

# Incredible India inspires US

**L**ike all other industries, tourism industry has also been hit hard by the global recession. About 5.36 million foreign tourists visited India in 2008. The first five months of 2009 witnessed a sharp decline in the numbers of foreign tourist arrivals to the country as compared to the same period in 2008. But from June onwards, a slight increase has been noticed. To counter the negative impact of the global meltdown, the Union Tourism Ministry has initiated several programmes to woo foreign tourists. Union Tourism Minister Kumari Selja has launched a series of promotional activities to increase the number of foreign tourist arrivals into the country. The Ministry has kicked off promotional activities like advertising, participation in travel fairs, exhibitions, road shows, India evenings, workshops, food and cultural carnivals, publication of brochures, inviting media personalities, tour operators and opinion-makers. A Visit India 2009 scheme has also been announced by the Tourism Ministry, while a Marketing Development Assistance Scheme of the ministry has also been expanded to provide financial assistance to service providers for the promotion of medical and convention and conference tourism in the country. The subprime crisis in the Western countries and Mumbai terror attacks last November have been the two major reasons for this sharp plunge in the number of inbound tourists. This has also impacted the aviation and hotel industry pretty badly. However, with the recovery in economic growth world over taking off, there is a silver line for the industry.

Adversities present new opportunities to drive growth. While launching the book *Branding India An Incredible Story*, the former Union Joint Secretary, Ministry of Tourism Mr Amitabh Kant said that states in India have not fully realised the potential of travel and tourism and once they appreciate this fact, tourism will evolve in a large-scale in the country and this is the right time to build on the potential.. Stating that there was shift of the global economy towards Asia from Europe and America, Kant had said India and China were going to be the focus of tourism. As there would be an increase of tourists from China, South Korea and Japan, the focus should be on catering to their demands. Kant, the man behind the Incredible India Campaign, received big compliments from Deputy Chairman of Planning Commission Montek Singh Ahluwalia, Union Tourism Minister Kumari Selja and Gaj Raj Singh for the fact that the US president Barack Obama Administration is now planning to emulate the Incredible India campaign to boost tourism in the US. India expects to attract 10 million foreign tourists by 2011. Its time to brand the strengths of India. Its also time to encourage, facilitate private sector and all other stakeholders through various policy measures to meet these goals. At Hospitality India, our mission has been to encourage the industry and bring to the public domain the strengths of our great country, its culture, heritage and innumerable other treasures. We have also been at the forefront to encourage entrepreneurship and excellence in business practices. Hospitality India Awards is one of those initiatives we have started four years back. With every passing year, the support from the Government of India, Union Ministry of Tourism, various state tourism departments, foreign consulates in India, hotel and aviation industries has been increasing. We have been receiving even great enthusiasm and bigger support for 5<sup>th</sup> Edition of Hospitality India & Explore the World, Annual International Awards, scheduled to be held in 24th Oct., 09 in the Covention Hall of The Ashok Hotel, New Delhi.



**RAMAN JYOTI KALRA**

BSc., MA (Economics)  
Dip (Journalism)  
Chief Editor



**D. L. KALRA**

M.A. (Delhi) AMIS (Birmingham)  
FRSA: Dip. Ind. Admn. (London)  
Graduate I.W.S.P. (Middlesex)  
Managing Editor



**SUNEET K. KALRA**

BA (Hons) (Eng Litt)  
Associate Editor & Director (PR)





## 21<sup>st</sup> Mango Festival

**H**on'ble Chief Minister of Delhi **Smt. Sheila Dikshit** inaugurated the 21<sup>st</sup> **Mango Festival** today at **Pitampura Dilli Haat**. Mrs. Kiran Walia, Hon'ble Minister for Health and Sh. Ramakant Goswami, Vice Chairman of Delhi Jal Board along with Sh. P.K. Tripathi, CMD Delhi Tourism were also present at the inauguration function. Speaking on this occasion the Hon'ble Chief Minister said that if we got good response from the public we shall organize Mango Festival at Pitampura Dilli Haat in the coming years also and by the year 2010 our stadiums in other

