



सत्यमेव जयते

MINISTRY OF TOURISM
GOVERNMENT OF INDIA

Annual Report

2024
2025



Mahakumbh, 2025

Annual Report 2024-25



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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 2024, India recorded Foreign Tourist Arrivals (FTAs) of 9.66 million (Provisional) which account for Foreign Exchange Earnings (FEEs) of ₹2,77,842 crores (Provisional estimates) with a growth of 19.8%. Besides as per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 2509.13 million Domestic Tourist Visits (DTV) all over the country during the year 2023.



- 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%. The tourism sector contributes 5% to India's GDP, further highlighting its crucial role in the country's economic growth.
- 1.5** The 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 ₹5292.91 Crore for undertaking 76 projects, out of which 75 projects are reported physically complete.
- 1.6** In consultation with the State Government / UT Administrations and in line with the scheme guidelines, 29 projects have been sanctioned by the Ministry of Tourism during the financial year 2023-24 and further 5 more projects during 2024-25 (as on 20.12.2024) for development under Swadesh Darshan 2.0.
- 1.7** 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 48 projects at the total sanctioned cost of ₹1646.99 Crore. with a cumulative release of ₹1036.96 Cr. till 24.12.2024. Further, 27 new sites have also been identified for development under the PRASHAD Scheme covering 18 States/UTs.
- 1.8** 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. The following niche products have been identified for development and promotion: Adventure, Meetings Incentives Conferences & Exhibitions (MICE), Sustainable Tourism, Rural Tourism, Medical and Wellness Tourism, Eco-Tourism, Golf, and Cruise Tourism.
- 1.9** In pursuance to the appeal made by the Honourable 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.

- 1.10** The Ministry of Tourism celebrated World Tourism Day with the theme "Tourism and Peace." The event was graced by the Vice President of India, Shri Jagdeep Dhankhar who emphasised the importance of achieving excellence in hospitality and service. On the occasion, the Vice President of India launched the following initiatives: Paryatan Mitra and Paryatan Didi, Incredible India Content Hub and Digital Portal.
- 1.11** Paryatan Mitra/Paryatan Didi: - The Ministry of Tourism launched a National responsible tourism initiative by the name of Paryatan Mitra/ Paryatan Didi. A total of 7 tourist destinations were identified to pilot the initiative namely - Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh) Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan), Srinagar (Jammu & Kashmir) and Sri Vijaya Puram (Andaman & Nicobar Islands).
- 1.12** The Incredible India Digital Portal is a tourist-centric, one-stop digital solution designed to enhance the travel experience for visitors to India. The revamped portal offers essential information and services to travellers at every stage of their journey, from discovery and research to planning, booking, travelling, and return. The revamped portal offers a wealth of information on destinations, attractions, crafts, festivals, travel diaries, itineraries, and more, utilizing multimedia content such as videos, images, and digital maps.
- 1.13** The 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.
- 1.14** 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 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 classification/approval of Accommodation Units, but also approval/classification/registration of Travel agents, Tour Operators, Tourist Transport Operators, Food & Beverage Units (Air catering and standalone restaurants), Online Travel Aggregators & Convention Centers.

- 1.15** 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, 2024, e-visa facility has been extended to the nationals of 167 Countries under 9 sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa', 'e-Medical Visa', 'e-Medical Attendant Visa', 'e-Conference Visa', 'e-Ayush Visa', 'e-Ayush Attendant Visa', 'e-Student Visa' and 'e-Student X Visa'. The e-Visa is valid for entry through 31 designated Airports and 6 designated seaports.
- 1.16** 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.
- 1.17** 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 and Port Blair.
- 1.18** E-Conference Visa in line with e-conference Visa for Government/PS.U. Conferences, would be granted for private conferences organized by private persons/ companies/ organizations.
- 1.19** 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.
- 1.20** 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, 2024, nationals of 167 countries are provided with e-Tourist visa.

- 1.21** Further, the 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).
- 1.22** The 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.
- 1.23** 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.
- 1.24** 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.
- 1.25** 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 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.
- 1.26** 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.

1.27 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, ₹11.51 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'.

1.28 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.

1.29 The 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. 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.



1.30 It has been the endeavour 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, 33 State IHMs and 2 State IHMs running in PPP mode) and 13 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jagdishpur, Uttar Pradesh is under construction.

1.31 As part of making India a Centre of Excellence in Hospitality Industry and rebranding the Institute of Hotel Management (IHMs), it was decided that the Central IHMs will collaborate with the leading hotel chains to provide students with exposure to industry's best practices and to achieve highest standards of hospitality, service, and care. During the first phase of this initiative, all 21 Central IHMs entered into MOU with 8 leading hotel chains viz. IHCL (the Taj), IHG Hotel & Resorts, Marriott International, Lalit Suri Hospitality Group, ITC group of Hotels, Apeejay Surrendra Park hotels, Raddisson Group of Hotels and Lemon Tree Hotels. A total of 52 MOUs have been signed between these leading Hotel Chains and Central IHMs on the occasion of World Tourism Day, 2024. Area of collaboration under these MOUs are Student Engagement, Faculty Development, Short-term tourism & hospitality skilling & education and Institutional & Infrastructural Development.

1.32 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.

1.33 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.

1.34 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. This will encourage the Tourist guides & Tourist Facilitators to improve their services and getting better opportunities.

- 1.35** At the conclusion of a fortnight of celebration of Swachhta Hi Seva, a Mega Event for carrying out major cleanliness drive and awareness programme in the presence of Hon'ble Minister of Tourism & Culture was organized by Ministry of Tourism on 1st October 2024 as a tribute to the Mahatma Gandhi on his birth anniversary and celebrated Swachh Bharat Diwas. About 500 persons participated in the Mega Event. To boost the morale of Cleaning Staff / Safai Mitra the Hon'ble Minister of Tourism, Shri Gajendra Singh Shekhawat felicitated them by giving Dignity Badge of Swachhta Prahari. Various innovative, productive initiatives such as Nukkad Natak, Painting, Drawing, essay writing competitions on Swachhta have been organized by the Institutions under Ministry of Tourism.
- 1.36** A total number of 717 RTI applications were received during the period from 1st January to 31st December, 2024 in Ministry of Tourism and suitable actions have been taken in time bound manner.



02/

Ministry of Tourism's Role and its Functions

The Organization

2.1 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.

i. Shri Gajendra Singh Shekhawat is the Cabinet Minister for Tourism.

ii. Shri Suresh Gopi is 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

- i. Agra
- ii. Aurangabad
- iii. Bengaluru
- iv. Bhubaneswar
- v. Goa
- vi. Hyderabad
- vii. Imphal
- viii. Indore
- ix. Jaipur
- x. Kochi
- xi. Naharlagun(Itanagar)
- xii. Patna
- xiii. Port Blair
- xiv. Shillong
- xv. 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 at Chapter No.9 Skilling and Capacity Building).

2.2 Role and Functions of the Ministry of Tourism

The Ministry of Tourism focuses on promoting both inbound and domestic tourism in India to boost employment and reduce poverty. Its key objectives include positioning India as a year-round tourist destination, promoting

sustainable tourism, ensuring quality standards among service providers, and fostering integrated development of tourism infrastructure. The government has shifted its role from a regulator to a catalyst, emphasizing collaboration with various stakeholders, which makes the task more challenging but essential for the sector's growth.

The Ministry has the following main functions: -

i. Policy matters

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

iii. Coordination

Coordination is an essential task performed by the Ministry of Tourism regularly and the Ministry of Tourism undertakes regular interaction and coordination 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. Destination 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 undertaken 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**

The 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**

The 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**

The Ministry of Tourism under its voluntary programmes recognizes Service Providers such as Hotels, Tour Operators, Travel Agents, Tourist Transport Operators, guides etc.

x. **Niche Tourism Product**

The 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

2.3 **Synergy and Convergence**

2.3.1 **Stakeholders**

The 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.

2.3.2 **Partner Ministries**

In its bid to strive for convergence, the 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.

2.3.3 **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.

2.3.4 **Central Autonomous Bodies**

Ministry of Tourism has 24 Central Autonomous bodies under its administrative control, which aims at imparting education in the field of tourism & travel management, hospitality & hotel Management & cuisine. There are 21 Central Institute of Hotel Management (CIHMs) which mainly imparts degree level hospitality education; National Council for Hotel Management & Catering Technology (NCHMCT) is the apex autonomous body for coordinated growth & development of



hospitality management education; Indian Culinary Institute (ICI) runs various academic programs in specialized area of Culinary Art, whereas, Indian Institute of Tourism & Travel Management (IITTM) is a pioneer in the field of travel and tourism education and training.

2.3.5 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.

2.3.6 Inter-Ministerial Coordination Committee on Tourism Sector

Tourism is essentially a multi-sectoral activity requiring linkages and coordination with various Ministries / Departments. The 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, 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 to date.

2.3.7 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 chairmanship 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

2.3.8 National Tourism Advisory Council

The National Tourism Advisory Council (NTAC) serves as a 'Think Tank' of the Ministry of Tourism. The present NTAC was constituted on 21st 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."



MINISTERS



Shri Gajendra Singh Shekhawat
Hon'ble Minister of Tourism



Shri Suresh Gopi
Hon'ble Minister of State for Tourism



SENIOR OFFICERS OF THE MINISTRY



Ms. V. Vidyavathi
Secretary to the
Government of India

SPECIAL/ADDITIONAL SECRETARY LEVEL OFFICER



Suman Billa
Additional Secretary
(Tourism)



Ms. Ranjana Chopra
Additional Secretary &
Financial Advisor



Smt. Mugdha Sinha
Director General
(Tourism)



Shri Gyan Bhushan
Senior Economic Advisor

JOINT SECRETARIES AND EQUIVALENT



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



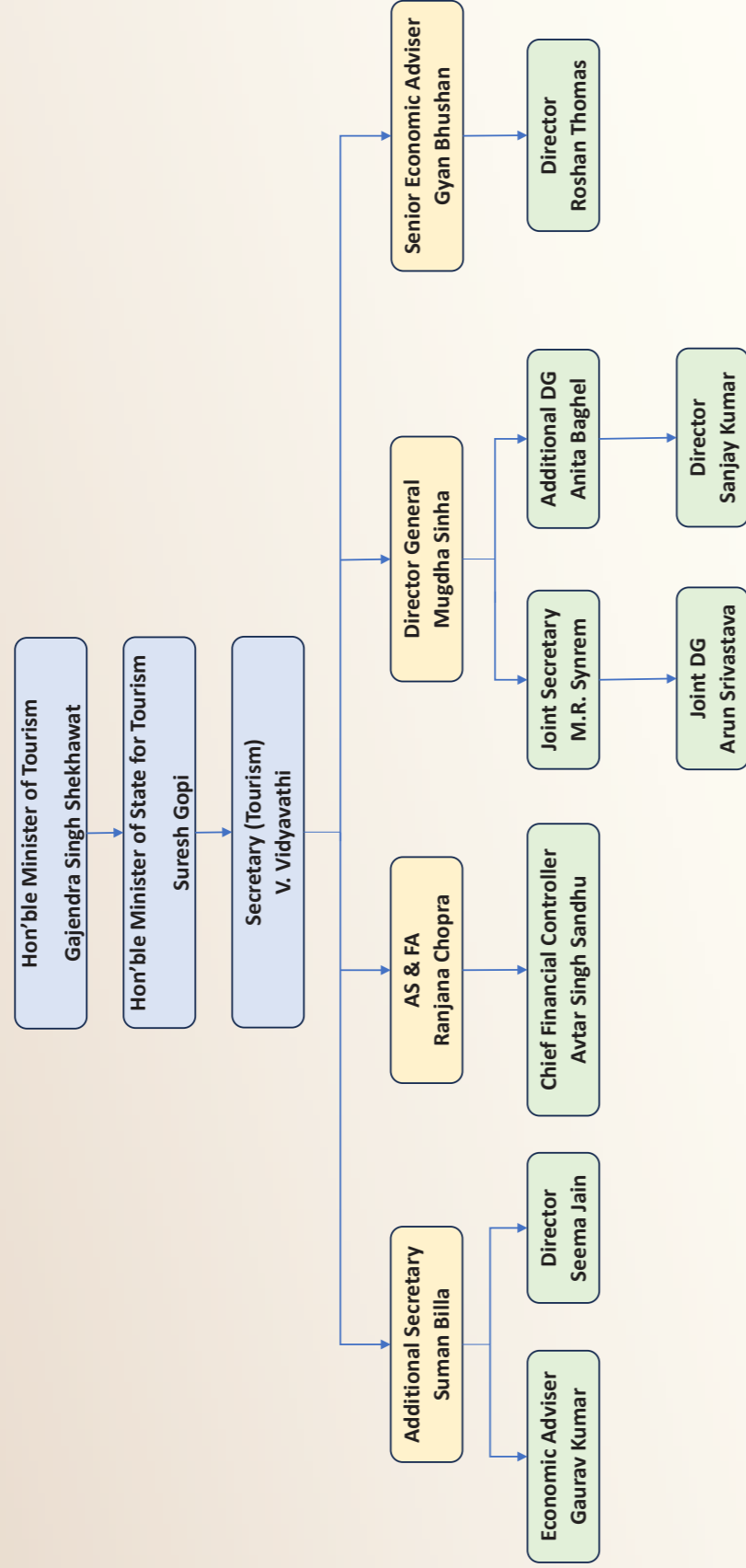
Shri Gaurav Kumar
Economic Advisor
(Tourism)



Ms. Anita Baghel
Additional
Director General



Organisational chart of Ministry of Tourism





03/

Destination Development



3.1 Swadesh Darshan

3.1.1 The 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 75 projects are reported physically complete. The details of the projects sanctioned under Swadesh Darshan scheme is as under:-

S. 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 - Ubblamadugu Water Falls - Nelapattu- Kothakoduru- Mypadu - Ramateertham - Iskapalli	49.55
4.	Andhra Pradesh	Buddhist Circuit 2017-18	Development of Buddhist Circuit: Shalihundam- Bavikonda- Bojjanakonda -Amravati- Anupu	35.24

Royal Spring Golf Course, Srinagar, Jammu & Kashmir



S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
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
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 Sinqerim-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 - Benaullim	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

S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
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
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 Arnamula	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



S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
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- Mandasaur-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
38.	Maharashtra	Coastal Circuit 2015-16	Development of Sindhudurg Coastal Circuit - Sagreshwar, 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 (Nongkhaw- 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 – Khawhphawp – Lengpui – Chatlang- Sakawrhmutuaitlang - Muthee – Beratlawng -Tuirial Airfield – Hmuifang	66.37

S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
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
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	50.01
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 (Sanwaliyaji)	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



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S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
57.	Sikkim	North 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
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- Avangchaarra	44.83
65.	Uttar Pradesh	Buddhist Circuit 2016-17	Development of Srawasti, Kushinagar, & Kapilwastu	87.89
66.	Uttar Pradesh		Development of Chitrakoot and Shringverpur	69.45
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

S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ in crore)
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
74.	Uttarakhand	Heritage Circuit 2016-17	Integrated Development of Heritage Circuit in Kumaon Region - Katarmal -Jogeshwar-Baijnath-Devidhura	76.32
75.	West Bengal	Coastal Circuit 2015-16	Development of Beach Circuit: Udaipur- Digha- Shankarpur- Tajpur- Mandarmani- Fraserganj-Bakkhlai- 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



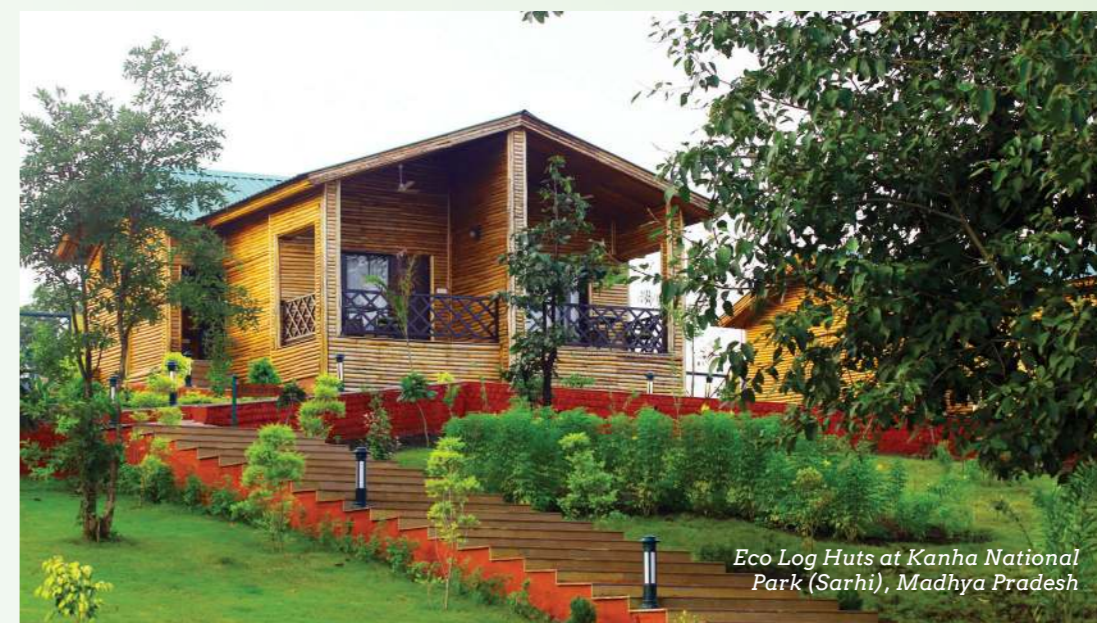
3.1.2 Under the said scheme various components / facilities were developed in the country at various destinations. The facilities for which funds were sanctioned include a range of components such Convention Centers, Log Huts, Cafeteria, Public Facilities, Tourist Facilitation Centers, Souvenir shops, Cultural Centers, Interpretation Centre, Last Mile Connectivity, Provision of Ramps at public places, Adventure Activities, Facade beautification, Landscaping works (Hard & Soft), Parking, etc.



*Light & Sound Show,
Mucchkund, Dholpur, Rajasthan*



*Tourist Interpretation Centre,
Sanchi, Madhya Pradesh*



*Eco Log Huts at Kanha National
Park (Sarhi), Madhya Pradesh*

3.1.3 The Ministry of Tourism has revamped its Swadesh Darshan scheme in the form of Swadesh Darshan 2.0 with the objective of creating Sustainable and Responsible tourism destinations. In consultation with the State Governments / UT Administrations and in line with the scheme guidelines, 29 projects have been sanctioned by the Ministry of Tourism during the financial year 2023-24 and further 5 more projects during 2024-25 (as of 20.12.2024) for development under Swadesh Darshan 2.0. The details of the projects sanctioned are as under:

S. No.	State	Destination	Name of the Experience	Sanctioned Cost (₹ Cr.)	Date of Sanction
1.	Andhra Pradesh	Araku-Lambasingi	Borra Cave Experience at Araku	29.87	05-03-2024
2.	Arunachal Pradesh	Nacho	Unlock Nacho Expedition	14.02	05-03-2024
3.	Arunachal Pradesh	Mechuka	Mechuka Cultural Haat	18.48	05-03-2024
4.	Arunachal Pradesh	Mechuka	Mechuka Adventure Park	12.75	05-03-2024
5.	Assam	Kokrajhar	Kokrajhar Wetland Experience	26.67	05-03-2024
6.	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91	05-03-2024
7.	Goa	Porvorim	Porvorim Creek Experience	23.56	20-08-2024



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S. No.	State	Destination	Name of the Experience	Sanctioned Cost (₹ Cr.)	Date of Sanction
8.	Goa	Colva	Colva Beach Experience	15.65	20-08-2024
9.	Karnataka	Hampi	Setting up of 'Traveller nooks'	26.30	29-02-2024
10.	Karnataka	Mysuru	Tonga ride Heritage experience zone	4.12	29-02-2024
11.	Karnataka	Mysuru	Ecological Experience Zone	18.36	05-03-2024
12.	Kerala	Kumarakom	Kumarakom Bird Sanctuary Experience	13.92	05-03-2024
13.	Ladakh	Leh	Julley Leh Biodiversity Park	24.89	05-03-2024
14.	Ladakh	Kargil	Exploring LOC and Hundarman village Experience	12.01	05-03-2024
15.	Madhya Pradesh	Gwalior	Phoolbagh Experience Zone	16.73	29-02-2024
16.	Madhya Pradesh	Chitrakoot	Spiritual experience at Chitrakoot	27.21	05-03-2024
17.	Maharashtra	Pune	Shivrushti Historical Theme Park- Phase 3	76.22	21-09-2024
18.	Meghalaya	Sohra	Waterfall Trails Experience	27.84	05-03-2024
19.	Meghalaya	Sohra	Meghalayan Age Cave Experience	32.45	04-03-2024
20.	Nagaland	Chumoukedima	Eco-Tourism Exp at Chumoukedima viewpoint	7.87	20-08-2024
21.	Nagaland	Chumoukedima	Tribal Cultural Experience at Midway Retreat	21.56	05-03-2024
22.	Puducherry	Karaikal	Karaikal beach and waterfront experience	20.29	05-03-2024
23.	Punjab	Kapurthala	Eco Tourism experience at Kanjli wetland	20.06	05-03-2024
24.	Punjab	Amritsar	Border Tourism Experience at Attari	25.90	20-08-2024
25.	Rajasthan	Bundi	Spiritual Experience, Keshavraipatan	17.37	29-02-2024
26.	Sikkim	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.40	05-03-2024
27.	Sikkim	Gangtok	Gangtok Cultural Village	22.59	29-02-2024



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S. No.	State	Destination	Name of the Experience	Sanctioned Cost (₹ Cr.)	Date of Sanction
28.	Tamil Nadu	Mamallapuram	Immersive experience at Shore Temple	30.02	29-02-2024
29.	Telangana	Bhongir	Bhongir Fort Experiential Zone	56.81	29-02-2024
30.	Telangana	Ananathagiri	Eco tourism zone at Ananathgiri forest	38.00	05-03-2024
31.	Uttar Pradesh	Prayagraj	Azad Park and Dekho Prayagraj Trail Exp	13.02	05-03-2024
32.	Uttar Pradesh	Naimisaranya	Vedic- wellness Experience	15.94	05-03-2024
33.	Uttarakhand	Pithoragarh	Rural Tourism Cluster Experience at Gunji	32.20	05-03-2024
34.	Uttarakhand	Champawat	Tea Garden Experience	11.21	05-03-2024
			Total Amount	793.20	





Spiritual Experience at Keshavraipatan, Bundi, Rajasthan (Rendition)



Mechuka, Arunachal Pradesh Cultural Haat Experience (Rendition)



Prayagraj, Uttar Pradesh, Dekho Prayagraj - Kahaniyon ka Sehar (Rendition)



Jorhat, Assam, Reimagining Cinnamara Tea Estate (Rendition)



Mawmluh Caves, Sohra, Meghalaya (Rendition)



Bhongir, Telangana, Bhongir Fort Experiential Zone (Rendition)



Gangtok Cultural Village, Gangtok, Sikkim (Rendition)



Borra Caves Experience, Araku-Lambasingi, Andhra Pradesh (Rendition)



Setting up of 'Travelers Nook', Hampi, Karnataka (Rendition)



Heritage Experience Zone (Tonga Ride Circuit), Mysuru, Karnataka (Rendition)



Kumarakom Bird Sanctuary Experience, Kumarakom, Kerala (Rendition)



Phoolbagh Experience, Gwalior, Madhya Pradesh (Rendition)

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 inbound and domestic tourism in the country.

