrastructure Development at Puri*	2014-15	50.00	10.00
Punjab	27	Development of Karuna Sagar Valmiki Sthal at Amritsar**	2015-16	6.40	6.40
	28	Development of Chamkaur Sahib	2021-22	31.57	17.49
Rajasthan	29	Integrated Development of Pushkar/ Ajmer**	2015-16	32.64	26.11
Sikkim	30	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32	28.31
Tamil Nadu	31	Development of Kanchipuram**	2016-17	13.99	13.99
	32	Development of Velankanni**	2016-17	4.86	4.86
Telangana	33	Development of Jogulamba Devi Temple	2020-21	38.90	23.34
	34	Development of Pilgrimage and Heritage Tourism Infrastructure at Rudreshwara (Ramappa) Temple	2022-23	62.00	12.82
	35	Development of Pilgrimage Infrastructure at Bhadrachalam	2022-23	41.38	8.43
Tripura	36	Development of Tripura Sundari Temple	2020-21	37.80	25.62
Uttar Pradesh	37	Development of Varanasi – Phase –I**	2015-16	18.73	18.73
	38	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II) **	2014-15	10.98	10.98
	39	Development of River Cruise Tourism at Varanasi**	2017-18	9.02	9.02
	40	Construction of Tourist Facilitation Centre at Vrindavan**	2014-15	9.36	9.36
	41	Development of Varanasi – Phase II**	2017-18	44.60	31.77



State/UTs	Sl. No.	Project Name	Year of Sanction	Approved cost ¹	Approved cost ¹
Uttar Pradesh	42	Development of Infrastructure facilities at Govardhan	2018-19	37.59	30.97
	43	Integrated Development of Kedarnath**	2015-16	34.77	34.77
	44	Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham	2018-19	56.15	27.43
	45	Augmentation of Pilgrimage Infrastructure Facilities at Gangotri and Yamunotri Dham*	2021-22	54.36	10.22
West Bengal	46	Development of Belur Math	2016-17	30.03	23.39
		Total		1621.14	1023.44

** Projects completed (Physically)

*Project Declared completed to the extent work done

Details of the funds released under PRASHAD Scheme during FY 2023-24

Sl. No.	State/UTs	Project	Amount (₹ Cr.)	Release Date
1	Punjab	Development of Chamkaur Sahib	10.23	18.07.2023
2	Arunachal Pradesh	Development of Parshuram Kund	7.34	18.07.2023
3	Madhya Pradesh	Development of Amarkantak	8.76	26.07.2023
4	Haryana	Development of Mata Mansa Devi Temple and Nada Saheb Gurudwara	5.92	14.09.2023
5	Telangana	Development of Pilgrimage and Heritage Tourism Infrastructure at Rudreshwara (Ramappa) Temple	12.82	29.09.2023
6	Mizoram	Development of Infrastructure for Pilgrimage and Heritage Tourism at Chite Vang, Zuangtai, Reiek and Aizawl	6.52	27.09.2023
7	Telangana	Development of Pilgrimage Infrastructure at Bhadrachalam	8.43	30.11.2023
8	Andhra Pradesh	Development of Pilgrimage Amenities at Sri Varaha Lakshmi Narsimha Swami Vari Devasthanam at Simhachalam	13.69	30.11.2023
9	Madhya Pradesh	Development of Amarkantak	11.20	11.12.2023
10	Jharkhand	Development of Baba Baidya Nath Dham	3.72	01.01.2024
11	Arunachal Pradesh	Development of Parshuram Kund	7.28	18.01.2024
12	Chhattisgarh	Development of Pilgrimage amenities at Maa Bamleshwari Devi Temple	7.80	18.01.2024



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Sl. No.	State/UTs	Project	Amount (₹ Cr.)	Release Date
13	Maharashtra	Development of Trimbakeshwar	0.09	14.02.2024
14	Telangana	Development of Jogulamba Devi Temple	9.58	20.02.2024
15	Uttarakhand	Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham	6.63	01.03.2024
16	Nagaland	Development of Pilgrimage Tourism Infrastructure at Zunheboto	5.45	18.03.2024
17	Madhya Pradesh	Development of Amarkantak	9.91	28.03.2024
Total			135.37	

List of New Identified Sites under PRASHAD Scheme

Sr. No.	State/UTs	Name of Project
1	Andhra Pradesh	Annavaram, Kakinada District
2		Vedagiri Lakshmi Narasimhawamy Temple, Nellore District
3	Bihar	Simariya Ghat, Begusarai District
4		Aami Mandir, Saran District
5	Chhattisgarh	Kudargarh Temple, Surajpur District
6	Goa	Development of Bom Jesus Basilica
7	Gujarat	Shri Nilkanth Mahadev Temple, Sunak, Mahesana
8	Himachal Pradesh	Maa Chintpurni Temple, Una District
9	Jammu & Kashmir	Purmandal & Uttarbehni, Sambha District
10	Karnataka	Sri Renuka Yallamma Temple, Saudatti, Belagavi District
11		Papnash Temple, Bidar District
12	Madhya Pradesh	Shri Peetmbra Peetha, Datia District
13		Sanicharadev Temple, Morena District
14	Maharashtra	Shri Ghrushneshwar Shivalaya, Aurangabad District
15		Tuljapur, Osmanabad district
16		Shri Kshetra Rajur, Ganpati Temple, Jalna District
17	Mizoram	Vangchhia, Champhai District
18	Odisha	Chausath Yogini Temple, Ranipur, Jharia, Balangir district
19		Maa Kichakeswari Temple in Kiching, Mayurbhanj District
20	Puducherry	Sri Dharbaranyeswarar Temple, Karaikal
21	Punjab	Durgyana Temple, Amritsar District
22	Rajasthan	Shri Karni Mata Mandir, Bikaner District
23		Sun Temple, Budhahita, Kota District
24		Malaseri Dungri



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Sr. No.	State/UTs	Name of Project
25	Tamil Nadu	Navagriha Temple at 8 places
26	Telangana	Balkampet Yellamma Temple, Hyderabad
27	Uttar Pradesh	Shri Kali Mandir established by Adiguru Shankaracharya, Chowk, Lucknow
28		Pilgrimage sites of Braj
29	Uttarakhand	Timmersian MahaDev (Devnath), Chamoli District

Employment Generation

Sl. No.	Project Name	Employment Generation (Man days)	
		Indirect	Direct
1	Development of Amaravati	1,94,160	27,500
2	Development of Srisailam	1,94,160	27,500
3	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	47,300	-
4	Development of Basic Facilities at Vishnupad Temple	25,585	37
5	Development at Patna Sahib	1,43,466	420
6	Development of Dwarka	291	38
7	Development of Somnath (Pilgrim Amenities)	2,45,860	11,640
8	Development of Promenade at Somnath	2,02,400	10,950
9	Development of Baba Baidyanath Dham	150	50
10	Development of Guruvayur	1,67,239	1,15,705
11	Development of Omkareshwar	8,55,120	117
12	Development of Kanchipuram	80,244	5,985
13	Development of Velankanni	37,896	2,365
14	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	32,321	1,112
15	Development of Varanasi-I	61,957	35,977
16	Development of River Cruise in Varanasi	9,144	4,032
17	Development of Varanasi - II	1,12,590	41,672
Total		20,21,563	2,30,100



Cable Stayed Bridge, Aldona, Goa

CHAPTER

06

**ASSISTANCE
TO CENTRAL
AGENCIES**





CHAPTER 06 ASSISTANCE TO CENTRAL AGENCIES



6.1 Assistance to Central Agencies for tourism infrastructure development:

Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socioeconomic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance (CFA) to the States/UTs may not be possible since, many of the potential destinations are under the jurisdictions/ control of Central Agencies like ASI, Railways, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/State Governments/UT Administrations/Central Agencies which have potential can be developed through Central Agency.

6.1.1 Joint development of tourist amenities by the Ministry of Railways (MoR) and Ministry of Tourism (MoT) on 50:50 cost sharing basis.

In accordance with the Railway Budget Announcement 2011-12 and with a view to providing enhanced amenities and facilities for tourists, 22 railway stations were sanctioned for joint development of tourist amenities by the Ministry of Railways (MoR) and Ministry of Tourism (MoT) on 50:50 cost sharing basis. These 22 projects have been sanctioned by the Ministry of Tourism at a cost of Rs.108.54 crore as Ministry of Tourism's share, year wise breakup of the same is given as under:-



(₹ in crore)

S.No	Year	No. of Projects	Amount sanctioned	Amount released
1	2013-14	5	26.49	21.42
2	2014-15	2	10.40	9.42
3	2016-17	5	26.90	21.17
4	2017-18	4	17.76	10.28
5	2018-19	3	14.43	11.92
6	2019-20	2	9.54	4.77
7	2020-21	1	3.02	1.51
	Total	22	108.54	80.49

Current Status of these projects are given as under: -

S.No	Name of the Projects (Joint Development of)	Amount Sanctioned (in cr.)	Amount released till date (in cr.)	Status of the project as given by M/o Railways
1	Agra Cantt. Railway Station	5.05	5.05	UC received and project is complete
2	Ajmer Railway Station	5.52	5.52	
3	Puri Railway Station	6.15	6.15	
4	Kamakhya Railway Station	4.96	4.02	
5	Guwahati Railway Station	4.99	4.34	
6	Trivandrum Railway Station	5.98	4.00	UC received and the project is complete. Balance amount is to be released after reconciliation and mapping of CNA account awaited from the side of M/o Railways.
7	Hyderabad Railway Station	4.41	3.52	
8	Tirupati Railway Station	5.75	4.59	
9	Hospet Railway station	5.41	4.32	
10	Jaipur Railway Station	4.88	3.90	Work completed. However, completion certificate is awaited.
11	Madurai Railway Station	4.48	3.56	



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S.No	Name of the Projects (Joint Development of)	Amount Sanctioned (in cr.)	Amount released till date (in cr.)	Status of the project as given by M/o Railways
12	Rampurhat Railway Station	3.48	1.74	Work completed. However, completion certificate is awaited.
13	Amritsar Railway Station	5.84	4.68	UC is awaited
14	Gaya Railway Station	5.18	4.14	UC is awaited
15	Rameshwaram Railway Station	4.70	3.67	UC is awaited
16	Tarakeshwar Railway Station	3.87	1.93	UC is awaited
17	Chittorgarh Railway Station	4.99	2.50	UC is awaited
18	Rai-Bareilly Railway Station	4.44	3.55	Recommended by M/o Railways for short closure because the stations are selected under Amrit Bharat Station Scheme.
19	Nanded Railway Station	5.18	2.59	
20	Aurangabad Railway Station	5.71	2.85	
21	New Jalpaiguri Railway Station	4.55	2.27	
22	Kurukshetra Railway Station	3.02	1.51	

Other Railway Projects Sanctioned

- I. **Manufacture of 3 Glass Top Coaches:** Amount sanctioned and released ₹12.00 Crore.
 - o Vizag-Araku Valley Vishakhapatnam, Andhra Pradesh.
 - o Route Dadar-Madgaon, Mumbai to Goa
 - o Quazigund- Baramullah, J&K
- II. **Development of 3 Railway Station under KRCL:** Development of tourism infrastructure at Madgaon, Thivim and Karmali Railway stations sanctioned with a total cost of ₹25.00 Crore (fully funded by Ministry of Tourism), out of which ₹12.50 Crore as first installment and ₹7.5 Crore as second instalment have been released in the Financial Year 2017-18 and 2021-22 respectively.



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- III. **Facade illumination of Kanchiguda Railway station heritage building:-** Facade illumination of Kanchiguda Railway station heritage building with 100% financial assistance by Ministry of Tourism sanctioned with total cost of ₹3.41 Crore . The release of first instalment of 10% amounting to ₹0.34 crore is approved by IFD followed by Secretary (Tourism). However, payment is awaited due to CNA account mapping by M/o Railways.

6.1.2 Details of Amount released to other Central Agencies under the scheme "Assistance to Central Agencies for Tourism Infrastructure Development"

(₹ in crore)

Sl. No.	Name of Projects	Agency	Amount Released
2019-20			
1	Restoration/Renovation of Jallianwala Bagh Memorial' at Amritsar, Punjab (Other Charges)	ASI	5.12
2	Construction of Interpretation Centre at the World Heritage Site of Humayun's Tomb, New Delhi	Aga Khan Foundation	190.00
		Total	6.08
2020-21			
1	CFA for Development of Jetties at nine (09) main points of embarkation/disembarkation of River Cruise on National Water ways No. 1 & 2 (2019-20)	IWAI	7.00
2	Upgrading of Berths and Backup Area of Ernakulam Wharf (2016-17)	Cochin Port Trust	2.00
3	Restoration/Renovation of Jallianwala Bagh Memorial' at Amritsar, Punjab	ASI	1.95
4	Restoration/Renovation of Jallianwala Bagh Memorial' at Amritsar, Punjab	ASI	1.60
5	CFA for Creation of additional tourism facilities at the Cochin Port Trust Walkway	Cochin Port Trust	1.39
6	Developing infrastructure at Cochin Port Cruise Terminal at Cochin Port Trust	Cochin Port Trust	0.19
7	Proposal for Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh by ITDC	ITDC	10.08
8	Upgrading of Berths and Backup Area of Ernakulam Wharf (2016-17)	Cochi Port trust	2.28



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Sl. No.	Name of Projects	Agency	Amount Released
9	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	ITDC	5.16
10	Project for Infrastructural Development at JCP Attari	BSF	2.04
		Total	33.69
2021-22			
1	Development of Walkway/ Promenade on Willingdon Island, Cochin	Cochin Port Trust.	1.06
2	Creation of facilities for International and Domestic Cruise Vessels at Mormugao Port, Goa by Mormugao Port Trust (MPT)	Mormugao Port Trust	25.00
3	Creation of additional tourism facilities at the Cochin Port Trust Walkway	Cochin Port Trust	0.93
4	Upgradation/Modernization to International Cruise Terminal at Indira dock, Mumbai under Assistance to Central Agencies for Tourism Infrastructure Development Scheme	Mumbai Port Trust	18.75
		Total	45.74
2022-23			
1	Development of border tourism at Border Security Force Check Post, Tanot complex	BSF	1.60
2	Development of 22 viewpoints in North Eastern State	NHIDCL	4.44
3	Multimedia Laser Show with Water Screen and Musical Fountain at sanjeevaiah Park, Hyderabad, Telanagana	BECIL	4.90
4	Osmania Art university	BECIL	1.18
5	Cochin Port Trust	COPT	0.17
6	Construction of Cruise berth at Channel berth in outer Harbour of Visakhapatnam Port Trust at Andhra Pradesh	Visakhapatnam port trust	10.66
		Total	22.95
2023-24			
1	Installation of Musical Fountain & Water Screen Multimedia based projection show at Nawal Sagar Lake, Bundi	ITDC	0.92
2	Development of Convention Centre and associated Infrastructure at Aizawl, Mizoram	WAPCSO	11.98
3	Upgradation/Modernization to International Cruise Terminal at Indira Dock, Mumbai Port Trust	Mumbai Port Trust	6.00



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Sl. No.	Name of Projects	Agency	Amount Released
4	Development of border tourism at Border Security Force Check Post, Tanot complex	BSF	0.50
5	Development of 22 viewpoints in North Eastern State	NHIDCL	5.00
6	Multimedia Laser Show with Water Screen and Musical Fountain at Sanjeevaiah Park, Hyderabad, Telanagana	BECIL	15.00
7	Development of 22 viewpoints in North Eastern State	NHIDCL	5.00
8	Development of Light & Sound and Multimedia Show at Rashtrapati Bhawan	ITDC	4.71
	Grand Total		49.11

6.2 Assistance for Organizing fairs / festivals/ tourism related events:

The Ministry of Tourism extends financial support of upto ₹80 lakh per State and ₹50 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organizing fairs/festivals/tourism related events. A total of ₹212.35 Lakh has been released to various States/UTs for organizing fairs and festivals in the year 2023-24.

Details of Amount released under Fairs & Festival of DPPH Scheme in the year 2023-24

(₹ in lakhs)

Sl. No	States /UTs	Name of festival	Amount Released
1	Goa	Carnival festival	25.00
2		Shigmo festival	25.00
3	Haryana	Surajkund Mela 2022-23	30.00
4	Uttar Pradesh	Firozabad Mahotsav	25.00
5		Hathras Mohotsav	25.00
6	Meghalaya	Nongkrem Dance Festival	25.00
7	Tripura	Neemahal Festival	9.80
8		Diwali festival	9.55
9		Chabimura festival	3.00
10	Nagaland	Autumn festival	10.00
11		Cuisine Music Festival at Naga Heritage Village, Kisama	25.00
		Total	212.35



Silvassa Vasona Lion Safari, Dadar and Nagar Haveli

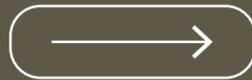
CHAPTER
07

**NICHE
TOURISM**





CHAPTER 07 NICHE TOURISM



Niche tourism refers to specialized forms of tourism that cater to specific interests, preferences, or demographics. Unlike mass tourism, which targets a broad audience, niche tourism focuses on a narrower segment of the market. These specialized forms of tourism often offer unique and tailored experiences, attracting travelers with specific interests.

Identification, diversification, development, and promotion of niche tourism products in the country is the initiative of the Ministry to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination, to attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. Thus, new products may be added in due course. The Ministry of Tourism has constituted Board/ Task Forces/ Committees for the promotion of Golf, Medical/Wellness, Cruise and Adventure Tourism in the country. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and promotion:

- i. Cruise
- ii. Adventure
- iii. Medical and Wellness
- iv. Golf
- v. Polo
- vi. Meetings Incentives Conferences & Exhibitions(MICE)
- vii. Eco-tourism
- viii. Film Tourism
- ix. Sustainable Tourism
- x. Rural Tourism



7.1 Cruise Tourism

Ministry of Tourism also provides financial assistance to State Governments/UT Administrations and Central Government Agencies for development of tourism including cruise tourism and river cruises, under the scheme 'Assistance to Central Agencies for Tourism Infrastructure development'.

7.1.1 Task Force on Cruise Tourism

The coastline of the country and its inland waterways have enormous potential to develop cruise tourism, both international and domestic. To harness this, a Task Force has been constituted with Secretary (Tourism) as Chairman and Secretary (Shipping) as Co- chairman. The Task Force consists of representatives from Ports, Ministry of Health, Ministry of Home Affairs, Ministry of External Affairs, Customs Department, CISF, Coastal States etc.

7.1.2 The Draft National Strategy for Cruise Tourism launched during 4th G20 Tourism Working Group aims to integrate perspectives from key stakeholders, including industry experts and state representatives, laying the foundation for a comprehensive framework that promotes sustainable growth and development within the cruise tourism sector.





Key Strategic Pillars of Cruise Tourism Strategy are:

- Infrastructure & Circuit Enablement
- Market Development
- Ease of Doing Business for Cruise Tourism
- Integrated Tourism around cruise terminals
- Fiscal Support
- Investment Facilitation and Promotion
- Skilling Development for Cruise Tourism
- Institutional Structure and Governance

7.1.3 Ministry of Tourism partnered with Ministry of Ports, Shipping and Waterways during the 1st Incredible India International Cruise Conference 14th and 15th May, 2022 in Mumbai. The conference showcased abundant business opportunities in the cruise tourism sector including river cruising.



7.1.4 During the 4th Tourism Working Group Meeting and Tourism Ministers Meeting, the Ministry of Tourism organized thematic events titled 'Making Cruise Tourism a Model for Sustainable & Responsible Travel' and 'Making India a Hub for Cruise Tourism' which focussed on strategies to promote cruise tourism.



7.1.5 Ministry of Tourism participated in Global Maritime Summit 2023, from 7th – 9th October 2023. Speaking on 'Tourist Circuit Enablement & Market Development,' the Director (Niche Tourism) Ministry of Tourism, outlined the 8 Strategic pillars for the development of Cruise Tourism in India as envisaged in the Draft National Strategy for Cruise Tourism by the Ministry of Tourism, Government of India during the session 'Embark on a voyage to attract 50 million Cruise Passengers in India by 2047'.



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7.1.6 Ministry of Tourism participated in Seatrade Cruise Global 2024, Miami, USA from 8th April to 12th April 2024. The four-day exhibition was the largest event in the cruise ship industry worldwide. The delegation held extensive discussion with stakeholders of global cruise business covering entire gamut of cruise industry including Cruise Lines, Ports, Destinations, Tour Operators, Associations, CLIA, Seatrade, etc. In all the delegates attended 8 sessions, more than 25 meetings and visited three cruise terminals/two ports/one marina during the visit.

7.2 Adventure Tourism

Adventure tourism is a type of niche tourism that involves exploration or travel to remote, exotic, and possibly hostile areas. It often includes activities that require physical exertion and a degree of risk, providing participants with a sense of excitement and thrill. Adventure tourism encompasses a wide range of activities and destinations, and it has become increasingly popular as people seek unique and memorable experiences.

7.2.1 The National Strategy for Adventure Tourism of Ministry of Tourism is aimed at positioning India as a preferred destination for adventure tourism globally and identifies following strategic pillars for the development of adventure tourism:

- (i) State assessment, ranking and strategy
- (ii) Skills, capacity building and certification
- (iii) Marketing and promotion
- (iv) Strengthening adventure tourism safety management framework
- (v) National and State-level rescue and communication grid
- (vi) Destination and Product Development
- (vii) Governance and Institutional Framework

Strategic Initiatives taken by the Ministry to promote and develop Adventure Tourism.

7.2.2 A National Board for Adventure Tourism has been constituted under the Chairpersonship of by Secretary (Tourism), comprising of representatives from identified Central Ministries/ organizations, State Governments/ UT Administrations and Industry Stakeholders. The Board shall guide the operationalization and implementation of the strategy to promote and develop adventure tourism in the country in the following areas:



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- (i) Detailed action plan and formulation of dedicated scheme
- (ii) Certification Scheme
- (iii) Safety guidelines
- (iv) Capacity building, replication of national and global best practices
- (v) Assessment of state policies and ranking
- (vi) Marketing and promotion
- (vii) Destination and product development
- (viii) Private sector participation
- (ix) Specific strategies for adventure tourism
- (x) Any other measures for growth of adventure tourism in the country

7.2.3 The Ministry of Tourism has issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bona-fide Adventure Tour Operators.

7.2.4 Marketing and Promotion

To highlight the initiatives taken for strengthening of Adventure Tourism in India, the Ministry of Tourism has launched a dedicated website - <http://www.adventure.tourism.gov.in/>

Along with the website, dedicated social media accounts on Twitter, Instagram, Facebook, and YouTube are being hosted by the Central Nodal Agency for Adventure Tourism (CNA-AT).

The Ministry has developed NIDHI+ portal on which Adventure Tourism Destinations and service providers are registered and get highlighted.

The Adventure Tourism initiatives were also discussed during the second G20 Tourism Working Group meeting at Siliguri, West Bengal in which G20 members, international organizations, state government, international and national industry experts participated.

7.2.5 Skill & Capacity Building and Certification

The Ministry also conducted the National Conference for Adventure Tourism and conducted deliberations on 'Viksit Bharat@2047: Making India a Global Adventure Tourism Hub'. The deliberations were made on national initiatives and successful State policies for Adventure Tourism.



7.2.6 Destination and Product Development for Adventure Tourism

Under the guidance of the National Board for Adventure Tourism, the Ministry is working on developing the following Adventure Tourism Mega Trails.

- a) Ganga Nature & Heritage Trail
- b) Western Himalaya Mega trail



7.2.7 Adventure Tourism Safety Management Framework

The National Strategy for Adventure Tourism highlighted developing National Adventure Tourism Safety Management Framework in consultation with Central Ministries, State Governments and Industry Stakeholders. The Ministry has formulated the draft Adventure Tourism Model Law that may be referred to by the State Governments to strengthen the Adventure Tourism regulations.

7.2.8 National and State-level rescue and Communication Grid

The National Strategy for Adventure Tourism highlighted developing National and State Rescue and Communication Grid to provide relevant information to adventure tourists and fasten communication among the Service Providers, Rescue Teams, Medical Teams, and Government Authorities.

The Ministry has formulated the concept of Adventure Tourism Rescue Centers (ATRC) and is working with relevant authorities to set it up.

7.3 Medical And Wellness Tourism

Medical Tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to obtain healthcare services which include elective procedures as well as complex specialized surgeries such as joint replacement (knee/ hip), cardiac surgery, dental surgery, and cosmetic surgeries. Virtually every type of healthcare, including psychiatry, alternative treatments, and convalescent care is available in India.

7.3.1 In order to boost Medical Tourism in the country, Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism. The Strategy has identified the following key pillars:

- (i) Develop a brand for India as a wellness destination
- (ii) Strengthen the ecosystem for medical and wellness tourism
- (iii) Enable digitalization by setting up Online Medical Value Travel (MVT) Portal
- (iv) Enhancement of accessibility for Medical Value Travel
- (v) Promoting Wellness Tourism
- (vi) Governance and Institutional Framework



7.3.2 As part of its on-going activities, Ministry of Tourism, releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. Digital promotions are also regularly undertaken through the Social Media accounts of the Ministry on different themes including the theme of Medical Tourism.

7.3.3 'Medical Visa' has been introduced, which can be given for specific purpose to foreign travellers coming to India for medical treatment. 'E- Medical Visa' and 'E-Medical Attendant Visa' have also been introduced.

7.3.4 Ministry of Tourism has constituted a National Medical and Wellness Tourism Board with the Hon'ble Minister (Tourism) as its Chairman, to provide a dedicated institutional framework to take forward the cause of promotion of Medical Tourism.

7.4 Golf Tourism

Ministry of Tourism has framed guidelines for extending financial support for promotion of Golf tourism. The Ministry invites Expressions of Interest (EOI) from the Golf Clubs, Golf Event Managers, State Governments/ UT Administrations, approved Tour Operators/ approved Travel Agents and Corporate Houses seeking financial support from Ministry of Tourism for Golf Events, Golf Shows, Golf Promotional Workshops/ Events/ Annual Meetings/ Seminars eligible for financial support, with a view to promote Golf Tourism to and/or within India under Incredible India brand as well as to provide an opportunity for these events to use the association with the Incredible India brand to achieve international standards. Applications received through EOI are evaluated by the India Golf Tourism Committee (IGTC) headed by Secretary (T) in its meetings held from time to time.

7.5 Polo Tourism

"Polo tourism" typically refers to travel experiences and activities that revolve around the sport of Polo, which is a team sport played on horseback and has a rich history and cultural significance in various parts of the world. Polo tourism allows enthusiasts and curious travelers to engage either as spectators or active participants, while also exploring the destinations where polo events take place.



Ministry of Tourism promotes Polo as "Heritage Sport" of India in collaboration with the Indian Polo Association and has formulated guidelines identifying broad areas of support for promotion of this game as a Niche Tourism Product.

7.6 Meeting Incentives Conferences and Exhibitions (MICE)

7.6.1 Meetings, Incentives, Conferences, and Exhibitions (MICE) is a specialized segment of the tourism industry that involves planning and organization of various types of events and gatherings. Each component of MICE represents a different type of event, and together they contribute significantly to the global tourism and hospitality sector.

7.6.2 MICE tourism plays a vital role in driving economic growth, fostering collaboration, and promoting knowledge exchange within various industries. It is an integral part of the broader tourism sector and is continually evolving to adapt to changing trends and technologies.

7.6.3 Ministry of Tourism has formulated the National Strategy and Roadmap for MICE Industry with a vision to position India as a global MICE destination and a hub of mega conferences and exhibitions. The mission of the National Strategy is to create enabling conditions and institutional framework at the Central, State and City level for growth of the MICE industry. The Goal is to substantially increase India's share in MICE business globally.

7.6.4 The National Strategy and Roadmap has identified the following strategic pillars for growth of MICE Industry in the country:

- (i) Institutional support for MICE
- (ii) Developing Eco-system for MICE
- (iii) Enhance competitiveness of Indian MICE industry
- (iv) Enhance ease of doing business for MICE events
- (v) Marketing India as a MICE destination
- (vi) Skill development for MICE industry

7.6.5 In line with the National Strategy, the Ministry of Tourism has set up an inter-ministerial India MICE Board with the participation of Industry and the States for coordinating and deliberating on various aspects for promoting MICE industry. India MICE Board is working towards advocating policies and initiatives to make India's MICE sector competitive and hassle free.



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- 7.6.6** The Ministry has further worked out a model for setting up City level MICE Promotion Bureau at important MICE destinations for facilitating and promoting the city as a MICE destination. The City MICE Promotion Bureau will work with the public and private sector to develop a complete MICE Ecosystem at the destination and will act as an official nodal agency for organizing MICE events in the city.
- 7.6.7** Ministry of Tourism has launched a dedicated sub-brand 'Meet in India' for promoting India as a MICE destination. Various campaigns are being undertaken on social media platforms in partnership with the States and Industry. The Ministry has also launched 'India Says I do' campaign to promote India as a Wedding Destination and 27 destinations have been identified for the same.
- 7.6.8** 'Meet in India' micro website is being developed by Ministry of Tourism on Incredible India portal, which will showcase India's MICE landscape to the world including MICE destinations, MICE Industry and other relevant information. The website will be a one stop shop for information and engage with the entire MICE industry ecosystem.
- 7.6.9** In order to deliberate on strategies to promote India as a MICE destination, the Ministry of Tourism, Government of India organized an Industry Roundtable with CEOs and senior Industry leaders from the MICE industry on 30th November 2023 at Bharat Mandapam. The aim of Industry Roundtable was to take feedback and suggestions from the industry leaders based on their insights as well as to develop a shared vision and action plan for development of the MICE sector in India.



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- 7.6.10** Ministry of Tourism participated in the 14th Conventions India Conclave with the theme of "Sustainable MICE: Empowering Events towards 5 trillion Economy" at Mahatma Mandir Convention & Exhibition Centre, Gandhinagar on December 7-9, 2023. A booth was also set up by the Ministry. The Additional Secretary, Tourism attended the inaugural session, power breakfast session with CEOs, 'Meet in India' session and one to one meetings with planners and hosted buyers.



7.7

Ecotourism

- 7.7.1** Ecotourism is a form of sustainable tourism that focuses on responsible travel to natural areas with the goal of conserving the environment, preserving biodiversity, and benefiting local communities. The primary aim of ecotourism is to minimize the negative impacts of tourism on ecosystems while providing educational and enriching experiences for visitors. Ecotourism works on the principles of Environmental Conservation, Preservation of Biodiversity, minimizing Environmental Impact, Cultural Awareness, community inclusion, etc.
- 7.7.2** To position India as a preferred destination for ecotourism globally, Ministry of Tourism has formulated a National Strategy for Eco-Tourism. Following strategic pillars have been identified for development of ecotourism in the strategy document:
- (i) State Assessment and Ranking
 - (ii) State Strategy for Eco Tourism



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- (iii) IEC, Capacity Building and Certification
- (iv) Marketing and Promotion
- (v) Destination and Product Development
- (vi) Public Private and Community Partnerships
- (vii) Governance and Institutional Framework

7.7.3 A National Board for Sustainable Tourism has been constituted under the Chairpersonship of by Secretary (Tourism), comprising of representatives from identified Central Ministries/ organizations, State Governments/ UT Administrations and Industry Stakeholders. The Board shall guide the operationalisation and implementation of various strategic initiatives for development of sustainable tourism and Eco-tourism in the Country in the following areas:

- (i) Detailed action plans and formulation of dedicated schemes
- (ii) Certification Schemes
- (iii) Capacity building, replication of national and global best practices
- (iv) Marketing and promotion
- (v) Private Sector Participation
- (vi) Destination and Product Development
- (vii) Specific strategies for sustainable and ecotourism
- (viii) Any other measures for growth of sustainable and ecotourism in the country

7.7.4 In order to create mass awareness, the Ministry in collaboration with IITM (Central Nodal Agency- Sustainable Tourism) has launched Travel for LiFE Pledge on mygov.in. Monthly e-newsletters are also sent to State Governments / UT Administrations and Industry stakeholders. Ministry of Tourism launched Travel for LiFE' Certification for Accommodation Units, Tourism service providers and Destinations on NIDHI Plus Portal.

7.8 Film Tourism

7.8.1 Ministry of Tourism has issued guidelines (dated 25.07.2012) for extending financial support to State Governments/ Union Territory Administrations, for promotion of 'Film Tourism'. The financial assistance is provided up to Rs.2.00 Lakh per film for components such as Space Hiring/Filming charges, Facilitation Fee etc. In an endeavour to establish India as a filming destination, the Ministry of Tourism is making all efforts to promote Cinema of India as a sub-brand of "Incredible India" at various International Film Festivals like IFFI Goa, European Film Market, Cannes



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Film festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry.

7.8.2 The Ministry of Tourism unveiled the Draft National Strategy for Film Tourism during 3rd G20 Tourism Working Group meeting, held from 22nd to 24th May 2023 in Srinagar, Jammu and Kashmir, wherein a thematic event titled "Promoting Incredible India through Film Tourism" was organized. It was attended by key dignitaries and officials and underscored the pivotal role of film tourism in bolstering economic prospects and fostering job creation at destinations.



7.8.3 The Ministry of Tourism also inked several significant Memorandum of Understanding (MoU) during the Tourism Working Group Meetings, paving way for development and promotion of the tourism sector in the country. Recognizing the immense potential of Film Tourism, an MoU was signed with Federation of Indian Chambers of Commerce & Industry (FICCI) for promotion and development of Film Tourism.

7.9 Sustainable Tourism

7.9.1 The National Strategy for Sustainable Tourism identifies following strategic pillars for the development of sustainable tourism:

- (i) Promoting Environmental Sustainability
- (ii) Protecting Biodiversity



- (iii) Promoting Economic Sustainability
- (iv) Promoting Socio-Cultural Sustainability
- (v) Scheme for Certification of Sustainable Tourism
- (vi) IEC and Capacity Building
- (vii) Governance

The Ministry has taken the following strategic initiatives in the year 2023.

7.9.2 Strategic Initiatives to promote and develop Sustainable Tourism

Ministry of Tourism has taken various initiatives including in the areas of Information, Education & Communication (IEC) and Capacity Building for promoting awareness, fostering participation, and catalyzing sustainable change.

7.9.3 Travel for LiFE - A Program for Tourism Sector under Mission LiFE

Travel for LiFE (TFL), a program for the tourism sector under Mission LiFE, was launched on World Tourism Day 2023 to create awareness about sustainable tourism and to nudge the tourists and tourism businesses to adopt sustainable practices synchronous with nature. The program aims to mainstream sustainability into the tourism sector towards developing a sustainable, responsible and resilient tourism sector. The Ministry has developed a dedicated microsite on the Incredible India Website to create awareness among tourists about Sustainable Destinations and Businesses.

In order to encourage the tourism businesses and other tourism ecosystem players to adopt sustainable practices and commit to the TFL program, the Ministry of Tourism has designed Sign Up for TFL. At present, 70 accommodations, 120 service providers, 47 destinations, and 12 attractions have signed up for the TFL program.

Under the TFL program, the Ministry has rebranded STCI Certification as Travel for LiFE Certification. The certifications for tourism businesses, destinations, attractions, experience providers and other stakeholders have been simplified. The certification will be available in the following three categories: (i) TFL Bronze, (ii) TFL Silver and (iii) TFL Gold. The Ministry has launched certification toolkits as a guiding resource for the certification.



7.9.4 Website and Social Media

To highlight the initiatives taken for the strengthening of Sustainable Tourism, the Ministry of Tourism has launched a dedicated website - <http://sustainable.tourism.gov.in> which is maintained by the Central Nodal Agency for Sustainable Tourism (CNA-ST). The CNA-ST also hosts dedicated social media accounts on Twitter, Instagram, Facebook, LinkedIn, and YouTube.

7.9.5 National Level Competition

As part of ongoing efforts to create a sustainable, resilient and inclusive tourism sector, CNA-ST under the aegis of the Ministry of Tourism has launched Travel for LiFE Case Study competition – Tourism for Tomorrow. The competition shall provide a platform for Public and Private sector stakeholders to share their success stories and best practices thereby fostering mutual learning and collective action in advancing towards SDGs.

7.9.6 Newsletter and Webinars

CNA-ST releases a newsletter and conducts webinars that highlights the Sustainable Tourism Initiatives of India and promotes Sustainable Tourism Changemakers. CNA-ST has released 11 newsletters and conducted 9 webinars.



Under the guidance of the Ministry of Tourism, CNA-ST has signed Global Tourism Plastic Initiative (GTPI), an initiative of United Nations World Tourism Organization (UNWTO) and United Nations Environment Programme (UNEP) during Fourth Tourism Working Group Meeting under India's G20 presidency.



7.9.7 Regional Workshops

The Ministry conducted four Regional workshops in collaboration with CNA-ST, Responsible Tourism Society of India (RTSOI) and United



Nations Environment Programme (UNEP) for the capacity building of States. The workshops are conducted at New Delhi, Kolkata, Hyderabad, and Guwahati.





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Regional Workshop for Sustainable Tourism Initiatives at Hyderabad, Telangana



Regional Workshop for Sustainable Tourism Initiatives at Guwahati, Assam

7.9.8 Destination Planning, Development and Management

Under the guidance of the National Board for Sustainable Tourism, the Ministry is working on developing methodology to identify the Carrying Capacity of the destinations.



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7.10 Rural Tourism

Strategic Initiatives to promote and develop Rural Tourism & Rural Homestays

7.10.1 Ministry of Tourism has notified National Strategies for Rural Tourism and Rural Homestays. The National Strategy for Rural Tourism is based on overarching theme of sustainable and responsible tourism, which will be supported by the following strategic pillars:

- i. Benchmarking of state policies and best practices
- ii. Digital technologies and platforms for rural tourism
- iii. Developing clusters for rural tourism
- iv. Marketing support for rural tourism
- v. Capacity building of stakeholders
- vi. Governance and Institutional Framework

7.10.2 The National Strategy for Rural Homestays identifies following strategic pillars to develop Rural Homestays in the country:

- i. Incentives for Rural Homestays
- ii. State Assessment and Ranking on Rural Homestays
- iii. Digital technologies for Rural Homestays
- iv. Developing clusters for Rural Homestays
- v. Marketing support for Rural Homestays
- vi. Capacity building for Rural Homestays
- vii. Governance and Institutional Framework

7.10.3 Digital technologies and platforms for Rural Tourism and Rural Homestays

The Ministry has developed Nidhi+ portal on which all the registered Rural Tourism Destinations, service providers get highlighted.

To highlight the initiatives taken for the strengthening of Rural Tourism and Rural Homestays, the Ministry of Tourism has launched a dedicated website - <https://www.rural.tourism.gov.in/> which is maintained by Central Nodal Agency for Rural Tourism and Rural Homestays (CNA-RT&RH). The CNA-RT&RH also hosts dedicated social media accounts on Twitter, Instagram, Facebook, LinkedIn, and YouTube .



7.10.4 Marketing support for Rural Tourism and Rural Homestays

The Rural Tourism initiatives were also discussed during the first G20 Tourism Working Group meeting at Rann of Kutch, Gujarat under India's G20 presidency in which G20 members, international organizations, State Governments, international and national industry experts participated.

7.10.5 Benchmarking of state policies and best practices

CNA-RT&RH conducted a Best Tourism Village Competition 2023 at District, State and National Levels. The competition received 795 applications from 315 districts of 31 states. On National Level, 35 Villages are awarded in following categories:



Best Tourism Village 2023 Award Ceremony on World Tourism Day

Sl. No	Name of festival
Gold Awardees	
1	Dawar, Jammu and Kashmir
2	Sarmoli, Uttarakhand
3	Reiek, Mizoram
4	Kanthallor, Kerala
5	Madla, MP



Sl. No	Name of festival
Silver Awardees	
1	Lepakshi, Andhra Pradesh
2	Shergaon, Arunachal Pradesh
3	Sarodhadadar, Chhattisgarh
4	Kalpeni, Lakshdweep
5	Hemis, Ladakh
6	Menar, Rajasthan
7	Pembarthi, Telangana
8	Khijadia, Gujarat
9	Kaurauna, Uttar Pradesh
10	Raghurajpur, Odisha
Bronze Awardees	
1	Biswanath, Assam
2	Devka, DNHDD
3	Cotigao, Goa
4	Talao, Haryana
5	Chitkul, Himachal Pradesh
6	McCluskieganj, Jharkhand
7	Hampi, Karnataka
8	Khokhra, MP
9	Patagaon, Maharashtra
10	Kongthong, Meghalaya
11	Diezephe, Nagaland
12	Thirunallar, Puducherry
13	Nawanpind Sardaran, Punjab
14	Naurangabad, Rajasthan
15	Kitam, Sikkim
16	Vettaikaranpudur, Tamil Nadu
17	Ulladu, Tamil Nadu
18	Chandlapur, Telangana
19	Vidyasagar Gram Panchayat, Tripura
20	Kriteswari, West Bengal



A FAM trip for the Nationally recognised villages was conducted in collaboration with States at Madla Village, Madhya Pradesh.

