



सत्यमेव जयते

MINISTRY OF TOURISM
GOVERNMENT OF INDIA

ANNUAL REPORT

2025-26



Golden Temple, Punjab





Annual Report 2025-26



MINISTRY OF TOURISM
GOVERNMENT OF INDIA

Jagannath Temple, Puri, Odisha





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2025-26**

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Tajmahal, Agra



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 kinds. 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 the Ministry of Tourism. Augmenting tourism infrastructure, easing of the visa regime, assurance of quality standards in services of tourism service providers, projection of the country as a 365-day 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 2025, India recorded Foreign Tourist Arrivals (FTAs) of 9.02 million (Provisional) which account for Foreign Exchange Earnings (FEEs) of 2,73,638 crores (Provisional estimate of 2025). Besides as per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 4132.8 million (provisional estimates) Domestic Tourist Visits (DTVs) all over the country during the year 2025.

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 2023-24 is 13.34%. The tourism sector contributes 5.22% 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 complement the efforts of respective State Governments/ UT Administrations for building tourism facilities across the country and has sanctioned ₹ 5290.33 crore for 76 projects, out of which 75 projects are reported physically completed.
- 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, 19 projects during 2024-25 and further 5 more projects during 2025-26 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 54 projects at the total cost of ₹ 1726.74 crore. with a cumulative release of ₹ 1200.47 crore till 31 December, 2025. Further, 16 new sites have also been identified for development under the PRASHAD Scheme covering 12 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 interests, 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 and Exhibitions (MICE), Sustainable Tourism, Rural Tourism, Medical and Wellness Tourism, Eco-Tourism, Golf, and Cruise Tourism.
- 1.9 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).
- 1.10 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.
- 1.11 Tourism Promotion: Major Events and Initiatives - During the Ministry of Tourism undertook a series of flagship events and promotional initiatives to showcase India's cultural, spiritual and tourism diversity and to strengthen domestic and international outreach.



1.12 *Mahakumbh 2025*, held at Prayagraj, Uttar Pradesh, was leveraged as a major tourism platform through establishment of an Incredible India Pavilion, dissemination of promotional creatives through Indian Missions and India Tourism Offices, operation of a multilingual Kumbh Tourist Infoline, collaboration with travel influencers, digital promotion and promotion of special tour packages and accommodation options, including luxury tent facilities developed by ITDC.

1.13 *Bharat Parv 2025* was organised from 26th to 31st January 2025 at the Lawns and Gyan Path in front of the Red Fort, Delhi, as part of the Republic Day celebrations. The event showcased India's unity in diversity through cultural performances, Republic Day Parade tableaux, participation of 26 Central Ministries and Departments, a *Dekho Apna Desh* experiential zone, and extensive representation of regional cuisine and crafts. The event promoted *Vocal for Local* and was attended by approximately 4.22 lakh visitors.

1.14 To strengthen India's position as a Meetings, Incentives, Conferences and Exhibitions (MICE) destination, the Ministry, in collaboration with the Department of Tourism, Government of Rajasthan and FICCI, organised the *Meet in India Conclave* on the sidelines of the 14th Great India Travel Bazaar (GITB) 2025 at Jaipur, focusing on opportunities, preparedness and challenges in the MICE sector.

1.15 As part of the 150th Birth Anniversary of Sardar Vallabhbhai Patel, *Rashtriya Ekta Diwas – Bharat Parv 2025* was organised from 01st to 15th November 2025 at the Statue of Unity, Ekta Nagar, Gujarat. Curated on the lines of Bharat Parv and aligned with the *Ek Bharat Shreshtha Bharat* initiative, the event featured an Incredible India Theme Pavilion, State/UT Tourism Pavilions, and Pan-India food showcases, with participation from 25 States/UTs.

1.16 The *13th International Tourism Mart (ITM) 2025*, held from 13 to 16 November 2025 at Gangtok, Sikkim, highlighted the tourism potential of the North Eastern Region. With participation from over 500 delegates, including international tour operators and buyers from around 19 countries, the event facilitated B2B interactions and showcased tourism products of all seven North Eastern States across themes such as river cruises, wildlife, culture, homestays, sustainability and adventure tourism.

1.17 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 1 Star to 5 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 digitalisation and promote ease of doing business for hospitality and 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 Centres.

- 1.18 Facilitative visa regime is a prerequisite 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 of December, 2025, e-visa facility has been extended to the nationals of 172 countries for entry through 33 designated international airports, 16 major Indian seaports and 2 land ports.
- 1.19 E-Visa is presently available under fourteen sub-categories i.e., e-Tourist Visa (for 30 days/01 year/05 years), e-Business Visa, e-Conference Visa, e-Medical Visa, e-Medical Attendant Visa, e-Ayush Visa, e-Ayush Attendant Visa, e-Student Visa, e-Student Dependent Visa, e-Transit Visa, e-Mountaineering Visa, e-Film Visa, e-Entry Visa and e-Production Investment Visa.
- 1.20 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 etc.
- 1.21 The Ministry of Tourism launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 Languages including Hindi & English on 08th February, 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.
- 1.22 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.
- 1.23 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, Bodh Gaya, Bangalore, Kolkata, Mumbai, Chennai, Guwahati and Hyderabad.
- 1.24 RCS-UDAN has been introduced with the main objective of facilitating/stimulating regional air connectivity by making it affordable. This is done through concessions by Central Government, State Governments and airport operators to reduce the cost of airline operations and financial support to meet the gap, if any, between 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 enabled 53 tourism routes operational for better connectivity of important tourist places including Iconic sites.

1.25 For a better and smoother 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 31st December, 2022 i.e., till 31st December, 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 31st December, 2022 in the States of Manipur, Mizoram and Nagaland has already been approved by the Ministry of Home Affairs.

1.26 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 utilised for projects specifically designed to improve the safety and security of women. As per the guidelines issued by Ministry of Finance dated 25th March 2015, the Ministry of Women and Child Development (MWCD) is the nodal Ministry responsibility for 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 Government 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'.

1.27 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.

1.28 The Ministry of Tourism issued modified guidelines for Recognition of Tourism Service Providers dated 08th December, 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.



1.29 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.

1.30 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, Radisson Group of Hotels and Lemon Tree Hotels, on the occasion of World Tourism Day, 2024. Whereas, during the second phase two more hotel chains viz. Hilton for the Stay and Royal Orchid Hotels Ltd. also signed 18 New MoUs with IHMs. A total of 70 MoUs have been signed between these leading Hotel Chains and Central IHMs. Area of collaboration under these MoUs are Student Engagement, Faculty Development, Short-term tourism & hospitality skilling & education and Institutional & Infrastructural Development.

MoUs between leading hospitality chains and 21 Institutes of Hotel Management. This partnership leverages the expertise of renowned private hotel chains to provide students with exposure to industry best practices, thereby enhancing their employability and ensuring that tourists visiting India receive top-quality services.

1.31 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.

1.32 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.

1.33 With the purpose of job creation, the Ministry of Tourism on 08th March, 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 was made online (Beta version) w.e.f. 12th August, 2022. The IITFs 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 tourists, from their own comfort of location, can search the facilitators/Guides for any destination and make the booking for their 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.

1.34 At the conclusion of a fortnight of celebration of Swachhta Hi Seva campaign, a Mega Event for carrying out major cleanliness drive and awareness programme in the presence of Secretary (Tourism) on 25th September 2025 at IHM Pusa, New Delhi Approx. 500 participants took part in the Mega Event. To boost the morale of cleaning staff / Safai Mitra a felicitation programme was held on 19th September 2025 at the Media Centre, Transport Bhawan, New Delhi. During the programme, Safai Mitras were honored with the Dignity Badge of Swachhta Prahri, Angavastra and flower bouquets, in the presence of officials of the Ministry of Tourism. Additionally, the Ministry of Tourism organised a Swachhta Campaign from 2nd to 31st October 2025. During this period, subordinate offices and institutions under the Ministry conducted various cleanliness-related activities. As part of the campaign, the SBM Division of the Ministry of Tourism carried out a Cleanliness Drive and Plantation Drive on 17th October 2025 in and around Transport Bhawan, New Delhi. A Swachhta Pakhwada Award Ceremony 2025 was also organised on 03rd November 2025 at the Media Centre, Transport Bhawan, New Delhi.

1.35 A total of 658 RTI applications were received during the period from 1st January to 31st December, 2025 in Ministry of Tourism and suitable actions have been taken in time-bound manner.

Rishikesh, Uttarakhand



Ministry of Tourism's Role and its Functions

2.1 The Organisation

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 association and the representatives of the 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.

India tourism 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 to Chapter No.9 Human Resource Development)

2.2 Role and Functions of the Ministry of Tourism

The Ministry has the following main functions: -

i. Policy matters

The Ministry of Tourism handles all policy matters related to 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 association 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 programmes related to the tourism sector.



v. Infrastructure & Product Development

The Ministry of Tourism through its 'Swadesh Darshan', and Pilgrimage Rejuvenation, Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies' Schemes provides financial assistance to undertake 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 Coordination 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 and their executing arms (Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertakings), State machineries and Industry association 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 Undertakings 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 programmes 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 association 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 21th June 2023 under the chairmanship of Hon'ble Minister of Tourism with a tenure of 3 years. The committee consists of important Ministries, individual experts in the field of travel and tourism management and Ex-officio members from Industry association.



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



Dr. Srivatsa Krishna, IAS
Secretary to the
Government of India

SPECIAL/ADDITIONAL SECRETARY LEVEL OFFICER



Shri Suman Billa
Additional Secretary &
Director General
(Tourism)



Ms. Vandana Jain
Additional Secretary
& Financial Adviser



Shri Gyan Bhushan
Senior Economic
Adviser

JOINT SECRETARIES AND EQUIVALENT



Dr. Promodita Sathish
Economic Advisor
(Tourism)



Shri. M.R. Synrem
Joint Secretary &
Additional Director
General (Tourism)



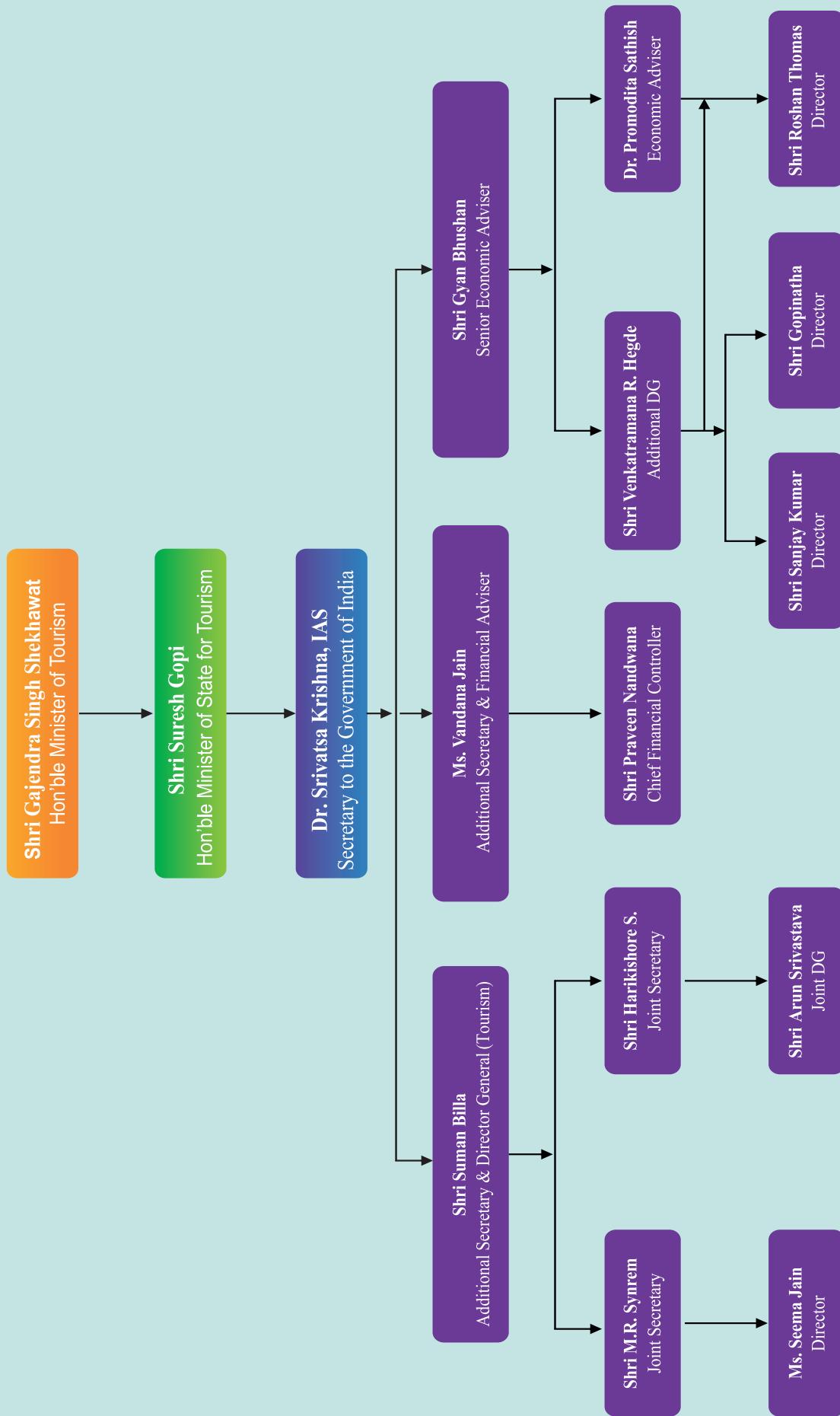
Shri Harikishore S
Joint Secretary
(Tourism)



Shri Venkatramana R. Hegde
Additional Director
General (ISS)



ORGANISATIONAL CHART OF MINISTRY OF TOURISM



Virupaksha Temple, Hampi, Karnataka



Destination Development

3.1. Swadesh Darshan

3.1.1. The Ministry of Tourism launched its flagship scheme of 'Swadesh Darshan' in 2014-15 to complement the efforts of respective State Governments/ UT Administrations for developing tourism facilities across the country and has sanctioned ₹ 5,290.33 crore for undertaking 76 projects, out of which 75 projects are reported physically complete. The details of the projects sanctioned under Swadesh Darshan scheme are as under: -

Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
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 - Ubbaladugu 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
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- Dibr- Saikhowa	94.68



Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
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 Bodh Gaya	95.18
12	Bihar	Rural Circuit 2017-18	Development of Bhitiharwa- Chandrahia- Turkaulia	44.27
13	Bihar	Spiritual Circuit 2017-18	Development of Mandar Hill & Ang Pradesh	44.55
14	Chhattisgarh	Tribal Circuit 2015-16	Development of Jashpur- Kunkuri- Mainpat- Kamleshpur - Maheshpur -Kurdar - Sarodhadadar- Gangrel- Kondagaon- Nathiyanawagaon- Jagdalpur- Chitrakoot- Tirthgarh	96.10
15	Goa	Coastal Circuit 2016-17	Development of Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail	97.65
16	Goa	Coastal Circuit 2017-18	Development of Coastal Circuit II: Rua De Orum Creek - Dona Paula -Colva - Benaulim	99.35
17	Gujarat	Heritage Circuit 2016-17	Development of Ahmedabad- Rajkot- Porbandar -Bardoli- Dandi	59.17
18	Gujarat	Heritage Circuit 2016-17	Development of Vadnagar- Modhera	91.12
19	Gujarat	Buddhist Circuit 2017-18	Development of Junagadh- Gir Somnath- Bharuch-Kutch- Bhavnagar- Rajkot- Mehsana	26.68
20	Haryana	Krishna Circuit 2016-17	Development of Tourism Infrastructures at places related to Mahabharata in Kurukshetra	77.39
21	Himachal Pradesh	Himalayan Circuit 2016-17	Development of Himalayan Circuit: Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba	68.34



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Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
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



Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
34	Madhya Pradesh	Wildlife Circuit 2015-16	Development of Wildlife Circuit at Panna- Mukundpur- Sanjay- Dubri- Bandhavgarh- Kanha- Mukki- Pench	92.10
35	Madhya Pradesh	Buddhist Circuit 2016-17	Development of Sanchi-Satna- Rewa-Mandsaur-Dhar	74.02
36	Madhya Pradesh	Heritage Circuit 2016-17	Development of Gwalior - Orchha - Khajuraho - Chanderi - Bhimbetka - Mandu	89.82
37	Madhya Pradesh	Eco Circuit 2017-18	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River	93.76
38	Maharashtra	Coastal Circuit 2015-16	Development of Sindhudurg Coastal Circuit - Sagarshwar, Tarkarli, Vijaydurg (Beach & Creek), Mitbhav	19.06
39	Maharashtra	Spiritual Circuit 2018-19	Development of Waki- Adasa- Dhapewada- Paradsingha- Telankhandi- Girad	45.47
40	Manipur	North-East Circuit 2015-16	Development of Tourist Circuit in Manipur: Imphal- Khongjom	72.23
41	Manipur	Spiritual Circuit 2016-17	Development of Shri Govindajee Temple, Shri Bijoy Govindajee Temple - Shri Gopinath Temple - Shri Bungshibodon Temple - Shri Kaina Temple	45.34
42	Meghalaya	North-East Circuit 2016-17	Development of Umium (Lake View), U Lum Sohpetbneng- Mawdiangdiang - Orchid Lake Resort	99.13
43	Meghalaya	North-East Circuit 2018-19	Development of West Khasi Hills (Nongkhlaw- KremTirot - Khudoi & Kohmang Falls - Khri River- Mawthadraishan, Shillong), Jaintia Hills (Krang Suri Falls- Shyrmang- Iooksi), 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



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Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
45	Mizoram	Eco Circuit 2016-17	Development of Eco-Adventure Circuit Aizawl -Rawpuichhip - Khawhphawp - Lengpui - Chatlang- Sakawrhmuittuaitlang - Muthee - Beratlawng -Tuirial Airfield - Hmuifang	66.37
46	Nagaland	Tribal Circuit 2015-16	Development of Tribal Circuit Peren- Kohima- Wokha	97.36
47	Nagaland	Tribal Circuit 2016-17	Development of Mokokchung- Tuensang-Mon	98.14
48	Odisha	Coastal Circuit 2016-17	Development of Gopalpur, Barkul, Satapada and Tamara	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), Katu 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



Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
56	Rajasthan	Heritage Circuit 2017-18	Development of Heritage Circuit Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Facade Illumination in Jaipur and Nahargarh Fort) -Jhalawar (Gagron Fort) - Chittorgarh (Chittorgarh Fort) - Jaisalmer (Jaisalmer Fort) - Hanumangarh (Gogamedi) - Udaipur (Pratap Gaurav Kendra) - Dholpur (Bagh-I-Nilofor and Purani Chawani) - Nagaur (Meera Bai Smarak, Merta) - Tonk (Sunehri Kothi)	70.61
57	Sikkim	North-East Circuit 2015-16	Development of Tourist Circuit linking Rangpo (entry) - Rorathang- Aitar- 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- Mamallapuram- 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- Narikel Kunja- Gandachara- Ambassa	82.85



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Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
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	Ramayana Circuit 2016-17	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
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)	36.65
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

Sr. No	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (₹ Cr.)
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	17.50
Total				5290.33

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 as Convention Centres, Log Huts, Cafeteria, Public Facilities, Tourist Facilitation Centres, Souvenir shops, Cultural Centres, Interpretation Centre, Last Mile Connectivity, Provision of Ramps at public places, Adventure Activities, Facade beautification, Landscaping works (Hard & Soft), Parking, etc.