3.1.4 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.



3.1.5 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, a robust institutional framework has been formulated under the Scheme.

3.1.6 The Ministry of Tourism has invited proposals for 'Challenge Based Destination Development', a sub-scheme under Swadesh Darshan 2.0. This sub-scheme aims for the holistic development of destinations to enhance tourist experience across tourism value chain to transform our tourist destinations as sustainable and responsible destinations. Under this sub-scheme, the Ministry of Tourism has identified 42 destinations under 4 categories, the details of which are given below:

A. Culture & Heritage Destinations

S. 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

S. No.	Destination	State/UT
1.	Ahobilam	Andhra Pradesh
2.	Porbandar	Gujarat
3.	Ramrekha Dam	Jharkhand
4.	Thalassery	Kerala

S. No.	Destination	State/UT
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

C. Ecotourism and Amrit Dharohar Destinations

S. 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

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

3.2 PRASHAD

INTRODUCTION

The 'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive' (PRASAD) was 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, 48 projects have been sanctioned across 27 States/UTs under PRASHAD Scheme. Since its launch in January 2015, projects worth ₹1646.99 Crore have been sanctioned and a total amount of ₹1036.96 crore has been released for these projects so far.

SCHEME OBJECTIVES



ACHIEVEMENTS

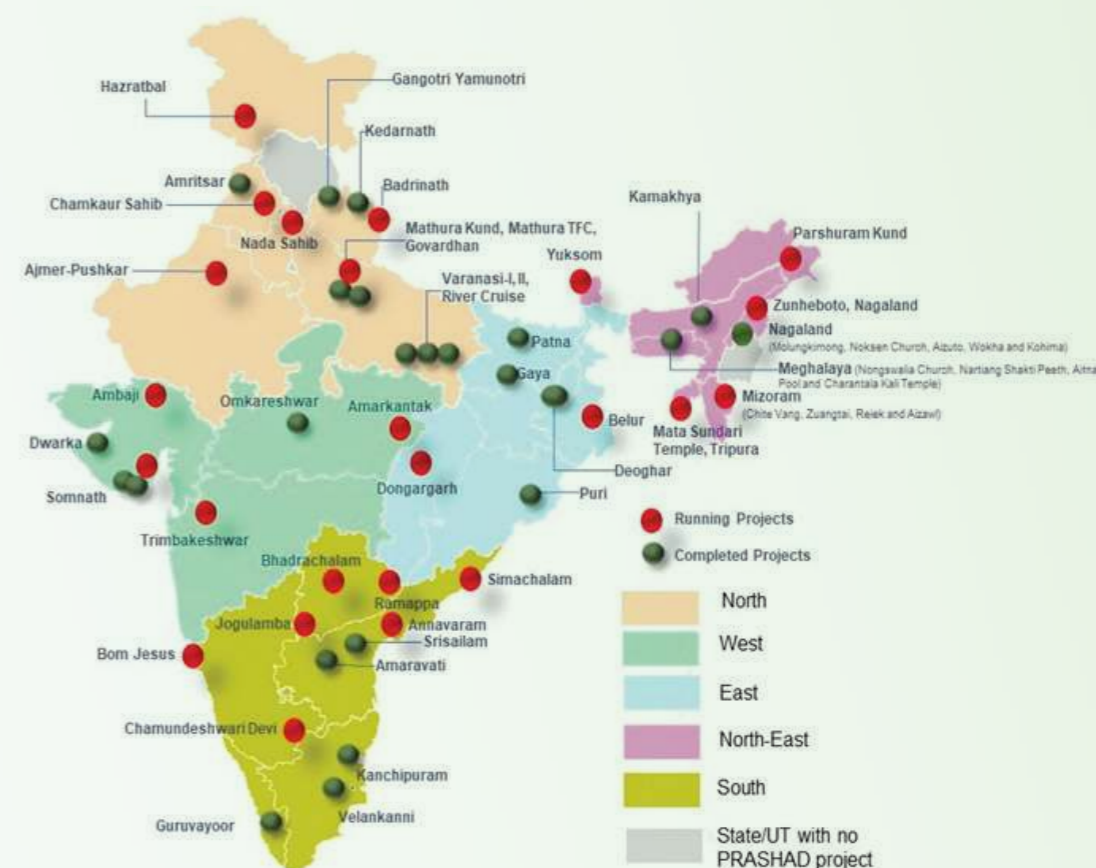
- 48 projects has been sanctioned in 27 States/UTs at the total sanctioned cost of ₹1646.99 Cr.
- Till date an amount of ₹1036.96 Cr. has been released.
- 25 projects are physically complete, 22 projects are under implementation and 1 project is under process of being dropped at the request of State Government.
- 27 New sites have also been identified for development under the PRASHAD Scheme in 18 States/UTs.

- 3 projects namely “Development of Amarkantak”, “Development at Hazratbal Shrine, Srinagar” & “Development of Jogulamba Devi Temple, Alampur” were inaugurated on 7th March 2024 by the Hon’ble Prime Minister of India.

YEARWISE PERFORMANCE OF THE SCHEME

Year	No. of Sanctioned Projects	Sanctioned Amount (In ₹ Crore)	Released Amount (In ₹ Crore)
2015	8	171.22	41.72
2016	8	197.46	63.15
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 date)	2	41.79	60.13
Total	48	1646.99	1036.96

Project sanctioned under PRASHAD





State wise Details of Projects under PRASHAD Scheme

(₹ in crore)

State/UT	S. No.	Project Name	Sanction Year	Approved Cost	Amount Released	Status
Andhra Pradesh	1	Development of Pilgrim Amenities at Amaravati	2015-16	27.77	27.77	Project Completed
	2	Development of Srisailem Temple	2017-18	43.08	43.08	Project Completed
	3	Development of Pilgrimage Amenities at Sri Varaha Lakshmi Narsimha Swami Vari Devasthanam at Simhachalam	2022-23	54.04	13.69	Under Implementation
	4	Development of Pilgrimage Tourism Infrastructure in Annavaram Temple Town	2024-25	25.33	-	Under Implementation
Arunachal Pradesh	5	Development of Parshuram Kund	2020-21	37.88	21.95	Under Implementation
Assam	6	Development of Pilgrimage amenities at Kamakhya Temple	2015-16	29.80	29.80	Project Completed
Bihar	7	Development at Patna Sahib	2015-16	29.62	29.62	Project Completed
	8	Development of basic facilities at Vishnupad temple	2014-15	3.63	3.63	Project Completed
Chhattisgarh	9	Development of Pilgrimage amenities at Maa Bamleshwari Devi Temple	2020-21	48.44	32.13	Under Implementation
Goa	10	Development of Bom Jesus Basilica	2024-25	16.46	-	Under Implementation
Gujarat	11	Development of Dwarka	2016-17	13.08	10.46	Project Completed
	12	Development of Pilgrimage Amenities at Somnath	2016-17	45.36	45.36	Project Completed
	13	Development of Promenade at Somnath	2018-19	47.12	47.12	Project Completed

State/UT	S. No.	Project Name	Sanction Year	Approved Cost	Amount Released	Status
Gujarat	14	Development of Pilgrim Plaza with Queue management complex at Somnath Gujarat	2021-22	49.97	0.00	Project being dropped
	15	Development of Pilgrimage Facilities at Ambaji Temple	2022-23	50.00	10.54	Under Implementation
Haryana	16	Development of Mata Mansa Devi Temple and Nada Saheb Gurudwara	2019-20	48.53	34.68	Under Implementation
Jammu and Kashmir	17	Development at Hazratbal Shrine	2016-17	40.46	34.30	Under Implementation
Jharkhand	18	Development of Baba Baidya Nath Dham	2018-19	36.79	34.95	Project Completed
Karnataka	19	Development of Pilgrimage Amenities at Sri Chamundeshwari Devi Temple	2023-24	45.71	0.00	Under Implementation
Kerala	20	Development at Guruvayur Temple	2016-17	45.19	45.19	Project Completed
Madhya Pradesh	21	Development of Amarkantak	2020-21	49.99	34.73	Under Implementation
	22	Development of Omkareshwar	2017-18	43.93	43.93	Project Completed
Maharashtra	23	Development of Trimbakeshwar	2017-18	42.18	29.93	Under Implementation
Meghalaya	24	Development of Pilgrimage Facilitation at Nongswalia Church, Nartiang Shakti Peeth, Aitnar Pool and Charantala Kali Temple	2020-21	29.29	24.92	Project Completed
	25	Development of Infrastructure for Pilgrimage and Heritage Tourism at Chite Vang, Zuangtai, Reiek and Aizawl	2022-23	44.89	13.18	Under Implementation



State/UT	S. No.	Project Name	Sanction Year	Approved Cost	Amount Released	Status
Nagaland	26	Development of Pilgrimage Infrastructure at Molungkimong, Noksen Church, Aizuto, Wokha and Kohima	2018-19	25.20	21.33	Project Completed
	27	Development of Pilgrimage Tourism Infrastructure at Zunheboto	2022-23	18.18	10.91	Under Implementation
Odisha	28	Infrastructure Development at Puri	2014-15	50.00	10.00	Under Implementation
Punjab	29	Development of Karuna Sagar Valmiki Sthal at Amritsar	2015-16	6.40	6.40	Project Completed
	30	Development of Chamkaur Sahib	2021-22	31.57	17.49	Under Implementation
Rajasthan	31	Integrated Development of Pushkar/Ajmer	2015-16	32.64	26.11	Under Implementation
Sikkim	32	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32	28.31	Under Implementation
Tamil nadu	33	Development of Kanchipuram	2016-17	13.99	13.99	Project Completed
	34	Development of Velankanni	2016-17	4.86	4.86	Project Completed
Telengana	35	Development of Jogulamba Devi Temple	2020-21	38.90	33.07	Under Implementation
	36	Development of Pilgrimage and Heritage Tourism Infrastructure at Rudreshwara (Ramappa) Temple	2022-23	62.00	12.82	Under Implementation
	37	Development of Pilgrimage Infrastructure at Bhadrachalam	2022-23	41.38	8.43	Under Implementation
Tripura	38	Development of Tripura Sundari Temple	2020-21	34.43	25.62	Under Implementation

State/UT	S. No.	Project Name	Sanction Year	Approved Cost	Amount Released	Status
Uttar Pradesh	39	Development of Varanasi – Phase –I	2015-16	18.73	18.73	Project Completed
	40	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	10.98	10.98	Project Completed
	41	Development of River Cruise Tourism at Varanasi	2017-18	9.02	9.02	Project Completed
	42	Construction of Tourist Facilitation Centre at Vrindavan	2014-15	9.36	9.36	Project Completed
	43	Development of Varanasi – Phase II	2017-18	44.60	31.77	Project Completed
	44	Development of Infrastructure facilities at Govardhan	2018-19	37.59	30.97	Project Completed
Uttarakhand	45	Integrated Development of Kedarnath	2015-16	34.77	34.77	Project Completed
	46	Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham	2018-19	56.15	27.43	Under Implementation
	47	Augmentation of Pilgrimage Infrastructure Facilities at Gangotri and Yamunotri Dham	2021-22	54.36	10.22	Project Completed
West Bengal	48	Development of Belur Math	2016-17	30.03	23.39	Project Completed
		Total		1646.99	1036.96	

List of New Identified Sites under PRASHAD Scheme

Sr. No.	State/ UTs	Name of the Project
1	Andhra Pradesh	Vedagiri Lakshmi Narasimhawamy Temple, Nellore District
2	Bihar	Simariya Ghat, Begusarai District
3		Aami Mandir, Saran District
4	Chhattisgarh	Kudargarh Temple, Surajpur District
5	Gujarat	Shri Nilkanth Mahadev Temple, Sunak, Mahesana
6	Himachal Pradesh	Maa Chintpurni Temple, Una District



Sr. No.	State/UTs	Name of the Project
7	Jammu & Kashmir	Purmandal & Uttarbehni, Sambha District
8	Karnataka	Sri Renuka Yallamma Temple, Saudatti, Belagavi District
9		Papnash Temple, Bidar District
10	Madhya Pradesh	Shri Peetmbra Peetha, Datia District
11		Sanicharadev Temple, Morena District
12	Maharashtra	Shri Ghrushneshwar Shivalaya, Aurangabad District
13		Tuljapur, Osmanabad district
14		Shri Kshetra Rajur, Ganpati Temple, Jalna District
15	Mizoram	Vangchhia, Champhai District
16	Odisha	Chausath Yogini Temple, Ranipur, Jharia, Balangir district
17		Maa Kichakeswari Temple in Kiching, Mayurbhanj District
18	Puducherry	Sri Dharbaranyeswarar Temple, Karaikal
19	Punjab	Durgyana Temple, Amritsar District
20	Rajasthan	Shri Karni Mata Mandir, Bikaner District
21		Malaseri Dungri
22		Sun Temple, Budhahita, Kota District
23	Tamil Nadu	Navagriha Temple at 8 places
24	Telangana	Balkampet Yellamma Temple, Hyderabad
25	Uttar Pradesh	Shri Kali Mandir established by Adiguru Shankaracharya, Chowk, Lucknow
26		Pilgrimage sites of Braj
27	Uttarakhand	Timmersian MahaDev (Devnath), Chamoli District



Buddha Theme Park at Sarnath, Uttar Pradesh



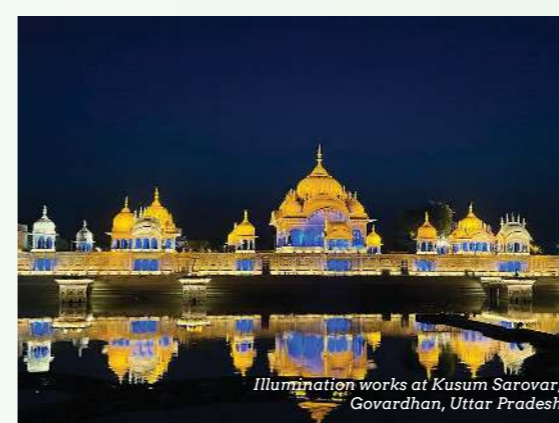
Façade Illumination at Mata Mansa Devi Temple, Haryana



Illumination works at Katalgarh Sahib Gurudwara, Punjab



Illumination works at Badrinath ji Dham, Uttarakhand



Illumination works at Kusum Sarovar, Govardhan, Uttar Pradesh



Illumination works at Narmada Temple, Amarkantak, Madhya Pradesh

Photos of completed components under PRASHAD Scheme



Tourist Interpretation Centre at Somnath, Gujarat



Dhyana Buddha Site Development, Amaravati, Andhra Pradesh

3.3 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



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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.

3.3.1 Details of projects to Central Agencies under the scheme "Assistance to Central Agencies for Tourism Infrastructure Development"

(₹ in crore)

Sr. No.	Name of Project	Agency	Sanction Date	Amount sanctioned	Amount Released	Status
1	Sound and Light Show at Dal Lake (Nigeen Lake)	ITDC	25-06-2012	5.00	4.00	Foreclosed
2	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port.	Chennai Port Trust	24-09-2012	17.24	17.24	Completed
3	Implementation of Multi media/ Laser show at Tilyar Lake	ITDC	30-04-2013	5.00	2.24	Completed
4	Construction of Interpretation Centre at the World Heritage Site of Humayun's Tomb, New Delhi.	Aga Khan Foundation	04-03-2014	49.44	49.44	Completed
5	Cruise Terminal Building at Mormugao Port Trust	Mormugao Port trust	24-06-2014	8.79	7.67	Completed
6	Sound & Light Show at Diu Fort, Diu	ITDC	28-02-2015	7.75	6.20	Completed
7	Illumination of monuments in Varanasi/ Sarnath (Dhamekh Stupa in Sarnath, Chaukhandi Stupa in Sarnath, Tomb of Lalkan in Sarnath and Man Mahal in Banaras).	ITDC	28-02-2015	5.12	3.81	Completed
8	Development of Kanoji Angre Lighthouse as a tourist Destination	Mumbai Port trust	09-08-2016	15.00	15.00	Completed



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Sr. No.	Name of Project	Agency	Sanction Date	Amount sanctioned	Amount Released	Status
9	Development of a Walkway/Promenade on Willingdon Island, Cochin, Kerala	Cochin Port Trust	28-10-2016	9.01	8.26	Completed
10	Central Financial Assistance for upgrading of Births & Backup area of Ernakulam Wharf	Cochin Port Trust	31-03-2017	21.41	19.12	Completed
11	Project for Up-gradation of Golf Course at SAI Trivandrum Golf Club by the Sports Authority of India	SAI	31-03-2017	24.64	12.32	Foreclosed
12	Sound and Light Show at Yadavindra Gardens, Pinjore, Haryana.	ITDC	16-10-2017	6.00	3.00	Foreclosed
13	Sound and Light Show at Puttaparthi, Andhra Pradesh	ITDC	27-11-2017	7.08	3.54	Physically Complete
14	Up-gradation/modernization to International Cruise terminal at Indira Dock, Mumbai.	Mumbai Port Trust	29-12-2017	12.50	12.50	Completed
15	Illumination of three monuments in Varanasi, Uttar Pradesh- 1. Dashashwamedh Ghat to Darbhanga Ghat (stretch of 300 m) 2. Tulsi Manas Mandir 3. Sarnath Museum	CPWD	21-12-2017	2.93	2.93	Completed
16	Infrastructural Development at JCP Attari, Wagha Border	BSF	12-06-2018	13.12	10.29	Completed
17	Improvement of immigration facility and deepening of existing cruise berth at Mormugao	Mormugao Port trust	24-08-2018	13.16	6.58	Foreclosed
18	Developing infrastructure at Cochin Port Cruise Terminal.	Cochin Port Trust	12-12-2018	1.20	1.14	Completed
19	Creation of additional tourism facilities at the Cochin Port Trust Walkway	Cochin Port Trust	12-12-2018	4.66	4.66	Completed



Sr. No.	Name of Project	Agency	Sanction Date	Amount sanctioned	Amount Released	Status
20	Construction of Cruise-Cum-Costal Cargo Terminal at Channel berth area in Outer Harbour of Visakhapatnam Port	Visakhapatnam Port Trust	14-12-2018	38.50	29.91	Physically Complete
21	Restoration/ Renovation of 'Jallianwala Bagh Memorial' & Additional work to be taken at Jallianwala Bagh National Memorial at Amritsar, Punjab.	ASI	08-03-2019	23.02	22.50	Completed
22	Sound and Light Show at (Purana Quila) Delhi	ITDC	05-08-2019	14.04	6.85	Physically Complete
23	Development of Additional infrastructure in the new Cochin Port Trust Terminal	Cochin Port Trust	13-12-2019	10.29	8.88	Completed
24	Illumination of Building of National Gallery of Modern Art	NCSM	19-12-2019	3.80	3.04	Completed
25	Development & renovation of selected facilities of National Museum	NCSM	26-12-2019	43.73	21.86	Foreclosed
26	Development of Jetties at 9 main points of embarkation/ disembarkation of River Cruize on National Water ways No. 1 & 2	IWAI	28-04-2020	28.03	7.01	Ongoing
27	Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh by ITDC.	ITDC	29-09-2020	23.15	10.08	Physically Complete
28	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	ITDC	26-11-2020	23.21	7.65	Ongoing
29	3D visual projection mapping of NGMA Building	NCSM	31-03-2021	6.16	4.64	Physically Complete

Sr. No.	Name of Project	Agency	Sanction Date	Amount sanctioned	Amount Released	Status
30	Development of Convention Centre and associated Infrastructure at Aizawl	WAPCOS	31-03-2021	39.94	30.57	Ongoing
31	Development of International and Domestic Cruse Terminal and allied facilities at Mormugao Port Trust, Goa	Mormugao Port Trust	10-09-2021	50.00	40.00	Ongoing
32	Upgradation/ Modernization to International Cruise Terminal at Indira Dock, Mumbai Port Trust	Mumbai Port Trust	20-12-2021	37.50	30.00	Ongoing
33	Development of 22 view points in Eastern State	NHIDCL	11-10-2022	44.44	35.55	Ongoing
34	Development of Border Tourism at Shri Tanot Complex, Jaisalmer Sector	BSF	05-07-2022	17.67	8.83	Ongoing
35	Multimedia Laser Show with Water Screen and Musical Fountain at Sanjeevaiah Park, Hyderabad, Telangana	BECIL	31-10-2022	50.00	40.90	Physically Complete
36	Design, Supply, Installation, Testing & Commissioning of Digital Multimedia Technology and Lightings at Osmania Arts University, Hyderabad Telangana	BECIL	22-12-2022	11.79	9.43	Physically Complete
37	Project 'Major Upgradation of National Science Centre	NCSM	27-03-2023	31.80	18.00	Ongoing
38	Installation of Musical Fountain & Water Screen Multimedia based projection show at Nawal Sagar Lake, Bundi	ITDC	04-10-2023	9.25	0.92	Ongoing
39	Development of Light & Sound and Multimedia Show at Rashtrapati Bhawan	ITDC	28-03-2024	47.12	4.71	Ongoing



Sr. No.	Name of Project	Agency	Sanction Date	Amount sanctioned	Amount Released	Status
40	3D Mapping with Aqua Screen Projection and Sound Show at Buxar, Bihar and Dynamic Lighting & Motif at Ram Rekha Ghat, Bihar	BECIL	10-06-2024	5.99	0.59	Ongoing

3.3.2 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)

Sr. 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
5	2017-18	4	17.76	10.28
6	2018-19	3	14.43	11.92
7	2019-20	2	9.54	4.77
8	2020-21	1	3.02	1.51
	Total	22	108.54	80.49

Current Status of these projects are given as under: -

(₹ in crore)

Sr. No.	Name of Project	Amount Sanctioned	Total Release	Project Status
1	Amritsar Railway Station	5.84	4.68	Ongoing
2	Rai-Bareilly Railway Station	4.44	3.55	Foreclosed
3	Thiruvananthapuram Central station (TVC)	5.98	4	Physically Complete
4	Gaya Railway Station	5.18	4.14	Ongoing
5	Agra Cantt. Railway Station	5.05	5.05	Completed
6	Ajmer Railway Station	5.52	5.52	Completed

Sr. No.	Name of Project	Amount Sanctioned	Total Release	Project Status
7	Jaipur Railway Station	4.88	3.9	Physically Complete
8	Hyderabad Railway Station	4.41	3.52	Physically Complete
9	Nanded Railway Station	5.18	2.59	Foreclosed
10	Tirupati Railway Station	5.75	4.59	Physically Complete
11	Hospet Railway station	5.41	4.32	Physically Complete
12	Puri Railway Station	6.15	6.14	Completed
13	Rameshwaram Railway Station	4.7	3.758	Ongoing
14	Aurangabad Railway Station	5.71	2.85	Foreclosed
15	Rampurhat Railway Station	3.48	1.74	Physically Complete
16	Tarakeshwar Railway Station	3.87	1.93	Ongoing
17	Madurai Railway Station	4.48	3.56	Physically Complete
18	Kamakhya Railway Station	4.96	4.02	Completed
19	Guwahati Railway Station	4.99	4.34	Completed
20	New Jalpaiguri Railway Station	4.55	2.27	Foreclosed
21	Chittorgarh Railway Station	4.99	2.5	Ongoing
22	Kurukshetra Railway Station	3.02	1.51	Foreclosed

3.3.3 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 ₹20 Crore have been released till date.



