

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2117  
ANSWERED ON 02.08.2021**

**SCHEMES TO PROMOTE TOURISM IN HARYANA AND ASSAM**

**2117. SHRI RAMESH CHANDER KAUSHIK:  
SHRIMATI QUEEN OJA:  
SHRI DILIP SAIKIA:**

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

- (a) whether the Government is contemplating any scheme to promote tourism in Haryana and Assam and if so, the details thereof;**
- (b) whether the Government has identified the places for the purpose and if so, the details thereof district and location-wise;**
- (c) whether the Government has received any proposal from Haryana Government in this regard; and**
- (d) if so, the details thereof and effective steps taken by the Government in this direction?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (d): As part of its on-going promotional activities, the Ministry of Tourism releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country. The campaigns include Haryana and Assam as tourist destinations. Specific State wise promotions are taken up by the respective State Departments. The Ministry of Tourism does this through its schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and Overseas Promotion & Publicity including Market Development Assistance (OPMD).**

**Under the Domestic Promotion Publicity and Hospitality (DPPH) Scheme, Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments / Union Territory Administrations for organizing fairs & festivals and tourism related events for the promotion of tourism. The details of funds sanctioned under Central Financial Assistance (CFA) for fairs & festivals and shopping festivals for Haryana and Assam are placed in the attached Annexure.**

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**ANNEXURE****STATEMENT IN REPLY TO (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.2117 ANSWERED ON 02.08.2021 REGARDING SCHEMES TO PROMOTE TOURISM IN HARYANA AND ASSAM.****DETAILS OF PROJECT SANCTIONED UNDER DOMESTIC PROMOTION PUBLICITY AND HOSPITALITY (DPPH) SCHEME, CENTRAL FINANCIAL ASSISTANCE (CFA) FOR FAIRS AND FESTIVALS AND SHOPPING FESTIVALS****(Rs. in Lakh)**

<b>Name of state</b>	<b>Year</b>	<b>Name of Projects</b>	<b>Amount sanctioned</b>	<b>Amount released</b>
<b>Haryana</b>	<b>2017-18</b>	<b>(1) Pinjore Festival, 2017 (2) CFA for celebration of 32<sup>nd</sup> Surajkund, 2018-</b>	<b>55.00</b>	<b>55.00</b>
	<b>2018-19</b>	<b>Organizing Surajkund International Crafts Mela</b>	<b>30.00</b>	<b>15.00</b>
	<b>2019-20</b>	<b>CFA for organizing Mango Mela from 6<sup>th</sup> to 7<sup>th</sup> July, 2019, Haryana.</b>	<b>25.00</b>	<b>25.00</b>
		<b>Heritage festival</b>	<b>25.00</b>	<b>25.00</b>
<b>Assam</b>	<b>2017-18</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>2018-19</b>	<b>International Buddhist conference</b>	<b>25.00</b>	<b>25.00</b>
		<b>CFA for organizing Rongali festival</b>	<b>25.00</b>	<b>25.00</b>

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