GOVERNMENT OF INDIA MINISTRY OF TOURISM

LOK SABHA STARRED QUESTION NO.*68 ANSWERED ON 07.02.2022

TRIBAL TOURISM IN MEGHALAYA

*68. SHRI VINCENT H. PALA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Ministry has undertaken any action plan to encourage Tribal Tourism in Meghalaya post-Pandemic;
- (b) if so, the details of the steps taken and the tribes considered for such an endeavour;
- (c) the details of the steps taken to promote tribal culture of North Eastern Region (NER) and Meghalaya in particular;
- (d) the details of tourists in NER during the last five years, State and year-wise; and
- (e) the investment made in Tourism Sector in NER during the last five years, State and year-wise?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO.*68 ANSWERED ON 07.02.2022 REGARDING TRIBAL TOURISM IN MEGHALAYA.

(a) to (c): Yes, Sir. The Ministry of Tourism promotes India as a holistic tourist destination including tribal tourism in Meghalaya under the "Incredible India" brand and promotional activities are undertaken in Domestic and International markets through its various schemes such as Domestic Promotion & Publicity including Hospitality (DPPH) and Overseas Promotion & Publicity including Market Development Assistance (OPMD) without distinction of any tribe.

Post Pandemic, digital promotions are regularly undertaken through the Social Media accounts of the Ministry on different themes such as heritage tourism, tribal tourism, culture tourism, amongst others. Webinars are organised under the overall "Dekho Apna Desh" theme showcasing the diverse culture, heritage, destinations and tourism products of the country, including North East India. The details of webinars being organized focusing on NER under this series include: Cruising the Brahmaputra River, the World's Greatest Natural History & Heritage River Cruise, Adventure tourism in NE India, Bailey Trail in Arunachal Pradesh, Northeast India for the immersive traveler, Northeast India: Experience the exclusive villages, Assamese Cuisine- The Gourmet Unexplored, Mystique Nagaland – Land of Culture, Adventure and Festivals.

New initiative has been made named Prime Minister's Development Initiative for North East, (PM-DevINE) to enable livelihood activities for youth and women and filling the gaps in various sectors that will also help tourism growth in North Eastern Region (NER).

Details of steps taken in this regard are placed at Annexure I.

- (d): The details of tourists in NER during the last five years, State and year-wise is at Annexure II.
- (e): The investment made in Tourism Sector by the Ministry in NER during the last five years, State and year-wise is at Annexure III.

STATEMENT IN REPLY TO PARTS (a) to (c) OF LOK SABHA STARRED QUESTION NO.*68 ANSWERED ON 07.02.2022 REGARDING TRIBAL TOURISM IN MEGHALAYA

DETAILS OF STEPS TAKEN TO PROMOTE TRIBAL CULTURE IN NORTH EASTERN REGION AND MEGHALAYA

- 1. Training was conducted for tribal participants from Border Areas of different Districts of Meghalaya so as to promote the Tribal Cuisine of Meghalaya. After completion of the course each participant has been supported with a set of Start-Up asset in order to promote Tribal Tourism through Tribal Cuisine of Meghalaya and also to encourage the mitigation of migration of the Tribals from the Rural areas.
- 2. Culinary Videos was created to Showcase the Cultural Significance and Diversities of Ethnic Foods of all Northeastern States of India and to promote Tribal Tourism. Through these Culinary Videos we have made efforts to showcase the creativity and treasure of food heritage of tribals of all the North Eastern States of India including Sikkim. Through these Culinary Videos we have made efforts to bring awareness about the cuisines of the frontier States of North East India and to showcase the indigenous cuisine and also to collect all the unique recipes and preserve them for generations to come and make the world aware of our unique culinary heritage and thus promoting the Tribal Tourism.
- 3. 'Start-up' in the field of catering services and food joints under entrepreneurship programme were conducted. The Training Program was conducted for 1 (One) batch of 30 (Thirty) Tribal participants from all the North-East States of India. After completion of the course each participant has been supported with a set of Start-Up asset in order to promote the spirit of Entrepreneurship among the tribals of North East India and so as to encourage the mitigation of migration of the Tribals from the Rural areas and thus promoting the Tribal Tourism.
- 4. Further various Awareness Programs, Traditional Walks, Fashion Shows, Food Festivals and other related events in order to promote Tribal Tourism and to showcase the Cultural Significance and Diversities of all Northeastern States of India have been taken.