Sound & Light 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 2024-25, 19 projects during 2024-25 and further 5 more projects during 2025-26 (as on 30th October 2025) for development under Swadesh Darshan 2.0. The details of the projects sanctioned are as under:



Sr. No	State	Year of Sanction	Destination	Name of the Experience	Amount Sanctioned (₹ Cr.)
1	Andhra Pradesh	2024-25	Bapatala	Development of Suryalanka Beach Experience	97.52
2	Andhra Pradesh	2023-24	Araku- Lambasingi	Borra Cave Experience at Araku	29.88
3	Arunachal Pradesh	2023-24	Nacho	Unlock Nacho Expedition	14.02
4	Arunachal Pradesh	2023-24	Mechuka	Mechuka Cultural Haat	18.48
5	Arunachal Pradesh	2023-24	Mechuka	Mechuka Adventure Park	12.75
6	Assam	2023-24	Kokrajhar	Kokrajhar Wetland Experience	26.67
7	Assam	2023-24	Jorhat	Reimagining Cinnamara Tea Estate	23.88
8	Bihar	2024-25	Bodh Gaya	Development of the Buddhist Meditation & Experience Centre, Bodh Gaya	165.44
9	Chhattisgarh	2024-25	Kawardha	Bhoramdeo Corridor Development, Kabirdham District	145.99
10	Dadra & Nagar and Haveli and Daman and Diu	2024-25	Daman	Daman Convention Centre	147.13
11	Goa	2023-24	Porvorim	Porvorim Creek Experience	24.07
12	Goa	2023-24	Colva	Colva Beach Experience	19.89
13	Haryana	2024-25	Panchkula	Development of Adventure Tourism Hub at Tikkar Taal and Adventure Park	26.68
14	Haryana	2024-25	Panchkula	Rejuvenation of Yadavindra Garden	65.82



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Sr. No	State	Year of Sanction	Destination	Name of the Experience	Amount Sanctioned (₹ Cr.)
15	Himachal Pradesh	2024-25	Maa Chintpurni Temple (District - Una)	Development of Maa Chintpurni Devi Temple, Una	56.26
16	Karnataka	2023-24	Hampi	Setting up of "Traveller Nooks"	25.64
17	Karnataka	2023-24	Mysuru	Tonga ride Heritage experience zone	2.72
18	Karnataka	2023-24	Mysuru	Ecological Experience Zone	18.48
19	Kerala	2023-24	Kumarakom	Kumarakom Bird Sanctuary Experience	13.81
20	Kerala	2024-25	Alappuzha	Alappuzha: A Global Water Wonderland	93.18
21	Kerala	2024-25	Malampuzha	Enhancement of Tourist Experience at Malampuzha Garden and Leisure Park	75.87
22	Ladakh	2023-24	Leh	Julley Leh Biodiversity Park	23.17
23	Ladakh	2023-24	Kargil	Exploring LOC and Hundarman village Experience	11.91
24	Lakshadweep	2024-25	Bangaram	Enhancement of Tourist Experience at Bangaram	81.18
25	Madhya Pradesh	2023-24	Gwalior	Phoolbagh Experience Zone	16.74
26	Madhya Pradesh	2023-24	Chitrakoot	Spiritual experience at Chitrakoot	27.21
27	Madhya Pradesh	2024-25	Pitambara Peeth, Datia	Development of Pitambara Peeth Datia	44.24
28	Maharashtra	2024-25	Pune	Shivsrushti Historical Theme Park- Phase 3	76.22
29	Meghalaya	2023-24	Sohra	Waterfall Trails Experience	27.60
30	Meghalaya	2023-24	Sohra	Meghalayan Age Cave Experience	32.45



Sr. No	State	Year of Sanction	Destination	Name of the Experience	Amount Sanctioned (₹ Cr.)
31	Mizoram	2024-25	Champhai	Eco Resort Experience at Keilungliah, Zote, Ngur & Mualbuhvum, Champhai	38.85
32	Mizoram	2024-25	Champhai	Heritage and Cultural Centre, Champhai	33.87
33	Mizoram	2025-26	Thingsulthliah	Construction of Conference Centre	99.71
34	Nagaland	2023-24	Chumoukedima	Eco-Tourism Exp at Chumoukedima viewpoint	7.87
35	Nagaland	2023-24	Chumuoukedima	Tribal Cultural Experience at Midway Retreat	21.56
36	Nagaland	2024-25	Chumuoukedima	Adventure Tourism Experience at Jacob Village	32.54
37	Puducherry	2023-24	Karaikal	Karaikal beach and waterfront experience	20.29
38	Punjab	2023-24	Kapurthala	Eco Tourism experience at Kanjli wetland	20.06
39	Punjab	2023-24	Amritsar	Border Tourism Experience at Attari	25.91
40	Rajasthan	2023-24	Bundi	Spiritual Experience, Keshavraipatan	21.65
41	Rajasthan	2024-25	Sikar	Development works at Shri Khatu Shyam Ji Temple (Sikar)	87.87
42	Rajasthan	2024-25	Karni Mata temple, Bikaner District	Development Works at Shri Karni mata mandir, Bikaner	22.58
43	Rajasthan	2024-25	Malaseri Dungari (District - Bhilwara)	Development of Malaseri Dungri, Bhilwara District	48.73



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03 | Destination Development

Sr. No	State	Year of Sanction	Destination	Name of the Experience	Amount Sanctioned (₹ Cr.)
44	Sikkim	2023-24	Gyalshing	Eco-wellness Experience at Yuksom Cluster	15.41
45	Sikkim	2023-24	Gangtok	Gangtok Cultural Village	22.60
46	Tamil Nadu	2023-24	Mamallapuram	Immersive experience at Shore Temple	30.02
47	Telangana	2023-24	Bhongir	Bhongir Fort Experiential Zone	56.82
48	Telangana	2023-24	Ananthagiri	Eco tourism zone at Ananthagiri forest	38.01
49	Tripura	2024-25	Agartala	Tripura Heritage Village & Sangeet Experience at Agartala (Phase-1 & 2)	48.95
50	Uttar Pradesh	2023-24	Prayagraj	Azad Park and Dekho Prayagraj Trail Experience	14.52
51	Uttar Pradesh	2023-24	Naimisaranya	Vedic-wellness Experience	17.80
52	Uttarakhand	2023-24	Pithoragarh	Rural Tourism Cluster Experience at Gunji	17.86
53	Uttarakhand	2023-24	Champawat	Tea Garden Experience	19.89
Total					2208.27



Kokrajhar Wetland Experience, Kokrajhar, Assam (Rendition)



Tripura Heritage Village & Sangeet Experience at Agartala, Tripura (Rendition)



Spiritual Experience at Keshavraipatan, Bundi, Rajasthan (Rendition)



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



03 | Destination Development



Mechuka, Arunachal Pradesh Cultural Haat Experience (Rendition)



Iorhat, Assam, Reimagining Cinnamara Tea Estate (Rendition)



Mawmluh Caves, Sohra, Meghalaya (Rendition)



Gangtok Cultural Village, Gangtok, Sikkim (Rendition)



Bhongir, Telangana, Bhongir Fort Experiential Zone (Rendition)



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



Setting up of "Travelers Nooks", 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)

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

3.1.5. The Scheme focuses on whole-of-Government approach and proposes convergence 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 issued guidelines for “Challenge Based Destination Development”, a sub-scheme under Swadesh Darshan 2.0. This sub-scheme aims for holistic development of destination to enhance tourist experience across all of tourist value chain to transform our tourist destinations as sustainable and responsible destinations. Under this sub-scheme, the Ministry of Tourism has sanctioned 36 projects from 36 destinations having total cost of ₹ 648.11 Cr. The details of these projects are as given below:

Sr. No.	State/UT	Year of Sanction	Name of the Project	Category	Sanctioned Cost (₹ Cr.)
1	Andhra Pradesh	2024-25	Ahobilam-A spiritual Odyssey	Spiritual Tourism	25.00
2	Andhra Pradesh	2024-25	Enriching Buddhist Heritage and Cultural Experiences at Nagarjuna Sagar	Culture & Heritage	25.00
3	Arunachal Pradesh	2024-25	Bichom Dam Adventure & Eco-Tourism Project	Ecotourism and Amrit Dharohar Sites	9.90
4	Arunachal Pradesh	2024-25	Kibhito Frontier Tourism - Gateway to Serenity	Vibrant Village Programme	4.96
5	Assam	2024-25	Panidhing Bird Sanctuary, Sivasagar	Ecotourism and Amrit Dharohar Sites	9.99
6	Bihar	2024-25	Development of Tourist Facilities at Sonepur Mela Ground, Saran	Culture & Heritage	24.29
7	Chhattisgarh	2024-25	Development of Mayali Bagicha as Eco Tourism Destination	Ecotourism and Amrit Dharohar Sites	9.97
8	Goa	2024-25	Beautification and Development of Harvalem Waterfall at Mayem Village	Ecotourism and Amrit Dharohar Sites	9.81
9	Gujarat	2024-25	Transformation of sharmishtha Lake: Light & culture at Vadnagar	Culture & Heritage	17.29



Sr. No.	State/UT	Year of Sanction	Name of the Project	Category	Sanctioned Cost (₹ Cr.)
10	Gujarat	2024-25	The Sacred Ocean Retreat at Harsiddhi Shore, Porbandar	Spiritual Tourism	24.66
11	Gujarat	2024-25	THOL: Transformative Tourism Harmonious Sustainability, Optimized Skilling Leading Technology	Ecotourism and Amrit Dharohar Sites	9.96
12	Himachal Pradesh	2024-25	Tourism Infrastructure Development at Kaza	Culture & Heritage	24.82
13	Himachal Pradesh	2024-25	Tourism Infrastructure Development at Rakchham, Chhitkul	Vibrant Village Programme	4.96
14	Jharkhand	2024-25	Tourism Infrastructure Development at Ramrekha Dham, Simdega	Spiritual Tourism	18.87
15	Kerala	2024-25	Thalassery: The Spiritual Nexus	Spiritual Tourism	25.00
16	Kerala	2024-25	Varkala- Dakshin Kashi	Culture & Heritage	25.00
17	Ladakh	2024-25	Advancing Mushkoh as a Sustainable Tourism Hub: Integrating wildlife Sightings and community progress	Ecotourism and Amrit Dharohar Sites	9.82
18	Madhya Pradesh	2024-25	Medieval Splendor 2.0, Orchha	Spiritual Tourism	25.00
19	Maharashtra	2024-25	Development of Ahmednagar Fort	Culture & Heritage	25.00



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Sr. No.	State/UT	Year of Sanction	Name of the Project	Category	Sanctioned Cost (₹ Cr.)
20	Manipur	2024-25	Development of Ancient capital of Manipur, Langthabal Konung	Culture & Heritage	24.69
21	Meghalaya	2024-25	Mawphlang cultural & Heritage centre	Culture & Heritage	24.87
22	Meghalaya	2024-25	Nartiang Spiritual & Cultural Centre	Spiritual Tourism	24.87
23	Nagaland	2024-25	Soulful Trails: The Impur Heritage Experience, Impur Village	Spiritual Tourism	24.94
24	Nagaland	2024-25	Development of wings over Doyang: An Eco-Tourism Haven Doyang Reservoir	Ecotourism and Amrit Dharohar Sites	10.00
25	Puducherry	2024-25	Development of White Town	Culture & Heritage	22.19
26	Punjab	2024-25	Cultural and Heritage Strech at Hussainiwala Border, Ferozepur	Culture & Heritage	25.00
27	Punjab	2024-25	Heritage street -A Symbol of peace and Harmony at Sri Anandpur Sahib, Rupnagar	Spiritual Tourism	24.90
28	Sikkim	2024-25	Echoes of Valor: The Gnathang Valley Experience," Gnathang Village	Vibrant Village Programme	5.00
29	Sikkim	2024-25	Kabi Chronicles: A journey through Unity and Heritage, Kabi, Mangan	Spiritual Tourism	24.96
30	Tamil Nadu	2024-25	Iconic Transformation of Rameswaram	Spiritual Tourism	20.01



Sr. No.	State/UT	Year of Sanction	Name of the Project	Category	Sanctioned Cost (₹ Cr.)
31	Telangana	2024-25	Digital Experience Centre at Bhuddhavanam in Nalgonda	Culture & Heritage	24.85
32	Telangana	2024-25	Development of Eco-Tourism Project at Nizam Sagar, Kamareddy	Ecotourism and Amrit Dharohar Sites	9.98
33	Uttar Pradesh	2024-25	Development of Cultural Landscape at Mahoba	Culture & Heritage	24.98
34	Uttarakhand	2024-25	Development of Jadung Festive Ground, Jadung	Vibrant Village Programme	4.99
35	Uttarakhand	2024-25	Development of Kainchidham campus, Kainchidham	Spiritual Tourism	17.60
36	Uttarakhand	2024-25	Mana Haat project	Vibrant Village Programme	4.99
Total					648.11

*Bichom Dam Adventure & Eco-Tourism Project, Arunachal Pradesh (Rendition)*



Development of Eco-Tourism Project at Nizam Sagar, Telangana (Rendition)



Development of Kainchi Dham Campus, Uttarakhand (Rendition)

3.1.7 Special Assistance to States for Capital Investment (SACSI Scheme) - Development of Iconic Tourist Centres to Global Scale

In addition, Government of India has sanctioned **40 projects amounting to ₹3295.76 Cr.** in consultation with the State Governments on the given parameters and have been funded by Department of Expenditure. The details of these projects are as under:



Sr. No.	State	Year of Sanction	Name of the Project	Sanctioned Cost (₹ Cr.)
1	Andhra Pradesh	2024-25	Enriching the fort and Gorge Experience in Gandikota	77.91
2	Andhra Pradesh	2024-25	Akhanda Godavari- (Havelok Bridge & Pushkar Ghat) in Raja Mahendravaram,	94.44
3	Arunachal Pradesh	2024-25	Siang Adventure & Eco-Retreat in Pasighat	46.48
4	Assam	2024-25	Assam State Zoo Cum Botanical Garden in Guwahati	97.12
5	Assam	2024-25	Beautification of Rang Ghar in Sivasagar	94.76
6	Bihar	2024-25	Development of Matsyagandha Lake in Saharsa	97.61
7	Bihar	2024-25	Karamchat Eco-Tourism and Adventure Hub in Karamchat	49.51
8	Chhattisgarh	2024-25	Development of Chitrotpala Film City in Raipur	95.79
9	Chhattisgarh	2024-25	Development of Tribal & Cultural Convention Centre in Raipur	51.87
10	Goa	2024-25	Chhatrapati Shivaji Maharaj Museum in Ponda	97.46
11	Goa	2024-25	Townsquare in Porvorim	90.74
12	Gujarat	2024-25	Ecotourism Destination at Kerly (Mokarsagar) in Porbandar	99.50
13	Gujarat	2024-25	Tented City and Convention Centre in Dhordo	51.56
14	Jharkhand	2024-25	Eco-Tourism Development of Tilaiyya in Koderma	34.87
15	Karnataka	2024-25	Ecotourism & Cultural Hub at Roerich and Devika Rani Estate Tataguni in Bengaluru	99.17
16	Karnataka	2024-25	Development of Savadatti Yallamma gudda in Belgavi	100.00
17	Kerala	2024-25	Ashtamudi Biodiversity and Eco-recreational Hub in Kollam	59.71
18	Kerala	2024-25	Global Gateway to Malabar's Cultural Crucible in Sargaalayaa	95.34
19	Madhya Pradesh	2024-25	Orchha A Medieval Splendour in Orchha	99.92
20	Madhya Pradesh	2024-25	International Convention Centre for MICE in Bhopal	99.38



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Sr. No.	State	Year of Sanction	Name of the Project	Sanctioned Cost (₹ Cr.)
21	Maharashtra	2024-25	INS-Guldar Underwater Museum, Artificial Reef, and submarine Tourism in Sindhudurg	46.91
22	Maharashtra	2024-25	Development of RAM-KAL PATH in Nashik	99.14
23	Manipur	2024-25	Loktak Lake Experience in Loktak	89.48
24	Meghalaya	2024-25	MICE Infrastructure in Mawkhana	99.27
25	Meghalaya	2024-25	Redevelopment of Umiam Lake in Shillong	99.27
26	Odisha	2024-25	Development of Hirakund	99.90
27	Odisha	2024-25	Development of Satkosia	99.99
28	Punjab	2024-25	Development of Heritage Street as a tribute to Shaheed-e-Azam, Sardar Bhaghat Singh at Khatkar Kalan in SBS Nagar	53.45
29	Rajasthan	2024-25	Development at Amber-Nahargarh and Surrounding Area in Jaipur	49.31
30	Rajasthan	2024-25	Development at Jalmahal in Jaipur	96.61
31	Sikkim	2024-25	Skywalk, Bhaleydhunga, Yangang in Namchi	97.37
32	Sikkim	2024-25	Border Experience in Nathula	68.19
33	Tamil Nadu	2024-25	Development of Nandavanam Heritage Park in Mammallapuram	99.67
34	Tamil Nadu	2024-25	Eco Park at Race Course in Ooty	70.23
35	Telangana	2024-25	Ramappa Region Sustainable Tourism Circuit in Ramappa	73.74
36	Telangana	2024-25	Somasilla Wellness & Spiritual Retreat in Nallamala	68.10
37	Tripura	2024-25	Shakti Peethas Park at Banduar in Gomati	97.70
38	Uttar Pradesh	2024-25	Development of Bateshwar in District-Agra	74.05
39	Uttar Pradesh	2024-25	Integrated Buddhist Tourism Development in Shravasti	80.24
40	Uttarakhand	2024-25	Iconic City Rishikesh: Rafting Base Station in Rishikesh	100.00
TOTAL				3,295.76



MICE Infrastructure at Mawkhanu, Meghalaya (Rendition)



Skywalk, Bhaleydhunga, Yangang, Sikkim (Rendition)



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Integrated Buddhist Tourism Development, Shrawasti, Uttar Pradesh (Rendition)

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, 54 projects have been sanctioned across 28 States/UTs under PRASHAD Scheme. Since its launch in January 2015, projects worth ₹1726.74 crore have been sanctioned, and a total amount of ₹1200.47 crore has been released for these projects till date.

Year	No. of Sanctioned Projects	Sanctioned Amount (₹ crore)
2014-15	4	73.97
2015-16	7	179.72
2016-17	7	190.36
2017-18	5	186.04

Year	No. of Sanctioned Projects	Sanctioned Amount (₹ crore)
2018-19	5	202.84
2019-20	1	48.53
2020-21	7	272.25
2021-22	2	84.88
2022-23	6	270.49
2023-24	1	45.38
2024 -25	9	172.28
Total	54	1726.74

Projects Sanctioned under PRASHAD Scheme



Achievement:

- 54 projects have been sanctioned across 28 States/UTs at a total sanctioned cost of Rs. 1726.74 Cr. Till date, an amount of Rs. 1200.47 Cr. has been released.
- 32 projects are physically completed, while 18 projects are under implementation and 3 projects are in tendering stage whereas 1 project is foreclosed.
- 16 New sites have also been identified for development under the PRASHAD Scheme in 12 States/UTs.

**State wise Details of Projects under PRASHAD Scheme**

Sr. No.	State	Project Name	Financial Year	Final Sanction Amount (INR Cr.)	Amount Released (INR Cr.)	Status
1	Andhra Pradesh	Development of Amaravati Town, Guntur District as a Tourist Destination	2015-16	27.77	27.77	Completed
2	Andhra Pradesh	Development of Srisailam Temple	2017-18	43.08	43.08	Completed
3	Andhra Pradesh	Sri Varaha Lakshmi Narsimha Swami Vari Devasthanam at Simhachalam in Vishakhapatnam Temple	2022-23	54.04	27.37	Under Implementation
4	Andhra Pradesh	Development of Pilgrimage Tourism Infrastructure in Annaram Temple Town	2024-25	25.33	6.74	Under Implementation
5	Arunachal Pradesh	Development of Parshuram Kund, Lohit District	2020-21	37.88	31.02	Under Implementation
6	Assam	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	2015-16	29.80	29.80	Completed
7	Bihar	Development at Patna Sahib	2015-16	29.62	29.62	Completed
8	Bihar	Development of basic facilities at Vishnupad temple, Gaya, Bihar	2014-15	3.63	3.63	Completed
9	Bihar	Development of Ambika Bhawani Temple, Saran	2024-25	13.29	0	Tendering Stage
10	Chhattisgarh	Development of Maa Bamleshwari Devi Temple, Dongargarh, Rajnandgaon District, Chhattisgarh	2020-21	48.44	40.19	Completed
11	Goa	Development of Bom Jesus Basilica	2024-25	16.46	4.68	Under Implementation



Sr. No.	State	Project Name	Financial Year	Final Sanction Amount (INR Cr.)	Amount Released (INR Cr.)	Status
12	Gujarat	Development of Dwarka	2016-17	10.46	10.46	Completed
13	Gujarat	Development of Pilgrimage Amenities at Somnath	2016-17	45.36	45.36	Completed
14	Gujarat	Development of Promenade at Somnath, Gujarat	2018-19	47.12	47.12	Completed
15	Gujarat	Development of Pilgrimage Facilities at Ambaji Temple, Banaskantha, Gujarat	2022-23	50.00	30.00	Under Implementation
16	Haryana	Development of Mata Mansa Devi Temple and Nada Saheb Gurudwara in Panchkula District	2019-20	48.53	34.68	Under Implementation
17	Jammu & Kashmir	Development at Hazratbal Shrine, Srinagar	2016-17	40.46	34.30	Completed
18	Jharkhand	Development of Baba Baidyanath Dham, Deoghar	2018-19	36.79	34.95	Completed
19	Karnataka	Development of Pilgrimage Amenities at Sri Chamundeshwari Devi Temple, Mysuru	2023-24	45.38	13.33	Under Implementation
20	Karnataka	Development of Renuka Yallama Devi temple	2024-25	18.37	0	Tendering Stage
21	Karnataka	Development of Basic Amenities at Papnash Temple, Bidar District	2024-25	22.25	6.30	Under Implementation
22	Kerala	Development at Guruvayur Temple	2016-17	45.19	45.19	Completed
23	Madhya Pradesh	Development of Amarkantak	2020-21	49.99	42.55	Completed
24	Madhya Pradesh	Development of Omkareshwar	2017-18	43.93	43.93	Completed



Sr. No.	State	Project Name	Financial Year	Final Sanction Amount (INR Cr.)	Amount Released (INR Cr.)	Status
25	Maharashtra	Development of Trimbakeshwar	2017-18	45.41	38.44	Under Implementation
26	Meghalaya	Development of Pilgrimage Facilitation in Meghalaya	2020-21	29.29	27.78	Completed
27	Mizoram	Development of Infrastructure for Pilgrimage and Heritage Tourism in the State of Mizoram	2022-23	44.89	26.37	Under Implementation
28	Mizoram	Development of Basic Amenities under PRASHAD scheme in Vangchhia, Champhai District	2024-25	5.47	0	Under Implementation
29	Nagaland	Development of Pilgrimage Infrastructure in Nagaland	2018-19	25.20	23.56	Completed
30	Nagaland	Development of Pilgrimage Tourism Infrastructure at Zunheboto	2022-23	18.18	15.45	Completed
31	Odisha	Infrastructure Development at Puri, Shree Jagannath Dham - Ramachandi - Prachi River front at Demuli under Mega Circuit	2014-15	50.00	10.00	Foreclosed
32	Puducherry	Development of Pilgrim Facilities & Tourist attractions for Sri Dharbaranyeswara Temple	2024-25	25.94	0	Tendering Stage
33	Punjab	Development of Karuna Sagar Valmiki Sthal at Amritsar	2015-16	6.40	6.40	Completed