The Ministry in collaboration with CNA-RT& RH submitted entries in the Best Tourism Village Competition conducted by UNWTO, out of which Dhordo Village, Gujarat has been recognised as one of the Best Tourism Village and Madla Village, Madhya Pradesh has been selected in the Upgrade program of UNWTO.

The Ministry of Tourism has launched the Best Tourism Village Competition 2024 and Best Rural Homestays Competition 2024 in coordination with CNA-RT & RH.

7.11 National Tourism Policy

A draft National Tourism Policy has been formulated by Ministry of Tourism. The key strategic objectives of the draft policy are:

- i. To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend
- ii. To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force
- iii. To enhance the competitiveness of tourism sector and attract private sector investment
- iv. To preserve and enhance the cultural and natural resources of the country
- v. To ensure sustainable, responsible and inclusive development of tourism in the country



Dawki-Jaintia hills, Meghalaya



Fernandes House in Chandor, Goa

CHAPTER

08

**HOTEL AND
TRAVEL-TRADE**





CHAPTER 08 HOTEL AND TRAVEL-TRADE



8.1 Approval and Classification of Hotels

To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic), Legacy Vintage (Grand) and Apartment Hotels. The classification is done on the basis of inspection of hotels which is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by this Ministry. To expedite the process of classification / re-classification of functioning hotel in one Star to three Star categories five Regional Committee located in Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorized to conduct / co-ordinate inspection. The Guidelines for Classification / Re-Classification of operational hotels have been revised on 19.01.2018.

8.1.1 National Integrated Database of Hospitality Industry+

1. The Ministry of Tourism has set up National Integrated Database of Hospitality Industry, (or NIDHI), a technology driven system, aligned with our Hon'ble Prime Minister's vision of an "Atmanirbhar Bharat", which is to facilitate digitalization and promote ease of doing business for hospitality & tourism sector. It provides clear picture on the geographical spread of the Hospitality & Tourism Sector, its size, structure and existing capacity so as to offer relevant services to the industry like showcasing, Star Classification etc. NIDHI Portal would help in



assessing the facilities available at various destinations, requirements for skilled human resources and to frame policies & strategies for promotion / development of tourism at various destinations.

2. This initiative has been upgraded as NIDHI+ to have more inclusivity, that is, of not only Accommodation Units, but also Travel agents, Tour Operators, Tourist Transport Operators, Food & Beverage Units, Online Travel Aggregators Convention Centers and tourist Facilitators. The new system also envisages a larger role of the State Governments and union Territories apart from our Industry Associations and other stakeholders. The portal may be accessed at <https://nidhi.tourism.gov.in>
3. NIDHI+ is built on a tech-powered platform aligned with the vision of National Digital Tourism Mission, and will allow incremental upgrades in order to achieve a scalable and stable ecosystem.
4. The National Digital Tourism Mission (NDTM) is intended to connect stakeholders in the tourism eco-system digitally in the same lines of the National Health Mission. Digitalization is key to bring tourism activities under a unified system and thereby enhance the competitiveness of the Hospitality & Tourism sector. NIDHI+ is positioned as a cog in the wheel of NDTM.

8.2 Other categories of Accommodation units approved

The Ministry also has voluntary schemes for approval in categories such as Timeshare Resorts, Operational Motels, Guest Houses, Bed & Breakfast / Homestay Establishments, Tented Accommodation, as well as Online Travel Aggregators, Stand-alone Air Catering Units, Convention Centres, Standalone Restaurants.

8.2.1 Heritage Hotels

The popular concept of Heritage Hotels was introduced to convert the old palaces, havelis, castles, forts and residences built prior to 1950, into accommodation units that reproduce the ambience and lifestyle of the bygone era. Such hotels are categorized under three categories viz. Heritage, Heritage Classic, and Heritage Grand based on the standards of facility and services as per the applicable Guidelines. With effect from 16.12.2014, a new category of heritage hotel i.e. Heritage Classic (without alcohol services) has been introduced.



8.2.2 Legacy Vintage Hotels

The concept of Legacy Vintage Hotels has been introduced to cover hotels constructed / built with materials from heritage properties / buildings (i.e. properties or buildings which were build / constructed/ erected prior to the year 1950), provided that at least 50% of the material used to construct / build the hotel is sourced from heritage properties or buildings. Such hotels will help recreate the ambience and atmosphere of the bygone era. Such hotels will be classified under 3 sub-categories namely Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). Guidelines for Classification /Re-Classification of Legacy Vintage Hotels have been notified on 19.04.2018.

8.2.3 Approval of Standalone Restaurants

Restaurants are an integral part of a Tourist's visit to a place and as such the services offered by them can make or mar a visit. Restaurants are increasingly becoming popular with the tourist – both domestic and foreign as they intend to enjoy the taste of authentic food, particularly cuisine of different States in the country. With the aim of providing standardized world class services to the tourists, the Govt. of India, Department of Tourism has a voluntary scheme for approval of restaurants in the country.

8.2.4 Approval of Apartment Hotels

Apartment Hotels are increasingly becoming popular with business travellers who visit India for assignments or family holidays, etc., which sometimes prolong for months together. With a view to providing standardized, world class services to the tourists, the Ministry has introduced a voluntary scheme for classification of fully operational Apartment hotels in the five Star deluxe, five star, four star and three star categories.

8.2.5 Approval of Motels

Motels are an important segment of the hospitality sector which provide budget accommodation. Motels cater to the hospitality requirements of road travellers through the facilities and services offered by them, with the rooms usually arranged in low blocks with parking directly outside. With the aim of recognizing this segment as a component of the overall tourism product, and benchmark the standards of facilities and services of Motels, Ministry of Tourism has formulated a voluntary scheme for



Approval of Operational Motels. The Guidelines for approval of operational motels have been notified on 25.09.2018.

8.2.6 Approval of Guest Houses

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health, Hygiene and Pest Control. Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

8.2.7 Approval and Classification of Time share Resorts

Time Share Resorts (TSRs) are increasingly becoming popular for leisure holidays and family holidays, etc. With the aim of providing standardized world class services to tourists, the Government of India, Ministry of Tourism has a voluntary scheme for classification of fully operational Time Share Resorts in three star, four star and five star categories.

8.2.8 Incredible India Bed & Breakfast/ Home stay Scheme

The scheme offers foreign and domestic tourists an opportunity to stay with an Indian family and enjoy the warm hospitality and get a taste of Indian culture and cuisine in a clean and affordable place. The Ministry of Tourism has been conducting sensitization workshops on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices. This is an ongoing process. The revised Guidelines for classification and re-classification of Incredible India Bed and Breakfast Establishments and Incredible India Homestay Establishments have been notified on 10.12.2018. These Guidelines would constitute the Common National Standards which each State/ Union Territory would adapt to their requirements, while keeping the core tenets intact. The States/ UTs would be free to build upon and introduce suitable parameters/ criteria over and above the Common National Standards. The Ministry of Tourism would continue to classify B&B/



Homestay establishments in all States/ UTs till such time the respective States/ UTs put in place their own mechanism for such classification, based upon the Common National Standards. The online module for application disposal has been activated. The approved units are listed on the website of the Ministry. Application can be filled online to <https://nidhi.tourism.gov.in>



Workshop on Incredible India
Bed & Breakfast Scheme

8.2.9 Approval of Stand-Alone Air Catering Units

This Ministry approves and classifies Stand-alone Air Catering Units in the country to ensure international standards in the air catering segment.

8.2.10 Approval of Convention Centres

Meeting, Incentives, Conferences and Exhibitions (MICE) are important segments of the tourism industry. In a rapidly globalizing high growth Indian economy, MICE tourism is set to grow and the country is in need of more Convention and Exhibition Centres to meet this requirement. To encourage investment and standardize facilities in these areas, this Ministry grants approval to Convention Centres.

8.2.11 Online Travel Aggregators (OTA's)

The guidelines for the scheme of approval /re-approval of Online Travel Aggregators (OTA's) have been formulated and notified on 10.12.2018. The scheme is purely voluntary in nature and it is not binding upon any Online Travel Aggregators to obtain accreditation from the Ministry of Tourism.



8.2.12 Hospitality Development and Promotion Board (HDPB) for Hotel Projects

Construction of hotels is primarily a private sector activity which is capital intensive and has a long gestation period. A constraint being faced by the hotel industry, in addition to the high cost and limited availability of land, is the procurement of multiple clearances / approvals required from the Central and State Government agencies for hotel projects. This often results in delay in the implementation of the project, cost escalation, etc. To obviate the above mentioned difficulties faced by the hospitality industry, Ministry of Tourism has set up a Hospitality Development and Promotion Board (HDPB). The Main function of the board includes monitoring and facilitating the clearances / approvals of Hotel Projects, both at the Central and the State Government level. The Board would be a single point for receiving applications for various clearances, approving / clearing hotel project proposals in a time-bound manner, and review hotel project policies to encourage the growth of hotel/hospitality infrastructure in the country. The Board, however, will not in any way supersede the statutory clearances of other agencies but will review and monitor the clearances of hotel projects with the concerned Ministries / Departments / Authorities by meeting on fixed schedule basis.

8.2.13 Harmonized Master List of Infrastructure Sub-Sectors

Ministry of Finance, Govt. of India, on 17th October, 2017 have notified the Harmonized Master List of Infrastructure Sub-Sectors to boost supply of hotel rooms in the country which includes three Star or higher category classified hotels located outside cities with population of more than 1 million.

Further, vide notification dated 26th April 2021, "Exhibition-cum-Convention Centre" has been included in the Harmonized Master List of Infrastructure Sub-sectors by insertion of a new item in the category of "Social and Commercial Infrastructure", with a footnote defining Exhibition-cum-Convention Centre.

8.3 Incentives announced for the Tourism Sector

The Ministry of Tourism has taken up the GST taxation slabs with the Ministry of Finance, Government of India, from time to time, as a result of which the following



changes have been effected in GST rate slabs with respect to tourism products and services:

GST (Goods and Services Tax) Council announced a cut in the tax rate on hotel room tariffs, a move aimed at giving a boost to the hospitality sector. The GST rate on hotel rooms with tariffs of up to Rs 7,500 per night has been cut to 12% from the existing 18%. Similarly, the tax on room tariff of above Rs 7,500 has been slashed to 18% from the existing 28%. There will be no GST on room tariffs of below Rs 1,000 per night.

The basis for determination of the applicable rate has been changed from declared tariff to actual tariff.

GST on restaurants eateries has been brought down to 5% irrespective of whether they are air-conditioned or not. If a restaurant is located within the premises of hotels, inns, guest houses, club or any commercial place meant for residential or lodging purposes with a daily tariff of Rs.7500 per day per unit or above, the tax will be 18%.

8.4 System for Awareness, Assessment and Training for Hospitality Industry (SAATHI).

The Ministry of Tourism in association with the Quality Council of India launched the System for Awareness, Assessment and Training for Hospitality Industry (SAATHI) scheme to assist the hospitality industry in their preparedness in ensuring safety and health of guests and employees.

As India opens up for tourism, hotel owners can easily get themselves trained and certified through SAATHI website following three easy steps- Self Certification, Participation Certificate and site assessment.

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8.5 Incredible India Tourist Facilitator Certification Programme

The Ministry of Tourism has been conducting the Incredible India Tourist Facilitator (IITF) Certification Programme- a digital initiative that aims at creating an Online learning platform with an objective of creating a pool of well trained and professional Tourist Facilitators across the country. The system provides basic, advanced (heritage and adventure), spoken language and refresher courses for candidates. The candidates can pursue these online courses from anywhere



at any time and at their own pace. The online courses can be accessed from different digital devices. On successful completion of the course, the candidate would be a professionally certified tourist facilitator who would support tourists by disseminating information, eliciting interest in them about the country and providing experiential tourism. The Programme has been made available online w.e.f. 01.01.2020.

Vide amendment in the guidelines dated 11.01.2021, the existing Regional Level Guides (RLGs) have been renamed as Incredible India Tourist Guides (IITGs) and they have been integrated with this new system of IITF/ IITG. The nomenclature of existing Regional Level Guide (RLG) will be changed to Incredible India Tourist Guide (IITG) on completion of the Refresher Course, and their area of operation has been widened from a specified region to Pan India. Out of approximately 3200 total RLGs, about 2300 have completed the Refresher Course and they are issued new Identity cards (IDs) of IITG, which enable them to continue guiding at ASI Protected Monuments and Heritage Sites, in addition to other tourism sites and destinations in the country. However, some of the RLGs have approached the High Court and as the per court directions of the High Court they have been allowed to continue to work as RLGs.

So far, Incredible India Tourism Facilitator Basic Course online examination has been conducted five times, wherein a total of 5514 candidates have completed IITF Basic exam.

IITFC Advanced (Heritage) and Spoken Foreign Language (Other than English) courses have already been launched by IITTM on IITF portal and are open for registration. The Ministry of Tourism through IITTM is also in the process of conducting IITFC advanced (Adventure) courses for candidates, shortly.

Following expenditure have been incurred since 2020-21 conducting the IITFC course, uploading the course content, conducting examinations development of e-market place etc. under the Champion Services Sector Scheme:-

Payment details of IITFC is as under:-

S. No.	Financial year	Payment released
1.	2020-21	₹3.18 crore
2.	2021-22	₹6.50 Crore
3.	2022-23	₹8.76 Crore
	Total	₹18.44 Crore



Ministry of Tourism has adopted the idea of uniform IDs and Badges (shape, size & color coding) for Incredible India Tourist Guide (earlier referred as RLGs). IDs/Badges for IITFC and Incredible India Tourist Guide have been divided in 05 categories based on their experience criteria, which are as under:

S. No.	Particulars of IITFC/IITG	Colour Badge/ Category	Star Attached to the ID
1.	IITFC (Basic)	Basic-Blue	One (*)
2.	IITG (Less than 5 years of experience)	Silver	Two (**)
3.	IITG (More than 5 years of experience but less than 10 years of experience)	Gold	Three (***)
4.	IITG (More than 10 years of experience but less than 20 years of experience)	Diamond	Four (****)
5.	IITG (More than 20 years of experience)	Platinum	Five (*****)

The Regional Director(s) of India Tourism offices are issuing the same.

8.6 e-Marketplace platform for IITFs/ IITGs

With the purpose of job creation, the Ministry of Tourism on 08.03.2022 launched the concept of digital platform (E-Marketplace) as a part of digital tourism solution for IITFs / IITGs, to provide Web and Mobile App based interaction mechanism to be used by the tourists and certified tourist facilitators/Tourist Guides. It has been made online (Beta version) w.e.f. 12.08.2022. The IITFC and IITGs would be able to update their profile, experience, services offered, qualifications, area of expertise, tariffs, availability of dates etc., to be displayed on the portal, wherein the tourists would be able to create their profile, search for tourist facilitators/Guides and make the bookings. The tourist, from their own comfort of location, can search the facilitators/Guides for any destination and make the booking for his upcoming trips to the country. This web-based solution (E-marketplace platform) is intended to be used for managing the facilitator/Guides profile, bookings, manage ratings of the facilitators/Guides, user feedback (positive & negative), languages known and content management. The solution would also support modular development and deployment of additional functionalities in future on requirement basis, such as: inclusion of team leaders, supervisor, system integrators, Quality analyst, Software developers etc. This would be compliant to global standards and specifications for web-based e-Market Place, where tourists not only can schedule their appointment through this portal but also can make payment to their service provider. It may be stated that the overall experience of the E-Marketplace portal under IITFC/IITG program of the Ministry would be more akin to the platforms of OLA, UBER etc.,



which would help IITFs/IITGs to get business opportunities and would work as a bridge between the customer and the service provider. This would encourage the Tourist guides & Tourist Facilitators to improve their services and therefore help promoting the 'Incredible India' brand.

8.7 Loan Guarantee scheme for COVID Affected Tourism Sector (LGSCATSS)

As announced by the Ministry of Finance on 28.06.2021 to provide relief to the tourism sector, Ministry of Tourism is set to implement the "Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)". Under this loan guarantee scheme, loan up-to ₹10.00 lakh will be extended to each Tour Operators/ Travel Agents/ Tourist Transport Operators approved/recognized by the Ministry of Tourism, up-to ₹1.00 lakh will be extended to each Regional Tourist Guide/ Incredible India Tourist Guide approved/recognized by the Ministry of Tourism and Tourist Guides approved/ recognized by the State Government/ UT Administration.

The purpose of the LGSCATSS of the Ministry of Tourism is to provide guarantee coverage for the loans provided by the Scheduled Commercial Banks to the above mentioned beneficiaries, to discharge their liabilities and restart their business affected due to Covid-19 pandemic.

Validity of the said scheme was till 31.03.2023 or till the guarantee of ₹250.00 crores are issued under the scheme, whichever is earlier and would be applicable to all eligible loans sanctioned under the scheme on or after 04.10.2021 (issuance of LGSCATSS guidelines by NCGTC) till 31.03.2023. No guarantee fee will be charged from the MLIs by NCGTC for the credit facilities provided under the Scheme. Compiled data of Tour Operators/ Travel Agents/ Tourist Transport Operators, IITGs/RLGs and State level guides were shared with NCGTC for better execution of the scheme.

The scheme has been operated through 18 Scheduled Commercial Banks. As on 30.11.2023, around 476 guarantees have been issued amounting to ₹6.82 crore approx., out of which ₹4.02 crore (approx.) stands disbursed. So far, approximately ₹1.60 crore have been released to NCGTC towards probable bad loans and for execution of the scheme.

8.8 Nirbhaya Fund

The Government has set up a dedicated non-lapsable corpus fund - Nirbhaya Fund, being administered by the Department of Economic Affairs, Ministry of Finance,



which can be utilized for projects specifically designed to improve the safety and security of women. As per the guidelines issued by the Ministry of Finance dated 25.03.2015, the Ministry of Women & Child Development (MoW&CD) is the nodal Ministry having responsibility of appraising/recommending proposals and schemes, review and monitor the progress of sanctioned schemes in conjunction with the line Ministries/Departments.

Consequent upon appraising and recommending the proposal submitted by the State Government of Madhya Pradesh for 'Safe Tourist Destination for Women in Madhya Pradesh', the Empowered Committee (EC) under the Chairmanship of Ministry of Women and Child Development (MoW&CD) and subsequent approval of Secretary (Tourism), Government of India agreed to release/incur expenditure of ₹16.79 crore (approx.) over a period of three years. The total cost of the project submitted by the State Government of Madhya Pradesh is of Rs.27.99 crore (approx.), wherein the amount will be distributed at 60-40 ratio between Central Government and State Government i.e., ₹16.79 crore and ₹11.20 crore, respectively.

1st installment of ₹6.24 crore (approx) was released on 19.03.2021 for the Financial year 2020-21, out of total Central Government financial share of ₹16.79 crore (approx.) under 'Nirbhaya Fund', in favour of the Madhya Pradesh Tourism Board. Utilization Certificate for the amount of the 1st installment (Centre & State share) has been received from Madhya Pradesh Tourism and further to this the 2nd installment of Central share of ₹5.27 crore has also been released by Ministry of Tourism.

8.9 Approval of Travel Trade Service Provider

In the past the Ministry of Tourism used to give recognition/ approval under the following categories of Travel Trade Service Providers:

- i. Inbound Tour Operators
- ii. Travel Agents
- iii. Domestic Tour Operators
- iv. Adventure Tour Operators
- v. Tourist Transporters Operators

Revised guidelines of this scheme were issued on 18th July, 2011 with an aims to encourage quality, standard and service in these categories. This is a voluntary scheme open to all Bonafide agencies.

Keeping in mind that over a period of time, there have been widespread, global developments and advancements which have had a strong bearing on the Tourism



sector and recognizing the need to continuously examine the sector vis-à-vis the changing traveller and industry landscape, the Ministry recognized the need to review and the guidelines for giving recognition to tourism service providers. Further, the Corona virus (COVID-19) pandemic had triggered an unprecedented crisis in the tourism sector. All these factors necessitated that the guidelines for giving recognition to tourism service providers are amended suitably. The Guidelines have accordingly been revised in December 2020 so as to enhance their reach and scope. The revised Guidelines were made effective from January 2021.

The existing guidelines have been consolidated into one single Guideline for 'Recognition of Tourism Service Providers by the Ministry of Tourism'. Recognition, under the revised guidelines, will be granted under three broad sub-categories

- Tour Operators (Inbound, Domestic, Adventure, MICE)
- Travel Agents
- Tourist Transport Operators

These three sub-categories will include Operators / Agencies making required arrangements for tourists through online mode also.

A Category of Greenshoot / Start-up Agencies has been introduced for the first time, to encourage the principles of Aatmanirbhar.

The Ministry of Tourism has given recognitions to total number of 1310 Stakeholders as on 21.11.2023. Out of these, there are 207 Green shoots/ startups; 230 Travel Agents; 95 Tourist Transport Operators and 778 Tour Operators.

8.10 Web-based Public Delivery System

Recognition of the Travel Trade Service Providers is also done through NIDHI+ portal w.e.f. January 2023. The objective of the system is to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from this Ministry and to bring in transparency in granting the approvals. The new procedure accepts applications online from service providers thereby make the process paperless.

All the applications are submitted on line through <https://nidhi.tourism.gov.in> and examined, processed and approved / rejected within 60 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.



8.11 E- Visa

India has a robust visa regime in place to enable lawful inward movement of foreigners including foreign tourists, professionals and skilled workforce, business persons, students etc. Government has taken a number of initiatives over the last few years to liberalize, streamline and simplify visa regime with a view to facilitate the legitimate foreign travellers while simultaneously ramping up the technological infrastructure to enhance internal security.

One significant step taken to liberalize and simplify the Indian Visa regime, especially the tourist visa regime, is the introduction of the e-Visa facility. This facility, with Electronic Travel Authorization (ETA), which was introduced in November, 2014 for nationals of 43 countries, is presently available to nationals of 167 countries for entry through 30 designated international airports and “05 major seaports”.

E-Visa is presently available under seven sub-categories i.e. e-Tourist Visa, e-Business Visa, e-Medical Visa, e-Medical Attendant Visa, E-Conference Visa, e-Ayush Visa and e-Ayush Attendant Visa. E tourist visa is available under 3 options – (i) 05 years with multiple entry; (ii) 1 year with multiple entry and (iii) one month with double entry.

Processing of e-visa is totally on the online platform. A foreigner can apply for e-visa from anywhere. Introduction of e-visa has helped in providing hassle-free entry to foreigners into India for legitimate purpose like tourism, business and medical purposes. E-Visa has become very popular among foreigners which is evident from the fact that the number of e-visa issued has gone up rapidly over the last few years.

Besides, the e-tourist visa facility which is available to nationals of 167 countries, multiple entry Tourist Visa (Paper visa) issued by the Indian Missions/Posts abroad is available to nationals of most of the countries – (i) for a period of 10 years to the nationals of USA and Japan and (ii) for a period of 05 years as a default option to the nationals of more than 160 countries.

Further, Visa-on-Arrival facility is available to nationals of Japan, South Korea and UAE for Tourism, Business, conference and medical purposes for 60 days with double entry for entry through 06 designated airports.

A medical Visa (MED – 1 Visa) is granted to a foreigner whose sole purpose is to seek medical treatment in established/recognised/specialized hospitals/treatment centres in India. A Medical Visa (MED – 2 Visa) is granted to attendant/



family member of the patient coming to India for medical treatment similarly, e-Medical and e-Medical Attendant Visas are also granted for similar purposes.

In order to avail of the facility of e-Medical Visa, the foreign national concerned shall mandatorily fill in the application online on the website <https://indianvisaonline.gov.in/visa/tvoa.html>, 120 days in advance prior to expected date of arrival in India and in such cases, the Electronic Travel Authorization (ETA) that will be issued to the applicant will be valid 120 days from the date of issue.

e-medical Visa, e – Medical Attendant Visa, e – Ayush Visa and e-Ayush Attendant Visa will be granted for a period up to 60 days from the date of first entry into India with triple entry. E- Medical Attendant and e – Ayush Attendant visa will be co – terminus with the validity of the principal e- Medical / e – Ayush visa holder.

In the case of e – Medical Visa, e-Medical Attendant Visa, e-Ayush Visa and e-Ayush Attendant Visa, extension may be granted up to 06 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned.

There is no prescribed minimum time for processing Medical Visa applications. However, in cases of emergency, if Medical Visa is recommended by an accredited hospital in India, the India Missions/Posts abroad should decide on such request within 48 hours of getting the application.

Liberalization and simplification of the visa regime, including the visa for foreign tourists, is an ongoing process which is done after taking into consideration the issues of security, inbound tourism and investments, bi-lateral relations etc.

8.12 Market Development Assistance (MDA) Scheme for promotion of Domestic tourism

The global outbreak of COVID-19 in 2020 has been an unprecedented global health emergency with tremendous impact on societies and livelihoods. Travel and Tourism has been among the sectors most affected by this crisis with complete curtailment of all travel – domestic and international. When the situation eases, domestic travel and tourism is likely to spearhead revival of the Tourism sector in the country. The focus of the Ministry at present, is therefore on reviving and revitalizing the domestic tourism sector.

In view of the above situation, the Guidelines for the Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism have been modified to enhance the scope and reach of the Scheme, so as to provide maximum benefits to the stakeholders.



The objectives of the Scheme are:

- To motivate stakeholders to promote tourism destinations in the country, including lesser known and unexploited destinations as part of their marketing programmes for the domestic market.
- To familiarize stakeholders with tourism destinations and products across the country to enable them to promote and package them effectively amongst domestic consumers.
- To familiarise stakeholders with new destinations, products and developments in the field of tourism in the country.
- To encourage stakeholders to make tourism industry as a vital socio-economic activity of the country.

As per the modified guidelines of MDA dated 28.11.2020, Financial support will be extended to the tourism service providers for undertaking the following promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Participation in Tourism related Conferences / Conventions / Seminars organized by National Tourism, Trade and Hospitality Associations and by the Central and State Government Tourism Ministries; Participation in Road Shows in different regions of the country.

Apart from this, Financial support will be extended to Tourism Departments of State Governments / UT Administrations for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets and for Travel undertaken by officers and Staff of State govt./UT administration for Tourism product familiarization.

8.13 Multilingual Tourist Infoline

The Ministry of Tourism launched the 24x7 Toll Ministry of Home Multi-Lingual Tourist Help Line in 12 Languages including Hindi & English on 08.02.2016. The languages handled by the Tourist Helpline include ten (10) International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian & Spanish. This service is available on the toll free number 1800-11-1363 or on a short code 1363 and operational 24X7 (all days) in a year offering a “multi-lingual help-desk” in the designated languages.

The objective of this multi-lingual helpline is to provide the support service in terms of providing information relating to travel and tourism in India to the domestic and



international tourists in the designated languages and also to advise the callers with advice of action to be taken during the times of distress while travelling in India and if need be, alert the concerned authorities.

This is a unique endeavour of the Ministry of Tourism, Government of India and gives the foreign tourists, a sense of safety and security while travelling in India. The total no. of queries received and handled in the Multilingual Info-line from February 2016 till October 2023 is 7,05,756.

8.14 Protected Area Permit(PAP)/Restricted Area Permit (RAP)

For a better and smooth travel experience of Tourists in the Restricted/Protected areas of the country, Ministry of Tourism regularly coordinates with the Ministry of Home Affairs and as a result, Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years beyond 31.12.2022 i.e., till 31.12.2027 for the identified Islands in the Union Territory of Andaman & Nicobar Islands. Relaxation of PAP/RAP for a further period of 5 Years beyond 31.12.2022 in the States of Manipur, Mizoram and Nagaland has already been approved by the Ministry of Home Affairs.

8.15 Regional Connectivity Scheme (RCS)

The primary objective of RCS- UDAN launched by the M/o Civil Aviation is to facilitate/stimulate regional air connectivity by making it affordable.

Promoting affordability of regional air connectivity is envisioned under RCS by supporting airline operators through (1) concessions by the Central Government, State Governments (reference deemed to include Union Territories as well, unless explicitly specified otherwise) and airport operators to reduce the cost of airline operations on regional routes / other support measures and (2) financial (viability gap funding or VGF) support to meet the gap, if any, between the cost of airline operations and expected revenues on such routes.

Under RCS UDAN Tourism, Ministry of Tourism has collaborated with Ministry of Civil Aviation and has got 53 tourism routes operational for better connectivity of important tourist places including Iconic sites.

The Ministry of Tourism under its Champion Service Sector Scheme reimbursed a total of approximately ₹226.11 Crore to the Airport Authority of India out of which approximately ₹43.70 Crore released during the Financial Year 2020-21, approximately ₹60.50 Crore released during the Financial Year 2021-22 and ₹121.91 Crore released during the current Financial Year 2022-23.



Also, Champion Service Sector Scheme has been approved by the Ministry of Finance and Ministry of Commerce beyond 31.03.2022 for 2 more years, i.e., till March 2024, within the approved financial outlay for the Champion Service Sector Scheme.

8.16 Tourist Facilitation and Information Counter

The Tourist Facilitation and Information Counter was opened on 5th November 2018 at T3 Terminal arrival gate of Indira Gandhi International Airport, New Delhi. Subsequently, the Tourism Ministry has also started Tourism Facilitation Counters at the airports of Varanasi, Bodhgaya, Bangaluru, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad i.e. A total of 9 tourist facilitation counters have been opened at 9 different airports of India by the Ministry of Tourism.

Opening the facilitation Centre for visitors shall be of great help to the tourists visiting the country. The counters shall cater to non-English speaking tourists also as these are also connected to the 24x7 Helpline – '1363' of the Tourism Ministry where the tourists can speak directly with the foreign language agents and get guidance in French, German, Italian, French, Portuguese, Russian, Japanese, Korean, Chinese and Arabic.

8.17 Improvement of Road connectivity and Way Side amenities to the important Tourist Destinations with the help of Ministry of Road Transport & Highways (MoRTH).

Ministry of Tourism had shared a list of 50 Tourism Destinations including Iconic Sites and UNESCO World Heritage Sites with Ministry of Road Transport & Highways for improving road connectivity in the first phase. Where good road connectivity already exists, Ministry of Road Transport & Highways was requested to consider setting up of wayside amenities, prominent signages and beautification of the area, at a distance of 15-20 kms. on either side of the tourist destination. Ministry of Road Transport & Highways has informed that out of the 50 destinations identified by Ministry of Tourism, 23 fall under the purview of Ministry of Road Transport & Highways/National Highway Authority of India, where work is in progress.

For the remaining 27 tourist sites, Ministry of Tourism has addressed letters to the respective State Governments and PWD for improvement of connectivity and provision of wayside facilities as these roads did not fall under the purview of MoRTH.

Virtual meetings were held with the State/UT Tourism Departments on 24th and 25th November, 2020 to get their inputs and suggestions on tourist destinations



which require road connectivity and wayside amenities. Based on the inputs received from the State Governments/UTs a list of 114 destinations has been prepared and further shared with the MoRT&H for improving road connectivity to these tourist sites.

Meeting of Tourism Task Force was held on 23rd Sept, 2022 under the chairmanship of Secretary (Tourism), wherein, along with other stakeholders, M/o Road Transport & Highways also participated. During the meeting Secretary (Tourism) desired that the updated status on the proposal of the Ministry of Tourism may be communicated at the earliest.

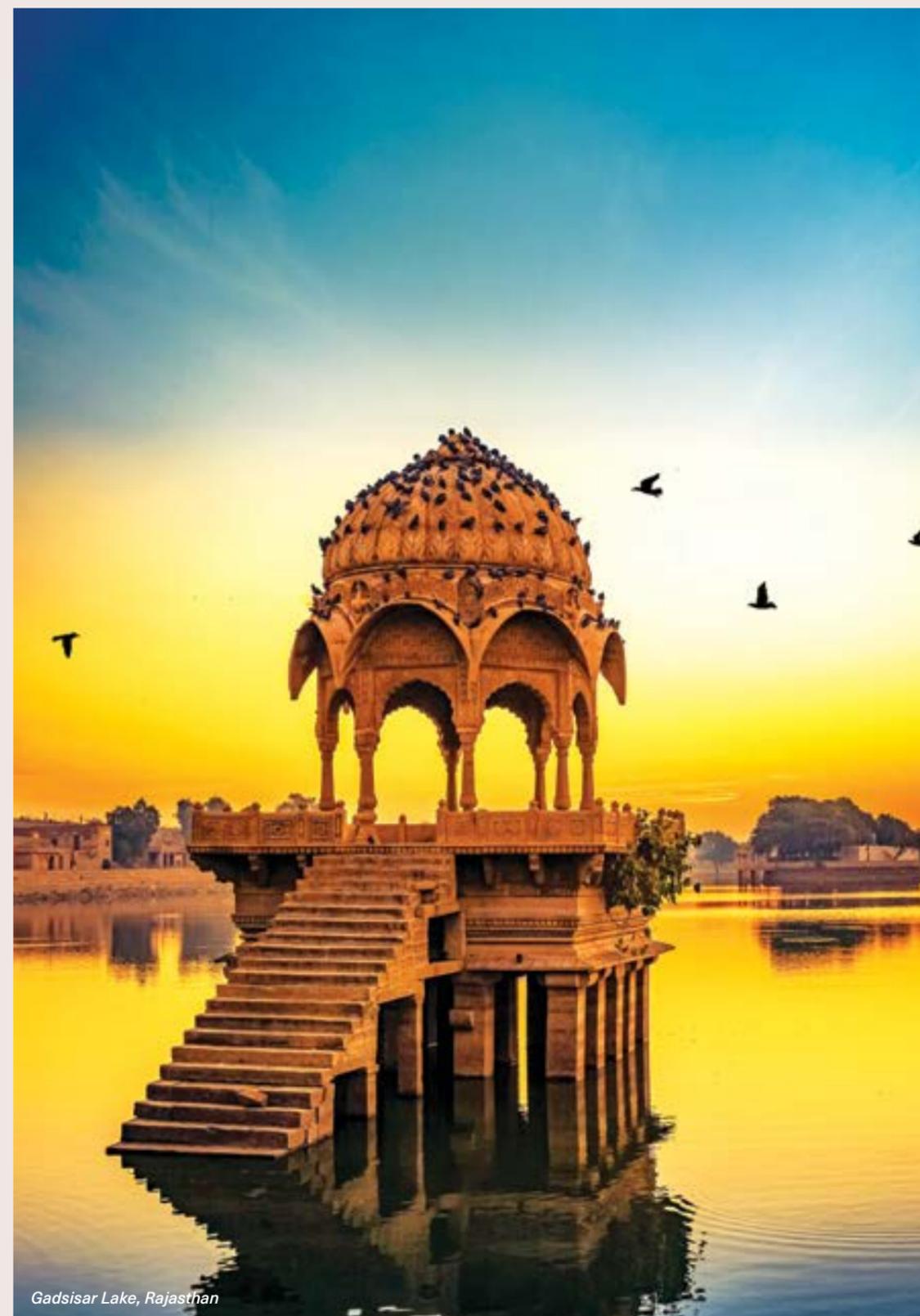
8.18 Tourist Safety and Security/ Tourist Police Scheme

- i. Security of tourists is essentially a State Government subject. However, the Ministry of Tourism has taken up the matter with all State Governments/ Union Territory (UT) Administrations for setting up of dedicated Tourism Police. With the efforts of Ministry of Tourism, the State Governments /UT Administrations of Telangana, Andhra Pradesh, Delhi, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh, Odisha, Punjab, Rajasthan, Sikkim and Uttar Pradesh have deployed tourist police in one form or the other.
- ii. Ministry of Tourism through Indian Institute of Tourism & Travel Management (IITTM) got a study conducted naming "Functioning of Tourist Police in States/UTs & Documentation of Best Practices", to understand the requirement of tourist police and sensitizing the tourist police towards the needs of the tourists, which was sent to all the States/UTs. A training module, as given by IITTM for imparting training was also forwarded to Ministry of Home Affairs, which was further circulated to the Chief Secretaries of all state Governments/UT Administrations.
- iii. Ministry of Tourism highlighted the issue of safety & security of the foreign as well as domestic tourists with the Ministry of Home Affairs. As desired by Ministry of Home Affairs, Ministry of Tourism forwarded a list of 25 tourist sites which could be taken as pilot project for formation of a separate police unit in the States/UTs.
- iv. To develop a comprehensive framework, Bureau of Police Research and Development (BPR&D) commissioned a study on Tourist Police Scheme and formulated a very comprehensive report. Analysis and recommendations of the report once implemented at the pan- India level, will enable to create a



framework for tourist safety. With the objective of implementation of Uniform Tourist Police across all the States/ UTs to create a safer ecosystem for the tourists, Ministry of Tourism in collaboration with the Ministry of Home Affairs and BPR&D organized a National Conference on Tourist Police Scheme of Director Generals (DGs)/ Inspector Generals (IGs) of Police Department of all the States/ UTs on 19.10.2022 in New Delhi.

- v. The Ministry of Tourism has set up a 24x7 Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363 or on a short code 1363 in 12 Languages including 10 international languages (German, French, Spanish, Italian, Portuguese, Russian, Chinese, Japanese, Korean, Arabic), Hindi English for domestic and foreign tourists to provide support service in term of information relating to Travel in India and to offer appropriate guidance to tourists in distress while travelling in India.
- vi. The Ministry of Tourism along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the 'Code of Conduct for Safe & Honourable Tourism' which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children.



Gadsisar Lake, Rajasthan



IHM, Shillong

CHAPTER

09

HUMAN RESOURCE DEVELOPMENT





CHAPTER 09 HUMAN RESOURCE DEVELOPMENT



HRD division of the Ministry deals with four academic Institutions imparting professional education in Hospitality, Catering Technology, Travel, Tourism and its related sectors. In addition it deals with administrative and promotional matters of Indian Institute of Skiing & Mountaineering (IISM) a subordinate institute which is a pioneer institution in the field of adventure tourism.

9.1 Institutes of Hotel Management (IHMs) & Food Craft Institutes (FCIs)

It has been the endeavor of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the



tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are **56** Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 33 State IHMs, **2 State IHMs running under PPP mode**) and 12 Food Craft Institutes(FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadgishpur, Uttar Pradesh is under construction. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education/conduct training in hospitality skills. While the IHMs mainly impart degree level hospitality education, the FCIs offers skill level education.



9.2 National Council for Hotel Management & Catering Technology (NCHMCT, MOT)

For steering and regulating the academic efforts of the IHMs and FCIs, in 1982 the Ministry had set up the National Council for Hotel Management & Catering Technology(NCHMCT). The mandate of the NCHMCT is to co-ordinate the growth and general advancement in the development of hospitality management education through its affiliated Institutes. The Council's jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, research and examinations, results, regulating building plans and equipment, training, publishing periodicals, magazines, etc., as also carrying out of such government approved activities as prescribed from time to time. The NCHMCT is also the affiliating body and the 21 CIHMs, 33 **SIHMs**, **1 PSU IHM**, **2 SIHM run under PPP mode** and 12 FCIs that have come up with the support of Ministry are also affiliated to it for admissions and regulations of examination. The NCHMCT has also been given the mandate to affiliate private IHMs. As on date, **26** private institutes are affiliated to the NCHMCT. The NCHMCT also conducts Joint Entrance Examination(JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality and Hotel Administration for its affiliated institutes. Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council **through an entrance exam (M.Sc. JEE)**. In the case of other courses, i.e. P.G. Diploma in Accommodation Operation, P.G.Diploma in Dietetics and Hospital Food Service, PG Diploma in Hotel Consultancy, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, **Diploma in Front Office Operation**, Diploma in Bakery and Confectionery, **Craftsmanship Certificate Course in Food and Beverage Service**, **Craftsmanship Certificate Course in Food Production and Patisserie** and Certificate Course in Professional Bartending, admissions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

In addition to various short term capacity building programs, during the year 2023-24 a total of 25,273 students enrolled themselves under various regular academic programs offered by NCHMCT.

