

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2092
ANSWERED ON 24.12.2018**

PROMOTION OF MAHAKUMBH

2092. SHRI MAHEISH GIRRI:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any special initiatives to promote the Mahakumbh in the foreign countries which is to be held in Prayag Raj; and**
- (b) if so, the details thereof?**

ANSWER

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

(a) and (b): Promotion and development of tourism is primarily the responsibility of State Governments/Union Territories. However, the Ministry of Tourism under its Global Media Campaign 2018-19 has undertaken an ongoing promotional campaign for Kumbh on leading International and Indian Diaspora television Channels overseas, in addition to social and digital media.

Ministry has produced a TV commercial on Kumbh in collaboration with BBC to target the international audience and is being currently aired.