Sr. No.	State	Project Name	Financial Year	Final Sanction Amount (INR Cr.)	Amount Released (INR Cr.)	Status
34	Punjab	Development of Chamkaur Sahib at Rupar, Punjab	2021-22	30.52	23.80	Under Implementation
35	Rajasthan	Integrated Development of Pushkar/Ajmer	2015-16	32.64	26.11	Completed
36	Sikkim	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32	28.31	Completed
37	Tamil Nadu	Development of Kanchipuram	2016-17	13.99	13.99	Completed
38	Tamil Nadu	Development of Velankanni	2016-17	4.86	4.86	Completed
39	Tamil Nadu	Development of 8 Navagraha Temples	2024-25	40.94		Under Implementation
40	Telangana	Development of Jogulamba Devi Temple, Alampur	2020-21	38.90	33.07	Completed
41	Telangana	Development of Pilgrimage and Heritage Tourism Infrastructure at Rudreshwara (Ramappa) Temple, Mulugu	2022-23	62.00	32.73	Under Implementation
42	Telangana	Development of Pilgrimage Infrastructure at Bhadrachalam, Bhadradri Kothagudem District	2022-23	41.38	8.43	Under Implementation
43	Telangana	Development of Basic Amenities at goddess Renuka Yellama Devasthanam	2024-25	4.22	0	Under Implementation
44	Tripura	Development of Tripura Sundari Temple, Udaipur	2020-21	34.43	28.01	Under Implementation
45	Uttar Pradesh	Development of Varanasi - Phase -I	2015-16	18.73	18.73	Completed



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Sr. No.	State	Project Name	Financial Year	Final Sanction Amount (INR Cr.)	Amount Released (INR Cr.)	Status
46	Uttar Pradesh	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	10.98	10.98	Completed
47	Uttar Pradesh	River Cruise Tourism in Ganga, Varanasi	2017-18	9.02	9.02	Completed
48	Uttar Pradesh	Construction of Tourist Facilitation Centre at Vrindavan	2014-15	9.36	9.36	Completed
49	Uttar Pradesh	Development of Varanasi - Phase -II	2017-18	44.60	35.26	Completed
50	Uttar Pradesh	Development of Infrastructure facilities at Govardhan	2018-19	37.59	30.97	Completed
51	Uttarakhand	Integrated Development of Kedarnath	2015-16	34.77	34.77	Completed
52	Uttarakhand	Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham	2018-19	56.15	38.38	Under Implementation
53	Uttarakhand	Augmentation of Pilgrimage Infrastructure Facilities and Gangotri and Yamunotri Dham	2021-22	54.36	10.22	Completed
54	West Bengal	Development of Belur Math	2016-17	30.03	23.39	Completed
Total				1726.74	1200.47	

List of Newly Identified Sites under PRASHAD Scheme

Sr. No.	State/UT	Name of the Project
1	Andhra Pradesh	Vedagiri Lakshmi Narasimhawamy Temple, Nellore District
2	Bihar	Simariya Ghat, Begusarai District
3	Chhattisgarh	Kudargarh Temple, Surajpur District
4	Gujarat	Shri Nilkanth Mahadev Temple, Sunak, Mahesana
5	Jammu & Kashmir	Purmandal & Uttarbehni, Samba District
6	Madhya Pradesh	Sanicharadev Temple, Morena District
7	Maharashtra	Shri Ghrushneshwar Shivalaya, Aurangabad District
8	Maharashtra	Tuljapur, Osmanabad District
9	Maharashtra	Shri Kshetra Rajur, Ganpati Temple, Jalna District
10	Odisha	Chausath Yogini Temple, Ranipur, Jharial, Balangir District
11	Odisha	Maa Kichakeswari Temple, Kiching, Mayurbhanj District
12	Punjab	Durgiyana Temple, Amritsar District
13	Rajasthan	Sun Temple, Budhahita, Kota District
14	Uttar Pradesh	Shri Kali Mandir established by Adiguru Shankaracharya, Chowk, Lucknow
15	Uttar Pradesh	Pilgrimage sites of Braj
16	Uttarakhand	Timmersian Mahadev (Devnath), Chamoli District

Photos of completed components under PRASHAD Scheme



Illumination at Kusum Sarovar, Govardhan, Uttar Pradesh



Tourist Facilitation Centre, Vrindavan, Uttar Pradesh



Promenade at Somnath, Gujarat



Shivganga Pond, Deoghar, Jharkhand



Promenade at Somnath, Gujarat



Dhyana Budha at Amravati, Andhra Pradesh

3.3 Assistance to Central Agencies for Tourism Infrastructure Development:

Development of tourism infrastructure at tourism destinations can create a critical mass for achieving its targeted objectives and deliver 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.

**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	3.08	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	49.45	49.45	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 SarnathChaukhandi Stupa in Sarnath, Tomb of Lalkan in Sarnath and Man Mahal in Varanasi).	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
9	Development of a Walkway/ Promenade on Willingdon Island, Cochin, Kerala	Cochin Port Trust	28-10-2016	9.01	8.26	Completed



Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned	Amount Released	Status
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 Upgradation of Golf Course at SAI Trivandrum Golf Club by the Sports Authority of India	SAI	31-03-2017	24.65	9.27	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	Upgradation/modernisation 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	2.94	2.94	Completed
16	Infrastructural Development at JCP Attari, Wagha Border	BSF	12-06-2018	12.87	11.27	Completed
17	Improvement of immigration facility and deepening of existing cruise berth at Mormugao	Mormugao Port trust	24-08-2018	13.16	4.91	Foreclosed
18	Developing infrastructure at Cochin Port Cruise Terminal.	Cochin Port Trust	12-12-2018	1.20	1.14	Completed



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Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned	Amount Released	Status
19	Creation of additional tourism facilities at the Cochin Port Trust Walkway	Cochin Port Trust	12-12-2018	4.66	4.66	Completed
20	Construction of Cruise-Cum-Costal Cargo Terminal at Channel berth area in Outer Harbour of Visakhapatnam Port	Viskha-patnam 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	5.37	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



Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned	Amount Released	Status
28	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	ITDC	26-11-2020	23.22	5.15	Ongoing
29	3D visual projection mapping of NGMA Building	NCSM	31-03-2021	6.16	4.64	Physically Complete
30	Development of convention Centre and associated Infrastructure at Aizawl	WAPCOS	31-03-2021	39.94	31.09	Ongoing
31	Development of International and Domestic Cruse Terminal and allied facilities at Murmugao Port Trust, Goa	Mormugao Port Trust	10-09-2021	50.00	40.00	Ongoing
32	Upgradation/ Modernisation 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



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Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned	Amount Released	Status
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	0.18	Ongoing
38	Installation of Musical Fountain & Water Screen Multimedia based projection show at Nawal Sagar Lake, Bundi	ITDC	04-10-2023	9.25	2.13	Ongoing
39	Development of Sound & Light and Multimedia Show at Rashtrapati Bhawan	ITDC	28-03-2024	47.12	9.71	Ongoing
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
41	Illumination and allied works at Gangaikonda Cholapuram Temple, District - Ariyalur	ITDC	31-03-2025	11.47	0	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.

(Rs. in crore.)

Sr. No.	Year	No. of Project	Amount Sanctioned	Amount Release
1	2013-14	5	26.49	21.42
2	2014-15	2	10.40	9.42
3	2016-17	5	26.90	21.16
4	2017-18	4	17.76	10.28
5	2018-19	3	14.43	11.91
6	2019-20	2	9.54	4.76
7	2020-21	1	3.02	1.51
Total		22	108.54	80.46

Current Status of these projects is given as under: -

(Rs. in crore.)

Sr. No.	Name of Project	Amounts 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	4.00	Physically Complete
4	Gaya Railway Station	5.18	4.14	Physically Complete
5	Agra Cantt. Railway Station	5.05	5.05	Completed
6	Ajmer Railway Station	5.52	5.52	Completed
7	Jaipur Railway Station	4.88	3.90	Foreclosed
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	4.70	3.75	Completed
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	2.50	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. The project was completed at a cost of ₹ 12.00 crore.
 - Vizag-Arakku Valley Vishakhapatnam, Andhra Pradesh.
 - Route Dadar-Madgaon, Mumbai to Goa
 - 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. The project was completed at a cost of ₹ 2.24 crore.

British Residency, Uttar Pradesh



04

Strategy and Product Development



Identification, diversification, development, and promotion of niche tourism products in the country are the initiative of the Ministry to overcome "seasonality" and to promote India as a 365-day destination, to attract tourists with specific interests, 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 and 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 the Ministry of Tourism is aimed at positioning India as a preferred destination for adventure tourism globally and identifies the 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 Chairmanship of Secretary (Tourism), comprising representatives from identified Central Ministries/Organisations, State Governments/UT Administrations and Industry Stakeholders. The Board shall guide the operationalisation 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-based, water-based and air-based tourism. These guidelines include Standard Operating Procedures (SOPs) for compliance and reference.

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 organisation 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.



- The 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.
- Meet in India Conclave 2025: The Meet in India Conclave 2025 held from 4th – 6th May 2025 at Novotel Convention Centre, Jaipur organised by the Ministry of Tourism, Government of India. The Meet in India Conclave 2025 marked a critical step forward in positioning India as a premier global MICE destination. Bringing together international and domestic delegates, including top-tier government officials, international MICE operators, hospitality leaders and media, the conclave provided a collaborative platform to realign policy, infrastructure and branding with global expectations. The conclave featured high-impact sessions focused on policy innovation, infrastructure development, and marketing India’s MICE capabilities.



Meet in India Conclave

- The Ministry of Tourism in coordination with Indian Exhibition Industry Association (IEIA) organised MICE South India Thought Leaders Conference (SITLC) on 29th July 2025 in Chennai. During the event, the Ministry of Tourism reaffirmed its strong commitment to advancing India’s Meetings, Incentives, Conferences and Exhibitions (MICE) sector, with the vision of positioning the country as a global MICE hub. The event was attended by senior officials from State/UT Governments and stakeholders.



IEIA MICE Industry Leaders Connect Focus South

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 Strategy for Eco and Sustainable Tourism to position India as a preferred global destination for sustainable and responsible tourism.
- A National-level Workshop on developing "Sustainable and Responsible Tourist Destinations and Promoting Sustainable Tourism in the country" was chaired by the Secretary, Ministry of Tourism, at New Delhi on 11th September, 2025. The importance of sustainable tourism was underlined, emphasising that the sector's growth goes hand in hand with environmental protection, cultural preservation, and equitable community benefits. It was highlighted that tourism is inherently cross-sectoral—linked to culture, infrastructure, livelihoods, and the environment—and therefore requires a coordinated and collaborative approach.



Sustainable Tourism Development, Workshop and Consultation with State/UTs

Travel for LiFE - A Programme for the 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. The Ministry of Tourism launched 'Travel for LiFE' (TFL) programme 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) programme envisages to mainstream sustainability into the tourism sector towards developing a sustainable, responsible and resilient tourism sector.

4.4 Rural Tourism

Rural tourism can immensely contribute to the 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.

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 exemplifies 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 ensure 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 programmes were organised through technical sessions and workshops, addressing key challenges such as connectivity, marketing, and digital infrastructure. Familiarisation visits were organised to winning villages, highlighting best practices and community engagement models.

Participation in UNWTO "Best Tourism Villages" initiative

The Ministry of Tourism participates in the United Nations World Tourism Organisation'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 recognised 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 programme. A FAM trip for the Nationally recognised villages was conducted in collaboration with States.

The representatives from Dhordo, Gujarat made a presentation during the BTV Network Village Talks – Voices from the Ground webinar titled Tourism for Nature: Conserving Natural Resources through Sustainable Rural Development on Thursday, 31 July 2025, titled “Protecting Desert Ecosystems through Tourism” which highlighted Dhordo’s eco-friendly accommodations, promotion of local crafts, and seasonal tourism strategies that support both cultural preservation and the fragile desert ecosystem of the Rann of Kutch.

4.5 Cruise Tourism

The 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 discussions with stakeholders of global cruise business covering the entire gamut of cruise industry including Cruise Lines, Ports, Destinations, Tour Operators, Associations, CLIA, Seatrade, etc.



India Maritime Week 2025



The Ministry of Tourism participated in the India Maritime Week Conclave held from 27th - 31st October 2025 held at Mumbai where high-level discussions were held on industry trends, maritime reforms and investment opportunities.

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, among other.

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 Sarmoli Village, Uttarakhand Dawar Village, Jammu & Kashmir
- (iii) Enable digitalisation 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

The 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 (Tourism) in its meetings held from time to time.

Pattadakkal, Karnataka



Marketing and Promotion

Marketing & Promotion Division (Domestic)

5.1 Ministry of Tourism promotes tourism in the country in a holistic manner. It releases 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 domestically on social media.

5.1.1 Events/Exhibitions

5.1.1.1 Major Events of the Ministry of Tourism

Bharat Parv 21st to 31st January, 2026: Bharat Parv 2025 was organised by Ministry of Tourism at the Lawns and Gyan Path in front of Red Fort, Delhi as part of the Republic Day Celebrations from (26th – 31st January, 2025).

The highlights of the mega event are the Republic Day Parade tableaux, dynamic cultural performances by the Zonal Cultural Centres 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 was set up 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. Key highlights included 59 food stalls, 70 handicraft and handloom stalls, 34 State tourism pavilions, and 24 Central Ministry exhibits. Cultural performances by various Delhi based regional cultural



associations have been organised. 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.



Bharat Parv 21st to 31st January, 2026

2nd edition of Vividhta ka Amrit Mahotsav (6th and 9th March, 2025): - The 'Vividhta ka Amrit Mahotsav' was organised at Rashtrapati Bhavan to celebrate India's rich diversity and was inaugurated by the Hon'ble President of India. The second edition focused on the Southern States, showcasing the heritage and vibrant cultures of Karnataka, Kerala, Tamil Nadu, Telangana, Andhra Pradesh, Lakshadweep, and Puducherry.

The festival provided a platform for artists, artisans, performers, writers, and culinary experts to present cultural performances, handicraft and handloom exhibitions, literary activities, workshops, and regional cuisines. Over 400 artists performed folk and classical dance and music forms, vividly portraying South India's cultural essence. The Ministry of Tourism set up an interactive zone, a studio kitchen, and coordinated southern region food stalls, contributing significantly to the festival's success.



Vividhta ka Amrit Mahotsav

'Meet in India' Conclave (4th May 2025): The Ministry of Tourism in collaboration with Department of Tourism, Government of Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI) organised the 'Meet in India' Conclave on the sidelines of the 14th Great India Travel Bazaar Expo 2025 at Jaipur.

The event had panel discussions focusing on India's preparedness and opportunities for making India a preferred MICE destination, challenges faced by the event planners while organizing Conferences and Conventions in India. During the event, the experts discussed India's preparedness and opportunities for making India a preferred MICE destination.



'Meet in India' Conclave



International Day of Yoga (21st June, 2025) :-

The Ministry of Tourism, Government of India organised nationwide celebrations to mark the 11th International Day of Yoga (IDY) on 21st June 2025, aligned with the theme "Yoga for One Earth, One Health." Events were held at 40 culturally and naturally significant tourist sites across the country, integrating wellness with tourism and highlighting India's cultural and natural heritage.

The celebrations witnessed wide participation from citizens, tourists, students, yoga practitioners, and dignitaries, with 11 venues graced by Union Ministers, underscoring the national importance of yoga. Yoga experts highlighted yoga as a timeless gift of India's ancient tradition, promoting holistic health and self-realisation, and its growing global significance since its UN adoption in 2015.

To further strengthen the wellness tourism narrative, the Ministry leveraged Central IHMs and ICIs to organise Healthy Food Festivals, showcasing nutritious regional cuisines and promoting mindful eating. The initiative was complemented by extensive digital outreach and social media campaigns, enhancing public engagement and outreach, especially among youth and global audiences.

Overall, the IDY 2025 celebrations successfully showcased the synergy of yoga, culture, and tourism, reinforcing India's position as a leading global destination for wellness tourism and promoting its enduring legacy of health and harmony.

World Tourism Day (27th September, 2025): The Ministry of Tourism, Government of India, celebrated World Tourism Day 2025 on September 27, 2025, with the global theme "Tourism and Sustainable Transformation." The event brought together distinguished stakeholders from government, industry, academia, and civil society, reaffirming India's commitment to fostering cultural exchange, driving economic growth, and advancing sustainable practices in the tourism sector.

Key highlights of the celebration included the signing of Memorandums of Understanding (MoUs) with Netflix, Atithi Foundation, and leading online Travel Agencies (OTAs). The partnership with Netflix aims to promote Indian destinations through cinematic storytelling, leveraging curated trailers and global outreach to inspire travel to India. The MoUs with Atithi Foundation and OTAs focus on strengthening strategic research, innovation, capacity building, and post-travel visitor feedback collection, thereby enabling data-driven policy decisions by States and Union Territories.



Release of India Tourism Data Compendium



World Tourism Day

World Food India Reviving the Culinary Treasures of India (25th-28th September 2025): - The Ministry of Tourism organised a special culinary event titled "World Food India – Reviving the Culinary Treasures of India" from 25th-28th September 2025 at Bharat Mandapam, New Delhi, as part of the 4th edition of World Food India. The four-day event showcased India's rich culinary heritage and aimed at positioning Indian cuisine on the global stage.

The initiative focused on reviving forgotten food traditions, highlighting ancient cooking techniques, and exploring the export potential of indigenous ingredients. It



featured panel discussions, interactive masterclasses, and authentic food sampling sessions with the participation of renowned chefs, food historians, culinary experts, and industry leaders. Key themes included the revival of GI-tagged ingredients, Ayurveda-based food traditions, millet innovations, and indigenous food-based sustainability practices, reinforcing India's role as a global hub of sustainable and diverse gastronomy.



World Food India Reviving the Culinary Treasures of India

Mysuru Sangeetha Sugandha Festival (11th-12th October, 2025): - The Festival, organised by the Ministry, was held on 11th and 12th October 2025 at the Senate Hall, University of Mysore. The festival celebrated the confluence of music, culture, and tourism, aiming to position Mysuru as a leading music tourism destination. The event featured 106 artists from Carnatic and Hindustani traditions. The event also showcased Karnataka's regional cuisine, handicrafts, and handlooms, aligning with the Ministry's Vocal for Local and Dekho Apna Desh initiatives. The festival received an overwhelming response from audiences and media, reinforcing Mysuru's status as a hub for cultural and spiritual tourism and highlighting the Ministry's efforts to promote India's intangible cultural heritage through tourism.

The festival 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.



Mysuru Sangeetha Sugandha Festival



“Rashtriya Ekta Diwas – Bharat Parv 2025” Ekta Nagar, Gujarat (01st-15th November 2025) : As part of the 150th Birth Anniversary of Sardar Vallabhbhai Patel, the Government of India organised “Rashtriya Ekta Diwas – Bharat Parv 2025” at the Statue of Unity, Ekta Nagar, Gujarat from 1st to 15th November 2025 to showcase India’s cultural, culinary, and artistic diversity and strengthen national unity. Organised by the Department of Tourism, Government of Gujarat, Ministry of Tourism, Government of India, and other Central Ministries and State/UT Governments, the event was curated on the lines of Bharat Parv and aligned with the Ek Bharat Shreshtha Bharat initiative.

The Ministry of Tourism set up Incredible India Theme Pavilion, Studio Kitchen through IHM Ahmedabad, Pan-India Food Stalls through NASVI and coordinated for State/UT Tourism Pavilions. The Incredible India Pavilion (100 sq. m.) featured interactive digital displays on tourism, wildlife, wellness, cuisine, intangible cultural heritage, and UNESCO sites. Twenty-five States/UTs participated through Tourism Pavilions, while the Studio Kitchen and Pan-India Food Stalls showcased regional, tribal, millet-based cuisines and street foods from over 30 States/UTs, making Bharat Parv 2025 a successful celebration of unity in diversity and a strong platform for tourism promotion.

International Tourism Mart (ITM) (13th to 16th November, 2025) :- The 13th edition of International Tourism Mart (ITM) was held from November 13th to 16th, 2025, in Gangtok, Sikkim. ITM is an annual event organised by the Ministry of Tourism designed to highlight the tourism potential of the North Eastern region for both domestic and international audiences.

The 13th International Tourism Mart witnessed wide participation of 500 delegates from across the globe, with representatives from approximately 19 countries, including Spain, Thailand, France, Russia, Germany, Vietnam and others. The event brought together 45 international tour operators, 3 international influencers, 50 domestic buyers, 9 domestic influencers and Travel media, and 90 sellers from the region. The Mart featured a series of technical sessions, panel discussions, product presentations, and B2B meetings aimed at fostering collaboration between domestic and international tourism stakeholders. Discussions with in line Ministries focused on film tourism, Inner Line Permit issues in the region etc. Further, all the 8 States showcased their traditional and new tourism products and developments in the sector. The Product presentations by the experts focused on river cruise tourism, wildlife, homestays and hospitality, cultural tourism, sustainability and adventure tourism.

‘Krishnaveni Sangeetha Neerajanam (6th to 7th December, 2025):- The 3rd edition of Krishnaveni Sangeetha Neerajanam was held from 6th to 7th December in Vijayawada, Andhra Pradesh, in collaboration with the Ministries of Culture and Textiles, and the Government of Andhra Pradesh it celebrated the rich heritage of Carnatic music and Telugu culture. 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.

Alongside the concerts, a curated exhibition of GI-tagged and traditional crafts and textiles of Andhra Pradesh showcased Kondapalli Toys, Etikoppaka Lacquerware, Udayagiri Wooden Cutlery, Leather Puppetry, Narsapur Lace, and celebrated handloom clusters including Mangalagiri, Venkatagiri, Chirala, Uppada, and Moragudi. This exhibition supported the national vision of Vocal for Local, enabling artisans and weavers to connect directly with audiences and markets.

The Krishnaveni Sangeetha Neerajanam 2025 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.

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.

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.



Krishnaveni Sangeetha Neerajanam



5.1.3 Branding Activities

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.

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 programme through the SM handles of Ministry of Tourism has resulted in an increase of followers and engagements.

@ tourismgoi – as on 31st December 2025

X (formerly) 395 K followers

Facebook – 237 K followers

Instagram – 219 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 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 organisations, 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 travelers 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 travelers. Additionally, an AI-powered chatbot functions as a virtual assistant to answer queries and provide real-time information to travelers. Other features include weather information, tour operator details, currency converter, airport information, visa-guide, and more.

Assistance for organizing fairs / festivals/ tourism related events:

The Ministry of Tourism extends financial support of up to ₹ 80 lakh per State and ₹ 50 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme for organizing fairs/festivals/tourism related events. A total of ₹ 950 Lakh has been sanctioned to 12 States and 2 UTs for organizing fairs and festivals in the year 2025-26, till date.