- 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. However, the project was completed at a cost of ₹2.24 Crores.





04/

Strategy and Product Development

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. The following Niche Products have been identified by the Ministry of Tourism for development and promotion:

- Adventure
- Meetings Incentives Conferences & Exhibitions (MICE)
- Eco and Sustainable Tourism
- Rural Tourism
- Cruise
- Medical and Wellness
- Golf

The Ministry of Tourism has established Boards, Task Forces, and Committees to promote niche tourism products. Additionally, the Ministry has developed strategies and guidelines to support these initiatives. For further details and documents, please visit the Ministry of Tourism's website (tourism.gov.in).



4.1 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.

- 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
- A National Board for Adventure Tourism has been constituted under the Chairpersonship of 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 covering:
 - (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.
- The Ministry of Tourism has issued voluntary guidelines outlining various activities categorized under land, water, and air-based tourism. These guidelines include Standard Operating Procedures (SOPs) for compliance and reference.

Marketing and Promotion

- **Jharkhand District Tourism officers training on Adventure Tourism**
Jharkhand Tourism in collaboration with Ministry of Tourism conducted a session in Knowledge Dissemination and Awareness Programme for District Tourism Nodal Officer (DSO) & District Level Tourism Specialist (DLTS). Ministry showcased the prospects of Adventure Tourism in India and how the Ministry of Tourism is strategizing the development of adventure tourism in the country.
- **Department of Tourism, Government of Tamil Nadu**
A brainstorming session hosted by Tamil Nadu Tourism on Strategizing the Future of Adventure Tourism in Tamil Nadu. Ministry of Tourism briefed the participants on the development & work undertaken for promoting Adventure Tourism in India.
- On World Skydiving Day, the Honourable Minister of Tourism, Shri Gajendra Singh Shekhawat inaugurated the new state-of-the-art skydiving aircraft.





In a spectacular display of courage and enthusiasm, Hon'ble Minister of Tourism marked the occasion with a thrilling tandem skydive on the 13th of July, 2024. This milestone event took place at Sky-high— India's premier and only civilian skydiving drop zone, strategically located at the Narnaul Airstrip in Haryana. This historic jump not only highlights India's commitment to promote adventure tourism but also marks a significant milestone in the country's aero sports sector.



The Responsible Adventure Tourism Guide (RATG) Courses

- The Ministry of Tourism is organizing the Responsible Adventure Tourism Guide Course (RATGC) through India Tourism offices in collaboration with ATOAI. This course will equip guides with the knowledge and skills required to uphold the highest standards of safety, sustainability, and professionalism.
- The Responsible Adventure Tourism Guide (RATG) Course in Chennai from December 16th to 19th, 2024.

The Ministry of Tourism (MoT), in collaboration with the Adventure Tour Operators Association of India (ATOAI), India Tourism (South) Chennai Office, and the Indian Institute of Tourism and Travel Management (IITTM), conducted the inaugural Responsible Adventure Tourism Guide (RATG) Course in Chennai from December 16th to 19th, 2024. Sponsored by MoT, the program highlights the Ministry's commitment to promoting safety, sustainability, and quality in adventure tourism.

Hosted at the Institute of Hotel Management, Chennai, the four-day training program, led by the Hanifl Center, trained 31 adventure guides from southern India. The curriculum included:

- Wilderness First Aid (WFA) and CPR
- Leave No Trace (LNT) Principles
- Sustainable Practices
- Risk Management and Leadership

Participants earned internationally recognized certifications, including WFA, CPR, and LNT Awareness, empowering them with skills for safe and sustainable operations. The program concluded with the Honorary Warden Pledge, reaffirming commitments to safety, sustainability, and respect for nature and communities.



This milestone initiative reflects MoT's vision of positioning India as a leader in responsible adventure tourism.

4.2. Meeting Incentives Conferences and Exhibitions (MICE)

- Meetings, Incentives, Conferences, and Exhibitions (MICE) is a specialized segment of the tourism industry that involves the 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.
- Ministry of Tourism has launched a dedicated 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.
- Ministry of Tourism participated in 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.



4.3 Eco and Sustainable tourism

- Sustainable tourism considers the economic, social, and environmental impacts of tourism, addressing the needs of visitors, industry, the environment, and host communities. Ecotourism, a form of sustainable tourism, focuses on responsible travel to natural areas to conserve the environment, preserve biodiversity, and benefit local communities. It aims to minimize tourism's negative effects while offering educational and enriching experiences, guided by principles like environmental conservation, biodiversity preservation, cultural awareness, and community inclusion.
- In order to mainstream sustainability in the Indian tourism sector, the Ministry of Tourism launched the National Strategies for Eco and Sustainable Tourism to position India as a preferred global destination for sustainable and responsible tourism.



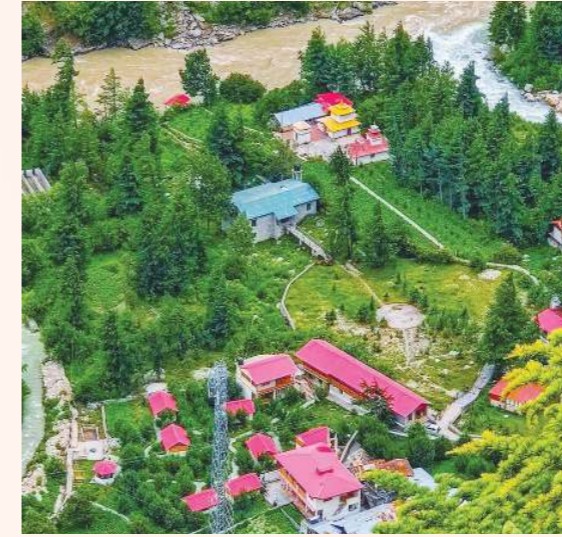
Travel for LiFE - A Program for Tourism Sector under Mission LiFE

Mission LiFE (Lifestyle for Environment), envisioned by Hon'ble Prime Minister of India Shri Narendra Modi is a global mass movement led by India urging individuals and communities to act for the protection of the environment against the effects of climate change. Ministry of Tourism launched 'Travel for LiFE' (TFL) program under Mission LiFE to bring large-scale behavioural change amongst tourists and tourism businesses, to inculcate sustainable practices for protection of the environment and local culture. The Travel for LiFE (TFL) program envisages to mainstream sustainability into the tourism sector towards developing a sustainable, responsible and resilient tourism sector. Recognizing and preserving a destination's unique culture, heritage, and traditions is vital for sustainable tourism. Tourists can be encouraged to actively participate in preserving local culture through affirmative actions which can be integrated into discussions on promoting cultural sustainability.



Travel for Life Pledge for visitors and residents

The Travel for Life pledge promotes responsible tourism by encouraging visitors and residents to adopt eco-friendly practices, reduce environmental impact and develop a culture of sustainability. The Travel for Life Certification program recognizes businesses that adopt sustainable practices in tourism, with standards designed to reduce environmental impact while enhancing community benefits.



Awareness Creation and promotion

Awareness programs, capacity building programs, workshops, webinars etc. were organized to promote Sustainable and Eco Tourism. The Ministry of Tourism promotes Sustainable and Eco Tourism through its regular promotion activities, websites, e-newsletters and dedicated social media handles.

"Alternative Livelihood Programme (ALP) for people residing close to Bhitarkanika National Park and Chilika Lake, 2024, organized by Ministry of Tourism in collaboration with MoEFCC Under 'Amrit Dharohar' capacity-building scheme."





Conservation SOP'S & Visitor Management Programme 2024, at Rushikulya, Ganjam District of Odisha, jointly organized by WWF-India and Ministry of Tourism.



Capacity-building training programme for local youth from critical conservation sites of coastal Odisha, 2024, jointly organized by WWF-India and Ministry of Tourism.



4.4 Rural Tourism

Rural tourism can immensely contribute to development of local economies and boosting employment. The villages are also repositories of the country's culture, tradition, crafts, heritage and agri-practices. Developing and promoting these local products through tourism can generate income and jobs in rural areas and empower local communities, while fulfilling the vision of Hon'ble Prime Minister for an 'Aatmanirbhar Bharat'. Amid increasing global demand for experiential tourism, Rural Tourism offers an opportunity to invite tourists to visit the villages for an immersive escape into the abundant and unique experiences of rural India. Recognizing the immense potential of Rural Tourism in the country, Ministry of Tourism formulated National Strategies and



Roadmaps for the development of Rural Tourism and Rural Homestays in India with the vision to leverage this latent potential and forge a dynamic, responsible and sustainable tourism environment in the rural areas of India.



Deomali - Ajmer, Rajasthan

Kumarakom - Kottayam, Kerala



Craft from Nirmal Village - Telengana



Initiatives under Rural Tourism

Best Tourism Village Competition

In line with the national strategy, the Best Tourism Village Competition was launched by the Ministry in 2023, to honour villages that best exemplify a tourism destination with renowned cultural and natural assets, preserves and promotes community-based values, goods, and lifestyles, and has a clear commitment to sustainability in all its aspects - economic, social, and environmental - with the overarching goal of making tourism one of the drivers of positive change, development, and community well-being. The competition has induced the feeling of competitiveness among the villages and encourages them to work towards increasing their appeal among global rural tourism destinations by showcasing India's diverse cultural heritage, traditional lifestyles, and age-old customs. Along with increased awareness and demand for sustainable and responsible travel, this will also help in ensuring that the benefits of tourism reach the rural areas. In two editions of the competition conducted in 2023 and 2024, 71 villages in India were selected as Best Tourism Villages. Capacity-building programs were organized through technical sessions and workshops, addressing key challenges such as connectivity, marketing, and digital infrastructure. Familiarization visits were organized to winning villages highlighting best practices and community engagement models.



Minicoy- Lakshadweep District-Lakshadweep



Participation in UNWTO 'Best Tourism Villages' initiative

The Ministry of Tourism participates in the United Nations World Tourism Organization's (UNWTO) 'Best Tourism Villages' initiative, which is an important avenue for India to showcase its initiatives in sustainability, conservation and rural tourism. The villages selected by UNWTO are members of the Best Tourism Villages Network. The main benefits of the Network for its members include being part of a large international network on rural tourism, learning and sharing their best experiences and getting known globally and being featured as case studies in UN Tourism policy documents and guidelines. In the 2021 edition, Pochampally in Telangana was recognized as Best Tourism Village. In 2022, Khonoma in Nagaland was selected for the upgrade programme of UN Tourism. In 2023, Dhordo village in Kutch Gujarat was selected as Best Tourism Village and Madla Village in Madhya Pradesh was selected for the upgrade programme. In 2024, Dhudmaras, Chhattisgarh has been selected for the upgrade program.



Dhudmaras Village - Bastar, Chhattisgarh



Chitrakote - Bastar, Chhattisgarh



Bandora - North Goa, Goa

Awareness creation and promotion

Awareness programs, capacity building programs, workshops, webinars and experience sharing visits are organized among the States/ UTs, industry and village stakeholders to promote Rural Tourism and Rural Homestays. The Ministry of Tourism promotes Rural tourism through its regular promotion activities and also through its websites, e-newsletters and social media.



Kadalundi - Kozhikode, Kerala



Knowledge Dissemination and Awareness Programme for District Tourism Nodal Officer (DSO) & District Level Tourism Specialist (DLTS) for Jharkhand Tourism

A FAM trip for the Nationally recognised villages was conducted in collaboration with States



UNWTO FAM Trip to Khonoma Village, Nagaland



Reiek Village, Mizoram



Kanthalloor Village, Kerala



Sarmoli Village, Uttarakhand



Dawar Village, Jammu & Kashmir

4.5 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 Cruising along rivers, under the scheme for 'Assistance to Central Agencies for Tourism Infrastructure development'.

Ministry of Tourism participated in Seatrade Cruise Global 2024, Miami, USA from 8th April to 12th April 2024. The four-day exhibition served as the largest event within 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.

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.

4.6 Medical and Wellness Tourism

In order to boost Medical Tourism in the country, the 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

4.7 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.



05/

Marketing and Promotion

5.1 Marketing & Promotion (Domestic)

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 on social media during the year 2024.

5.1.1 Event / Exhibitions

5.1.1.1 Major Events of the Ministry of Tourism

Bharat Parv 2024: Bharat Parv 2024 was organized by Ministry of Tourism at the Lawns and Gyan Path in front of Red Fort, Delhi as part of the Republic Day Celebrations from 23rd – 31st January 2024.

The highlights of the mega event are the Republic Day Parade tableaux, dynamic cultural performances by the Zonal Cultural Centers and engaging presentations by cultural troupes from various States and Union Territories, food stalls representing



all the States and UTs, handicraft and handloom display and enthusiastic performances by the Armed Forces Band.



26 Central Ministries and Departments showcased citizen centric schemes and initiatives of the Government such as Mission Life, One District One Product, Viksit Bharat, Nari Shakti, Ek Bharat Shreshtha Bharat. An experiential zone through latest technology has also been setup to promote Dekho Apna Desh. Additionally, the event featured a Food Court with stalls offering delectable delicacies representing the diverse culinary traditions of different States and UTs in India. To enhance the cultural experience, a Pan-India Crafts Bazaar was set up, featuring handicraft and handloom stalls, adding to the richness and vibrancy of the overall showcase. Thematic Pavilions of more than 30 States/UTs have also been setup to showcase diverse tourist attractions of the country. Cultural performances by various Delhi based regional cultural associations have been organized. The Parva has promoted Vocal for Local by the way of local artisans across the country taking part in this by displaying and selling their products.

Wed In India (5th -7th May 2024): The Ministry of Tourism in collaboration with Department of Tourism, Government of



Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI) organized the 'Wed in India' expo alongside the Great India Travel at Jaipur on 5th May 2024.

The event was attended by approximately 250 pax which included foreign and domestic wedding planners, State Governments, media, international and domestic tour operators, and event management companies.

The event had panel discussions focusing on India's preparedness and opportunities for making India a preferred wedding destination, challenges faced by the wedding planners while organising weddings in India, support required by the wedding planners from the Govt., case studies on successful weddings being organised in India. During the event, the experts had discuss India's preparedness and opportunities for making India a wedding destination.

Incredible India Exhibition during "46th Session of World Heritage Committee Meeting": The 46th Session of the World Heritage Committee was held from 21st to 31st July 2024 at Bharat Mandapam in New Delhi. The event was attended by approximately 2,500 delegates from around 195 countries.

The Ministry of Tourism has set up the "Incredible India" exhibition for the delegates of World Heritage Committee



Meeting, at Hall No. 14, Bharat Mandapam, New Delhi. The exhibition aimed to highlight India's rich cultural heritage, ancient civilization, grand history, geographical diversity, tourist destinations, and modern advancements in information technology and infrastructure delegates. This exhibition was a collaborative effort involving 10 central ministries and departments, along with all 36 States and Union Territories, exemplifying a whole-of-government approach. It was divided into nine zones, each representing one of the five regions of India. These zones featured 3D installations, booths for states and union territories, and live demonstrations of local handlooms and handicrafts. Artisans and officials, dressed in traditional attire, showcased the country's rich diversity. Each region had a dedicated entrance displaying its unique architecture, and the states and union territories presented their tourism offerings. Tribal crafts and GI handicrafts were demonstrated and sold, highlighting India's rich agricultural tradition with a selection of "One District One Product" (ODOP) items available in the shopping area. The exhibition housed 30 shops selling products from across the country.

The Ministry of Tourism has also organized various excursion tours for the delegates to showcase heritage sites in and around Delhi, in partnership with Delhi Tourism and the Aga Khan



Foundation. The excursions were well received by the delegates and approximately 1000 delegates undertook this excursion during the aforesaid meeting.

Students from Central Institutes of Hotel Management, Indian Culinary Institutes and Indian Institute of Tourism and Travel Management were assigned to assist and guide delegates from various countries throughout the conference. These students received specialized training to effectively lead their respective delegations through the exhibition.

During the last five days, the exhibition was opened to Secretaries and officials of the Government of India and stakeholders from the travel, tourism, and hospitality industries. Additionally, visit for students from Yuva Tourism Clubs were organized to the exhibition to enhance their knowledge and deepen their understanding of India.

World Tourism Day – 27th September, 2024:- The Ministry of Tourism celebrated World Tourism Day with the theme "Tourism and Peace." The event was graced by the Vice President of India, Shri Jagdeep Dhankhar who emphasised the importance of achieving excellence in hospitality and service. He highlighted India's transformation with world-class infrastructure, doubling of airports, and enhanced connectivity,





which will significantly impact tourism. Shri Dhankhar also stressed tourism's role in economic growth, cultural exchange, and community development. The following initiatives were launched during the event:

- Paryatan Mitra and Paryatan Didi were piloted in six tourist destinations across India: Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh), Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan), and Sri Vijaya Puram (Andaman & Nicobar Islands). The program aims to elevate the overall experience for tourists in destinations by having them meet 'tourist-friendly' people like cab driver, hotel staff etc. have been trained to transform into proud Ambassadors and storytellers for their destination. Special emphasis is being placed on training women and youth to develop innovative tourism products and experiences such as heritage walks, food and craft tours, nature treks, homestays, and other destination-specific offerings.
- Best Tourism Village Winners: Best Tourism Villages Competition was introduced in 2023. The focus was to identify and recognize villages which preserve and promote cultural and natural assets through community-based values and commitment to sustainability in all aspects.



This year, a total of 991 applications were received from 30 States and UTs, out of which 36 villages were recognized as winners across 8 categories of the Best Tourism Villages competition 2024.

- Incredible India Content Hub and Digital Portal: The revamped Incredible India digital portal Incredible India Content Hub was launched.
- Launch of Handbook for States/UTs to grant Industry Status to Tourism & Hospitality Sector.

Mysuru Sangeetha Sugandha Festival - 2024 – The Mysuru Sangeetha Sugandha Festival 2024, held from November 8th to 10th at the Karnataka State Open University Convocation Hall in Mysuru, celebrated Karnataka's rich musical heritage and cultural diversity. Organized by the Ministry of Tourism in collaboration with the Ministry of Culture and the Sangeet Natak Akademi, the event sought to position Mysuru as a premier destination for cultural tourism while showcasing the region's vibrant musical traditions, including a special focus on the timeless Dasa traditions.

The festival featured performances by 135 artists, predominantly showcasing Kannada compositions, with a significant portion dedicated to the Dasa Sahitya tradition. Compositions by Purandaradasa, Kanakadasa, and other saint poets were rendered with devotion, offering audiences a spiritual journey





through music. These performances underscored the enduring relevance of Dasa traditions in Karnataka's cultural identity.

The festival successfully highlighted Karnataka's diverse cultural tapestry, with a spotlight on the profound influence of the Dasa tradition. It attracted a wide audience and fostered collaboration between artists, craftsmen, and tourism stakeholders. The live-streamed performances expanded the event's reach, connecting global audiences to Karnataka's artistic and spiritual legacy.

