

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM  
LOK SABHA  
UNSTARRED QUESTION NO. 3573  
ANSWERED ON 20.12.2021**

**AGREEMENT WITH IRCTC TO STRENGTHEN TOURISM INDUSTRY**

**3573. SHRI BHARTRUHARI MAHTAB:**

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Ministry has signed an agreement with the Indian Railway Catering and Tourism Corporation (IRCTC) to strengthen the hospitality and tourism industry;**
- (b) if so, the details thereof;**
- (c) the necessary steps taken/proposed to be taken by the Government to encourage and promote strategic and technical cooperation in the Indian hospitality and tourism sector;**
- (d) if so, the details thereof along with the areas identified for promotion of the tourism industry in the country; and**
- (e) the other necessary steps taken by the Government to strengthen the hospitality and tourism industry after the coronavirus pandemic left it in heavy losses?**

**ANSWER**

**MINISTER OF TOURISM**

**(Shri G. Kishan Reddy)**

**(a) to (d): Yes, Sir. The Ministry of Tourism has signed an (MoU) Memorandum of Understanding with Indian Railways Catering and Tourism Corporation (IRCTC) to cooperate for promotion and marketing of Tourism, and considering the need to develop synergy in the efforts for the purpose. The details of the MoU is Annexed.**

**Ministry of Tourism, promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country.**

**Promotions are also undertaken through the website and Social Media accounts of the Ministry.**

**(e): Followings are the other necessary steps taken by the Government to strengthen the hospitality and tourism industry after the coronavirus pandemic: -**

**(i) The Ministry of Home Affairs, Government of India, has relaxed the restriction for all foreign nationals intended to visit India for Tourism purposes subject to the Covid related guidelines of the Ministry of Health and Family Welfare (MoH&FW). The e-Tourist Visa / Tourist Visa is fully restored for all individual foreign nationals intended to visit India for tourism purposes w.e.f. 15th November, 2021. Initially, the e- Tourist / Tourist Visa is being issued with the validity of 30 days. Further, the Government of India has announced first 500,000 free visa to the international tourists.**

**(ii) Market Development Scheme (MDA) for promotion of Domestic Tourism:**

**The Ministry of Tourism has revised the Guidelines for Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism in November 2020 to enhance the scope and reach of the scheme. As per the guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced. Tourism Departments of State Governments / UT Administrations are also now eligible for obtaining financial support under the scheme.**

**(iii) Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)**

**As announcement by the Ministry of Finance on 28.06.2021 to provide relief to the tourism sector, Ministry of Tourism has implemented the "Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)". Under this loan guarantee scheme, loan upto Rs.10.00 lakh will be**

**extended to each Tour Operators/ Travel Agents/ Tourist Transport Operators approved/ recognized by the Ministry of Tourism, upto Rs. 1.00 lakh will be extended to each Regional Tourist Guide/ Incredible India Tourist Guide approved/recognized by the Ministry of Tourism and Tourist Guides approved/ recognized by the State Govt./ UT Administration.**

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

**Validity of the said scheme is till 31.03.2022 or till the guarantee of Rs.250.00 crores are issued under the scheme, whichever is earlier and would be applicable to all eligible loans sanctioned under the scheme on or after 04.10.2021 issuance of LGSCATSS guidelines by National Credit Guarantee Trustee Company (NCGTC) till 31.03.2022. No guarantee fee will be charged from the Money Lending Institutions (MLIs) by NCGTC for the credit facilities provided under the Scheme.**

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## **ANNEXURE**

### **STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO. 3573 ANSWERED ON 20.12.2021 REGARDING AGREEMENT WITH IRCTC TO STRENGTHEN TOURISM INDUSTRY**

**The Details of MoU with Indian Railways Catering and Tourism Corporation (IRCTC) to cooperate for promotion and marketing of Tourism**

**The Ministry of Tourism, Government of India and Indian Railway Catering and Tourism Corporation (IRCTC), hereinafter referred to as the first party and the second party respectively.**

