

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1103  
ANSWERED ON 08.02.2021**

**PROMOTION OF TOURISM IN MAHARASHTRA**

**1103. SHRI SUNIL BABURAO MENDHE:**

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

- (a) the special steps taken by the Government to promote tourism in Maharashtra and the outcome thereof;**
- (b) whether the National Tourist Advisory Council (NTAC) has recommended development and promotion of Tourist attractions in the State of Maharashtra;**
- (c) if so, the details thereof; and**
- (d) the steps taken by the Government for developing India as a global tourist attraction in the wake of current Covid-19 pandemic?**

**ANSWER**

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

**(a): Development & Promotion is primarily responsibility of State Govt./UTs. However, 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 the different States and Union Territories of the country including Maharashtra.**

**The Ministry has been organizing series of webinars showcasing various tourism assets and products of the country under Dekho Apna Desh initiative. Since April 2020, over 73 webinars have been organized wherein a large number of people participated.**

The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage and culture of the country and to promote domestic tourism. This initiative is in line with the 15<sup>th</sup> August 2019 address of the Honourable Prime Minister asking every citizen to visit at least 15 destinations by the year 2022.

Under this initiative Ministry is carrying out promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations/products including Maharashtra. Dekho Apna Desh initiative is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices.

(b) & (c): NTAC recommended development of infrastructure of Ajanta & Ellora Caves. Ministry has identified Ajanta and Ellora as two of the sites for development under the Iconic Tourist Sites initiative. The Ministry is developing the above sites in a holistic manner with focus on issues concerning connectivity to the destination, better facilities / experience for the tourists at the site, skill development, involvement of local community, promotion & branding and by bringing private investment.

Details of Projects sanctioned under Swadesh Darshan & PRASHAD schemes for the development of tourist attractions in the State of Maharashtra as given below:

Year	Name of Scheme	Name of Circuit in Maharashtra	Amount sanctioned (Rs. in crore)
2017-18	PRASHAD	Development of Trimbakeshwar	37.81
2017-18	Project sanctioned under Assistance to Central Agencies Schemes	Upgradation / modernisation of International Cruise Terminal at Indira Dock, Mumbai – Agency – Mumbai Port Trust	12.50
2018-19	Swadesh	Spiritual Circuit	54.01

	<b>Darshan</b>	<b>Development of Waki-Adasa-Dhapewada-Paradsingha- Chota Taj Bagh-Telankhandi-Girad</b>	
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**(d): The Ministry has been organizing series of webinars showcasing various tourism assets and products of the country under Dekho Apna Desh initiative. Since April 2020, over 73 webinars have been organized wherein a large number of people participated.**

**The Ministry of Tourism is also promoting its various tourism products and experiences through regular posts on MoT's social Media handles.**

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