9.3 Indian Institute of Tourism & Travel Management (IITTM), MOT

Indian Institute of Tourism and Travel Management (IITTM), set up in 1983, is a pioneer in the field of travel and tourism education and training. It provides specialized training and education for tourism and travel industry. It currently



offers the following full time programs from its Gwalior, Bhubaneswar, NOIDA, Nellore and Goa centres:

Two-year MBA (Tourism and Travel Management)

Three-year BBA (Tourism and Travel) program.

These centers also offer Short-term Skill Development Programmes/courses in addition to various short term capacity building programs.

IITTM has the distinction of having 100% placement of the students in either Government or Private Sector for the last several years.

Proposed new centers of IITTM

Opening of new centres of IITTM at Shillong and Bodhgaya are under process. In the meantime, a camp of IITTM at Shillong, Meghalaya and Bodhgaya, Bihar has been made operational to start short term Skill Development courses.

9.4 National Institute of Water Sports (NIWS), Goa

With the aim of strengthening the ongoing activities of education/ training, research and consultancy, and leisure water sports promotion in India, National Institute of Water Sports (NIWS), Goa was incorporated in the



IITTM. Currently, NIWS is offering consulting activities, professional short term training programs like Out Board Motor (OBM) Maintenance, Fibre Reinforced Plastic (FRP) Boat Repair, Tiller Controlled Powerboat Handling, Remote control Powerboat Handling, Life Saving Techniques, Surf Life Saving techniques, etc. It also conducts some skill based courses like windsurfing, sailing, water skiing, kayaking, etc. A new campus with state of the art facilities is currently under construction.

9.5 Indian Institute Of Skiing and Mountaineering (IISM), Gulmarg

IISM was established in 1987 by the Ministry of Tourism, Govt. of India to promote adventure tourism by conducting summer and winter courses regularly.



IISM is a permanent subordinate office of Ministry of Tourism, Govt. of India. In addition to develop the skills of adventure, it acts as an advisory to Ministry of tourism for formulation of National adventure policies/programs and coordination of activities of various central, State Govt. and private agencies for development and promotion of Adventure tourism in the country. It conducts adventure training activities in all fields of the adventure to train citizens so as to promote adventure tourism and develop new adventure destinations in the country. Institute trains youth of the Nation including J&K in different adventure skills through different courses.

Some of the key courses conducted throughout the year by IISM are:

- (a) Snow skiing courses from Dec to March.
- (b) Water skiing courses from Jun to Sept
- (c) Parasailing courses from May to Oct
- (d) Trekking courses from May to Nov
- (e) Hot Air Balloon courses from Oct to Dec
- (f) Short Corporate and school training programs.

9.6 Indian Culinary Institute, Tirupati

The Ministry of Tourism has set up an Indian Culinary Institute (ICI) at Tirupati at a total cost of ₹97.92 Crore with the following objectives:-

- (i) to ensure the preservation of heritage Indian cuisine, (ii) to establish research, documentation, museum and resource centre of Culinary Arts.
- (ii) to impart specialized training in culinary skills. The Indian Culinary Institute will serve as a resource centre in its subject domain, conforming to international benchmarks. A chapter of ICI Tirupati has been set up at NOIDA.

The ICI has commenced 3 years BBA Culinary Arts from 2018-19 with an intake of 60 students each for ICI, Tirupati and Noida, Present intake of BBA Culinary Arts at both the campuses is 21 students. MBA course is also started from 2019-20 academic year at Tirupati and Noida Campuses with initial 30 intake. Present intake of MBA Culinary Arts at both the campuses is 08 students. Also present intake of BSc HHA in extended campus of IHM Chennai is 13.



9.7 MoT's Scheme of Assistance to IHMs/FCIs/IITTMS/NCHMCT/ICI/PSU

The Ministry of Tourism has an enabling plan scheme "Assistance to IHMs/FCIs/IITTMs/NCHMCT/ICI/PSU" under which Central financial assistance can be sanctioned to a State/Union Territory Government up to a ceiling of ₹16.50 Crore for establishment of an Institute of Hotel Management (IHM), ₹7.50 Crore for a Food Craft Institute (FCI). However, quantum of assistance for the setting up of an IHM created by the Central Government, or the setting up of a centre/branch of the Indian Institute of Tourism and Travel Management (IITTM) or National Council for Hotel Management & Catering Technology (NCHMCT) or Indian Culinary Institute (ICI), shall not be subject to this ceiling.

The Central Financial Assistance (CFA) extended for setting up of new IHMs / FCIs is subject to provisions of guidelines of the scheme and affiliation of the Institute with NCHMCT. The normal grant is up to ₹12.50 Crore, of which, ₹10.00 Crore is for construction and the balance for the purchase of equipments required by the Institute. An additional ₹4.00 Crore can also be granted for construction of hostels. The expenditure over and above the Central Grant is met by the respective State Governments. For a Food Craft Institute, the Central assistance is limited to ₹7.50 Crore. Financial assistance is also extended for upgradation of institutional infrastructure such as construction of hostels and modernization of laboratories.

The Central Financial Assistance is meant for purchase of lab equipment, furniture, computers, and for the modernization and infrastructural upgradation of the Institutes. A budget provision of ₹50.00 Crore was kept at RE for FY 2022-23 and an amount of ₹49.83 Cr was utilized during the financial year. An amount of ₹70.00 Cr has been allocated for FY 2023-24 at BE stage and an amount of ₹29.00 Cr is sanctioned till November, 2023.



9.8 Capacity Building for Service Providers

Ministry of Tourism has put in place the Scheme of "Capacity Building for Service Providers" (CBSP) to provide education, training and certification to the tourism service providers at every level. The main objective of this initiative is to train and up-grade manpower at every strata of tourism service providers in order to capitalize the vast tourism potential of the country to the fullest, and provide professional expertise to the local populace as well as create fresh opportunities in the tourism sector both in urban as well as rural areas. The training programme implemented through the CBSP scheme aims to increase the employability of the tourism service providers so that they can move from informal to formal jobs leading to increased earnings and or improved working condition.

9.8.1 The Scheme is implemented by the Ministry of Tourism through Institutes of Hotel Management and Food Craft Institutes including such institutes approved by the All India Council for Technical Education (AICTE), Indian Institute of Tourism & Travel Management (IITTM), National Council of Hotel Management & Catering Technology (NCHMCT), India Tourism Development Corporation (ITDC), State/UT/Central Training/ Academic Institutions and the specialized academic Training Institutes in the private sector engaged in giving training in the hospitality sector.

9.8.2 The Skill Gap study in the tourism & hospitality sector requires a step up in supply of trained manpower in the tourism & hospitality sector. Ministry of Tourism (MoT) was in the midst of addressing this issue through an assorted Institutional base comprising the MoT sponsored Institutes of Hotel Management and Food Craft Institutes, the Institutes under the aegis of the State Governments and the Union Territory Administrations and the State Tourism Development Corporations. But to further augment the supply of trained manpower the Ministry of Tourism (MoT) launched a special initiative called "Hunar Se Rozgar Tak" (HSRT) for creation of employable skills amongst youth specific to Hospitality and Tourism Sector. The objectives underlying this initiative are primarily to reduce the skill gap that afflicts the Sector and to work towards the dispersal of the economic benefits of growing tourism to the poor. With the objective to converge the two important thrust areas of Skilling India and Promotion of Tourism the skill training program was expanded the outreach and output by allowing the implementation of skill training program professional skill developing agencies with proven credentials and hospitality institutes approved by AICTE/NSDA/State & UT Government by empanelment of



such institutes. This initiative was started from the year 2015-16 and so far more than 135 institutes are active in imparting HSRT training program in the country- both in public and private sector.

9.8.3 Ministry of Tourism has attached a special attention of Skilling India in tune with the Govt. of India policy. From the year 2014-15 till 2021-22 Ministry of Tourism was able to train/certified about more than three lakh in various training program under CBSP Scheme in spite of heavy impact on the training program due to Covid - 19 pandemic. From inception of this training program Ministry of Tourism was able to train/certified about five lakh trainee in the hospitality sector.

9.8.4 The post pandemic boom in the hospitality sector is very encouraging for the employability and availability of such opportunities in the tourism and hospitality sector for pass outs from the Institute of Hotel Management under the umbrella of the National Council of Hotel Management & Catering Technology (NCHMCT). The new hotel and properties are coming up in tier 2 and tier 3 cities by reputed group of hotel chains and augmentation of hiring in the other hospitality related sectors such as retail, hospitals, malls etc. are also encouraging aspects for prospective hotel management pass outs.

9.8.5 The following programmes are conducted under the CBSP Scheme:-

A. Hunar Se Rozgar Tak: - The programme presently offers a total of eleven short duration courses of 160 hours to 700 hours. Out of these eleven courses eight viz. Multi Cuisine Cook, Food & Beverage Service, Room Attendant, Front Office, Laundry Machine Operator, Kitchen Steward, Home Delivery Boy and Traditional Snack & Savory Maker are hospitality related and the other three courses viz Unarmed Security Guards, Heritage Guide and Tour Guide are non-hospitality courses and are fully funded by the Ministry of Tourism. The total achievement was 10340 persons trained /certified in FY 2022-23. A total of 9491 persons have been trained / certified and a total of 2504 trainees were under training upto 31st March, 2023 of the FY 2023-24.

B. Skill Testing & Certification:- Skill Testing & Certification of the existing service providers to test and certify existing service providers in four hospitality trades namely food production, food and beverage service,



bakery and housekeeping. The total achievement was 5560 persons trained /certified in FY 2022-23. A total of 4792 persons have been trained / certified upto 31st March, 2024 of the FY 2023-24.

C. Entrepreneurship Programme:- Five 150 hours courses are offered in the trades of (i) Cook – Tandoor, (ii) Barman, (iii) Baker, (iv) Homestay (Multi-Skilled Caretaker) and (v) Halwai – Indian Sweets under this Programme. The total achievement was 1349 persons trained /certified in FY 2022-23. A total of 1424 persons have been trained / certified and 223 were under training upto 31st March, 2024 of the FY 2023-24.

D. Tourism Adventure Courses:- The Ministry of Tourism has introduced Tourism Adventure courses under the scheme of 'Capacity Building for Service providers' in the FY 2018-19. The programme is being conducted by IITTM through IISM, Gulmarg. Three courses i.e. Parasailing, Trekking and Hot Air Ballooning are covered under this initiative.

This Ministry has also assigned target for conducting 15-day duration training programme for Adventure Travel Escort (ATE) through Indian Maintaining Foundation (IMF) to promote regional based specially structured adventure skill development courses. The target group of this programme would be minimum 10th class pass candidate who should be able to read, write and communicate well in English or Hindi. A total of 70 trainees were trained / certified under the Tourism Adventure and Travel Escort courses in the FY 2020-21. These courses were conducted by IITTM in Kargil Ladakh.

E. Linguistic Tourist Facilitators (LTF):- The Ministry has introduced 6-week language courses i.e. English, Dutch, German, French, Japanese, Chinese etc. to train Tourist Facilitators and other service providers under its suo-motu-initiative under the scheme of 'Capacity Building for Service Providers'. The basic objective of this programme is to create trained manpower in different foreign languages to facilitate tourists visiting India from different countries and to upgrade the skill of the existing service providers in order to deal effectively with foreign tourists in their own languages. The target group is +2 or equivalent in any discipline and the minimum age 20 years. The total achievement was 270 persons trained /certified in FY 2021-22. A total of 240 persons have been trained / certified during FY 2022-23. A total of 300 trainees have been trained /certified during FY 2023-24.



- F. Destination Based Skill Development:** - The Ministry of Tourism has initiated the Destination Based Skill Development training programme at 7 Iconic Sites i.e. Taj Mahal at Agra, Humayun Tomb, Red Fort, Qutub Minar at Delhi, Mahabodhi Temple at Bihar, Colva Beach at Goa and Kaziranga at Assam in the current financial year, 2019-20. A total of 1219 trainees had trained / certified under Destinations Based Skill Development Courses in FY 2019-20.

This programme was up-scaled to 150 destinations in the year 2020-21. The skill development programmes so far includes Hunar Se Rozgar Tak, Skill Testing & Certification, Entrepreneurship Programme and Tourism Awareness Programme. By considering the present situation and remaining period of the CFY, the Ministry had decided to reduce the target upto 8010 trainees against the total target of 30000 trainees for CFY. A total of 4015 trainees were certified at 51 destinations under this initiative during the financial year 2021-22. A total of 3322 persons have been trained / certified at 48 Destinations during the FY 2022-23.

The Initiative has also been extended to the Destination Based covered under the Swadesh Darshan 2.0 scheme during FY 2023-24. A total of 794 trainees were trained / certified at 20 destinations during FY 2023-24.

- G. Other Programmes:-** Tourism Awareness/Sensitization programmes for existing service providers are also conducted under this Scheme. Each course is of 2 days to 6 days duration. The primary objective of the programme is to eventually achieve an improved service ambience and experience for the tourist and to further the Swachh Bharat Abhiyan.

As a part thereof, the Ministry of Tourism has started Tourism Awareness Programmes targeting Dhabawalas, Taxi / Rickshaw Drivers, Police Staff, Hotel Staff and shopkeepers etc. in and around these iconic sites. Eleven Central IHMs have been entrusted the responsibility of delivery of this programme.

Institute-wise details of funds released under the Capacity Building for Service Providers (CBSP) during FY 2021-22

S. No.	Name of the Institutions	Funds released (Amount in ₹)
1	Ambala Institute Of Hotel Management, Ambala, Haryana	6,61,300



S. No.	Name of the Institutions	Funds released (Amount in ₹)
2	Ashok Institute Of Hospitality And Tourism Management (ITDC Ltd.)- Delhi	183330
3	Atchut Institute Of Excellence, Hyderabad, Telangana	3002650
4	Ch Hds Educational And Welfare Society, Punjab	1542240
5	Dci Multi Skills Pvt. Ltd, Jammu, J&K	241920
6	Delhi Institute Of Hotel Management & Catering Technology, Lajpat Nagar, DELHI	349860
7	Department Of Tourism, Government Of Arunachal Pradesh, Itanagar, Arunchal Pradesh	550515
8	Dr. Mahalwar Trust, Uttar Pradesh	241920
9	Food Craft Institute (Society) Jammu (J&K), J&K	7067336
10	Food Craft Institute (Society), Hoshiarpur, Punjab	5419057
11	Food Craft Institute Ajmer, Rajasthan	274640
12	Food Craft Institute Dharamshalla, Himachal Pradesh	2907464
13	Food Craft Institute(Karnataka) Society, Mysuru, Karnataka	990278
14	Food Craft Institute, Aligarh, Uttar Pradesh	416299
15	Food Craft Institute, Khajuraho, Madhya Pradesh	1667536
16	Food Craft Institute, Samaguri, Nagaon, Assam	2171066
17	Food Craft Institute, Sumerpur, Pali, Rajasthan	375192
18	Food Craft Institute, Jabalpur	722290
19	G.D.Goenka University, Haryana	2889770
20	Gurukul Shiksha Avam Sanskritik Samit, Shajapur, Madhya Pradesh	519000
21	Haritage Foundation Trust, Shimla, Himachal Pradesh	4896252
22	Heritage Charitable Trust, Orissa	7544540
23	Ihm Dehradun, Uttarakhand	8909475
24	Indian Institute of Tourism And Travel Management (IITTM), Gwalior, Madhya Pradesh	2665074
25	Institute of Hotel Management Catering & Nutrition, Gurdaspur, Punjab	201320
26	Institute of Hotel Management & Catering Technology & Applied Nutrition, Rohtak, Haryana	555108
27	Institute of Hotel Management & Catering Technology, Srinagar, J&K	3900702
28	Institute of Hotel Management Catering & Nutrition. Pusa-	653890



S. No.	Name of the Institutions	Funds released (Amount in ₹)
29	Institute Of Hotel Management Catering Technology & Applied Nutrition (K) Society, Bangalore, Karnataka	384930
30	Institute Of Hotel Management Catering Technology – Ranchi, Jharkhand	1322700
31	Institute Of Hotel Management Shillong, Meghalaya	2777417
32	Institute Of Hotel Management, Catering Tecnology & Applied Nutrition, Jaipur, Rajasthan	1422826
33	Institute Of Hotel Management, Catering Technology & Applied Nutrition, Faridabad, Haryana	424168
34	Institute Of Hotel Management, Catering Technology & Applied Nutrition, Kolkata, West Bengal	310353
35	Institute Of Hotel Management, Catering Technology & Applied, Guwahati, Assam	2009964
36	Institute Of Hotel Management, Catering Technology And Applied Nutrition (Bhopal) Society, Bhopal, Madhya Pradesh	711206
37	Institute Of Hotel Management, Catering Tecnology & Applied Nutrition – Chennai, Tamilnadu	9403159
38	Institute Of Hotel Management, CT&AN (Hyd) Society, Hyderabad, Telangana	6769565
39	Institute Of Hotel Management, Hamirpur, Himachal Pradesh	1006813
40	Institute Of Hotel Management, Kufri Shimla, Himachal Pradesh	262577
41	Institute Of Hotel Management, Kurukshetra, Haryana	2068848
42	Jai Mahamaya Prathamik Upbhokta Shakari Bhandar Maryadit, Bilaspur, Chhattisgarh	827720
43	Jamia Millia Islamia University, Delhi	100902
44	Kalvi Trust, Tamilnadu	241920
45	Kerala Institute Of Tourism & Travel Studies-[KITTS], Trivandrum, Kerala	38951553
46	KKO Mohamed Ibrahm Educational And Charitable Trust	548550
47	Madeeha Educational Welfare Society, Rampur, Uttar Pradesh	1220100
48	Mizoram Tourism Development Authority, Mizoram	9425460
49	Mp State Fci (Rewa) Society, Rewa, Madhya Pradesh	3190384
50	National Council For Hotel Management And Catering Technology NCHMCT, Noida, Uttar Pradesh	1066038
51	Nidan Technologies Pvt. Ltd, Madhya Pradesh,	8956272
52	Om Academy Eduskills Private Limited, Haryana	1022472



S. No.	Name of the Institutions	Funds released (Amount in ₹)
53	Oscar Charitable Trust, Tamilnadu	984900
54	Pushap Lata Chouhan Memorial Education And Charitable Trust, Jammu, UT of J&K	349965
55	R. P. Educational Trust (Indian Institute Of Hospitality & Management, Vasai Maharashtra	1726340
56	Ramasamy Chellappu Education Trust, Tamilnadu	3681960
57	Rout Education Trust, Orissa	14220451
58	Rstech Projects(India)Private Limited, Uttar Pradesh	1257120
59	Skillpro Technologies Private Limited, Uttarakhand	864462
60	Sneha Mahila Vikas Sanstha, Nagpur, Maharashtra	5650600
61	State Institute Of Hotel Management, Catering Technology & Applied Nutrition, Bhatinda, Punjab	3872497
62	State Institute Of Hotel Management, Kozhikode, Kerala	990900
63	State Institute Of Hotel Management, Balangir, Orissa	4335540
64	Sunrise Education And Welfare Society, Delhi	1560432
65	U.P. State Tourism Development Corporation Ltd, Uttar Pradesh	2012976
66	University Of Kashmir, Srinagar, J&K	322080
67	V J P Educational Trust, Tamilnadu	633402
68	V.P.Educational & Welfare Society, Lucknow, Uttar Pradesh	4570006
69	Vocational Education Foundation, Noida, Uttar Pradesh	2397200
70	Vvj Charitable Trust, Tamilnadu	989400
71	Womens Education Society, Maharashtra	788800
	Total	206,554,958

Details of the funds released under the Scheme of Capacity Building for Service Providers (CBSP) of FY 2022-23

S. No.	Name of the Institutions	Funds released (Amount in ₹)
1	Department Of Tourism, Government Of Arunachal Pradesh, Itanagar, Arunachal Pradesh	3865860
2	North Eastern Regional Institute Of Science & Technology (NERIST)	971416
3	Institute Of Hotel Management, Catering Technology & Applied Nutrition, Guwahati, Assam	1048821



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S. No.	Name of the Institutions	Funds released (Amount in ₹)
4	National Institute Of Technology,Silchar	1000000
5	Institute Of Hotel Management Catering & Nutrition, Hajipur, Bihar	505220
6	Jai Mahamaya Prathamik Upbhokta Shakari Bhandar Maryadit, Bilaspur, Chhattisgarh	1147200
7	Institute of Hotel Management Catering & Nutrition. Pusa, Delhi	918284
8	G.D.Goenka University, Haryana	1718496
9	Om Academy Eduskills Private Limited, Haryana	1378944
10	State Institute Of Hotel Management, Catering Technology & Applied Nutrition, Yamunanagar, Haryana	1277317
11	Food Craft Institute Dharamshalla, Himachal Pradesh	417044
12	Institute Of Hotel Management, Hamirpur, Himachal Pradesh	180295
13	Institute Of Hotel Management, Kufri Shimla, Himachal Pradesh	694253
14	Food Craft Institute (Society) Jammu, J&K	2085601
15	Institute Of Hotel Management & Catering Technology, Srinagar, J&K	3856802
16	Pushap Lata Chouhan Memorial Education And Charitable Trust, Jammu, J&K	2219835
17	Kerala Institute Of Tourism & Travel Studies-[KITTS], Trivandrum, Kerala	5027680
18	Kerala Tourism Infrastructure Limited, Kerala	800000
19	Gurukul Shiksha Avam Sanskritik Samiti, Shajpur, Madhya Pradesh	721056
20	Indian Institute Of Tourism And Travel Management-[IITTM], Gwalior, Madhya Pradesh	9335175
21	Madhya Pradesh Tourism Board, Bhopal, Madhya Pradesh	2304400
22	Nidan Technologies Pvt. Ltd, Jabalpur, Madhya Pradesh	426460
23	State Institute Of Hotel Management, Catering Technology & Applied Nutrition, Jabalpur, Madhya Pradesh	6985858
24	Mehmuda Shikshan Mahila Gramin Vikas Bahu Sanstha, Nagpur, Maharashtra	1637343
25	Ch Hds Educational And Welfare Society, Punjab	1455636
26	Institute Of Hotel Management Catering & Nutrition, Gurdaspur, Punjab	1858347
27	Food Craft Institute Ajmer, Rajasthan	1198800



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S. No.	Name of the Institutions	Funds released (Amount in ₹)
28	Institute Of Hotel Management, Catering Tecnology & Applied Nutritont, Jaipur, Rajasthan	256460
29	State Institute Of Hotel Management, Jodhpur, Rajasthan	655250
30	Nesam Educational And Cha Ritable Trust, Tamilnadu	1710060
31	Sri Chakra Charitable Trust, Tamilnadu	1461640
32	V J P Educational Trust, Tamilnadu	1974888
33	Institute Of Hotel Management, CT&AN, Hyderabad	194894
34	Dr Kedar Nath Modi Institute Of Pharmaceutical Education And Research Trust, Uttar Pradesh	635880
35	Dr. Mahalwar Trust, Uttar Pradesh	517020
36	Heritage Educational Society, Agra, Uttar Pradesh	13519000
37	Rstech Projects(India)Private Limited, Uttar Pradesh	322560
38	Skillpro Technologies Private Limited, Uttar Pradesh	186044
39	Vocational Education Foundation, Noida, Uttar Pradesh	1442600
40	Youth Educational Society, Dehradun, Uttrakhand	2946782
41	Institute of Hotel Management- Gurdaspur, Punjab	128064
42	Institute of Hotel Management- Gurdaspur, Punjab	1413980
43	Institute of Hotel Management, Guwahati, Assam	1048821
44	State Institute of Hotel Management, Jodhpur, Rajasthan	482000
45	OM Academy Eduskills Private Ltd, Hisar, Haryana	1378944
46	Nidan technologies Pvt Ltd, Rajapur Chitrakoot, Uttar Pradesh	3643992
47	Food Craft Institute, Ajmer, Rajasthan	909000
48	Institute of Hotel Management, Hyderabad, Telengana	3533780
49	Institute of Hotel Management, Chennai, Tamilnadu	3865272
50	Dr. K.N.Modi Trust, Modi Nagar Uttar Pradesh	512316
51	Institute of Hotel Management, Gurdaspur	327960
52	State Institute of Hotel Management, Dharamshala, Himachal Pradesh	249423
53	State Institute of Hotel Management, Dharamshala, Himachal Pradesh	1359605
54	Food Craft Institute,Nagaon, Assam	1955093
55	Food Craft Institute, Sumerpur (Pali), Rajasthan	926400
56	Institute of Hotel Management, Shillong, Meghalaya	1864205
57	Institute of Hotel Management, Bhubaneshwar, Odisha	1557302



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S. No.	Name of the Institutions	Funds released (Amount in ₹)
58	Food Craft Institute, Hoshiarpur, Punjab	1379481
59	State Institute of Hotel Management, Bhatinda, Punjab	1250470
60	Indian Institute of Tourism and Travel Management (IITTM), Gwalior, Madhya Pradesh	3980625
61	Institute of Hotel Management, Bhubaneswar, Odisha	663398
	Total	113289352

Details of the funds released under the Scheme of Capacity Building for Service Providers (CBSP) of FY 2023-24

S. No.	Name of the Institutions	Funds released (Amount in ₹)
1	Institute Of Hotel Management, Catering Technology & Applied Nutrition, Guwahati, Assam	27188
2	Institute Of Hotel Management Catering & Nutrition, Hajipur, Bihar	14,64,269
3	Dr. Ambedkar Institute Of Hotel Management Catering & Nutrition. Chandigarh, Chandigarh	8,26,323
4	Banarsidas Chandiwala Institute Of Hotel Management & Catering Technology, Delhi	4,07,425
5	Institute Of Hotel Management Catering & Nutrition. Pusa, Delhi	2,21,394
6	Jagannath Gupta Memorial Educational Society, Rohini, Delhi	13,82,300
7	Saksham Education Foundation, Delhi	41,33,714
8	Sunrise Education And Welfare Society, Delhi	74,10,977
9	Suryavansh Foundation Trust, Delhi	60,34,983
10	Institute Of Hotel Management, Catering Technology & Applied Nutrition Goa	41,820
11	Institute Of Hotel Management Catering Technology And Applied Nutrition, Ahmedabad, Gujrat	1,16,256
12	G.D.Goenka University, Sohna, Haryana	60,16,100
13	Institute Of Hotel Management & Catering Technology & Applied Nutrition, Rohtak, Haryana	3,10,200
14	Institute Of Hotel Management, Hamirpur, Himachal Pradesh	5,14,992
15	Institute Of Hotel Management, Kufri Shimla, Himachal Pradesh	2,33,378
16	State Institute Of Hotel Management, Dharamshala, Himachal Pradesh	8,00,344



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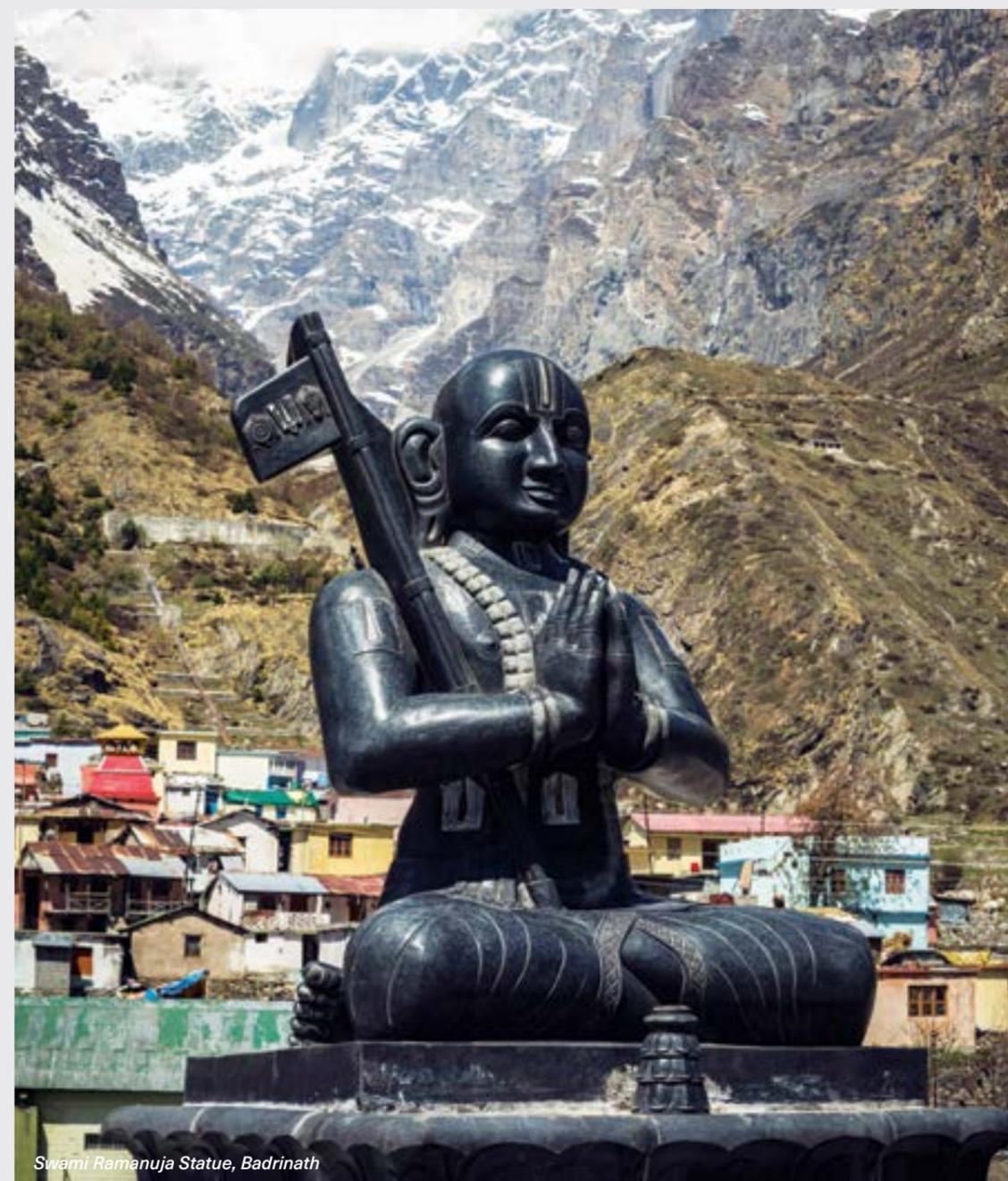
S. No.	Name of the Institutions	Funds released (Amount in ₹)
17	Food Craft Institute (Society) Jammu, Jammu & Kashmir	1,10,86,993
18	Institute Of Hotel Management & Catering Technology, Srinagar, Jammu & Kashmir	16,40,449
19	Pushap Lata Chouhan Memorial Education And Charitable Trust, Jammu, Jammu & Kashmir	20,95,512
20	Institute Of Hotel Management Catering Technology And Applied Nutrition, Ranchi, Jharkhand	19,49,628
21	Jharkhand Tourism Development Corporation Limited, Ranchi	10,00,000
22	Food Craft Institute(Karnataka) Society, Mysure, Karnataka	4,81,344
23	Institute Of Hotel Management Catering Technology & Applied Nutrition (K) Society, Bangalore, Karnataka	37,61,191
24	Institute Of Hotel Management & Catering Tecnology Kovalam Thiruvananthapuram, Kerala	1,41,589
25	Kerala Institute Of Tourism & Travel Studies, THIRUVANANTHAPURAM, Kerala	4,17,28,510
26	Food Craft Institute, Khajuraho, Madhya Pradesh	44,01,036
27	Gurukul Shiksha Avam Sanskritik Samiti, Shahajapur, Mp	14,78,307
28	Indian Institute Of Tourism And Travel Management, Gwalior, MP	55,04,934
29	Institute Of Hotel Management, Catering Tecnology & Applied Nutrition, Gwalior, Mp	1,20,493
30	Institute Of Hotel Management, Catering Technology And Applied Nutrition (Bhopal) Society, Bhopal, Madhya Pradesh	14,450
31	Mse Solutions Pvt. Ltd Vidhisha, Mp	5,91,648
32	Nidan Technologies Pvt. Ltd, Jabalpur, Mp	1,86,10,668
33	Sankalp Samajik Vikas Sansthan, Bhopal, Mp	8,90,400
34	Sky Social , Bhopal, Mp	8,83,480
35	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra	10,00,000
36	Institute Of Hotel Management Shillong, Meghalaya	4,61,702
37	Mizoram Tourism Development Authority	17,58,887
38	Mizoram University, Mizoram	7,50,000
39	Berhampur University-[Bamu]	3,50,000
40	Heritage Charitable Trust, Khurda, Odisha	73,37,843
41	Institute Of Hotel Management, Catering Tecnology & Applied Nutrition, Bhubaneswar, Odisha	14,07,500



S. No.	Name of the Institutions	Funds released (Amount in ₹)
42	Pondicherry University, Puducherry	7,50,000
43	Ch Hds Educational And Welfare Society, Punjab	21,14,160
44	Food Craft Institute (Society), Hoshiarpur, Punjaba	1,58,000
45	Institute Of Hotel Management Catering & Nutrition, Gurdaspur, Punjaba	59,538
46	Food Craft Institute Ajmer, Rajasthan	12,84,800
47	Institute Of Hotel Management, Catering Tecnology & Applied Nutrition, Jaipur, Rajasthan	96,400
48	Institute Of Hotel Management, Catering Tecnology & Applied Nutrition – Chennai, Tamilnadu	54,70,607
49	V J P Educational Trust, Tamilnadu	38,51,466
50	Vvj Charitable Trust, Tamilnadu	7,21,200
51	National Institute Of Tourism & Hospitality Management. Hyderabad	3,50,000
52	Advect Skills Pvt. Ltd. Noida, Uttar Pradesh	13,64,665
53	Babasaheb Bhimrao Ambedkar University	2,62,500
54	Dr Kedar Nath Modi Institute Of Pharmaceutical Education And Research Trust, Modi Nagar, UP	25,82,076
55	Food Craft Institute, Aligarh	21,28,921
56	Heritage Educational Society, Agra, Uttar Pradesh	52,11,700
57	Hotel Management Catering Avam Applied Nutrition Educational Society, Meerut Uttar Pradesh	38,84,920
58	Institute Of Hotel Management, Lucknow, Uttar Pradesh	87,287
59	National Council For Hotel Management And Catering Technology, Noida, Uttar Pradesh	7,50,000
60	Rstech Projects(India)Private Limited, Firozabad, Uttar Pradesh	19,35,889
61	U.P. State Tourism Development Corporation Ltd., Lucknow, UP	4,90,944
62	V.P.Educational & Welfare Society, Lucknow, Up	26,15,425
63	Vocational Education Foundation, Noida, Uttar Pradesh	27,24,220
64	Hnb Garhwal University, Uttarakhand	7,49,364
65	Ihm Dehradun, Uttarakhand	28,87,581
66	Kumaun University, Uttarakhand	3,88,000
67	Youth Educational Society, Dehradun, Uttarakhand	1,42,59,550



S. No.	Name of the Institutions	Funds released (Amount in ₹)
68	Institute Of Hotel Management, Catering Technology & Applied Nutrition, Kolkata, West Bengal.	71,455
	Total	19,66,38,895



Swami Ramanuja Statue, Badrinath



Bharat Parv

CHAPTER

10

**PUBLICITY AND
MARKETING**





CHAPTER 10 PUBLICITY AND MARKETING



Ministry of Tourism promotes tourism in the country in a holistic manner. It releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. It also organizes and extends support to tourism related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes and destinations, provides financial assistance to tourism service providers for undertaking promotional activities etc. The following section gives details of promotional activities undertaken in the domestic and overseas markets and on Social Media during the year 2023.

10.1 Event / Exhibitions

10.1.1 Major Events of the Ministry of Tourism

Bharat Parv 2023: Ministry of Tourism organised "Bharat Parv" as part of Republic Day celebrations from 26th to 31st January, 2023 at Red Fort, New Delhi under the spirit of Ek Bharat Shreshtha Bharat.



The six - day mega event "Bharat Parv" was inaugurated at Red Fort Lawns by the Union Minister for Culture, Tourism and DoNER Shri G.K Reddy. The Hon'ble Minister unveiled Incredible India digital calendar of Ministry of Tourism with the theme "The Incredible Festivals of India" at the event.

The highlights of Bharat Parv included showcasing of the best Republic Day Parade tableaux at the venue, cultural performances by the Zonal Cultural Centres as well as cultural troupes from States/ UTs, a pan - India Food Court and a pan - India Crafts Bazaar with 65 handicraft stalls. Bharat Parv brought together the vibrant rich culture of Bharat with participation by over 30 States/UTs & 20 Central ministries at this historical place. The event attracted a large number of visitors on all days.

G20 Tourism Expo: The Ministry of Tourism in association with the Federation of Indian Chambers of Commerce & Industry (FICCI) and Department of Tourism, Government of Rajasthan organized the G20 Tourism Expo at Jaipur, Rajasthan from 23rd to 25th April 2023 alongside the 12th edition of 'Great Indian Tourism Bazaar' (GITB). The event was organized in line with India's G20 Presidency coinciding with celebration of Azadi ka Amrit Mahotsav - Amrit Kaal under the visionary leadership of Hon'ble Prime Minister of India. Touted to be one of the largest events held in country, the G20 Tourism Expo proved to be a major success, drawing more than 150 tour operators and representatives from not only G20 countries, but also from nations representing distinct cultures.





The G20 tourism expo witnessed panel discussions on 5 key priority areas of tourism, result-oriented B2B meetings between Foreign Tour Operators (FTOs) of 56 countries, including those of G20 nations with Indian exhibitors and Tourism boards of 10 Indian states of Chhattisgarh, Kerala, Karnataka, Odisha, Madhya Pradesh, Punjab, Tamil Nadu, Uttarakhand, and Uttar Pradesh, apart from Rajasthan, Promotion of Golf Tourism, Yoga session to promote Wellness tourism, a showcase of Indian culinary for Foreign buyers of G20 nations to promote Indian culinary and cuisines by celebrity chef Mr. Ranveer Brar and other sub-events which attracted a large number of audience and FTOs.

One of the main attractions of G20 Tourism Expo was a specially put up pavilion for the Start-ups, wherein 18 Start-ups showcased their innovative B2B as well as B2C products and services, such as, online access to aircraft and helicopters across Indian cities, conversational AI, access to availability and pricing for multiple suppliers to travel agents, a social media app for travelers to socialize, providing quality tourism experience by taking care of individual' choice and interest, readily available information and seamless execution etc.

Krishnaveni Sangeetha Neerajanam 2023: The Ministry of Tourism, Government of India in association with Ministry of Culture, Sangeet Natak Akademi and State Government of Andhra Pradesh organised Krishnaveni Sangeetha Neerajanam at Vijayawada on the banks of River Krishna in from 10 – 12 December, 2023.

The festival was inaugurated by the Union Minister of Finance and Corporate Affairs, Smt. Nirmala Sitharaman in the presence of Smt R K Roja, Minister for Tourism, Government of Andhra Pradesh, Shri Buggana Rajendranath, Minister for Finance, Government of Andhra Pradesh and Smt V Vidyavathi, Secretary, Ministry of Tourism, Government of India.

The three-day cultural extravaganza celebrated the legacy of the rich heritage of Indian classical music by bringing together renowned singers and musicians of the country under one roof. A food and crafts festival showcasing handicrafts, handlooms, cuisine and culture of the vibrant state of Andhra Pradesh. A spectacular display of ancient musical instruments also enthralled the visitors. One of the highlights of the event was the locally procured souvenirs from Mangalagiri, a weaving village renowned for its GI tagged Mangalagiri sarees, presented to the artists in alignment with the Travel for LiFE campaign of Ministry of Tourism, GoI to promote responsible tourism. The event was accorded as a great success in highlighting the music forms, arts and crafts, cuisine and lesser known destinations in and around Vijayawada.