**Desiring to cooperate for promotion and marketing of Tourism, and considering the need to develop synergy in the efforts for the purpose, have entered into the following Agreement:**

- I. IRCTC will provide MOT the following number of complimentary journeys aboard Maharajas Express & Buddhist Circuit Tourist Train subject to availability:**
  - i. Maharajas' Express – 30 persons per year**
  - ii. Buddhist Circuit Tourist Train– 30 persons in 1st AC per year**

**The passage would be for maximum of 4 persons at a time on a trip on any of the trains. The nomination would be advised officially by MOT.**

**II. IRCTC would provide following:**

- i. Provide a link to the promotional website of MOT [www.incredibleindia.org](http://www.incredibleindia.org) on the IRCTC's tourism websites viz. rail tourism in [www.irctctourism.com](http://www.irctctourism.com), [www.irctc.co.in](http://www.irctc.co.in), [www.irctcbuddhisttrain.com](http://www.irctcbuddhisttrain.com) and [www.the-maharajas.com](http://www.the-maharajas.com).**
- ii. IRCTC will incorporate the promotional website of MoT [www.incredibleindia.org](http://www.incredibleindia.org) in their promotional brochures & posters.**
- iii. IRCTC will display Incredible India posters provided by MOT on the Buddhist Circuit to showcase other destinations of the country to tourists travelling on the train.**
- iv. Distribution of Incredible India promotional material provided by MOT to tourists travelling with IRCTC.**

- v. **Development of new tourism products with the support of MOT and jointly promoting the same in the domestic & international markets.**
  - vi. **Participation of IRCTC in meetings, seminars, webinars and events held with stakeholders such as ADTOI, IATA, IATO, Hotel Associations etc.**
  - vii. **All tourism promotional material of IRCTC to display incredible India Logo and Incredible India website ([www.incredibleindia.org](http://www.incredibleindia.org)).**
  - viii. **IRCTC will promote Incredible India Tourist Helpline No. 1800-11-1363/ short code- 1363 in all their promotional material and on all websites of IRCTC.**
  - ix. **IRCTC will provide Educational Tours for the University, Schools and Collages with special focus to North Eastern Region and Jammu & Kashmir.**
  - x. **IRCTC to extend the validity of the passages offered in the earlier MoU by another one year to enable realisation of the deliverables by MoT.**
- I. MOT would provide IRCTC the following:**
- i. **Link to IRCTC Tourism website [www.irctctourism.com](http://www.irctctourism.com) on MOT website.**
  - ii. **Complimentary space of 8 sq. mtr. to IRCTC in the India Pavilions set up by the MOT at ITB Berlin, FITUR Spain and WTM London and 4 sq. mtr. Complimentary space at three (3) additional travel shows where MOT participates as per choice of IRCTC.**
  - iii. **Participation of IRCTC in the Road Shows being organized by the MOT in the domestic market and important source markets overseas.**
  - iv. **Inclusion of relevant images / promotional film of the luxury and other trains of IRCTC, in the presentations made by MOT and its overseas offices at various promotional events (IRCTC to provide the images / promotional film).**
  - v. **Distribution of publicity material of IRCTC through the domestic and overseas Indiatourism offices.**

- vi. Inclusion of IRCTC 24 × 7 contacts i.e. 1800110139 in the Ministry of Tourism web site [www.incredibleindia.org](http://www.incredibleindia.org).**
- vii. Link to IRCTC tourism website on [www.incredibleindia.org](http://www.incredibleindia.org) & other promotional website (s) of MOT.**
- viii. Assistance by MOT tourism offices overseas in organizing meetings and networking with agents whenever IRCTC team visits various countries for marketing of Maharajas' Express and Buddhist Circuit Tourist Train. This will be subject to availability of resources in the concerned overseas offices. No financial assistance would be available from MOT for the above.**
- ix. Assistance by MOT in putting up IRCTC's proposals involving central and State Govt. Ministries such as tourism, environment, culture, education etc.**
- x. The validity of this MOU will be for two years from the date of signing of this MOU.**

**Date of signing of MoU: 13.09.2021**

**Place: New Delhi**

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