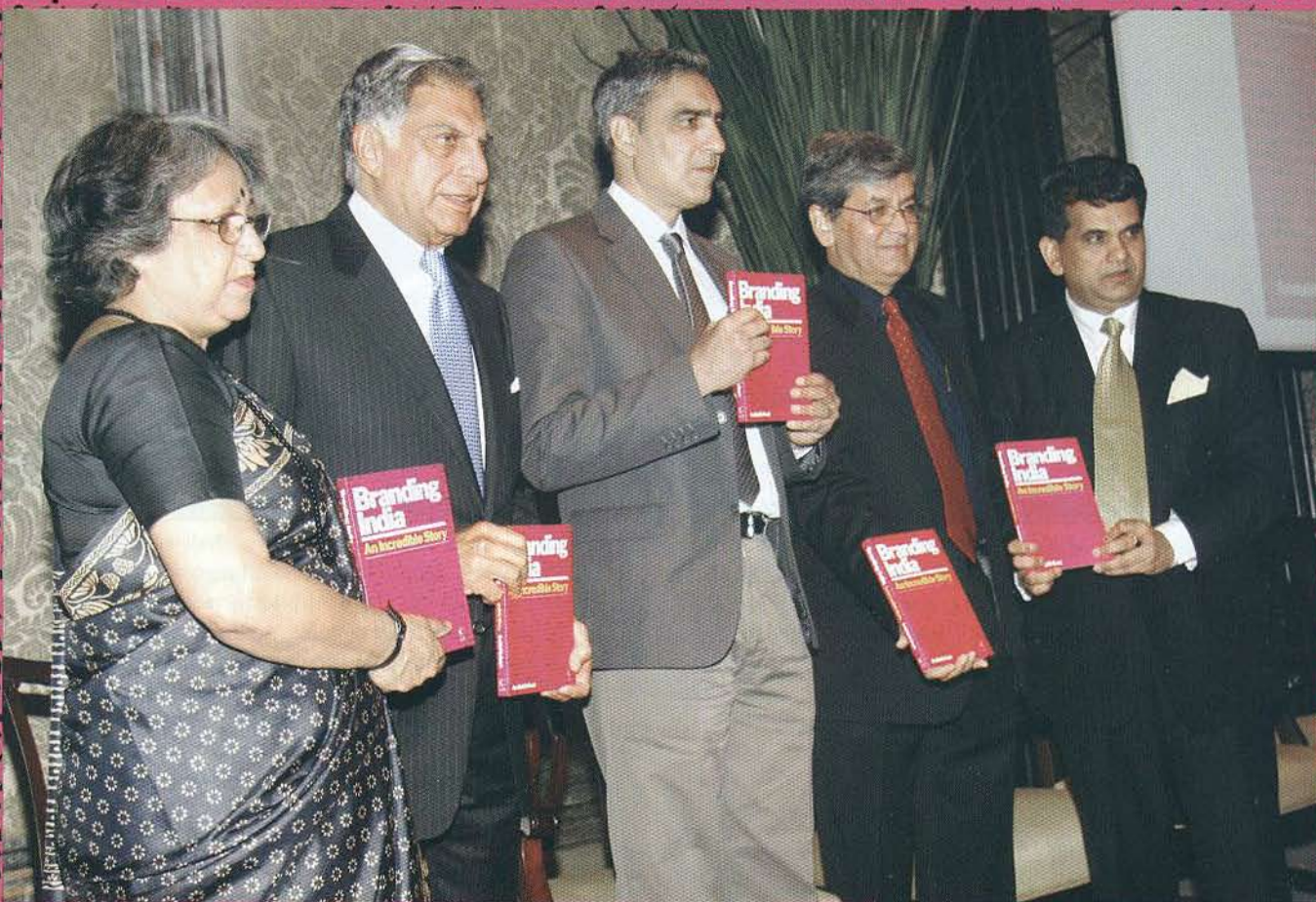
part of Delhi shall also be ready we shall organize Mango Festival there too. Since the Indian Mango is popular for its unique taste through out the world, to increase its market share in the world we are contemplating to hold mango festival in association with APEDA (Agricultural Processed Food Export Development Authority) in London, other parts of Europe and America. Pitampura Dilli Haat opened a year ago has been receiving tremendous response. The winner of the PATA gold award 2008 plays host to the mango festival for the first time. The 21<sup>st</sup> Mango Festival is being organized by Delhi Tourism and Govt. of NCT of Delhi supported by Bhagidari, National Horticulture Board, APEDA, Punjab National Bank and Axis Bank. The three day long Mango festival gives an opportunity to the people to savour the king of fruit. Around 400 varieties of Mangoes are on display. Rare varieties like Serki, Suwarn, Jahangir, Neleshwari, Himsagar, Mallika, Neelam are creating a lot of enthusiasm among the visitors. The 21<sup>st</sup> Mango festival has tremendous participation from many government agencies and mango growers. There is participation from UP, Punjab, West Bengal, Bihar, Delhi, Haryana etc. The Mango Festival has a fun filled three days extravaganza. There are cultural programmes, magic show, Quiz Show and slogan writing, Hasyam yoga, Mango eating competition for men & women. The first day of the festival had a cultural programme by Sahitya Kala parishad. The second day has a Magic show by Iqbal, Uttaranchal dance by Bhandri Group, Mango eating competition for women, Hasyam Yoga by Guru Jiten Kohi and cultural programme by Hindi Academy. There is a National seminar on Mango Production, Post Harvest Management and export on the second day in collaboration with National Horticulture Board and Ministry of Agriculture Govt. of India. About 150 Mango orchardists will participate from all over India.





