

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.†*263
ANSWERED ON 06.08.2018**

PROMOTION OF TOURISM

**†*263. SHRI A.T. NANA PATIL:
SHRI SUNIL KUMAR SINGH:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has released any financial assistance to the States of Maharashtra and Jharkhand for organizing Mahotsavas during the last three years and the current year so far; and**
- (b) if so, the details thereof, Mahotsava and year-wise along with the steps taken by the Government to promote tourism in Maharashtra and Jharkhand?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K.J. ALPHONS)**

(a) and (b): A Statement is laid on the table of the House.

**STATEMENT IN REPLY TO PARTS (a) AND (b) OF LOK SABHA
STARRED QUESTION NO.†*263 ANSWERED ON 06.08.2018
REGARDING PROMOTION OF TOURISM.**

(a) and (b): Development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory (UT) Administrations. However, Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/UT Administrations including the States of Maharashtra and Jharkhand for organising Fairs, Festivals and Tourism Related Events for the promotion of tourism subject to submission of proposals, their adherence to existing scheme guidelines, availability of funds and submission of utilisation certificates for the funds released earlier.

The details of funds sanctioned for organising Fairs, Festivals and Tourism Related Events to the States of Maharashtra and Jharkhand during the years 2015-16 to 2018-19 (till July 31st, 2018) are as below:

(Rs. in lakh)

S. No.	Name of State	Year	Name of Fairs/Festivals/Tourism Related Events	Amount Sanctioned
1	Jharkhand	2017-18	CFA for Celebration of Itkhori Mahotsav (February 19th- 21st, 2018) in the State of Jharkhand	25.00
2	Maharashtra	No funds were sanctioned during the years 2015-16 to 2018-19 as no proposal was received from the State.		

Some of the steps taken by the Ministry of Tourism to promote tourism in the country including in the States of Maharashtra and Jharkhand are as follows:

- **Provision of e- Visa facility for the citizens of 165 countries at 25 airports and 5 seaports.**
- **Launch of Incredible India 2.0 campaign marking a shift from generic promotions to market specific promotional plans.**
- **Launch of New Incredible India Website.**

- **Production of publicity and promotion material.**
- **Launch of 24x7 toll free Multi-Lingual Tourist Helpline.**
- **Launch of media campaigns in the online, print, electronic and outdoor media.**
- **Development and promotion of Niche Tourism products.**
- **Organisation of events like Paryatan Parv, International Buddhist Conclave and International Tourism Mart for promotion of tourism in the country.**
- **Promotion of India as a holistic destination in the international markets under the Incredible India brand line.**
- **Promotion of activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in International Tourism Events.**
- **Financial assistance to Stakeholders and Tourism Departments of States/UTs for undertaking promotional activities under the Market Development Assistance (MDA) Scheme.**
