

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2548
ANSWERED ON 10.08.2023

PROMOTION OF ECOTOURISM

2548 DR. WANWEIROY KHARLUKHI:

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

- (a) whether Government has allocated funds specific for the promotion of ecotourism under the Financial Year 2023-24 budget;
- (b) if so, the details thereof, if not, the reasons therefor;
- (c) whether Government has taken any steps to promote ecotourism in the country; and
- (d) if so, the details thereof, if not, the reasons therefor?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): While promotion and development of Tourism, including Eco Tourism, is primarily the responsibility of the State Governments/UT Administrations, 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.

To position India as a preferred destination for ecotourism globally, Ministry of Tourism has formulated a National Strategy for Eco-Tourism. Following strategic pillars have been identified for development of ecotourism in the strategy document:

- i. State Assessment and Ranking
- ii. State Strategy for Eco Tourism
- iii. IEC, Capacity Building and Certification
- iv. Marketing and Promotion
- v. Destination and Product Development
- vi. Public Private and Community Partnerships
- vii. Governance and Institutional Framework

A National Board for Sustainable Tourism has been constituted under the Chairpersonship of Secretary (T), comprising of representatives from identified Central Ministries/organizations, State Governments/UT Administrations and Industry Stakeholders. The Board shall guide the operationalisation and implementation of various strategic initiatives for development of Sustainable Tourism and Eco-tourism in the Country.

Eco-circuit was identified as one of the themes for development of tourism infrastructure under Swadesh Darshan Scheme of the Ministry. Details of projects sanctioned under Eco- circuit are at Annexure-I.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (a) TO (d) OF RAJYA SABHA UNSTARRED QUESTION NO.2548 ANSWERED ON 10.08.2023 REGARDING PROMOTION OF ECOTOURISM

Details of project sanctioned under the Eco Circuit theme of Swadesh Darshan Scheme in the country

(Amount in ₹ Crore)

S. No.	Name of State	Year	Project Name	Amount Sanctioned	Amount Released
1.	Uttarakhand	(2015-16)	Development of Circuit at Tehri-Chamba- Sarain around Tehri Lake.	69.17	69.17
2.	Telangana	(2015-16)	Development of Circuit in Mahaboobnagar districts (Somasila, Singotam, Kadalaiwanam, Akkamahadevi, Egalanpanta, Farahabad, Uma Maheshwaram, Mallelatheertham)	91.62	91.25
3.	Kerala	(2015-16)	Development of Pathanamthitta-Gavi- Vagamon- Thekkady.	64.08	64.08
4.	Mizoram	(2016-17)	Development of Eco-Adventure Circuit at Aizawl -Rawpuichhip - Khawhphawp - Lengpui - - Chatlang- Sakawrhmutuaitlang - Muthee - Beratlawng -Tuirial Airfield - Hmuifang	66.37	49.53
5.	Madhya Pradesh	(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	89.07
6.	Jharkhand	(2018-19)	Development of Eco Tourism circuit: Dalma- Betla National park- Mirchaiya- Netarhat	30.11	26.37
Total				415.11	389.47