International Tourism Mart (ITM) - 2024 :- The 12th edition of International Tourism Mart (ITM) was held from November 26th to 29th, 2024, in Kaziranga, Assam. ITM is an annual event organized by the Ministry of Tourism designed to highlight the tourism potential of the North Eastern region for both domestic and international audiences.

This year, the above event has been attended by approx. 450 participants which include international and domestic tour operators, hoteliers and homestay owners, tourism service providers, influencers and opinion makers, senior officials from the Government of India and State Governments, Media and International students etc.

The three-day Mart featured a variety of activities, including presentations by state governments, B2B meetings, panel



discussions, food demonstrations, cultural evenings, live music, a North East Bazaar, and technical visits to significant sites such as Charaideo Moidam (newest and 43rd UNESCO World Heritage Site of India), Kaziranga National Park (Celebrates 50 years as National Park), Hathikuli Tea Estate, and the Orchid and Biodiversity Park. It also engaged international



students who are studying in the North Eastern region and influencers all across the globe providing them with first hand insights into the area's rich culture.

'Krishnaveni Sangeetha Neerajanam 2024' :- The Krishnaveni Sangeetha Neerajanam 2024, a three-day festival held from 6th to 8th December in Vijayawada, Andhra Pradesh, celebrated the rich heritage of Carnatic music and Telugu culture. Organized by the Ministry of Tourism in collaboration with the Ministries of Culture and Textiles, and the Government of Andhra Pradesh, the festival aimed to position Andhra Pradesh as a premier cultural tourism destination.

The primary objective was to showcase the state's vibrant musical traditions, support local artisans and performers, and foster a deeper appreciation for Andhra Pradesh's cultural identity among the youth. It also sought to inspire a connection with Carnatic music and promote Andhra Pradesh as a leading destination for cultural tourism.

The event featured 35 performances by 193 artists at three iconic venues—Tummalapalli Kshetrappa Kalakshetra Auditorium, Durga Ghat, and Kanaka Durga Temple. These



performances celebrated Telugu composers and included Nagaswaram, Harikatha, Pancharatna Kritis, and more, providing a comprehensive experience of Andhra Pradesh's musical legacy.

A special heritage showcase highlighted GI-tagged handicrafts and handlooms such as Mangalagiri Cotton, Uppada Jamdani, and Kondapalli Toys, supporting local artisans and promoting their craftsmanship. Additionally, the Indian Culinary Institute, Tirupati, curated authentic Andhra cuisine, offering visitors a taste of the region's culinary richness.

The Krishnaveni Sangeetha Neerajanam 2024 successfully combined music, craft, and culinary heritage, enriching the cultural landscape while supporting local communities. It set a benchmark for future cultural tourism initiatives, exemplifying the Ministry's commitment to preserving and promoting India's intangible heritage.



Activities of Ministry of Tourism Regional Offices: The Ministry of Tourism has 20 Domestic India Tourism Offices all over the country. These offices handle matters relating to implementation of Government of India programs and policies for promotion of tourism in their respective regions in coordination with State Tourism Departments & stakeholders. The Domestic Offices Division coordinates work related to activities and functioning of domestic offices.



Yuva Tourism Club: - Following the direction of the Hon'ble Prime Minister of India, the Ministry of Tourism launched the "YUVA Tourism Club" campaign. This initiative aims to cultivate interest, awareness, and a sense of responsibility towards India's natural and cultural heritage among children and youth. With India's youthful population being a major force in innovation, entrepreneurship, and diversity, these clubs are crucial for educating and engaging young minds in tourism. Over 35000 plus clubs have been established in schools, colleges, and institutes, organizing competitions and activities to nurture young ambassadors who will promote tourism, appreciate cultural heritage, and advocate responsible and sustainable tourism practices.

Ek Bharat Shrestha Bharat: The Ministry organizes various tourism promotional activities like road shows, Fam trips, B2B Meetings, Quiz programmes, webinars to promote Ek Bharat Shrestha Bharat.

5.1.2 Development of e brochures/ collaterals / creatives / films

With an objective of promoting India as a holistic destination, Ministry of Tourism has been developing creatives on various themes for wider publicity and dissemination in language speaking markets for promoting the thematic tourism products of the country.

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: -

- 7 Print creatives were developed on the mega festival of Bharat Parv held from 23rd – 31st January at Red Fort Lawns New Delhi amplifying the Ek Bharat Shreshtha Bharat message. The print creatives were also used for releasing advertisements in dailies and newspapers in Delhi NCR.
- Print Ad for Transformation through Tourism.
- Development of creatives for International Day of Yoga.
- Branding of IMEX, Frankfurt, World Travel Market, London
- Development of digital creatives for Sentiment tracker.
- Development of brochure 'India's Timeless Treasures' and planner for 46th World Heritage Committee Meeting.



- g. Development of creatives for Dekho Apna Desh People's Choice poll for outdoor, print and digital format.
- h. Development of creatives for Swachhta Campaign.
- i. Development of digital creatives for International Tourism Mart, Kaziranga.
- j. Development of creatives and Brochure for Mahakumbh
- k. Development of Leaflet for Chalo India
- l. Logos developed for Chalo India, Swachhta Prahri

5.1.3 Branding Activities

- a) On the occasion of the mega festival 'Bharat Parv' held in connection with the Republic Day celebrations from 23rd to 31st January, Ministry released print advertisements in newspapers in NCR and branding of the event.
- b) Ministry of Tourism Release Advertisement on 07th March for Transformation through Tourism.
- c) Ministry of Tourism released an outdoor campaign through Bureau of Communication for promotion of Dekho Apna Desh People's Choice poll.
- d) Ministry of Tourism released print ad for PAN india for Dekho Apna Desh Poll

5.1.4 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 and YouTube 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 31st December 2024

X (formerly Twitter) - 386.2 K followers

Facebook – 226 K followers

Instagram – 183 K followers

5.1.5 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.

5.1.6 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 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.

5.1.7 Incredible India Website

Ministry of Tourism, Government of India, on the occasion of World Tourism Day, on 27th September, 2024 launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in). The Incredible India Content Hub is a comprehensive digital repository, featuring a rich collection of high-quality images, films, brochures, and newsletters related to tourism in India. This repository is intended for the use of a diverse range of stakeholders, including tour operators, journalists, students, researchers, film makers, authors, influencers, content creators, government officials, and ambassadors.

The Content Hub, which is part of the new Incredible India digital portal intends to make it easy and convenient for travel trade (travel media, tour operators, travel agents) across the globe to access everything they might need on Incredible India at one place, so that they can amplify Incredible India in all their marketing and promotional efforts. The Content Hub has around 5,000 content assets currently. The content available on the repository is a product of a collaborative effort by



multiple organizations, including the Ministry of Tourism, Archaeological Survey of India, Ministry of Culture and others.

The Incredible India Digital Portal is a tourist-centric, one-stop digital solution designed to enhance the travel experience for visitors to India. The revamped portal offers essential information and services to travellers at every stage of their journey, from discovery and research to planning, booking, travelling, and return.

The revamped portal offers a wealth of information on destinations, attractions, crafts, festivals, travel diaries, itineraries, and more, utilizing multimedia content such as videos, images, and digital maps. The platform's 'Book Your Travel' feature provides booking facility for flights, hotels, cabs, buses, and monuments, thereby enhancing accessibility for travellers. Additionally, an AI-powered chatbot functions as a virtual assistant to answer queries and provide real-time information to travellers. Other features include weather information, tour operator details, currency converter, airport information, visa-guide, and more.

5.1.8 Dekho Apna Desh People's Choice

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 was **launched by the Hon'ble Prime Minister Narendra Modi, on 7th March 2024** in Srinagar.



The aim of this nation-wide poll was to engage with citizens to identify most preferred tourist attractions and understand tourist perceptions across 5 tourism categories - Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure, and others. Besides the four main categories, the 'other' category is where one can vote for their personal favourites and help uncover hidden tourism gems in the form of unexplored tourism attractions and destinations like Vibrant Border Villages, Wellness Tourism, Wedding Tourism etc.

The campaign was launched in 2 phases, as follows: -

Phase 1: 14th March-15th October 2024 through MyGov in long format mode under 5 different categories.

- A dedicated portal <https://innovateindia.mygov.in/dekho-apna-desh/>, wherein users voted across categories (Spiritual, Cultural & Heritage, Nature & Wildlife Adventure, Other (open category) through their mobile number or Email ID respectively.

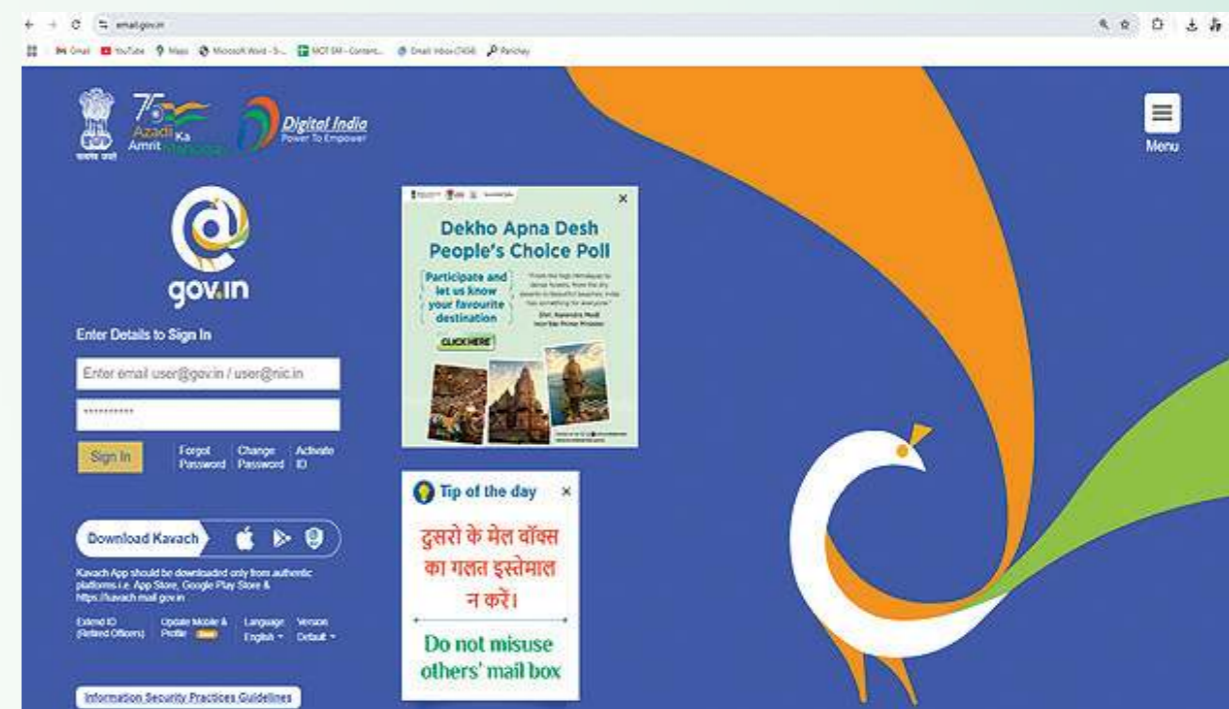
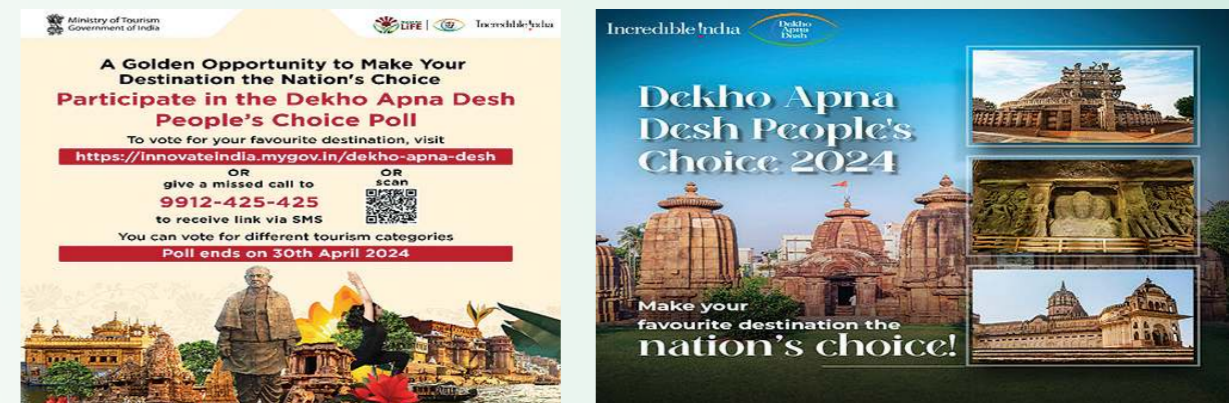
Multichannel Media Outreach:

- Online Campaigns: Engaging content was disseminated through various digital platforms, including official websites, highlighting destinations and experiences that embody the spirit of "Dekho Apna Desh."
- Print Media: Advertisements were launched through Bureau of Outreach in leading newspapers PAN India with aim to reach traditional audiences, providing insights into the initiative and inspiring readers to participate.
- Social Media Engagement: Active campaigns across platforms like Facebook, Twitter, Instagram, and LinkedIn was designed to engage users.
- Creative posts, stories, and interactive content such as polls and quizzes encourage participation and sharing were shared with State Govts.
- Outdoor Advertising: To increase visibility and awareness of the initiative, promoting local attractions and events; Outdoor campaign was undertaken through Bureau of Outreach.

- SMS and WhatsApp Campaigns: Direct messages each on SMS and WhatsApp were sent to targeted demographics, providing updates, reminders, and calls to action that invite personal engagement and participation in the initiative.

Celebrity and Influencer Support:

Notable figures, including Hon'ble Prime Minister, Hon'ble Ministers, Hon'ble Secretaries, Ministries and Government Associations Anand Mahindra, Anupam Kher, Hema Malini, and Kailash Kher, have lent their voices to the campaign. They have personally voted and shared their experiences on social media, amplifying the initiative's reach and credibility. By showcasing their support, these influencers motivate their followers to participate, fostering a community of advocates for domestic tourism.





Shri Narendra Modi during several of his visits, has given the clarion call to the Indian diaspora to become Incredible India ambassadors and encourage five of their non Indian friends to visit India.

Based on the clarion call of Hon'ble Prime Minister and in order to take a step further, Chalo India initiative was launched on 7th March 2024, amongst several other initiatives and projects, in which it was decided to launch a referral program for the Indian diaspora members through a Chalo India portal in which each diaspora member could register themselves on the portal and receive a referral code. The campaign has been launched in the spirit of Jan Bhagidari for an Atulya and Viksit Bharat.



In consultation with Ministry of Home Affairs and Ministry of External Affairs, a firm promotional campaign for popularizing and promoting the Chalo India campaign was finalized with the development of an Audio Visual, promotional brochure, QR code for the initiative. 1.00 lakh gratis e tourist-visa to the foreigners visiting India under the Chalo India referral program, till 31st March 2025, was also announced by Hon'ble Minister of Tourism in an event held on the sidelines of Ministry's participation at World Travel Market, London in November 2024.



5.2.2 Participation in International Travel Fairs and Exhibitions during the period January 2024 to December 2024.

The Ministry of Tourism participated in the major international Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These included the following:

i. Arabian Travel Mart (ATM) Dubai 2024

Ministry of Tourism, Government of India participated in Arabian Travel Mart or ATM-Dubai 2024 which was held from 6th to 9th May'2024. The event marks a significant step in strengthening India's presence in the tourism and travel market of Middle East and North Africa.

Incredible India pavilion was Inaugurated by Counsel General of India to Dubai. The Indian delegation comprised representation from all verticals including tour operators, luxury hotels, wellness resorts, and the Indian Railway Catering and Tourism Corporation, India is poised to showcase itself as a 365-day destination.

ii. IMEX, Frankfurt

Ministry of Tourism, Government of India participated in IMEX, Frankfurt from 14th-16th May'2024. The Ministry of Tourism showcase the strengths of India as a leading MICE destination to the global market and to act as a catalyst to bring forth greater number of Conferences and Conventions to be hosted in the country.

iii. Pacific Asia Travel Association (PATA) Mart 2024

Ministry of Tourism participated in Pacific Asia Travel Association (PATA) Mart 2024 hiring space of 108 sq.mtr. Incredible India pavilion was tastefully constructed showcasing the varied tourism products and experience offered by India. The event was held at the Queen Sirikit National Convention Centre (QSNCC) in Bangkok from 27th to 29th August'2024.

The Incredible India Pavilion was inaugurated by H.E. Nagesh Singh, Ambassador of India to Thailand, who interacted with tour operators and hoteliers from India participating from the India Pavilion, promoting our diverse tourism offerings.



iv. IFTM Top Resa, Paris

Ministry of Tourism participated in prestigious Top Resa event which was held in Paris from September 17th to 19th, 2024 along with Several state tourism departments such as Rajasthan, Uttar Pradesh, Tamil Nadu, Karnataka, and Madhya Pradesh and 26 travel companies. The Ministry of Tourism, Govt. of India showcased India's wonders at Top Resa in Paris. The 3-day event was inaugurated by H.E. Mr. Jawed Ashraf, Ambassador of India to France.



v. JATA, Tokyo

The Ministry of Tourism participated in JATA Tourism Expo from September 26th to 29th 2024, where state governments including Delhi, Jammu and Kashmir, Bihar and private stakeholder participated under Incredible India Pavilion. The 4 days' event was an opportunity to showcase the potential of India as a 360 days' destination. Ministry participated at JATA Tourism Expo as a "Partner Country".

Incredible India pavilion was inaugurated by Deputy Chief of Mission along with Indian delegation led by officials of Ministry of Tourism, state governments and Indian tour operators. Several B2B meetings were held and India showcased various cultural performances at the event which attracted the attention of other pavilions and visitors.



vi. ITB Asia, SINGAPORE

Ministry of Tourism, Government of India participated in one of the important international travel exhibitions of ASEAN region ITB Singapore from 23-25 October'2024.

The 'Incredible India' pavilion was inaugurated by Deputy High Commissioner of India to Singapore. Incredible India pavilion, along with industry stakeholders and the Indian Railways Catering and Tourism Corporation (IRCTC) showcased various products and services while actively engaging in productive interactions through B2B and B2C meetings with potential clients and partners to boost travel and tourism in India.

vii. World Travel Market (WTM) London

The Ministry of Tourism, Government of India participated at World Travel Market (WTM) London, held from 5th – 7th November, 2024 at Excel London. Ministry participated with a delegation of almost 50 stakeholders including State Governments, inbound tour operators, airlines, hoteliers from the Indian travel industry to showcase India's vibrant cultural





diversity and the vast range of tourism products and immersive experiences. The India Pavilion at WTM 2024 showcased the India's rich kaleidoscope of cultures, languages, and traditions, each contributing not only to its rich tourism landscape but also the gamut of niche tourism experiences such as spiritual & wellness, wedding, adventure, ecotourism and gourmet. The focus of this year's India pavilion is MICE, Maha kumbh and Wedding Tourism.

The Ministry of Tourism in collaboration with High Commission of India in the U.K hosted the 'Chalo India' – cultural evening at the historic 'Cutty Sark' – a UNESCO heritage. The Hon'ble Minister for Tourism Shri Gajendra Singh Shekhawat was present at the said event to lead the whole campaign. This exclusive event was designed to celebrate the vibrancy of Indian culture, heritage, and hospitality, while promoting the Ministry's new initiative, "Chalo India." The invitees included Indian Diaspora in UK, Local Media, Foreign Tour Operators, Influencers, State Governments and others stakeholders.

viii. IBTM Barcelona 2024

Ministry of Tourism, Government of India participated in IBTM, one of the leading global travel exhibitions on MICE (Meetings, Incentives, Conferences and Exhibitions), held at Barcelona from 19th – 21st November, 2024. The participation at the exhibition is aimed at promoting India as a potential destination for hosting

conferences and conventions. The Ministry has identified MICE as a niche sector to address the issue of seasonality and showcase India as a 365-days destination. The theme of IBTM World 2024 is People. Power. Potential. Ministry of Tourism aims to showcase the MICE (meetings, incentives, conferences and events) products and services of the country to meetings and events professionals across the globe through this platform.

The Incredible India Pavilion was inaugurated by Consul General, Consulate General of India, Barcelona, Spain in the presence of officials from the Ministry of Tourism and Indian Mission, along with the prominent MICE stakeholders of the country.

5.2.3 Hospitality Scheme

- i. Ministry of Tourism facilitated the four member motorcyclists group "Rota de Gama" from Portugal on the occasion of the 500th anniversary of Vasco da Gama, the famous Portuguese traveller who visited India in 15th Century. The bikers group travelled to Diu, Daman, Goa and Kochi from 27th April to 13th May'2024 highlighting the focus on India's coastal shoreline to be abiding hotspot.
- ii. Ministry of Tourism organized a Familiarization trip to Ms. Mayo Murasaki from Japan to visit the royal state of India "Rangilo Rajasthan". During 6-days & 5-nights visit from 24th to 29th July'2024, Ms. Mayo travelled from the Pink City Jaipur to lake city Udaipur with the heritage journey to the blue city Jodhpur.

Ms. Mayo is well known social media influencer from Japan who has actually millions of followers on YouTube, Instagram and Facebook kind of prominent social media platforms.
- iii. Ministry of Tourism organized a familiarization trip to Mr. Rafael Magalhaes, renowned travel writer from Brazil. Mr. Rafael stayed in the historical city of Agra from 15th to 17th October'2024.
- iv. **ITM Kaziranga:** Marketing & Promotion (International) Division facilitated 23 International Buyers/Tour Operators/Travel Agents and 15 International Social Media Influencers to participate in International Tourism Mart (ITM) which was held in Kaziranga Assam from 26th to 29th November'2024. The guests from across the world were also given post ITM fam trips to Assam, Arunachal and Meghalaya.