5.2 Marketing & Promotion (International)

The Ministry of Tourism promotes India as a preferred tourism destination in various overseas tourist generating source markets to increase India's share of the global tourism market. These objectives are met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas.

1. Participation in International Travel Fairs and Exhibitions during the period January 2025 to December 2025.

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:

FITUR (22nd -26th January 2025)

The Ministry of Tourism, Government of India, participated in one of the leading travel fairs - FITUR held in Madrid, Spain for positioning India as a potential leading destination in the source market of Spain and Spanish specially countries. The exhibition at FITUR, considered to be a benchmark event in the tourism sector, was held from 22nd - 26th January 2025. FITUR is the global meeting point for tourism professionals and leading fair in Ibero-America.

The Indian delegation, comprising more than 23 co-exhibitors—including the State Governments of Karnataka, Sikkim, Chhattisgarh, and Jharkhand, among others—showcased their unique tourism products and experiences under the Incredible India banner at FITUR. The Pavilion was inaugurated by the Ambassador of India to Spain in the presence of other Ministerial officials.



Spain is also among the top 20 tourist-generating markets for in-bound travel to India, with approximately 70,000 Spanish tourists visiting the country in 2023—almost double the number recorded in 2022.

ITB Berlin (from 4th -6th March 2025)

The Ministry of Tourism, Government of India, participated at ITB Berlin 2025, held from 4th – 6th March at Messe Berlin. ITB Berlin is a major meeting point for the global industry including tour operators, travel agencies, hoteliers, transport companies, destinations, and tech companies.

Germany continues to be one of the top ten source markets for inbound tourists to India, with 0.20 million Germans visiting India in 2023. The State Governments of Andhra Pradesh, Gujarat, Uttarakhand, Rajasthan, Goa, Madhya Pradesh, Kerala amongst other States participated in the 'Incredible India' pavilion at ITB to showcase their new destinations and products for the global market. The Ministry of Tourism led a delegation of almost 40 stakeholders from the Indian travel industry to showcase India's vibrant cultural diversity and the vast range of tourism products and immersive experiences.

Ambassador of India to Germany in the presence of Minister of Tourism, Andhra Pradesh and Madhya Pradesh inaugurated the India pavilion.

World Expo 2025

The Ministry of Tourism participated in World Expo 2025 from 21st to 28th September'2025 in Osaka, Japan. The Ministry digitally showcased the culture, heritage, cuisines, landscapes, yoga and adventure opportunities of the country during the tourism week also coincided with celebration of the Tourism UNWTO World Tourism Day (27th September).

World Travel Market (WTM)- (4th – 6th November 2025)

The Ministry of Tourism is participated at WTM held from 4th-6th November, 2025, with a delegation of 30 stakeholders to highlight India's vibrant cultural diversity along with its wide range of tourism products and immersive experiences.

The State Tourism Departments of Jammu & Kashmir, Ladakh, Delhi, and Chandigarh, as well as tour operators, Destination Management Companies, and IRCTC participated in the India Pavilion. The other participating State Tourism Departments included Goa, Kerala, Tamil Nadu, Telangana, Karnataka, Andhra Pradesh, Rajasthan, and Madhya Pradesh. These States showcased their unique tourism experiences and connected with potential clients and partners from across the world.

The India pavilion was inaugurated by Deputy High Commissioner of India to the United Kingdom along with Joint Secretary, Ministry of Tourism, Government of India in the presence of Deputy Chief Minister of Rajasthan



and Tourism Ministers from the States of Goa, Madhya Pradesh and Andhra Pradesh.

2. HOSPITALITY

- i. Ministry of Tourism hosted finalisation trip for seven-member group from Japan, consisting Tour Operators & Travel Agents. The guests visited Delhi, Agra, Jaipur and Varanasi from 22nd to 28th March'2025. In Jaipur was also arranged for the CEOs after which they have successfully increased the number niche package groups to these destination in India.
- ii. Ministry of Tourism organised a felicitation programme for a media group from Germany, Switzerland and Austria visiting Kochi as a part of a hospitality programme, in association with Consulate General of India, Hamburg on 28th August. The visit was organised by one of the top tour operator companies of Germany - M/s Gebeco. The group had an immersive experience through their interaction with artisans, local communities and stakeholders.
- iii. Ministry also supported the participation of two chefs from M/s Ashok Hotel at the Indian Food Festival held in Dushanbe from 14th - 20th August 2025. The Food Festival was organised in association with the Embassy of India, Dushanbe.
- iv. Ministry of Tourism facilitated the participation of two chefs from M/s Ashok Hotel at the Indian Food Festival held in Almaty, Kazakhstan from 24th - 27th September 2025. The Food Festival was organised in association with the Embassy of India, Astana to promote the Indian culinary culture in Kazakhstan market.
- v. Ministry of Tourism organised a knowledge session on "The growth potential of the high-end Israeli market - why now?" delivered by Mr. Dov Kalmann, Chief Storyteller, Terranova Representations Ltd on 24th November, 2025 in the Media Centre in Transport Bhawan, Parliament Street, New Delhi – 110001". The session delivered in-depth and valuable insights into the structure and dynamics of the Israeli market and emerging opportunities. The session offered an understanding for strategic potential of Israeli market and identify avenues for enhanced engagement and growth for India.

3. The Ministry has regular Coordination with the Indian Embassies overseas for undertaking tourism promotional activities. VCs have been held with the Indian Missions located in the priority markets to discuss the different activities that can be held in their respective countries to promote India as a preferred destination. Ministry also shares digital tourism promotional material with the Indian Missions, comprising of Incredible India brand films, high resolution images and other promotional collaterals, which can be used by the Mission at different events.

Yercaud Town in Tamil Nadu



06

International Cooperation Division

The International Cooperation division of the Ministry of Tourism is actively involved in consultations and negotiations with various international organisations such as United Nations World Tourism Organisation (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/Memoranda of Understanding (MoUs) for bilateral/multilateral cooperation in the field of tourism. Currently, there are 46 valid MoUs in place as a result of these efforts.

6.1 Important Events and Activities in recent years till 2025

6.1.1 Shanghai Cooperation Organisation (SCO)

1. 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 include 207 UNESCO World Heritage Sites.
2. 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.
3. In 2025, SCO Expert Working Group Meeting on Tourism held on 16th June 2025 attended by Jt. DG(T) and during the meeting the SCO Member States discussed on



draft Minutes of the Meeting of Leaders of Tourism Departments of Shanghai Cooperation Organisation Member States.

4. The Joint Secretary (Tourism) participated in the SCO Leaders of Tourism Departments Meeting on 7th July 2025 followed by SCO Expert Working Group Meeting on 6th July 2025 held in Qingdao, China. During the meeting the Member Country finalized and signed the draft Minutes (of the Leaders of Tourism Departments of the Shanghai Cooperation Organisation Member States). The key points of the minutes are: (i) Strengthening connections, (ii) Assessment of China's initiatives, (iii) Forum initiatives, (iv) Promotion support, (v) Sustainable Development, (vi) Digitalisation, (vii) SCO Tourism Capital etc.



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 a 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).

- **In 2025 (12th Meeting of ASEAN-India Tourism Ministers and 33rd Tourism Working Group Meetings)**

1. On 20 January 2025, Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Tourism & Culture, co-chaired the 12th ASEAN-India Tourism Ministers' Meeting in Johor, Malaysia. The meeting declared 2025 as the ASEAN-India Year of Tourism and highlighted the significant rise in tourism exchanges, with 662,000 visitors from ASEAN to India and 4.27 million Indians travelling to ASEAN in 2024. India announced USD 5 million support under the ASEAN-India Fund to advance the joint Tourism Work Plan (2023-2027), focusing on connectivity, sustainable tourism, capacity-building, cruise tourism and cultural exchange. The Philippines will host the next meeting in 2026.
2. On 17th January 2025, the Ministry of Tourism, Government of India, participated in the 33rd ASEAN-India Tourism Working Group Meeting in Johor, Malaysia. The meeting focused on enhancing tourism cooperation and exploring new opportunities for cultural exchanges and growth. Key discussions included planning for the ASEAN-India Year of Tourism 2025, led by India's Ministry of Tourism.
3. ASEAN-India Joint Leaders' Statement on Sustainable Tourism (2025) adopted on 26 October 2025 in Kuala Lumpur, reaffirms the commitment to strengthen ASEAN-India cooperation in sustainable, responsible and inclusive tourism. Promotes green, blue and circular economy approaches and enhances capacity building, digital innovation and knowledge sharing.
4. The year 2025 was designated as the ASEAN-India Year of Tourism, proposed by India to strengthen tourism, cultural exchange and people-to-people connections between India and ASEAN. The following activities were undertaken to celebrate:
 - Round-table at GITB 2025 (4-6 May 2025)
 - International Tourism Mart (ITM) 2025, Sikkim





6.1.3 UNWTO (UNITED NATIONS WORLD TOURISM ORGANISATION)

United Nations World Tourism Organisation 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.

1. The Ambassador of India to Indonesia, the Deputy Chief of Mission and the Counsellor attended the 37th Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and the UN Tourism Commission for South Asia, as well as the 60th Meeting of the UN Tourism Commission in Jakarta, Indonesia from 15-16 April, 2025. Re-elections to Vice Chair of the CSA and Executive Council were put forward to UNWTO during the Meeting.
2. **UN Tourism 123rd Session of Executive Council Meeting**- The 123rd Session of Executive Council Meeting was held in Segovia, Spain from 29th to 30th May, 2025. The Additional Secretary & Director General, Ministry of Tourism, attended the Executive Council Meeting in Spain.
3. **UN Tourism General Assembly**: Ministry of Tourism delegation led by Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism and Culture and by Shri Suman Billa, AS & DG (T), Ministry of Tourism and officials from Indian Mission in Riyadh attended the Twenty Sixth Session of the UN Tourism General Assembly held in Riyadh, Saudi Arabia from 7-11 November, 2025. The 124th & 125th Session of Executive Council Meeting held on the sidelines of the (26th) Twenty Sixth Session of the UN Tourism General Assembly.

Key Highlights of Participation – 26th UN Tourism General Assembly (7-11 Nov 2025)

India participated actively in the 26th UN Tourism General Assembly held from 7-11 November 2025. The Secretary-General-elect, H.E. Sheikha Al Nowais, was confirmed by acclamation, marking a historic milestone as the first woman and youngest Secretary-General of UN Tourism, and India placed on record its congratulations. At the Programme and Budget Committee meeting, a proposal to increase Member State contributions by 4% was discussed, while the Executive Council subsequently recommended a calibrated increase of 2% to the General Assembly. India advocated restructuring UN Tourism's work programme around 8-10 strategic priorities, each aligned with defined resources, baseline metrics, and measurable outcomes. During the thematic debate on Artificial Intelligence, India highlighted the importance of responsible and inclusive use of AI in tourism,

proposed the development of a Global Charter of Ethics for AI in Tourism, and called for safeguards on data sovereignty and transparency, along with a multi-stakeholder advisory mechanism. On the margins of the Assembly, the Hon'ble Minister held bilateral engagements with Sri Lanka and Maldives, and India's constructive participation was appreciated by the host authorities.



6.1.4. G 20

1. **G-20** - On March 5, 2025, the Director General (Tourism) represented the country at the 1st G-20 Tourism Working Group (TWG) Meeting under South Africa's presidency, emphasizing AI-driven innovation, sustainable tourism and enhanced connectivity. With a strong focus on supporting tourism start-ups and MSMEs, India's leveraging AI tools like DigiYatra and DigiLocker while collaborating with UN Tourism on a global tourism dashboard. The country's planning for developing 50 niche tourism destinations through private sector engagement, exploring diverse financing models, including municipal bonds and promoting homestays in tribal areas were highlighted. Efforts to improve air connectivity include expanding regional hubs and digital nomad-friendly destinations alongside strengthening long-haul airline partnerships was also mentioned. India also integrates sustainable tourism within the Smart Cities initiative and training tourism stakeholders under the Prayatan Mitra Programme. Reaffirming its commitment to G20 cooperation, India remains dedicated to advancing global tourism initiatives and supporting South Africa's presidency through active engagement until the G20 Summit in September 2025.
2. **Second G20 Tourism Working Group (TWG)**- Dr. Thelma John David, Consul General and Mr. Prem Sagar Kesarapu, Head of Chancery, Consulate General of India, Durban, South Africa, attended the 2nd G20 TWG Meeting held in



Durban, South Africa, from 11th to 13th May, 2025. The objective of the Second G-20 TWG is to discuss the draft delivery documents, which were prepared with the assistance of UN Tourism and taking into consideration the inputs made after 1st meeting held on 5th March, results of the survey, research and case studies provided by G20 Tourism Working Group members.

The 4 priorities of the TWG under the South African Presidency were People-centred AI and innovation to enhance Travel and Tourism Start-ups and Micro-Small-Medium Enterprises (MSMEs), Tourism financing and investment to enhance equality and promote sustainable development, Air Connectivity for seamless travel and Enhanced resilience for inclusive, sustainable tourism development.

3. The Joint Secretary (T) attended the Special G20 Tourism Working Group Meeting on 29th July 2025 (virtually). During the meeting, the member countries discussed Priority 2: Tourism Financing and Investment for Sustainable Development, preparations for the 3rd Tourism Working Group and Ministerial Meeting and the proposed G20 2025 Tourism Ministers' Declaration.
4. The Ministry of Tourism participated in the 3rd G20 Tourism Working Group Meeting and Tourism Ministers' Meeting under South Africa's Presidency on 12 September 2025. The Indian delegation was led by the High Commissioner in Pretoria and accompanied by Assistant DG (MP & IC). Discussions focused on finalising the G20 Tourism Action Plan around four priorities: people-centred AI and innovation, financing for sustainable tourism, air connectivity, and resilience. The Tourism Ministers' Declaration also acknowledged outcomes from India's 2023 Presidency, including the UN SDG Dashboard.





6.1.5 BRICS (BRAZIL, RUSSIA, INDIA, CHINA & SOUTH AFRICA)

BRICS is an intergovernmental organisation comprising 10 countries i.e. Brazil, Russia, India, China, South Africa, Egypt, Ethiopia, Iran, Indonesia, and the United Arab Emirates. In the year 2024/25 Egypt, Ethiopia, Iran, Indonesia, and the United Arab Emirates were invited and joined.

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 Brazil is the chair for BRICS for 2025.

1. India will hold the BRICS presidency in 2026, with the 18th BRICS summit set to be hosted in India.
2. **On March 17, 2025**, the Director General (Tourism) represented India at the 1st BRICS Tourism Working Group Meeting under Brazil's presidency, highlighting collaboration, sustainable tourism and emerging travel trends. India shared that USD 1,440 million has been allocated to strengthen tourism infrastructure with a focus on cultural tourism. Consumer behaviour shifts—driven by FOMO, POMO and JOMO—are shaping personalized travel choices, while 55% of travellers now prefer sustainable tourism. India emphasized skill development, community engagement, eco-friendly homestays and niche tourism growth, including wellness and adventure tourism. India reaffirmed its commitment to advancing cultural exchange, tourism cooperation and tech-enabled strategies within BRICS.
3. **BRICS Tourism Working Group (TWG)**- Mr Sandip Kumar Kujur, Deputy Chief Mission as Head of Delegation, Mr. Suraj Ananta Jadhav, First Secretary (Commerce & Press, Information) and Mr. Awadh Kumar, Attache (Pol & Culture) attended BRICS Tourism Working Group (TWG) and Ministerial meetings held in Brasilia, Brazil from 9th May to 12th May, 2025. The meetings were part of the official calendar of Brazil's BRICS Presidency to bring together national tourism authorities to advance cooperation within the Tourism Working Group. Discussions focused on the priority actions and planned deliverables for the BRICS TWG in 2025.



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

BIMSTEC is a regional organisation 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 organised the 1st BIMSTEC Round Table and Workshop on Tourism in February 2005, in Kolkata.

1. The 3rd meeting of the BIMSTEC Working Group on Tourism was held in Colombo, Sri Lanka from 18 to 19 March 2025. HCI Colombo attended the meeting.
2. The 3rd Meeting of the BIMSTEC Expert Group on Cultural Cooperation was held virtually on 24th April 2025, focusing on Agenda Point 4: Promotion of BIMSTEC Buddhist Circuits and the stepwise actions to be undertaken. The meeting was attended by the Assistant Director General (IC).

6.1.7 Joint Working Group /Bilateral & other Important Meetings in the year 2025

1. To further strengthen tourism cooperation, the Hon'ble Minister of Tourism held bilateral meetings with Sri Lanka on 9 November 2025 and with Maldives on 10 November 2025 on the sidelines of the UN Tourism General Assembly. The meetings provided an opportunity to review ongoing collaboration and explore new avenues in tourism promotion, capacity building, and people-to-people exchanges.



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2. On 20 January 2025, on the sidelines of the ASEAN meetings held in Johor, Malaysia, Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Tourism, held bilateral meetings with YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture, Malaysia and Mr. Huot Hak, Minister of Tourism, Cambodia. The discussions focused on strengthening tourism and cultural cooperation, enhancing connectivity, and exploring new areas of collaboration. The Cambodian side also highlighted tourism as a key driver of economic growth, noting the success of Cambodia's high and green tourism seasons.
3. On 24th January 2025, Hon'ble Shri Gajendra Singh Shekhawat, Minister of Tourism, Government of India, held a meeting with H.E. Mr. Haim Katz, Hon'ble Minister of Tourism of Israel, at the Transport Bhawan. The meeting, attended by senior officials including DG(T), Asst. DG (IC), JS (MEA) and US (MEA), focused on enhancing tourism cooperation between India and Israel. Both ministers discussed ways to strengthen bilateral tourism ties, with a particular focus on increasing people-to-people exchanges, promoting cultural tourism and improving connectivity between the two nations.
4. A meeting held between Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism and Mr. Umid Shadiev, Chairman, Tourism Committee, Government of Uzbekistan, during his working visit to New Delhi, India, on and from February 19-21, 2025, as a part of his attendance at the SATTE-2025 Tourism Event in Delhi.
5. **JSC UAE** - On March 19, 2025, the Joint Secretary (Tourism), accompanied by the Joint Director General (Tourism), attended the Joint Committee Meeting organised by the India-UAE Cultural Council. The discussions focused on strengthening cultural and tourism ties between India and the UAE, with an emphasis on showcasing India's rich heritage to UAE youth.
6. **TAMIL NADU Project** - A meeting was conducted on 18th March, 2025 under the chairmanship of Additional Secretary, Ministry of Tourism, Govt. of India, via video conferencing for deliberations on the " Preliminary Proposal for Tamil Nadu Integrated Tourism Development Project (TNITDP)", PPR ID - T12461, for securing funding from New Development Bank.
7. **Courtesy Call** - On 20th March, 2025, the Director General of Tourism held a productive meeting with H.E. Mr. Mikhail Kasko, the Ambassador of Belarus in India, to explore ways to strengthen bilateral tourism collaboration. The discussions focused on identifying mutual opportunities, enhancing cultural exchanges and promoting tourism between the two countries.
8. **Courtesy Call** - Ms. Úrsula Desilú León, Honourable Minister of Foreign Trade and Tourism of Peru, had a meeting with the Honourable Minister for Tourism, Government of India, on 20th March 2025 to greet and extend him an invitation to visit Peru during her visit to India.



9. The 4th Joint Working Group (JWG) between Japan and India on Tourism Co-operation was held in New Delhi on 8 April 2025. It was held under the co-chairpersonship of the Director General (Tourism) and the Commissioner, Japan Tourism Agency. The agenda points included the following points:-

- i. Expansion of bilateral cooperation in the tourism sector.
- ii. Exchange of information and data sharing.
- iii. Increase in student visitation from Japanese universities to India.
- iv. Exchange programmes between students/faculty of tourism and hospitality institutes.
- iv. Encouragement of visits by tour operators, media, opinion makers, social media personalities, and influencers for tourism promotion.
- v. Promotion of visits by Japanese tourists to Buddhist sites in India.
- vi. Investment opportunities in the tourism and hospitality sectors.
- vii. Increase in air connectivity between India and Japan.
- viii. Overview of tourism policies and the current inbound and outbound tourism situation.
- ix. Expansion of tourism exchanges by the private sector in both India and Japan (enhancing tourist flow between the two countries).
- x. Other topics, including a summary of the India-Japan Year of Tourism Exchange.



10. On 27 April 2025, on the sidelines of the Arabian Travel Market (ATM) 2025 held in Dubai, Hon'ble Minister of Tourism (HMT) met with H.E. Abdulla Bin Touq Al Marri, Minister of Economy of the UAE. The interaction centred on strengthening the strategic dialogue surrounding the India-UAE Tourism,



while also exploring various avenues of mutual interest and collaboration in the tourism and hospitality sectors between the two nations.

