

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1561
ANSWERED ON 05.03.2018**

CULTURAL TOURISM

1561. SHRI MANOJ TIWARI:

DR. RATNA DE (NAG):

SHRI HARI OM PANDAY:

SHRI SANTOSH KUMAR:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any proposal to reintroduce the Incredible India Scheme to give more emphasis on cultural tourism to promote cultural heritage of the country;**
- (b) if so, the details thereof;**
- (c) if not, the reasons therefor; and**
- (d) the details of any specific provision proposed to be provided in this regard, State/UT-wise including Delhi/NCR, Hoogly, Ambedkar Nagar and Patna?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (c): The Ministry of Tourism, as part of its on-going activities, annually 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, including the cultural heritage. Promotions are also undertaken through the website and Social Media accounts of the Ministry. During the current financial year 2017-18, the Ministry has launched the "Incredible India 2.0" Campaign, which aims at moving to the next level of promotion and marketing with a shift from generic promotions across the world to market specific promotional plans, content creation and use of thematic creatives.

(d): The Ministry of Tourism does not allocate any funds to State Governments/Union Territory Administrations for Promotion. However, Central Financial Assistance is provided to them for the following promotional activities, based on proposals received from the States/Union Territories, subject to adherence to scheme guidelines and availability of funds:

- (i) Organising Fairs, Festivals and Tourism related Events**
- (ii) Joint Advertising in Print Media Campaign**
- (iii) Production of Publicity Material in collaboration with the Private Sector**
- (iv) Promotion of film tourism**

Further, the Ministry of Tourism has identified a Heritage Circuit as part of the 15 Thematic Circuits under the Swadesh Darshan Scheme for Integrated Development of Theme Based Tourist Circuits in the country.

The projects under the Scheme are identified for development in consultation with the State Governments/UTs and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to Scheme guidelines and utilization of funds released. The list of the projects sanctioned for the Heritage Circuit of the Swadesh Darshan Scheme is given in Annexure.

ANNEXURE**STATEMENT IN REPLY TO PART (d) OF LOK SABHA UNSTARRED QUESTION NO.1561 ANSWERED ON 05.03.2018 REGARDING CULTURAL TOURISM.****DETAILS OF PROJECTS SANCTIONED IN HERITAGE CIRCUIT UNDER SWADESH DARSHAN SCHEME****(Rs. in Crore)**

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amount Released
Year 2016-17					
1.	Gujarat	Heritage Circuit	Development of Heritage Circuit in Ahmedabad-Rajkot-Porbandar – Bardoli- Dandi in Gujarat.	93.48	18.70
2.	Madhya Pradesh	Heritage Circuit	Development of Heritage Circuit (Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu) Madhya Pradesh	99.77	19.95
3.	Uttarakhand	Heritage Circuit	Integrated Development of Heritage Circuit in Kumaon Region – Katarmal – Jogeshwar-Bairnath-Devidhura in Uttarakhand.	81.94	16.39
4.	Uttar Pradesh	Heritage Circuit	Development of Heritage Circuit(Kalinjar	41.51	8.30

			Fort (Banda)- MarharDham (SantKabir Nagar)- ChauriChaura, Shaheed Sthal (Fatehpur)- Mavahar Sthal (Ghosi)- Shaheed Smarak (Meerut) in Uttar Pradesh under Swadesh Darshan Scheme		
5.	Assam	Heritage Circuit	Development of Tezpur – Majuli – Sibsagar as Heritage Circuit in Assam under Swadesh Darshan scheme	98.35	19.67
6.	Gujarat	Heritage Circuit	Development of Heritage circuit: Vadnagar- Modhera and Patan in Gujarat under Swadesh Darshan Scheme	99.81	44.91
Year 2017-18					
7.	Puducherry	Heritage Circuit	Development of Heritage Circuit in Puducherry under Swadesh Darshan Scheme.	66.35	13.27
8.	Rajasthan	Heritage Circuit	Development of Heritage Circuit (Rajsamand (Kumbhalgarh Fort)- Jaipur	99.60	19.92

			<p>(Nahargarh Fort)- Alwar (BalaQuila)- SawaiMadhopur (Ranthambore Fort and Khandar Fort)- Jhalawar (Gagron Fort)- Chittorgarh (Chittorgarh Fort) Jaisalmer (JaisalmerFort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi)- Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)- Dholpur (Bagh-i-Nilofar and Purani Chawni)- Nagaur(Meera Bai Temple) in Rajasthan under Swadesh Darshan Scheme.</p>		
9.	Telangana	Heritage Circuit	<p>Development of Heritage Circuit: Qutub Shahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb in Telangana under Swadesh Darshan Scheme</p>	99.42	19.88