5.2.4 Engagement with ICCR

In collaboration with **Indian Council of Cultural Relations (ICCR)**, Ministry of Tourism participated in the 2nd edition of **Exit Engagement Evening (E3)** event organized in three cities namely Kolkata on 20th June'2024, Shillong (for Shillong & Guwahati) on 21st June'2024 and Lucknow on 29th June'2024. The events were organized with the aim of facilitating foreign students staying in touch with India and also contributing in promoting specific collaboration with Indian organizations/Institutions including Yoga/Ayush/Tourism in their countries.



06/

International Cooperation

The International Cooperation division of the Ministry of Tourism is actively involved in consultations and negotiations with various international organizations 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 47 valid MoU's in place as a result of these efforts.

6.1 Important Events and Activities in year 2024

6.1.1 Shanghai Cooperation Organisation (SCO)

The ten member countries (China, Russia, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, India, Pakistan, Iran and Belarus) of the Shanghai Cooperation Organisation (SCO) represent around 42 percent of the world's population and 20 percent of the global GDP. There is an immense tourism potential in the region which can be promoted by increasing awareness of 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 the 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.

In 2024, India actively engaged in tourism cooperation within the SCO framework through several key meetings. On January 15, officials from Ministry of Tourism attended a virtual Expert Working Group Meeting, where SCO member states discussed a draft Joint Action Plan for 2024-2025, proposed by Kazakhstan, aimed at advancing tourism collaboration. Subsequently, on February 19, another virtual meeting took place, led by Tajikistan, focusing on further refinements to the draft plan. The final adoption of the SCO Joint Action Plan 2024-25 occurred during the Meeting of Heads of Tourism Administrations on May 22-23, 2024 attended by the Additional Secretary (Tourism), marking a significant step forward in regional tourism cooperation among SCO nations.

6.1.2 ASEAN (ASSOCIATION OF SOUTH EAST ASIAN NATIONS)

ASEAN was established with the basic aim of accelerating 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 the 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 an 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 the senior officer level (twice a year) and tourism ministers' level (once a year).



- i. 26th ASEAN-India Senior Officials' Meeting: The Ministry of Tourism, Govt. of India attended the 26th ASEAN-India Senior Officials' Meeting on April 16th, 2024 via virtual mode. The key Objectives of the meeting were: Strengthening ASEAN-India Tourism Cooperation, enhance connectivity, promote Sustainable Tourism practices, encourage cultural exchanges and People-to-People ties, expand collaboration in education and training. The proposed activities and initiatives from the Indian side were: tourism cooperation projects, improved connectivity, promotion campaigns, sustainability focus, Cruise Tourism Development.
- ii. On July 11, 2024, the 32nd ASEAN-India Tourism Working Group Meeting, hosted virtually by Myanmar, focused on strengthening tourism ties between ASEAN and India. India commended Myanmar for hosting the meeting and underscored the importance of enhancing bilateral tourism cooperation. Key discussions included sustainable tourism practices, capacity building, crisis communication and promoting cruise tourism. India highlighted its initiatives like "Travel for LiFE" and its commitment to tourism infrastructure development. The meeting concluded with India's appreciation for the participants' contributions and a commitment to furthering ASEAN-India tourism collaboration.
- iii. It has been decided to celebrate 2025 as the ASEAN India Year of Tourism, which was declared by Hon'ble Prime Minister during the 21st ASEAN India Summit held at LAo PDR on 10th October 2024.

6.1.3 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 has been a member of UNWTO since 1975. India has been repeatedly elected as one of the members of the 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 the Commission for South Asia (comprising 9 countries) in the Executive Council and different committees.



- i. The Ministry of Tourism attended the UN Tourism Conference on Empowerment of Women in Tourism in Asia and the Pacific held in Bali, Indonesia from 2-4 May 2024.
- iii. The Ministry of Tourism attended the UNWTO 121st Executive Council Online Preparatory Information Session on 10-11th June 2024, Barcelona, Spain. The Committee reviewed all the submitted documents and recommended to the Executive Council that they be approved. The Committee also supported the reform of the election of the members of the Programme and Budget Committee, as proposed by the Secretary-General for reasons of efficiency and clarity.
- iv. In association with UNWTO, Ministry of Tourism has developed the G20 SDG Dashboard - www.tourism4sdgs.org which has been developed with the support of India's G20 Presidency to showcase the Goa Roadmap. The UNWTO is responsible for uploading sustainable tourism case studies from across the world which would form a part of the best practices for the world. The Dashboard has received appreciation from the Brazilian Presidency as one of the key takeaways. The dashboard consolidates G20 tourism efforts and will serve as a repository for case studies and initiatives of the G 20 countries to achieve SDGs through tourism.
- v. Ministry of Tourism, Government of India participated in World Tourism Day celebrations which were held in Tbilisi, Georgia from 26 to 28 September 2024, organized by UN Tourism.
- vi. Ministry participated in the 122nd session of the Executive Council of the UN World Tourism Organization (UNWTO) in Cartagena de Indias, Colombia, held from 13th - 15th November, 2024. The meeting was attended by the Additional Secretary, M/o Tourism. This significant engagement highlighted India's active role in global tourism policymaking and collaboration with member nations to address sectoral challenges and opportunities. India's participation reinforced its commitment to advancing sustainable and inclusive tourism, showcasing its efforts and vision on an international platform.



6.1.4 G20

- i. Under Brazil's G20 Presidency, the first G20 Tourism Working Group meeting was held virtually on February 28-29, 2024, with the participation of officials from Ministry of Tourism. Additionally, Director (IC) represented the Ministry of Tourism at an Inter-Ministerial meeting on April 28, 2024, chaired by OSD (G20) and Sous Sherpa of India, where key tourism priorities were presented. Among them, the G20 Tourism Dashboard, established during India's G20 Presidency with UNWTO, emerged as a comprehensive online platform to consolidate and promote G20 initiatives aimed at advancing Sustainable Development Goals (SDGs) through tourism. It aggregates the Goa Roadmap—a framework centered on five priority areas: Green Tourism, Digitalization, Skills, Tourism MSMEs, and Destination Management—alongside survey results, case studies, and best practices from G20 nations, fostering knowledge exchange and collaboration. Another critical focus, Travel for LiFE (TFL), aims to instill sustainable tourism practices by encouraging tourists and businesses to align with nature-friendly practices, ensuring the development of a sustainable, responsible, and resilient tourism sector.
- ii. Ministry of Tourism officials represented by Director General (Tourism) attended the 3rd Tourism Working Group (TWG) Meeting held in Rio de Janeiro from June 30 to July 1, 2024. Significant discussions were held during the 3rd TWG to finalize Report 1A, 1B and Report 2.
 - a. **Report 1A** highlighted the progress and challenges faced by G20 countries in sustainable tourism, emphasizing the need for continued international cooperation.
 - b. **Report 1B** focused on the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) and advocated for greater international support to enhance tourism data accuracy.
 - c. **Report 2** identified challenges in the training of tourism professionals and recommended expanding educational programs and international cooperation.



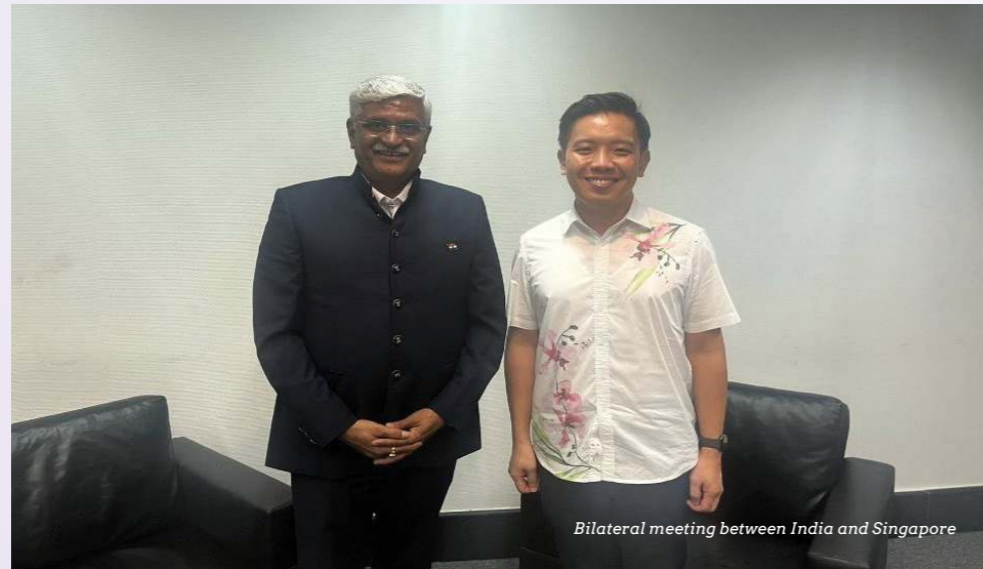
- iii. Hon`ble Minister of Tourism Shri Gajendra Singh Shekhawat, represented India at the G20 Tourism Ministers Meeting while Director General (Tourism) attended the 4th TWG Meeting in Belém, Brazil (September 19-21, 2024). The Minister highlighted the contribution made by the Indian Presidency towards attaining the Sustainable Development Goals (SDGs) by 2030 and development of the Goa Roadmap towards that end. During the G20 Tourism Ministers Meeting on September 21, HMT underscored India's key priorities, including Green Tourism, the G20 Dashboard for best practices, skilling, MSME support, and effective destination management while also expressing appreciation for Brazil's G20 leadership and continued commitment of India during South Africa's upcoming Presidency.
- iv. Hon`ble Minister also addressed the UN Tourism Ministerial Dialogue, highlighting tourism's economic impact and India's Travel for LiFE initiative under Mission LiFE to encourage sustainable tourism practices. At the WTTC Forum on Public-Private Dialogue on Tourism, HMT emphasized India's achievements in hospitality education and skilling initiatives.



- v. **Hon`ble Minister of Tourism held the following several bilateral meetings with his counterparts on the side-lines of G20 meetings on 20 - 21 Sept 2024.**
- a) **Brazil:** Discussed direct flight connectivity, visa facilitation for Indians, tourism cooperation framework and a potential MoU renewal.



- b) **Singapore:** Emphasized tourism and hospitality educational exchanges; discussed events for the India-Singapore diplomatic anniversary.



Bilateral meeting between India and Singapore

- c) **Saudi Arabia:** Explored collaboration in sustainable tourism, cultural preservation, hospitality training and support for 3-star hotel development.



Bilateral meeting between India and Saudi Arabia

- d) **Czech Republic:** Discussed enhancing tourist flow, mutual invitations to tourism events and strengthening tourism ties.
- e) **Spain:** Considered direct flights, MICE event support, and assistance for India's participation in FITUR.



Bilateral meeting between India and Spain

- f) **UAE:** Expressed shared commitment to sustainable tourism and UAE's interest in Indian aviation investment.



Bilateral meeting between India and UAE

- g) **South Africa:** Focused on restoring direct flights, e-visa facilitation, and potential 90-day visa waiver; proposed easing visa processes with tour operator support.



6.1.5 G7

Shri Suresh Gopi, Minister of State for Tourism, represented India at the G7 Tourism Ministers' Meeting in Florence, Italy, held from November 13–15, 2024, where tourism was included in the G7 agenda for the first time. The Italian presidency emphasized the economic, social and cultural importance of tourism and its role in driving sustainable and inclusive development.

The meeting served as a platform for exchanging experiences and policy ideas to address global challenges while promoting a people-centered and forward-looking approach to tourism. India showcased its unique heritage, sustainable tourism practices and environmental initiatives, reaffirming its commitment to balancing tourism growth with sustainability. The engagement strengthened India's ties with G7 countries, which are key inbound tourism markets, positioning India as a leader in promoting responsible, inclusive, and technology-driven tourism development.



6.1.6 BRICS

BRICS is an intergovernmental organization comprising Brazil, Russia, India, China, South Africa, Egypt, Ethiopia, Iran, Indonesia, and the United Arab Emirates (UAE). BRICS is an important grouping bringing together the major emerging economies from the world. Over some 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 2024. The Last presidency was held by South Africa, during which the Tourism Ministers Meeting and Senior Officers Meeting were held.

- i. BRICS Tourism Expert Meeting: Ministry of Tourism officials participated in the BRICS Tourism Expert Meeting on April 12th, 2024. The meeting was focused on advancing key agenda items such as the presentation of the draft Terms of Reference for the BRICS Tourism Working Group, discussions on promoting people-to-people connectivity, enhancing cooperation between the public and private sectors and also sharing tourist statistics among BRICS countries. During the meeting, the BRICS country also discussed the draft Communiqué of the BRICS Tourism Ministers' Meeting 2024 and the draft Road Map for BRICS Tourism Cooperation 2024 - 2026.
- ii. The BRICS Tourism Working Group Meeting and Tourism Minister's Meeting was held in Moscow, Russia on 20th and 21st June 2024, which was attended by officials from Ministry of Tourism.



6.1.7 INDIA - JAPAN YEAR OF TOURISM EXCHANGE

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

The India-Japan Year of Tourism Cooperation was extended to the year 2024 and the launch of the extension was undertaken on 13th June 2024.

Ministry of Tourism, Government of India participated in JATA (Japan Association of Travel Agents) Tourism Expo Japan 2024 as the Partner Country as part of the India Japan Year of Co-operation. Ministry of Tourism had hired 180 sq meters of space for the Incredible India Pavilion and participated in the event to create brand awareness about the country along with private stakeholders and State governments.

6.1.8 BIMSTEC (Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation)

BIMSTEC is a regional organization founded in 1997. Its member states are Bangladesh, Sri Lanka, Myanmar, Thailand, Nepal and Bhutan besides India. The 1st Tourism Working Group Meeting of the BIMSTEC (Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation) was held in New Delhi on September 23, 2013. India organized the 1st BIMSTEC Round Table and Workshop on Tourism in February 2005, in Kolkata.

- i. Ministry officials attended the 2nd meeting of the BIMSTEC Working Group on Tourism held in Kathmandu, Nepal from 17 to 18 January 2024 followed by Workshop on Leveraging Thematic Circuits for BIMSTEC Tourism Development organized by the Asian Development Bank (ADB) held on 17th January 2024. During the Workshop and the meeting, the points suggested by India were incorporated into the draft Action Plan and Agenda items.
- ii. **BIMSTEC Inter-Ministerial Meeting:** The BIMSTEC Inter-Ministerial Meeting held on April 23 2024. The purpose of the meeting was to underscore India's leadership role in promoting regional integration and strengthening cooperation among BIMSTEC countries. By promoting cross-border interactions and focusing on various sectors, BIMSTEC aims to strengthen partnerships and facilitate a more interconnected Bay of Bengal

region. This meeting covered discussions on the seven core verticals that BIMSTEC focuses on: Security, Transportation and Connectivity and People-to-People Plan. During the meeting, the Ministry of Tourism provided status updates on the BIMSTEC Tourism Information Centre, Thematic Circuits and Development of Buddhist Circuit.

iii. Joint Working Group /Bilateral & other Meetings in year 2023-24

1. The Joint Working Group Meeting between India and Cambodia was held on 01st February 2024, New Delhi in Virtual mode. During the meeting, both sides discussed on 'Draft Action Plan' prepared by the Cambodia side. India side shared its view during the meeting.
2. A meeting between Shri Shripad Yesso Naik, the Hon'ble Minister of State for Tourism, Govt. of India and the International Affairs Committee of Nepalese Parliament was held on 02.02.24. During the meeting, both sides discussed actions/programs to promote tourism between both countries through the Ramayana Circuit, Adventure Tourism and the Buddhist Circuit.
3. A virtual meeting under the Chairpersonship of DG (Tourism) was held on 06.02.2024 with the State Government of Arunachal Pradesh and the World Travel & Tourism Council (WTTCII) India Initiative. During the meeting representative from WTTCII expressed interest of WTTCII in preparation of Master Plan for the development of Tourism in Arunachal Pradesh.
4. Ministry officials attended the 4th Half-yearly Meeting of the Empowered Arctic Policy Group (EAPG), chaired by Secretary, MoES, Chairperson EAPG held on 07th February 2024 at Sardar Patel Bhawan, New Delhi. During the meeting the following agenda were discussed: (a) Present status on the introduction of courses on the Arctic on the SWAYAM Portal and way ahead, (b) Update regarding membership of UArctic, (c) Present status of Ice-Navigation courses for seafarers and way ahead (d) Conduct of the Arctic Circle India Forum in early 2025, (e) Enhancing the level of participation at the Arctic Assembly -2024.



5. On request of the Director ADB in India, an introductory meeting in connection with the Action Plan for SASEC Initiatives (APSI) 2023-25 was held on 15.02.2024. The meeting was Chaired by the Secretary (T) and attended by Director (IC), AD (IC). The ADB side was headed by the Director of ADB in India.
6. The bilateral meeting between Joint Secretary (T) and Mr. Mikheil Koplataze, Chairman of the Department of Tourism Resorts of the Autonomous Republic of Adjara (Georgia) was held on 23rd February 2024 at New Delhi. During the meeting, both sides discussed an action plan to enhance tourism between both countries. They discussed flight connectivity, human resource training, FAM tours, etc.
7. A bilateral meeting between India and Japan was held in New Delhi on 22.03.2024. The Indian side was led by DG (T) . The Japanese side was led by Ambassador Japan. During the meeting, both sides discussed film tourism and how to promote and increase tourism between both countries.
8. A bilateral meeting between India and Iran was held in New Delhi on 21.03. 2024. The Indian Side was led by the Joint Secretary (T) while the Iran side was led by the Hon'ble Deputy Chief of Mission of Iran and other officials of the Embassy of Iran, New Delhi. During the meeting, both sides discussed how to promote and increase tourism between both countries.
9. **Sea-Trade Cruise Global 2024:** Ministry of Tourism official attended the Sea-Trade Cruise Global 2024 event in Miami, USA, from April 8th to 11th. The delegation was led by Secretary (MoPSW). The four-day exhibition served as the largest event within the cruise ship industry worldwide, drawing in senior industry professionals and decision-makers from various corners of the globe. More than 10,000 visitors from 120 countries attended the event along with over 600 leading exhibitors and 2700 plus cruise lines executives. The delegation held extensive discussions with decision makers of stakeholders of the 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 period from 8th April 2024 to 12th April 2024.

10. **Working Party on Tourism Statistics:** Ministry of Tourism official attended the 7th session of the Working Party on Tourism Statistics in Paris from April 9th to 10th, 2024. The session was beneficial for MR division in incorporating the innovative practices and methods in compilation and dissemination of Tourism Statistics This would also help in enhancing the comprehensiveness of data being furnished to UNWTO for the Compendium. The session focused on the following themes:
 - i. Programme of Work and Budget (PWB) 2025-26,
 - ii. Using new data sources and tools to measure and monitor tourism
 - iii. Data collection and statistics inputs to OECD Tourism Trends and Policies 2024.
 - iv. Forecasting tourism demand Measuring the digital transformation of tourism.
11. The 2nd Joint Working Group Meeting between India and Philippines was held in Manila, Philippines from 21-22 May, 2024. A Ministerial delegation which was led by Additional DG (MR) attended the 2nd Joint Working Group Meeting. Matters pertaining to exchange programs and exploring avenues for enhancing bilateral tourism, including knowledge sharing on infrastructure development, training in hospitality management and fostering joint ventures in the hotel industry were discussed during the Meeting with the Philippines side.
12. Ministry of Tourism attended the PATA Annual Summit held in Macau from 15-17 May, 2024. The delegation was headed by Director General (Tourism). Issues pertaining to the cooperation of Ministry of Tourism on different areas with the PATA Forum was discussed put forward during the Summit. India is a Board Member of PATA and Director General (Tourism) was a Featured Speaker in the annual meeting.



13. A meeting with Ministry of Tourism and Embassy of Japan in India held on 31.05.2024 at New Delhi. The Indian side was chaired by Joint DG (T). Discussion on collaboration/and India visit of Ms. Mayo Hitomi, a leading social media influencer, were held.
14. Ministry official attended the UN Tourism Conference on Empowerment of Women in Tourism in Asia and the Pacific held in Bali, Indonesia from 2-4 May 2024.
15. 1st meeting of the Working Group on Culture & Tourism ACD meeting held virtually on 12.06.2024, attended by JS(T) and Jt. DG(T).
16. The First Cambodia - India Tourism year on 17 June 2024 at New Delhi. The Ministry of Tourism of the Kingdom of Cambodia in collaboration with Cambodia Angkor Air marked an inauguration of historic direct flight from Cambodia to Delhi by Cambodia Angkor Air and the Embassy of the Republic of India in Cambodia launched the "1st Cambodia-India Tourism Year 2024" on June 17, 2024. This event, featured a lunch reception and performances that served as a platform to showcase Cambodia's rich cultural heritage and diverse tourism offerings to tourism stakeholders.
17. 36th Joint Meeting UN Tourism Commission for East Asia and the Pacific and the UN Tourism Commission for South Asia was held in Cebu, Philippines, 26 -28 June 2024, in which officials participated to attend the Second Gastronomy Forum.
Bilateral Meeting On July 18, 2024, at 11:30 hrs, Mr. Mohammad Javad Hosseini, Hon'ble Deputy Chief of Mission of the Islamic Republic of Iran, along-with Mr. Mohammad Reza Moshki, Second Secretary - Economic Section at the Embassy of Iran, had a meeting with DG(T) regarding bilateral collaboration.
18. On 30th July 2024, at 1130 hrs in Shastri Bhawan, New Delhi, Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism, Government of India, held a bilateral meeting with Shri Mr. Ibrahim Faisal, Hon'ble Minister of Tourism and Shri Munim Anees, Minister of State for Tourism of the Republic of Maldives, The meeting aimed to boost tourism

- between the two nations, with productive discussions focusing on strengthening mutual understanding, increasing flight connectivity, fostering cultural ties, promoting people-to people exchanges and identifying other cooperative opportunities in tourism.
19. A bilateral meeting was also held between India and Oman on tourism related matters on 21 August 2024. The meeting was held between Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism, Government of India and H.E. Azzan Qassim Mohamed Al Busaidi, Under Secretary, Ministry of Heritage and Tourism, Sultanate of Oman. Productive discussions focusing on strengthening tourism promotions, fostering cultural ties and promoting people-to-people exchanges were discussed between the dignitaries of the two countries.
20. A bilateral meeting was held between India and Gambia on tourism related matters on 21 August 2024. The meeting was held between Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism, Government of India and H.E. Mr. Abdou Jobe, Minister of Tourism of the Gambia. The meeting focused on strengthening mutual understanding, fostering cultural ties, promoting people-to-people exchanges, capacity building and training in tourism and hospitality sector.
21. Bilateral meetings were held between Hon'ble Minister of Tourism with his counterparts from Saudi Arabia, Brazil, Spain, Singapore, UAE, South Africa and Czech Republic on the sidelines of the G20 Tourism Ministers Meeting at Belem, Brazil in September 2024.
22. A meeting was held on 13.09.2024 between the Secretary (Tourism), Government of India and H.E. Dr. Ali Asghar Shalbafian, Deputy Minister of Cultural Heritage, Tourism and Handicrafts of Iran. During the meeting both side discussed on various tourism promotional activities and how to enhance tourism between both countries.
23. A bilateral meeting between the Ministry of Tourism US delegation led by Mr. Brian Beall, U.S. NTTO Director held on



26.09.2024. During the meeting, both sides discussed on U.S.-India Commercial Dialogue, Travel and Tourism Working Group.