11. 22nd Session of Joint Commission on Economic Cooperation (JCEC) between India and Italy held on 05th June 2025. Hon'ble Commerce & Industry Minister led the Indian delegation for co-chairing the said JCEC. Joint Secretary, Ministry of Tourism attended the aforesaid meeting where both sides agreed to explore the possibilities for bilateral cooperation in the field of Tourism.
12. A Meeting between Ambassador of India to Guatemala and Joint Secretary, Ministry of Tourism held on 23rd June 2025 (Monday) at 1st floor, Transport Bhawan to discuss the potential for greater cooperation with Guatemala, El-Salvador and Honduras in the sectors dealt by Ministry of Tourism.
13. An Inter-Ministerial Meeting to discuss the air services matters related to the Republic of Korea and Poland held on 18th June, 2025 under the chairmanship of Secretary, Civil Aviation. Joint Director General, Ministry of Tourism attended the aforesaid meeting from Ministry of Tourism.
14. A courtesy meeting was held on 30th July 2025 between Hon'ble Tourism Minister Shri Gajendra Singh Shekhawat and Mr. Shukuri Masafumi, Chairman of Japan Transport and Tourism Research Institute (JTTRI) and Chairman of the International High-Speed Rail Association (IHRA). The purpose was to strengthen relations and explore further cooperation between the Ministry of Tourism and JTTRI, as well as to discuss recent developments in India and Japan regarding tourism, including information exchange and collaborative research.
15. IRIGC-TEC: Asstt. DG (IC) attended the expert consultation on the draft protocol of the 26th IRIGC-TEC held on 14th August, 2025. During the discussion, MoT highlighted Russia's position as the 12th largest source market for India in 2024 with 1.55 lakh tourist arrivals, and emphasized areas of interest such as beaches, heritage, culture and wellness tourism. MoT also proposed a draft para for the protocol underscoring cooperation in exchange of tourism-related data, joint promotion and encouraging investment in the hotel and tourism infrastructure sector, noting that 100% FDI is permitted in India's hotel industry.
16. SASEC: Joint DG (Tourism) attended a preparatory briefing meeting on 22 August 2025 chaired by AS (FB), Department of Economic Affairs, in connection with the preparation of SASEC Working Group Meetings and the SASEC Tourism Knowledge Workshop scheduled on 24–25 November



2025 in Kathmandu. The meeting was physically attended by the Ministry of Tourism to discuss coordination and inputs. This followed by the SASEC Senior Officials Meeting 2025, to be held virtually on 8-9 December 2025.

17. A courtesy visit was made by the Hon'ble Tourism Minister of the Philippines to the Hon'ble Minister of Tourism, Government of India on 06th August, 2025, Shastri Bhawan, New Delhi.
18. Joint DG(T) attended the meeting on rationalisation and simplification of the Indian Visa regime on 13th August 2025 under the chairpersonship of Additional Secretary (F&UT), Ministry of Home Affairs.
19. Hon'ble Minister of State for Tourism, Government of India, Shri Suresh Gopi, participated in the ceremony commemorating the 80th Anniversary of the National Day of Vietnam in Hanoi, Vietnam on 2nd September, 2025.
20. Asstt. DG (MoT) attended the Meeting of India - NZ FTA at Vanijya Bhawan on 1st September, 2025 to discuss the draft inputs of the Ministry in connection with the India - NZ FTA negotiations to the Ministry of Commerce. Ministry of Tourism provided the draft Inputs on Areas of Cooperation / Key Tasks etc on Tourism to be incorporated in the Economic Cooperation Chapter of India - NZ FTA.

6.1.8 Current Valid MoUs/Agreements/LoIs

The Ministry of Tourism actively engages in tourism cooperation with various countries and international organisations, 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:

1. Promotion and marketing of tourism products and services;
2. Expansion in the field of tourism research, training and development, including exchange programmes;
3. Encourage investment in tourism infrastructure, facilities, products and services;
4. Exchanging information in the field of medical tourism and encouraging stakeholders to promote the product;



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5. Business tourism, which includes meetings, incentives, conferences, exhibitions (MICE);
6. Promoting cooperation between tourism stakeholders, tour operators and travel agents;
7. Promotion and development of community-based tourism and eco-tourism and responsible tourism;

The Ministry of Tourism has signed 44 bilateral MoUs and 2 multilateral MoUs, till date, all of which remain valid to date.

6.1.9 Streamlining of E-Visas

1. **ASEAN** - Secretary (Tourism) chaired a Stakeholders Consultation meeting on 25th March 2025 with key travel associations IATO, ATOAI, ABTO, ICPB, EEMA and IBC on streamlining of e-visa facilities, visa fee waivers and air connectivity with ASEAN countries. The meeting was also attended by JS, the Ministry of Civil Aviation and included representatives from MHA, MEA, MOHFW and DGCA. The stakeholders highlighted several e-visa-related issues faced by inbound tourists, improving air connectivity and promoting Buddhist pilgrimage tourism from the ASEAN countries. The issues have been raised with Ministry of Home Affairs for which a meeting was also held with them, NIC and BOI.

Kanyakumari, Tamil Nadu



Research and Analytics



Data is an 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 (R&A) Division of the Ministry of Tourism is entrusted with the responsibility of collection, compilation, analysis and dissemination of tourism-related statistics covering inbound, outbound and domestic tourism in the country. The key statistical indicators compiled by the Division include Foreign Tourist Arrivals (FTAs), Domestic Tourist Visits (DTVs), Foreign Exchange Earnings (FEEs) from tourism, and related datasets.

In addition, the Division undertakes periodic surveys to assess the profile of international and domestic tourists, including their expenditure patterns, travel behaviour, preferences and levels of satisfaction.

Promotion of research in the field of tourism and providing technical as well as financial support to States and Union Territories in the areas of tourism statistics and market research are among the core functions of the Division. Based on the requirements of the Ministry, the Division also conducts tourism surveys and undertakes economic and statistical research studies, which provide valuable inputs for policy formulation, programme design and evidence-based planning for tourism development in the country.

Preparation of the Tourism Satellite Account (TSA), which measures the contribution of tourism to the Gross Domestic Product (GDP) and employment generation in the country, is another major responsibility of the Division.

In addition, the Research and Analytics Division coordinates with international organisations such as the United Nations World Tourism Organisation (UNWTO), World Economic Forum (WEF) and Pacific Asia Travel Association (PATA) for data sharing, research collaboration and other related matters.

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

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

Following research activities are carried out during year 2025 under MRPS activities:

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.

S. No.	Year	Subject	Institutes / Agency
1	2025-26	Study on "Development of Pilgrimage Amenities at Srisailam of Andhra Pradesh."	IITTM
2	2025-26	A study on "Pastoral community based tourism system with special reference to Rajasthan and Gujarat	IITTM
3	2025-26	Tourist Destination awards through people's choice	Deloitte

(II) Central financial Assistance (CFA) to State/ UTs for survey/ studies and Institutes/Universities for organizing seminar/ conference/ workshop/ tourism related journals during 2025-26

S. No.	Year	State/Uts	Subject
1	2016-17	Kerala	CFA to Govt. of Kerala for conducting Continuous Tourist Survey
2	2022-23	Maharashtra	Central Financial Assistance Proposal for project of "Appointing an Agency/ Consultancy for Survey on collection of Tourism Statistics for the States of Maharashtra (2022-2023)".
3	2022-23	Ladakh	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in UT Ladakh during (2022-2023)"
4	2022-23	Mizoram	Proposal for seeking Central Financial Assistance towards "Implementation of Tourism Survey Methodology in Mizoram during 2021-2022"



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S. No.	Year	State/Uts	Subject
5	2022-23	Telangana	Central Financial Assistance (CFA) proposal for project of Implementation of Tourism Survey Methodology in State of Telangana during 2022-2023
6	2022-23	Tripura	Central Financial Assistance (CFA) proposal for project of implementation of Tourism Survey methodology in State of Tripura during March 2023 to April 2024
7	2023-24	Punjab	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Punjab during 2023"
8	2023-24	Tamilnadu	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Tamil Nadu during 2023"
9	2023-24	Andhra Pradesh	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Andhra Pradesh during 2023"
10	2023-24	Jharkhand	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Jharkhand "
11	2023-24	Delhi	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in NCT of Delhi "
12	2023-24	Chhattisgarh	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Chhattisgarh "
13	2023-24	West Bengal	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in West Bengal "
14	2023-24	Meghalaya	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Meghalaya "
15	2024-25	Jammu & Kashmir	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Jammu & Kashmir "
16	2024-25	Goa	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Goa "
17	2024-25	Uttarakhand	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Uttarakhand "
18	2024-25	Assam	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Assam "

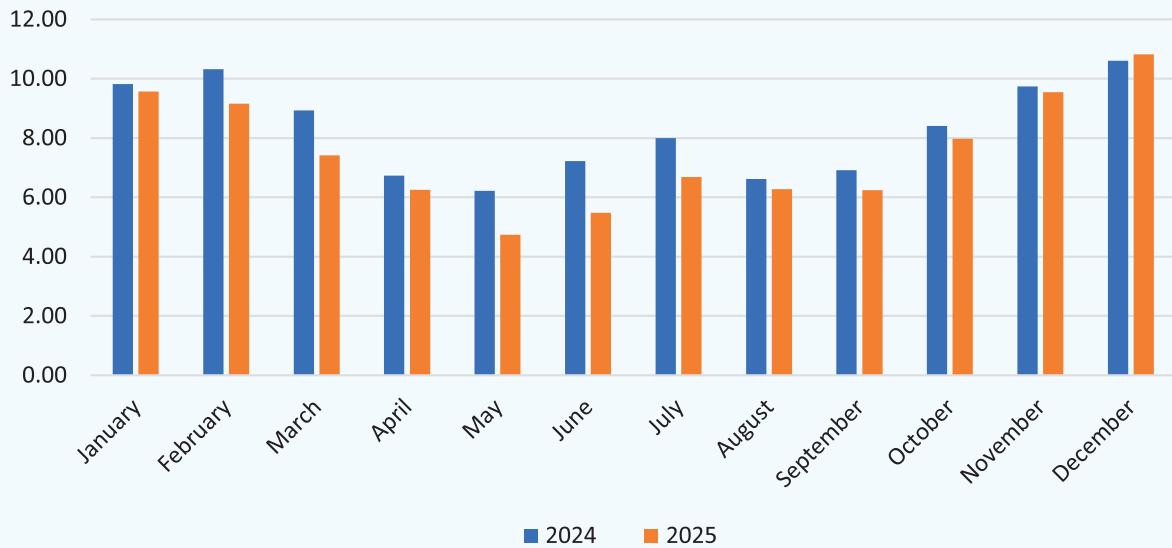
S. No.	Year	State/Uts	Subject
19	2024-25	Uttar Pradesh	Central Financial Assistance Proposal for "Spiritual Tourist Survey at Mahakumbh 2025 in Uttar Pradesh" .
20	2024-25	Haryana	Central Financial Assistance Proposal for cultural tourists during Suraj Kund Mela 2025 in Haryana
21	2024-25	Nagaland	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Nagaland"
22	2025-26	A&N Islands	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Andaman & Nicobar Islands"
23	2025-26	Arunachal Pradesh	Central Financial Assistance Proposal for project of "Implementation of Tourism Survey Methodology in Arunachal Pradesh"
24	2025-26	IHM, Pusa	CFA to Institute of Hotel Management Catering & Nutrition (IHMC&N) Pusa, New Delhi for Bi-annual Tourism Research Journal

7.2 Highlights on Tourism Statistics during 2025

A. Inbound Tourism

- **Foreign Tourist Arrivals**

Foreign Tourist Arrivals (FTAs) in India during 2024 and 2025 (in Lakhs)



FTAs during 2025 were 9.02 million (Provisional) with a decline of 9.4% over same period of the previous year.

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

From 2014 onwards, Ministry of Tourism has started to compile the arrivals of NRIs on annual basis and there were 10.62 million arrivals of NRIs in India during 2024.



- **International Tourist Arrivals (ITAs)**

In concordance with UNWTO, ITAs include both FTAs and arrivals of NRIs. In the year 2024, there were 20.57 million ITAs in India.

- **Foreign Exchange Earnings (FEEs)**

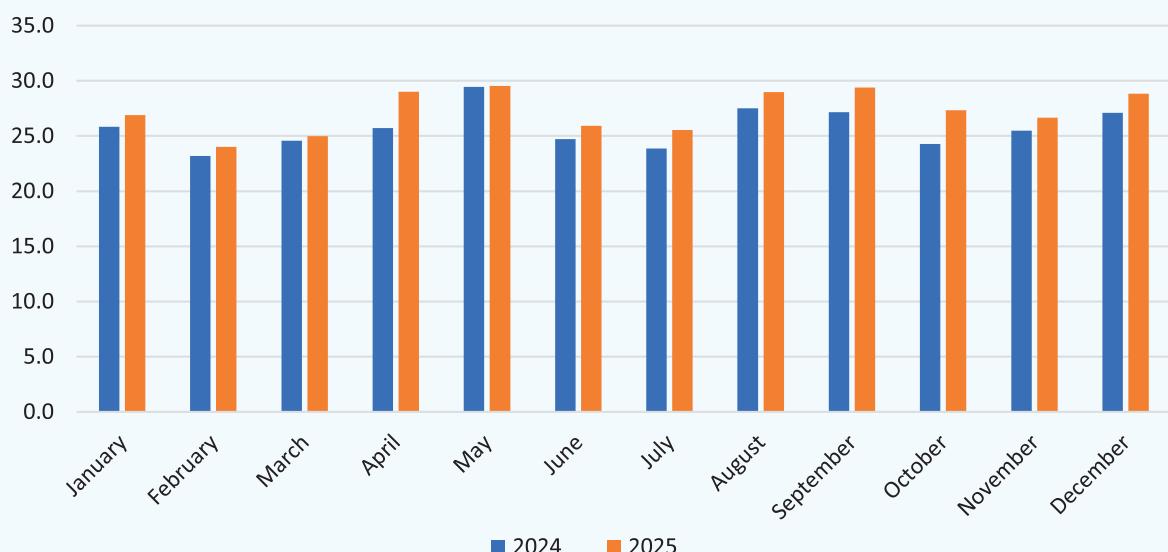
FEEs during the period 2025 (Provisional estimate) were Rs. 273638 crores with a decline of 6.6% over same period of previous year.

FEE during the period 2025 (Provisional estimate) were US\$ 31.331 billion with a decline of 10.5% over same period of previous year.

B. Outbound Tourism

- **Indian National Departures (INDs)**

Indian Nationals Departures (INDs) from India during 2024 & 2025 (in Lakhs)



INDs during 2025 were 32.71 million (Provisional) with a growth of 5.9% over same period of the previous year.

C. Domestic Tourism

Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 4132.8 million Domestic Tourist Visits (DTVs) and 24.01 million Foreign Tourist Visits (FTVs) all over the country during the year 2025.

7.3 Tourism Satellite Account (TSA)

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



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

Till date, Ministry of Tourism has got prepared, through National Council of Applied Economic Research, three TSAs of India for the reference years 2002-03, 2009-10 and 2015-16 in the years 2006, 2012 and 2018 following the methodology recommended by United Nations World Tourism Organisation. 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.

Report of the 3rd Tourism Satellite Account of India, 2015-16 has been prepared using the data from various sources viz. Domestic Tourism Survey (2014-15), International Passenger Survey (2015-16), Annual Employment- Unemployment Survey (2015), Consumer Expenditure Survey (2011-12), National Accounts Statistics (2017), Supply & Use Table, CSO (2012-13) and various statistical publications of M/o Tourism. The Domestic Tourism Survey is an all-India household survey on domestic tourism (DTS 2014-15) carried out during the period July 2014 to June 2015 by National Sample Survey Office as a part of its 72nd Round of sample surveys. International Passenger Survey for the year 2015-16 was conducted by Indian Statistical Institute, Kolkata.

The contribution of the tourism sector to GDP and employment at the national level in recent years is as follows:

Tourism GDP:

	2019-20	2020-21	2021-22	2022-23(R)	2023-24(P)
Total Share of Tourism in GDP (%)	5.18	1.50	1.75	5.09	5.22
Direct (in %)	2.69	0.78	0.91	2.65	2.72
Indirect (in %)	2.49	0.72	0.84	2.44	2.50

R: Revised Estimates, P: Provisional Estimates

Source: Estimates based on the National Accounts Statistics 2025



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Tourism Employment:

	2019-20	2020-21	2021-22	2022-23	2023-24
Tourism Direct Employment (in million)	30.28	29.68	30.55	33.22	36.90
Direct share of Tourism (%)	5.89	5.63	5.52	5.48	5.82
Total (Direct and Indirect) Tourism Employment (in million)	69.44	68.07	70.04	76.17	84.63
Total Share in jobs (in %)	13.50	12.91	12.66	12.57	13.34

Source: Estimates based on the Periodic Labour Force Survey (PLFS)

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, 19 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 18 States/Union Territories for the implementation of this methodology, while approval for CFA in 3 other States is under process. Additionally, 6 States have successfully completed Phase-I, with several more scheduled to initiate the process shortly.

Rameswaram, Tamil Nadu



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 hotels in one Star to three Star categories five Regional Committees located in Delhi, Mumbai, Kolkata, Guwahati and Chennai have been authorized to conduct / coordinate inspection. The Guidelines for Classification / Re- Classification of operational hotels have been revised on 19th January, 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", for digitalization and promote ease of doing business for digitalisation 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 and Convention Centres. The new system also envisages a larger role of the State Governments and union Territories apart from our Industry association 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. Digitalisation 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 16th December 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 built / 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 19th April, 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 prolongs for months together. With a view to providing standardised, 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 travelers 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 25th September 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 sensitisation 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 10th December, 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 built 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 at <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 10th December, 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



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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 5% (without ITC) from the existing 12%. 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 restaurant 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 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 25th March, 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 19th March, 2021 for the Financial year 2020-21, out of total Central Government financial share of ₹ 16.79 crore (approx.) under 'Nirbhaya Fund', in favour of the Madhya Pradesh Tourism Board. Utilisation Certificate for the amount of the 1st and 2nd 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 and 3rd installment of another 5.27 has also been released by Ministry of Tourism in the financial year 2023-24 and 2024-25 respectively. Hence total release is ₹ 16.78 Cr out of total 16.79 cr of Central Govt share.

8.1.5 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 online 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.

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 1644 Stakeholders as on 20th November, 2024. Out of these, there are 318 Travel Agents; 118 Tourist Transport Operators and 1208 Tour Operators.

8.1.6 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 Authorisation (ETA), which was introduced in November, 2014 for nationals of 43 countries, is presently available to nationals of 172 countries for entry through 33 designated international airports, 8 major Indian seaports and 2 land ports.

E-Visa is presently available under fourteen sub-categories i.e. e-Tourist Visa (for 30 days/01 year/05 years), e-Business Visa, e-Conference Visa, e-Medical Visa, e-Medical Attendant Visa, e-Ayush Visa, e-Ayush Attendant Visa, e-Student Visa, e-Student Dependent Visa, e-Transit Visa, e-Mountaineering Visa, e-Film Visa, e-Entry Visa and e-Production Investment Visa.

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 etc.

A 30 days with double entry e-tourist Visa with visa fee of US \$25 was launched in 2019. To encourage off-season (April - June) tourists, visa fee of US \$25 was reduced to US \$10 during this lean period

8.1.7 Market Development Assistance 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 of the Tourism sector in the country. The focus of the Ministry at present, is therefore on reviving and revitalizing the domestic at present, 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 vital industry as a socio-economic activity of the country.

As per the modified guidelines of MDA dated 28th November, 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 organised 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 familiarisation.

8.1.8 Multilingual Tourist Infoline

The Ministry of Tourism launched the 24x7 Toll-Free Multi-Lingual Tourist Helpline Tourist Help Line in 12 Languages including Hindi & English on 08th February 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.

8.1.9 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.

8.1.10 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, Bodh Gaya, Bengaluru, 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 has been of great help to the tourists visiting the country. The counters 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.

8.1.11 Tourist Safety and Security/ Tourist Police Scheme

- i. Safety and Security of tourists is essentially a State 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 viz. 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.



- 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 organised a National Conference on Tourist Police Scheme of Director Generals (DGs)/ Inspector Generals (IGs) of Police Department of all the States/ UTs on 19th October, 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 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 recognised 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.



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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 is a multifaceted activity that encompasses hospitality, transportation, entertainment, and various other related services, contributing significantly to the nation's GDP. By attracting both domestic and international tourists, India can showcase its rich cultural heritage, diverse landscapes, historical monuments, and vibrant traditions. Strategic investments in tourism infrastructure, such as hotels, transportation networks, and tourist attractions, not only create employment opportunities but also stimulate ancillary industries, fostering economic prosperity. Moreover, a thriving tourism sector enhances India's global image, promoting cultural exchange and fostering diplomatic relations. With the right investments, India can tap into its untapped potential, emerging as a preferred destination for 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, stimulating 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 recognised 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 organised 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 Staes/UTs and recommendations of the industry with regards to the benefits associated to the grant of industry status. The Ministry of Tourism continues to urge State Governments and Union Territory Administrations to grant industry status to the tourism and hospitality sector.

In collaboration with Department of Financial Services, Booklet containing the step by step guide for entire process of the MUDRA loan cycle in Jan Samarth portal for homestays is launched on 27th September 2025 in the event of World Tourism Day, 2025. Workshop on provision of MUDRA loans for Homestays was conducted on 11th September 25 at New Delhi.

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 28th November, 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 organised 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 Organisations/ 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 familiarisation. 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 familiarisation.

- ii. 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 31st December, 2022 i.e., till 31st December, 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 31st December, 2022 in the States of Manipur, Mizoram and Nagaland has already been approved by the Ministry of Home Affairs.

Konaseema, Andhra Pradesh



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 endeavor of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 56 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 33 State IHMs, 2 State IHMs running under PPP mode) and **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. 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 PSUIHM, 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, Craftsmanship Certificate Course in Food and Beverage Service, Craftsmanship Certificate Course in Food Production and Patisserie and Certificate Course in Professional Bartending, admissions are directly carried out by the respective Institutes as per eligibility criteria prescribed by the Council for the respective courses.

In addition to various short term capacity building programmes, during the year **2024-25** a total of **23,495 students** enrolled themselves under various regular academic programmes 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 programmes 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) programme.**
- **Ph.D. Degree in Tourism.**

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

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

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



Proposed new Centres of IITM

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

9.4 National Institute of Water Sports (NIWS)-IITM, 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 IITM. Currently, NIWS is offering consulting activities, professional short term training programmes 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-IITM Goa, with state-of-the-art facilities was inaugurated by Hon'ble Prime Minister on 06th February, 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/programmes 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 programmes.

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 &
- (iii) to impart specialized training in culinary skills. The Indian Culinary Institute will serve as a resource centre in its subject domain, conforming to international benchmarks. A chapter of ICI Tirupati has been set up at NOIDA at a total cost of ₹ 98.50 crore.

