

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†69  
ANSWERED ON 03.02.2020**

**PROMOTION OF TOURISM IN COASTAL AND HILLY AREAS**

**†69. SHRI VINAYAK RAUT:**

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

- (a) whether the Government is working on a new scheme to promote tourism in coastal and hilly areas;**
- (b) if so, the details thereof; and**
- (c) if not, the reasons therefor?**

**ANSWER**

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

**(a) to (c): Ministry of Tourism thorough its existing schemes of Domestic Promotion and Publicity including Hospitality (DPPH) and Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance (OPMD) promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry 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 tourist attractions in the coastal and hilly areas. 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.**

**Ministry under the Swadesh Darshan scheme is developing thematic circuits in the country in a planned and prioritized manner. Coastal Circuit and Himalayan Circuit have been identified as thematic circuits for development under the scheme. The details of projects sanctioned under Coastal Circuit and Himalayan Circuit theme of this scheme are given at Annexure.**

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**ANNEXURE****STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA UNSTARRED QUESTION NO.†69 ANSWERED ON 03.02.2020 REGARDING PROMOTION OF TOURISM IN COASTAL AND HILLY AREA.****(Rupees in Crore)**

<b>S. No.</b>	<b>Name of State</b>	<b>Name of Circuit &amp; Year</b>	<b>Project Name</b>	<b>Amount Sanctioned</b>	<b>Amount Released</b>
<b>THE DETAILS OF PROJECTS SANCTIONED UNDER COASTAL CIRCUIT UNDER THE SWADESH DARSHAN SCHEME</b>					
<b>1.</b>	<b>Andhra Pradesh</b>	<b>Coastal Circuit (2014-15)</b>	<b>Development of Kakinada Hope Island Konaseema as World Class Coastal &amp; Eco Tourism Circuit in Andhra Pradesh</b>	<b>67.84</b>	<b>64.44</b>
<b>2.</b>	<b>Andhra Pradesh</b>	<b>Coastal Circuit (2015-16)</b>	<b>Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore under Swadesh Darshan Scheme in Andhra Pradesh.</b>	<b>59.70</b>	<b>47.76</b>
<b>3.</b>	<b>Puducherry</b>	<b>Coastal Circuit (2015-16)</b>	<b>Development of Union Territory of Puducherry as Tourist Circuit under “Swadesh Darshan” Scheme (Coastal</b>	<b>85.28</b>	<b>61.82</b>

			<b>Circuit)</b>		
<b>4.</b>	<b>West Bengal</b>	<b>Coastal Circuit (2015-16)</b>	<b>Development of Beach Circuit – Udaipur - Digha – Shankarpur – Tajpur – Mandarmani – Fraserganj – Bakkhilai -Henry Island in West Bengal</b>	<b>85.39</b>	<b>68.31</b>
<b>5.</b>	<b>Maharashtra</b>	<b>Coastal Circuit (2015-16)</b>	<b>Development of Sindhudurg Coastal Circuit in Maharashtra under Swadesh Darshan Scheme.</b>	<b>82.17</b>	<b>16.43</b>
<b>6.</b>	<b>Goa</b>	<b>Coastal Circuit (2016-17)</b>	<b>Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail) in Goa.</b>	<b>99.99</b>	<b>79.99</b>
<b>7.</b>	<b>Odisha</b>	<b>Coastal circuit (2016-17)</b>	<b>Development of Gopalpur, Barkul, Satapada and Tampara as Coastal circuit in Odisha.</b>	<b>70.82</b>	<b>37.61</b>
<b>8.</b>	<b>Andaman &amp; Nicobar Islands</b>	<b>Coastal Circuit (2016-17)</b>	<b>Development of Coastal Circuit (Long Island-Ross Smith Island- Neil</b>	<b>42.19</b>	<b>8.44</b>

			<b>Island- Havelock Island- Baratang Island-Port Blair ) in Andaman &amp; Nicobar under Coastal thematic circuit of Swadesh Darshan Scheme.</b>		
<b>9.</b>	<b>Tamil Nadu</b>	<b>Coastal Circuit (2016-17)</b>	<b>Development of Coastal Circuit (Chennai- Mamamallapura m – Rameshwaram – Manpadu – Kanyakumari) in Tamil Nadu under Swadesh Darshan Scheme</b>	<b>74.58</b>	<b>59.66</b>
<b>10.</b>	<b>Goa</b>	<b>Coastal Circuit (2017-18)</b>	<b>Development of Coastal Circuit II: Rua De Orum Creek - Don Paula - Colva - Benaulim in Goa under Swadesh Darshan Scheme</b>	<b>99.35</b>	<b>49.68</b>
			<b>Total</b>	<b>767.31</b>	<b>494.14</b>

**THE DETAILS OF PROJECTS SANCTIONED UNDER HIMALAYAN**

<b>CIRCUIT UNDER THE SWADESH DARSHAN SCHEME</b>					
<b>1.</b>	<b>Jammu &amp; Kashmir</b>	<b>Himalaya n Circuit (2016-17)</b>	<b>Integrated Development of Tourism Infrastructure Projects in the State of Jammu and Kashmir.</b>	<b>82.97</b>	<b>60.47</b>
<b>2.</b>	<b>Jammu &amp; Kashmir</b>	<b>Himalaya n Circuit (2016-17)</b>	<b>Integrated Development of Tourist Facilities at Jammu-Rajouri- Shopian- Pulwama under Himalayan Circuit theme in J&amp;K.</b>	<b>96.38</b>	<b>48.19</b>
<b>3.</b>	<b>Jammu &amp; Kashmir</b>	<b>Himalaya n Circuit (2016-17)</b>	<b>Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&amp;K</b>	<b>90.96</b>	<b>74.70</b>
<b>4.</b>	<b>Jammu &amp; Kashmir</b>	<b>Himalaya n Circuit (2016-17)</b>	<b>Integrated Development of Tourist facilities at Mantalai- Sudhmahadev- Patnitop under Himalayan</b>	<b>97.82</b>	<b>75.11</b>

			<b>Circuit Theme in J&amp;K.</b>		
<b>5.</b>	<b>Jammu &amp; Kashmir</b>	<b>Himalaya n Circuit (2016-17)</b>	<b>Integrated Development of Tourist Facilities at Anantnag- Kishtwar- Pahalgam – Daksum – Ranjit Sagar Dam under Himalayan Circuit Theme in J&amp;K.</b>	<b>87.44</b>	<b>63.71</b>
<b>6.</b>	<b>Jammu &amp; Kashmir</b>	<b>Himalaya n Circuit (2016-17)</b>	<b>Integrated Development of Tourist Facilities at Gulmarg- Baramulla- Kupwara-Leh Circuit under Himalayan Circuit Theme in J&amp;K.</b>	<b>96.93</b>	<b>45.51</b>
<b>7.</b>	<b>Himachal Pradesh</b>	<b>Himalaya n Circuit (2016-17)</b>	<b>Integrated Development of Himalayan Circuit: Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba</b>	<b>86.85</b>	<b>39.88</b>
<b>Total</b>				<b>639.35</b>	<b>407.57</b>

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