24. On 11.09.2024, Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism, Government of India, held a bilateral meeting in New Delhi with Mr. Badri Prasad Pandey, Minister for Culture, Tourism and Civic Aviation of Nepal. Matters for further strengthening the bonds between the two countries were discussed during the cordial meeting.
 25. On 23 October 2024, a bilateral meeting was held between the Secretary (Tourism) and the Ambassador of Peru in India to discuss cooperation and promotion in the field of tourism between the two countries. The meeting was also attended by the Director General (Tourism).
 26. On 30 October 2024, the Joint Secretary (Tourism) attended the South Asia Sub- Regional Economic Cooperation (SASEC) Programme's Working Group Meeting and Senior Officials Meeting, chaired by the Additional Secretary, Department of Economic Affairs (DEA) to discuss the proposed agenda for forthcoming meeting.
 27. From 05-07 Nov 2024, Ministry participated in WTM 2024, London. Hon'ble Minister of Tourism & Culture held 03 bilateral meetings with his counterparts from France, Bahrain and Saudi Arabia on the side-lines of WTM on 6th November and discussed various tourism related issues.
- a) Hon'ble Minister paid a visit to the Saudi Pavilion at WTM which was reciprocated by Ahmed bin Aqil al Khateeb, Tourism Minister of Saudi Arabia. During the cordial meeting, the Saudi Minister intimated about his forthcoming official visit to India in December and requested for facilitation for holding meetings with the private sector and for developing better flight connectivity with India. The Saudi Minister also requested for a bilateral meeting with HMT for discussing the way forward for mutual areas of cooperation of tourism.



- b) Ms Fatima J. Al Sairafi, Hon'ble Minister of Tourism, Bahrain also visited the India Pavilion to meet HMT where they exchanged pleasantries. They discussed about taking the people to people connect between the two countries to the next level through tourism which would not only help the growth of the tourist flow but also contribute to the overall development of a sustainable economy and employment generation. They also discussed about the skilling of youth as one of the significant requirement on date.
- c) HMT also had a bilateral meeting with Mrs Marina FERRARI, Hon'ble Minister for the Tourism Economy, France. She visited the India Pavilion to the bilateral tourism relationship between France and India, la's priorities in terms of its Tourism policies, including on topics such as sustainable tourism and France's Tourism agenda. Ms Ferrari expressed their appreciation in the backdrop of a strong Indian tourist visitation to France. HMT while appreciating the number of French tourists visiting India, which is one of the top tourist generating source markets for India, requested for support from their government for greater collaboration for increasing tourist flows between the two countries.



Inauguration of World Tourism Day-2024



28. On 04.11.2024, JS(T) as the Head of the Indian Delegation delivered opening remarks at the SASEC Trade Facilitation Working Group meeting, hosted by Bhutan and supported by ADB. India emphasized trade facilitation as a priority for regional cooperation and welcomed updates on seven sub-regional initiatives, including electronic exchange of customs information and regional e-commerce studies. India appreciated the renewed focus on tourism connectivity and discussions on food regulatory coordination (SPS and TBT aspects). Delegation members actively contributed to discussions on issue papers and ADB presentations, reinforcing India's commitment to SASEC's operational goals for trade and economic growth.
29. On 14th November 2024, a bilateral meeting was held between the Ministry of Tourism, Government of India and the Republic of the Philippines at the Transport Bhawan, New Delhi. The meeting was hosted by Director General (Tourism) from India and Under Secretary Ms. Maria Rica C. Bueno from the Philippines, focused on strengthening tourism ties. Key discussions included luxury train offerings in India, the India-ASEAN Year of Tourism 2025, women-led and youth tourism initiatives, medical and wellness tourism and potential for Indian weddings in the Philippines. Both sides agreed to collaborate on these initiatives for mutual benefit.



30. On 19.11.2024, a meeting was held between India's Hon'ble Union Minister of Culture and Tourism, Shri Gajendra Singh Shekhawat and Mr. Harry Theoharis, Member of Parliament and former Minister of Tourism of the Hellenic Republic. The meeting, requested by Mr. Theoharis, focused on his prospective candidature for the position of Secretary-General of the UN World Tourism Organization. Mr. Theoharis outlined his vision, capabilities and intended initiatives for the role.
31. On 02.12.2024, Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism, Government of India, held a bilateral meeting in New Delhi with Ms. Patricia de Lille, Minister of Tourism of South Africa.



6.1.9 Current Valid MoUs/Agreements/LoIs

The Ministry of Tourism actively engages in tourism cooperation with various countries and international organizations, aiming to boost the tourism sector through multiple areas of collaboration.

India and Malaysia have signed a Memorandum of Understanding (MoU) between the Ministry of Tourism, Government of Republic of India and the Ministry of Tourism, Arts and Culture, Government of Malaysia for strengthening co-operation in the field of tourism. The MOU was signed during the VVIP visit of the Malaysian President to India in August 2024. The main objectives of the Memorandum of Understanding, among others, are:



- a. promotion and marketing of tourism products and services;
- b. expansion in the field of tourism research, training and development, including exchange programmes;
- c. encourage investment in tourism infrastructure, facilities, products and services;
- d. exchanging information in the field of medical tourism and encouraging stakeholders to promote the product;
- e. business tourism, which includes meetings, incentives, conferences, exhibitions (MICE);
- f. promoting cooperation between tourism stakeholders, tour operators and travel agents;
- g. promotion and development of community-based tourism and eco-tourism and responsible tourism;

The Ministry of Tourism has signed 45 bilateral MoUs and 2 multilateral MoUs, till date, all of which remain valid to date.





07/

Research and Analytics

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 Research and Analytics 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, Research and Analytics Division of Ministry of Tourism also coordinates with international organization like UNWTO, WEF, PATA for providing data and other research related matter etc.



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

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 focused 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 to gather inputs from experts, State governments, industry and 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 2024 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) 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 NSHM College of Management & Technology, Durgapur, West Bengal for organizing two days International Tourism & Hospitality Conclave (ITHC 2024) on the theme "Technological Integration in Tourism and Hospitality experiences: Innovation, Opportunities and Challenges" during 18th to 19th April, 2024.

(ii) CFA to Department of History of Art and Tourism Management, Banaras Hindu University, Varanasi for organizing three days International Seminar on "Trade, Buddhism and Art- Retrospect of Interrelation from Vadnagar and other Buddhist Settlements during on 14th to 16th March,2024.

(iii) CFA to Institute of Hotel Management Catering & Nutrition (IHMC&N) Pusa, New Delhi for Bi-annual Tourism Research Journal.



(III) Central financial Assistance (CFA) to State/UTs for Survey/Studies

Ongoing

- (i) CFA to Kerala for conducting "Continuous Tourism Survey" 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.
- (iii) Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in UT Ladakh.
- (iv) Proposal for seeking Central Financial Assistance towards "Implementation of Tourism Survey Methodology in Mizoram.
- (v) Central Financial Assistance (CFA) proposal for project of Implementation of Tourism Survey Methodology in State of Telangana.
- (vi) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Tripura.
- (vii) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Punjab.
- (viii) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Tamil Nadu.
- (ix) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Andhra Pradesh.
- (x) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Delhi.
- (xi) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Jharkhand.
- (xii) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Chhattisgarh.
- (xiii) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of West Bengal.

- (xiv) Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Meghalaya.

(IV) Central financial Assistance (CFA) to State/UTs for Survey/Studies during 2024-25

- (i) CFA has been sanctioned for "Implementation of Standard Tourism Survey Methodology" in Jammu & Kashmir, Goa, Uttarakhand and Assam.

7.2 Highlights on Tourism Statistics during 2024

A. Inbound Tourism

• Foreign Tourist Arrivals



FTAs in 2023 were 9.52 million, reflecting a growth of 47.9% compared to the previous year. Provisional data for 2024 indicates FTAs in India reached to 9.66 million.

• 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 9.38 million arrivals of NRIs in India during 2023.

• International Tourist Arrivals (ITAs)

In concordance with UNWTO, ITAs include both FTAs and arrivals of NRIs. In the year 2023, there were 18.89 million ITAs in India.



- **Foreign Exchange Earnings (FEEs)**

FEEs during the period during 2024 (Provisional estimate) were ₹2,77,842 crores (US\$ 33.18 billion) with a 19.8% (18.19%) over the previous year.

- **B. Outbound Tourism**

- **Indian National Departures (INDs)**



INDs during 2023 were 27.88 million with a growth of 29.05% compared to the previous year. Provisional data for 2024 indicates INDs from India reached to 30.23 million.

- **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 2509.63 million Domestic Tourist Visits (FTAs) and 19.25 million Foreign Tourist Visits (FTVs) all over the country during the year 2023.

7.3 Tourism Satellite Account (TSA)

National accounts (prepared every year by Ministry of Statistics & Programme Implementation) 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, the Ministry of Tourism has had three TSAs of India prepared through the National Council of Applied Economic Research 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, 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	2022-23
Share in GDP (in %):	5.02	5.02	5.17	1.50	1.75	5.00
Direct (in %)	2.61	2.61	2.69	0.78	0.91	2.60
Indirect (in %)	2.41	2.41	2.48	0.72	0.84	2.40

Note: The above estimates have been updated using NAS 2024. 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.



7.4 Capacity Building of State/UTs for Strengthening Tourism Statistics

Research & Analytics division of Ministry of Tourism compiles data on Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) based on data received from States/ UTs. However, data provided by States/UTs is in non-uniform pattern. To overcome the issues of non-uniform data provided by States/UTs and comprehensive collection of tourism statistics on Domestic & Foreign Tourist Visitors, R&A 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, 18 States/UTs have engaged agencies to implement the Standard Tourism Survey Methodology, with 12 of them having undergone training. The Ministry has approved central financial assistance (CFA) to 17 States/Union Territories for the implementation of this methodology, while approval for CFA in 1 State is under process. Additionally, 9 States have completed Phase-I, with several more scheduled to initiate the process shortly.



08/

Facilitation and Standards

8.1 Hotels and Travel Trade**8.1.1 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.

8.1.1.1 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 classification/approval of Accommodation Units, but also approval/classification/registration of 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.

8.1.2 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.

8.1.2.1 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.

8.1.2.2 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.

8.1.2.3 Registration of Stand-alone 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 mark 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, standalone restaurants register themselves at NIDHI+ portal.

8.1.2.4 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.

8.1.2.5 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, the 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.

8.1.2.6 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.

8.1.2.7 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.

8.1.2.8 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>

8.1.2.9 Registration of Stand-Alone Air Catering Units

Stand-alone Air Catering Units in the country can also register at NIDHI+ portal and ensure international standards in the air catering segment.

8.1.2.10 Registration 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, Convention Centres may register themselves at the NIDHI+ portal.



8.1.2.11 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.

8.1.2.12 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.

8.1.3 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 ₹7,500 per night has been cut to 12% from the existing 18%. Similarly, the tax on room tariff of above ₹7,500 has been slashed to 18% from the existing 28%. There will be no GST on room tariffs of below ₹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 ₹7500 per day per unit or above, the tax will be 18%.

For tour operator services, a GST of 5% without input tax credit (but ITC of input services in the same line of business is allowed) is levied subject to the condition that the bill issued for supply of this service indicates that it is inclusive of charges of accommodation and transportation required for such a tour and the amount charged in the bill is the gross amount charged for such a tour including the charges of accommodation and transportation required for such a tour, or 18% with ITC. Cruise Tourism attracts the standard rate of 18% GST.

8.1.4 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 30.11.2024, 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.

8.1.5 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 ₹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 Rs 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 in the financial year 2023-24.

8.1.6 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 08.12.2020 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 1392 Stakeholders as on 20.11.2024. Out of these, there are 277 Travel Agents; 104 Tourist Transport Operators and 1011 Tour Operators.

8.1.7 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.

8.1.8 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 31 designated international airports and "06 major seaports".

E-Visa is presently available under nine sub-categories i.e. e-Tourist Visa, e-Business Visa, e-Medical Visa, e-Medical Attendant Visa,

E-Conference Visa, e-Ayush Visa, e-Ayush Attendant Visa, e-Student Visa and e-Student X 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 purposes 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 presently available to nationals of 167 countries, multiple entry Tourist Visa (paper visa) issued by the Indian Mission/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 5 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 6 designated airports.

A visa fee of US \$25 for 30 days with double entry e-tourist Visa was launched. To encourage off-season (April- June) tourists, visa fee of US \$25 was reduced to US \$10 during this lean period.

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.

8.1.9 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 Governments/UT administration for Tourism product familiarization.



8.1.10 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 2024 is approx. 8 Lakh.

8.1.11 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 Financial Year 2022-23.

8.1.12 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.

8.1.13 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 MoRT&H.

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.

8.1.14 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.

8.2 Facilitation & Standards for Industry Development & Investment Promotion

Strategy of Ministry of Tourism to Promote Investment in Tourism Sector

F&S Division handles all matters related to development of hospitality and tourism industries across the value chain, Investment Promotion and Facilitation and Ease of Doing Business in tourism and hospitality sector.

Investment in tourism plays a pivotal role in India's economic development and growth. The tourism sector in 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 travellers 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 travellers. 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, stimulation the overall tourism ecosystem and positioning India as a premier global destination, ultimately fuelling 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.

8.2.1 Activities of Facilitation and Standards (Accommodation Units) for Industry Development and Investment Promotion

F&S Division, Ministry of Tourism, Government of 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 Ease of Doing Business in tourism and hospitality

Ministry of Tourism organized an Interactive Session between the Hon'ble Union Minister for Tourism, Shri Gajendra Singh Shekhawat and the Industry Stakeholders on 21st June, 2024 wherein a consequential discussion was made regarding the issues faced by the tourism and hospitality stakeholders in India and suggestions for policy designs were noted.



A handbook on Industry Status to the Tourism and Hospitality Sector was also launched by the Hon'ble Vice President of India, Shri Jagdeep Dhankar, in the event of the World Tourism Day Celebrations on 27th September, 2024. The handbook outlined the best practices of States/UTs and recommendations of the industry with regards to the benefits associated to the grant of industry status. The Ministry of Tourism continue to urge State Governments and Union Territory Administrations to grant industry status to the tourism and hospitality sector.





8.3 North-Eastern Region and Jammu & Kashmir – Special Emphasis

8.3.1 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. 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; tour packages in the domestic market for Travel undertaken by officers and State 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.



8.3.2 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.



09/

Skilling and Capacity Building

Skilling and Capacity Building 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 endeavour 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 13 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. 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 13 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, 25 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, Craftmanship Certificate Course in Food and Beverage Service, Craftmanship 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 25,889 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 full time MBA (Tourism and Travel Management)
- Three-year full time BBA (Tourism and Travel) program
- Ph.D. Degree in Tourism

Above UG, PG and Ph.D. programmes offers by IITTM are under collaborative scheme of Jawaharlal Nehru University, New Delhi (A Central University).

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. New campus of NIWS-IITTM Goa, with state-of-the-art facilities was inaugurated by Hon'ble Prime Minister on 06.02.2024.

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 centre 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; MBA course have also started from 2019-20 academic year at Tirupati and Noida Campuses with initial 30 intake. In addition to various short term capacity building programs, during the year 2024-25, a total of 187 students (in comparison to 150 students during last academic year 2023-24) enrolled themselves under various regular academic programs offered by ICI.



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. An amount of ₹50.00 Cr has been allocated for FY 2024-25 at BE stage and an amount of ₹20.00 Cr approx. is sanctioned till November, 2024.

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. 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 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 6753 persons have been trained / certified upto 31st October, 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 2050 persons have been trained / certified upto 31st October, 2023 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 485 persons have been trained / certified upto 31st October, 2023 of the FY 2023-24.

During the FY 2023-24, a total of 24,153 candidates were trained/ certified and during the FY 2024-25 till 30th November 2024, a total of 56,478 candidates have been trained/certified under the CBSP scheme.

- D. 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.

- E. Paryatan Mitra/Paryatan Didi:-** The Ministry of Tourism launched a National responsible tourism initiative by the name of Paryatan Mitra/ Paryatan Didi. A total of 7 tourist destinations were identified to pilot the initiative namely - Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh) Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan), Srinagar (Jammu & Kashmir) and Sri Vijaya Puram (Andaman & Nicobar Islands).

Through this initiative, Ministry of Tourism aims to elevate the overall experience for tourists in destinations, by having them meet 'tourist-friendly' people who are proud Ambassadors & Storytellers for their destination. This is being done by providing tourism related training and awareness to all individuals who interact and engage with tourists in a destination.

Driven by 'Athithi Devo Bhava', cab drivers, auto drivers, staff at railway stations, airports, bus stations, hotel staff, restaurant workers, homestay owners, tour guides, police personnel, street vendors, shop keepers, students, and many more were provided



training and awareness on the importance of tourism, general cleanliness, safety, sustainability, and also on the importance of providing tourists with the highest standards of hospitality and care.

Since the pilot of this program on August 15th this year, around 3,500 people have been trained under this initiative. On World Tourism Day 2024, Ministry of Tourism extended Paryatan Mitra/ Paryatan Didi across 50 tourist destinations in the country.

9.9 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 2600 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.

So far, Incredible India Tourism Facilitator Basic Course online examination has been conducted seven times, wherein a total of 6429 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
4.	2023-24	₹ 2.80 Crore
	Total	₹ 21.24 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.

9.10 Desh (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.



10/

Administration
and Information
Technology*Bharat Mandapam, New Delhi***10.1. 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.

10.2 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>.

10.3 Vigilance

A separate vigilance wing in this Ministry has been functioning to deal with various vigilance matters. Vigilance Division deals with the complaints received in the Ministry either directly or through CVC, CBI and other agencies. Vigilance Division serves as a link between the Ministry, CVC, CBI and other enforcement agencies on Vigilance Matters. It regularly initiates disciplinary proceedings against the erring officials and monitors pending cases. It also regularly reports Complaints and Cases to CVC.

Vigilance Division also deals in the matter pertaining to Annual Property Returns, Annual Performance Appraisal Reports, etc.

To ensure transparency and accountability in the ministry, various initiatives are taken such as regular rotation and transfer of staffs and officers beyond certain years, e-GEM procurement, e-office implementation etc.

Vigilance Awareness Week was observed by Ministry of Tourism during Vigilance Awareness Week from 28th October to 3rd November 2024 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 2024.



10.4 Departmental Accounting Organisation

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

10.4.2 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 2024-25 is as under:

Revenue Section	2477.85 Crore
Capital Section	1.77 Crore
Total	2479.62 Crore

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

10.4.2.1 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..



10.4.2.2 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.

- (i) Preparation of Budget Estimates and Revised Estimates for Scheme/Non-Schemes components of the grant.
- (ii) 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.
- (iii) Preparation of Explanatory Notes/ Saving Notes, Preparation of SBE – Statement of Budget Estimates and its mapping with DDG online.
- (iv) Preparation of Supplementary Demands for Grants and Detailed Demands for Grants.
- (v) Preparation of Appropriation accounts and issuance of Re-appropriation orders, surrender Orders.
- (vi) Monitoring of paras pertaining to C&AG Audit Report and Internal Audit Reports,

10.4.2.3 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.

10.4.2.4 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	366

10.4.3 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.

10.4.3.1 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.

10.4.3.2 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.

10.4.3.3 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.

10.4.3.4 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)"

10.4.3.5 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.

10.5 Important Audit Observations

As per Audit Paras Monitoring System (e-APMS) Controller General of Accounts Report, there are 6 (Audit Para) and 1 (one) Entire Report of C&AG are pending against the Ministry of Tourism as on 31.12.2024.



10.6 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 Official Language 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 Official Language Section deals with the entire translation work related to the Ministry.

Measures to achieve the targets set out in the Annual Programme issued by the Department of Official Language:

1. Compliance of Section 3 (3) of Official Language Act, 1963

As per the directives of the Deptt. of Official Language compliance of Section 3 (3) of Official Language Act, 1963 and Rule 5 of Official Language Rules, 1976 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 targets 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.

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. Till now 3 OLIC meetings have been organized in the Ministry during the first 3 Quarters of the year 2024-25.
- ii. **Committee of Parliament on Official Language:** During the year to examine the work being done in 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 Official Language Section were present as representatives of the Ministry. Assurances given to the Committee in inspection meetings are fulfilled as per the directions of the Committee.



