

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†3066
ANSWERED ON 31.12.2018**

DEVELOPMENT OF TOURISM IN ALLAHABAD

†3066. SHRI SHYAMA CHARAN GUPTA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to promote tourism in Allahabad;**
- (b) if so, the details thereof along with the schemes envisaged regarding the scope and development of tourism in Allahabad; and**
- (c) the steps taken by the Government in this regard?**

ANSWER

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

(a): The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including Allahabad. Promotions are also undertaken through the Social Media accounts and website of the Ministry.

Promotion of the Kumbh Mela has been undertaken as part of the Global Media Campaign 2018-19 of the Ministry of Tourism on leading television channels including Indian diaspora channels, digital and social media.

(b) & (c): Identification and development of tourist sites/destinations is primarily the responsibility of the concerned State Government/Union Territory Administration. However, Ministry

of Tourism under the Schemes of Swadesh Darshan – Integrated Development of Theme Based Tourist Circuits and the PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) provides financial assistance to State Governments/Union Territory Administrations for the development of tourism related infrastructure and facilities to provide an enriching tourism experience to visitors. The projects under the scheme are identified for development in consultation with the State Governments/UT 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.
