

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†3039
ANSWERED ON 06.08.2018**

PROMOTION OF TOURISM IN BUNDELKHAND

†3039. SHRI BHAIRON PRASAD MISHRA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated any special scheme and has released/proposes to release special package to promote tourism in Bundelkhand;**
- (b) if so, the details thereof;**
- (c) the amount released for all the tehsils (janapadas) for this purpose during the last three years and the current year; and**
- (d) the details of progress made in this regard so far?**

ANSWER

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

(a) to (d): The Ministry of Tourism, Government of India promotes India as a holistic destination and as part of its on-going activities, annually releases global print, electronic and online media campaigns in the domestic and international markets, under the Incredible India brand-line, to promote the various tourism destinations and products of the country, including those in Bundelkhand. Promotion of the destinations and products is also undertaken through the Website and Social Media accounts of the Ministry. In addition, the India tourism Offices abroad undertake various promotional activities overseas with the objective of showcasing India's tourism destinations and products.

The Ministry of Tourism provides Central Financial Assistance to State Governments /Union Territory Administrations 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**

The Ministry of Tourism has sanctioned and released Rs. 15.00 lakh to the State Government of Madhya Pradesh for the Khajuraho Dance Festival during 2017-18.
