

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3116
ANSWERED ON 06.08.2018**

DEVELOPMENT OF KAPAD BEACH

3116. SHRI M.K. RAGHAVAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware that Kapad Beach in Kozhikode is a tourist as well historical beach;**
- (b) if so, the details thereof along with the strategic measures being taken to develop this as an international beach destination;**
- (c) the funds sanctioned/likely to be sanctioned in this regard; and**
- (d) the steps taken by the Government for promotion and facilitation of tourists on the said beach?**

ANSWER

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

(a) and (b): Yes, Madam. Promotion and development of tourism is primarily the responsibility of State Governments/ Union Territories.

The Government of Kerala is developing the infrastructure facilities at Kappad Beach, Kozhikode and is undertaking beach cleaning under Green Carpet initiative by Department of Tourism, Government of Kerala.

(c) and (d): The Ministry of Tourism under Swadesh Darshan Scheme- Integrated Development of Theme-Based Tourist Circuits provides Central Financial Assistance to State Governments/Union Territories/Central Agencies for developing tourism infrastructure in the circuits across the country having tourist potential in a planned and prioritized manner. The projects are identified for development

in consultation with the State Governments/Union Territory Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier. No project has been sanctioned for development of Kappad Beach.

The Ministry of Tourism, promotes India as a tourism destination in a holistic manner, covering tourism destinations and products including beaches across the country. As part of its marketing/promotional activities, the Ministry of Tourism annually releases print, electronic and online media campaigns in important and potential markets overseas and within the country under the 'Incredible India' brand-line to promote various tourism destinations and products of the country. Promotions are also undertaken through the website and Social Media accounts of the Ministry.