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 programmes, during the year 2025-26, a total of 433 students (in comparison to 187 students during last academic year 2024-25) enrolled themselves under various regular academic programmes offered by ICI



Indian Culinary Institute, Tirupati

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 modernisation of laboratories.

The Central Financial Assistance is meant for purchase of lab equipment, furniture, computers, and for the modernisation and infrastructural upgradation of the Institutes. An amount of Rs.35.00 Cr has been allocated for FY 2025-26 at BE stage and an amount of Rs.11.28 Cr approx. is released till November, 2025.

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 programme was expanded the outreach and output by allowing the implementation of skill training programme 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 programme 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 24153 persons trained /certified in FY 2023-24. A total of 89801 persons have been trained / certified upto 31st March, 2025 of the FY 2024-25.

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 4792 persons trained /certified in FY 2023-24. A total of 20842 persons have been trained / certified upto 31st March, 2025 of the FY 2024-25.

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 1822 persons trained /certified in FY 2023-24. A total of 369 persons have been trained / certified upto 31st 31st March, 2025 of the FY 2024-25.

During the FY 2024-25, a total of 89801 candidates were trained/certified and during the FY 2024-25 under the CBSP scheme.

D. Other Programmes: - Tourism Awareness/Sensitisation 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 programme on August 15th this year, around 4,382 people have been trained under this initiative.

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. 01st January, 2020.



Vide amendment in the guidelines dated 11th January, 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, the Incredible India Tourist Facilitator Basic Course online examination has been conducted nine times, and a total of 5311 candidates have been certified under IITF. Additionally, IITG Heritage examinations have been conducted twice, with 95 candidates certified under IITG. Further, 2661 candidates have successfully completed the Refresher module.

Following expenditure have been incurred since 2020-21 conducting the IITFC (Basic), 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
5.	2024-25	₹ 3.50 crore
Total		₹ 24.74 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 (IITG) have been divided in 05 categories based on their experience criteria, which are as under:

Sr. 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 (*****)



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 08th March, 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. 12th August, 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-Market place portal under IITFC/IITG programme 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.

Brihadeeswarar Temple, Tamil Nadu



Administration and Information Technology

10.1 Gender Equality

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

The Ministry ensures that women officials regularly participate in 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 Judgment 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 Complaints 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 matters 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 ensures compliance of orders issued in respect of reservation policy from time to time.



Reservation for SC, ST and OBC candidates

All recruitments 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 with the 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 16th August, 2019, the Expert Committee of the Ministry of Tourism had identified different levels of posts in Group 'A', 'B' and 'C' having an elements 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>).

Representation of SC, ST, OBC and others in Government posts of Ministry of Tourism.

A reservation cell has been constituted in the Ministry and DS (Admin) is the liaison officer. In the field / subordinate offices of the Ministry, respective Regional Directors act as liaison officers.

Representation data and data regarding filling up of reserved vacancies.

Representation of SC, ST, OBC and others in Government posts of Ministry of Tourism.

Ministry of Tourism (Main Secretariat / Head Quarters)

	Incumbent in position	SC	ST	OBC	PwD	EWS	Total Backlog Vacancies filled in 2025	Backlog Vacancies as on 01.01.2026 (SC/ST/OBC/ EWS/PwD)
(SC/ST/ OBC/ EWS/ PwD)	Backlog Vacancies as on 01.01.2026 (SC/ST/OBC/ EWS/PwD)	4	2	7	1	0	NIL	NIL
Group A Posts	36	4	2	7	1	0	0	0
Group B Posts	52	10	2	9	2	1	0	5
Group C Posts	44	7	3	11	3	4	2	3

**Northern Region**

	Incumbent in position	SC	ST	OBC	PwD	EWS	Total Backlog Vacancies filled in 2025	Backlog Vacancies as on 01.01.2026 (SC/ST/OBC/EWS/PwD)
(SC/ ST/ OBC/ EWS/ PwD)	Backlog Vacancies as on 01.01.2026 (SC/ ST/OBC/EWS/ PwD)	0	0	0	0	0	0	0
Group A Posts	2	0	0	1	0	0	0	0
Group B Posts	14	1	1	1	1	0	4	0
Group C Posts	9	0	0	0	0	0	0	3 (2 OBC, 1 SC)

Southern Region

	Incumbent in position	SC	ST	OBC	PwD	EWS	Total Backlog Vacancies filled in 2025	Backlog Vacancies as on 01.01.2026 (SC/ST/OBC/EWS/PwD)
(SC/ ST/ OBC/ EWS/ PwD)	Backlog Vacancies as on 01.01.2026 (SC/ ST/OBC/EWS/ PwD)	0	0	0	0	0	0	0
Group A Posts	2	0	0	2	0	0	0	0
Group B Posts	7	1	1	5	0	0	0	0
Group C Posts	11	4	0	6	0	0	0	0

Western & Central Region

	Incumbent in position	SC	ST	OBC	PwD	EWS	Total Backlog Vacancies filled in 2025	Backlog Vacancies as on 01.01.2026 (SC/ST/OBC/EWS/PwD)
(SC/ ST/ OBC/ EWS/ PwD)	Backlog Vacancies as on 01.01.2026 (SC/ ST/OBC/EWS/ PwD)	0	0	0	0	0	0	0
Group A Posts	1	0	0	1	0	0	0	0



Group B Posts	26	4	1	4	1	2	1 (SC), 1 (OBC), 2 (EWS), 1 (PWD)	1 (SC), 1 (OBC)
Group C Posts	14	4	2	1	2	0	0	OBC-1, EWS-1

Eastern Region

	Incumbent in position	SC	ST	OBC	PwD	EWS	Total Backlog Vacancies filled in 2025	Backlog Vacancies as on 01.01.2026 (SC/ST/OBC/EWS/PwD)
(SC/ ST/ OBC/ EWS/ PwD)	Backlog Vacancies as on 01.01.2026 (SC/ ST/OBC/EWS/ PwD)	0	0	0	0	0	0	0
Group A Posts	1	0	0	1	0	0	0	0
Group B Posts	6	1	1	2	0	0	0	SC-0, ST-1, OBC-1, EWS-1, PwD-1 (HH)
Group C Posts	14	4	0	4	0	0	0	SC-0, ST-0, OBC-4 EWS-0, PwD-0

North-Eastern Region

	Incumbent in position	SC	ST	OBC	PwD	EWS	Total Backlog Vacancies filled in 2025	Backlog Vacancies as on 01.01.2026 (SC/ST/OBC/EWS/PwD)
(SC/ ST/ OBC/ EWS/ PwD)	Backlog Vacancies as on 01.01.2026 (SC/ ST/OBC/EWS/ PwD)	0	0	0	0	0	0	0
Group A Posts	1	0	0	1	0	0	0	0
Group B Posts	7	1	0	4	0	0	1 (OBC)	0
Group C Posts	1	0	1	0	0	0	0	1 (SC), 1 (OBC), 1 (EWS)



The screenshot shows the Yuva Club Portal homepage. The main content area features a banner for 'Yuva Club Portal (ytc.tourism.gov.in)'. Below the banner, there are sections for 'ABOUT US', 'FEATURED EVENTS', and 'UPCOMING EVENTS'. A large image of a group of people in front of a temple is displayed. A registration certificate for 'YUVA TOURISM CLUB' is shown, issued by the Ministry of Tourism. The sidebar on the right is titled 'Yuva Tourism Club' and lists various administrative functions: Dashboard, Add New User, RD List, Club List, Change User Password, Event Submission, Gallery, Move As Feature Event, Delete Event, Blog Submission, Monitor Club Activity, Message & Feedback, Add Notice, Manage New Letters, District Master, and Profile.

10.2.1 Yuva Tourism Club Portal-The YUVA Tourism Club portal <https://ytc.tourism.gov.in> has been operationalized to capture details and activities of Yuva Tourism Clubs across the country. Members can register through the dedicated portal, where they can upload details of their various activities and events. This platform not only fosters collaboration but also encourages creativity in promoting tourism initiatives. Through participation, members gain essential skills like teamwork and leadership while learning about responsible and sustainable tourism practices.

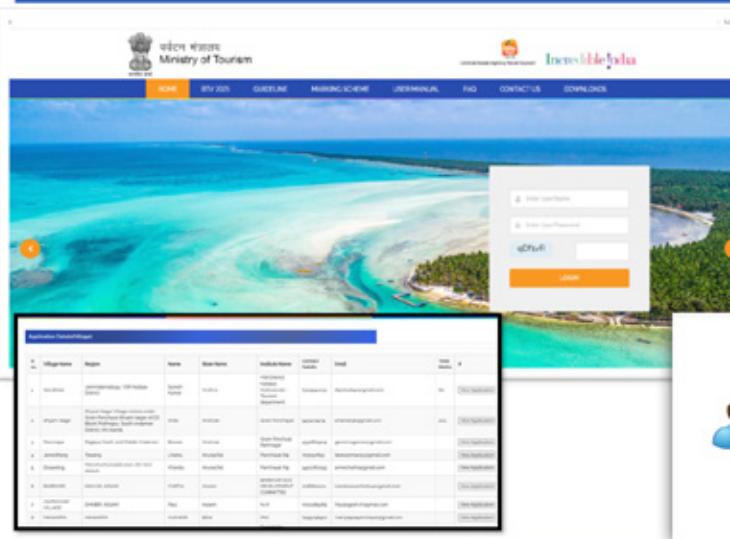
Total no's of **Yuva Tourism Club registered 9568 with 18015 Nos Members 18015 and 1961 nos of Events 1961**

10.2.2 Best Village Rural Tourism Competition which is held in every year

The Best Tourism Village (BT) 2025 competition aims to recognize and promote villages that demonstrate outstanding tourism initiatives while preserving cultural, natural, and social values. This document provides detailed guidelines on the application process, evaluation criteria, and submission requirements for participating villages, districts, and states. By following these instructions, applicants can ensure a seamless submission process and enhance their chances of selection. The guidelines also include best practices for document submission, evaluation procedures, and digital file management to facilitate an efficient and transparent selection process.

An online Submission Process for Best Tourism Village (BT) 2025 was developed to declare the Best Tourism Village.

Best Village Rural Tourism Competition
<https://onlinetracker.tourism.gov.in/BTA/View/Default.aspx>



- Held each year
- 3rd consecutive year

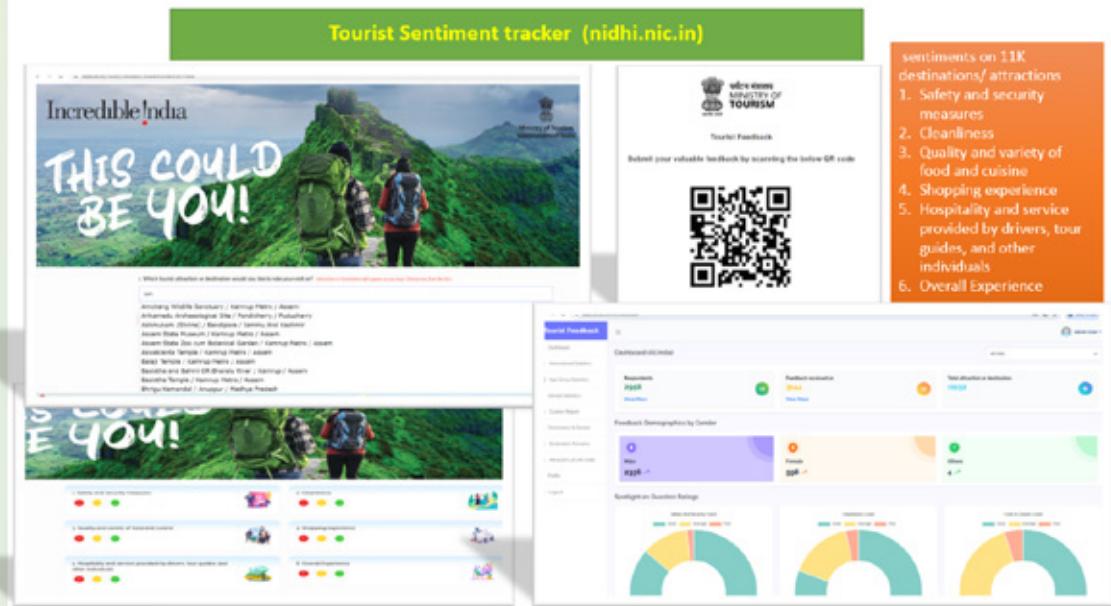
Process For Application



Login Register Apply

10.2.3 Tourist Sentiment Tracker- An innovative feedback mechanism through strategically placed QR code, designed to capture real-time insights from visitors across the country. Through strategically placed these QR codes at popular tourist destinations, visitors can easily scan the code with their smartphones to access a user-friendly interface for submitting their feedback. This hassle-free process encourages tourists to share their experiences, suggestions, and concerns in just a few clicks. The feedback data is automatically consolidated and analysed, offering the Ministry valuable insights into key trends and areas requiring improvement. By proactively identifying visitor expectations and pain points, the Ministry can implement timely, data-driven enhancements to tourism services, facilities, and infrastructure. The **Tourist Sentiment Tracker** is a crucial step towards fostering a more personalized, high-quality experience for every visitor, ensuring that India continues to shine as a global tourism destination.

Tourist Sentiment tracker (nidhi.nic.in)



sentiments on 11K destinations/ attractions

1. Safety and security measures
2. Cleanliness
3. Quality and variety of food and cuisine
4. Shopping experience
5. Hospitality and service provided by drivers, tour guides, and other individuals
6. Overall Experience

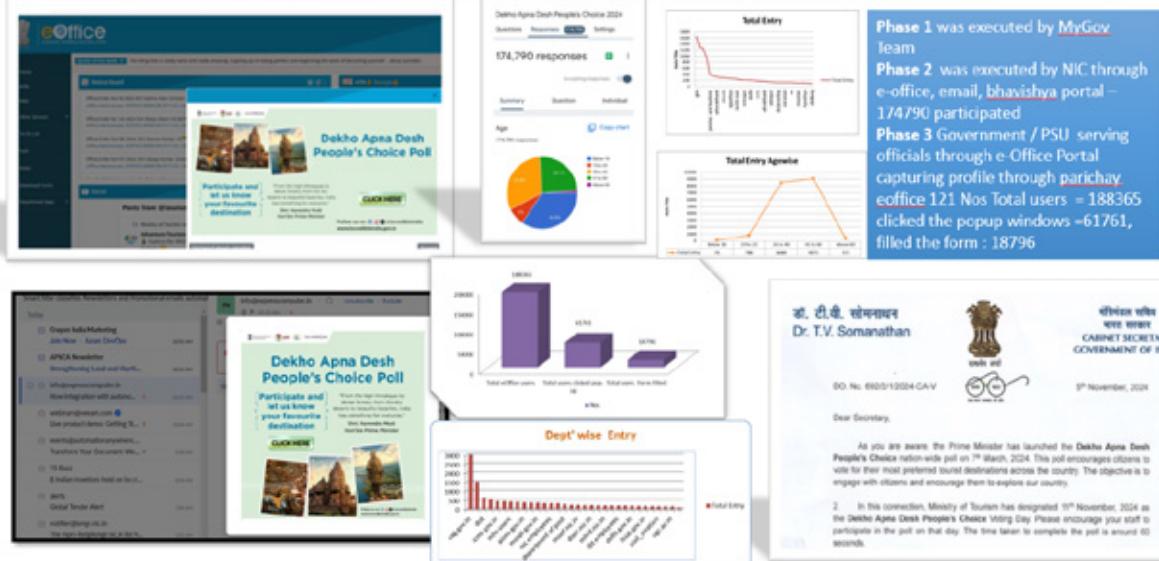


sentiments on 11K destinations/ attractions on various parameters viz. 1. Safety and security measures, 2. Cleanliness, 3. Quality and variety of food and cuisine 4. Shopping experience 5. Hospitality and service provided by drivers, tour guides, and other individuals & Overall Experience. The Tourist Sentiment Tracker is available at <https://nidhi.nic.in/Tracker/Notification>. The QR code to access the Feedback form is available in the downloadable link <https://nidhi.nic.in/Home/DownloadQR>.

10.2.4 Dekho Apna Desh Campaign

National campaign on Dekho Apna Desh

Dekho Apna Desh Peoples Choice 2024 survey through eOffice, eMail and Bhavishya Portal.



Phase 1 was executed by MyGov Team
Phase 2 was executed by NIC through e-office, email, bhavishya portal – 174790 participated
Phase 3 Government / PSU serving officials through e-Office Portal capturing profile through parichay eoffice 121 Nos Total users = 188365 clicked the popup windows =61761, filled the form : 18796

Dr. T.V. Somanathan
DDG No: 600012024 GA/V
5th November, 2024

Ministry of Tourism
Cabinet Secretary
Government of India

The Dekho Apna Desh People's Choice nation-wide poll was created. In **Phase 1**, it was executed by MyGov Team through SMS, whatsapp campaign. In the **Phase 2**, it was executed through e-Office, email, bhavishya portal where 174790 participated. In **Phase 3** Government / PSU serving officials joined through e-Office linking parichay authentication where 188365 Nos participated.

10.2.5 Utsav Portal <https://utsav.gov.in> is a platform that showcases India's vibrant events and festivals across its diverse States and Union Territories (UTs), including Live Darshan for religious observances. Designed for both Government and Corporate users, Utsav allows the listing of a wide range of events, such as national festivals, religious celebrations, conferences, and concerts, all of which are thoroughly reviewed by State, Regional Director (RD), and Ministry of Tourism (MOT) administrators to ensure accuracy before being published online. Utsav not only highlights these remarkable cultural events but also features contemporary celebrations of art, music, literature, and sports.

Utsav Portal (utsav.gov.in)



JOYFUL JANUARY

Start: Mon End: Sun

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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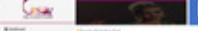
Search Bar: Search Location: Date: Event: Filter:

LIVE STREAMING EVENTS

- [Kumbh Mela - Haridwar](#)
- [Kumbh Mela - Prayagraj](#)
- [Kumbh Mela - Nashik](#)
- [Kumbh Mela - Ujjain](#)
- [Kumbh Mela - Allahabad](#)
- [Kumbh Mela - Varanasi](#)
- [Kumbh Mela - Nasik](#)
- [Kumbh Mela - Haridwar](#)
- [Kumbh Mela - Prayagraj](#)
- [Kumbh Mela - Nashik](#)
- [Kumbh Mela - Ujjain](#)
- [Kumbh Mela - Allahabad](#)
- [Kumbh Mela - Varanasi](#)
- [Kumbh Mela - Nasik](#)

FESTIVAL NEWSLETTER

Sign Up



Dashboard

Today Events: 100

Event 1	Event 2	Event 3	Event 4	Event 5
Event 6	Event 7	Event 8	Event 9	Event 10
Event 11	Event 12	Event 13	Event 14	Event 15
Event 16	Event 17	Event 18	Event 19	Event 20
Event 21	Event 22	Event 23	Event 24	Event 25
Event 26	Event 27	Event 28	Event 29	Event 30
Event 31	Event 32	Event 33	Event 34	Event 35

LIVE DARSHANS

74 MAJOR FESTIVALS, 2909

Event Graphical View

Category Wise



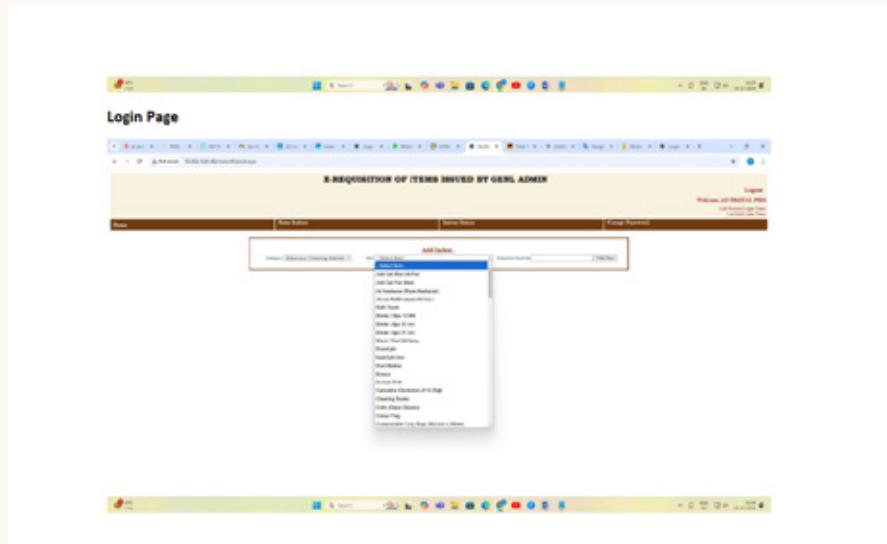
Month Wise Events



10.2.6 Procurement of Hyperscale Google Cloud with GPU for AI through GeM

Hyperscale Google Cloud space with GPU has been procured through GeM to make Destination and Development portal AI-enabled

10.2.7 Inventory Management



An inventory management system has been placed within the network of the Ministry. This Inventory Management System (IMS) is a digital solution for tracking, controlling, and optimizing a business's stock.

10.2.8 E-governance applications

a. GOV.IN **Secure Intranet** <https://govintranet.gov.in/> has been implemented in the Ministry which is a one-stop solution for seamless government operations streamlining single sign-on to access a suite of essential applications like e-Mail, e-Office, and SPARROW. Gov.in Secure Intranet (GovIntranet) (G2E Single Sign-On (SSO) and Secure Access, Virtual



Meetings (e.g., BharatVC, Google Meet, WebEx), etc, CollabFiles (for file sharing), GovDrive, Visitor Management Swagatam, Task Management Goal Tracker, Engagement Management, AI Meeting Assistant, Virtual Meeting Transcription Summarisation, Bhashini Integration, Translation, Transliteration, Executive Dashboard etc.

b. e-Office/SPARROW

The e-Office Portal which is a gateway to a virtual office from anywhere is a one stop-portal for office functions and connects the officials to securely access their office from anywhere.