10.1.2 Some of the important Events/Exhibitions supported by Ministry of Tourism

- 8th International Convection 2023 organized by SPIC MACAY at Visvesvaraya National Institute of Technology (VNIT), Nagpur from 29 May to 4 June 2023.
- 21st Folk Fair (National Tribal/Folk Song & Dance Festival) 2023 in Odisha from 30th May to 3rd June 2023.
- PHD Chamber of Commerce & Industry', New Delhi for the event '12th International Heritage Tourism Conclave' at Welcome Hotel, Jodhpur from 21-22 July 2023.
- CII National Committee on Tourism for the "17th CII Annual Tourism Summit" 2023 at Taj Mahal Place, Mumbai on 13th October 2023.
- Palet Fest – Food Festival 2023 at New Delhi from 17th-19th November 2023.
- Parampara Series- The National Festival of Dance & Music in New Delhi from 6th to 8th October 2023.
- Virasat Arts & Heritage Festival at Dehradun, Uttarakhand from 27th October to 10th November 2023
- 9th Chilika Shelduck International Folk Carnival 2023 from 24-28 November 2023 at Barkul, Chilika, Odisha.

10.2 Development of e brochures/ collaterals / creatives / films

With an objective of promoting India as a holistic destination in the targeted international source markets, 05 (Five) thematic Films/TVC's of 90 Sec with short edits of 60 & 30 Seconds on Adventure Tourism, Mice Tourism, Heritage Tourism, Arts & Crafts and Wellness Tourism were dubbed in 12 foreign languages viz. Arabic, Chinese, French, Japanese, German, Korean, Italian, Portuguese, Russian, Sinhalese, Spanish and Thai. These thematic films have been shared with Indian Missions and Stake Holders, Associations etc. for wider publicity and dissemination in language speaking markets for promoting the thematic tourism products of the country.

During the prestigious G-20 Tourism Working Group and Ministerial meetings, held at unique venues of Rann of Kutchch, Darjeeling/ Siliguri, Srinagar and Goa, creatives and e brochures were developed for projecting the venues and its tourism



aspects including sights, art and crafts and cuisine. E brochures were developed on Rann of Kutchch, Srinagar and Siliguri / Darjeeling.

To amplify the reach and promote the various tourism products & destinations of India. Ministry has developed various Print, Outdoor and Digital creatives including e brochures/ print creatives such as :-

- a. 06 print creatives were developed on the mega 6 day festival of Bharat Parv held from 26th – 31st January at Red Fort Lawns New Delhi amplifying the Ek Bharat Shresth Bharat message. The print creatives were also used for releasing 6 half age advertisements in dailies and newspapers in Delhi NCR.
- b. Development of digital tourist map of India
- c. Digital creatives as well as creatives for outdoor branding were developed in order to highlight and widely disseminate the messages Travel for Life initiative, developed under Mission LiFe, amongst the general masses as well as the stakeholders.
- d. Digital creatives including an e-brochure depicting the UNESCO World Heritage Sites as well as the Intangible Heritage of the country were also developed for the branding of the World Heritage Week.
- e. Logos developed for Rural Tourism, Sustainable Tourism Yuva Clubs initiatives

10.3 Branding Activities

- a) Ministry of Tourism released an outdoor campaign by advertising through the Delhi Metro Trains, on the occasion of World Tourism Day, in order to amplify and highlight the Travel for LiFE initiative of the Ministry. The Travel For Life pledges were showcased during the outdoor campaign in which 02 Delhi Metro trains were wrapped with TFL pledges as well as showcased in the interior panels of the train.
- b) Ministry also undertook a 3-month branding campaign in two Tejas trains for highlighting the Travel for LiFe pledges and initiative.
- c) On the occasion of the 6-day mega festival held in connection with the Republic Day celebrations from 26th to 31st January, Ministry released 05 half page print advertisements in newspapers in NCR region to highlight the festivals which was held on the lines of Ek Bharat Shrestha Bharat.



10.4 Social Media Promotion

- i. Social Media promotions were undertaken by Ministry of Tourism, on @tourismgoi and @yuvatourism handle. @tourismgoi has accounts on 05 different social media platforms viz Facebook, X (formerly Twitter), Instagram, YouTube and KOO while @yuvatourism has accounts on 4 handles.
- ii. Extensive promotion & publicity key initiatives of the Government pertaining to the tourism sector, has been promoted through the social media channels of the Ministry of Tourism.
- iii. Social Media promotion was undertaken of diverse initiatives undertaken by Ministry of Tourism and its regional offices to promote tourism products and themes such as Heritage Tourism, Adventure Tourism, Sustainable Tourism, Fairs and Festivals etc.
- iv. The initiatives and infrastructure projects of Ministry of Tourism under various Schemes such as NIDHI, SAATHI, Swadesh Darshan& PRASHAD were duly highlighted and amplified throughout the year.

A sustained social media outreach program through the SM handles of Ministry of Tourism has resulted in an increase of followers and engagements.

@ tourismgoi – as on 15th December 2023

-  (formerly Twitter) - 344.2 K followers
-  Facebook – 226 K followers
-  Instagram – 165.0 K followers
-  Koo – 46.7 K followers

10.5 Domestic Promotion and Publicity including Hospitality (DPPH) Scheme

- Domestic tourism plays an important role in the overall development of the tourism sector in India.
- Ministry of Tourism undertakes various promotional activities for the promotion of Domestic Tourism and with the objective of increasing Domestic Tourist Visits.
- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir.



- Spreading Social Awareness messages and promoting events which have the potential for attracting tourists.

10.6 Overseas Marketing

The Ministry of Tourism, through its India Tourism Offices Overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas.

10.6.1 Participation in International Travel Fairs and Exhibitions during the period January 2023 to December 2023.

Ministry of Tourism promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.

These objectives are met through an integrated marketing and promotional, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India. In order to boost visitor arrival, Ministry of Tourism, Government of India had declared "Incredible India! Visit India Year 2023".

In order to increase the footfall of international tourists in India, Ministry of Tourism, participated in various International travel fairs during the Year 2023 such as FITUR 2023, Madrid, Spain (18-22 January 2023); ITB Berlin (7-9 March 2023); Arabian Travel Market 2023, Dubai (1-4 May 2023); IMEX Frankfurt (17-19 Oct 2023); OTDYKH Leisure, Moscow, Russia (12-14, September 2023); TOP Resa, Paris, France (3 - 5 October 2023); PATA Travel Mart 2023 (4-6 October 2023) in New Delhi; ITB, Asia, Singapore (25 - 27 Oct 2023); JATA, Osaka, Japan (26-29 October 2023); WTM London (6-8 Nov.2023).

During these international Travel Fairs and Exhibitions where Ministry of Tourism participated showcased varied tourism products of India such as culture, heritage and niche tourism products such as cuisine, wildlife, luxury, Spiritual Tourism, Sustainable Tourism, Eco-tourism, Cruise Tourism, River Cruises



(Ganga Villas), Namami Gange etc., Adventure Tourism, Medical and Wellness including Yoga, Golf, Polo, Meetings Incentives Conferences & Exhibitions(MICE), Film Tourism, Rural Tourism, Wedding Tourism etc.

Further, Ministry of Tourism in coordination with respective Indian Mission arranged business (B2B) meetings, Organized and coordinated meetings with International media and interviews of Indian delegation with International Travel Media and organized India Evening.

During World Travel Market (WTM) 2023 held in London from 06th to 08th November, 2023. Ministry of Tourism Delegation was led by Secretary (T) and accompanied by other officials of Ministry of Tourism.

Secretary Tourism and High Commissioner of India to UK inaugurated the Incredible India Pavilion by ribbon cutting followed by Lamp Lighting, Ganesh Vandana.

High, Commissioner to UK was welcomed by Secretary (T) and Secretary, Tourism gave the welcomed all foreign and Indian guests from travel trade and media.

After the inauguration of the Incredible India Pavilion the Indian delegation and participants went around the Indian Pavilion and booths of various participating states and other stakeholders in the pavilion. Kerala, Karnataka, Ladakh, Rajasthan, Madhya Pradesh, Goa, Uttar Pradesh, Maharashtra, Gujarat had their own pavilion and Secretary Tourism and High Commissioner of India to UK were invited to inaugurate their pavilions. Further, within Incredible India Pavilion there were various states which participated such as Delhi, Uttarakhand, J&K, Bihar, Meghalaya, Arunachal Pradesh, Odisha and Assam.

Meeting with co-exhibitors and followed by group photograph. After the round of the Incredible India Pavilion and followed by indian snacks and refreshments.

During the day, Incredible India organized various Culture Performances, Yoga Sessions, Heena and of course Bollywood Dance Performance.

The highlights of the India's participation of WTM in the second day was India Evening. The invitees to India Evening were members of Travel Trade from India and UK and India Diaspora. India Evening on 7th November, 2023 witnessed the participation of various State Governments participating in WTM 2023. The India Evening provided a platform for interaction and discussion to promote India as a multi-product and around the year destination with the sustainability.



The India Evening started with registration & networking from 1830-1930. MC to Welcomed all the guests and High Commissioner of India to UK also interacted with the guests and participants for the India evening.

The gathering was addressed by Secretary, Ministry of Tourism, Govt. of India. Secretary Tourism spoke at length of India's rich cultural and heritage legacy reflected in the 42 World Heritage Sites in the country. The Incredible India Films were played and also the States Tourism Promotional Films were played. This was followed by Cultural performances by Garbha dance and bhangra were performed by cultural troupes.

10.7 Utsav Portal

The Utsav Portal website, a digital initiative developed and launched by the Ministry of Tourism, aims to showcase all the events, festivals and live darshans across India to promote different regions of the country as popular tourist destinations worldwide. This portal showcases the month-wise and State wise calendar contents on festivals, Events and Online Pooja/Aarti. The UTSAV portal was launched by Shri G. Kishan Reddy, Hon'ble Union Minister (Tourism, Culture & DONER), on the inaugural day of 'Amrit Samagam Conference', held on 12-13 April 2022 in New Delhi. The Utsav Portal aims to showcase all the events, festivals and Live Darshans across India to promote different regions of the country as popular tourist destinations worldwide. The Portal may be accessed on <https://utsav.gov.in/>. The portal now comprises information on more than 1196 events, festivals and more than 55 live darshans across 28 States and 8 UTs along with detailed attractions. The website is dynamic and constantly evolving with additional new information about all the upcoming events, festivals, and exhibitions, updated periodically. The Utsav portal will also have the official social media links, official websites, brochures, contact details of the organizing committee and the details of how to reach the destination through the air, rail and roadways conveniently, thus establishing a better contact with the tourists and aiding the visitors in planning their trip to these destinations. The immersive experience-based content is provisioned on the website under various categories like Art & Culture, Spiritual, Music, Seasonal, Culinary, Dance, Sports & Adventure, Harvest and Expo & Exhibitions. There is a section that lists the major festivals celebrated in India to ensure that international and domestic travelers can plan their trips for these festivals well in advance. The website aims at showcasing the beauty of India, the land of festivals, in a global arena by aiding travelers with compelling, relevant, and contextualized digital experiences enhancing tourism awareness, attraction and multiplying the travelling opportunities.



10.8 Incredible India Website

Incredible India digital platform aims to enhance the digital outreach of the varied tourism offerings across the country through the Incredible India website, transforming it into a one-stop digital information and service platform that serves all hospitality, travel & tourism-related needs of a tourist. With a clean design, easy navigation, intuitive and consistent site-wide navigation system, the website caters to all the required and relevant information to all international as well as domestic tourists. It is also fully responsive to mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

Incredible India website envisages providing modern-day tourists with a variety of services and a plethora of information for addressing significant requirements during their digital journey. Given the same, a variety of information and services are being integrated with the Incredible India platform in collaboration with various agencies and ministries.

To make the content more intriguing, engaging and informative, the following information/services are now being provisioned on the Incredible India website, in collaboration with relevant agencies:

- Popular trips across India (48-hour itineraries, pan-India itineraries, and road trips)
- Information around weather and seasons (integration with IMD)
- Information around public facilities (integration with SBM public toilets)
- Information around Banks and ATMs (integration with SBI)
- Hotel information from ITDC
- Variety of information such as luxury trains, and tour packages, among other such information from IRCTC

Besides the above-mentioned information, integration is also underway for online monument booking services (with ASI), hotel and flight booking services (with IRCTC), hotel database integration with NIDHI+ portal, Tour Operator's database integration and events, fairs & festivals database (Utsav Portal).

To provide reliable and updated information to tourists regarding States/UTs, the Incredible India platform is also collaborating with respective States/UTs to gather enhanced information that is being provisioned on dedicated pages for each State and Union Territory within the website. This includes a variety of state-specific



information including itineraries, interesting facts, engaging media, experiences, events, and blogs, among other such information.

The Ministry of Tourism introduced a range of new content to the website, that features virtual content to provide tourists with a walk through of our tourist attractions. In addition, the Incredible India website provides more personalised content across the globe, based on tourist interest and content designed to help the tourist make the right decisions about their visit to India, through more robust and regulated electronic content management solutions (ECM) and with advance analytics capability of capturing the tourist engagement on Incredible India website.

The website is also translated in Arabic, Korean, Japanese, French, Dutch, Hindi, Chinese, Russian, and Spanish languages.

10.9 Incredible India Mobile App

On 27th September 2018, the Ministry of Tourism launched the Incredible India mobile application, one of the steps in the direction of excellence in digital initiatives of the government.

Incredible India App is a flagship project of the Ministry of Tourism to assist international and domestic tourists to showcase India as an aspirational destination, involving major attractions and immersive experiences such as spirituality, heritage, adventure, culture, yoga, wellness and more.

Along with this information, the mobile app also features map integration, emergency contacts listing and a variety of other information. The mobile app provides useful information to tourists about must-visit destinations, popular experiences and events across the country, and State and UT tourism information, among others.

To cater for the needs of the modern traveller, the mobile app has been designed and conceptualized for smooth access to information in a few clicks. The app follows the trends and technologies of international standards. It has been equipped with features to assist the traveller in each phase of their journey to India. The app has been well-integrated and will enable the tourists in seeking services from Government of India recognized service providers and receive quality & reliable services from them. The app demonstrates the Ministry of Tourism's commitment on use of technology for service delivery.



10.10 Dekho Apna Desh, People's Choice 2024

The Ministry of Tourism **developed the first-ever nation-wide IP (Intellectual Property), 'Dekho Apna Desh, People's Choice 2024'** to understand the pulse of **'Bharat ki Janta'**.

The initiative aims to understand the preferences of people across the globe on their favorite tourist sites they have visited, what they would improve about these sites, and the places they would want to visit next. The outcomes will help determine the **Top Tourist Attractions of India** which will receive **substantial support and investments from key stakeholders**, including central and state governments, industry players, and local communities embodying **a vision that is of the people, by the people, and for the people.**

Overview

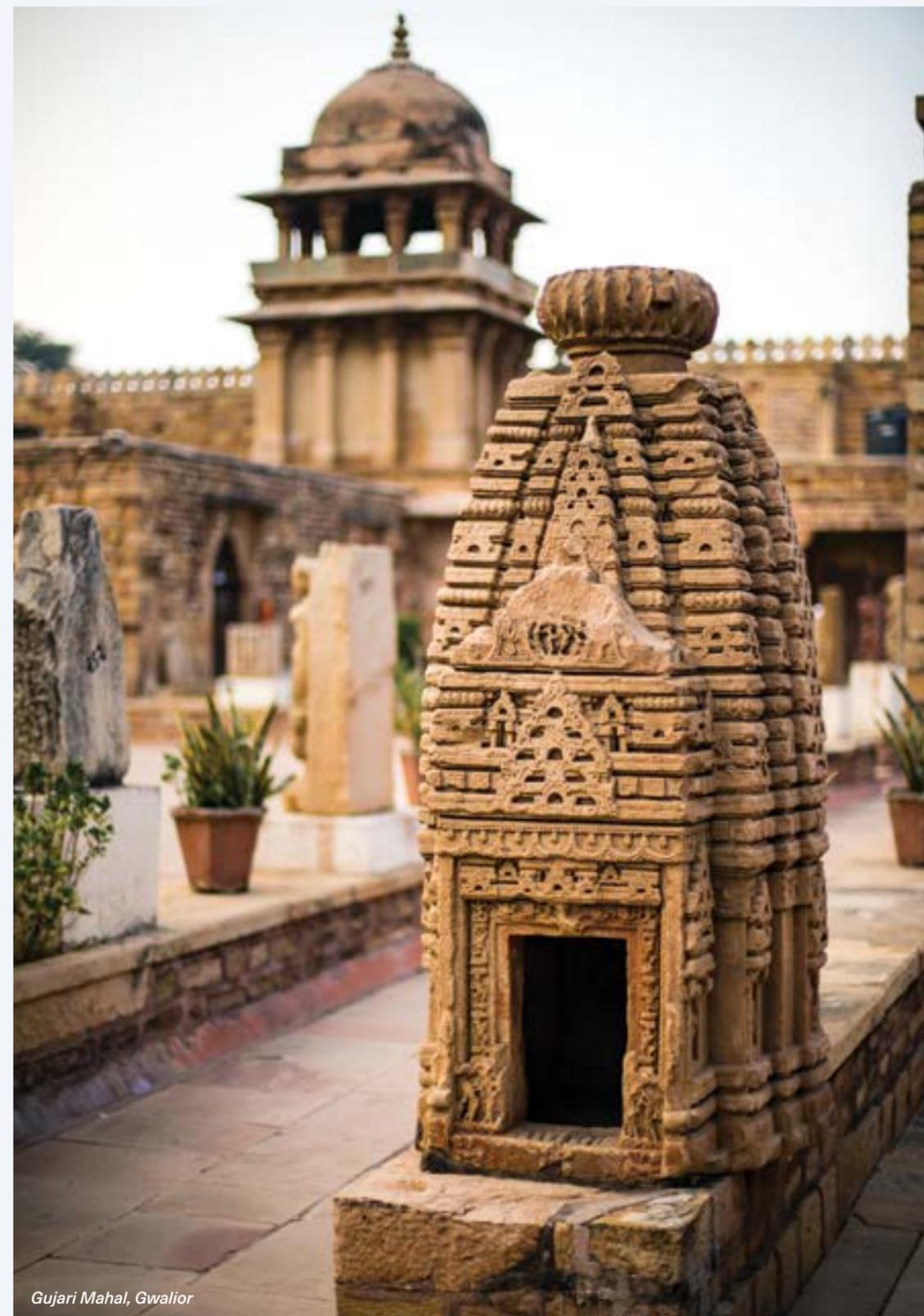
- The initiative was launched by the Hon'ble Prime Minister Narendra Modi, on 7th March in Srinagar, with the voting period open until 15th June.
- This initiative is planned to be a periodic activity on an annual basis, that tracks the pulse of Bharat and will help understand the outcome of what has been done and what needs to be done in the country. Through the initiative, the Ministry seeks to promote the preservation of cultural landmarks and traditions, ensuring their longevity for future generations.
- This allows the Ministry to also understand lesser-known tourist locations that people like and would like to visit apart from the widely known popular attractions.

Development of the Initiative

- A comprehensive list of tourist attractions encompassing the diversity of India was developed along with a Microsite as the voting interface, hosted on the MyGov platform. Users will be able to vote across categories (Spiritual, Cultural & Heritage, Nature & Wildlife Adventure, Other (open category)).
- National and International voters can log in to vote through their mobile number or Email ID respectively.
- A robust media plan detailing media allocation including a series of digital/ social media campaigns was also developed.



- Over the initial weeks of the activity, multiple telecom-based mediums were leveraged pan-India, to encourage user voting, such as 50 Lakh SMS messages, 25 Lakh WhatsApp messages, including a unique mobile number that was promoted wherein an SMS is automatically sent to the user with the voting link, upon receiving a missed call.
- In addition to this, notable celebrities, influencers and business entrepreneurs, such as, Anand Mahindra, Anupam Kher, Hema Malini, Kailash Kher, etc., have personally voted and promoted the campaign on their respective social media platforms,.
- The Ministry has also effectively leveraged highly reputable online and print news publications (i.e.: Indian Express, Times of India, etc.), online travel agencies (Thomas Cook, MakeMyTrip, etc.), airlines, train stations, and radio stations to expand the outreach of the initiative and encourage maximum participation.
- Through further collaboration with other Hon'ble Ministers, Hon'ble Secretaries, Ministries and Government Associations, targeted marketing strategies were also employed to promote nationwide participation through various social media accounts.
- The digital content virality is also being tracked to enhance the overall performance over the duration of the campaign.
- With the launch of this initiative, the Ministry is supporting India's journey towards Viksit Bharat@2047, identify winning attractions and destinations for development in a mission mode, in the short and medium term, through a 'Whole of Government' approach.
- The objective is to identify the Top Attractions across 5 categories at a National level (5 attractions) and at a State/UT level (36 attractions).
- This will create a legacy IP in the Tourism Industry as a mark of pride and will additionally have multifaceted outcomes, impacting sectors such as banking, hospitality, e-commerce, fintech, payment gateways, regional cuisine, manufacturing, etc.



Gujari Mahal, Gwalior



G20 Tourism Working Group Meeting

CHAPTER

11

INTERNATIONAL COOPERATION





CHAPTER 11 INTERNATIONAL COOPERATION



The International Cooperation division of the Ministry of Tourism is actively involved in consultations and negotiations with various international organisations such as United Nations World Tourism Organization (UNWTO), Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Cooperation (SAARC), BIMSTEC (Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation), IBSA (India, Brazil, South Africa), BRICS (Brazil, Russia, India, China, and South Africa), SCO (Shanghai Cooperation Organisation), G-20 among others. These interactions are designed to enhance global ties within realms of tourism. The engagements also aim to establish Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism. Currently there are 46 valid MoU's in place as a result of these efforts.

I. Important Events and Activities in year 2023

INDIA'S SCO PRESIDENCY

The eight member countries of Shanghai Cooperation Organisation (SCO) represents around 42 per cent of the world's population and 20 per cent of the global GDP. There is an immense tourism potential in the region which can be promoted by increasing awareness on the shared culture between SCO countries. The total cultural heritage of the SCO member states, observers and partners includes 207 UNESCO World Heritage Sites.

India assumed the SCO Presidency in 2023 with a focus on recovery of the sector caused by the pandemic, along with defining policies needed to ensure the relaunch of sustainable and resilient growth among the member countries. Throughout India's term of presidency, numerous initiatives and undertakings were carried out.



Meeting of Heads of Tourism Administrations of SCO Countries 2023, Varanasi





1. The 1st Shanghai Cooperation Organization (SCO) Tourism Expert Working Group meeting was held on 31.01.2023 under India's SCO Presidency in virtual mode. The meeting was chaired by Additional Secretary (Tourism), Ministry of Tourism, Government of India. The meeting was attended by eight SCO member countries including Kazakhstan, China, Kyrgyzstan, India, Pakistan, Russia, Tajikistan and Uzbekistan. During the meeting Joint Action plan and Joint Statement/ Ministers communique were discussed.
2. The SCO Tourism Mart was organized by Ministry of Tourism during SATTE 2023 from 09-11 February 2023 in Noida under India's SCO Presidency. The SATTE-2023 and SCO Tourism Mart was inaugurated by Hon'ble Minister of Tourism, Government of India on 09th February, 2023. During the event eight SCO member countries, 14 dialogue partners and 03 observer states participated in the SCO pavilion. The event included a panel discussion on various issues related to tourism sector. The Ministry of Tourism also hosted a networking dinner which was attended by SCO member countries, international and domestic buyers, key representatives from the tourism industry, tourism bloggers, VIP's, etc.



3. As the Chair of Shanghai Cooperation Organization, the 2nd meeting of the SCO Tourism Expert Working Group Meeting and SCO Tourism Ministers Meeting (TMM) was held in Kashi (Varanasi) from 14-18 March, 2023. During SCO 2nd Tourism Expert Working Group Meeting Joint Action Plan, Joint Statement and Calendar of the Events were finalized.

During Tourism Ministers Meeting the Joint Statement was signed by Tourism Ministers of SCO Member Countries. "Kashi" Varanasi was recognized the first tourism and cultural capital of SCO during the event. To showcase this unique product of the region, SCO member countries have decided to designate one city (from SCO member countries) as Tourism and Cultural Capital every year under rotating initiative. India with its rich cultural heritage and history has 40 UNESCO world heritage sites. During SCO Summit held in September 2022 in Uzbekistan, Varanasi was selected as the first "Tourism and Cultural Capital" of the SCO region for 2022-23.
4. On the margins of SCO Tourism Ministers Meeting bi-lateral interactions were organized with ministers of Uzbekistan, Kazakhstan, Kyrgyzstan and China to explore further scope of collaboration in tourism and tourism driven fields.
5. Under India's SCO Presidency, the Ministry of Tourism also organized 'SCO Millets Food Festival' in Mumbai. Hon'ble Minister of State for Tourism



सत्यमेव जयते

Shri Yesso Pad Naik inaugurated the events on 13th April, 2023. Six SCO member countries showcased their culinary delights in the event. Various diplomats of Foreign Missions based in Mumbai/ India, media person, travel writers, foreigner tourist, tourism industries attended the SCO Food Festival. Hon'ble prime Minister of India twitted the great success of SCO Millet Food Festival.



SCO Millets Food Festival 2023, Mumbai

ASEAN (ASSOCIATION OF SOUTH EAST ASIAN NATIONS)

ASEAN was established with basic aim to accelerate the economic growth, social progress and cultural development in the region. It consists of 10 member countries, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. India presently holds the position of strategic partner.

ASEAN is an important source market for India and therefore India's tourism product has been actively promoted in this market through the Incredible India campaign and other promotional and marketing events. India sees immense potential for tourism generation from ASEAN region due to geographical proximity and good connectivity with most of the ASEAN member countries. The Ministry of Tourism is making special efforts to promote tourism to India in the ASEAN market. The Ministry signed MoU on ASEAN-India Tourism Cooperation in January 2012 in Indonesia during the 3rd India ASEAN Tourism Ministers meeting. Under the framework of this MoU regular interactions are held at senior officer level (twice a year) and tourism ministers level (once a year).



सत्यमेव जयते



ASEAN India Tourism Working Group Meeting 2023, Indonesia

6. The International Cooperation division of the Ministry of Tourism participated in the 10th ASEAN India Tourism Ministers Meeting (TMM) preceded by 29th Meeting of ASEAN - India Tourism Working Group held from 3-5 February 2023 in Yogyakarta, Indonesia during ASEAN Tourism Forum.
7. Ministry of Tourism participated in the ASEAN Tourism Crisis Communication Forum & the 3rd ATCCT Special Meeting held in virtual mode from 12 - 14 June 2023.
8. India also participated in the 30th ASEAN-India Tourism Working Group Meeting. The Embassy of India in Malaysia represented the Ministry of Tourism in the 30th ASEAN-India Tourism Working Group Meeting held on 12th July 2023 at Putrajaya, Malaysia under the ambit of ASEAN India tourism cooperation. The meeting discussed the tourism action plan and future development of tourism at both sides.

UNWTO (UNITED NATIONS WORLD TOURISM ORGANISATION)

United Nations World Tourism Organization with a total membership of 160 countries is a specialized multilateral agency of the United Nations for Tourism. India is a member of UNWTO since 1975. India has been repeatedly elected as one of the member of Executive Council which is a governing board of UNWTO and comprises 35 members. India is also a member of the important committees on UNWTO namely Programme and Budget Committee, Committee on Statistics and Committee on



Matters Related to Affiliate Membership. The Ministry of Tourism represents Commission for South Asia (comprising 9 countries) in the Executive Council and different committees.

UNWTO World Tourism Day 2023, Riyadh



9. The Ministry of Tourism, Government of India participated in the 59th Meeting of the UNWTO Commission for South Asia (CSA) on 16th June 2023 in Phnom Penh, Cambodia. The meeting selected representatives from CSA for various committees of the UNWTO. India has been selected as member of Programme and Budget Committee, Committee for Statistics and Committee on Matters Related to Affiliate Membership. The Embassy of India in Phnom Penh represented India in the meeting.
10. The Ministry of Tourism attended the 'High Level Political Forum (HLPF) 2023' held in New York, USA from 13-14 July 2023. Hon'ble Minister of Tourism who led the delegation, highlighted and recommended action of Goa Road map for Tourism as a vehicle to achieve sustainable development Goals 2023, Key deliverable of G20 India Tourism track. This event introduced the linkages between tourism and the SDGs, considering the existing urgency to harmonize actions and agree on the measurement of results to acquire effective and real global action.
11. The Ministry of Tourism attended the official celebrations of the United Nations World Tourism Organization (UNWTO) World Tourism Day. Hon'ble Minister of State for Tourism, Government of India accompanied and Joint Secretary, Ministry of Tourism attended the official World Tourism Day celebration from 27-28, September, 2023 held in Riyadh, Saudi Arabia. Hon'ble Minister was also one of the panelist during the panel discussions conducted on the occasion.
12. In collaboration with UNWTO, the Ministry launched the G20 Tourism and SDG Dashboard on 5th September 2023. The dashboard showcases best practices, case studies, and insights from G20 countries, all modelled for achieving the Sustainable Development Goals (SDGs). The G20 Tourism and SDG Dashboard serves as a comprehensive online public platform, amalgamating the collective knowledge of the G20 Tourism Working Group. This dashboard is a lasting legacy of India's G20 Presidency, reflecting its dedication to global collaboration and sustainable growth in the global tourism industry.
13. The Ministry of Tourism, Government of India participated in the 25th Session of UNWTO General Assembly held at Samarkand, Uzbekistan from 16-20 October 2023. The Director General, Ministry of Tourism attended the main meeting of 25th UNWTO General Assembly from 18-19 October 2023 accompanied by Director (IC), Ministry of Tourism, Government of India. The 25th session included meetings of Executive Council and various



committees of the UNWTO. This edition of the Assembly focused on two main pillars of UNWTO's core mission: Investments and Education. The UNWTO in collaboration with Government of Uzbekistan also organized Investment Forum & UNWTO Education Forum on the margins of the General Assembly.

14. Ministry of Tourism participated in the 7th UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy (17th ETP) held in Da Nang, Vietnam from 13 to 16 November 2023. This training was focused on Human Resource Development in Tourism because of the ongoing post-pandemic manpower challenges of the tourism industry resulting in the strong need for reskilling and upskilling to address labour shortages and to improve relevant skills of the workforce. This training programme was attended by high-level officials within their respective governments from across Asia and the Pacific to seize this opportunity for growth and advancement in defining and shaping the tourism sector.
15. The International Cooperation division of ministry attended UNWTO Workshop on 2024 Programme of Work for Asia and the Pacific held in Madrid, Spain at UNWTO Headquarters from 12-15 December 2023. The Workshop offered an exclusive access for Asia and the Pacific Member States focal points to engage directly with the Regional Department for Asia and the Pacific regarding the UNWTO PoW for the region and with UNWTO operational departments in charge of pioneered initiatives leading the recovery and transformation of the sector (e.g. BTV, ICPT, UNWTO Online Academy, GDCAT & GPTI). It was aimed to provide an opportunity to gain a unique insight on UNWTO Secretariat's culture and structure to improve coordination and relations between Member States and RDAP and other relevant operational departments.

INDIA - JAPAN YEAR OF TOURISM EXCHANGE

During India Japan Summit Meeting in March 2023 both Prime Ministers concurred to promote tourism exchanges by designating the year 2023 as "Japan-India Tourism Exchange Year" based on the theme of 'connecting Himalayas to Mount Fuji'.



India Japan Year of Tourism Exchange, 2023





16. The curtain Raiser event marking India- Japan Tourism Exchange Year was held on 18th June, 2023 at the Taj Mahal Hotel, New Delhi. The event was opened with a conclave “Washoku Conclave: Explore our Table for Sustainability” on 18th June 2023 at Hotel Taj Mahal New Delhi. The Ministry of Tourism attended the conclave and various activities organised during the event.
17. Under the India - Japan Tourism Exchange Year an interactive session on Development of North - Eastern India - Connecting Himalayas with Mount Fuji” was organized by Ministry of Tourism, Government of India on 5th July, 2023 at Hotel Taj Mahal, Mansingh Road, New Delhi. Indian side was chaired by Secretary (T) and attended by senior officers from Ministry of Tourism and Ministry of External Affairs. The Japan side was led by Mr. Nobuyuki Hirano and other participants included Senior Advisor, MUFG Bank Ltd and Chairman of the Board IHI Corporation, Chairman of the board JBIC, Chairman of the Board, president & CEO ANA Holdings Inc. CEO, Managing Director, Aálda Pte. Ltd., Vice Chairman, Nomura Holdings, Inc., Representative Director, Executive Vice President Japan Airlines Co., Ltd. and other high level representatives of renowned company of Japan.
18. The Ministry of Tourism held a very productive round of deliberations under the auspices of the India – Japan Tourism Exchange Year. The Secretary, Ministry of Tourism, Govt. of India hosted members of the Keidanren. The Ministry of Tourism and DoNER agreed to facilitate the investment proposals. It was recommended that the delegation should suitably utilize tourism as an interface to apprise and avail themselves of investment opportunities across sectors such as infrastructure, defence, Education, and skills among others.
19. A bilateral Meeting between Ministry of Tourism and delegation of the House of Representatives, National Diet of Japan was held on 25th July 2023 at Manthan, Transport Bhawan. New Delhi. The Indian side was chaired by Secretary (T), Government of India and the Japanese delegation was headed by Mr. Kihara Minoru, Chairperson, Standing Committee on Land, Infrastructure and attended. During the meeting both sides discussed the measures and initiatives taken to develop the tourism sector post covid 19. Both side discussed on initiatives of Government for tourism promotion, medical tourism, Digitalization of Tourism, Regenerate the employment in the field of tourism, Utilization of World Heritage site in Tourism etc.



20. In order to capitalize on the awareness created by India's G20 Presidency and to marks the India-Japan year of tourism 2023 with the theme Connecting Himalayas with Mount Fuji, Ministry of Tourism, Government of India along with various stakeholders including tour operators and state tourism department participated in JATA from 26-29 October 2023.
21. Officials from Ministry of Tourism participated in the Japanese Food Festival organised by Embassy of Japan in India. The event was inaugurated by H.E Ambassador of Japan was attended by **BRICS (BRAZIL, RUSSIA, INDIA, CHINA & SOUTH AFRICA)**.
- BRICS is an intergovernmental organization comprising Brazil, Russia, India, China, and South Africa. BRICS is an important grouping bringing together the major emerging economies from the world. Over a period of time, BRICS countries have come together to deliberate on important issues under the three pillars of political and security, economic and financial and cultural and people to people exchanges. Presently Russia is the chair for BRICS for 2023. The Last presidency was held by South Africa, during which the Tourism Ministers Meeting and Senior Officers Meeting were held.
22. Ministry of Tourism attended the BRICS Tourism Ministers and BRICS Senior Officials Meeting held at Cape Town, South Africa from 23- 25 October 2023 under the chairship of South Africa. During the senior officers meeting the draft Communique was finalized which was it was signed in the BRICS Tourism Ministers Meetings under the Presidency of South Africa.
- CICA (CONFERENCE ON INTERACTION AND CONFIDENCE BUILDING MEASURED IN ASIA)**
23. The Ministry of Tourism attended an online training programme titled “BCG Immunization for Tourism Industry: Features, Insights and Perspectives for the New Era in CICA Countries” (Conference on Interaction and Confidence Building Measures in Asia) organized by the Kingdom of Thailand on 07-11 and 15-16 August, 2023.



II. Joint Working Group /Bilateral & other Meetings in year 2023



India Georgia Bilateral Meeting 2023, New Delhi



India Russia Bilateral Meeting 2023, New Delhi

24. The 2nd meeting of India - South Africa Joint Working Group (JWG) hosted by South Africa side was held virtually on 31st July 2023 at Sushma Swaraj Bhawan, New Delhi. The meeting discussed bilateral relation, tourism cooperation, post pandemic recovery, Tourism marketing campaigns post COVID-19, Tourism Safety, Trade Opportunities, Skill development and Training and also the Rural &



- Eco Tourism initiatives and Development. The tourism Stakeholders from both sides also participated in the Joint working group meeting and shared their views for developing and strengthening the Tourism Sector in both countries.
25. A bilateral meeting between Hon'ble Minister of Tourism, Government of India and Hon'ble Deputy Prime Minister, Minister of Housing and Land Use Planning and Minister of Tourism of Republic of Mauritius was held on 09th February 2023 at New Delhi. During the meeting both sides discussed on cooperation in the field of tourism between both countries.
26. A bilateral meeting between India and Uzbekistan was held on 17th April 2023 in New Delhi. Indian side was chaired by DG (T) and Uzbek side was chaired by Mr Azizbek Maksumov, Deputy Governor of Andijon, Uzbekistan. Both side discussed to measures to enhance cooperation in the field of Tourism and cooperation in the related fields.
27. A Bilateral meeting between India and Russia was held on 17th April 2023 in New Delhi. Mr. Vladimir ILICHEV, Deputy Minister of Economic Development of the Russian Federation and his advisor Mr. Nikita Buzanov, Mr. Iurii Berezovenko, Deputy Trade commissioner attended the meeting. Indian side was chaired by DG (T) and Russian side was chaired by Mr. Vladimir ILICHEV, Deputy Minister of Economic Development of the Russian Federation.
28. A bilateral meeting between Ministry of Tourism of India and Tourism Ministry, Saudi Arabia. Secretary Tourism chaired the meeting from India side held on 09.05.2023 in virtual mode. Both sides discussed "Rules of Procedure of Redesigning Tourism for the Future Task Force". The Saudi side briefed India on work done so far and sought India's support on Task Force.
29. A bilateral meeting between Hon'ble Minister of Tourism, Government of India and Minister of Economy, UAE was held at Sushma Swaraj Bhawan, MEA, New Delhi on 25.05.2023. Assistant Undersecretary, Ministry of Economy, UAE, Counsellor (Economic Affairs), Embassy of UAE, Projects Expert - Minister's Executive Office, Ministry of Economy, UAE, Manager - Research and Analysis, Embassy of the UAE and Commercial Officer, Embassy of the UAE were the part of UAE Delegation. Joint Secretary (T), Director (IC), US (Gulf) MEA also attended the said meeting.
30. The Ministry of Tourism participated in the 5th India-Vietnam Joint Trade Sub-Commission (JTSC) meeting held on 8th August 2023 in Vanijya Bhawan, New Delhi. The meeting was chaired by Additional Secretary, Department of Commerce. The Vietnam side was chaired by Deputy Minister, Ministry of Industry and Trade, Head of the Delegation.



31. The International Cooperation Division of the ministry attended 142nd Meeting of the Screening Committee of Department of Economic Affairs (DEA), Ministry of Finance held on 31st August 2023 to discuss Sustainable Loktak Lake Ecosystem Restoration, Eco tourism and Livelihood Improvement Project- (PPRID- 11933). The meeting was chaired by AS (Multilateral and Bilateral Cooperation), DEA, Ministry of Finance.
32. The International Cooperation Division of the ministry participated the India Ecuador Joint Economic and Trade Committee (JETCO) meeting held on 21.09.2023 at Vanijya Bhawan, New Delhi. The meeting was chaired by Additional DG (FT), Department of Commerce, Govt. of India and Ecuador side was chaired by Sub-secretary of Negotiations in the Ministry of Production, Trade, Investments and Fisheries of Ecuador.
33. A Bilateral Meeting between India and USA for the first Travel and Tourism Working Group meeting under the U.S.- India Commercial Dialogue held at New Delhi on 26.09.2023. 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 Director (IC). During the meeting both side discussed the 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.
34. A meeting between Ministry of Tourism and Tourism Officials of St. Petersburg and Moscow, Russia was held on 29th September 2023 at New Delhi. The Indian side was chaired by Director General (Tourism) and the Russian side was chaired by Vice-Governor of St. Petersburg. During the meeting both side discussed strengthening tourism cooperation between both nations.
35. The Ministry of Tourism, Government of India attended 3rd edition of North East India Festival held at Ho Chi Minh City, Vietnam from 27-29 October, 2023. During the event Indian Tour Operators participated in the event and conducted B2B Meeting to showcase Incredible India Exhibition highlighted destinations of India and promoted the tour operators of North East India.
36. A bi-lateral meeting between India and Georgia was held on 07.11.2023 at New Delhi. The Indian side was led by Director General, Ministry of Tourism and from Georgian side the meeting was chaired by Deputy Foreign Minister, Georgia. During the meeting both side discussed about tourism potentials of India and Georgia and major initiatives taken by both side after pandemic.



