

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†1245  
ANSWERED ON 19.09.2020**

**PROMOTION OF TOURISM IN BIHAR**

**†1245. SHRI JANARDAN SINGH SIGRIWAL:**

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

- (a) the special steps taken by the Government to promote tourism in Bihar and the outcome thereof;**
- (b) whether the Government has constituted National Tourist Advisory Council (NTAC);**
- (c) if so, the details thereof along with the structure of the said Council;**
- (d) the terms and reference of the said Council; and**
- (e) the steps taken by the Government for developing India as a global tourist attraction?**

**ANSWER**

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

**(a): Ministry of Tourism promotes India as a holistic destination including its various tourism products. Activities are undertaken for promoting varied tourism products and destinations of India including Bihar in the Domestic and International markets under the Domestic Promotion and Publicity including Hospitality (DPPH) and Overseas Promotion and Publicity including Marketing Development Assistance (OPMD) schemes.**

**Bodh Gaya in Bihar is a significant Buddhist Heritage site. The Ministry of Tourism, Government of India organizes an International Buddhist Conclave biennially. Participants in the Conclave include eminent Buddhist scholars, opinion makers, tour operators and media personalities from Overseas.**

**The Ministry of Tourism has organized Road Shows in Yangon (Myanmar), Ho Chi Minh City (Vietnam), Phnom Penh (Cambodia) and**

**Bangkok (Thailand) in May 2018 for promotion of India's Buddhist Heritage and Buddhist sites including Bodh Gaya.**

**In 2019, Buddhist heritage sites were promoted through various road shows organised in East Asia, South East Asia, Americas, Australasia and Europe.**

**The Ministry of Tourism has produced a short film on Buddhist sites and has a dedicated website on important Buddhist sites in India i.e [indiathelandofbuddha.in](http://indiathelandofbuddha.in). The website showcases Bodh Gaya also.**

**Under the Regional Connectivity Scheme Udan 3, 46 tourism routes have been incorporated by the Ministry of Civil Aviation. These include Gaya (Bodhgaya) for improved connectivity. Gaya is already also connected with important Buddhist source markets such as Thailand, Srilanka, Bhutan, etc.**

**(b) to (d): National Tourist Advisory Council (NTAC) was constituted vide order dated 27th October 2016 with the validity of three years. Secretary (Tourism) is the Vice Chairman of the Council. Details of the members of the Council and terms are attached at Annexure.**

**(e): Ministry of Tourism took the campaigns to the next level, the 'Incredible India 2.0' campaign was launched in September 2017, which marks a shift from generic promotions undertaken across the world to market specific promotional plans and content creation. The campaign focuses on digital and social media and the promotion of destinations including Bihar and tourism products.**

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**ANNEXURE**

**STATEMENT IN REPLY TO PARTS (b) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.†1245 ANSWERED ON 19.09.2020 REGARDING PROMOTION OF TOURISM IN BIHAR.**

**Government of India  
Ministry of Tourism**

**C-1 Hutments, Dalhousie Road,  
New Delhi-110011**

**File No. 14(1)/2013- MRD**

**dated: 27.10.2016**

**Order**

**It has been decided with the approval of Hon'ble Minister for Tourism to constitute a 'National Tourism Advisory council' with the following composition:**

- A. Chairman : Minister of State (I/C) for Tourism**  
**B. Vice- Chairman : Secretary (Tourism), Government of India**  
**C. Members:**

**I. Ministries of Government of India:**

- 1. Secretary, Home (or his representative, not below the level of Joint Secretary)**
- 2. Secretary, Finance (or his representative, not below the level of Joint Secretary)**
- 3. Secretary, Foreign (or his representative, not below the level of Joint Secretary)**
- 4. Secretary, Culture (or his representative, not below the level of Joint Secretary)**
- 5. Secretary, Civil (or his representative, not below the level of Joint Secretary)**
- 6. Secretary, Urban Development (or his representative, not below the level of Joint Secretary)**
- 7. Secretary, Road Transport & Highway (or his representative, not below the level of Joint Secretary)**
- 8. Secretary, Shipping (or his representative, not below the level of Joint Secretary)**
- 9. Secretary, Drinking water and sanitation (or his representative, not below the level of Joint Secretary)**