The SPARROW (Smart Performance Appraisal Report Recording Online Window) is a web-based application designed to file and process the APAR (Annual Performance Appraisal Report) of officials/users electronically.

10.3 Vigilance

Overview of the Vigilance Division and its Functions

A Vigilance Division is functioning in the Ministry to deal with various vigilance-



related matters. The work undertaken by this Division primarily includes handling complaints received in the Ministry either directly or through the Central Vigilance Commission (CVC), Central Bureau of Investigation (CBI), and other agencies. The Vigilance Division serves as a link between the Ministry and other enforcement agencies on vigilance matters and also deals with issues relating to the initiation of disciplinary proceedings against erring officials, as well as the processing and monitoring of pending cases. Regular reporting of complaints and cases to the CVC, as prescribed in the Vigilance Manual and other instructions issued by the CVC, is also carried out.

Vigilance Division further deals with the matters pertaining to Annual Property Returns, Annual Performance Appraisal Reports, providing vigilance clearances etc.

Preventive vigilance measures

The Vigilance Division encourages various preventive vigilance measures, such as periodic rotation and transfer of officials posted on sensitive assignments, procurement of goods and services through the GeM (Government e-Marketplace) portal, ensuring transparency in official work, adherence to the e-Office system etc.

Observance of three month campaign and Vigilance Awareness Week

The Ministry of Tourism observed undertook various activities during a three month campaign held from 18th August 2025 to 17th November, 2025 on preventive vigilance including observance of Vigilance Awareness Week, from 27 October to 2 November 2025. During this period, the Ministry and its offices and affiliated organizations organized various sensitization programmes to promote vigilance awareness. A training programme was also conducted to sensitize officials of the Ministry of Tourism and its autonomous bodies on key topics such as framing of charge sheets, conducting CTE-type intensive examinations, and investigation procedures and reporting.

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 organisation 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 2025–26 is as follows:

Revenue Section	₹ 2534.93 crore
Capital Section	₹ 6.13 crore
Total	₹ 2541.06 crore



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

10.4.2.1 Principal Accounts Office

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

- a. 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.
- b. 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.
- c. Liaison with the office of the Controller General of Accounts Office to effect overall Coordination and control in accounting issuance of inter-departmental authorisation to various agent Ministries.
- d. 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 13th June, 2023 and discharges the following functions.

1. Preparation of Budget Estimates and Revised Estimates for Scheme/Non-Schemes components of the grant.
2. 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.
3. Preparation of Explanatory Notes/ Saving Notes, Preparation of SBE – Statement of Budget Estimates and its mapping with DDG online.
4. Preparation of Supplementary Demands for Grants and Detailed Demands for Grants.
5. Preparation of Appropriation accounts and issuance of Re-appropriation orders, surrender Orders.
6. Monitoring of paras pertaining to C&AG Audit Report and Internal Audit Reports,
7. Preparation of Output Outcome Monitoring Framework (OOMF) in coordination of NITI Aayog and divisions of the Ministry.

10.4.2.3 Pay & Accounts Offices

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. Authorisation 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 In accordance with the guideline issued by the Ministry.
- v. Compilation of monthly account based on monthly expenditure, receipts and payment authorisations, 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, Authorisation/payment of pension, Commutation

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 organisation is mainly to inspect that expenditure control mechanism is in place and rules pertaining to financial proprietary 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	422

10.4.2.5 Important Audit Observations

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 up to 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 utilisation 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 DigiLocker 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 utilisation 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 utilisation 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 31st December, 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 and to achieve the goals set in the Annual Programme issued by the Department of Official Language, the Official Language Division of the Ministry of Tourism takes all possible action. Along with this, the Official Language Division also deals with the translation work related to the Ministry.

Measures to achieve the targets set 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 Department 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 in Hindi is gradually increasing and all possible measures are being taken to achieve targets set in the Annual Programme. Notings in Hindi on files by Officers and staff of the Ministry is also being increased as per the target.

2. Committees

i. Official Language Implementation Committee: Official Language Implementation Committee (OLIC) is formed in the Ministry and its quarterly meetings are organised 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 organised in the Ministry during the first 3 quarters of the year 2025-26.

ii. Committee of Parliament on Official Language: During the year 2025-26, to evaluate 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 has 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 Division 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 noting-drafting originally in Hindi was implemented in the Ministry for the year 2025-26. Cash awards were given to winner participants under the scheme.
- ii. **Hindi Diwas and Hindi Pakhwada/Month:** Hindi Pakhwada (Fortnight) was organised from 14 to 28 September, 2025 in Ministry of Tourism. The appeal of the Hon'ble Home Minister regarding Hindi Diwas and message of Secretary (Tourism) was also released on the e-Office notice board of the Ministry. During Hindi Pakhwada competitions such as chitra-abhivayakti, translation and Hindi noting-drafting were organised. Officers and staff participated in it with enthusiasm & winners were awarded. Apart from this, like every year, this year also Hindi Diwas and 5th Akhil Bharatiya Rajbhasha Sammelan was organised by the Department of Official Language on 14th - 15th September, 2025 in Gandhinagar, Gujarat Assistant Director (OL), Ministry of Tourism participated in it.
- iii. **Hindi workshops:** To remove hesitation among officers & staff in performing their official tasks in Hindi and to resolve the problems faced by them, Hindi workshops are organised regularly.
- iv. **Inspection of subordinate offices:** As per the target set by Department of Official Language in its Annual Programme of Official Language inspection of atleast 25% subordinate/attached offices of a Ministry/ Department, 11 offices of the Ministry of Tourism have been inspected in 2025-26.

10.7 Swachh Bharat Mission

“Swachhata” 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 Programme” and was launched in 2015. Swachhata related activities and programmes are dedicatedly organised 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 programmes. The list of implemented programmes is as under: -



10.7.1 *Swachhata Action Plan (SAP)* - Three types of awareness programmes are organised across the country under SAP: the Tourist Awareness Programme, the Student Awareness Programme, and the Tourism Stakeholders' Awareness Programme. The Ministry of Tourism has been implementing programmes in these categories through the Indian Institute of Tourism and Travel Management (IITTM), Gwalior, and the Central Institutes of Hotel Management (CIHMs), State Institute of Hotel Management (SIHMs), Food Craft Institute (FCIs) and Ashok Institute of Hospitality and Tourism Management (AIH & TM).

During the current FY 2025–26, the Ministry of Tourism has approved a total number of approximately 200 activities under SAP 2025–26 to generate awareness on *Swachhata* among tourists, students, and tourism stakeholders across the country. Each awareness activity on cleanliness is expected to cover up to 500 tourists, 100 students, and 60 stakeholders at each site.

10.7.2 *Swachhata Pakhwada (SP)* - *Swachhata Pakhwada* activities are organised every year in the month of September across the country to create awareness about *Swachhata*. The duration of this annual programme is fifteen days (16–30 September). The subordinate offices (India Tourism Offices), ITDC, and the academic institutions under this Ministry (IITTM, CIHMs, SIHMs, FCIs), along with the Tourism Departments of State/UT Governments, undertook various cleanliness activities at their respective locations across the country.

During this period, a total number of 277 activities were conducted with the participation of approximately 10,551 individuals. The Ministry of Tourism organised a *Swachhata Pakhwada* Award Ceremony 2025 on 03rd November 2025 at the Media Centre, Transport Bhawan, New Delhi.

10.7.3 *Swachhata Hi Seva (SHS)* - SHS activities are organised every year from 17th September to 2nd October. The theme of SHS-2025 was "**Swachhotsav**" (स्वच्छोत्सव). Under this initiative, cleanliness drives were carried out by the subordinate offices, academic institutions under this Ministry (IITTM, CIHMs, SIHMs, FCIs), and the Tourism Departments of the State/UT Governments. These agencies undertook various cleanliness and mass-mobilisation activities across the country. During this period, a total number of **244 activities** were conducted with the participation of approximately **8,659 individuals**.

A felicitation programme to honour **Safai Mitras** was organised on **19th September 2025** at the Media Centre, Transport Bhawan. During the programme, Safai Mitras were felicitated with the **Dignity Badge of Swachhata Prahri, Angavastra**, and a flower bouquet in the presence of officials from the Ministry of Tourism.

To mark the conclusion of the fortnight-long celebration of **Swachhata Hi Seva**, the Ministry of Tourism organised a **Mega Event** on **25 September 2025** at IHM Pusa, New Delhi. The event, held in the presence of the Secretary (Tourism), featured a major cleanliness drive and an awareness programme as a tribute to Mahatma Gandhi on his birth anniversary and in celebration of **Swachh Bharat Diwas**. Approximately **500 participants** took part in the Mega Event.

10.7.4 *Swachhata Campaign 2025* - As per the directions of the Hon'ble Minister for Tourism & Culture, a **Swachhata Campaign** was organised by the Ministry of



Tourism from **2nd to 31st October 2025**. The subordinate offices and institutions under the Ministry of Tourism conducted various activities. As part of the Swachhata Campaign, the SBM Division of the Ministry of Tourism undertook a Cleanliness Drive and Plantation Drive on **17th October 2025** in and around Transport Bhawan, New Delhi.

Photographs of Awareness Programme under Swachhata Action Plan (SAP) in 2025-26



FCI Aligarh, Uttar Pradesh conducted a *Nukkad Natak*-based cleanliness awareness programme for tourism stakeholders on 19th November 2025 at Hotel Ramada, Aligarh.



FCI Aligarh, Uttar Pradesh organised a seminar for tourism stakeholders on 27th November 2025 at the Auditorium, Boys Polytechnic, AMU Aligarh, to create awareness about cleanliness.



SIHM Dimapur, Nagaland organised a seminar for tourism stakeholders on 22nd November 2025 at the institute to create awareness about cleanliness under the Swachhata Action Plan (SAP) 2025-26.

Photographs of Swachhata Hi Seva 2025



A Mega Event for carrying out major cleanliness drive and awareness programme in the presence of Secretary (Tourism) was organised by **Ministry of Tourism** on 25th September 2025. On this occasion, to boost the morale of Cleaning Staff / Safai Mitra the Secretary (T) felicitated them by presenting sapling as a token of appreciation.



A felicitation Programme to Honour Safai Mitras during "Swachhata Hi Seva" Campaign was held on 19th September 2025 at Media Centre, Transport Bhawan.



India Tourism Guwahati, Ministry of Tourism, Government of India, in collaboration with the Assam Tourism Development Corporation (ATDC), organised a Swachhata Hi Seva cleanliness drive at the historic Assam State Museum, Guwahati on World Tourism Day 2025 under the theme "Tourism and Sustainable Transformation".



Photographs of Swachhata Pakhwada 2025



Swachhata Pledge was administered by Secretary (T) and Sr. EA (T) during the Swachhata Pakhwada Period



A massive Cleanliness drive was undertaken in and around the SIHM Silvassa campus

Cleanliness drive during Swachhata Pakhwada



Swachhata Pledge undertaken by the students and faculty of the institute



Poster Making competition organised by the institute during the Swachhata Pakhwada period

Photographs of Swachhta Pakhwada Awards 2025



A **Swachhata Pakhwada Award Ceremony 2025** was organised by Ministry of Tourism on **3rd November 2025** at Media Centre, Transport Bhawan for awarding the institutions and subordinate offices for carrying out cleanliness activities during the Swachhata Pakhwada (16th - 30th September 2025). The awards & certificates were presented by the **Additional Secretary & DG (T), Sr. EA (T) & EA (T)** to the IHM Jaipur, IHM Gwalior, IHM Srinagar, IHM Hajipur & IHM Lucknow.

Photographs of Swachhata Campaign 2025





As per the directions of the Hon'ble Minister for Tourism and Culture, the Ministry of Tourism organised a Swachhata Campaign from 2nd to 31st October 2025. As part of this campaign, the SBM Division of the Ministry of Tourism conducted a Cleanliness Drive and a Plantation Drive on 17th October 2025 in and around Transport Bhawan, New Delhi.

10.8 Cyber Security

This year, the Ministry of Tourism has adopted a "Resilience-First" approach. This strategy is designed to protect the digital tourism ecosystem from advanced threats like Social Engineering while safeguarding the Critical Information Infrastructure (CII).

1. Core Pillars of the Framework

The framework is built upon four functional pillars to ensure comprehensive security:

- Governance & Compliance: Aligns with the DPDP Act 2023, implementing strict "Data Fiduciary" roles for departments handling personal tourist data
 - Mandates "Security by Design" for all new e-Governance projects under CISO oversight.
 - Requires bi-annual security audits by CERT-In empanelled auditors.



- Incident Response & Recovery:
 - Establishes a Cyber Crisis Management Plan (CCMP) for rapid recovery from ransomware or DDoS attacks.
 - Conducts quarterly cyber mock drills in coordination with NCIIPC.
- Capacity Building & Awareness:
 - Conducts “Cyber Jagrit Bharat” awareness campaigns for employees and attached office

The Ministry aims to achieve a “Mature” rating on the National Cyber Preparedness Index by 2026, positioning cybersecurity as a foundational pillar of “Atmanirbhar Bharat” within the tourism sector.

Activities during 2025

- a. **Comprehensive ICT infrastructure audit** of the Ministry has been done through STPI (Software Technology Parks of India) which is an S&T autonomous society under Ministry of Electronics and Information Technology for all the digital assets including network and action have been taken up as per their recommendations.
- b. Cyber Hygiene Awareness Campaign was organised on 07.11.2021 in collaboration with CERT-in, MeitY.

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 airports. 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 Organisational set -up:

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

Chairperson (Presently the post is vacant),

Managing Director

Two Functional Directors [i.e. (1) Director-Finance and (2) Director-Commercial & Marketing],

One Government Nominee Director; and

One Non-official/ Independent Director (the post of three Independent Directors including one Woman Independent Director are 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, Official Language 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 Travel/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 05th December, 2025:

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



10.9.5 Capital Structure

The details are as under:-

(₹ in crore)

(As per Ind AS)	FY 2022-23	FY 2023-24	FY 2024-25
Authorized Capital	150.00	150.00	150.00
Paid up Capital	85.77	85.77	85.77
Reserves & Surplus	286.96	256.42	315.79
Net Worth	372.49	341.95	401.33

10.9.6 Pattern of Shareholding

ITDC is listed on both the NSE and BSE and accordingly its market capitalisation as on 05th December, 2025 stood at ₹ 4776.07 crore as per BSE and ₹ 4789.79 crore as per NSE. 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 05th December, 2025 is as under:

Government of India :	87.03%
The Indian Hotels Company Ltd :	7.87%
Other Bodies Corporate :	0.15%
Qualified Institutional Buyers :	1.78%
General Public, Employees & Others :	3.17%

10.9.7 Financial Performance

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

Financial Years	2020-21	2021-22	2022-23	2023-24	2024-25
Turnover	197.16	304.76	473.37	523.67	587.78
Profit before Tax	-24.04	7.95	82.08	104.23	100.84
Profit after Tax	-27.45	4.38	56.29	66.17	82.94

Annual Accounts for the financial year 2024-25 were approved by ITDC Board on 30th May 2025 and ITDC Board has recommended 29.00% dividend for the financial year 2024-25 which was approved by the shareholders in the Annual General Meeting held on 16th December, 2025.

10.9.8 Plan Schemes

The Ministry of Tourism, Government of India does not give any grant to ITDC under any scheme. From its internal resources, etc., the original budget estimate for capital outlay for the year 2025-26 is ₹ 72.01 crore, which includes ₹ 56.98 crore against renovation /upgradation of hotel properties only.



10.9.9 Memorandum of Understanding (MoU)

Performance Evaluation against MoU for FY 2024-25 is under process by the DPE. ITDC achieved 94.00 (Excellent) marks out of 100 in FY 2023-24. Signing of the MoU with Ministry of Tourism for the FY 2025-26 has also been done.

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 Pataliputra Ashok, Patna and Hotel Donyi Polo Ashok, Itanagar) have been transferred/handed over to the respective State

Approval of Alternative Mechanism has been received for disinvestment of following 3 hotel properties :

Incomplete Project of Anandpur Sahib : Approval of Alternative Mechanism dated 15th September, 2025 was received from DIPAM and communicated to ITDC for final closure vide MoT OM dated 26th September, 2025.

Hotel Ranchi Ashok, Ranchi: Approval of Alternative Mechanism dated 30th June, 2025 was received from DIPAM and communicated to ITDC for final closure vide MoT OM dated 15th July 2025.

Hotel Jammu Ashok, Jammu : Approval of Alternative Mechanism dated 15th September, 2025 was received from DIPAM and communicated to ITDC for final closure vide MoT OM dated 22nd September, 2025.

ITDC is in the process of disinvestment for following properties :

Hotel Nilachal Ashok, Puri : State Government has been offered to buy out the 98% paid up equity capital of ITDC in the JV Company. With the approval of the ITDC Board, IMG Agenda for appointment of Consultant/valuer for valuation of property has been received in MoT with request to call the IMG meeting.

Hotel Pondicherry 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 proposal of ITDC in MoT has been received to call the IMG meeting to appoint TA/Valuer for valuation of Hotel Pondicherry Ashok.

Hotel Ashok, New Delhi: In the recent meeting held with Neeti Aayog, MoT and DIPAM, the asset monetisation of Hotel Ashok was discussed and it was deliberated



to appoint an International Property Consultancy (IPCs) with the approval of IMG to take the process further. Draft IMG Agenda has been received in MoT with the request to call the IMG meeting.

Hotel Kalinga Ashok, Bhubaneswar: State Government has been offered to take over the existing Hotel Kalinga Ashok at a mutually decided valuation. Proposal has been sent to the State Government. Reply from State Govt is awaited.

10.9.11 Ashok Group of Hotels

The Ashok:

Rising prominently in the heart of New Delhi's Diplomatic Enclave, The Ashok has, since its establishment in 1956, embodied the elegance and legacy of ITDC's flagship hospitality offerings. Surrounded by lush, meticulously maintained greenery, the hotel blends timeless grandeur with contemporary comfort, creating an atmosphere that appeals to dignitaries, business leaders, and leisure travellers alike.

With 550 thoughtfully designed rooms including 160 luxurious suites and an opulent Presidential Suite, The Ashok offers an unparalleled stay experience marked by refined aesthetics and superior amenities. Beyond accommodation, the hotel has earned an enduring reputation as one of India's foremost destinations for prestigious conventions, high-profile gatherings, and celebratory events. Its expansive banquet facilities and iconic Convention Hall continue to attract major national and international conferences, cementing The Ashok's stature as a premier venue in the country's hospitality landscape, as highlighted below.

World Environment Day 2025 was celebrated on 5 June under the leadership of the MD, ITDC. The *#EkPedMaaKeNaam* initiative saw enthusiastic participation across ITDC from leadership to gardeners and their children who planted saplings in honour of motherhood. Aligned with the UN theme *Beat Plastic Pollution*, the event reaffirmed ITDC's commitment to sustainable tourism and eco-friendly hospitality.

International Day of Yoga 2025 was commemorated on 21 June at The Ashok. Organised by ITDC in collaboration with SCOPE, the event welcomed participants from DPE, the Ministry of Finance, and 25 Central PSUs. Expert instructors from the Morarji Desai National Institute of Yoga (MDNIY), Ministry of AYUSH, conducted an engaging and revitalizing yoga session.

Throughout the year, The Ashok proudly hosted an impressive line-up of prestigious national and international events, including conventions of the National Human



Rights Commission, Ministry of Youth Affairs & Sports, Ministry of Women & Child Development, Department of Fisheries, International Solar Alliance, Parliamentary Research & Training Institute for Democracies (PRIDE), Buddhist Conclave 2025, MILMEDICON 2025, as well as industry bodies such as the India Pulses & Grains Association, Delhi Lawn Tennis Association, and the Bharat Tex Trade Federation.

Several global organisations and diplomatic missions such as ICGEB, the Embassy of Montenegro, and various international sports and cultural delegations selected The Ashok for their high-level meetings. The hotel also welcomed key events from ministries and national institutions, including the Ministry of Finance, Ministry of Railways, Department of Telecommunications, ESIC, NHAI, Quality Council of India, SAIL, and numerous prominent public-sector organisations.

Continuing its leadership in hosting medical conferences, The Ashok served as the venue for major gatherings of the Delhi Ophthalmological Society, Cardiological Society of India, Delhi Orthopedic Association, Sir Ganga Ram Hospital, CSICON 2025, and MICROCON 2025.

As a residential host, the hotel welcomed Padma Awardees, National Teachers' Awardees, Para-Olympic contingents, and distinguished cultural and political delegations.

Various activities/food festivals held in the restaurants: -

Mango Food Festival at the Coffee Shop (16th July - 23rd July 2025)

Monsoon Mania Food Festival at the Coffee Shop (25th August - 31st August 2025)

Special Picnic Hampers at the Cake Shop for International Picnic Day

Special discounts on International Women's Day at the Coffee Shop, The Oudh, Frontier, and Cake Shop

Special Rakhi & Teej Hampers at the Cake Shop

Khyber-ki-Peshkash Food Promotion at Frontier Restaurant (23rd November - 4th December 2025)

Participation in Indian Food Festivals Abroad: -

Chef Prajit P. Kumar and Shri Naresh represented The Ashok at the Indian Food Festival in Tajikistan (August 2025)

Chef Vikash Kumar Anand and Shri Mahboob Alam from Hotel Samrat and The Ashok participated in the Indian Food Festival in Kazakhstan (October 2025)



Chef Chandan Kumar and Shri Arjun Kumar Lal from the Parliament House Catering Unit participated in the Indian Food Festival in Tunisia (November 2025)

Awards and Achievements:-

Shri Amit Gothwal, Sr. Sous Chef, won Executive Chef of the Year 2024–25 at the Food Connoisseurs India Awards (July 2025)

Shri Naveen Mathur, Chef de Partie, won the Silver Medal in the Live Pasta category at the Incredible Chefs Challenge (September 2025)

Ms. Firdaus, Student Trainee, won the Silver Medal in Cake Decoration at the Incredible Chefs Challenge (September 2025)

Ms. Shristi, Student Trainee, won the Bronze Medal in Cake Decoration at the Incredible Chefs Challenge (September 2025)

Shri Daman Prakash, Halwai, received the Master Chef Award – Indian Sweets at the Indian Culinary Forum Annual Chef Awards (13th October 2025)

Ms. Harpreet Kaur, Student Trainee, won Student Chef of the Year – Female at the Indian Culinary Forum Annual Chef Awards (13th October 2025)

The Ashok successfully completed its ISO Certification audit and received the ISO 22000:2018 Certification on 7th August 2025, valid for three years, subject to annual surveillance audits.