# Branding India - An Incredible Story

by : Amitabh Kant



## *Praise for The Branding India*

'I consistently cite the "Incredible India" campaign as a masterstroke of international branding. And who better to tell the story than the man who created it. Amitabh Kant's book is insightful, thought provoking, superbly researched, and deftly crafted.' - **Keith Bellows, Editor in Chief, National Geographic Traveler**

'Incredible inspiration. Amitabh Kant's account of branding India is a must-read not just for those in the tourism and advertising industries but also to all of us who want to experience the authentic richness of a continent that could well be the key to all our futures.' - **Sarah Miller, Editor, Conde Nast Traveller, UK**

'Nothing builds brands better than passion. Amitabh Kant's passion for both Brand India and Kerala is bubbling in every line and between the lines. - **Piyush Pandey, Executive Chairman & National Creative Director, Ogilvy & Mather**

'A remarkable saga of how to attract the attention of overseas and domestic customers.' - **Jean Claude Baumgarten, President, World Travel & Tourism Council**

'Few campaigns have impressed me as much as "Incredible India" in its uniqueness, creativity, impact and effectiveness... The lucid, open-hearted, first-person account makes interesting and informative reading for academics and practitioners alike.' - **Francesco Frangiali, Secretary-General, UN World Tourism Organization (UNWTO)**





**Branding India - an Incredible Story, a book written by Amitabh Kant released by Mr. Ratan Tata Chairman Taj Group of Hotels, Mumbai. Among the gathering were Vinay Rathi Jha, Sujit Banerjee, Capt. C.P. Nair, Chairman The Leela Group, Raymond Bickson- MD TAJ Group, Ajoy Misra - Head Sales Marketing, Taj Group and Hoteliers, Bureaucrats, Media, Travel Agents and others from the Travel Trade Industry.**







**B**randing India is a case history of the remarkable transformation in Indian tourism in the last seven years. In 2001-2002, after the destruction of the World Trade Centre, the war on Afghanistan and the attack on Indian Parliament, tourism was down in the dumps in India. It was at the peak of this crisis that the "Incredible India" campaign to position India as a tourist destination was launched. The brief - was to promote "Incredible India" to upscale tourists from Europe, Asia, the Middle East and the untapped US market, focusing not only on India's heritage and culture but also its modern, dynamic offerings. The task - involved bringing a magnificently diverse country - with twenty-eight states, seven union territories, eighteen official languages & 1.12 billion people under one brand. In what was a complex & a massive exercise, this is exactly what the author, Amitabh Kant,



08 Mr. Amitabh Kant addressing the gathering at the time of release of The Book- Branding India - an incredible story by Montek Singh Ahluwalia in the presence of Kumari Selja, Hon'ble Minister for Tourism Govt. of India, TKA Nair Principal Secy. to PM, Govt. of India and representative from WTTC & the publisher





former joint secretary in the ministry of tourism, and his colleagues cutting across various government departments achieved as they put India on the World Tourism Map with their 'Incredible India' campaign. The 'Incredible India' campaign was an integrated marketing communication effort to support the Indian tourism industry's efforts to attract tourists to the country. It took a 360 degree perspective, encompassing communications to consumers, the travel trade and tourism industry and forms the basis of all television, print, outdoor, in-flight and online advertising as well as PR, direct mail, travel guides, Internet and trade marketing activities. The campaign showcased different aspects of Indian culture, values/ tradition, geographical beauty and history. The campaign was conducted globally and received appreciation from tourism industry observers and travelers alike. This is the story of how that campaign triggered the take-off of Indian tourism, and how support sectors like aviation, hotels and infrastructure grew in tandem, and new areas such as rural, medical value and ecological tourism developed so that in 2008 India got 5.38 million visitors compared to 2.54 million in 2001 and earned US\$ 11.5 billion in foreign exchange as against US\$ 3 billion in 2002. The book explores related subjects viz. the rise of the online travel market (e-business), sustainable tourism, holistic healing in India (healthcare) and tourism as a catalyst in poverty alleviation. The author, Amitabh Kant, played a key role in this phenomenon as joint secretary in the Union ministry of tourism. He writes a scholarly book that is full of personal insights into a remarkable growth story.

**THE BOOK HELPS:** • Gain an understanding of marketing communication campaigns and their components. • Gain insights into the factors that contribute to the success of a communication campaign. • Appreciate the complexities of tourism marketing. • Understand the unique challenges in conducting a worldwide campaign to promote a country as a tourist destination, particularly with regard to the number and variety of stakeholders involved, and their possible responses. • Understand the current status of the Indian tourism industry and to analyze its future prospects. The book closes with excerpts from a panel discussion held on September 26th 2007 as part of the Incredible India@60 campaign. The Incredible India@60 campaign, launched in New York from 23rd-26th September 2007 to coincide with the UN General Assembly session, created the perfect opportunity to showcase the best of India to world leaders, top international business moguls and the public. Panelists debated the subject of 'the economic transformation and future of India, and the building of what we call Brand India'. Participants included Vir Sanghvi, Arun Sarin, Martin Sorrell, Nandan Nilekani and Amitabh Kant. Incredible India@60 was a paradigm of how the government and the corporate sector in India are coming together in innovative ways for India's development and growth. It showcased the power of partnership. This fascinating story - Branding India - written by an insider, becomes even more relevant today as the India tourism industry again faces a slowdown because of the economic downturn & the attacks on Mumbai in November 2008.

# Branding India

An Incredible Story