37. A bilateral meeting between Ministry of Tourism, Government of India and Romania was held on 17.11.2023 in Transport Bhawan New Delhi. The meeting was chaired by Director General, Ministry of Tourism and Romanian side was chaired by Ambassador of Romania to India. During the meeting both side discussed the visit of Secretary of State, Ministry of Economy, Entrepreneurship and Tourism of Romania to India from 3-7 December 2023. Both side deliberated the tourism potentials and exchange information about tourism cooperation between both countries.
38. A bilateral meeting between Joint Secretary (T) and Ambassador H.E. Mr. Guillermo Rubio Funes, Embassy of El Salvador in New Delhi held on 14th December 2023 at Hotel Ashok. The meeting discussed unexplored potential in both countries for increasing tourists traffic.



Neil Island

CHAPTER

12

**INDUSTRY
DEVELOPMENT
& INVESTMENT
PROMOTION**





CHAPTER 12 INDUSTRY DEVELOPMENT & INVESTMENT PROMOTION



Strategy of Ministry of Tourism to Promote Investment Into Tourism Sector

IDIP Division handles all matters related to development of hospitality and tourism industries across the value chain, Investment Promotion and Facilitation, **Public Private Partnerships (PPP)** matters related to **Ease of Doing Business** in tourism and hospitality.

Investment in tourism plays a pivotal role in India's economic development and growth. The tourism sector is a multifaceted activity that encompasses hospitality, transportation, entertainment, and various other related services, contributing significantly to the nation's GDP. By attracting both domestic and international tourists, India can showcase its rich cultural heritage, diverse landscapes, historical monuments, and vibrant traditions. Strategic investments in tourism infrastructure, such as hotels, transportation networks, and tourist attractions, not only create employment opportunities but also stimulate ancillary industries, fostering economic prosperity. Moreover, a thriving tourism sector enhances India's global image, promoting cultural exchange and fostering diplomatic relations. With the right investments, India can tap into its untapped potential, emerging as a preferred destination for travelers worldwide, thereby reaping the economic benefits and promoting sustainable development. As the world becomes more interconnected, the importance of investment in tourism cannot be overstated, making it a key driver for India's inclusive and sustainable growth.

Investment in the hotel industry can catalyze Indian tourism by enhancing accommodation infrastructure and visitor experiences. Adequate funding facilitates the development of world-class hotels, resorts, and boutique accommodations, enticing both domestic and international travelers. Upscale establishments contribute to the allure of destinations, attracting a diverse range of tourists. This investment not only generates employment but also elevates service standards, fostering a positive perception of India as a tourist-



friendly nation. Improved lodging options create a ripple effect, stimulating the overall tourism ecosystem and positioning India as a premier global destination, ultimately fueling economic growth through increased visitor spending.

The Ministry of Tourism operates a voluntary programme aimed at recognizing diverse stakeholders in the tourism sector, including hotels, bed & breakfast units, transport operators, tour operators, and travel agents. This initiative serves to bolster the development of the tourism industry by acknowledging and promoting the contributions of various entities. Furthermore, these recognized partners gain valuable exposure and a platform at international road shows and travel exhibitions. This opportunity enables them to showcase and market tourism packages and products, thereby contributing to the overall strengthening of the country's tourism industry.

The Ministry of Tourism organizes roadshows in various cities of the country to encourage investment in the tourism industry. In addition, the Ministry of Tourism has also constituted a steering committee for facilitating investment in the tourism sector and Public Private Partnership under the Chairmanship of Secretary Tourism comprising line Ministries, Niti Aayog, Invest India, CII and FICC.

12.1 Activities of Industry Development And Investment Promotion

IDIP, Ministry of Tourism, Government of India in collaboration with Invest India has implemented the following mandate:

- All matters related to development of hospitality and tourism industries across the value chain
- All matters related to Investment Promotion and Facilitation including FDI in tourism and hospitality sector
- All matters related to Public Private Partnerships (PPP) in tourism and hospitality sector
- All matters related to Ease of Doing Business in tourism and hospitality
- All matters related to CSR funding of the projects including Adopt a Heritage Scheme

12.2 FITUR 2023

Ministry of Tourism played a crucial role in ensuring the successful participation of the Indian delegation at FITUR 2023 by undertaking various important tasks. These tasks included coordinating and curating a business seminar held



during the event. The seminar provided an excellent opportunity for the Indian delegation to showcase the immense potential of the Indian tourism sector, network with international industry players, and explore possible partnerships. Invest India proactively reached out to potential investors and businesses to facilitate one-on-one meetings between the Indian delegation and the senior leadership of these companies. This initiative aimed to foster collaborations and explore investment opportunities in India's tourism sector. Moreover, Invest India collaborated with the Embassy of India in Madrid to prepare a detailed, minute-by-minute agenda for the Indian delegation's participation in FITUR 2023.

Additional Secretary, Ministry of Tourism, Government of India, having meetings on investment Promotion into Tourism Sector



12.3 Domestic and International Roadshows for Global Tourism Investors Summit

Ministry of Tourism organized the following domestic Roadshows to promote 1st Global Tourism Investor's Summit:

S.No.	Destination	Date
1	Bangalore	11-Jan-2023
2	Kolkata	12-Jan-2023
3	Chandigarh	17-Jan-2023



S.No.	Destination	Date
4	Mumbai	19-Jan-2023
5	Guwahati	20-Jan-2023
6	Delhi	26-Apr-2023
7	Mumbai	27-Apr-2023



These roadshows focused on promoting India as an investment destination for travel, tourism, and hospitality by identifying State-Specific investment possibilities and discuss avenues to promote sustainable tourism. The State Officials presented the recent major policy initiatives by their Tourism/ Industries Department to improve the ease of doing business and gave a brief summary of unique fiscal



and non-fiscal incentives in the tourism and hospitality sector along with recent investment-related success stories.

Invest India also supported the Ministry of Tourism in organizing a **virtual international roadshow** with select European countries on **24-Jan- 2023**. Indian and Foreign missions of UK, Netherlands, Greece, Hungary, Spain, France, and Germany participated in this roadshow.

12.4 Post Budget Webinar

In line with the directives from the PMO, the Ministry of Tourism organized a post-budget webinar on pursuing tourism in mission mode.

The webinar was addressed by the Hon'ble Prime Minister Shri Narendra Modi. The webinar was co-organized by the Ministry of Tourism and the Ministry of Culture. The Post Budget Webinar had 6 breakout sessions deliberating on **Destination Centric Approach for Tourism Development, Convergence – The Power of Collaboration, Strengthening Public Private Participation in Tourism Sector, Driving Innovation and Digitalization in Tourism Sector, Impacting lives at grass root level through Tourism and Cultural Heritage for Promotion of Tourism**. Each of the breakout sessions were designed to invite greater feedback from private participants. Industry members made observations concerning regulation opacity and the need to further promulgate policies with an aim to increase ease of doing business in the tourism and hospitality sector.



12.5 Roundtable with Heads of Foreign Missions

The Ministry of Tourism organized a round table interaction with Heads of Foreign Missions **on the 23rd of March 2023 at Vigyan Bhawan, New Delhi**. **A total of 43 embassies sent high level representation** for the discussion. Invest India team made a presentation apprising the audience of the various investment opportunities in the tourism and hospitality sector of India, members from the Industry **also presented key opportunities and progressive policy measures which have augmented tourism assets of the Nation**. Visiting members, expressed confidence in the trade and tourism potential of India. A considerable number of nations requested for greater assistance in **air connectivity and VISA regulation**. Some nations also offered to initiate bilateral exchange to augment state capacity for facilitating tourism.



12.6 Chintan Shivir: Tourism in Mission Mode

The Ministry of Tourism organized a National Workshop on 28th and 29th March 2023. The workshop witnessed deliberations across 11 knowledge sessions. The Invest India team assisted the Ministry of Tourism in curating and organizing the event. The sessions were presided over by the Hon'ble Minister for Tourism, Culture, and Development of North-Eastern Region Shri G Kishan Reddy.



Focused Deliberations covered the topics of Convergence of Government Programs in developing different sectors, Developing Homestays, Souvenirs, and Tourist Guides and Developing Adventure Tourism and Rural Tourism in the Country. The 2-day event saw representation from over 34 States/UTs, several Line Ministries, Industry Associations, Industry Leaders cutting across tourism sub-segments. There was special session on capacity building and startups by representatives from UNWTO headquarters.



12.7 HICSA - Hotel Investment Conference South Asia

HICSA is the second largest event in Asia and is amongst the top 5 global events held for the hospitality and tourism investor meets. Over 550 top executives from more than 25 countries attended the conference.



Attendees included hotel owners, operators, investors, financiers, developers, architects, consultants, and other professionals from South Asia, the Middle East, Europe, and the United States.

As a run up to the 1st Global Tourism Investors' Summit, the Ministry of Tourism participated in the said event, with the delegation being led by the Hon'ble Union Tourism Minister Shri G. Kishan Reddy. The Invest India team organized one-to-one meetings between industry captains from Marriott, Hilton, IHCL, etc. and the Hon'ble Minister. The team also co-organized a roundtable chaired by the Hon'ble Minister of Tourism with hotel owners and developers to seek suggestions and feedback on improving EoDB in the tourism and hospitality sector to attract investments.



12.8 ITB Berlin

Ministry of Tourism played a crucial role in ensuring the successful participation of the Indian delegation at ITB Berlin 2023 by undertaking various important tasks. Ministry of Tourism with Invest India Team proactively reached out to potential investors and businesses to facilitate one-on-one meetings between the Indian delegation and the senior leadership of these companies. This initiative aimed to foster collaborations and explore investment opportunities in India's tourism sector. Meetings were held with the Barcelo Group, Best Western Hotels Group, Expedia Group, Adventure Travel Trade Association (ATTA) etc.



12.9 WTTC Global CEOs Forum

On the side lines of the 4th G20 Tourism Working Group Meeting in June 2023, the Ministry of Tourism in co-organization with UNWTO and **WTTC organized a Public-Private Dialogue on the importance of PPP in the tourism and hospitality sector**. Key participants included Tourism Ministers of a few G20 Countries, Secretary General - UNWTO, CEO of WTTC, and private sector participants from leading online aggregators and hotel & hospitality companies.

Renewed focus on Public-Private Partnerships and investments in the tourism and hospitality sector. Signing and launch of **MoU between Airbnb and Ministry of Tourism** to promote India as a global destination through cultural and heritage homestays showcased on a dedicated microsite called '*Soul of India*'. Signing of **MoU between UNWTO and Ministry of Tourism** to collaborate on areas such as tourism market intelligence, tourism investments, education, digitalization, innovation, and startups.



12.10 G20 Ministerial Bilateral Meetings

The Invest India team worked with International Cooperation division of the Ministry of Tourism to facilitate Ministerial Dialogues during the 4th G20 Tourism Working Group and Ministerial Meetings. The Hon'ble Minister



Shri G Kishan Reddy and Minister of State Shri Yesso Prasad Naik met Ministers and top department officials from 15 nations and multilateral organizations.

The discussions helped discuss opportunities for strategic convergence between nations and organizations. The Ministry of Tourism signed a general MoU for capacity building with UNWTO. The latter also agreed to consider establishing the regional office of UNWTO for South Asia in India. The Kingdom of Saudi Arabia, The Government of United Arab Emirates, agreed to renew MoUs to bolster trade and investments in the tourism and hospitality sector.

India agreed to work closely with Indonesia on creative economy. Pertinent matters raised by the Ministers and delegates of visiting nations has been addressed. The Invest India team was instrumental in putting together the briefing agenda for the Ministerial meetings and working closely with the delegates to better understand the possibilities for collaboration.





The Ashok, New Delhi

CHAPTER

13

**INDIA TOURISM
DEVELOPMENT
CORPORATION
(ITDC)**





CHAPTER 13 INDIA TOURISM DEVELOPMENT CORPORATION (ITDC)



13.1 Introduction

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under administrative control of the Ministry of Tourism. Incorporated on October 1, 1966, ITDC has played a key role in the development of tourism infrastructure in the country. The Corporation provides one stop solution for Travel, Tourism and Hospitality related needs. At present the Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing duty-free shopping facilities to the tourists. The Corporation also has its presence in engineering related consultancy services and the ACES Division handles infrastructure related project works for Centre/various State Governments along with mounting of Sound and Light (SEL) Shows. Ashok Travel & Tours is a division which provides ticketing, tourist transport, tour packages and cargo related needs with reliable affordable services and having pan-India presence. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality. Ashok Events is a leading event management agency handling Conferences, Exhibitions, Workshops/ Seminars and other National and international events.

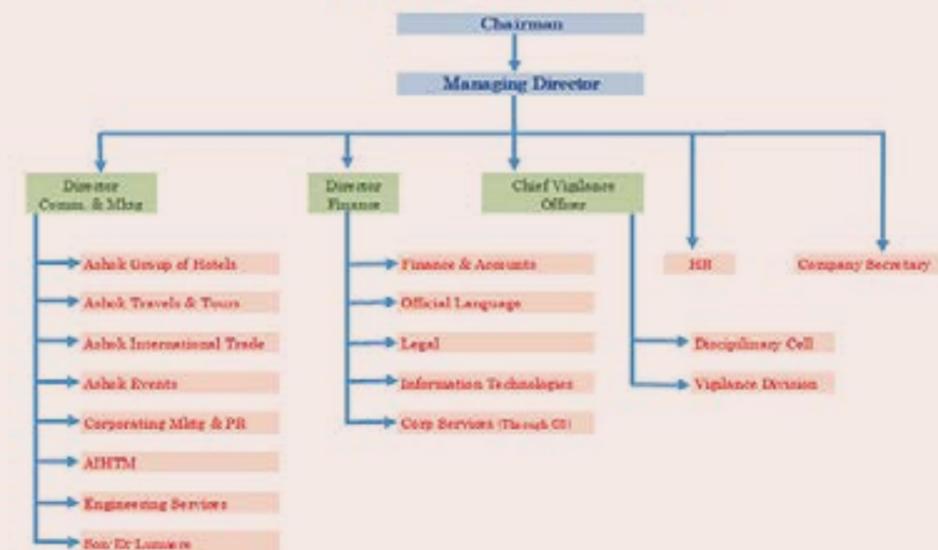
Further, ITDC has played a committed and pivotal role in the development of tourism infrastructure in backward areas, thereby trying to promote regional balance. After the disinvestment of 19 hotels and one incomplete hotel project in 2001 and 2002 respectively, ITDC consolidated its remaining activities and restructured itself to take up diversified service-oriented business activities.



13.2 Organizational set-up

The present organizational set-up at the corporate level comprises of ITDC Board which includes Part time Non-Executive Chairman, Functional Directors [i.e. Managing Director and Director-Finance (post of Director-Commercial & Marketing is vacant)], one Government Nominee Director and two Non-official Independent Directors (post of one Non-official Independent Director is vacant). Besides Board of Directors, there are heads of business groups viz. Ashok Group of Hotels, Ashok Events, Ashok International Trade, Ashok Travel & Tours, Ashok Institute of Hospitality & Tourism Management, Ashok Consultancy and Engineering Services and Son-et-Lumiere supported by Corporate Marketing and Public Relations, Human Resource Management, Finance & Accounts, Vigilance & Security, Administration, Secretarial, etc.

ITDC Organizational Chart



13.3 Network of ITDC Services

The present network of ITDC consists of 4 Ashok Group of Hotels (out of which 3 are in operation), 1 Restaurant, 4 Joint Ventures (Subsidiary Companies) having 1 Hotel unit in operation, 4 Catering Outlets, 5 Transport Units, 14 Duty Free Shops at Seaports.



13.4 Subsidiary Companies

Details below indicate ITDC's investment of ₹9.29 crore in the paid up capital of four subsidiary companies as on 31.12.2023:

Subsidiary Companies	ITDC's Investment in (₹)
Utkal Ashok Hotel Corporation Ltd.	(Equity Share) 1.19 crore (Pref. Shares) 3.50 crore
Ranchi Ashok Bihar Hotel Corporation Ltd.	2.50 crore
Pondicherry Ashok Hotel corporation Ltd.	0.82 crore
Punjab Ashok Hotel Company Ltd.	1.28 crore
Total	9.29 crore

13.5 Capital Structure

The details are as under:-

(₹ in crore)

(As per Ind AS)	FY 2020-21	FY 2021-22	FY 2022-23
Authorized Capital	150.00	150.00	150.00
Paid up Capital	85.77	85.77	85.77
Reserves & Surplus	228.61	231.07	290.82
Net Worth	314.13	316.60	376.35

13.6 Pattern of Shareholding

ITDC is a listed company both with NSE and BSE. Its Market Capitalization as on 15.12.2023 stood at ₹3796.15 Crore as per NSE and ₹3789.29 Crore as per BSE. The pattern of shareholding (as on 15.12.2023) is indicated below:-

Government of India	: 87.03%
The Indian Hotels Company Ltd.	: 7.87%
Other Bodies Corporate	: 0.21%
Qualified Institutional Buyers	: 1.86%
General Public, Employees & Other	: 3.03%

13.7 Financial Performance

The key figures relating to financial performance of the Corporation for the last Five years are tabulated below:



(₹ in crore)

Details, Financial Years/FY →	2018-19	2019-20	2020-21	2021-22	2022-23
Turnover	379.97	366.29	197.36	305.34	476.43
Profit before Tax	55.33	37.04	-26.61	7.62	85.94
Other Comprehensive Income	41.35	14.30	-26.08	2.63	59.75

Annual Accounts for the financial year 2022-23 were approved by ITDC Board on 24.05.2023 and ITDC has paid '22%' dividend for the financial year 2022-23 in September 2023 as approved by its shareholders in AGM held on 27.09.2023.

13.8 Plan Schemes

The Ministry of Tourism, Government of India does not give any grant to ITDC under any scheme. From its internal resources, etc., the original budget estimate for capital outlay for the year 2023-24 is ₹42.08 Crore which includes ₹31.97 Crore against renovation /up-gradation of hotel properties only.

13.9 Memorandum of Understanding (MoU)

ITDC has already signed the MoU with Ministry of Tourism for the year 2023-24 and 2024-25 as per extant guidelines of Department of Public Enterprises, Ministry of Finance.

13.10 Disinvestment status of properties of ITDC and its Joint Venture Subsidiary Companies

As per ongoing Disinvestment Policy of the Government of India, 9 hotel properties including 3 Joint Venture Hotel properties (viz Hotel Lake View Ashok, Bhopal; Hotel Brahmaputra Ashok, Guwahati, Hotel Bharatpur Ashok, Bharatpur, Incomplete Hotel Project at Gulmarg, Hotel Janpath, New Delhi, Hotel Jaipur Ashok, Jaipur, Lalitha Mahal Palace Hotel, Mysore, Hotel Pataliputra Ashok, Patna and Hotel Donyi Polo Ashok, Itanagar) have been transferred/handed over to the respective State Governments or Central Ministry so far. Disinvestment/Divestment of remaining properties is under process as under:

- Hotel Puducherry Ashok, Puducherry: It has been decided to offer to the State Government to buy out the 51% equity of ITDC in the JV Company. Reply from the State Government is awaited.



- Hotel Kalinga Ashok, Bhubaneswar : State Government has been offered to take over the existing Hotel Kalinga Ashok. State Government has requested ITDC to send the proposal. Proposal is under process.
- Hotel Ranchi Ashok, Ranchi : 51% equity stake of ITDC in Ranchi Ashok Bihar Hotel Corporation Limited (RABHCL) is to be transferred to the Government of Jharkhand for which an MoU has been entered into on 24.11.2020 amongst ITDC, Govt. of Jharkhand and RABHCL. Final CCEA Note submitted to the Cabinet Secretariat on 12.08.2022, approval awaited.
- Incomplete Project of Anandpur Sahib: It has been decided to transfer the 51% equity stake of ITDC in the JV Company to the Govt. of Punjab. MoU has been signed with the Govt. of Punjab on 14.02.2023 in this regard.
- Hotel Nilachal Ashok, Puri : State Government has been offered to buy out the 98% paid up equity capital of ITDC in the JV Company. Reply is awaited from the State Government.
- Hotel Ashok, New Delhi : M/s Feedback Infra was appointed as Transaction Advisor by DIPAM, M/o Finance, GoI on 14.01.2020 for studying lease terms & conditions of land, O & M/Sub-leasing of Hotel Ashok and utilization of vacant land in Hotel Ashok-Hotel Samrat Complex. M/s Feedback submitted the report to DIPAM which was discussed in the meeting of Inter-Ministerial Group (IMG) on 20.07.2020 held by DIPAM. The recommendations of IMG were discussed in the meeting of the Core Group on Disinvestment (CGD) held on 27.10.2020. CGD asked some clarifications. Clarifications were provided by the Consultant in the IMG meeting held on 06.01.2021. Last CGD meeting was held on 15.03.2021 in which the recommendations of IMG meeting held on 06.01.2021 were approved. DIPAM asked the Ministry of Tourism to take the approval of the CCEA for the recommendations of the CGD and for conducting roadshows. Draft CCEA Note was sent to the Ministry of Tourism for further actions. Final CCEA Note submitted to the Cabinet Secretariat on 11.01.2022, approval awaited.

As per the directions given in PMO Note forwarded by the MoT, a roadshow was conducted on 22.08.2022 to obtain the views of the potential investors. Reply has been sent to the MoT in this regard. MoT replied in detail to PMO on 07.11.2022.



IIT Roorkee has been engaged for determining the structural stability of the building of the Ashok Hotel. Report is likely to be received by end of February, 2024.

- Hotel Jammu Ashok : Lease for the land for Hotel Jammu Ashok which was allotted in January 1970 to ITDC for a period of 40 years, expired in January 2010. The J & K Government vide letter dated 20.03.2020 has informed about non-renewal of lease agreement. Accordingly, the operations of Hotel Jammu Ashok have been closed on 17.06.2020. Matter was pursued with the Govt of J&K for taking possession of the Hotel after payment of compensation in accordance with clause 3 (ii) of the lease deed. Draft MoU has been sent to the Govt. of J & K in this regard.

13.11 Ashok Group of Hotels

The Ashok:

Built in 1956, The Ashok, the flagship hotel of ITDC is a familiar landmark in the city sprawling over 25 acres of land. The Ashok has 550 well adorned rooms with 160 suites, including the Ashok Presidential Suite, depicting an aura of opulence.

The Ashok has premium banquet facilities and most favored banquet venues.

The Ashok has been the venue for several prestigious national and international conventions, seminars and events. And this year, the hotel hosted international guests/events of prestigious G-20 Summit delegates, International Buddhist Confederation, World Human Right Protection Commission, BRICS, Sa Dhan Association, Action Alliance for Recycling Beverage Cartons, International Solar Alliance, Access Development Services, REC, NOTTO, ICC 2023, Tibetan Administration Welfare Society, NAPCON and NI Connect.

The hotel hosted conferences of several ministries such as Tourism, Education, Youth Affairs & Sports, Finance, Health & Family Welfare, Culture, Defence, Law & Justice, Parliamentary Affairs, etc.

The hotel was the venue for various Medical Conferences this year, i.e. Delhi Ophthalmological Society, Cardiological Society of India, etc.

The Ashok was the residential host for Boxing Players, Hockey India Annual Awardees, Padma Awardees, National Teacher's Awardees, entire contingent of Asian Games, Para-asian Games which brought so much glory with their stupendous performance. Hotel was the residential host for Vande Bharatam dance group who performed at Republic Day at Pragatipath.



The Ashok Convention Hall, with its grand dimensions has also perfected the art of hosting exhibitions and has organized Hi Life, Yellow Blossoms, Sutra, Swar Manjari, Courtyard Stories, Andaz Colors, Mahila Mangal, Pink Post Inc., Aheli and many more exhibitions with high foot falls.

Over the year, The Ashok has added more facilities keeping in mind the changing trends in hospitality industry. There have been upgradations & modifications in its guest rooms, restaurants, public areas; all designed with an endeavour to provide the highest standards of service for the guests and to provide an experience of exclusive and grand living. Hotel revamped itself with upgraded rooms by refurbishing soft furnishings and upgrading infrastructure like lifts, fire safety, etc.

Extensive branding for International Year of Millets, Azadi ka Amrit Mahotsav, Har Ghar Tiranga and G20 was done across all hotels with prominent display of flags, logos, posters, etc.

The hotel has initiated dedicated efforts for imparting training to all levels of employees with in-house training set up for entire operational staff for G20 summit. Training session held on prevention of sexual harassment of women at work place for employees. A workshop was organized on International Yoga Day. E-Pledge was taken on Vigilance Awareness Week.

The hotel introduced room packages, i.e. Ashok Staycation Package, Ashok Weekend Package, Ashok Heritage Package & Republic Day Package which were perceived very well in the market. The hotel won Make My Trip's prestigious "Volume Driven Cash Back Scheme for the Stand Alone Hotel".

On the eve of 75th Independence Day, a cultural evening was organized at The Ashok Convention Hall by employees presenting skits, songs, dance performance, instrumental music highlighting the Indian freedom struggle.

In-house dining menu with addition of some new items was introduced.

The hotel celebrated Valentine's Day, "International Women's Day", "Navratri", "Ramzan-ul-Mubarak", "Mango Festival", World Tourism Day, among others. The Ashok Cake Shop specially curated Rakhi, Valentine's Day & Diwali Millet confectionary hampers which were well received.

The traditional cake mixing ceremony was celebrated. Hotel will be celebrating X'mas and New Year with special promotions at The Cake Shop and Food & Beverage outlets.



Chef Arvind Rai won exceptional Achievement Award in the field of Culinary Arts and Science in International Chefs Conference organized by Indian Federation of Culinary Association ICC at The Ashok.

The hotel's culinary team comprising *Chef Arun Kumar* won gold medal in Plated Appetizers, *Chef Ashish Mehta* won gold medal in Live Cooking and *Chef Amit Mandrawal* won silver medal in Contemporary Millets category at the Incredible Chef Challenge competition. Six bronze medals were won in different categories at the IFC Culinary Art completion. A gold medal was awarded in 45 minutes live cooking, a silver medal in halwai and another silver medal in table laying by AHP Hospitality Challenge and Awards, 2023 organized at Banarsidas Chandiwala Institute at Delhi.

The Ashok Cake Shop won "Best Bakery" at the Delicious Dining Award 2023 by Travel & Leisure under the leadership of *Chef Prajit P. Kumar*.

"National Mango Day" was celebrated at The Coffee Shop on 22nd June 2023 and covered by News abplive.

"5-Best Christmas Recipes 2023" coverage in The Quint. Recipe of "Avocado salad" and "avocado fish burritos" were covered by News 18 on National Avocado Day on 31st July 2023 and Recipes of "Barnyard millet phirni" and "Bhuna shakarkandi chat" were covered by India Today on 15th & 23rd October 2023 shared by *Chef Vikram Shokeen*.

Hotel Samrat:

Set in the beautiful landscaped gardens which it shares with Delhi's landmark The Ashok, Hotel Samrat is an elegant structure built around a central flower-filled atrium and open-air courtyard. Its 255 standard and deluxe rooms feature twin as well as queen size beds overlooking the enclosed gardens fountains and water channels while satisfying the demands of the most discriminating guests.

A combination of Kautilya hall, Chanakya hall, Chandragupta hall, poolside lawns and other spaces make Hotel Samrat a perfect venue for conventions, exhibitions and weddings.

The hotel hosted and/or was associated with various important conferences & events, organized by various Ministries/PSUs/ Private Companies/ State guest houses organized by Coal India, Bricks International, Weavers Service Center, NICDC Logistics, Central Health Bureau, National Center for Disease Control, Kendriya Vidyalaya Sangathan, GIZ, Ministry of Rural Development, DOACON,



etc.. The hotel also hosted conferences of several ministries such as Ministry of Culture, Labour and Earth & Science, etc.

The hotel was the residential host for various Government Departments/Ministries/ PSUs/State Houses such as Padma awardees, guests of Indian Armed Forces, Republic Day participants, UPSC, Lok Sabha Secretariat, RIS, ONGC, Centre for Health Research & Information, Rashtriya Ayurveda Vidyapeeth, PTI, DRDO, Indian Nursing Council, KVIC, NCERT, Lalit Kala Academy, AIIMS, NSD, NCGG, Coal India, C-DAC, FSSAI, Hindustan Aeronautic Ltd, National Foundation for India.

The hotel also put up food stall at Amrit Udyan during February – March 2023 and during August - September 2023.

The hotel offers delicious packed meals filled with delicacies of various cuisines and sold over 5500 such packed meals which were well accepted and popular.

As part of the continuous modernization and upgradation of the property; complete renovation of 48 guest rooms & corridors, lobby & entrance porch is completed. 48 more rooms are planned to be renovated. Further, SITC of new 600 TR AC plant, better and updated fire detection systems are also planned. Replacement of all shaft pipelines is under process. Regular kitchen upgradation is being done to maintain standards as per ISO requirements.

Hotel Kalinga Ashok:

Operational since 1980, Hotel Kalinga Ashok is a well known hotel sprawling over 6 acres of land. Hotel Kalinga Ashok is centrally located in the temple city of India i.e. Bhubaneswar and is considered a suitable base for various tourist places like abode of Lord Jagannath i.e. Puri (also famous for first Blue Flag beach of India), Konark (which has famous Sun Temple included in World Heritage Site by UNESCO), Chilka Lake (being second largest coastal lagoon in the world) & Bhitarkanika National Park (popular among nature lovers for its wildlife including white crocodiles). The distance of Biju Patnaik International Airport is just 3 km, Bhubaneswar Railway Station is 1 km, famous Lingaraj Temple is 2 km, Nandankanan Zoo (with White Tiger Safari) is 18 km and ancient Khandagiri/Udaygiri Jain caves are only 9 km approximately.

The Hotel has USP of gracious combination of two key elements i.e the most spacious lobby and parking in the heart of the city. It has premium banquet facilities and most favored banquet venues as the hotel is endowed with two lawns i.e. Kapilash & Aangan measuring 28550 sq.ft. and 44350 sq.ft. respectively and two banquet halls i.e. Konark & Utsav with capacity of 250 & 100 pax respectively.



It presently has 32 operational rooms and 04 Suites. There is one restaurant-cum-bar i.e. Phulbani with capacity of 60 pax. The hotel has been a favourite destination for MICE business from public as well as private institutions.

There have been partial renovation in its guest rooms, restaurants, public areas; all designed with an endeavor to provide the good standards of service for the guests and to provide an experience of exclusive stay. The hotel emerged with positive spirit during the challenging times like cyclone and COVID which is imbued with great respect in the minds of the people of Bhubaneswar.

The hotel gives due importance to imparting training to all levels of employees. The hotel celebrates World Tourism Day, International Yoga Day, International Women's Day, Navratri, Ramzan-ul-Mubarak and Diwali with great enthusiasm. The hotel will celebrate New Year Eve with special Dinner by celebrity chef Sh. Montu Saini.

Hyderabad House:

The Hyderabad House has been catering to the visiting dignitaries, Heads of States on behalf of the Hon'ble Prime Minister of India and has garnered huge appreciation for consistently providing excellent services and show casing Indian cuisine.

The unit made catering arrangements for several VIP events at the South Block, PMO, Sushma Swaraj Bhawan, Jawaharlal Nehru Bhawan and for the External Affairs Minister of India, NSA, FS and other Secretaries of External Affairs Ministry.

Prestigious events were hosted by the Hon'ble Prime Minister of India for the Hon'ble President of the Arab Republic of Egypt, Sri Lanka, Tanzania, Kenya and the Hon'ble Prime Ministers of Italy, Australia, Japan and Nepal. The unit also catered to the Chancellor of the Federal Republic of Germany, the Crown Prince of Saudi Arabia and the Sultan of Oman and visiting delegations at Hyderabad House and various other prestigious events hosted by the Hon'ble Prime Minister of India at PMO.

Vigyan Bhawan:

ITDC has been managing a VVIP catering unit at Vigyan Bhawan since 1979. This catering unit of ITDC has successfully handled many prestigious national and international events and most of them were attended by the Hon'ble President, Hon'ble Prime Minister as well as the Heads of the States. It is a matter of great pride that the services rendered at Vigyan Bhawan have always been appreciated.



Several important conferences were organized by the Vigyan Bhawan unit and some of which were graced by the Hon'ble President of India and Hon'ble Prime Minister of India; Department of Administrative Reforms & Public Grievances, The Federation of Indian Chamber of Commerce & Industry, Ministry of Social Justice, Morarji Desai National Institute of Yoga, National Commission for Women, Central Bureau of Investigation, Intelligence Bureau, Bureau of Energy Efficiency, Institute of Company Secretaries of India, National Highway Authority of India, Directorate of Film Festivals, Ministry of Tourism, Central Vigilance Commission, Ministry of Textiles, National Human Rights Commission, etc. were successfully catered to.

Parliament House Catering Unit:

The mandate was given by the Parliament of India to ITDC for taking over the catering operations from Northern Railways. A new unit with the nomenclature Parliament House Catering Unit (PHCU) was set up and commenced its operations from 16th Nov 2020. PHCU has successfully been catering to the requirements of Parliament House Estate. PHCU was honored to be associated with the launch of the New Parliament House Building. PHCU exclusively has been given the mandate to provide hospitality services in the New Parliament House Building. The operations in the New Parliament Building started operation with the Special Session called from 19th September 2023 onwards.

The PHCU is responsible for providing VVIP catering services within the premises of the Parliament House to the Hon'ble Chairman Rajya Sabha, Hon'ble Prime Minister of India, Hon'ble Speaker, Lok Sabha, Hon'ble Deputy Chairman Rajya Sabha, Cabinet Ministers, Leader of Opposition, all the Members of Parliament in Lok Sabha & Rajya Sabha, visiting foreign delegation, Secretary General – Lok Sabha & Rajya Sabha and other high ranking officials and staff.

Services were also provided in numerous Banquet Halls, Committee Rooms in addition to the Pantries attached to the offices of dignitaries inside and outside of Parliament House Estate (PHE). Approximately 5000 persons working in the PHE are availing the services offered by PHCU, ITDC on a regular basis.

Sustainability practices in all ITDC hotels are given huge importance as the hospitality industry recognizes its environmental and social responsibilities, since sustainable practices not only benefit the environment but also contribute to cost savings and improve the overall reputation of our hotels. Energy efficient lighting, low flow faucets, linen recycling, waste reduction & recycling, sourcing local produce & through MSME products, inhouse composting, shifting to greener fuels



and putting in place effluent treatment plants, tree plantation are a few practices to mention amongst the many.

Staff training is crucial to provide exceptional service to build a strong brand name of ITDC. All ITDC hotels & catering units impart extensive OJT, inhouse and out sourced training programmes to upskill its workforce as the quality of service provided by hotel staff directly influence guest satisfaction, which has in turn added to the reputation and financial success of The Ashok Group Hotels.

In addition to the above, All Hotels and catering units are holding all statutory and safety licences and ISO 22000:2018 certification.

13.12 Ashok Events

Ashok Events – a strategic business unit of ITDC is a leading event management agency handling Conferences, Exhibitions, Workshops/ Seminars and other National and International events. Ashok Events' core competence is providing one stop solutions as a Professional Conference Organizer for the entire gamut of services. The division has made a mark in event management in a big way and with its rich expertise has an illustrious client list comprising Government Ministries, Departments, Autonomous Bodies and Authorities. Ashok Events is the designated agency of Ministry of Tourism for managing Conferences, Workshops, Conclaves, Award Ceremonies and other events of National importance.

The major events handled by the Ashok Events Division during 2023-24 (upto Dec 20th 2023) include:-

- 2023 FATF Joint Experts' Meeting organized by Department of Revenue, Ministry of Finance, Govt. of India at Convention Hall, The Ashok, New Delhi on 3rd to 6th April, 2023.
- International Conference of Defence Accounts organized by IDAS, Ministry of Defence at Banquet Hall, The Ashok Hotel, New Delhi from 12th to 14th April, 2023.
- 16th Civil Service Day - 2023 organized by Department of Administrative Reforms & Public Grievance, Ministry of Personnel, Public Grievance & Pensions, Government of India at Vigyan Bhawan, New Delhi from 20th to 21st April, 2023. Chief Guest on Day 1 - Hon'ble President of India and Day 2 -Hon'ble Prime Minister of India.
- G 20 Tourism Working Group – Interaction with Heads of Missions in India organized by Ministry of Tourism, Government of India at banquet Hall, The Ashok Hotel, New Delhi on 2nd May, 2023.



- National Technology Week – 2023 organized by Department of Science and Technology, Government of India at Pragati Maidan, ITPO from 11th to 14th May, 2023. Chief Guest: Hon'ble Prime Minister of India during inaugural on 11th May, 2023.
- Fabrication of IREDA Pavilion during Future Energy Asia at Bangkok from 17th to 19th May, 2023.
- 44th ISO COPOLCO Plenary 2023 organized by Bureau of Indian Standards at Sovereign 1, Hotel Le Meridien, New Delhi and Hall No. 5, Vigyan Bhawan, New Delhi from 23/05/2023 to 26/05/2023.
- Viksit Bharat @ 2047 – Eighth Meeting of the Governing Council organized by NITI Aayog, Government of India at ITPO, Pragati Maidan, New Delhi on 27th May, 2023. Chief Guest: Hon'ble Prime Minister of India.
- National Training Conclave 2023 organized by Capacity Building Commission under the aegis of Department of Personnel & Training, Government of India at Amphitheater, ITPO, New Delhi on 11th June, 2023. Chief Guest – Hon'ble Prime Minister of India.
- Global Food Regulators Summit – 2023 organized by Food Safety & Standards Authority of India at Manekshaw Centre, New Delhi on 21st July, 2023.
- Inauguration of ITPO Convention Centre organized by ITPO on 26th July, 2023 Chief Guest – Hon'ble Prime Minister of India.
- Inauguration of Travancore Palace organized by Kerala House at Kasturba Gandhi Marg, New Delhi 4th & 5th August, 2023, Chief Guest – Hon'ble Chief Minister of Kerala.
- 9th National Handloom Day organized by DC Handlooms, Ministry of Textiles at ITPO, Pragati Maidan, New Delhi from 7th to 9th August, 2023. Chief Guest – Hon'ble Prime Minister of India.
- Har Ghar Tiranga, Bike Rally organized by ministry of Culture on 11th August, 2023 at Red Fort, Delhi. Chief Guest – Hon'ble Vice President of India.
- PM Vishwakarma Exhibition organized by Ministry of Micro Small and Medium Enterprises, Govt. of India at IICC, Dwarka, New Delhi from 17th to 20th September, 2023. Chief Guest – Hon'ble Prime Minister of India.



- Fabrication of IREDA Pavilion at UP International Trade Show organized by Indian Renewable Energy Development Agency (IREDA) at India Expo Centre & Mart, Greater Noida from 21st to 25th September, 2023.
- Thanks giving Dinner hosted by ITPO at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi on 22nd September, 2023. Chief Guest – Hon'ble Prime Minister of India.
- Launch of Travel for LiFE Programme on the occasion of World Tourism Day organized by Ministry of Tourism on 27th September, 2023 at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi.
- Sankalp Saptah organized by NITI Aayog on 30th September, 2023 at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi. Chief Guest – Hon'ble Prime Minister of India.
- PATA Travel Mart -2023 organized by Ministry of Tourism at Hall no. 14, ITPO, Pragati Maidan, New Delhi from 4th to 6th October, 2023.
- National Workshop on Capacity Building organized by Capacity Building Commission at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi on 5th October, 2023.
- 8th BRICS ICC 2023 organized by Competition Commission of India at The Ashok Hotel, New Delhi from 11th to 13th October, 2023.
- 11th International Tourism Mart for the North East Region organized by Ministry of Tourism in association with State Govt. of Meghalaya from 21st to 23rd November, 2023 at Shillong, Meghalaya.
- 3rd Chief Secretaries Conference organized by NITI Aayog from 24th & 25th November, 2023 at Pusa Ground, New Delhi. Chief Guest – Hon'ble Prime Minister of India.
- iMICE Event organized by Ministry of Tourism on 30th November, 2024 at Bharat Mandapam, New Delhi.
- Presentation Ceremony of National Awards 2023 on the field of Empowerment of Persons with Disabilities organized by Ministry of Social Justice & Empowerment at Vigyan Bhawan, New Delhi.
- Krishnaveni Sangeetha Neerajanam organized by Ministry of Tourism from 10th to 12th December, 2023 at Vijaywada, Andhra Pradesh.