Guest rooms on the 3rd floor of the Annexe Building previously used as office space by IRFC comprising 49 rooms are currently being renovated to restore them to guest-ready standards. Aishwarya Lawns at The Ashok has been fully landscaped and transformed into an attractive new banquet venue, already drawing bookings. Additionally, the hotel's taxi stand area is being converted into another banquet space.

Hotel Samrat:

Set amidst the exquisitely landscaped gardens it shares with Delhi's iconic landmark, The Ashok, Hotel Samrat stands as an elegant architectural statement built around a central flower-filled atrium and an open-air courtyard. Its 255 well-appointed standard and deluxe rooms, furnished with twin and queen-size beds, offer serene views of lush enclosed gardens, fountains, and gently flowing water channels—ensuring a stay that delights even the most discerning guests.

A premier destination for distinguished gatherings, the hotel regularly hosts conventions, exhibitions, and weddings across its versatile event spaces, including Kautilya Hall, Chanakya Hall, and the Poolside Lawns. This year, Hotel Samrat



unveiled "Atrium," its sophisticated new F&B outlet, along with a range of innovative culinary offerings aimed at enhancing guest experience and boosting visibility. The hotel also proudly set up an exclusive food stall at Rashtrapati Bhavan during the opening of Amrit Udaya, a prestigious event held in August.

Throughout the year, the property welcomed major groups such as the UPSC Group Series, IPS Academy Group, and the Embassy of Russia, while also extending seamless support for events at Rashtrapati Bhavan and during the Ministry of Tourism conference. Renowned for its culinary excellence, the hotel supplied delicious packed meals across diverse cuisines and successfully delivered 3,000, 6,000, and 11,000 packed hi-tea boxes to Ashok Events and the Ministry of Culture.

Hotel Samrat completed the renovation of 48 guest rooms, along with corridors, the lobby, and the entrance porch, while refurbishment of an additional 20 rooms remains underway with ongoing kitchen upgrades to meet ISO compliance standards.

The hotel also entered into annual rate contracts with 12 government organisations, revised Room Service, Banquet, and Thali tariffs in line with guest preferences, strengthened its presence on online channels, and introduced an array of new dishes and mocktails to elevate in-room dining.

Adding to its global footprint, Hotel Samrat proudly participated in the Indian Food Festival held in Almaty, Kazakhstan, showcasing its culinary heritage on an international platform.

Hotel Kalinga Ashok:

Hotel Kalinga Ashok, established in 1980 and spread across 6 acres, is a distinguished property of ITDC. Located in the cultural capital of India Bhubaneswar, Odisha, the hotel offers an ideal blend of comfort, convenience, and cultural connectivity. Its proximity to major road, rail, and air networks makes it a preferred choice for both leisure and business travelers. Surrounded by prominent tourist attractions, it serves as an excellent base for exploration and relaxation.

Hotel Kalinga Ashok is known for its well-planned and expansive infrastructure. Its large lobby and ample parking, rare features in central Bhubaneswar cater to solo travelers as well as large groups. The hotel is also a popular venue for corporate and social events, supported by premium banquet facilities. Two extensive lawns, Kapilash (28,550 sq. ft.) and Aangan (44,350 sq. ft.), along with the Konark (250 pax) and Utsav (100 pax) banquet halls, provide versatile spaces for gatherings of all sizes.



The property features 32 well-appointed rooms and 4 elegant suites, ensuring a comfortable stay for every guest. Its in-house restaurant and bar, Phulbani, offers seating for 60 and serves a diverse range of cuisines. The hotel is also a preferred destination for MICE activities catering to both government and private sector organisations with modern facilities.

Ongoing renovation work aims to upgrade the hotel's infrastructure and enhance guest services. As part of its sustainability and cost-optimisation efforts, the hotel is installing a solar power system to reduce energy consumption, improve long-term efficiency and promote eco-friendly operations.

A design competition, was organised in collaboration with the Indian Institute of Architects (IIA), seeking to elevate the aesthetic appeal of the property. The initiative aimed to incorporate local Odia art, culture, and architectural elements while ensuring cost-effective and sustainable solutions. Participants were encouraged to propose creative designs that harmonize with Odisha's heritage, use local craftsmanship, promote sustainability, enhance guest experience, and accommodate the hotel's future expansion and operational needs.

This partnership with IIA will help identify the most innovative, practical, and culturally resonant design aligned with the hotel's vision of modernisation, sustainability, and heritage preservation.

Hotel Kalinga Ashok is deeply respected in Bhubaneswar for its resilience during crises such as cyclones and the COVID-19 pandemic. It also celebrates key occasions—including 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 and obelisks, Hyderabad House blends predominantly European architectural features with Mughal motifs. India Tourism Development Corporation has been successfully managing operations, 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 centre 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 organised 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 PM of New Zealand, Hon'ble President of Chile, the Hon'ble President of Angola, the Hon'ble President of Paraguay, the Hon'ble President of Philippines, the Hon'ble PM of Fiji, the Hon'ble PM of Singapore, the Hon'ble President of Mongolia, the Hon'ble President of Russia 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 the prestigious VVIP Catering Unit at Vigyan Bhawan, providing its services for numerous high-profile national and international events. Many of these events have been graced by the Hon'ble President, Hon'ble Prime Minister, Hon'ble Vice President, Hon'ble Home Minister, and various Heads of States. The catering services delivered by ITDC at Vigyan Bhawan have consistently received appreciation and praise for excellence, hospitality, and seamless coordination.

During the current year, the Vigyan Bhawan Catering Unit has successfully handled several significant conferences and high-level meetings attended by distinguished dignitaries, including the Hon'ble President, Hon'ble Prime Minister, Hon'ble Vice President, Hon'ble Home Minister, and other eminent national and international delegates. These conferences were organised by various prestigious ministries, departments, and organisations, including: Ministry of Women & Child Development, National Commission for Women, Ministry of Social Justice & Empowerment, United Nations Development Programme (UNDP), Ministry of Jal Shakti, National Institute of Technology, Department of Empowerment of Persons with Disabilities, National Federation of Urban Cooperative Banks & Credit Societies, Ministry of Housing & Urban



Affairs, Ministry of Civil Aviation, National Human Rights Commission (Ministry of Home Affairs), Ministry of Skill Development & Entrepreneurship, National Film Development Corporation Ltd., National Disaster Management Authority, Border Security Force, Institute of Cost Accountants of India, Income Tax Department, Ministry of Health & Family welfare, National Health Authority, National Forensic Science University, Ministry of Ayush, Ministry of Home Affairs, Institute of cost accountants of India, Ministry of Small & Medium Scale Enterprises, and many more esteemed organisations.

The continued confidence shown by these prominent institutions reflects ITDC's unwavering commitment to delivering superior-quality VVIP catering services at Vigyan Bhawan.

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 2025-26 (up to 30th November, 2025) include: -

- “17th Civil Services Day” organised by Department of Administrative Reforms & Public Grievances on 21st April, 2025 at Vigyan Bhawan, New Delhi. Chief Guest: Hon’ble Prime Minister of India.
- “10th Governing Council Meeting” organised by NITI AAYOG on 24th May, 2025 at Bharat Mandapam, New Delhi. **Chief Guest: Hon’ble Prime Minister of India.**
- Remembering 50 years of the imposition of the emergency a dark chapter in the history of independent India “**SAMVIDHAAN HATYA DIWAS 2025**” on 25th June 2025 at Thyagraj Stadium, New Delhi. Chief Guest, Hon’ble Home Minister of India and other Union Ministers to the Government of India.



- Commemoration of the “100th Birth Anniversary of Acharya Shri Vidyanand Ji” organised by Ministry of Culture at Vigyan Bhawan, New Delhi on 28th June, 2025. **Chief Guest: Prime Minister of India.**
- Commemoration of 150 Years of 150 Years of “Vande Mataram” organised by Ministry of Culture, Government of India on 7th November, 2025 at IG Indoor Stadium, New Delhi. **Chief Guest: Hon'ble Prime Minister of India.**
- The Exhibition on New Criminal Laws organised by Home Department, Government of Maharashtra from 19th to 23rd November, 2025 at Azad Maidan, Mumbai.
- Gyanbhartam Mission organised by Ministry of Culture on 1st November, 2025 at Vigyan Bhawan, New Delhi. **Chief Guest: Hon'ble Prime Minister of India.**
- “Celebrating Birth Anniversary of Rajendra Chola – 1 & Commemoration of 1000 Years of his Maritime Expedition in South East Asia and Commencement of Construction of Gangaikonda Cholapuram Temple” at Ariyalur District, Tiruchirappalli, Tamil Nadu from 23rd to 27th July, 2025. **Chief Guest: Hon'ble Prime Minister of India.**
- “11th National Handloom Day” organised by Ministry of Textiles & EPCH on 07th August, 2025 at Bharat Mandapam, New Delhi.
- Meeting of State/ UTs Tourism Secretaries Meeting organised by Ministry of Tourism from 7th to 8th July, 2025 at Srinagar, Jammu & Kashmir
- “Har Ghar Tiranga: BIKE RALLY” organised by Ministry of Culture on 12th August, 2025 at Bharat Mandapam, New Delhi and “Har Ghar Tiranga: CONCERT” organised by Ministry of Culture on 13th August, 2025 at Bharat Mandapam, New Delhi.
- “National Meet 2025: Leveraging Space Technology & Applications for Viksit Bharat 2047” organised by Indian Space Research Organisation (ISRO) held at Bharat Mandapam, New Delhi on 22nd August, 2025 and “2nd National Space Day 2025” organised by Indian Space Research Organisation (ISRO) held at Plenary Hall, Bharat Mandapam, New Delhi on 23rd August, 2025.
- Exhibition on New Criminal Laws at Jaipur, Rajasthan organised by Rajasthan Police from 13th to 21st October, 2025.
- The States and Union Territories Tourism Ministers' Conference organised by the Ministry of Tourism at Hotel Marriott, Udaipur, Rajasthan on 14th - 15th October, 2025.



- The Exhibition on New Criminal Laws organised by Home Department, Government of Delhi from 1st to 9th July, 2025 at Bharat Manadapam, New Delhi.
- "Exhibition on New Criminal Laws" organised by Chhattisgarh Police from 1st to 6th November, 2025 at Nawa Raipur, Chhattisgarh.
- Ministry of Tourism Pavilion during "Rashtriya Ekta Diwas" from 1st to 15th November, 2025 at Kevadia, Gujarat.
- "Commemoration of 150 Years of National Song or "Vande Mataram" organised by Ministry of Culture on 07th November, 2025 at Indira Gandhi Indoor Stadium, New Delhi. **Chief Guest: Hon'ble Prime Minister of India.**
- "6th Full Meeting of the Standing International Forum of Commercial Courts" organised by High Court held on 08th November, 2025 & 09th November, 2025 at Bharat Mandapam, New Delhi.
- "National Urban Conclave 2025 – Sustainable Urban Development and Convergence – Co Creating The Blueprint for The Urban Future of Viksit Bharat" organised by Ministry of Housing and Urban Affairs held on 08th November, 2025 & 09th November, 2025 at Yashobhoomi, New Delhi.
- "3rd International Conference on Green Hydrogen India 2025" organised by SECI, Ministry of New and Renewable Energy held on 11th November, 2025 & 12.th November, 2025 at Bharat Mandapam, New Delhi.
- "13th International Tourism Mart – 2025 for The North Eastern Region organised by Ministry of Tourism from 13th to 16th November, 2025 at Pangthang, Gangtok, Sikkim.
- "Exhibition on New Criminal Laws" organised by Department of Home, Government of Maharashtra from 19th to 23rd November, 2025 at Azad Maidan, Mumbai.
- "5th Convocation Ceremony of National Institute of Technology, Delhi" organised by NIT, Delhi on 19th November, 2025 at Vigyan Bhawan, New Delhi. **Chief Guest: Hon'ble President of India.**
- "Bhartiya Kala Mahotsav – 2025" organised by South Central Zone Cultural Centre under the aegis of Ministry of Culture from 22nd to 30th November, 2025 at Rashtrapati Nilayam, Hyderabad. **Chief Guest: Hon'ble President of India.**



- “Shatabdi Sammelan” organised by Union Public Service Commission (UPSC) on 26th November, 2025 & 27th November, 2025 at Bharat Mandapam, New Delhi.
- “DGPs/ IGPs Conference organised by Nawa Raipur Development Authority from 28th to 30th November at IIM Raipur. **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 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. Chidambaranar, JNPT and a duty-free shop at AAI’s Visakhapatnam international Airport which was won through a competitive bidding process.

The division started the Duty Free shop operations at Visakhapatnam International Airport from 18th July, 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 international 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 & Tours (ATT), the travel division of ITDC, continues to serve as the trusted travel partner for Government Ministries, Departments, Autonomous Bodies, PSUs, CPSEs, Defence Forces, Paramilitary Organisations and Corporate Clients. ATT has consistently delivered reliable, affordable and compliant travel solutions across domestic and international sectors.



Digital Transformation – ITDC Bookings Portal & Mobile App

In line with the Government's vision of digital empowerment, ATT is about to launch a **state-of-the-art travel portal and mobile application** – www.itdcbookings.com. This platform provides a seamless one-stop solution for all travel requirements, ensuring faster turnaround, transparency and compliance.

Key features of ITDC Bookings will include: -

- Online air ticketing for domestic and international sectors
- Integrated payment gateway with secure, real-time transactions
- 24/7 access across devices (mobile, tablet, desktop)
- Instant booking confirmations and self-service itinerary management
- RBI-authorised payment aggregators ensuring secure transactions with 99% uptime

Diversified Service Portfolio

- Beyond air ticketing, ATT would be expanding its offerings to include: -
- Surface travel solutions: cabs, coaches, caravans (pan-India)
- Rail bookings (to be introduced shortly)

Operational Excellence

ATT continues to maintain pan-India services; directly and through its empanelled GSA's. The division has successfully catered to large-scale travel requirements of Ministries and PSUs, ensuring end-to-end solutions from air tickets to last-mile transfers.

Strategic Importance

ATT's modernisation strengthens ITDC's positioning as a holistic travel and hospitality solutions provider. By combining heritage trust with digital innovation, ATT is aligned with the Government's objectives of efficiency, transparency and service excellence in public sector travel management.

10.9.15 Corporate Marketing & Public Relations Division

The Corporate Marketing and Public Relations division has continued its focused efforts toward strengthening the institutional image of ITDC. During the period, the division successfully organised key national observances—International Yoga Day 2025 in collaboration with SCOPE under the #wholeofCPSE initiative,



featuring a special session by MDNYI instructors with participation from over 100 representatives of Central PSUs and World Environment Day celebrations anchored around the campaign **#EkPedMaaKeNaam**, wherein gardeners and their children planted saplings across ITDC units. Digital outreach was significantly enhanced through targeted social media promotions across all platforms, leveraging trending formats to drive engagement. Key initiatives included **#KitchenFlash** (Tips & Hacks by ITDC Chefs), **#VoicesofAITM**, commemorative logos marking 60 years of ITDC and 70 years of The Ashok, and amplification of the “Har Ghar Tiranga” campaign. Additional focus was placed on enhancing visibility for MICE, Weddings, and the promotion of ITDC hotels and restaurants. The **#ITDCIndiaLegacy** campaign, released on National Statistics Day, showcased ITDC’s institutional growth through impactful data storytelling.

To promote ITDC’s commercial verticals, the division executed a comprehensive marketing strategy integrating digital, influencer, and mainstream media outreach. Collaborations with food and lifestyle influencers supported unboxing experiences, authentic reviews, and wider visibility among younger digital audiences. Media coverage was strengthened through a special feature by DD National for the ‘Navratria Thali’ on the DD Morning Show, complemented by extensive amplification across key online platforms. Strategic promotions for MICE offerings, destination weddings, and hospitality services further enhanced brand positioning and supported business generation. Collectively, these efforts strengthened brand recall and enhanced the market presence of ITDC’s service portfolio.

Public Relations efforts remained aligned to reinforcing ITDC’s brand equity through strategic communication and high-impact visibility initiatives. Seasonal and topical content-festive recipes, national day observances, and informative features-was regularly disseminated through print and digital portals and journals, ensuring sustained outreach to diverse audience groups. The division continued to enhance ITDC’s presence across national industry forums and stakeholder platforms. Overall, the coordinated PR and marketing initiatives contributed to consistent and positive brand reinforcement, supporting ITDC’s broader vision and mission under the Ministry of Tourism.

10.9.16 Ashok Consultancy and Engineering Services

Engineering and Estate Division is one of the prime verticals of ITDC. The division has a pool of experienced Engineers and Architects working at the forefront for conceptualizing, planning, and delivering iconic tourism and cultural



infrastructure projects across India. The team has worked in far flung areas of the country including North-Eastern states of India. The division has an experience of more than 5 decades in preparation of Detailed Project Reports and execution of the Tourism and other Infrastructure development Projects in India.

The division plays a vital role in development of infrastructure in the following areas:

Development of tourism infrastructure development Projects under Ministry of Tourism, Ministry of Culture, Government of India.

Consultancy services for preparation of DPRs for tourism infrastructure projects under various Government of States/UTs.

Renovation and Repair maintenance works of ITDC Hotel units (The Ashok Hotel, Samrat Hotel & Hotel Kalinga Ashok) and all other ITDC properties.

Implementation of sound and Light shows/ Multimedia shows including operation & Maintenance (O&M) for ASI protected monuments in various States sanctioned by MoT & State Govt.

Preparation of DPRs and consultancy services, multi-dimensional show, thematic/ architectural lighting & illumination in various States/UTs.

Implementation of Facade Lighting/ Illumination of prominent Monuments in various states sanctioned by MoT & State Govt.

Presently, the division is executing the prestigious SEL Show at Rashtrapati Bhavan in New Delhi and Musical Fountain & Water Screen Multimedia Projection Show at historically significant Nawal Sagar Lake, Bundi (Rajasthan) under CFA scheme. The division is also handling prominent 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 Detailed Project Reports to the Ministry of Tourism for the Illumination of Important Centrally Protected Monuments in various States across India. These include Khajuraho in Madhya Pradesh, Ellora Caves in Maharashtra, Hampi in Karnataka and Dholavira in Gujarat.

10.9.17 Environment Management initiatives

ITDC has implemented various eco-friendly initiatives, including STP/ETP, Rainwater Harvesting Systems, Solar Energy, Organic Waste Converter and other energy conservation measures. The Ashok and Samrat Hotels have 1 MLD STP,



while Hotel Kalinga Ashok in Bhubaneswar has 30 KLD STP/ETP. Organic Waste Converters have been installed at The Ashok and Samrat Hotels in New Delhi to minimise organic waste effectively. Additionally, Hotel Samrat in New Delhi has been LEED Gold certified by the US Green Building Council since Feb 2024.

10.9.18 Ashok Institute of Hospitality & Tourism Management

During the year, the Ashok Institute of Hospitality & Tourism Management (AIHTM), the training, capacity-building and human resources development of ITDC, continued to strengthen organisational competencies through a structured calendar of programmes. Key initiatives included multi-batch operational trainings across Food & Beverage Service, Food Production, Front Office, and Housekeeping for ITDC staff, along with specialised modules such as Mocktail Demonstration, RTI Workshop, e-Marketplace (GeM), and iGOT Karmayogi. AIH&TM also conducted induction programmes for newly joined Assistant Managers, ACS and Counter Assistants, and delivered capacity-building workshops across units. In addition, the division facilitated important institutional observances including Anti-Ragging Week, Vigilance Awareness Week, Tourism Stakeholders' Awareness Programme, and the Swachhata Action Plan, while also providing customised training for external organisations such as the National Security Council Secretariat. AIHTM additionally runs the B.Sc. (hospitality & hotel administration) with the National Council for Hotel Management and Catering Technology, Noida and JNU, New Delhi, and the Diploma in Food Production and Bakery with NIOS.

The division also executes structured apprenticeship programmes in collaboration with the Hotels Division of ITDC, aligned with RDAT under the Ministry of Skill Development & Entrepreneurship (MSDE), thereby supporting hands-on skill development and on-the-job learning. Through these initiatives, AIHTM reaffirmed its commitment to enhancing service excellence and nurturing skilled human capital across ITDC.

10.9.19 Corporate Social Responsibility (CSR)

Total CSR obligation for the Financial Year 2024-25 was Rs. 132.19 lakh and total expenditure incurred for the year was Rs. 133.00 lakh. Pursuant to the approval of the Board, it was decided to donate the CSR funds to the Prime Minister's National Relief Fund.

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 2024-25 (as on 01st December, 2025) is 422 comprising 159 Executives and 263 Non-Executives. This includes 101 employees belonging to Scheduled Caste, 12 to Scheduled Tribe and 54 from Other Backward Classes. Further out of total manpower strength, 62 are women employees. The overall Industrial Relation situation in ITDC continued to be harmonious and cordial.

10.9.21 Information Technology Initiatives

Major initiative undertaken by IT Division during the year are:

- New travel portal for ATT air ticketing is at final stage.
- NIC e-Mail service has been migrated to new email platform.
- Multiple appraisals with different weightage have been introduced in the existing HRMS.
- Tendering for new software for Duty Free Shop Management is at the final stage.
- Introduction of AI based chatbot for ATT travel portal is being studied.
- Wi-Fi services with latest technology for The Ashok & Samrat are under process.
- Introduction of e-Sparrow for appraisal is under process.
- Introduction of new centralized PF & Payroll modules are under process.



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