

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3434
ANSWERED ON 15.07.2019**

PROMOTIONAL FILMS FOR INCREDIBLE INDIA 2.0 CAMPAIGN

**3434. SHRI SUNIL KUMAR SINGH:
SHRI SUDHAKAR TUKARAM SHRANGARE:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has produced any promotional films/television commercials as part of Incredible India 2.0 campaign;**
- (b) if so, the details thereof; and**
- (c) the steps taken by the Government to market specific promotional plans and content creations for development of inward tourism of the country particularly about various tourist places of Jharkhand and Maharashtra?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) and (b): The Ministry of Tourism has produced promotional films / television commercials on Yoga, Wellness, Wildlife, Luxury and Cuisine, as part of the Incredible India 2.0 campaign. These films have been promoted globally on television, digital and social media.

(c): The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country including those in the states of Jharkhand and Maharashtra. Promotions are also undertaken through the Social Media accounts and website of the

Ministry. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country. The Ministry has launched the Incredible India 2.0 Campaign in 2017 which marks a shift from generic promotions undertaken across the world to market specific promotional plans and content creation. The campaign focuses on promotion of Niche Tourism products in the important as well as potential source markets overseas.
