

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF SIGNIFICANT ACTIVITIES FOR THE MONTH OF MARCH 2026

- a. A second round of detailed consultations was held with strategy consulting firms, namely McKinsey, Boston Consulting Group, and Bain on various components of the National Tourism Action Plan and global best practices around it. At MoT request, they have agreed to do the engagement on a non-commercial basis, and we have managed to get copies of the work done by them with various state governments and also Government of India ministries.
- b. Their presentations were outstanding, and each serves a particular area, for example:
 - For establishing a PMU including for guidance and global best practices on architecting the proposed India Tourism Stack
 - For the 30 global destinations
 - For the branding and strategy implementation of Incredible India 3.0
- c. Following this and after internal consultation on file, RFPs have been floated for engaging a strategy consulting firm.
- d. A further round of consultations was held with travel and tour operators and established pavilion and exhibition firms, so as to incorporate feedback from those tour operators who have been abroad into the pavilion design.
- e. Meeting was held along with Secretary MSDE on bringing the Prime Minister's apprenticeship programmes to the Hotel, Tourism and Hospitality sector. The meeting was very well received, and this needs to be taken forward.
- f. A meeting was held with allopathic and ayurvedic hospital chains and their leadership to get feedback on where the gaps are in high-value medical tourism and how the Ministry of Tourism can take the lead in this. The meeting was extremely well attended, and several suggestions were given.
- g. Meeting was held with the Amar Chitra Katha Group to see if tourism-related publications can be planned. They have given us a proposal for it, which would help popularize tourism amongst children and young adults.
- h. At a meeting with HCL Foundation to explore CSR funding for tourism-related activities, they have promised to come back with some options. Likewise, a meeting was held with Sri Atul Sobti, DG Scope, to explore CSR options through various public sector entities, which he has promised to engender.
- i. Ministry of Tourism, attended the MITT, Moscow, from 11-13 March 2026 (excluding travel time). Further, Ministry of Tourism, participated in the Holiday World & Region

World Tourism Fair held in Prague, Czech Republic, from 12-14 March 2026 (excluding travel time).

- j. The first EWG meeting of SCO Member States to decide the agenda for the Meeting of the Heads of Tourism Administrations of SCO Member States, scheduled for 29-30 April 2026 in Bishkek, was held virtually on 6 March 2026. Officer of Ministry of Tourism attended from the Indian side.
- k. The second EWG meeting of SCO Member States to finalize the agenda was held virtually on 16 March 2026, in which Officer of Ministry of Tourism participated, along with the Under Secretary (SCO Div.), MEA.
- l. The Ministry of Tourism, Government of India, participated at ITB Berlin 2026, held from 3rd 5th March at Messe Berlin, Germany. As the world's leading travel trade show, ITB Berlin (International Tourism-Börse Berlin) is a key meeting point for the global tourism industry, providing an important platform for networking and exchange for the Indian travel stakeholders. The exhibition was inaugurated by Shri Gajendra Singh Shekhawat, Union Minister of Tourism and Culture.
- m. On this occasion, Hon'ble Minister for Tourism launched two short films curated by Netflix for the Ministry, one celebrating India's vibrant culture, living traditions, festivals and timeless heritage while the other celebrates the rich flavours and diversity of Indian cuisine. The Ministry of Tourism has partnered with Netflix to showcase Indian destinations to global audiences. Under this partnership, Incredible India and Netflix will curate ten short promotional videos over the year. Inspired by Netflix films and series, each video highlights a unique facet of India from its flavours and festivals to adventure, wildlife, and natural beauty reflecting the country's depth and diversity as seen on screen.
- n. The Ministry of Tourism shared a range of digital promotional materials with Indian Embassies and Consulates General in Madrid (Spain), Kobe (Osaka), Male (Maldives) and other locations, which were utilized to promote tourism to India at various events held in these countries.
- o. Details of Tourism Promotional Activities conducted in association with the missions:
 - Japan - Food Festivals in Tokyo on 25th & 26th March 2026
 - UAE- Radio campaign from 01st to 21st March 26
 - Russia - Participation of the Mission at MITT to be held in Moscow from 14th -16th March 2026
 - Czech Republic - Participation in the Holiday World & Region World Tourism Fair held from 12-14 March 2026
 - (a) Lithuania - Participation in the Holiday World & Region World Tourism Fair held from 12-14 March 20

b) Organizing Indian Tourism Exhibition

Germany - Advertising on double-decker bus in Berlin

South Korea - B2B Tourism event and Digital promotion in Seoul on March 16, 2026

Malaysia - Roadshows in Kuala Lumpur and Penang on 11th and 12th March 2026

USA - Holi Celebration conducted by the Mission on 7th March 2026 at DuPont Circle Park, Washington DC IATO Roadshows conducted at Amsterdam, Frankfurt and Paris

Spain - Outdoor branding on metro, buses, bus shelters, digital screens in major Spanish cities & B2B conference.

- p. A Stakeholder Consultation on Medical and Wellness Tourism was convened on 18th March, 2026 at Bharat Mandapam, Delhi, under the Chairmanship of Hon'ble Minister of Tourism, Shri. Gajendra Singh Shekhawat. The Meeting was held in the presence of Secretary (Tourism), Dr. Srivatsa Krishna and Secretary (AYUSH), Sh. Vaidya Rajesh Kotes, with participation from relevant ministries, departments and industry stakeholders. The consultations aimed at strengthening inter-ministerial coordination and advancing India's position as a global hub for medical and wellness tourism.
- q. A stakeholder consultation meeting has been convened by the Ministry of Tourism (MoT) at Bharat Mandapam, New Delhi, on 18 March 2026 at 1:00 PM to discuss issues related to the Ministry's participation in international travel exhibitions. Presidents and representatives from travel and hospitality associations (IATO, PATA, ATOAL, ICPB, ITTA, HAL, and FHRAD) were invited to present the views of their respective sectors and members.
- r. The Ministry of Tourism is formulating draft EFC notes for continuation of Swadesh Darshan, PRASHAD and Assistance to Central Agencies scheme as Unified Tourism Infrastructure Development scheme and National Mission for Developing 50 Globally Competitive Tourism Destinations over 16th FC cycle.
- s. Ministry of Tourism has incurred highest expenditure amounting Rs.1232.6 Crore which is 94.07% of RE. The said expenditure is highest ever expenditure made by Ministry of Tourism in last 6 years.
- t. High-Level Committee on Non-Financial Regulatory Reforms (NFRR), with the objective of promoting ease of doing business in the tourism and hospitality sector has submitted report highlighting various reforms to be undertaken by Central Government State Government. Based on recommendation of Committee Ministry of Tourism has issued letter to all State Government requesting to delink Star Classification certificate from

such regulatory approvals and fiscal incentives, so that the classification framework remains focused purely on quality standards.

- u. "A stakeholder consultation meeting on extending the Prime Minister National Apprenticeship Promotion Scheme to the hospitality and hotel industry was held on 18.03.2026 at Bharat Mandapam under the joint chairpersonship of Secretary (Tourism) and Secretary (Skill Development & Entrepreneurship). The objective of this initiative was to promote and strengthen the "learn and earn" model, on the lines of global best practices with industry-aligned on-the-job training, create structured pathways for youth employment through skilling and certification. bridge the gap between education and employability and incentivize industry participation through stipend support. The initiative also seeks to strengthen the "learn and earn" model, on the lines of global best practices".