- Good Governance Week organized by Dr. Ambedkar Foundation from 19th to 21st December, 2023 at Dr. Ambedkar International Centre, New Delhi.

13.13 Ashok International Trade (AIT)

Ashok International Trade Division, the AIT Division of ITDC facilitates duty free shopping facilities for international travelers. ITDC is making efforts to consolidate its duty free business both at the major seaports as well as at the new International Airports of India. ITDC duty free outlets are aligned with the Indian Government plans to create cruise tourism around India's coastal towns. Presently, the division has fourteen duty free shops at Kamarajar, Kolkata, Haldia, Chennai, Kandla, Mangalore, Visakhapatnam, Goa, Paradip, Kakinada, Krishnapatnam, Cochin, V.O Chidambaranar and JNPT seaports. These duty-free outlets serve as an essential facility for international travellers and also strengthen the Govt. of India's vision to increase cruise passenger traffic.

AITD has been maintaining good sales and profitability and will also continue to keenly follow new business opportunities arising at ports, international airports and other locations of travel retail space and bid for concession rights of sustainable duty free shops.

13.14 Ashok Travels & Tours (ATT)

Ashok Travels and Tours (ATT) is travel wing of ITDC with its presence in 05 cities across India at Delhi, Kolkata, Chennai, Bangalore and Hyderabad.

ATT is the preferred agency for providing airline ticketing to Government of India and its offices and PSUs as per the orders of Department of Expenditure, Ministry of Finance. In addition, ATT is also in the business of transport, tours and Cargo.

13.15 Corporate Marketing & Public Relations Division

The Digital Marketing and Public Relations team of ITDC has been constantly working towards strengthening the corporate image and brand equity. As a pivotal component of ITDC's digital marketing strategy, we have adeptly utilized major social media platforms, including Facebook, Twitter, Instagram, and YouTube, to amplify the visibility of our company. This concerted effort is complemented by the consistent launch of online promotional campaigns that comprehensively cover events across every vertical. Notably, these campaigns extend to specific offerings such as Hotel weddings, thematic events, and promotions for hotel and restaurant packages, especially during festive seasons.



For The Ashok Hotel, the department implemented a comprehensive communications plan with specific objectives, focusing on the promotion of the hotel's Food and Beverage capabilities. This involved organizing food reviews and brand promotion activities within the hotel's restaurants.

Recognizing the importance of online visibility, ITDC has developed a robust Search Engine Optimization (SEO) strategy to ensure our website is easily discoverable by potential customers. Our engagement efforts extend to various online activities aimed at involving customers.

The Public Relations at ITDC has been instrumental in shaping and fortifying the brand's image. Through strategic communication, we've disseminated information about ITDC's developmental, cultural, CSR, and awareness initiatives. For The Ashok Hotel, a targeted communication plan was devised, emphasizing the hotel's F&B capabilities. This included organizing food reviews and brand promotion activities at the hotel's restaurants. In the realm of traditional media, we have effectively utilized trade magazines and journals, both in print and digital formats, to disseminate comprehensive information. The PR Division's efforts are aligned with presenting ITDC in a contemporary light across all its verticals.

13.16 Ashok consultancy and Engineering services

Ashok Consultancy and Engineering Services, a key division of ITDC, undertakes the services from concept to commissioning of Tourism Infrastructure Projects, SEL Shows and Illumination Works for Ministry of Tourism, State Tourism Departments, Public Sector Undertakings etc and Up-gradation & Renovation of ITDC properties.

The division is actively involved in the preparation of Detailed Project Reports pertaining to Tourism Infrastructure Development Works, Feasibility Reports and provides Consultancy Services to Ministry of Tourism, various State Governments and private agencies etc. It has a team of experienced engineers and architects who are well versed in the development of tourism infrastructure. The division has executed more than 111 tourism infrastructure projects and has also prepared more than 107 numbers of Detailed Project Reports in the tourism field so far.

Presently, the Division is executing Tourism Infrastructure Project for Sree Narayana Guru Spiritual Circuit in Kerala for an amount of ₹66.42 Cr. sanctioned by MOT under SWADESH Darshan Scheme. The project "Development of Infrastructure Works in Betaal Lake at Damoh in Madhya Pradesh" was inaugurated by Hon'ble Minister Sh. Prahlad Singh Patel on 06.10.2023 under the Central Finance Assistance Scheme of Ministry of Tourism.



ITDC had MOU to act as an independent agency for Evaluation of O&M of specified Components of completed projects under Swadesh Darshan Scheme. Besides various other prestigious projects, the division is executing some most prestigious SEL shows sanctioned by MOT/ State Govts in various states of the country which comprises Multimedia /SEL shows at Leh Palace-Ladakh, Kargil-Ladakh, Sarkhej Roza - Ahmedabad, Udaigiri Khandagiri caves - Bhubaneswar and Purana Quila-New Delhi. Recently, Ministry of Tourism has sanctioned Musical Fountain & Water Screen Multimedia based projection show at Nawal Sagar Lake, Bundi (Rajasthan) under the Scheme of Assistance to Central Agencies.

The division has prepared and submitted the Detailed Project Report for SEL/ Multi Media Shows at Rashtrapati Bhavan, New Delhi for an amount of ₹49.90 Cr, Multimedia Show at Shankracharya Temple, Srinagar for an amount of ₹14.07 Cr, and Multi-Media Projection Show at Kailasanathar Temple, Kanchipuram, Tamil Nadu for an amount of ₹11.30 Cr to Ministry Of Tourism for approval.

13.17 Environment Management initiatives

ITDC has adopted various eco-friendly measures like ETP, Rainwater Harvesting System, Solar Energy etc along with other energy conservation measures in most of its units. STP/ ETP's have been installed in all of ITDC's properties for sustainable wastewater treatment. The Ashok / Samrat Hotel have a capacity of 1 MLD STP and 30KLD capacity of STP/ETP at Hotel Kalinga Ashok, Bhubaneswar. The Organic waste convertor is also installed at Hotel Ashok and Samrat to reduce hazardous and harmful waste to environment. Solar water Heating System has installed at The Ashok Hotel, New Delhi and Hotel Kalinga Ashok, Bhubaneswar to save energy. In addition, Hotel Kalinga Ashok also installed standalone Solar street lights in its premises.

ITDC Performance Standards have recognized as a benchmark for environmental and social risk management by achieving certifications from various organizations. The Ashok Hotel, New Delhi is LEED Gold certified hotel under US Green Building Council since 2017. Similarly, Hotel Samrat is also in the process of obtaining for LEED Gold Certification from US Green Building Council.

13.18 Ashok Institute of Hospitality & Tourism Management

Ashok Institute of Hospitality & Tourism Management (AIH&TM) is the hospitality training Institute of the Human Resource Division of India Tourism Development Corporation Ltd. The institute is spread over two campuses, one at Hotel Samrat, Centre of Excellence, New Delhi and other



at Qutab Campus in Qutab Institutional Area, New Delhi. Institute came into existence in 1971 for in-house training of employees of ITDC. The institute is offering various degrees, diploma and certificate courses as well as skill development courses of MoT in the area of hospitality. AIH&TM is conducting three years B.Sc program in Hospitality and Hotel Administration (H&HA) in affiliation with NCHMCT/IGNOU/JNU.

AIH&TM also conducts following programs/courses:-

- One year Diploma courses in Food Production, Bakery & Confectionery, Front Office, Housekeeping and F&B services jointly with National Institute of Open Schooling (NIOS), Ministry of Human Resource Development.
- On the job training to Industrial Trainees from various professional Hospitality Institutes in the country.
- Customized training programs for various Government departments/ institutions.
- Apprenticeship training under Ministry of Skill Development and Entrepreneurship.(RDAT)
- B.Voc (in Food Production) and Diploma in Hospitality Management in collaboration with Jamia Millia Islamia University.
- Hunar se Rozgar (HSR) and Skill Testing and Certification (STC) Entrepreneurship Programme (EP) programs of Ministry of Tourism
- Under the CBSP program (Capacity Building for Service Provider) of Ministry of Tourism, Government of India, AIH&TM, HRD division of ITDC conducted the training of Taxi/Cab/Coach drivers under Tourism Awareness Program (fully sponsored by MoT) on Behavioral & soft skills. (2022-23)
- Under "Entrepreneurship Development Programme", AIH&TM trained various batches of professionals in association with NIESBUD wherein the candidates have been given entrepreneurial training and also being supported by ITDC & NIESBUD in starting their own enterprise (2021-22).
- In addition to above the, Institute also conducts training programs for its employees on regular basis. The institute during the year is conducting various programs on Tendering Process, Prevention of Sexual harassment at work place, grooming classes, Vendors Workshop during vigilance awareness week for the employees of the Corporation.



13.19 Corporate Social Responsibility (CSR)

The prescribed expenditure for FY 2022-23 was ₹7.64 lakh. Pursuant to the approval of the Board, ITDC spent an amount of ₹7.64 Lakhs towards CSR expenditure for the year 2022-23 as contribution to Armed Forces Flag Day Funds (AFFDF). For the Financial Year 2023-24, ITDC Board has decided to give Basic Life Support Ambulance to the Hospital in Aspirational District in Uttar Pradesh and Meghalaya.

ITDC is committed to act in a socially, economically and sustainable manner at all times. It will continue to invest in the projects which lead to environmental sustainability. ITDC will produce goods and services which are safe and healthy for the consumers and the environment.

13.20 Human Resource Management

The total manpower of ITDC for the year 2022-23 (as on 01.12.2023) is 480 comprising of 156 Executives and 324 Non-Executives. This includes 128 employees belonging to Scheduled Caste, 10 to Scheduled Tribe and 48 from Other Backward Classes. Further out of total manpower strength, 74 are women employees.

The overall Industrial Relation situation in ITDC continued to be harmonious and cordial.

13.21 Information Technology Initiatives

Implemented the new version of e-Office from 5.x to 7.x. Initiated the new Wi-Fi tender for providing WiFi services in The Ashok and Hotel Samrat Hotels. Initiated the Integration of Tally with PMS Protel installed in The Ashok and Hotel Samrat. Initiated upgradation of servers for the server room at The Ashok Hotel. Initiated the installation of NIC NICNet in The Ashok and Samrat Hotel.



Shore Temple, Tamil Nadu



Roundtable Conference on India's Tourism Ecosystem

CHAPTER

14

**STATISTICS,
SURVEYS AND
STUDIES**





CHAPTER 14 STATISTICS, SURVEYS AND STUDIES



14.1 Information and Research Activities

Statistical data is indispensable tool for sound evidence-based decision-making, planning, implementation and monitoring of any policies and programmes. Consequently, the level of detail and the reliability of data, as well as of its interpretation and use, have a direct impact on the effectiveness of such policies and programmes. Tourism statistics is one among them.

The Market Research Division of the Ministry of Tourism is responsible for collection, compilation and dissemination of tourism statistics on various aspects of inbound, outbound and domestic tourism in India. The key statistics collected by the Division include data on foreign tourist arrivals, domestic and foreign tourist visits, foreign exchange earnings from tourism, etc. Periodical surveys are also undertaken to assess the profile of international and domestic tourists, expenditure patterns, tourist preferences, satisfaction levels, etc.

Promotion of research in the field of tourism and rendering support, both technical as well as financial to States /UTs in the field of Statistics and Market Research are other key works of the Division. Based on the requirement of the Ministry, this Division also undertook tourism surveys, economic and statistical research studies which are useful in getting inputs for formulation of policies and programmes for the development of tourism in the country. Preparation of Tourism Satellite Account, which measures the contribution of tourism towards country's GDP as well as its employment, is also one of the major tasks of the division.

In addition to this, Market Research Division of Ministry of Tourism coordinates with international organization like UNWTO, WEF, PATA for providing data and other research related matter. etc.



14.2 Market Research Professional Services(MRPS) under Capacity Building for Service Provider (CBSP) Scheme



Roundtable Conference on India's Tourism Ecosystem

The basic objective of Market Research-Professional Services (MRPS) activities is to promote research in the field of tourism and gathering reliable inputs for policy formulation and planning for tourism development in the country. The MRPS scheme aims to bring in professionalism in systematic planning of tourism by providing contemporary research input for policy directions and canvassing a way for focussed implementation of the policy initiatives.

MRPS activities provides Central Financial Assistance (CFA) to State/UTs for carrying out research studies/surveys/feasibility studies/preparation of Master plans on the topics concerned to them. It also provides CFA to Institutions for conducting workshops/seminars for promotion of research in the tourism sector and getting inputs from Experts, State Governments, Industry, Intellectuals, etc for development of Tourism.

Research Studies and surveys have also been undertaken in ambit of MRPS activities on requirement of Ministry which formed basis for development of policies and schemes for tourism.

Following research activities are carried out during year 2023 under MRPS activities:



(I) Tourism related Surveys, Studies, Plans, Market Research/ feasibility studies/ publications / etc. for making available relevant data/ information/ report/ inputs to the Ministry for policy making and planning purpose.

• **Studies:**

Completed

- (i) Study on "India and the Coronavirus Pandemic: Economic Losses for Households Engaged in Tourism and Policies for Recovery-Phase-II"- (NCAER)
- (ii) Study on "Assessment of Tourist Destinations in Areas of infrastructure and Cleanliness"- (Deloitte)
- (iii) Baseline Study and Recce for the Rising Sun Circuit (IITTM).

Ongoing

- (i) Study on "Development of Pilgrimage Amenities at Srisailam of Andhra Pradesh".(IITTM)
- (ii) Study on "Quality Analysis of the social media promotions being undertaken by Ministry of Tourism" (IITTM)
- (iii) A study on "Pastoral community based tourism system with special reference to Rajasthan and Gujarat. (ITTM)
- (iv) Study on Wildlife Tourism in India (IIM Sirmaur)

(II) Central financial Assistance (CFA) to Institutes/Universities for organizing seminar/ conference/ workshop/ tourism related journals

Completed

- (i) Central Finance Assistance to Department of Tourism and Hospitality Management, School of Economic Management and information science, Mizoram University is organizing two days international conference on "redefining Tourism through G20 's Key Priority Areas (KPA)s" during 18th -19th May, 2023.

Ongoing

- (i) Central Financial Assistance (CFA) to **Institute of Hotel Management Catering Technology & Applied Nutrition (HMCT&AN), Bhubaneswar**



for organizing three days International Conference on: "Rural Tourism & Alternative Accommodation: Perspectives and Challenges" during 1 to 3 September, 2023.

- (ii) Central Financial Assistance (CFA) to **Pondicherry University, Dept. of Tourism Studies** for organizing two days "National Symposium on Spiritual Tourism" during 22nd -23rd June, 2023.
- (iii) Central Finance Assistance to **HNB Garhwal University Srinagar, Uttarakhand** for conducting two days on "International Conference on Sustainable Models and Paradigms for future of world tourism and hospitality sector innovations challenges and opportunities" on 13-14 October, 2023 (postponed)
- (iv) Central Financial Assistance (CFA) to **National Council for Hotel Management and Catering Technology (NCHMCT), Noida, Uttar Pradesh** for organizing two days International Conference on "Social, Economic and Gender Inclusiveness in Tourism and Hospitality Industry" during 26th -27th October, 2023.
- (v) Central Financial Assistance (CFA) to **Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra** for organizing three days International Conference on "Tourism & Sustainable Development Goals: Introspection & Prognosis" during 14th -16th September, 2023.
- (vi) Central Financial Assistance (CFA) to **Commerce Kumaun University** for organizing two days Seminar on "Home Stay Tourism and Sustainable Development in the Indian Himalayan Region: Prospects and Challenges" during 9th -10th October, 2023.
- (vii) CFA to **Institute of Hotel Management Catering & Nutrition (IHMC&N) Pusa, New Delhi** for Bi-annual Tourism Research Journal.
- (viii) Central Financial Assistance (CFA) to **Post Graduate Department of Tourism and travel Studies, Berhampur University, Bhanja Bihar, Berhampur Odisha** for organizing two days National Conference on- "Sustainable Coastal and Marine Tourism Practices" during 20th-21th December, 2023

(III) Central financial Assistance (CFA) to State/UTs for Survey/Studies during 2023-24



Ongoing

- (i) CFA to Kerala for conducting “Continuous Tourism Survey” during on 18July, 2016(WO) for three years.
- (ii) Central Financial Assistance Proposal for project of “Appointing an Agency/ Consultancy for Survey on collection of Tourism Statistics for the States of Maharashtra (2022-23).
- (iii) Central Financial Assistance Proposal for project of “Implementation of Tourism Survey Methodology in UT Ladakh during (2022-2023
- (iv) Proposal for seeking Central Financial Assistance towards “Implementation of Tourism Survey Methodology in Mizoram during 2021-2022”.
- (v) Central Financial Assistance (CFA) proposal for project of Implementation of Tourism Survey Methodology in State of Telangana during 2022-2023.
- (vi) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Tripura during March 2023 to April 2024.

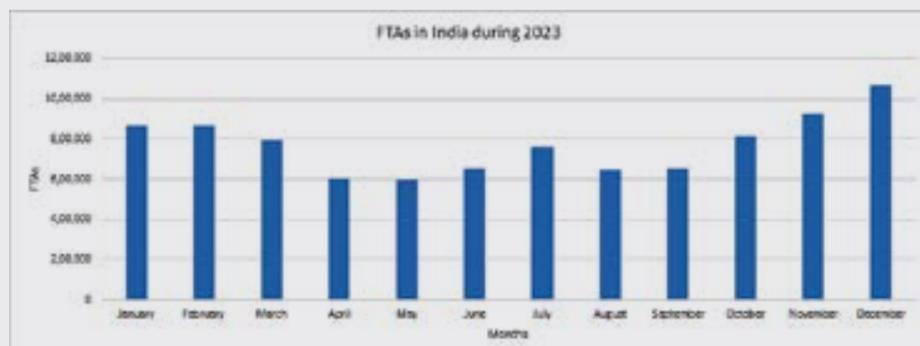
(IV) CFA to State/ UTs sanctioned for implementation of Standard Tourism Survey Methodology during 2023-24

- (i) CFA has been sanctioned for “Implementation of Standard Tourism Survey Methodology” in **Punjab, Tamil Nadu, Andhra Pradesh, Delhi, Jharkhand, Chhattisgarh, West Bengal and Meghalaya.**

14.3 Highlights on Tourism Statistics during 2023

A. Inbound Tourism

- **Foreign Tourist Arrivals**



FTAs during 2023 were 9.24 million (Provisional) with a growth of 43.5% over same period of the previous year.

FTAs during January-March 2024 were 2.82 million (Provisional) with a growth of 11.5% over same period of the previous year.

- **Arrivals of Non-Resident Indians (NRIs).**

From 2014 onwards, Ministry of Tourism has started to compile the arrivals of NRIs on annual basis and there were 7.89 million arrivals of NRIs in India during 2022.

- **International Tourist Arrivals (ITAs)**

In concordance with UNWTO, ITAs include both FTAs and arrivals of NRIs. In the year 2022, there were 14.33 million ITAs in India.

- **Foreign Exchange Earnings (FEEs)**

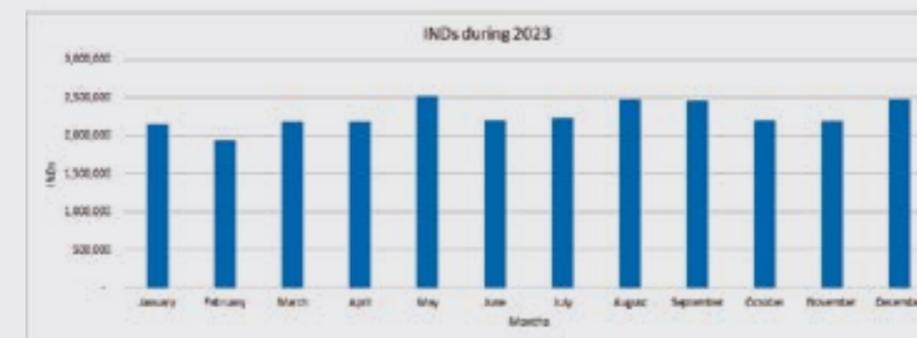
FEEs during the period during 2023 (Provisional estimate) were ₹231927 crores with a 65.74% over same period of previous year.

FEEs during the period during January-March 2024 (Provisional estimate) were ₹72691 crores with a 35.04% over same period of previous year.

FEE during the period during 2023 (Provisional estimate) were US\$ 28.077 billion with a growth of 59.43% over same period of previous year.

FEE during the period during January-March 2024 (Provisional estimate) were US\$ 8.754 billion with a growth of 33.74% over same period of previous year.

B. Outbound Tourism





- **Indian National Departures (INDs)**

INDs during 2023 were 27.27 million (Provisional) with a growth of 26.25 over same period of the previous year.

INDs during January-March 2024 were 7.21 million (Provisional) with a growth of 14.7 over same period of the previous year.

C. Domestic Tourism

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 1731.01 million Domestic Tourist Visits (FTAs) and 85.88 million Foreign Tourist Visits (FTVs) all over the country during the year 2022.

14.4 Tourism Satellite Account (TSA)

National accounts (prepared every year by Ministry of Statistics & PI) measures the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport, insurance etc., while computing GDP of the country. However, System of National Accounts is not able to measure the contribution of tourism in GDP because tourism is not an industry by way System of National Accounts defines the industry.

Tourism is a demand based concept defined by its consumption not by its output. Industries defined in National Accounts such as air transport, hotels and restaurants produce same output irrespective of whether it is consumed by tourist or non-tourist. It is consumption by tourist that defines the tourism economy, which is not available in the National Accounts. Therefore, there is a need for preparing Tourism Satellite Account for assessing the contribution of tourism in GDP.

Till date, Ministry of Tourism has got prepared, through National Council of Applied Economic Research, three TSAs of India for the reference years 2002-03, 2009-10 and 2015-16 in the years 2006, 2012 and 2018 following the methodology recommended by United National World Tourism Organization. As per the TSA-Recommended Methodological Framework (TSA: RMF) 2008, the TSA of any country comprises of a set of 10 standard tables which are key to estimating the economic contribution of tourism in the economy. Preparing the tables in the standard recommended format and following a standard broad methodology enables international comparisons owing to the homogeneity among countries.



The 3rd TSA of India was prepared in 2018 for the reference year 2015-16 (using figures of National Accounts Statistics with base year 2011-12 of CSO). As per estimation in accordance with 3rd TSA for intervening years and subsequent years namely 2017-18, 2018-19 and 2019-20 the contribution of tourism to GDP and employment of the country for year 2017-18, 2018-19, 2019-20, 2020-21 and 2021-22 is as given below:

	2017-18	2018-19	2019-20	2020-21	2021-22
Share in GDP (in %):	5.03	5.01	5.18	1.50	1.77
Direct (in %)	2.61	2.61	2.69	0.78	0.92
Indirect (in %)	2.42	2.40	2.49	0.72	0.85

Note: The above estimates have been updated using NAS 2023. For 2020-21 & 2021-22, estimation has been done in accordance with the methodology adopted in the Tourism Corona Impact study undertaken by NCAER for the Ministry of Tourism.

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Share in jobs (in %)	14.78	14.87	13.50	12.91	12.66	12.57
Direct (%)	6.44	6.48	5.89	5.63	5.52	5.48
Indirect (%)	8.34	8.39	7.61	7.28	7.14	7.09
Direct + Indirect jobs due to tourism (in million)	72.69	75.85	69.44	68.07	70.04	76.17

Note: NCAER computations from respective rounds of Periodic Labour Force Survey, these are estimated figures are liable to change.

14.5 Capacity Building of State/UTs for Strengthening Tourism Statistics

Market Research division of Ministry of Tourism compiles data on Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) based on data received from State/UTs. However, data provided by States/UTs is in non-uniform pattern. To overcome the issues of non-uniform data provided by State/UTs and comprehensive collection of tourism statistics on Domestic & Foreign Tourist Visitors, MR division has developed a Standard Tourism survey methodology which is in line with UN stats. The methodology would help in standardizing collection of important Tourism statistics across various districts and Tourism attractions. The implementation of Tourism survey methodology would bring out important Tourism statistics such as number of domestic & foreign tourist visitors on various attractions, visitors profiling, purpose of visit, duration of stay, spending, place of residence wise visitors, hotels occupancy etc. The data would be quite useful for Ministry of tourism and State tourism departments in



planning Infrastructure upgradation, tourism product development etc. Till date, 19 States/UTs have engaged agencies to implement the Standard Tourism Survey Methodology, with 9 of them having undergone training. The Ministry has approved central financial assistance (CFA) to 13 States/Union Territories for



the implementation of this methodology, while approval for CFA in 3 other States is under process. Additionally, 6 States have successfully completed Phase-I, with several more scheduled to initiate the process shortly.



Vyas Chhatri, Jaisalmer



Ramoji Film City – Hyderabad, Telangana

CHAPTER

15

**DOMESTIC
OFFICES**





CHAPTER 15 DOMESTIC OFFICES



1. Activities under Azadika Amrit Mohatsav

a) Ek Nayi Disha Aatmanirbhar Bharat, Delhi

Date of the Event: 15 March 2023

To distribute publicity materials for the event Ek Nayi Disha under Aatmanirbhar Bharat, India Tourism, Delhi took part by setting up an information station at Hotel Radisson, Paschim Vihar on March 15, 2023.

Shri Shripad Yesso Naik, Hon'ble Minister of State for Tourism, was the chief guest invited for the ceremony. The theme of the event was the contribution of MSME's to national development. Under the event, more than one hundred fifty college students attended the event as a part of the Yuva Tourism Clubs.



b) Har Ghar Dhyam Event, Noida

Date of the event: 11 March 2023

Students of the MBA (TTM) and BBA (TT) programmes at the Indian Institute of Tourism & Travel Management Noida participated in a wellness session arranged by the Yuva Tourism Clubs on campus. The workshop was conducted under the Azadi Ka Amrit Mahotsav and was organised by the Ministry of Culture's Har Ghar Dhyam programme, which aims to teach young people meditation practices and mental health education.

The volunteers from Art of Living led the workshops and post the workshop, the students gave positive and encouraging remarks overall.



c) Chushul Festival, Leh

Date of the event: 11 September 2023 to 12 September 2023

To mark the Azadika Amrit Mohatsav, India Tourism Delhi actively engaged in the Chushul Festival in Ladakh from September 11-12, 2023, with a special focus on the Yuva Tourism Clubs. The festival, held in the vibrant village of Chushul near the Line of Actual Control, saw enthusiastic participation from members of the Yuva Tourism Club of Govt. School Chushul.



Shri Konchok Stanzin, Hon'ble Councilor, Chushul Constituency, LAHDC-Leh, graced the event as the chief guest. As part of the celebration, a workshop on the Yuva Tourism Club was organized for students from the Government High School in Chushul, and a cleanliness drive, in collaboration with locals and the Yuva Tourism Club, was organised to raise awareness about the significance of cleanliness in the village. Additionally, the Ministry of Tourism extended invitations to members of the Adventure Tour Operator Association of India (ATOAI) and various bloggers, enhancing the event's publicity.

2. Activities under Ek Bharat Shreshtha Bharat

a) Bharat Parv 2023, Delhi

Date of the Event: 29 January 2023

As part of the 74th Republic Day celebration, the Ministry of Tourism hosted Bharat Parv 2023, where Yuva Tourism Club (YTC) students explored diverse state tableaux, highlighting unique traditions and cuisines. The event served as inspiration for youth to contribute to national progress, offering a glimpse of a mini-India.

During the event, Sh. R. K Suman, DDG MOT, provided a brief overview of the Yuva Tourism Club, and students shared their experiences at Bharat Parv.



Other Activities

a) Snow Tourism Marathon, Baderwah, J&K

Date of the Event: 26 February 2023

In collaboration with Real Sports India, the local administration of Baderwah, and Amazing Baderwah Tourism Association, India Tourism, Delhi orchestrated the inaugural Snow Tourism Marathon in Baderwah, J&K, featuring 130 active participants. Commemorating 75 years of India's Independence, G20 Presidency, Dekho Apna Desh, and in partnership with the Fit India Movement, the event, supported by the Yuva Tourism Club, ignited the adventure spirit among travel enthusiasts nationwide.



The Marathon drew significant local support, with residents turning out in large numbers to cheer on the participants.

b) Celebration of International Year of Millets, Itanagar

Date of the Event: 22 July 2023

Indiatourism Naharlagun collaborated with Yuva Tourism Clubs to celebrate the International Year of Millets as part of Ek Bharat Shreshtha Bharat at Kingcup Public School, Itanagar.





c) The Great Indian Travel Bazar, Jaipur

Date of the Event: 23 April 2023 to 25 April 2023

The Ministry of Tourism (North), Government of India, actively engaged in The Great Indian Travel Bazar at Jaipur Exhibition & Convention Centre, Jaipur, with a three-day event inaugurated on April 23, 2023, at Hotel Ram Bagh Palace. The Minister of Tourism, Rajasthan Government, and the Secretary, Tourism, Government of India, inaugurated the event, attended by various dignitaries, including the Director General (Tourism) and Joint Secretary (Tourism).

Emphasizing youth participation, the focus was on extensive involvement in B2B meetings with foreign delegates and stakeholder interactions.



3. Various Activities performed by the Yuva Tourism Clubs

a) Seminar on Yuva Tourism Clubs, New Delhi

Date of the Event: 25 July 2023

The Ministry of Tourism, Government of India (Northern Region), organized a Seminar on Yuva Tourism Club at Hotel Samrat, New Delhi on July 23, 2023, aiming to establish these clubs in educational institutions nationwide.

The event drew approximately 150 attendees, including professors, teachers, and students from Universities, Colleges, and Schools across various regions. The formation of Yuva Tourism Clubs seeks to nurture young ambassadors of Indian tourism, fostering an appreciation for the country's cultural heritage and sparking a passion for exploring its vast tourism possibilities. Ms. Manisha Saxena, IAS, Director General, Ministry of Tourism, Government



of India, graced the occasion, joined by distinguished dignitaries such as Sh. M.R. Synrem, Joint Secretary Tourism, Sh. R. K. Suman, Regional Director (North) MOT, IHM Principal, Dean JNU, and Professor from IITTM.

b) Quiz Competition on Tourism for Students, New Delhi

Date of the Event: 27 July 2023

The Ministry of Tourism (Northern Region) hosted an Award Distribution Ceremony for the winners of the 'Tourism in India' quiz on July 27, 2023, at Hotel Park, New Delhi. Shri Shripad Naik, Hon'ble Minister of State for Tourism, Ports, Shipping & Waterways, and Shri M.R. Synrem, Joint Secretary (Tourism), presented prizes and certificates to the 143 winners, emphasizing the event's goal to inspire students to delve into various aspects of tourism and foster a sense of pride in their accomplishments. The quiz competition aimed to evaluate their knowledge of tourist destinations, cultural heritage, and sustainable tourism practices. In his opening speech, Shri R.K. Suman, Regional Director (North), underscored the pivotal role of tourism in the country's economic growth and highlighted its potential to uplift local communities' lifestyles.





c) Mega Yuva Tourism Club Event, Kolkata

Date of the Event: 9 June 2023

India Tourism Kolkata, the Ministry of Tourism's Regional Office for the Eastern Region, conducted workshops and quiz sessions on the Cultural and Natural Heritage of India for 250 members of the Yuva Tourism Club at JIS University, Kolkata, on June 9, 2023.



d) Fam Trip for Yuva Tourism Clubs to Rural Tourism Village, Kolkata

Date of the Event: 27 September 2023

India Tourism Kolkata, the Ministry of Tourism's Regional Office for the Eastern Region, arranged a one-day Rural Tourism excursion for Yuva Tourism Club members from West Bengal at Sundarbans on September 27, 2023, with



the aim of showcasing the natural heritage of the UNESCO Site of Sunderbans and introducing students of the Yuva Tourism Clubs to the Intangible Cultural Heritage of marginal artisan.



e) Visit to Light House by YTC, Bhubaneswar

Date of the Event: 24 August 2023

India Tourism Bhubaneswar facilitated a one-day Lighthouse Tourism excursion for Yuva Tourism Club members from Odisha at Chandrabhaga on August 24, 2023, with the purpose of introducing students to the natural heritage of lighthouses across India.



f) International Day of Yoga, Ujjayanta Palace, Agartala

Date of the Event: 21 June 2023

Guided by the Regional Director (NE region), India Tourism office (Agartala), Ministry of Tourism, Government of India conducted a large-scale morning yoga session at Ujjayanta Palace to celebrate the International Day of Yoga 2023, with active participation from over 100 people, including members of Yuva Tourism Clubs from Ma Anandamayee Vidyapeeth, Government Degree College (GDC), Old Agartala, Auxilium Girls School, and Sri Aurobindo General Degree College, alongside their teacher coordinators and tourism stakeholders.





g) Painting Competition, Imphal

Date of the Event: 31 October 2023

Indiatourism Imphal office marked National Unity Day, Rashtriya Ekta Diwas, by hosting a Painting Competition on October 31, 2023, in collaboration with Yuva Tourism Club members from Froebel English School, Kanglatongbi, where 20 students actively participated and took the Rashtriya Ekta Diwas pledge.



h) Tree Plantation Drive, Shillong

Date of the Event: 7 May 2023

YUVA Tourism Club members from IHM organized a Tree Plantation Drive in celebration of World Environment Day 2023.



i) Celebration of World Environment Day, 2023, Shillong

Date of the Event: 5 June 2023

Yuva Tourism Clubs celebrated World Environment Day 2023 by distributing Air Purifier plants to passengers at the departure area of Shillong Airport, Umroi.



j) Workshop on Incredible India Home stay and Bed & Breakfast, Shillong

Date of the Event: 15 September 2023

India Tourism Shillong, under the Ministry of Tourism, Government of India, organized a workshop on Incredible India Home stay and Bed & Breakfast, engaging Yuva Tourism Clubs.





k) Season II- Marathon Run Safari, Shillong

Date of the Event: 16 September 2023

India Tourism North East, in collaboration with Meghalaya Tourism and Real State of India, organized Season II - Marathon Run Safari, with active participation from members of Yuva Tourism Clubs, specifically from RMSA H.S School.



l) "Swachhta Pakhwada" campaign, Shillong

Date of the Event: 21 September 2023

India Tourism Shillong, under the Ministry of Tourism, Government of India, collaborated with Yuva Tourism Club and the Department of Tourism and Travel Management of Lady Keane College to organize a cleanliness drive as part of the "Swachhta Pakhwada" campaign.



m) Inter-college YUVA Tourism Club Essay Writing, Painting and Sketching Competition, Shillong

Date of the Event: 26 September 2023

India Tourism Shillong, under the Ministry of Tourism, Government of India, successfully collaborated with Yuva Tourism Club and the Department of Tourism and Travel Management of Lady Keane College to organize an inter-college painting, sketching, and essay writing competition on September 26, 2023, with active participation from around 30 YTC members, aligning with World Tourism Day celebrations.



n) Green Tourism Walk, NEHU campus, Shillong

Date of the Event: 27 September 2023

Indiatourism Shillong, in collaboration with Yuva Tourism Clubs and faculty members from the Department of Tourism and Hotel Management, NEHU, organized a Green Tourism Walk at the NEHU campus, engaging a total of 80 participants.



o) Shillong Book Fair

Date of the Event: 27 September 2023

India Tourism actively was engaged in the Shillong Book Fair at the State Central Library premises from September 27 2023 to October 3 2023, setting up an information counter in collaboration with Yuva Tourism Clubs. The counter provided valuable information to visitors, showcasing brochures, leaflets, and other tourism-related materials for effective promotion.



p) Light House Visit, Mylapore, Chennai

Date of the Event: 21 July 2023

The Ministry of Tourism's southern regional office arranged a trip for Yuva Tourism Club members to the lighthouse in Mylapore, Chennai, on July 21, 2023, in response to the Hon'ble Prime Minister's 100th episode of Mann Ki Baat-100 days of action plan. Approximately 100 students from Kendriya Vidyalaya schools of Anna Nagar, Island Grounds, and Ashok Nagar actively participated in the visit, where they learned about the significance and functioning of the lighthouse. Participants received refreshments, Incredible India souvenirs, and certificates of participation.





q) Plantation Drive, Buckingham Canal, Island Grounds, Chennai

Date of the Event: 31 July 2023

In collaboration with Tamilnadu Tourism, Tamilnadu Forest Department, NRG Foundation, and Prakruthi, the Southern Regional Office, Ministry of Tourism, organized a Plantation Drive on the banks of Buckingham Canal, Island Grounds, Chennai, on July 31, 2023. About 100 students, members of Yuva Tourism Club from Kendriya Vidyalaya Island Grounds, actively participated in this drive, aimed at raising awareness about water bodies' preservation and environmental conservation. The initiative provided YTC members with an opportunity to engage in environmental conservation and community service, and participants received refreshments, Incredible India giveaways, and certificates of participation.



r) International Day of Yoga Celebrations at Chennai

Date of the Event: 21 June 2023

To mark the Ninth Edition of International Day of Yoga 2023, the Southern Regional Office, Ministry of Tourism, collaborated with Vivekananda House for a Yoga demonstration program at the Vivekananda Cultural Centre, Chennai, on June 21. Swamiji Ragunayakananda and Swami Dharmishtananda from Sri Ramakrishna Math were the Chief Guests. Approximately 250 Yuva Tourism Club students from Kendriya Vidyalaya Schools actively participated in the program, organized by Yoga Trainers from Vivekananda Cultural Centre. Participants received Yoga Mats, T-Shirts, Caps, Souvenirs, Certificates, and refreshments.



s) Awareness of Lighthouse Tourism for YUVA Tourism Clubs, Puducherry Lighthouse

Date of the Event: 11 June 2023

In collaboration with Yuva Tourism Club members, India Tourism Puducherry organized an awareness tour to the Puducherry Lighthouse, following the initiative of "LIGHTHOUSE TOURISM" guided by Director General (Tourism) and Regional Director (South) of the Ministry of Tourism, inspired by the Honourable PM's Mann Ki Baat speech. The students were briefed about the significance and functioning of the lighthouse, along with discussions on tourism-related developments in the vicinity.



t) Plantation Drive by YTC members, Bahour Heritage Lake

Date of the Event: 31 July 2023

India Tourism Puducherry, in collaboration with Yuva Tourism Club members, organized a Plantation Drive at Bahour Heritage Lake. The YTC students actively participated in an Eco Walk, planting saplings to raise awareness for Water Heritage Site development, groundwater level increase, and contributing innovative conservation ideas. Over 250 participants, including YTC students and the local community, took part in the initiative.





u) Hospitality Training and Volunteering Opportunity for YTC Students, Bangaram and Kavaratti Islands, Lakshadweep

Date of the Event: 18 March 2023 to 21 March 2023

Yuva Tourism Club members from Govt Arts & Science College, Kadmat Island, Lakshadweep, volunteered under the supervision of the Lakshadweep Tourism Department to welcome the Hon'ble President of India and the Administrator to the UT of Lakshadweep. The students received training in departments such as Front Office, F&B, and Housekeeping during the civic reception held in their honor at Kavaratti and Bangaram Island.



v) Facilitation of Internship for Yuva Tourism Club members of GCAS

Date of the Event: September to October 2023

As part of capacity building and skill development, the Ministry of Tourism's Southern Regional Office, in collaboration with the Department of Tourism, UT of Lakshadweep, provided a 45-day internship opportunity at leading hotels and travel agencies for Yuva Tourism Club members from Government College of Arts & Science, Kadmat Island. Additionally, a pre-internship training initiative included the launch of a Personality Development Video series in collaboration with IHM Bengaluru on August 24, 2023. The series, covering aspects such as Public Speaking, Business Correspondence, and Body Language, was well-received and appreciated by the students, ensuring optimal performance during the internship.



