

GOVERNMENT OF INDIA
MINISTRY OF EXTERNAL AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO-1359
ANSWERED ON- 31/07/2025

**COLLABORATION OF MINISTRY WITH MINISTRY OF TOURISM TO PROMOTE
ODISHA'S KEY DESTINATIONS**

1359. SHRI NIRANJAN BISHI

Will the Minister of EXTERNAL AFFAIRS be pleased to state :-

- (a) whether the Ministry will collaborate with the Ministry of Tourism to promote Odisha's key destinations (like Puri, Konark, Chilika) under India's global tourism campaigns such as "Incredible India"; and
- (b) if so, the details thereof, if not, the reasons therefor?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS
(SHRI PABITRA MARGHERITA)

(a) & (b) Government of India through Indian Missions and Posts abroad coordinates and assists various tourism promotion programmes like Incredible India campaign for states including Odisha. The Missions and Posts assist tourism promotion programmes by various state governments such as road shows, seminars, cultural troupe visits, visits of dignitaries/senior officials from states. Missions and Posts also display and disseminate tourism promotion materials sent by Ministry of Tourism/state governments from time to time.
