

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†892  
ANSWERED ON 23.07.2018**

**PROPOSALS RECEIVED FOR PROMOTION OF TOURISM IN  
MAHARASHTRA**

**†892. SHRI SANJAY HARIBHAU JADHAV:**

**Will the Minister of TOURISM be pleased to state:**

- (a) the number of proposals received by the Government from the State Government of Maharashtra regarding promoting tourism in the State along with the number of proposals pending with the Government as on date;**
- (b) the number of proposals approved by the Government and the amount of funds released separately for each proposal;**
- (c) whether the Government has formulated any policy to promote tourism; and**
- (d) if so, the details thereof and if not, the reasons therefor?**

**ANSWER**

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

**(a) and (b): The Ministry under its schemes of Swadesh Darshan- Integrated development of theme based tourist circuits and PRASHAD- National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive provides central financial assistance to State Governments/UT Administrations/Central Agencies for development of tourism infrastructure in the country.**

**Submission of proposals by State Governments/UT Administrations under the schemes is a continuous process and projects are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.**

**Based on above, Ministry has sanctioned the following projects under the above schemes in Maharashtra:**

**(Rs. in Crore)**

<b>Sl. No.</b>	<b>Scheme/ Year</b>	<b>Name of the Project</b>	<b>Amt. Sanctioned</b>
<b>1.</b>	<b>Swadesh Darshan 2015-16</b>	<b>Development of Sindhudurg under Coastal Circuit</b>	<b>82.17</b>
<b>2.</b>	<b>Swadesh Darshan 2017-18</b>	<b>Development of Waki- Adasa- Dhapewada- Paradsingha- Chota Taj Bagh- Telankhandi- Girad under Spiritual Circuit</b>	<b>54.01</b>
<b>3.</b>	<b>PRASHAD 2017-18</b>	<b>Development of Trimbakeshwar</b>	<b>37.81</b>
<b>Total</b>			<b>173.99</b>

**(c) and (d): In addition to above, Ministry of Tourism promotes India as a holistic tourism destination including the various tourism sites and products of every State/Union Territory of the country in the domestic and international markets. The steps taken to promote and develop different tourism products include the following:**

- 1) Producing promotion/publicity material.**
- 2) Launching of new Incredible India website.**
- 3) Launching of e-Visa for citizens of 165 countries.**
- 4) Positioning India as preferred tourism destination in important source markets.**
- 5) Launching of Incredible India 2.0 Campaign marking a shift from generic promotions to market specific promotional plans.**
- 6) Developing and promoting 'Niche Tourism' products.**
- 7) Generating trained manpower to meet the requirements of the tourism and hospitality industry.**
- 8) Launching of 24x7 toll free Multi-Lingual Tourist Helpline.**

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