4. Other Activities conducted under Yuva Tourism Clubs

a) Yoga for Vasudhaiva Kutumbakam, New Delhi

Date of the Event: 21 June, 2023

Indiatourism Delhi, under the Ministry of Tourism, Government of India, successfully organized a mass Yoga Session at Sun Dial Lawns, Qutub Minar Complex, New Delhi, on June 21, 2023, to commemorate the International Day of Yoga with the theme "Yoga for Vasudhaiva Kutumbakam." Stakeholders from the travel and tourism industry, Yuva Tourism Clubs' students, Ministry of Tourism officials, and locals participated. The practical Yoga session, led by Shri Gopal Rishi, highlighted various aspects and significance of Yoga, with the event attended by Shri R.K. Suman, Regional Director (North), and other Ministry officials. Similar Yoga Sessions were conducted at prominent tourist destinations across the Northern Region, and hotels classified by the Ministry of Tourism were encouraged to hold sessions for staff and guests.



b) Yoga for Vasudhaiva Kutumbakam, Harsil, Uttarkashi

Date of the Event: 19 October 2023 – 20 October 2023

In collaboration with the Department of Horticulture and Tourism, Government of Uttarakhand, and ITBP, the Ministry of Tourism, Govt. of India, organized a two-day Vibrant Village Festival at Harsil, District Uttarkashi, Uttarakhand, on October 19-20, 2023. The festival, attended by over 600 people, featured speeches by the Hon'ble Minister for Agriculture and Farmers Welfare and the DM Uttarkashi, covering various aspects of development, culture, tourism promotion, local handicrafts, and cuisine. Local farmers showcased diverse apple varieties, including an Apple Festival in partnership with the Horticulture Department.





The Ministry also engaged Tour Operators, Influencers, Bloggers, and YouTubers to promote Harsil, with Yuva Tourism Clubs participating actively in the event alongside a group of foreign tourists.

c) International Day of Yoga, Kolkata

Date of the Event: 21 June, 2023

Indiatourism Kolkata, in collaboration with the Ministry of Tourism, celebrated the Eighth International Yoga Day at the iconic Victoria Memorial Hall, witnessing the participation of over 700 individuals, including students, with a mass Yoga demonstration inaugurated by Hon'ble Governor of West Bengal, Shri C. V. Ananda Bose. The Victoria Memorial Hall, one of India's most visited monuments, hosted the event.



d) International Day of Yoga, Kisama Heritage Village

Date of the Event: 21 June, 2023

In collaboration with Nagaland Tourism Department, the Ministry of Tourism Field Office in Nagaland celebrated the International Day of Yoga at Kisama Heritage Village, with nearly 75 participants, led by the Hon'ble Minister of Tourism, Shri TemjenImna Along.



e) International Day of Yoga, Majuli River Island, Assam

Date of the Event: 21 June, 2023

The Ministry of Tourism's Northeastern Regional Office in Guwahati marked the 9th International Day of Yoga 2023 at Majuli River Island, Assam, focusing on the theme "Vasudhaiva Kutumbakam." Dignitaries, including international runner Hima Das, a local MLA, DC, SP, and Satradhikar of Uttar Kamalabari Satra, Majuli, participated in the event, which involved approximately 400 people.



f) International Day of Yoga, Sivasagar, Assam

Date of the Event: 21 June, 2023

The Ministry of Tourism's North Eastern Regional Office in Guwahati celebrated the 9th International Day of Yoga 2023 at Sivasagar, Assam, with the theme "Vasudhaiva Kutumbakam." Dignitaries, including Mr. Jogen Mohan, Hon'ble Minister of Govt. of Assam, Revenue & Disaster



Management, Hills Area Development, Mines & Minerals, Mr. Aditya Vikram Yadav (IAS), Deputy Commissioner (Sivasagar District), and Mr. Subrajyoti Borah (IPS), SP-Sivasagar, participated in the event, which engaged approximately 350 people.



g) International Day of Yoga, Guwahati

Date of the Event: 21 June, 2023

The Ministry of Tourism's North Eastern Regional Office in Guwahati celebrated the 9th International Day of Yoga 2023 at Alfreshco Cruise on Brahmaputra, Guwahati, Assam, with the theme "Vasudhaiva Kutumbakam." Dignitaries, including the President of TOAA and members of Alfreshco Cruise, were present, engaging approximately 58 people in the event.



5. International Tourism Mart 2023

11th Edition of International Travel Mart, Shillong

Date of the Event: 21 November 2023– 23rd November 2023

Brief of the Event: The Ministry of Tourism, Government of India in collaboration with Meghalaya Tourism organized the 11th edition of International Tourism Mart from 21st – 23rd November 2023 at Lariti International Centre for Performing Arts and Culture, Shillong, Meghalaya.



The International Tourism Mart is an annual event held by the Ministry in one of the North Eastern States on rotation basis, with an objective to provide a bigger platform to the North Eastern stakeholders to interact with their counterparts from both within the country and overseas markets as

well as to create awareness about the tourism potential of NER and highlight its unique tourism products, rich bio diversity, unique intangible heritage including local traditions, dance forms, arts, handicrafts and handlooms to a domestic and international audience.



This edition of International Mart was a unique event, as it was implemented as a Green Event by adopting low carbon options on the lines of the action points formulated by Ministry of Environment, Forest, and Climate Change, GoI for implementation of Mission LiFE and sensitizing the tourism stakeholders and generating greater awareness about its objectives.



The Mart also had an exhibition displaying the art, handicraft, textile and cuisine of Northeastern Region under the banner of Northeastern bazaar. The Ministry has also set up an immersive zone displaying the sights and sounds of NER. A digital pledge booth was also set up to sensitize the participants about Travel for Life initiative of Ministry of Tourism.

This year event was attended by approximately 450 pax which included 25 Tour Operators and bloggers/vloggers from 18 countries, domestic buyers, sellers from north east, officials from the Central and State Govts. and members of Yuva Tourism Club from all over the country.

Day 1: 21st November 2023:

A Press Meet was held before the inauguration which was attended by the Chief Minister of Meghalaya Shri. Conrad K Sangma, Union Minister of State for Tourism, Govt of India, Shri Shripad Yesso Naik, Smt. V Vidyavathi, Secretary, Ministry of Tourism. In the Press Meet media was briefed about the ITM and various development works and initiatives undertaken by the Govt. for promotion of tourism in NER.

The Mart was inaugurated by the Union Minister of State for Tourism, Govt of India, Shri Shripad Yesso Naik in the presence of Chief Minister of Meghalaya Shri Conrad K Sangma and other dignitaries on 21st November 2023 at Lariti International Centre for Performing Arts and Culture. The inauguration was also attended by the Tourism Ministers from Sikkim Shri Bedu Singh Panth, Assam Shri Jayanta Mallabaruah and Meghalaya Shri Paul Lyngdoh along with senior officials of the Central and State Government.



The inauguration was followed by Cultural performance and dinner hosted by the State Government of Meghalaya.

Day 2: 22nd November 2023: Presentation by North Eastern States

The day started with presentations by State Tourism Departments of NER focusing on the tourism destinations, products and initiatives taken by them for development and promotion of tourism in the state.

Panel discussions:

Three Panel discussions were organised by the Ministry focusing on following topics:

Session 1: Reshaping Northeast through Strategic Connectivity

The north-eastern region of India, endowed with breath-taking natural beauty and a rich tapestry of cultural diversity. Its strategic geographical location, coupled with proximity to international borders, presents a plethora of opportunities for both domestic and inbound tourism. This panel discussed “Re-inventing Northeast India through Strategic Connectivity,” and shed light on the pivotal role of connectivity in reshaping the tourism landscape of Northeast India

Session 2: Travel for Life and Sustainable Development of Destinations in North East.

This panel centered its discussions on “Travel for Life,” with a primary objective of fostering extensive behavioural change within tourism businesses throughout the region. The panelists discussed on how small behaviour changes at all levels can impact environmental conservation and ultimately advancing the cause of Sustainable, Responsible, and Resilient Tourism in the region for the Future

Session 3: Adventure Tourism: Way Forward

India, with its varied landscapes, cultures and experiences, is poised to emerge as a leading adventure tourism destination. The Northeast, India's treasure trove of natural beauty and cultural diversity, stands at the



forefront of this vision. This session explored strategies to transform India and the north east into a hub for adventure tourism.

B2B Meetings

A special one to one B2B meetings were also organized among key industry stakeholders from Travel, Tourism & Hospitality Industry of North eastern States and international and domestic buyers.

Highlights of the meetings

- o The meetings were attended by local tour operators, hoteliers, Home stay owners, transport companies and other key stakeholders of Travel, Tourism & Hospitality from North East as Sellers.
- o The buyers included leading Tour operators, Adventure and Eco tourism specialists from various parts of India.
- o The structured one -one face to face business meeting between the buyers and sellers resulted in showcasing and providing information on various new tourism products, destinations and innovative tour packages of NER

Session on Vibrant Villages Programme

A special session was chaired by DG (T) on Vibrant Villages Programme (VVP) on 22nd November 2023 for the DCs of Arunachal Pradesh and Sikkim. The session was attended by DCs, Tourism Sec (Arunachal Pradesh) and representatives of industry stakeholders (ATOAI & OYO).

The day ended with Cultural performance hosted by the Ministry of Culture and dinner hosted by the Ministry of Tourism.

Day 3: 23rd November 2023

Tree Plantation and Technical Tours

The Ministry organised ITM 2023 as a green event. It was calculated that the event generated approx. 101.5 tons of carbon and to mitigate that Ministry carried out a plantation drive at the end of the Mart and planted 150 Dieng (Species) Trees to offset the carbon emissions from the event. A total of 115 Tons of CO2 will be absorbed from the environment through this project.

On the last day of the Mart delegates were taken for following three technical visits:

- o Double Route Bridge Trek



- o Caving at
- o Sohra Sightseeing

Day 4: 24th November 2023

The international delegates and bloggers were taken on a fam trip of Meghalaya for a period of 4 days showcasing them the tourism products and destinations in Meghalaya.

6. Activities during the Heritage Week

a) World Heritage Week at Indiatourism, Kolkata

Date of the Event: 19 November 2023 - 25 November 2023

India Tourism Kolkata, the Eastern Regional Office of the Ministry of Tourism, organized World Heritage Week Celebration at Indiatourism Kolkata from November 19 to 25, 2023, featuring artists from Kalighat Patachitra, Madhubani Painting, Santhal Painting, and Alpona Painting School of Art, with active participation from Yuva Tourism Club members and both domestic and foreign tourists, creating a unique cultural experience.



b) World Heritage Week Celebration at Victoria Memorial Hall, Kolkata

Date of the Event: 19 November 2023 - 25 November 2023

During World Heritage Week, Indiatourism Kolkata, the Eastern Regional Office of the Ministry of Tourism, organized the 'Festival of Intangible Cultural Heritage of India' at Victoria Memorial Hall from November 19 to 25, 2023, attracting Tourism Industry Stakeholders, Yuva Tourism Club Members, Students, and the General public. The event showcased ICH-based performances, including Chau, Raibeshe, Baul, and Patachitra, at the iconic Victoria Memorial Hall, one of India's most visited monuments.



c) Lecture on Historical Journey from the Pallavas to the Medieval Cholas and their Maritime Contacts, Chennai

Date of the Event: 19 November 2023 - 25 November 2023

As part of Heritage Week Celebrations from November 19 to 25, 2023, India Tourism Chennai, the Southern Regional Office, organized a lecture by Dr. Rajavelu, an eminent epigraphist, focusing on the "Historical Journey from the Pallavas to the Medieval Cholas and their Maritime Contacts." The program saw active participation from Incredible India Tourist Guides and Yuva Tourism Club Students from the Institute of Hotel Management Chennai.



d) Heritage tour of Hyderabad city with YTC'S Hyderabad

Date of the Event: 19 November 2023

As part of World Heritage Week from November 19 to 25, 2023, India Tourism Hyderabad organized a Heritage tour of Hyderabad city specifically for Yuva Tourism Club students from Safdaria Girls High School Mehdipatnam. The tour, encompassing Qutubshahi and Nizam monuments such as Charminar, Mecca Masjid, Chowmahalla Palace, and Nizam Museum, provided over 100 students and teachers with an enriching experience, fostering a deeper understanding, appreciation, and pride in their cultural heritage and that of others.



e) Celebration at Golconda Fort with YTC'S Hyderabad

Date of the Event: 19 November 2023 - 25 November 2023

During World Heritage Week from November 19 to 25, 2023, India Tourism Hyderabad, in collaboration with ASI Hyderabad, organized a documentary film screening on UNESCO World Heritage Sites and ASI monuments at Golconda Fort,





Hyderabad. This initiative, attended by Yuva Tourism Club Students from Tagores Home New Era school, not only enhanced students' knowledge of India's heritage but also included a Plantation drive within Golconda Fort, promoting a holistic engagement with cultural preservation.

f) Visit to Rashtrapathi Nilayam with YTC Shri Shakti College of Hotel Management

Date of the Event: 19 November 2023 - 25 November 2023

During Heritage Week Celebrations from November 19 to 25, 2023, ITO Hyderabad organized a tour to Rastrapathi Nilayam, Bollaram, Secunderabad, specifically for the students of YUVA Tourism Club at Shri Shakti College of Hotel Management. The tour included a scholar-guided exploration of the 163-year-old main heritage building, the Knowledge Gallery, Historic Flag Post site, Kitchen Tunnel adorned with GI tagged Cherial art, and various theme parks such as Nakshatra, Herbal Garden, and Rock Garden. This insightful experience engaged more than 40 students and coordinators in exploring the rich cultural and historical heritage of Telangana.



g) Heritage Walk for Yuva Tourism Club members to Belur and Halebidu

Date of the Event: 21st, 23rd and 24th November 2023

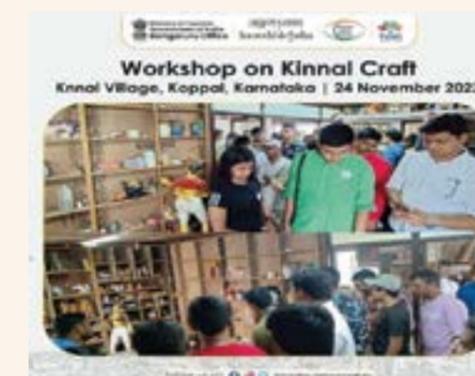
As part of World Heritage Week celebrations, the Ministry of Tourism, Government of India Bengaluru office, in collaboration with St. Claret College, organized a Heritage Walk for Yuva Tourism Club members to the newly inscribed World Heritage Sites of Belur and Halebidu. The tour, attended by 100 Yuva Tourism Club members, faculty coordinators, and officials from India Tourism, Karnataka Tourism, and ASI, aimed to raise awareness about India's rich cultural heritage, promote these sites as major tourist destinations, and encourage active participation from students in preserving the country's cultural heritage.



h) Workshop on Kinnhal Craft, Karnataka

Date of the Event: 24th November 2023

As part of World Heritage Week celebrations, the Ministry of Tourism, Government of India Bengaluru office conducted a Workshop on Kinnhal Craft, a renowned GI-tagged product from Karnataka, specifically for Yuva Tourism Club members of FHMCT, Ramaiah University of Applied Sciences, on November 24, 2023. The workshop aimed to educate participants about the traditional craft of Kinnhal, its history, techniques, and significance, providing hands-on experience to foster appreciation for traditional Indian crafts and culture. The program saw active participation from 80 attendees, including Yuva Tourism Club members, faculty coordinators, and officials from India Tourism.



7. Activities Performed under Swachhta Campaign

a) Cleanliness Drive and Awareness Campaign, New Delhi

Date of the Event: 7 November 2023

In collaboration with the Yuva Tourism Club of Central University of Haryana, the Ministry of Tourism (Northern Region), Delhi organized an educational trip to "Madhogarh Fort" in Mahendragarh District, Haryana on November 07, 2023. The trip focused on raising awareness, promoting heritage and cultural understanding, and emphasizing cleanliness and responsible tourism. Students actively engaged in local initiatives such as the "Awareness Campaign" and "Cleanliness Campaign," conducting quizzes, street plays, and





interactive sessions. Inaugurated by Vice Chancellor Professor Shri Tankeshwar Sir, the event aimed to educate the community about tourism's significance. Resource person Sh. Manoj Babbar and Indiatourism Delhi provided insights, and discussions with the Vice Chancellor explored future tourism development in the

Mahendragarh region. The Youth Tourism Club, led by Dr.VivekBalyan and Professor Ranbir Singh, expressed gratitude and pledged to continue organizing workshops in the university.

b) Swachhata Shramdan at 78 locations in West Bengal

Date of the Event: 1 October 2023

Indiatourism Kolkata, the Regional Office of the Ministry of Tourism for the Eastern Region, orchestrated mass cleanliness drives at 78 locations in West Bengal on October 1, 2023, engaging tourism service providers, hoteliers, Yuva Tourism Club members, and rural communities for active participation.



c) Cleanliness Drive by YTC at Sekmai

Date of the Event: 19 October 2023

India tourism Imphal office along with the YUVA Tourism Club members of Froebel English School conducted Cleanliness drive at the surrounding area of SekmaiAwangLeikai. A total of 25 Yuva Tourism Club members attended the programme.



d) Cleanliness Drive at Unakoti Rock Carving (ASI Site)

Date of the Event: 27 Sept. 2023

Guided by the Regional Director (North East Region), India Tourism office (Agartala), Ministry of Tourism, Government of India, conducted a mass cleanliness drive (Swachhata Abhiyan) on September 27, 2023, at Unakoti Rock Carving,



Tripura, one of the identified heritage sites, as part of the World Tourism Day and Swachhata Pakhwada celebration. The event included a cleanliness drive and heritage walk, engaging over 100 enthusiastic members of Yuva Tourism Clubs, followed by refreshment distribution.

e) Swachhta Action Plan program at Shilparamam with YTC'S Hyderabad

Date of the Event: 2 Sept. 2023

As part of the Swachhta Action Plan (SAP), the Yuva Tourism Club at the National Institute of Tourism and Hospitality Management, Hyderabad, organized a SAP activity at Shilparamam Arts and Crafts village. Students actively participated in cleanliness and environmental awareness initiatives, including Nukkad Natak, a "No Plastic" campaign dance, and a Swachhta awareness survey to gather valuable feedback. The outreach extended to vendors, sensitizing them to reduce plastic use, and encouraging visitors to opt for eco-friendly alternatives like cloth and paper bags for shopping.

f) Swachhta Shramdhan Programme at Golconda Fort with YTC'S Hyderabad

Date of the Event: 1 Oct. 2023

In collaboration with ASI Golconda, YTC Schools, and colleges, the Ministry of Tourism, Government of India, Hyderabad office organized 'EkTareekhEkGhantaEkSaath,' a national call to action for 1 hour of citizen-led shramdaan for swachhata near Stepwell, Naginabagh, Golconda fort, Hyderabad. Yuva Tourism Club members and officials actively participated



in grass cutting, bush clearance, and plastic waste removal. The event was graced by Ms. M. Poorna, the youngest female to climb Mount Everest, who joined for Swachhata Shramdhan, encouraging students to keep tourist places clean.

g) Swachhta Shramdhan Programme at Ramappa Temple with YTC'S Mulugu

Date of the Event: 1 Oct. 2023

In collaboration with ASI Ramappa, YTC Schools, and colleges, the Ministry of Tourism, Government of India, Hyderabad office organized 'EkTareekhEkGhantaEkSaath,' a national call to action for 1 hour of citizen-led shramdaan for swachhata near the parking area of Ramappa Temple, Mulugu. Yuva Tourism Club members, officials, and the village community successfully cleared garbage and plastic waste, with active participation from ASI Ramappa, Mulugu district administration, Palampet Panchayat sarpanch, and more than 100 YTC students, teachers, guides, and travel trade representatives.

h) Swachhata Hi Sewa initiative, Karnataka

Date of the Event: 1 Oct. 2023

Ministry of Tourism, Government of India, Bengaluru office organized cleanliness drives across 28 places in Karnataka for the 'EkTareekhEkGhantaEkSaath' initiative on 1st October 2023, as a part of the Swachhata Hi Sewa initiative. A total of 1530 participants, including members of the Yuva Tourism Club, tourism stakeholders, officials from India Tourism, Karnataka Tourism, and the general public, attended these cleanliness drives.



i) Swachhata Hi Sewa initiative, Puducherry

Date of the Event: 1 Oct. 2023

On the event of "Swacchata Shramdaan" at Promenade Beach, Puducherry on 01 Oct 2023. More than 280 YTC participated in 'EkTareekhEkGhantaEkSaath' initiative, a national call to action for 1 hour of citizen-led Shramdaan for Swachhata Cleaning Campaign. The Honorable Minister of Tourism, Thiru K. Lakshminarayanan attended and initiated the Cleaning Campaign and also encouraged the YTC clubs.



8. Activities Performed under Travel for Life Campaign

a) Capacity Building Training for G20 TWG at Siliguri

Date of the Event: 3-5 April 2023

Before the Second Tourism Working Group Meeting of G20 Nations in 2023 at Siliguri, West Bengal from 3rd to 5th April 2023, the Ministry of Tourism, Government of India, Eastern Regional Office at Kolkata organized a Training Workshop for Hotel and Restaurant Staff at the G20 venue Hotel Mayfair Tea Resort New Chumta, Siliguri. Himalayan Hospitality & Tourism Development Network, as a resource partner, conducted the training for the Hotel & Restaurant Staff, with 88 trainees from the 4th Batch and 103 trainees from the 5th Batch of Mayfair Tea Resort attending. The training covered various aspects of tourism, including basic manners, courtesy, etiquettes, tourism awareness, hospitality training, and communication and behavioral skills, among others. Yuva Tourism Club members actively participated in this training program.





b) Travel for Life Pledge, Tripura, Agartala

Date of the Event: 27 Sept. 2023

Under the Guidance of Regional Director (North east region), India Tourism office (Agartala), Ministry of Tourism, Government of India, took the Travel for LiFE (Life for Environment) pledge at Unakoti (as a part of Global launch of Travel for LiFE Pledge) on 27 Sept. 2023

c) Travel for Life Pledge, Nagaland

Date of the Event: 27 Sept. 2023

The MoT Field Office – Nagaland in association with Nagaland Tourism Department celebrated/observed the World Tourism Day with almost 300 participants took the Travel for LiFE Pledge with the Hon'ble Minister of Tourism, Shri TemjenImna as the chief pledge taker.



d) Launch of 'Travel for LiFE' Assam

Date of the Event: 27 Sept. 2023

Shri Anil Oraw, Regional Director (North East), addressed around 300 Yuva Tourism Club members and various stakeholders at MaaKamakhya Temple, including IHM Guwahati, Institute of Advance Management, Pragjyotish College, Sonapur College, and officials from Govt. of Assam and Govt. of India. The event



focused on two key verticals: "Travel for LiFE" and "Cleanliness for Tourist Site & Monument," emphasizing the Swachchata Campaign and promoting sustainable rural tourism to empower rural communities. Similar activities were organized at iconic tourist sites in the region by Ministry of Tourism,



Govt. of India offices. Shri Anil Oraw also announced the 11th edition of the International Travel Mart (North East) on 11-13 Sept 2023 at Shillong to boost tourism, with participation from overseas, North East, and rest of India tour operators. Yuva Tourism Club members actively participated in these initiatives.

e) Launch of 'Travel for LiFE'

Date of the Event: 27 Sept. 2023

India Tourism Chennai, in collaboration with Travel Times India Pvt. Ltd., organized a Toy Train Ride for 100 students from Kendriya Vidyalaya Coimbatore. The students explored the UNESCO World Heritage Site, Nilgiri Mountain Railway, enhancing their learning experience through an engaging and informative excursion. The participants received certificates, WTD T-shirts, caps, and souvenirs, emphasizing their commitment to responsible travel. The students also conveyed messages promoting the Travel for Life Pledge, Swachata, and World Tourism Day themes through placards. Yuva Tourism Club members actively participated in this educational and enjoyable initiative.





Kalpa, Kinnaur

CHAPTER

16

VIBRANT
VILLAGES
PROGRAMME





CHAPTER 16 VIBRANT VILLAGES PROGRAMME



Vibrant Villages Programme (VVP) is a centrally sponsored scheme, announced in the Union Budget 2022-23 (to 2025-26) for development of villages on the northern border, thus improving the quality of life of people living in identified border villages. It will cover 2,963 select villages in 46 blocks in 19 districts of abutting northern border in the border states of Himachal Pradesh, Uttarakhand, Arunachal Pradesh, Sikkim and Ladakh, with 662 of them to be covered in the first phase.

Central Ministries/Departments have been given the task of ensuring the convergence of their ongoing Central Sector and Centrally Sponsored Schemes and organize activities of their Ministries/Departments in the identified villages. The Ministry of Tourism, in particular, has been given responsibility of leveraging the tourism potential through Vibrant village Programme. Ministry of Tourism has envisaged various activities for making these villages truly vibrant.

16.1 Activities undertaken by the Ministry in Vibrant Villages with potential for tourism

- In order that Ministry of Tourism understands the true tourism potential of Border villages and plans extensively for the socio-economic upliftment of locals in these villages through tourism, an interactive session was organized with more than 300 Sarpanches/ Gram Pradhans from border villages, covered under Vibrant Village Programme on 16th August 2023 at Ashok Hotel, New Delhi. This resulted in gaining firsthand information about these villages and for devising strategies accordingly in developing them.
- Two days festival at Chushul, a Vibrant Village in Leh district, Ladakh, was organised on 11th-12th September, 2023. Many



programmes showcasing the cultural potential such as traditional dance and music etc were performed. The members of Yuva Tourism Club actively participated in many of these activities. Further, a workshop for the locals was conducted in order to sensitize about B&B Establishment Scheme and how the locals could benefit economically. On the same lines, a workshop on Incredible India Tourist Facilitator Programme for youths was also organized during the event, highlighting the abundance of job opportunities in the sector.

- A Cleanliness Drive in Village of Chushul was conducted in association with locals and Yuva Tourism Clubs on awareness on Swachhata on



11th-12th September, 2023. The importance of cleanliness of the tourist destination is emphasized during the drive. Exhibition of Local Products and Handloom & Handicraft Products were also organized during this period to demonstrate rich and unique heritage of Ladakh.

- World Tourism Day 2023 was celebrated with great enthusiasm by Yuva Tourism Clubs across the Vibrant Villages on 27th September 2023. New Yuva Tourism Clubs are being established constantly by the Ministry of Tourism in almost all the Vibrant Villages.



- Swachhata Campaign has been undertaken on 1st October 2023 at vibrant villages viz. Lada Hq.(East Kameng), Zemithang Hq. (Tawang), Gelling Hq.Tuting(Upper Siang), Pedund (West Kameng), Chushul (Leh), Changu (Gangtok), Gor Taryang, Kabi Forest Block, Lingdong (Mangan), Harshil (Uttarkashi).



- Familiarisation Tour was organised in association with Indian army for the members of Adventure Tour Operators Association of India (ATOAI) to the Tuting, Gelling and Yingkiang villages to ascertain the tourism potential and possibilities of adventure sports activities in the Vibrant Villages. The



tour was sponsored by Ministry of Tourism, supported by State Tourism of Arunachal Pradesh and the by the host communities.

- Ministry of Tourism has organised a two days festival on 19th & 20th October 2023 at Harsil village for the promotion of sustainable tourism, preservation of local culture, and fostering community engagement. It showcased the region's tourism potential, while uniting residents and visitors in a spirit of celebration and cultural exchange.
- Ministry of Tourism, Govt. of India has also invited Tour Operators, Influencer/bloggers/YouTubers in order to promote Harsil village and its vicinity. The tour operators were so impressed with serene beauty of the village and its neighbourhood that they will be now promoting the region by including the village in the tourist itinerary of Ladakh.
- Government Primary School of Harsil Village organized Swachata hi Seva event on 26 September 2023 with collaboration with local community. Everyone in the village including students, teachers participated in the event and cleaning activity was done in the area. The message of cleanliness and hygiene was spread among one and all during the event.



- On the sidelines of International Tourism Mart on 22nd November 2023 at Shillong, a session on the Vibrant Villages Programme was conducted with the District Collectors of Arunachal Pradesh and Sikkim, that was chaired by DG Tourism to take forward tourism-related issues of VVP.



- The Ministry of Tourism has partnered with Global Himalayan Expedition (GHE) to develop homestays, provide training to the local communities, installing solar panels etc in the vibrant villages and GHE has already started the development work in Chushul, Leh, Ladakh.





16.2 Way Forward

- In its first phase, Ministry of Tourism has identified 25 vibrant villages out of the total 662 villages, for the promotion of tourism and development and necessary interventions. In addition, One Model Tourism Route comprising 27 vibrant villages of Arunachal Pradesh (Bomdilla-Tawang route) will be developed as part of the interventions of Ministry of Tourism.
- Ministry will undertake Skill development projects for the locals in vibrant villages in the field of tourism under its CBSP, IITFC and other programmes.
- An action plan is being prepared as per the directions of MHA for marketing and promotion of local crafts, fairs and festivals and homestays in the vibrant villages.



- Six Vibrant Villages are made part of the Gunji Cluster in Uttarakhand (Garbyang, Gunji, Napalchyu, Nabi, Kuti and Rongkong) under the Swadesh Darshan 2.0 and tourist infrastructure in these destinations will be developed under the scheme.
- The challenge-based destination development (a sub scheme of Swadesh Darshan 2.0) has included vibrant villages as a thematic category and 10 of the vibrant villages have been included for integrated development with financial assistance.





Amar Mahal Palace, Jammu

CHAPTER **17** NORTH-
EASTERN
REGION AND
JAMMU & KASHMIR
AND LADAKH –
SPECIAL EMPHASIS





17 NORTH-EASTERN REGION AND JAMMU & KASHMIR AND LADAKH – SPECIAL EMPHASIS



17.1 North Eastern Region

- i. As per the modified guidelines of MDA dated 28.11.2020, Financial support will be extended to the tourism service providers for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Participation in Tourism related Conferences / Conventions / Seminars organized by National Tourism and Hospitality Associations including ADTOI, ATOAI, FHRAI, IATO, ABTO, ICPB, IHHA, ITTA, HAI, TAAI, TAFI & FAITH and by reputed Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, PHD Chamber of Commerce and Indian Chambers of Commerce and any other trade association recognised by the Ministry of Tourism from time to time; Participation in Conferences / Seminars / Conventions / organised by the Central and State Government Tourism Ministries; Participation in Road Shows in different regions of the country and for Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures/ leaflets. Apart from this, Financial support will be extended to Tourism Departments of State Governments / UT Administrations for undertaking the promotional activities within the country i.e. Participation in domestic travel fairs / exhibitions; Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets and for Travel undertaken by officers and Staff of State govt./UT administration for Tourism product familiarization.



Apart from this, one additional tour (above the three tours) will be permissible for visiting any State in the North East region, J&K and Ladakh. As regards the revised guidelines for the recognition of Tourism Service Provider the Criteria for Grant of Recognition Green Shoots/Start Ups and for Experienced Travel Agents / Tour Operators & Tourist Transport Operator operating in North East Region/ UT of J&K/ Ladakh/ A&N/ Lakshadweep Islands has been relaxed in terms of Paid Up Capital, Annual turnover & Office Space.

17.2 Protected Area Permit(PAP)/Restricted Area Permit (RAP)

For a better and smooth travel experience of Tourists in the Restricted/ Protected areas of the country, Ministry of Tourism regularly coordinates with the Ministry of Home Affairs and as a result, Ministry of Home Affairs has relaxed the PAP/RAP for a further period of 5 Years beyond 31.12.2022 i.e., till 31.12.2027 for the identified Islands in the Union Territory of Andaman & Nicobar Islands. Relaxation of PAP/RAP for a further period of 5 Years beyond 31.12.2022 in the States of Manipur, Mizoram and Nagaland has already been approved by the Ministry of Home Affairs.



Enchey Monastery, Gangtok



Chitragupta Temple, Khajuraho

CHAPTER

18

**GENDER
EQUALITY**





CHAPTER 18 GENDER EQUALITY



Tourism, being a service industry, boasts a significant female representation. Consequently, the Ministry prioritizes gender sensitization and the assurance of equal rights for women as crucial focal points.

The Ministry ensures that women officials are regularly participated in the various training programmes for their capacity building.

In compliance with the instructions of Department of Women & Child Development and guidelines issued in implementation of the directives of Hon'ble Supreme Court Judgement dated 13th August, 1997 in the case of Vishakha and others vs. State of Rajasthan and Others on the subject of sexual harassment of women in the workplace, this Ministry had constituted a Complaint Committee for considering complaints of sexual harassment of women working in the Ministry of Tourism with the approval of the then Secretary (Tourism) in 2003. The composition of the Complaints Committee is revised from time to time subsequent to transfers etc. of the existing Chairperson/Members.



Rang Ghar, Assam



Bihu Festival, Assam

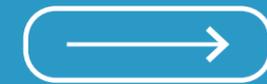


Cultural Dance, Kavaratti Island, Lakshadweep

CHAPTER

19

**WELFARE
MEASURES**





CHAPTER 19 WELFARE MEASURES



Scheduled Castes/Scheduled Tribes Cell

The Liaison Officer for the Scheduled Castes/Scheduled Tribes Cell in the Ministry who attends to the grievances on service matter of Scheduled Castes and Scheduled Tribes employees of the Ministry and its attached/subordinate offices is a Deputy Secretary/Director level officer. The Cell mainly acts for compliance of orders issued in respect of reservation policy from time to time.

Reservation for SC, ST and OBC candidates

All recruitment in the Ministry and its subordinate offices are being made as per the orders of reservation issued by Government from time to time and reservation rosters are maintained accordingly. Regular annual returns on the subject are forwarded to the concerned Authorities.

Reservation for Divyangjan

In Compliance of order of the Hon'ble Supreme Court in the matter of Shri Anuj Goyal vs UOI & Ors. and direction of Department of Empowerment of Persons with Disabilities (Divyangjan) OM No.34-16/2018-DD-III dated 16.08.2019, the Expert Committee of the Ministry of Tourism had identified different level of posts in Group "A", "B" & "C" having an element of Direct Recruitment, as suitable for persons with benchmark disabilities in pursuance of the Rights of Persons with Disabilities Act, 2016. The said information is also available on the Ministry's website <http://tourism.gov.in>.



City Palace, Udaipur



Ranchi, Birsa Biological Park Zoo, Jharkhand

CHAPTER 20

VIGILANCE





CHAPTER 20 VIGILANCE



A separate vigilance wing in this Ministry has been functioning to deal with various vigilance matters.

Emphasizing the need of preventive vigilance, especially on public procurement, all the procurement of office related items eg:- stationary, furniture, computer etc. are purchased through GEM portal of the Government.



Backwater Alappuzha, Kerala



Rotational transfer of all the staffs with 3 years of continuous service on a particular post has been strictly implemented and monitored. Updated report being posted on PROBITY portal.

To reduce direct interface between officers and concerned applicants in case of recognition of travel trade service providers and classification of hotels, online approval/ classification systems are in operation and being monitored.

Strict compliance of e-office system is being followed to reduce chances of disclosure of sensitive information at any level.

Vigilance Awareness Week was observed by Ministry of Tourism during Vigilance Awareness Week from 30th October to 5th November 2023 and sensitization programs were conducted by ITDC during this occasion.

More than 90% complaints have been disposed of by the Vigilance Division in the year 2023.



Amaravati, Vijayawada, Andhra Pradesh

CHAPTER

21

**DEPARTMENTAL
ACCOUNTING
ORGANISATION**





CHAPTER 21 DEPARTMENTAL ACCOUNTING ORGANISATION



21.1 Secretary (Tourism) is the Chief Accounting Authority of the Ministry of Tourism. She discharges her functions through and with the assistance of the Additional Secretary & Financial Adviser (AS&FA) and the Chief Financial Controller of the Ministry.

21.2 The Chief Financial Controller heads the accounting organization and ensures transparent and effective financial management of the Ministry through the Principal Accounts Office/Pay & Accounts Office (Tourism). He is assisted by the Financial Controller of the Ministry in discharge of his duties and functions

Budgetary provision for Ministry of Tourism for the financial year 2023-24 is as under:

Revenue Section	2400.00Crore
Capital Section	0.00 Crore
Total	2400.00 Crore

The departmentalized accounting organization of Ministry of Tourism comprises of Principal Accounts Office, one Pay & Accounts Office and Internal Audit Wing.

21.2.1 Principal Accounts Office

Principal Accounts Office is common for Ministry of Civil Aviation and Ministry of Tourism, discharging the following functions:

- Consolidation of the accounts of Ministry of Tourism as per provisions of Civil Accounts Manual and in the manner prescribed by Controller General of Accounts.



- Preparation of Monthly and Annual Accounts, submission of Statement of Central Transactions and the materials for the Finance Accounts to the Controller General of Accounts, Ministry of Finance.
- Liaison with the office of the Controller General of Accounts Office to effect overall co-ordination and control in accounting Issue of Inter Departmental Authorisation to various agent Ministries.
- Rendition of technical advice to Pay & Accounts.

21.2.2 Budget and Accounts

The Budget and Accounts division functions under Chief Financial Controller, Ministry of Civil Aviation & Tourism as per revised charter issued by Department of Expenditure, Ministry of Finance vide OM No. 23(3)/E.Coord/2018 dated 13.06.2023 and discharges the following functions.

- Preparation of Budget Estimates and Revised Estimates for Scheme/Non-Schemes components of the grant.
- Preparation of various statements relating to pre-budget meeting, preparation of Notes on Detailed Demands for Grants, operation of Union Budget Information System of Ministry of Finance.
- Preparation of Explanatory Notes/ Saving Notes, Preparation of SBE – Statement of Budget Estimates and its mapping with DDG online.
- Preparation of Supplementary Demands for Grants and Detailed Demands for Grants.
- Preparation of Appropriation accounts and issuance of Re-appropriation orders, surrender Orders.
- Monitoring of paras pertaining to C&AG Audit Report and Internal Audit Reports.

21.2.3 Pay & Accounts Office

Pay & Accounts Office is the exchequer of the Ministry and monitors release of funds, expenditure control, and other receipts & payment functions as under:



- (i) Pre-check of bills submitted by Non-Cheque Drawing & Disbursing Officers of the Ministry.
- (ii) Authorization of funds to Cheque Drawing & Disbursing Officers through issue of "Letter of Credit" to 19 CDDOs located in various parts of the country.
- (iii) Post-check of all paid vouchers/ payments made by all CDDOs.
- (iv) Release payment of Loans/Grants-in-aid to statutory bodies and state level agencies including execution and implementing agencies.
- (v) Compilation of monthly account based on monthly expenditure, receipts and payment authorizations, duly incorporating reconciled accounts of CDDOs.
- (vi) Maintenance of General Provident Fund accounts, and remittance of New Pension Scheme contribution to trustee banks, settlement of Inward and outward claims, Authorization/payment of pension, Commutation, Gratuity, Leave Encashment, etc to retiring employees.

21.2.4 Internal Audit

The Internal Audit Wing, which is common for Ministry of Civil Aviation and Ministry of Tourism has a sanctioned strength of four Assistant Accounts Officers and four Accountant / Senior Accountants is headed by Chief Financial Controller.

The role of the internal audit organization is mainly to inspect that expenditure control mechanism is in place and rules pertaining to financial propriety are followed. In order to achieve this target, internal audit draws up an Annual Audit Calendar based on periodicity, budget allocation and nature & scope of scheme being implemented by the particular office/agency.

There are 49 auditable units in the Ministry of Tourism. It includes 27 Autonomous Bodies, 19 CDDOs (04 RDIT, 15 IT Domestic) and 03 NCDDOs (PAO (Tourism), Ministry of Tourism (Headquarter), and RDIT (Delhi)).



In the Financial Year 2023-24 Internal Audit of IHM Kolkata, IHM Mumbai, and Scheme Audit of Development of Himalayan Circuit- Manali (Swadesh Darshan) and Nagpur Metropolitan Region Development Authority (Swadesh Darshan) were conducted by the Internal Audit Wing.