- 10. Chairman, Railway Board**
- 11. Principal Adviser (Tourism), NITI Aayog**
- 12. Additional Member (Tourism & Catering), Railway Board.**

**II. Experts in the field of travel and tourism management etc, who are member in their individual capacity:**

- 1. Shri Subhash Goyal, ex-President, Indian Association of Tour Operators**
- 2. Shri Nakul Anand, Executive Director, ITC Limited,**
- 3. Shri Vivek Nair, CMD, Hotel Leelaventure Limited,**
- 4. Shri Joytsna Suri, Ex-President FICCI/CMD, Bharat Hotels,**
- 5. Shri Karan S. Anand, Head of Relationships and Suppliers Management, Cox& Kings Limited,**
- 6. Shri Amitabh Sinha, IBN7,**
- 7. Dr. Narendra Gupta, Satya Medical Centre, A-98/A, Sector-34, Noida-201301,**
- 8. Shri Pradeep Narayan Singh, MD, Hotel Pradeep, C-27/111C, Jagat Ganj, Varanasi-221002,**
- 9. Shri Gyan Singh Rathore, Advisory Board Member, Wockhardt Foundation, Mumbai,**
- 10. Ms. Tanuja Pandey, MF-21, Eldeco Mansionz, Sector-48, Sohna Road, Gurgaon-122018,**
- 11. Ms. Alka Pareek, A-205, Defence Colony, New Delhi-110024**
- 12. Shri Alok Vatsa, C-32, Sector-33, Noida-201301**

**III. Ex- officio Members:**

- 1. CMD, ITDC**
- 2. President, IATO**
- 3. Chairman, FAITH**
- 4. Chairman, FIA**
- 5. President, FH&RA**
- 6. President, TAAI**

**D. Member Secretary: JS level officer in charge of NTAC**

- 2. The Council will act a 'Think Tank' and advice the Government on various policy matters relating to tourism.**
- 3. The Council Would have tenure of 3 years from the date of constitution and may meet as often as necessary.**

**4. The Council may co-opt other official members as and when required.**

**5. Entitlements of Experts who are member in their individual capacity:**

- I. No Honorarium shall be payable to the Experts who are member in their individual capacity.**
- II. TA/DA and accommodation charges may be payable to the experts who may be members in their individual capacity at per with Group "A" officer of Level 13 as per the pay matrix of 7<sup>th</sup> pay commission (8700/- Grade pay as per 6<sup>th</sup> pay commission) of the Govt. of India, as & when the meetings of the NTAC are held. The same will be reimbursed to them upon specific request subject to producing valid proof of travel and stay.**
- III. Accommodation charges for a maximum of 2 nights and DA for a maximum of 2 days may be payable subject to availability of flights for out station members.**
- IV. On specific request stay arrangements may be made by the Ministry of Tourism only in ITDC hotels subjects to availability of rooms of entitled amount. Vehicles may be provided subject to their availability, otherwise fare as per their entitlement would be provided.**
- V. The experts who are members in their individual capacity shall not be entitled for privileges like I-Card, Red Beacon Car etc.**

**Sd/-**

**(Shyam Sundar Verma)**

**Under Secretary to the Govt. of India**

- 1. All members of the National Tourism Advisory Council.**
- 2. Joint Secretary, Cabinet Secretariat, New Delhi- for information.**
- 3. PS to MOS (Tourism/ IC)**
- 4. PS to Secretary (Tourism)/ PS to AS& FA (Tourism)/ PS to ADG (MR)/ PS to JS (Tourism)/ PS to ADG (Tourism)/ PS to EA(Tourism)**
- 5. Director (Finance), Ministry of Tourism.**
- 6. Pay & Accounts Office, Ministry of Tourism.**

**Sd/-**

**(Shyam Sundar Varma)**

**Under Secretary to the Govt. of India**

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