

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2114
ANSWERED ON 02.12.2019**

PUBLICISING OF FESTIVALS AND FUNCTIONS OF GUJARAT

†2114. SHRI MITESH RAMESHBHAI PATEL (BAKABHAI):

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has full details of all the historic monuments situated in all the States of the country including Gujarat;**
- (b) whether the same has updated on any website;**
- (c) the details of the steps taken by the Government to publicise the festivals and functions celebrated in Gujarat; and**
- (d) if not, whether any such steps are likely to be taken in future along with the details thereof?**

ANSWER

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

(a) and (b): There are 3691 Centrally Protected Monuments/Sites under Archaeological Survey of India, including Gujarat. The details are annexed. The list of monuments under Archaeological Survey of India is made available on ASI's website www.asi.nic.in.

(c) and (d): Ministry of Tourism promotes India as a holistic destination and as a part of its on-going activities, annually releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products in different States including Gujarat and Union Territories of the country. In addition, the India Tourism Offices within India and overseas undertake various promotional activities with the objective of showcasing the

tourism potential of the different States. These objectives are also met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions abroad. The specific elements of promotional efforts undertaken overseas include advertising in Print, Electronic, Online and Outdoor Media, participation in international Fairs & Exhibitions, organising Know India Seminars, Workshops, Road Shows and India Evenings, Brochure Support, Joint Advertising with Travel Agents/Tour Operators, organising and supporting Indian Food and cultural festivals, publication of brochures and inviting the tour operators, media personalities, opinion makers etc., to visit the country under the Hospitality Programme of the Ministry.

Financial support is also extended under the Marketing Development Assistance Scheme to approved service providers and State Governments/Union Territories for promotional activities undertaken by them in the overseas markets such as Sales Tours, Participation in Travel Fairs/ Exhibitions and Road Shows.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) AND (b) OF LOK SABHA UNSTARRED QUESTION NO.†2114 ANSWERED ON 02.12.2019 REGARDING PUBLICISING OF FESTIVALS AND FUNCTIONS OF GUJARAT.****Abstract of Number of Centrally Protected Monuments/Sites under the Jurisdiction of Archaeological Survey of India in the Country**

Sl. No.	Name of State	Nos. of Monuments
1.	Andhra Pradesh	129
2.	Arunachal Pradesh	03
3.	Assam	55
4.	Bihar	70
5.	Chhattisgarh	47
6.	Daman & Diu (U. T.)	12
7.	Goa	21
8.	Gujarat	203
9.	Haryana	91
10.	Himachal Pradesh	40
11.	Jammu & Kashmir (U.T.)	56
12.	Jharkhand	12
13.	Karnataka	506
14.	Kerala	28
15.	Ladakh (U.T.)	14
16.	Madhya Pradesh	292
17.	Maharashtra	286
18.	Manipur	01
19.	Meghalaya	08
20.	Mizoram	01
21.	Nagaland	04
22.	N.C.T. Delhi	174
23.	Odisha	80
24.	Puducherry (U.T.)	07
25.	Punjab	33
26.	Rajasthan	163
27.	Sikkim	03
28.	Telangana	08
29.	Tamil Nadu	413
30.	Tripura	08
31.	Uttar Pradesh	745
32.	Uttarakhand	42
33.	West Bengal	136
	TOTAL	3691