The position of outstanding paras of Internal Audit is as under:

No. of Units	Para Outstanding as on date
49	484

21.3 Initiatives for e-Governance:

In accordance with the guideline issued by the Ministry of Finance and Controller General of Accounts the accounting organisation of Ministry of Tourism has fully operationalized the roll out of the E-Bill on the Public Financial Management System (PFMS) platform facilitating the improvement and transparency in the payment and accounting system upto the implementing agency level.

21.3.1 Public Financial Management System

The Public Financial Management System (PFMS) is an online payment and accounting platform with the objective of establishing an online Financial Management Information and Decision Support System for tracking funds released under various schemes of Government of India.

PFMS being a centralized and fully operationalized IT application for Fund transfer which facilitates "Just in time releases" and complete monitoring of utilization of funds up to end level beneficiaries.

As per directions of Ministry of Finance the PFMS has been implemented at all levels in Ministry of Tourism and all funds are being released through PFMS. Further action has also been initiated for roll out of EAT module of PFMS by all the stakeholders.

21.3.2 E-bill

The Electronic Bill (e-Bill) system has been developed by the Public Financial Management System (PFMS) Division in the office of the Controller General of Accounts in the Department of Expenditure, Ministry of Finance. The Union Minister for Finance & Corporate Affairs Smt. Nirmala Sitharaman launched the e-Bill processing system, announced in Union Budget 2022-23, on the occasion of 46th Civil Accounts Day. This is part of 'Ease of Doing Business (EoDB) and Digital India eco-system'



initiative to bring in broader transparency and expedite the process of payments. It seeks to enhance transparency, efficiency and faceless-paperless payment system by allowing suppliers and contractors to submit their claim online which is trackable in real time basis. The electronic bill is processed digitally at every stage and payments also credited digitally to the bank account of the vendor. The vendor/supplier is able to track the status of their bills online. The bills are processed in the First-In-First-Out (FIFO) method. Most bills are now processed through e-bill.

21.3.3 e-PPO

This e-PPO system was developed to send online digitally signed authorities from CPAO to CPPCs of banks for payment to the pensioners. At present, digitally signed revision authorities are being sent to 23 banks (out of 29) from CPAO. Remaining 6 Banks are in process of getting covered under this project. Integration of the Electronic Pension Payment Order (EPPO) with Digi Locker is also in process.

21.3.4 Central Nodal Agency

Department of Expenditure, Ministry of Finance has revised the procedure for flow of funds under Central Sector Schemes and monitoring utilization of funds released. All Central Sector Schemes, unless specifically exempted are implemented either through the Treasury Single Account (TSA) or the Central Nodal Agency (CNA). In the Ministry of Tourism there are two CNAs designated by the Ministry: (i) National Council for Hotel Management and Catering Technology (NCHMCT) for the schemes "Assistance to IHMs/FCIs/IITTM/NIWS" and "Assistance to Central Agencies", and (ii) India Tourism Development Corporation (ITDC) for the schemes "Integrated Development of Tourist Circuits around Specific Themes (Swadesh Darshan)" and "Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)".

21.3.5 Single Nodal Agency

Single Nodal agency (SNA) is an agency designated by State Governments for release and monitoring utilization of funds under Centrally Sponsored Schemes for more effective cash management and efficiency in the public expenditure management. The "Safe Tourist Destination for Women" scheme of the Ministry of Tourism is being implemented under this model.



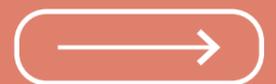
Promenade, Puducherry



Vidhan Soudha, Bangalore, Karnataka

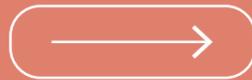
CHAPTER 22

**IMPORTANT
AUDIT
OBSERVATIONS**





CHAPTER 22 IMPORTANT AUDIT OBSERVATIONS



As per Audit Paras Monitoring System (e-APMS) Controller General of Accounts Report, there are 3 (three) C&AG paras and one Entire Report (No. 17 of 2023) is pending against the Ministry of Tourism as on 31, March, 2024.

No Public Accounts Committee (PAC) para is pending.



Lodhi Tomb, New Delhi



Krang Suri Waterfall - West Jaintia Hills, Meghalaya



Rani-ki-Vav, Patan, Gujarat

CHAPTER
23

**PROGRESSIVE
USE OF OFFICIAL
LANGUAGE HINDI**





CHAPTER 23 PROGRESSIVE USE OF OFFICIAL LANGUAGE HINDI



23.1 Progressive Use of Official Language Hindi

To ensure compliance of the Official Language Policy of the Union and to take action on orders issued by the Department of Official Language from time to time, the Hindi section of the Ministry of Tourism takes every action to achieve the goals set out in the annual programme issued by the Department of Official Language. Along with this, the Hindi Section deals with the entire translation work related to the Ministry.

Measures to achieve the targets set out in the Annual Program issued by the Department of Official Language:

23.1.1 Compliance with Section 3 (3)

As per the directives of the Deptt. of official language compliance of section 3 (3) and rule 5 of Official Language act is ensured in the Ministry and its affiliated and subordinate offices. The correspondence of the ministry is gradually increasing and all measures are being taken to achieve target set out in the annual programme. All the officer and staff of the ministry are doing more and more notings in Hindi in the files.

23.2 Committees

- i. **Official Language Implementation Committee:** Official Language Implementation Committee (OLIC) is formed in the Ministry and its quarterly meetings are organized on regular basis. In these meetings, the work done by the sections of the ministry in Hindi is reviewed section-wise. All 4 OLIC meeting were organized in the ministry, last year.



- ii. **Committee of Parliament on Official Language:** During the year to examine the use of Hindi in the Subordinate Offices of the Ministry the second sub-committee of the Committee of Parliament on Official Language inspected offices under control of the Ministry. During the inspection meetings of offices under control of the Ministry, Senior Economic Advisor/Officer in-charge and officers of Hindi Section were present as representatives of the Ministry. Assurances given to the Committee in inspection meetings are completed as per the directions of the Committee.

23.3 Special measures to promote the use of Hindi:

23.3.1 Incentive Scheme and Cash Prize

Annual Incentive scheme of the Department of Official Language for doing official work in Hindi is applicable in the Ministry for the year 2022-23.

23.3.2 Hindi Diwas and Hindi Pakhwada/Month

Pakhwada (Fortnight) was organized from 14 to 28 September, 2023 in Ministry of Tourism. On the eve of Hindi Diwas, the message of the Hon'ble Home Minister and the appeal of Hon'ble Tourism Minister (IC) was released on Ministry's website and message of Secretary (Tourism) on Hindi Diwas was released, on the e-office notice board. During Hindi Pakhwada competitions were organized on the topics related to chitra-abhivayakti, translation and Hindi noting-drafting etc. Officers & staff participated in it with enthusiasm & won rewards. Apart from this, Hindi Diwas and 3rd Akhil Bharatiya Rajbhasha Sammelan was organized by the Department of official Language in Pune on 14-15 September 2023 in which Assistant Director (OL) and a Junior Translation Officer from the Ministry of Tourism participated.

23.3.3 Hindi Workshop

Workshops are being organized regularly to remove hesitation and resolve day to day problems of working in Hindi for officers & staff.

- 23.3.4 To help all the officers and employees in official work in Hindi, the phrases used in day to day work have been sent to higher officers by email so that they can work in Hindi on e-office. Apart from this the same phrases



has been uploaded on the notice board of e-office so that all the officers and employees of the Ministry can use them. Information about google tools for Hindi has also been provided to them.

Inspection of offices by Ministry officials: Department of Official Language has set a target of 25% for the official language inspection of the subordinate offices of Ministry/ Department. During the year 2023-24, 17 out of total of 59 subordinate offices/Institutes were inspected.

23.4 Specific functions

23.4.1 Rahul Sankrityayan Tourism Award Scheme

The Rahul Sankrityan Tourism Award Scheme which is being run in this Ministry since 1989, has been merged in the Rajbhasha Gaurav Award Scheme of Rajbhasha Vibhag from May 2023 with the approval of Secretary (Tourism) as per the instructions received from the Department of Official Language, Ministry of Home Affairs.

23.4.2 Publication of Home Magazine "Atulya Bharat"

In pursuance of the decision taken in the meeting of the Hindi Advisory Committee on 16.9.2015, the publication of quarterly home magazine namely "Atulya Bharat" is being published on quarterly basis regularly by the Ministry. For the last two years 'Atulya Bharat' is uploaded on the website in the form of E-magazine. So far 30 editions have been published. Now onwards this magazing will be published on half yearly basis.



Vidya Shankara Temple, Sringeri, Karnataka



Rashtrapati Niwas, Shimla



Lotus Mahal, Hampi, Karnataka

CHAPTER
24

**SWACHH
BHARAT
MISSION**





CHAPTER 24 SWACHH BHARAT MISSION



“Swachhta” is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run, which attracts tourism as well as investment. This also results in good health and a sense of pride amongst the local residents and a feeling of satisfaction amongst the tourists. Swachh Bharat Mission is a “National Level Program” and was launched in 2015. Swachhata related activities and programs are dedicatedly organized by PMU – SBM Division of Ministry of Tourism, which emphasized the importance of cleanliness and hygiene for steady growth of Tourism within the country. The subordinate offices and academic institutions of this Ministry are participants for implementation of Swachhata related activities and programs. The list of implemented programs is as under: -

24.1 Swachhta Action Plan (SAP)

Three types of awareness programs are organized across the country under SAP, i.e. Tourist Awareness Program, Student Awareness Program and Tourism Stakeholders’ Awareness Program. Ministry of Tourism has been implementing programs of above categories under SAP through Indian Institute of Tourism and Travel Management (IITTM), Gwalior, Central Institute of Hotel Managements (CIHMs). During the current FY 2023-24, Ministry of Tourism has approved a total number of 263 activities under SAP to generate awareness for Swachhta amongst tourists, students and tourism stake-holders of this country.

Resultantly, impact of Awareness Programmes are visible specifically in the cases / situation of “Plastic use”. Besides, the initiative from government levels, voluntarily, academic institutions, School, different types of private organizations have accepted the need of the time to replace plastic items as much as possible. Changes have been revealed in the fields of solid waste management, purification of drinking water, air etc.



Swachhta has a multidisciplinary approach, hence, the concept is interconnected with the aspects of human life and livelihood. This National level program in Ministry of Tourism emphasizes primarily to implement Awareness activities for Swachhta as per SAP. Mass Awareness for Swachhta would be an ideal situation for the growth of Tourism of the Country. It needs wide range of participation, So, Ministry of Tourism has taken initiative to form Yuva Tourism Clubs (YTC) across the country. YTCs are now joining in this National Level Mission similarly like NGOs, citizen's groups and clubs.

24.2 Swachhta Pakhwada (SP)

Swachhta Pakhwada activities are organized to create awareness about Swachhta every year in the month of September across the country. The duration of this annual program is fifteen days (16-30 September). The subordinate offices (India Tourism offices), ITDC, academic Institutions (IITTM, CIHMs, SIHMs, FCIs) of this Ministry and Tourism Departments of State Govt./UT had undertaken various cleanliness activities at their respective places across the country. During this period a total number of 803 activities were initiated, where approximately 48,432 persons participated.



24.3 Swachhta Hi Sewa (SHS)

SHS activities are organized from 15th September to 2nd October every year. The theme of SHS-2023 was “Garbage Free India” – “कचरा मुक्त भारत”. In support of the same, Ministry of Tourism also identified 108 locations for launch of “Travel for LiFE” on 27th September 2023. Under this initiative, cleanliness drives have been carried out by subordinate offices, academic institutions (IITTM, CIHMs, SIHMs, FCIs) of this Ministry and Tourism Department of State Govt. UT had undertaken various cleanliness activities across the country along with mass mobilization activities. During this period a total number of 895 activities were initiated, where approximately 16,650 persons participated. Ministry of Tourism organized a cleanliness drive at Jantar Mantar, New Delhi where Secretary (Tourism), DG (Tourism) and others officers and staffs participated in the Sharmdaan to celebrate the Swachh Bharat Diwas and tribute to the Mahatma Gandhi on the eve of his Birth Anniversary.

It has been observed that citizens of different age groups, professionals have spontaneously observed Swachhta Pakhwada and Swachhta Hi Sewa. Photographs have extended beyond the level of Evidence, rather inspirations for further improvement to follow Swachhta as a continuous process or habit.

24.4 Design Challenge Competition

Ministry of Tourism, Government of India has planned to develop innovative solutions in the field of edible cutlery. Therefore, Ministry of Tourism launched a Design challenge competition for Institutes of Hotel Management affiliated to NCHMCT (National Council for Hotel Management and Catering Technology). The process will follow ‘ideation’ followed by ‘implementation’.

Use of millets will be encouraged in developing the edible crockery and cutlery. The emerging product will have to be made cost effective and feasible for mass production and distribution. The winners of design challenge will be incentivized by award of certificate, trophy and cash prizes.

The Design Challenge Competition has been launched on 27th September 2023 on the occasion of World Tourism Day. All institutes under NCHMCT including CIHMs, SIHMs, PIHMs, FCIs and culinary institutes under MOT Government of India are eligible to participate (Participation will be by individual institutes and not by individual students).



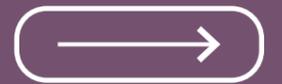
Neil Island, Laxmanpur Beach



G20 Tourism Working Group Meeting

CHAPTER 25

G20 TOURISM
WORKING GROUP
MEETINGS





CHAPTER 25 G20 TOURISM WORKING GROUP MEETINGS



25.1 Overview

India's G20 Presidency marked a pivotal advancement for the tourism sector. The Ministry of Tourism organized four Tourism Working Group (TWG) Meetings across the picturesque landscapes of Rann of Kutch, Siliguri, Srinagar, and Goa, concluding with a Ministers' Meeting in Goa. These meetings served to elevate India's cultural and natural splendors, positioning it as a global tourism powerhouse.

25.2 Five Priorities of G20 Tourism Working Group

Under India's G-20 Presidency, five interconnected priority areas in the tourism sector were identified. These priorities are key building blocks for accelerating the transition of the tourism sector and achieving the targets for 2030 SDGs. The five priority areas include:

- (i) Green Tourism "Greening of tourism sector for a sustainable, responsible and resilient tourism sector"
- (ii) Digitalization "Harnessing the power of digitalization to promote competitiveness, inclusion and sustainability in tourism sector"
- (iii) Skills "Empowering youth with skills for jobs and entrepreneurship in tourism sector"
- (iv) Tourism MSMEs "Nurturing tourism MSMEs / Startups/ private sector to unleash innovation and dynamism in tourism sector"
- (v) Destination Management "Rethinking the strategic management of destinations towards a holistic approach that delivers on the SDGs"



25.3 G20 Tourism Working Group Meetings



The four G20 Tourism Working Group Meetings featured an extensive survey among G20 countries, exploring the crucial link between tourism and the Sustainable Development Goals (SDGs). Throughout these meetings, participants engaged in spirited discussions and analytical presentations on pivotal priorities, steered by expert insights from G20 nations and a specialized UNWTO workshop. These collaborative efforts were pivotal in shaping and finalizing the two significant deliverables of the Tourism Working Group: the 'GOA Roadmap for Tourism as a Vehicle for achieving Sustainable Development Goals' and the 'G20 Tourism Ministerial Meeting Outcome Document and Chair Summary'.

25.4 G20 Tourism Ministerial Meeting

At the pivotal G20 Tourism Ministerial Meeting held in Goa on June 21, 2023, the Hon'ble Minister of Tourism, Culture, and DoNER, Shri G. Kishan Reddy, graciously welcomed the G20 Tourism Ministers and various Heads of Delegations. This gathering was significant as it marked the endorsement of the 'GOA Roadmap for Tourism' by representatives from G20 Member countries, guest countries, and International Organizations, highlighting the conclusion of the Tourism Working Group meetings. A momentous highlight was the address by the Honorable Prime Minister Shri Narendra Modi via video message, where he underscored India's commitment to nurturing its rich cultural heritage alongside developing state-of-the-art infrastructure for tourism. The Prime Minister proudly noted that



India's G20 Presidency was marked by over 200 meetings across more than 100 diverse locations nationwide, reflecting the country's vast tourism potential and dedication to sustainable sector growth.

The Tourism Ministerial Meeting also received endorsement for the 'Travel for LiFE' initiative, a visionary initiative of the Ministry of Tourism aimed at promoting sustainable tourism practices. This initiative aligns tourists and tourism businesses with environmentally conscious actions, reinforcing India's dedication to sustainability within the tourism sector. The unanimous support for 'Travel for LiFE' by global leaders signifies recognition of its importance and serves as a commitment to integrate sustainable practices in tourism activities worldwide.

25.5 Thematic Discussions

Each G20 TWG Meeting showcased thematic discussions on niche tourism sectors such as Rural, Archaeological, Adventure, Eco, Film, and Cruise Tourism, drawing in a wide array of stakeholders from G20 Members, Invitee Countries, International Organizations, industry leaders, and academic scholars. These side events saw comprehensive dialogues, informative presentations, and the development of policy recommendations.

Building on these sessions, participants delved into the advantages, issues, and challenges inherent in promoting these niche tourism sectors. The dialogues saw insightful debates on positioning India as a globally competitive tourism hub. Moreover, participants shared and stressed the adoption of best practices that could enhance India's tourism ecosystem.

25.6 Signing of MoUs



During the G20 Tourism Working Group meetings, several pivotal Memorandums of Understanding (MoUs) were signed to strengthen India's tourism sector. The Ministry of Tourism signed a MoU with the Federation of Indian Chambers of Commerce & Industry (FICCI) to enhance Film Tourism. Furthermore, a partnership was established with the Confederation of Indian Industry (CII) to advance Ecotourism in India. In a significant move to position India as a globally popular destination, the Ministry also collaborated with Airbnb, launching a dedicated microsite to attract global travel enthusiasts. These strategic MoUs underscore India's concerted efforts to diversify and deepen the travel experience offered to tourists worldwide.

25.7 Art & Craft Bazaar

At the heart of each meeting was an Art & Craft Bazaar, providing delegates with immersive experiences in India's rich artisanal heritage. Customized Do-It-Yourself activities allowed for hands-on engagement.

Additionally, curated local excursions showcased India's unique heritage, scenic beauty, and cultural vibrancy, contributing to a holistic Indian tourism experience for the delegates.

25.8 Local Excursions

During the G20 Tourism Working Group Meetings, delegates were treated to meticulously planned local excursions, showcasing the rich tapestry of India's heritage, scenic beauty, and diverse culture. These excursions were designed to provide an immersive experience of India's unique tourism offerings, giving delegates a taste of the country's historical landmarks, natural wonders, and vibrant traditions. The aim was to create memorable experiences that reflect India's commitment to hospitality and highlight its potential as a world-class tourism destination.

25.9 Cultural Experiences

At each gathering of the G20 Tourism Working Group Meetings, delegates were greeted with a vibrant display of local traditions, as folk artists provided a festive welcome with music and dance that enlivened the atmosphere. These cultural presentations showcased the region's heritage and also set a tone of warmth and hospitality. The experience was further enriched by Gala Dinners, featuring a diverse array of local flavors, including a selection of dishes prepared with millet, honoring 2023 as the International Year of Millets.



25.10 Interaction with Yuva Tourism Club members

With the aim of nurturing and cultivating young ambassadors for Indian tourism, the Ministry of Tourism has set up over 40,000 Yuva Tourism Clubs that serve as platforms to raise awareness among the youth about the potential of tourism in India and promote responsible and sustainable practices within the industry. Shri G Kishan Reddy, Hon'ble Minister of Tourism, Culture & DoNER, along with Shri Ajay Bhatt and Shri Shripad Yesso Naik, Ministers of State for Tourism and Shri Rohan Khaunte, Tourism Minister of Goa engaged in an interactive session with the Dempo Explorers Yuva Tourism Club on the sidelines of 4th TWG event. The discussion centred around the activities and growth of the Yuva Tourism Club.

25.11 G20 Tourism and SDG Dashboard

On September 5, 2023, the Ministry of Tourism, launched the G20 Tourism and SDG Dashboard, setup in partnership with the UNWTO. This innovative platform brings together best practices, case studies, and insights aligned with the SDGs from G20 countries, serving as a testament to India's G20 Presidency. The dashboard showcases the GOA Roadmap, survey findings, and global best practices, offering a space for sharing sustainable tourism strategies and fostering international cooperation and development in the tourism sector.



25.12 G20 New Delhi Leaders' Declaration (NDLD)

The G20 New Delhi Leaders' Declaration highlighted the crucial role of tourism and culture as a means for sustainable socio-economic development and economic prosperity, and take note of the Goa Roadmap for Tourism as one of the vehicles for achieving the SDGs.

G20 NDLD also noted the launch of "Travel for LiFE" and support the development of smart destinations that are responsible and sustainable.

25.13 Workshop on 'Implementing Goa Roadmap for Tourism' - Thematic Meals

NITI Aayog, in collaboration with Ministry of Tourism organised a Workshop on the theme "Implementing Goa Roadmap for Tourism" on 4th November 2023 in New Delhi. This workshop was part of series of 10 feeder thematic workshops being held on varied themes discussed in the G20 New Delhi Leaders' Declaration (NDLD).

The workshop served as platform for think tanks, eminent experts, academics and other stakeholders to discuss the recommendations of the G20 New Delhi Leaders' Declaration on Tourism, identify key issues / action points to be carried forward and implemented, highlighted best practices that may be replicated across States/UTs in the key identified areas, facilitate exchange of experiences on the concerned theme and devise strategies for implementation of the identified issues/action points with possible timelines for the same.



The workshop included four sessions on the following themes:

- (i) Green tourism: Greening the tourism sector for a sustainable, responsible, and resilient tourism sector.
- (ii) Tourism micro, small, and medium-sized enterprises (MSMEs): Nurturing tourism MSMEs, startups, and the private sector to unleash innovation and dynamism in the tourism sector.
- (iii) Digitalization: Harnessing the power of digitalization to promote competitiveness, inclusion, and sustainability in the tourism sector
- (iv) Strategic management: Tourist destinations with focus on Heritage and Religious aspects.

25.14 G20 Goa Roadmap for Tourism

The Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals, welcomed at the G20 Tourism Ministers' Meeting 2023 held in the scenic tourism-destination of Goa, India, aims to provide national governments in the G20 countries and beyond, as well as other tourism actors with voluntary tools and recommendations to leverage the sector's capability to progress the SDGs. It seeks to support a safer, healthier, more sustainable and equitable future while taking into account national circumstances, needs and priorities.

25.15 G20 Tourism Working Group Priority Areas

25.15.1 On the road to progressing the SDGs, India's G20 Presidency has identified five priority areas for the Tourism Working Group (TWG) where the tourism sector can lead in making important contributions. It should be noted that these five priority areas are:

Priority 1 – Green tourism: Greening the tourism sector for a sustainable, responsible and resilient tourism sector

Priority 2 – Digitalization: Harnessing the power of digitalization to promote competitiveness, inclusion and sustainability in the tourism sector

Priority 3 – Skills: Empowering youth with skills for jobs and entrepreneurship in the tourism sector



Priority 4 – Tourism micro, small and medium-sized enterprises (MSMEs): Nurturing tourism MSMEs, startups and the private sector to unleash innovation and dynamism in the tourism sector; and

Priority 5 – Destination management: Rethinking the strategic management of destinations towards a holistic approach that delivers on the SDGs

25.15.2 The Roadmap lays out a set of key enablers, identifies the inclusion of tourism in national SDGs agendas, proposes recommendations and features case studies emphasizing advances in place among G20 members and guest countries.

25.15.3 The document highlights the opportunities for governments and stakeholders to work jointly, as per their national circumstances, needs and priorities, to accelerate the achievement of the SDGs.

25.16 Tourism and SDGs

25.16.1 To help framing the relationship between tourism and the SDGs in the development of the current Roadmap, a survey among G20 members and guest countries was conducted. The answers helped to identify the SDGs which tourism was considered to impact the most:

SDG 8: Decent work and economic growth;

SDG 9: Industry, innovation, and infrastructure;

SDG 11: Sustainable cities and communities;

SDG 12: Responsible consumption and production; and

SDG 17: Partnerships for the goals.

25.16.2 According to the results of the survey conducted among G20 members and guest countries for the development of this document, green tourism emerges as the most important priority – a priority that sets the overarching goal for a sustainable and inclusive tourism future. Countries can work towards these priority areas while building on their national circumstances, needs and priorities.

25.16.3 As noted, the tourism sector contributes to all SDGs, collectively, however, there is strong correlation between specific SDGs and TWG



priority areas. Based on the survey where countries were asked to identify which SDGs could action on each of the five priority areas contribute the most, the SDGs were mentioned.

25.17 Key Enablers

25.17.1 A set of ten cross-cutting key enablers have been identified based on a systems level analysis of recommendations from reports, surveys, case studies and best practices shared by practitioners across the tourism sector.

1. Working towards climate action and environmental protection and related international cooperation;
2. Equitable economic models to promote inclusive tourism and empower vulnerable groups, such as youth, women, Indigenous Peoples and persons with disabilities;
3. Sustained public-private-community partnerships, including employers' and workers' organizations, to develop more innovative and sustainable tourism Initiatives;
4. Visitors as key stakeholders to help transform the sector towards sustainability;
5. Holistic destination management to help the sector adapt to today's challenges;
6. Upskilling, reskilling and new skilling tourism actors, focussing on vulnerable groups (such as youth, women, Indigenous Peoples and persons with disabilities), as well as MSMEs, to reduce inequalities, foster inclusion and social justice;
7. Strengthening measurement, monitoring, and reporting to better understand and manage the impact and interdependences of tourism on its three dimensions – economic, social and environmental;
8. Consistent knowledge sharing between traditional and non-traditional actors to bridge knowledge gaps and accelerate progress within the sector;
9. Innovative approaches to meet the SDGs; and
10. Long-term forward planning to foster tourism resilience.



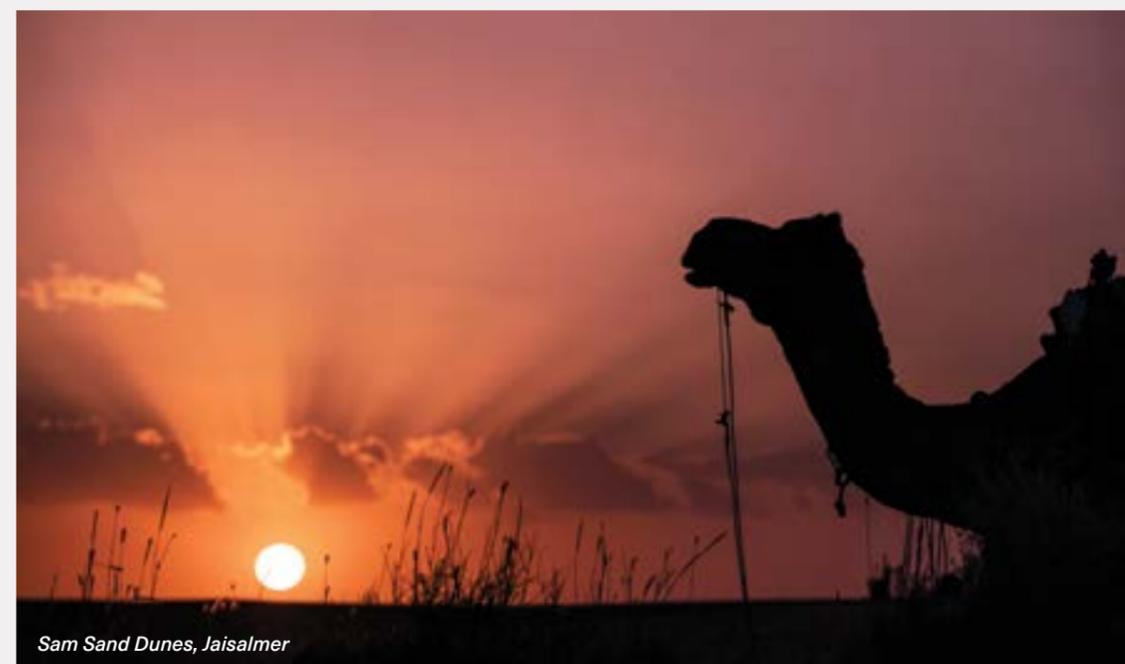
25.17.2 Each key enabler is an entry point in understanding how to leverage tourism to further SDGs progress and address G20 priority areas and is reflected in the objectives set in the Roadmap.

25.18 Opportunities, Objectives and Recommended Actions

25.18.1 Goa Roadmap presents opportunities for furthering SDGs progress through tourism. The opportunities, objectives and recommended actions presented are informed by the survey responses from the G20 Tourism Working Group.

25.18.2 The Roadmap is developed around the five priority areas of the Presidency. Each of the five areas includes a list of opportunities, associated objectives, recommended actions as well as their connection with the SDGs. We recognize that this Roadmap is voluntary and takes into account national circumstances, needs and priorities.

25.18.3 Following a systemic, voluntary set of tourism development recommendations and actions can further SDGs progress through tourism. Tourism development recommendations can and should be taken in unique combinations based on country circumstances, needs, goals and priorities.



Sam Sand Dunes, Jaisalmer



Chowmahilla Palace, Hyderabad, Telangana

CHAPTER 26

**CYBER
SECURITY**





CHAPTER 26 CYBER SECURITY



Information play crucial role in functioning of any organization today. Ministry of Tourism is no exception in this era of IT revolution. In the lines of advisories issued by Indian Computer Emergency Response Team and Cert In of MeitY a comprehensive Cyber Crisis Management Plan (CCMP) is prepared. A group called Cyber Crisis Management Group has been set up under the chairmanship of Chief Information Security Officer (CISO) of Ministry of Tourism.

As obvious, IT products, IT Infrastructure, IT Network are three crucial pillars that are under constant threat with the evolution of ever and fast changing information technology. This changes have made legacy applications, dated infrastructure and network technology vulnerable to newer attack. It is a big challenge to keep pace with the ever growing threat perception, more so as demand for IT services are growing and so it online community worldwide expanded very fast. Hackers, stealers are also IT experts – both ethical and non-ethical experts – who are constantly working on finding newer methods to penetrate the network, steal information, control devices and slowly take control on businesses.

In this context it is relevant to adapt mature standards and guidelines to prevent such attack and if any such attack happens, to minimize the impact and reverse it. Here many factors become important to keep IT services running without interruptions and providing assurance to users that what is being delivers is reliable and trusted.

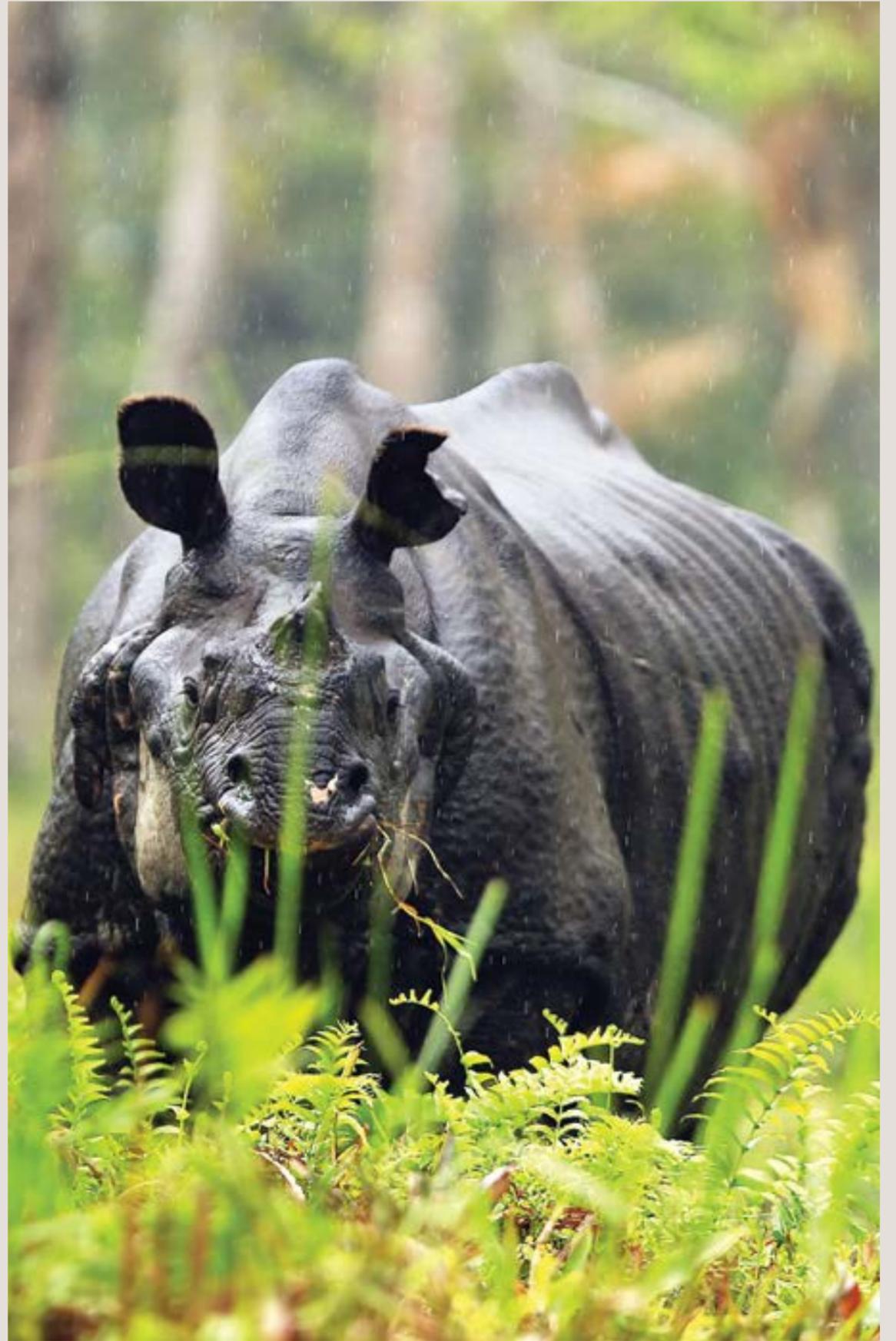
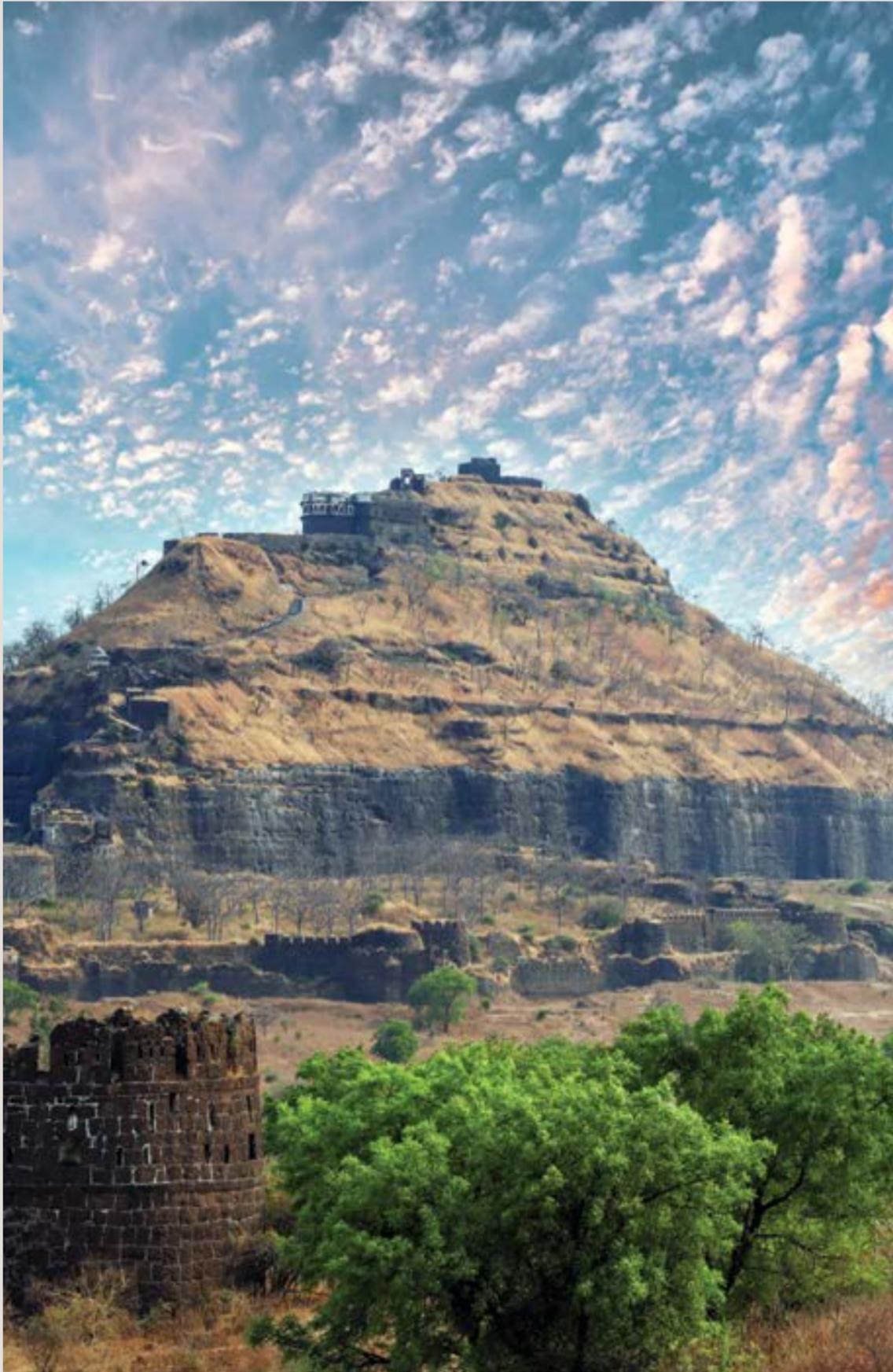
To instil this confidence across wide user spectrum including decision makers of the Ministry and in compliance with the approved CCMP plan of the ministry following ICT practices and compliance is followed.

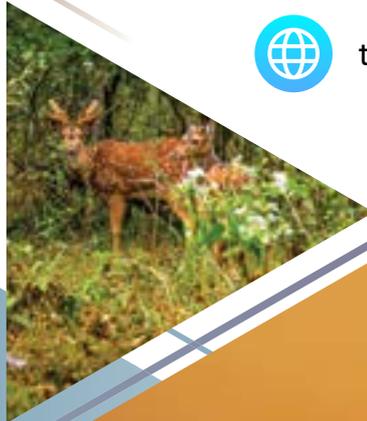
1. **Application Security:** Foremost among three IT pillars stands application security. Secured delivery of services in major concern for any business or organization. In the Ministry of Tourism, it has been decided to follow below mentioned procedure for development, implementation and deployment of the software application.



- a. **Using standard software development life cycle (SDLC):** Usage of standard SDLC process such as agile, DevOps, waterfall makes sure that all steps of software engineering is taken in to consideration. This eliminates the risk of ad hoc development for quick results that may have code vulnerability and many more.
 - b. **Design Security:** This broadly focuses on application architecture such as using n-tier development of application, security of databases, third party integration of services in a secured manner.
 - c. **Coding standards:** Developers are required to follow standard and good coding practices not only for optimization of response time but also readability of the code becomes easy. Code revisits are done to ensure the best coding practices are followed.
 - d. **Testing:** Application testing is done at various level such as peer testing, integration testing. Also white, grey and black box testing is done to reveal vulnerability.
 - e. **Security Audit:** Applications are deployed on NIC cloud and therefore as per hosting requirement, the security audit and clearance is necessitated. Third part audit is done for all web application and mobile app before making it live. Re audit is done annually.
2. **Infrastructure Security:** All computers and other networking devices are managed in a secured manner. Centralized and updated antivirus software is installed which captures malware, viruses, spams in real time.
 3. **Network Security:** NIC manages ministry's networking infrastructure, and it takes care of all issues such as patch management on network servers, routers, managed switches etc.
 4. **Deployment of Application:** All web applications are deployed on NIC Cloud Meghraj. All patch management at OS level, system software and database levels are being done to ensure secured virtual environment. Most of these servers are managed by NIC datacenter team and all other issues are taken care by them such server hardening, Application deployed by ministry are all SSL secured.
 5. **Email Security:** NIC email is used for all official communication and therefore the official information stays secured and reside on government servers/storage.







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