3. Special measures to promote the use of Hindi

- i. **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 2024-25.
- ii. **Hindi Diwas and Hindi Pakhwada/Month:** Hindi Pakhwada (Fortnight) was organized from 14 to 29 September, 2024 in Ministry of Tourism. On the eve of Hindi Diwas, the message of the Honorable Home Minister was released and message of Secretary (Tourism) was released on the e-office notice board of the Ministry. 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, like every year, this year also Hindi Diwas and 4th Akhil Bharatiya Rajbhasha Sammelan was organized by the Department of Official Language on 14-15 September 2024. Deputy Director (OL), 1 Senior Translation Officer, 2 Junior Translation Officers and 1 Senior Stenographer deployed in Official Language Section of the Ministry of Tourism participated in it.
- iii. **Hindi Workshops:** Workshops are being organized regularly to remove hesitation and resolve day to day problems of working in Hindi for officers & staff.
- iv. **Inspection of subordinate offices:** Department of Official Language has set a target of 25% for the Official Language inspection of the subordinate offices of Ministry/ Department.

4. Specific functions

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. With the approval of Senior Economic Advisor, now onwards this magazing will be published on half yearly basis.



10.7 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: -

10.7.1 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 2024-25, Ministry of Tourism has approved a total number of 274 activities under SAP to generate awareness for Swachhta amongst tourists, students and tourism stake-holders of this country.

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.

10.7.2 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 350 activities were undertaken.

10.7.3 Swachhta Hi Sewa (SHS) – SHS activities are organized from 14th September to 2nd October every year. The theme of SHS-2024 was “Swabhav Swachhata, Sanskaar Swachhata” – “स्वभाव स्वच्छता, संस्कार स्वच्छता”. 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 375 activities were undertaken.

At the conclusion of a fortnight of celebration of Swachhta Hi Seva, a Mega Event for carrying out major cleanliness drive and awareness programme in the presence of Hon’ble Minister of Tourism & Culture was organized by Ministry of Tourism on 1st October 2024 as a tribute to the Mahatma Gandhi on his birth anniversary and celebrated Swachh Bharat Diwas.

On this occasion, to boost the morale of Cleaning Staff / Safai Mitra the Hon’ble Minister of Tourism, Shri Gajendra Singh Shekhawat felicitated them by giving Dignity Badge of Swachhta Prahari. The programme was followed by major cleanliness drive lead by the Hon’ble Minister in and around the place and performance of Nukkad Natak based on Swachhta Theme was made by Students to create Awareness. About 500 persons participated in the Mega Event.

Photographs of Awareness Program under Swachhta Action Plan (SAP) in 2024



Creating Awareness at new bus stand, Rohtak through recorded Swachhta messages



Tourist awareness activity at Paat Baba Temple, Jabalpur by SIHM Jabalpur



Tourist awareness programme "Cleaning drive" along with a "Nukkad Natak" on the theme of "Awareness for Swachhta in Tourism" at Coal Park, Tezpur, Sonitpur by FCI Nagaon



Tourist awareness and students awareness programme conducted by IHM Hajipur at Vishnu Pad Temple, and Gyan Bharti Residential School, Bodhgaya, Bihar

Photographs of Awareness Program under Swachhta Action Plan (SAP) in 2024



At the conclusion of a fortnight of celebration of Swachhta Hi Seva, a Mega Event for carrying out major cleanliness drive and awareness programme in the presence of Hon'ble Minister of Tourism & Culture was organized by **Ministry of Tourism** on 1st October 2024. On this occasion, to boost the morale of Cleaning Staff /Safai Mitra the Hon'ble Minister of Tourism **Shri Gajendra Singh Shekhawat** felicitated them by giving Dignity Badge of **Swachhta Prahari**



Indiatourism Guwahati organise a one-day special Drive for the plantation (Ek ped Maan ke Naam) at Chandubi Picnic Spot and Chandubi Tourist Lodge Campus, Govt. of Assam Under Swachhta

IHM Goa participated in the Goa Tourism Stakeholders Meet at Nandanvan Spice Farm on 27/09/2024. Hon'ble Chief Minister of Tourism attended the event



Dr. Ambedkar Institute of Hotel Management, Chandigarh cleaning drive at New Lake Sec. 42 Chandigarh and formed at Human chain and depicted the commitment to maintain clean surroundings

Photographs of Swachhta Pakhwada 2024



Swachhta Awareness programme was conducted by Delhi Institute of Hotel Management in various places of Delhi to educating people about the importance of maintaining cleanliness and hygiene in their surroundings



A massive Cleanliness drive has taken up in & around the SIHM Silvassa campus



SIHM Udaipur organized an awareness and cleaning drive at Shole-sale Savina Vegetable Market, Udaipur



Institute of Hotel Management Bangalore hosted a Poster Making competition promoting creativity and awareness during Swachhata Pakhwada



IHM Bhopal organized a Cleanliness drive at 11 No. Bus stop with the aim of spreading awareness about cleanliness during Swachhata Pakhwada

10.8 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 instill 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.

10.9 India Tourism Development Corporation (ITDC)

10.9.1 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 at Seaports and Airport. 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.

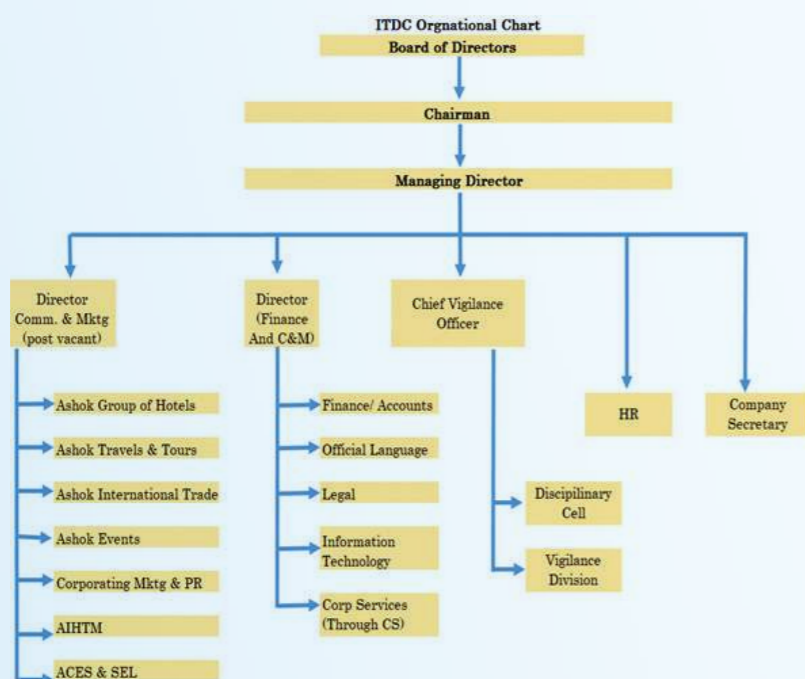
Further, ITDC has played a committed and pivotal role in the development of tourism infrastructure in backward areas, thereby trying to promote regional balance. After the disinvestment of 19 hotels and one incomplete hotel project in 2001 and 2002 respectively, ITDC consolidated its remaining activities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

10.9.2 Organizational set-up:

The present organizational set-up at the corporate level comprises of ITDC Board which includes

- Chairman (Presently the post of Chairman is vacant)],
- Functional Directors [i.e. Managing Director, Director-Commercial & Marketing, Director-Finance - (Presently the posts of Managing Director and Director-Commercial & Marketing is vacant. For the post of Director (Commercial & Marketing), candidate has been selected by the PESB. Appointment is to be approved by DoPT)],
- One Government Nominee Directors and
- Two Non-official/Independent Directors (the 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.



10.9.3 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 having 1 Hotel unit in operation, 4 Catering Outlets, 3 Transport Units, 14 Duty Free Shops at Seaports and 1 at Airport.

10.9.4 Subsidiary Companies

Details below indicate ITDC's investment of ₹9.29 crore in the paid up capital of four subsidiary companies as on 13.12.2024:

Subsidiary Companies	ITDC's Investment in (Rs.)
Utkal Ashok Hotel Corporation Ltd. (Pref. Shares) 3.50 crore	(Equity Share) 1.19 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

10.9.5 Capital Structure

The details are as under:-

(₹ in crore)

(As per Ind AS)	FY 2021-22	FY 2022-23	FY 2023-24
Authorized Capital	150.00	150.00	150.00
Paid up Capital	85.77	85.77	85.77
Reserves & Surplus	231.07	290.82	339.42
Net Worth	316.60	376.35	425.19

10.9.6 Pattern of Shareholding

ITDC is a listed company both with NSE and BSE and accordingly its Market Capitalization as on 31.12.2024 stood at ₹5316.84 Crore as per NSE and ₹5311.27 Crore as per BSE. The Authorized and Paid-Up Capital of the Corporation as on date stood at ₹150.00 Crore and ₹85.77 Crore respectively. The Shareholding pattern as on 31.12.2024 is as under:

• Government of India	: 87.03%
• The Indian Hotels Company Ltd.	: 7.87%
• Other Bodies Corporate	: 0.13%
• Qualified Institutional Buyers	: 1.79%
• General Public, Employees & Other	: 3.18%

10.9.7 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 →	2019-20	2020-21	2021-22	2022-23	2023-24
Turnover	362.09	197.16	304.76	473.36	544.90
Profit before Tax	42.24	-24.03	7.94	82.07	109.92
Other Comprehensive Income	14.30	-26.08	2.62	55.70	71.33

Annual Accounts for the financial year 2023-24 were approved by ITDC Board on 11.05.2024 and ITDC Board has recommended 25.2% dividend for the financial year 2023-24 which was approved by the shareholders in the Annual General Meeting held on 06.09.2024.



10.9.8 Plan Schemes

The Ministry of Tourism, Government of India does not give any grant to ITDC under any scheme. The original budget estimate for capital outlay for the year 2024-25 is ₹62.51 Cr, which includes ₹44.53 Cr against renovation /up-gradation of hotel properties only.

10.9.9 Memorandum of Understanding (MoU)

The performance evaluation against MoU for FY 2022-23 was done by the Department of Public Enterprises and ITDC achieved 79.55 (Very Good) marks out of 100. Further, in FY 2023-24 ITDC achieved all financial parameters as per MoU and is qualified for "Excellent" rating from DPE. ITDC has signed the MoU with Ministry of Tourism for the year 2024-25 as per extant guidelines of DPE.

10.9.10 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 Patliputra 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. The Chief Secretary, Govt of Puducherry sent a letter to the Ministry of Tourism, GoI, proposing the buyout of ITDC's 51% stake in PAHCL by the Govt of Pududherry. The matter will be put up in IMG for which request for calling IMG meeting has been sent to Ministry of Tourism.
- **Hotel Kalinga Ashok, Bhubaneswar:** State Government has been offered to take over the existing Hotel Kalinga Ashok. Proposal has been sent to the State Govt. on 30.07.2024. Reply from Odisha Government is awaited.
- **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 a 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. DIPAM advised for approval of Alternative Mechanism (AM) in place of CCEA approval. Draft note for AM has been sent to MoT on 04.09.2024.

- **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 for which a MoU was signed amongst Govt. of Punjab, Punjab Ashok Hotel Company Ltd.(PAHCL) and ITDC on 14.02.2023. DIPAM advised for taking approval of Alternative Mechanism instead of CCEA Note. Accordingly the draft note for Alternative Mechanism has been sent to MoT on 28.03.2024.
- **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.
 - o A roadshow was held on 22nd August, 2022 at Ashok to obtain the views of market players/potential bidders on the models suggested in the feasibility report. The Consultant has arrived at the at two options of reconfigured proposition. Since the vision is to upgrade and modernize Hotel Ashok, combining Parcel 3 with Hotel Ashok with limitation on development on parcel 3 (to maintain view of the hotel and green areas which are essential part of a five star hotel) and development of parcel 4 being undertaken at a subsequent stage. This will enable the project to remain Hotel centric and retain the legacy.
 - o Bidding the entire land parcel of 19 acres including Hotel Ashok as a one block with limitation on utilization of the balance built up area on demarcated portion of the land parcel (on the back side- parcel 4 in the current context).



- A meeting of the Secretary (Tourism), GoI with the official of Niti Aayog was held on 27.01.2023 in which the official of ITDC were present wherein the modalities for going through PPPAC mode was discussed. IIT Roorkee has been engaged for conducting a detailed structural analysis of hotel building for checking the remaining life. Report of IIT Roorkee has been received. As per the report of IIT-R, the building requires repair and retrofitting.
- **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. MoU for transfer of Hotel was signed on 09.02.2023. As advised by DIPAM, Draft Note for Alternative Mechanism (AM) was sent to MoT on 29.08.2024.

10.9.11 Ashok Group of Hotels

The Ashok:

Built in 1956, The Ashok, being the flagship hotel of ITDC, is a familiar landmark in the capital city sprawling over vast greens in the Diplomatic enclave of New Delhi. The Ashok has 550 well adorned rooms with 160 suites, including the Ashok Presidential Suite, depicting an aura of opulence. The hotel also has premium banquet facilities and diverse banquet venues.

The Ashok has been a prominent venue for several prestigious national and international conventions, seminars, and events, with guests also accommodated at the hotel. This year, the hotel hosted a range of notable events, as listed below:

- The Ashok, New Delhi hosted the Opening Ceremony of the 71st Miss World 2024. A thematic dinner was also arranged at the hotel's sprawling front lawns for the contestants of the 71st Miss World 2024. Throughout this prestigious event, while the delegates were in Delhi, all the Miss World contestants stayed at The Ashok.
- The Ashok hosted events for notable organizations such as the International Solar Alliance, International Buddhist Confederation,

Sa-Dhan Association, BRICS, and the International Federation of Air Traffic Controllers Associations (IFATCA).

- The hotel also hosted conferences for several government ministries, including Education, Youth Affairs & Sports, Finance, Welfare, Culture, Ministry of Tourism, NHAI, Institute of Chartered Accountants, FICCI, and more.
- This year, The Ashok was the venue for prestigious conferences such as those held by the Delhi Ophthalmological Society and the Cardiological Society of India.
- The Ashok served as the residential host for prominent sports personalities, Chess Champions, hockey stars, Padma Awardees, National Teachers' Award recipients, and the entire contingent of the Asian Games and Para-Asian Games. The hotel offered exceptional services to these distinguished individuals who brought immense pride to the nation with their remarkable achievements.

Various activities/food festivals held in the restaurants: -

- Regular promotional activity of Millet Cuisine was organised at The Coffee Shop.
- Valentine's Day celebration, Gift Hampers & Diwali Hampers, Special Gujia on Holi, Easter Goodies, etc. sale in Cake Shop.
- TV9 organised three days long media platform which were attended by various leaders and politicians from leading parties.
- Women's Day Celebration, wellness through Music on the occasion of Women's Day were also organised this year.
- Ramzan-ul-Mubarak, "Khyber Ki Peshkash" food promotions were held wherein famous Food Bloggers and Media personalities were invited for promotion.
- Special Navratra Thali & Christmas Luncheon Promotions were organised for Food Bloggers & Social Media Influencers.
- Giving special emphasis on training of resources, training Session on Liquors by Campari Brand Experts for Bar Tenders, Wine Training Session by Fratelli Brand Experts were organised for F&B staff.



- For encouraging importance of physical and mental health, International Yoga Day was Celebrated on 21st June 2024 with full enthusiasm.
- During 2024, The Ashok also received the “Best MICE Hotel in Delhi” award at International B2B Tourism Expo and Conclave.
- On the occasion of 25th Kargil Vijay Diwas, a Motor Expedition i.e. a Motor Rally was flagged off from The Ashok Hotel on 21st July 2024, which was organised by Kalinga Motor Sports Club.

E-Pledge was taken as a measure to spread awareness on Vigilance Awareness Week.

To enhance room sales, the hotel launched a variety of room packages, including the Ashok Staycation Package, Ashok Weekend Package, Ashok Heritage Package, and Republic Day Package, all of which were well-received in the market.

Chef Arun Kumar and Sh. Mahboob Alam from The Ashok kitchen were nominated to organize Indian Food Festival at Hanoi, Vietnam from 4th to 12th November 2024 in association with Indian Embassy at Hanoi and Sheraton Hotel Hanoi.

Chef Vikram Shokeen from The Ashok won reputed “Anil Bhandari Chef of the Year” Award at the recently held Indian Culinary Forum Annual Chef Awards on 17th October 2024.

Chef Vikram Shokeen also was the winner of “Sous Chef of the year - North India ” at the Better Kitchen Awards organized at Mumbai in September 2024.

Sh. Omvir Singh, Halwai won “Master Chef Award - Indian Sweets Section” at the recently held Indian Culinary Forum Annual Chef Awards on 17th October 2024.

Sh. Rabbi Khan, won a gold medal in the “ North Indian Regional Cuisine” category at Culinary Art India - Chefs Challenge in March 2024.

Sh. Ashish Mandrawal, won a bronze medal in “Indian Millet Savories” category at Culinary Art India - Chefs Challenge in March 2024.

ISO Certification audit for The Ashok is under process and Audit is scheduled to be held in mid- January post which hotel will renew its ISO 22000:2018 certification for three years.



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.

Hotel Samrat offers a perfect venue for conventions, exhibitions, and weddings, with a combination of spaces including Kautilya Hall, Chanakya Hall, Poolside Lawns, and more. We have also introduced The Atrium Delhi – Tea Lounge at the lobby level, offering a refreshing view of the fountains for our guests to enjoy. Additionally, the hotel set up a food stall at Amrit Udyan during August–September 2024.

The hotel hosted or was associated with numerous high-profile conferences and events organized by various Ministries, PSUs, private companies, and State guest houses, including the Ministry of Tourism, Rotary Club of India, BNI, Indian Nursing Council, Ministry of Rural Development, NHAI, India Russia Foundation, SBI Capital Markets, Coal India, and others.

Hotel Samrat also served as the residential host for distinguished guests from Government Departments, Ministries, PSUs, and State Houses, including Padma awardees, guests of the Indian Armed Forces, UPSC, Lok Sabha Secretariat, RIS, ONGC, Centre for Health Research & Information, Rashtriya Ayurveda Vidyapeeth, PTI, DRDO, KVIC, NCERT, Lalit Kala Academy, National School of Drama (NSD), NCGG, Coal India, C-DAC, FSSAI, Hindustan Aeronautics Ltd., and the National Foundation for India.

The hotel is also known for offering delicious packed meals from a wide variety of cuisines. Over 5,500 packed meals were sold, receiving positive feedback and wide popularity.

As part of our ongoing commitment to modernization and property upgrades, we have completed the renovation of 48 guest rooms and corridors, as well as the lobby and entrance porch. Renovation of 20+28 additional rooms is in progress. Further, SITC of new 600 TR AC plant, better and updated fire detection systems are installed. Replacement of all shaft pipelines is under process Ongoing kitchen upgrades are being carried out to ensure compliance with ISO standards.



Hotel Kalinga Ashok:

Hotel Kalinga Ashok, established in 1980 and set amidst 6 acres of land, is a distinguished property of the India Tourism Development Corporation Ltd (ITDC). Situated in the cultural heart of India, Bhubaneswar, Odisha, the hotel is a prime choice for travellers, offering a harmonious blend of comfort, convenience, and cultural proximity. With its strategic location near key transit hubs—road, rail, and air—it is an ideal base for both leisure and business visitors. Surrounded by renowned tourist attractions, the hotel serves as a perfect hub for exploration and relaxation.

Centrally located in Bhubaneswar, Hotel Kalinga Ashok provides easy access to some of Odisha's most famous tourist destinations. The sacred city of Puri, home to the revered Jagannath Temple and India's first Blue Flag beach, is just a short drive away. Similarly, the Sun Temple at Konark, a UNESCO World Heritage Site, is within reach. Nature lovers can explore Chilka Lake, the world's second-largest coastal lagoon, or visit Bhitarkanika National Park, known for its unique ecosystem and white crocodiles. The region also boasts two prominent tiger reserves—Satkosia and Similipal—as well as scenic hill stations like Putsil and Daringbadi, and beautiful beaches such as Golden Beach, Chandrabhaga, Gopalpur, and Chandipur.

Within Bhubaneswar, the hotel is ideally located just 3 kilometers from Biju Patnaik International Airport and 1 kilometer from Bhubaneswar Railway Station. Key cultural landmarks like the ancient Lingaraj Temple (2 km), the Jain caves of Khandagiri and Udaygiri (9 km), and the Nandankanan Zoological Park (18 km), which features a famous White Tiger Safari, are all conveniently accessible.

Hotel Kalinga Ashok is recognized for its expansive and thoughtfully designed infrastructure. Its spacious lobby and ample parking, rare luxuries in the heart of Bhubaneswar, cater to both individual travellers and large groups. The hotel is a popular venue for social and corporate events, thanks to its premium banquet facilities. Two expansive lawns, Kapilash (28,550 sq. ft.) and Aangan (44,350 sq. ft.), along with banquet halls Konark (250 pax capacity) and Utsav (100 pax capacity), provide versatile spaces for events of all sizes.

The hotel offers 32 well-appointed rooms and 4 luxurious suites, ensuring a comfortable stay for its guests. Dining at the in-house restaurant-cum-bar, Phulbani, is an experience in itself, with a capacity of 60 guests and a wide variety of delectable cuisines. The hotel is also a preferred destination for Meetings, Incentives, Conferences, and Exhibitions (MICE), serving both public and private organizations with state-of-the-art facilities.

It has earned the respect of the people of Bhubaneswar for its resilience during challenging times like cyclones and the COVID-19 pandemic. Hotel Kalinga Ashok also celebrates major events such as World Tourism Day, International Yoga Day, International Women's Day, Navratri, Ramzan, and Diwali with great enthusiasm.

