

MANUAL 1

Particulars of Organisation, functions and duties

Section 4(1)(b)(i)

<p>1. Aims and objectives of the Organization</p>	<p>ITDC came into existence in October 1966 and has been the prime mover in the progressive development promotion and expansion of tourism in the country. Broadly, the main objects of the Corporation are:</p> <ul style="list-style-type: none">• To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants;• To provide transport, entertainment, shopping and conventional services;• To produce, distribute, sell tourists publicity material;• To provide entertainment by way of cultural shows, dance, music concerts etc.;• To provide shopping facilities to tourists, establish and manage shops including duty free shops etc.;• To collaborate with Government both at Central and State levels, Government-owned Undertakings, Government or Public Companies or Private Entrepreneurs or any authority or agency having objects altogether or in part similar to those of the Company for the purpose of development of tourism, tourism related infrastructure, facilities and services etc.;• To tie-up/enter into collaboration with reputed educational institutes in India and overseas, take over and manage existing educational institutes etc for the purpose of imparting organized and certified education and training in the field of Hospitality, Tourism, Business Management and Information Technology for the various level courses;• To carry on the business as full fledged money changers (FFMC), restricted money changers etc and• To provide innovating, dependable and value for money solution to the needs of tourism development and engineering industry including providing consultancy and project implementation.
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2. Mission/Vision	<p>As per latest Annual Report</p> <p><u>Corporate Vision</u></p> <p>To position ITDC as a respected, preferred and leading "<i>one stop solution provider</i>" in the Hospitality, Travel and Tourism sector and achieve higher return on investment for its shareholders while contributing towards fulfilling the overall objective of development, promotion and expansion of domestic as well as international tourism in the country for all sections of the society.</p> <p><u>Corporate Mission</u></p> <p>To achieve the desired position by leveraging on inherent strength of Corporation as a well known, established and trusted brand and by strengthening and enlarging other potential SBUs by adopting SBU specific strategy, increasing customer base from B2G to B2C and B2B, achieving customer delight (in terms of external and internal customers) and by offering value for money quality services at par with best in industry.</p>
3. Brief history and background for its establishment	<p>India Tourism Development Corporation Ltd. (ITDC) came into existence in October 1966 with the sole objective of developing and expending tourism infrastructure in the country and thereby promoting India as a tourist destination. Working on the philosophy of public sector, ITDC succeeded in achieving its objectives by promoting the largest hotel chain in India and providing all tourist services i.e. Accommodation, Catering, Transport, in-house Travel Agency, Duty Free Shopping, Entertainment Publicity etc. under a single window. It also offers consultancy services from concept to commissioning in the tourism field both for private as well as public sector.</p>
4. Organisation chart	Enclosed.
5. Allocation of business	<p>Hotels & Catering Units Ashok International Trade Division Ashok Travels & Tours Division Ashok Events Division Ashok Consultancy & Engineering Services Ashok Institute of Hospitality & Tourism Management</p>
6. Details of services rendered	<p>Operation of 5 own Ashok Group of Hotels, and one Joint Venture Hotel in India; providing management services to catering establishment on behalf of Department of Tourism; operation of Duty Free Shops at Seaports; running a Transport & Travel Agency; operation of SEL Shows, undertaking designing and production of Tourist Publicity Literature and providing technical and managerial Consultancy Services for tourism related services.</p>

7. Postal Address of the main office, attached, subordinate office/field/units etc.	REGISTERED OFFICE SCOPE Complex (Core 8) 6 th floor, 7-Lodi Road New Delhi - 110003
8. Working hours both office and public	(Regd. Office): Monday to Friday From 9:30 AM to 5.30 PM
9. Public interaction, if any	Website: www.theashokgroup.com
