

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.714
ANSWERED ON 23.07.2018**

**INCLUSION OF TOURIST PLACES UNDER INCREDIBLE INDIA
CAMPAIGN**

714. SHRIMATI PRATYUSHA RAJESHWARI SINGH:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has included/proposes to include the tourist places of various States including Odisha under the Incredible India campaign and if so, the details thereof;**
- (b) whether the Government has received any proposal from the State Governments in this regard and if so, the details thereof and the action taken thereon, State/UT-wise;**
- (c) whether the Government has provided any assistance to the State Governments in this regard; and**
- (d) if so, the details thereof, State/ UT-wise and if not, the reasons therefor?**

ANSWER

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

(a) to (d): The Ministry of Tourism promotes India in a holistic manner and as part of its ongoing 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.

The Ministry of Tourism does not allocate any funds to State Governments/Union Territory (UT) Administrations for publicity and promotional campaigns. 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**

Details of central financial assistance sanctioned to the States/UTs for the above, during the last financial year 2017-18 are at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.714 ANSWERED ON 23.07.2018 REGARDING INCLUSION OF TOURIST PLACES UNDER INCREDIBLE INDIA CAMPAIGN.****CFA Extended to States/UTs for Fairs, Festivals & Tourism Related Events during 2017-18****(Rs. in Lakh)**

State/UTs	Name of Projects	Sanctioned Amount	Amount Released
Arunachal Pradesh	<ul style="list-style-type: none">• Tawang Festival• Menchuka Adventure Festival• Orange Festival, Dambuk	40.00	40.00
Assam	<ul style="list-style-type: none">• Rass Mahotasava Majuli• Bodo National Festival• Rangoli Festival	35.00	35.00
Chandigarh	<ul style="list-style-type: none">• World Tourism Day• Chandigarh Carnival• Rose Festival 2017	30.00	30.0
Gujarat	<ul style="list-style-type: none">• Rann Utsav (2016-2017)	25.00	25.00
Haryana	<ul style="list-style-type: none">• Pinjore Festival 2017• Surajkund Crafts Mela 2018	55.00	40.00
Himachal Pradesh	<ul style="list-style-type: none">• International Kullu Dussehra Festival-2017	25.00	25.00
Kerala	<ul style="list-style-type: none">• Home Stay and Rural Tourism Travel Meet• Sargalaya International Art & Crafts Festival• President Trophy Boat Race	50.00	50.00
Madhya Pradesh	<ul style="list-style-type: none">• Pachmarhi Utsav• Jal Mahotsava, Hanuwantia• Khajuraho Dance Festival 2018 - 15 Lakh	50.00	50.00
Manipur	<ul style="list-style-type: none">• Manipur Sangai Festival and Youth Adventure• Water Sports Festival	50.00	50.00
Meghalaya	<ul style="list-style-type: none">• Wangala Dance Festival• Nongkrem Dance Festival	50.00	50.00

	<ul style="list-style-type: none"> • Lasubon Festival 		
Mizoram	<ul style="list-style-type: none"> • Winter Festival • Chapcharkut 	50.00	50.00
Nagaland	<ul style="list-style-type: none"> • Rengm's Ngadah Festival • Hornbill Festival • Sekrenyi Festival 	50.00	50.00
Punjab	<ul style="list-style-type: none"> • 142nd Shree Baba Harivallabh Sangeet Samemelan, Jalandhar • Hola Mohalla at Anandpur Sahib 	20.00	20.00
Sikkim	<ul style="list-style-type: none"> • Red Panda Winter Festival, Gangtok • World Tourism Day, Gangtok 	50.00	50.00
Tamilnadu	<ul style="list-style-type: none"> • India Dance Festival at Mamallapuram 	25.00	25.00
Telangana	<ul style="list-style-type: none"> • 3rd International Kite Festival • Hyderabad Golf Association Golconda Masters Golf Championship "A Professional Golf Tour of India(PGTI) at Hyderabad 	45.00	45.00
Uttar Pradesh	<ul style="list-style-type: none"> • Shilpotsava Noida • Seminar on Cultural / Tourism Development, Distt - Sitapur 	50.00	50.00
Uttarakhand	<ul style="list-style-type: none"> • Yoga Festival, March 2018 	25.00	25.00
	Total	725.00	710.00