Hyderabad House:

Hyderabad House has played host to Foreign Heads of State, Heads of Government and other personages since India's Independence. This butterfly-shaped edifice was the most impressive of all royal dwellings for the Maharajas in the city. With the Central dome, Quadrangular gardens, Circular foyer and stairway, archways & obelisks, Hyderabad House blends predominantly European architectural features with Moghul motifs. India Tourism Development Corporation has been successfully handling the management controls, which include catering & upkeep services of Hyderabad House (which comes under the jurisdiction of the Ministry of External Affairs) since 1974.

Hyderabad House serves as the state hospitality center for the Government of India, hosting events for the Hon'ble Vice President, Hon'ble Prime Minister, Hon'ble External Affairs Minister, and Hon'ble National Security Advisor. One of Delhi's most iconic buildings, Hyderabad House is the venue for state banquets, foreign office consultations, bilateral meetings, and other significant government events. Since India's independence, this establishment has had the privilege of hosting world leaders, foreign heads of state, heads of government, and other distinguished figures.

In addition to these high-profile events, Hyderabad House also caters to functions organized by the Minister of State, the Foreign Secretary, the Chief of Protocol, and other secretaries of the Ministry of External Affairs. Events are also hosted in other locations such as JNB, South Block, and the residences of ministers, as well as events led by the Hon'ble Prime Minister of India at the Prime Minister's Office and South Block.

This year, ITDC has catered to various esteemed events hosted by the Hon'ble Prime Minister of India for world leaders, including the Hon'ble Prime Minister of Greece, the Hon'ble Prime Minister of Bangladesh, the Hon'ble Prime Minister of Vietnam, the Hon'ble Prime Minister of Malaysia, the Crown Prince of the United Arab Emirates, the Hon'ble Prime Minister of Jamaica, the Hon'ble President of Maldives, the Chancellor of the Federal Republic of Germany, and the Hon'ble President of Sri Lanka, along with visiting delegations at Hyderabad House and other prestigious venues affiliated with the Prime Minister's Office.



Vigyan Bhawan:

Since 1979, ITDC has been managing a prestigious VVIP catering unit at Vigyan Bhawan, which has successfully catered to numerous high-profile national and international events. Many of these events have been attended by the Hon'ble President, Hon'ble Prime Minister, Hon'ble Vice President, Hon'ble Home Minister, as well as Heads of States. The services provided by this catering unit at Vigyan Bhawan have consistently been met with appreciation and praise.

The Vigyan Bhawan catering unit has handled several significant conferences, many of which were graced by esteemed dignitaries, including the Hon'ble President, Hon'ble Prime Minister, Hon'ble Vice President, Hon'ble Home Minister, and Heads of States. These conferences were organized by prestigious organizations such as the Department of Administrative Reforms & Public Grievances, NAFED, National Cooperative Development Corporation, India Meteorological Department, SCOPE, Ministry of Women & Child Development, Ministry of Culture, Indian Law Institute, FICCI, Ministry of Social Justice, Election Commission of India, Morarji Desai National Institute, 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, and more.

Parliament House Catering Unit:

The Parliament of India mandated ITDC to take over the catering operations from Northern Railways, leading to the establishment of the Parliament House Catering Unit (PHCU). This new unit officially began operations on November 16, 2020, and has since successfully managed the catering needs of the Parliament House Estate. PHCU was honored to be involved in the launch of the New Parliament House Building and has been exclusively tasked with providing hospitality services there. The operations in the New Parliament Building commenced with the Special Session starting on September 19, 2023.

PHCU is responsible for offering VVIP catering services within Parliament House to dignitaries such as the Hon'ble Chairman of the Rajya Sabha, the Hon'ble Prime Minister of India, the Hon'ble Speaker of the Lok Sabha, the Hon'ble Deputy Chairman of the Rajya Sabha, Cabinet Ministers, the Leader of the Opposition, all Members of Parliament in both Lok Sabha and Rajya Sabha, visiting foreign delegations, as well as senior officials and staff.

In addition to catering in various Banquet Halls and Committee Rooms, PHCU also provides services to the pantries attached to the offices of dignitaries both within and outside the Parliament House Estate (PHE). Around 5,000 individuals working within the PHE regularly benefit from the services offered by PHCU.

Sustainability is a key focus at all ITDC hotels, as the hospitality industry increasingly recognizes its environmental and social responsibilities. Sustainable practices not only benefit the environment but also contribute to cost savings and enhance the overall reputation of the hotels. Some of these practices include energy-efficient lighting, low-flow faucets, linen recycling, waste reduction and recycling, sourcing local produce and MSME products, in-house composting, transitioning to greener fuels, implementing effluent treatment plants, and tree plantation initiatives.

Staff training is also a priority for ITDC, as it plays a vital role in delivering exceptional service and strengthening the brand's reputation. All ITDC hotels and catering units offer extensive on-the-job training (OJT), in-house programs, and outsourced training sessions to upskill their workforce. The quality of service directly impacts guest satisfaction, contributing to the success and financial growth of The Ashok Group Hotels.

Furthermore, all ITDC hotels and catering units hold the necessary statutory and safety licenses and are certified with ISO 22000:2018.

10.9.12 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 2024-25 (up to 15th December, 2024) include: -

- "IREDA Pavilion during World Future Energy Summit (WFES)" organized by Indian Renewable Energy Development Agency (IREDA) at Abu Dhabi, UAE from 16.04.2024 to 18.04.2024.



- “Commemoration of 2550th Nirvan Mahotsav of Teerthankar Bhagwan Shri Mahaveer” organized by the Ministry of Culture, Government of India at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi on 21.04.2024. Chief Guest – Hon’ble Prime Minister of India.
- “Inauguration of SILF Building” organized by Society of India Law Firms (SILF) at Summit Room, Bharat Mandapam, ITPO, Pragati Maidan, New Delhi on 29.04.2024. Chief Guest – Hon’ble Vice - President of India.
- “Spiritual Empowerment for a Clean & Healthy Society Brahma Kumaris” at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi from 27.05.2024 to 28.05.2024. Chief Guest – Hon’ble President of India.
- “Fabrication of IREDA Pavilion at Inter Solar Europe” organized by Indian Renewable Energy Development Agency (IREDA) at Munich, Germany from 19.06.2024 to 21.06.2024.
- “Fabrication of SECI Pavilion at Inter Solar Europe” organized by Solar Energy Corporation of India Ltd. at Munich, Germany from 19.06.2024 to 21.06.2024.
- “World Heritage Council Meeting” organized by Ministry of Culture, Government of India at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi from 21st to 31st July, 2024. Chief Guest - Hon’ble Prime Minister of India.
- “India Exhibition” organized by Ministry of Tourism on the occasion of “World Heritage Council Meeting” organized by Ministry of Tourism, Government of India at Hall No: 14, ITPO, New Delhi from 21st to 31st July, 2024. Chief Guest: Hon’ble Union Minister for Tourism & Culture, Government of India.
- “Bike Rally” organized by the Ministry of Culture, Government of India from ITPO, Pragati Maidan to Major Dhyanchand National Hockey Stadium to publicize the “Har Ghar Tiranga” campaign on 13th August, 2024. Chief Guest – Hon’ble Vice - President of India.
- “2nd Asia Pacific Ministerial Conference on Civil Aviation” organized by Ministry of Civil Aviation at The Ashok Hotel Bharat Mandapam from 10th to 12th September, 2024. Chief Guest, Hon’ble Prime Minister of India.

- “IREDA Pavilion” organized by IREDA during Green Hydrogen Conference at ITPO, Delhi from 11th to 13th September, 2024.
- “IREDA Pavilion” organized by IREDA during Reinvest Conference & Exhibition at Mahatma Mandir Convention & Exhibition Centre, Gandhinagar, Gujarat from 16th to 18th September, 2024.
- “8th India Water Week” organised by the Ministry of Jal Shakti, Government of India at Bharat Mandapam, New Delhi, from 17-20 September, 2024. Chief Guest, Hon’ble President of India.
- “PM Vishwakarma” Exhibition organized by Ministry of MSME at Wardha, Maharashtra from 20th to 22nd September, 2024. Chief Guest, Hon’ble Prime Minister of India.
- “World Tourism Day Celebrations – 2024” organized by Ministry of Tourism, Government of India at Plenary Hall, Vigyan Bhawan, New Delhi on 27th September, 2024. Chief Guest, Hon’ble Vice – President of India.
- “Bharatiya Kala Mahotsav” organized by NEHHDC, Ministry of DoNER, Government of India at Rashtrapati Nilayam, Hyderabad from 28th September to 6th October, 2024. Chief Guest, Hon’ble President of India.
- “10th Convocation of Atal Bihari Vajpayee Institute of Medical Sciences” organised by Dr. Ram Manohar Lohia Hospital at Bharat Mandapam, New Delhi on 30th September, 2024. Chief Guest, Hon’ble President of India.
- “India Pavilion” organized by HUDCO under the aegis of Ministry of Housing & Urban Poverty Alleviation during World Urban Forum – 2024 at Cairo, Egypt from 4th to 8th November, 2024
- “Vigilance Awareness Week – 2024: Culture of Integrity for Nation’s Prosperity” organized by Central Vigilance Commission on 8th November, 2024 at Plenary Hall, Vigyan Bhawan, New Delhi. Chief Guest: Hon’ble President of India.
- “Mysuru Sangeetha Sugandha” organized by Ministry of Tourism from 8th to 10th November, 2024 at Mysuru, Karnataka.
- “Eighth South and South West Asia Sub Regional Forum on Sustainable Development” organized by NITI Aayog from 12th to 14th November, 2024 at Bharat Mandapam, ITPO, Pragati Maidan, New Delhi.



- “12th International Tourism Mart – 2024 for The North East Region” organized by Ministry of Tourism, Government of India from 26th to 29th November, 2024 at Kaziranga, Assam. Chief Guest – Hon’ble Union Minister for Tourism & Culture, Government of India.
- “Dedication of the successful implementation of the new criminal laws to the nation” organized by Ministry of Home Affairs at Chandigarh on 3rd December, 2024. Chief Guest – Hon’ble Prime Minister of India.
- “Fourth National Conference of Chief Secretaries” organized by NITI Aayog at ICAR Complex, Pusa, New Delhi from 13th to 15th December, 2024. Chief Guest – Hon’ble Prime Minister of India.

10.9.13 Ashok International Trade (AIT)

Ashok International Trade Division, i.e. the AIT Division of ITDC facilitates duty free shopping facilities for international travellers. 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 fifteen duty-free shops, fourteen at seaports viz. Kamarajar, Kolkata, Haldia, Chennai, Kandla, Mangalore, Visakhapatnam, Goa, Paradip, Kakinada, Krishnapatnam, Cochin, V.O Chidambaram, JNPT and a duty-free shop at AAI’s Visakhapatnam International Airport which was won through a competitive bidding process. The division started the shop’s operation from 18.07.2024 at both International Arrival and Departure. 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.

10.9.14 Ashok Travels & Tours (ATT)

Ashok Travels and Tours (ATT), the Official Travel Partner of India’s Government and Public Sector, which is the travel wing of the ITDC, continues to be a significant player in travel and tourism industry. With its presence across five major cities – Delhi, Mumbai, Kolkata, Chennai,

and Bangalore – ATT offers a diverse range of travel-related services, from air ticketing and transport to cargo logistics and organized tours.

Key Activities and Milestones

1. **Government and PSU Collaborations:** ATT is one of the authorized travel agents (ATA’s) for providing airline ticketing services to the Government of India and its various Ministries and PSUs, as per the directives of the Department of Expenditure, Ministry of Finance. In addition to air ticketing, ATT continues to provide vehicles to the Lok Sabha Secretariat.
2. **Memorandum of Understanding (MoU) with CAPFs:** In April 2024, ATT signed a significant MoU-for providing Fixed Airline Fares to the Central Armed Police Forces (CAPFs), which includes the ITBP, NSG, AR, BSF, CISE, CRPF, SSB, and NDRF.
3. **Indian Contingent Send-off for Olympics 2024:** Ashok Travels and Tours had the honor of playing a pivotal role in the Indian Contingent Send-off Ceremony for the Olympics 2024. ATT was the official travel partner for the Indian team’s journey to Paris, handling their travel arrangements and ensuring seamless transport for the athletes and their support teams.
4. **Air Ticketing and Travel Management:** ATT continued to provide its unparalleled air ticketing services across various Government departments and events, with major bookings including
 - o Air ticketing for the Agricultural Scientists Recruitment Board (ASRB), National Law University (NLU), and National Health Science Research Centre (NHSRC).
 - o Handled both domestic and international air bookings of Department of Tourism (DoT) for the International Tourism Mart 2024 (ITM 2024).
 - o Organized a 180 seater charter plane with Air India for delegates traveling from Delhi to Dibrugarh as part of the ITM 2024.
5. **Transport & Hotel Booking Services:** ATT provide its services for :-
 - o Independence Day Celebrations (2024): Hotel bookings in August 2024 for the NITI Aayog. Additionally, 91 coaches were



arranged for the Ministry of Culture in August to support various cultural events.

- o **Water Week (2024):** Vehicles for the Ministry of Water Resources in September 2024 on the occasion of India Water Week.
- o **SAI Event (2024):** In October 2024, ATT organized an event for the Sports Authority of India (SAI) at The Ashok Banquet.
- o In November 2024, ATT provided 66 Innova Crysta vehicles for the Employees' Provident Fund Organization (EPFO).
- o Transport services were arranged for the Ministry of Tourism (MoT) in November 2024, with a fleet of 39 cars and 4 Volvo buses.
- o For the Utkal Kesari, Dr. Harekrushna Mehtab 125th Birth Anniversary celebration, arranged 49 coaches in November 2024.

10.9.15 Corporate Marketing & Public Relations Division

The Corporate Marketing and Public Relations team of ITDC have launched Mascot & Tagline of ITDC and have been constantly working towards strengthening the corporate image of ITDC. We Under Digital marketing strategy, have extensively utilized various social media platforms, including Facebook, X, Instagram, and YouTube, to maximise the visibility of ITDC through different promotional campaigns covering events across every verticals of ITDC extending to specific offerings such as meetings, incentives, conferences, exhibitions, weddings, other events, promotions for hotel and restaurant packages with extensive focus during festive seasons.

The division has implemented an elaborate marketing plan, focusing each of the commercial verticals of ITDC specially The Ashok & Hotel Samrat including invitation of food bloggers, and further dissemination of their reviews on various social media platforms and also in print media. Various specific key words have been used in order to enhance the visibility of ITDC website on various search engines.

The Public Relations at ITDC has been effective in managing the brand's image of ITDC through strategic communication and taking major initiatives under CSR activities. We have effectively utilized industry

magazines and journals, both in print and digital formats, to disseminate comprehensive information. The PR Division's efforts are aligned with promotional activities promoted through social media.

10.9.16 Ashok consultancy and Engineering services

Ashok Consultancy and Engineering Services, a prominent division of ITDC, undertakes services from concept to commissioning of Tourism Infrastructure Projects, SEL (Sound, Light, and Illumination) Shows, and Illumination Works for the Ministry of Tourism, State Tourism Departments, Public Sector Undertakings etc. Additionally, the division undertakes the up-gradation and renovation of ITDC properties.

The division specializes in preparing Detailed Project Reports (DPRs) for Tourism Infrastructure Development, Feasibility Reports and Consultancy Services to Ministry of Tourism and State Governments. It has a team of experienced engineers and architects with expertise in tourism infrastructure. The division has successfully completed over 111 tourism infrastructure projects and prepared more than 107 Detailed Project Reports in the tourism field so far.

Presently, the division is executing SEL Show at Rashtrapati Bhavan in New Delhi for an amount of Rs 47.12 Cr sanctioned by MOT and Musical Fountain & Water Screen Multimedia Projection Show at Nawal Sagar Lake, Bundi (Rajasthan) for an amount Rs.9.25 Cr sanctioned by MOT under CFA scheme. Apart from these, the execution of project "Tourism Infrastructure Project for the Sree Narayana Guru Spiritual Circuit in Kerala", sanctioned by MOT under SWADESH Darshan Scheme is also in progress and the works at Arruvippuram, Kunumpara and Chempazanthy are completed.

The division is also handling prestigious SEL shows, including multimedia projects at Leh Palace and Kargil (Ladakh), Sarkhej Roza (Ahmedabad), Udaigiri-Khandagiri Caves (Bhubaneswar), and Purana Quila (New Delhi). Recently, the division has submitted nine Detailed Project Reports for Illumination of Important Centrally Protected Monuments in various States for an amount of Rs 47.01 Cr to Ministry Of Tourism for approval.

10.9.17 Environment Management initiatives

ITDC has implemented various eco-friendly initiatives, including Effluent Treatment Plants (ETPs), Rainwater Harvesting Systems, Solar Energy, and other energy conservation measures across most of its properties.



Sustainable wastewater management has been ensured by installing STPs/ETPs at all ITDC properties. The Ashok and Samrat Hotels have a 1 MLD STP, while Hotel Kalinga Ashok in Bhubaneswar has a 30 KLD STP/ETP.

To minimize environmental impact, Organic Waste Converters have been installed at The Ashok and Samrat Hotels to manage hazardous waste effectively. Solar Water Heating Systems have been installed at The Ashok Hotel, New Delhi, and Hotel Kalinga Ashok, Bhubaneswar, for energy efficiency. Additionally, Hotel Kalinga Ashok has introduced standalone solar streetlights within its premises.

ITDC's commitment to environmental and social risk management is reflected in its recognition as a benchmark for sustainability performance. The Ashok Hotel, New Delhi, has been LEED Gold certified by the US Green Building Council since 2017 and Hotel Samrat since Feb 2024.

10.9.18 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 based out of Hotel Samrat, Centre of Excellence, New Delhi. The institute came into existence in 1971 for in-house training of employees of ITDC. The institute offers various degrees, diplomas and certificate courses as well as skill development courses of MoT in the area of hotels and hospitality.

AIH&TM also conducts the following courses and programs: -

- B.Sc. (Hotel & Hospitality Administration) with National Council for Hotel Management & Catering Technology (NCHMCT), Noida, Jawaharlal Nehru University (JNU).
- B.Voc. in Food Production with Jamia Milia Islamia, New Delhi.
- One-year Diploma courses in Food Production Management and Bakery & Confectionery, jointly with the 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 Entrepreneurship (RDAT) under the Ministry of Skill Development, interview and selection of apprentices is also conducted AIH&TM.
- Hunar se Rozgar (HSR) and Skill Testing and Certification (STC) Entrepreneurship Programme (EP) programs of the Ministry of Tourism.
- Under the CBSP program (Capacity Building for Service Provider) of the Ministry of Tourism, Government of India, AIH&TM, the HRD division of ITDC conducted the training of Taxi/Cab/Coach drivers under the Stakeholders' Awareness Program (fully sponsored by MoT under SAP).
- Induction & Orientation Assessment of cohorts of freshly joined Assistant Managers with ITDC Hotels in December 2024.
- Induction program for freshly joined supervisors with ITDC hotels in July 2024.
- Conducted training programme for National Security Council Secretariat Housekeeping staff for four Sundays viz. 28.04.24 to 19.05.2024 for 34 candidates.
- Participated in the UNESCO World Heritage Council convention at Bharat Mandapam from the 20th to the 31st of July 2024. The institute's students were outsourced with the Food & Beverage provision for the entire event alongside ITC Hotels. The institute reported a significant net profit as an outcome of the operations.
- Participated in Har Ghar Tiranga campaign with legislators, wherein AIH&TM provided food (volume – 2700 pax) to campaigners.
- Workshop on trade-specific subjects like Coffee, conducted by Third Wave Coffee.
- Students manage and organise theme lunches that pervade all aspects of hospitality operations for Independence Day, Diwali, and Christmas, among others.
- Guest lectures in physical and online modes on relevant topics of hospitality by renowned hospitality and culinary leaders. Students attended Chef Atul Kochhar's conducted 'Culinary Entrepreneurship and Business Strategies' in September 2024.



- Participation in World Tourism Day on 27th September in Vigyan Bhawan, New Delhi.
- Placements conducted towards the selection of students towards hospitality, retail and facility management enterprises predominantly in management positions along with operational positions.
- Participation in MoT SAP programs under DPPH, PRASHAD, and CBSP schemes conducted by students to augment sensitisation towards cleanliness through different activities.
- Competitions, seminars, workshops and nukkad natak are performed both within the premises and outside to achieve this purpose.
- In addition to above the, the Institute also conducts training programs for its employees regularly. The institute during the year is conducting various programs on the Tendering Process, Prevention of Sexual Harassment at the workplace, grooming classes, and vendor workshops during vigilance awareness week for the employees of the Corporation.

10.9.19 Corporate Social Responsibility (CSR)

The prescribed expenditure for FY 2023-24 was Rs. 44.32 lakh, however total expenditure for was Rs. 46.51 lakh. Pursuant to the approval of the Board, ITDC Board has decided to give Basic Life Support Ambulance to the hospital in Aspirational Districts in Uttar Pradesh and Meghalaya. Due to procedural delay and to applicability of Model code of Conduct owing to General Elections 2024, the Ambulances could be delivered to the Hospitals in Aspirational Districts by 31.07.2024 and accordingly the project was extended beyond the financial year with the approval of the Board. However the unspent CSR amount was deposited with a scheduled bank as per Section 135(6) of the Companies Act, 2013.

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.



10.9.20 Human Resource Management

The total manpower of ITDC for the year 2023-24 (as on 01.12.2024) is 439 comprising of 154 Executives and 285 Non-Executives. This includes 111 employees belonging to Scheduled Caste, 10 to Scheduled Tribe and 49 from Other Backward Classes. Further out of total manpower strength, 63 are women employees.

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

10.9.21 Information Technology Initiatives

Implemented Tally on cloud server. Implemented WebEx video conferencing. PMS Protel has been integrated with Tally. Implemented new software for Duty Free Shop, Vishakhapatnam. Tender has been floated for providing Wi-Fi at hotels The Ashok and Samrat. Human Resource Management System has been upgraded.



Backwater, Alappuzha, Kerala



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