- 5. Steps were taken by North East Zonal Culture Centre (NEZCC) to promote tribal culture of the North Eastern States, including Meghalaya. Which, inter-alia, included:
 - Bharat Ko Janno (Cultural Exchange Programme between NE States and other States)
 - Border Area Programme (International Borders)
 - Women Activities Programmes (Skill development workshops)
 - Documentation of Vanishing Art forms
 - Guru Shishya Parampara
 - Young Talent Artist Awards
 - Stone Sculpture Workshops
 - Wood Carving Workshops
 - Painting Workshops
 - Theatre Rejuvenation (Workshops)
 - Umang for differently abled children (Workshops)
 - Bridging Folk & Classical Dance
 - Tribal Visual Arts Workshops cum Exhibition
 - Celebration of Important Tribal Festival
 - Traditional Tribal Food Festival
 - Guru shishya parampara scheme (19 guiruso last 5 years till date)
 - Documentation of vanishing art forms

Octave (Festivals showcasing the tribal art/culture/cuisine/crafts/costumes of North East) are held every year by every Zonal Centre in states other than the North Eastern States.

The tribal communities of the 8 North Eastern States are promoted through programmes by NEZCC at important festivals such as Hornbill (Nagaland), Sangei (Manipur), Shilpagram Utsav (Assam) etc.

Tribal crafts of the NE are sold through several exhibitions at all major festivals and crafts fairs across the country.

6. Fairs & festivals funded by Ministry of Tourism:

(Rs. In Lakh)

Name of	Year	Name of Fairs & Festivals	Amount
State			sanctioned
Assam	2014-15	0	0
	2015-16	0	0
	2016-17	CFA for Celebration of (i) Rass	35.00
		Mahotsav, Majuli (ii) Bodo National	

		Festival (iii) Rongali Festival	
	2017-18	0	0
	2018-19	International Buddhist conference	25.00
		CFA for organizing Rongali festival	25.00
	2021-22	Bhogali Festival	25.00
Arunachal Pradesh	2014-15	Celebration of Nyokum Festival	14.00
	2015-16	(i) Kameng River Eco-Tourism Festival (ii) Menchuka Adventure Festival and (iii) Orange Festival Dambuk	30.00
	2016-17	0	0
	2017-18	(i) Tawang Festival (ii)Menchuka Adventure Festival (iii) Orange Festival Dambuk	40.00
	2018-19	Basar Confluence 3.0 Festival	20.00
	2019-20	CFA for organizing River Tribe's Angling Festival & Butterfly Meet at MIAO	50.00
	2020-21	Organizing Pedal to Pakke	25.00
	2021-22	Easterly Essence Ledum Festival & Orange Festival of Music and Adventure	50.00
	2019-20	National Tribal Festival	20.00
Manipur	2014-15	Manipuri Festival and Youth, Adventure& Water sports festival	50.00
	2015-16	Manipur Sangai Festival and Youth, Adventure and Water Sports Festival Manipur 2015	50.00
	2016-17	Manipur Sangai Festival, and Youth Adventure and Water Adventure sports festival	50.00
	2017-18	Manipur Sangai Festival and "Youth Adventure & Water Sports Festival	50.00
	2018-19	0	0
	2019-20	(i)Sangai Festival (ii)Youth Adventure & Water Sports festival	50.00
Meghalaya	2014-15	0	0
	2015-16	0	0
	2016-17	Wangala Dance Festival and Nongkrem Dance Festival	42.22
	2017-18	CFA for the Wangala Dance Festival, Nongkrem Dance Festival and	50.00

		Lasubon Festival	
	2018-19	Wangala Dance Festival and	50.00
		Nongkrem Dance Festival	
	2019-20	(i)Wangala Dance Festival	50.00
		(ii)Nongkrem Dance Festival	
	2021-22	(i)Wangala Dance Festival	50.00
		(ii)Nongkrem Dance Festival	
Mizoram	2014-15	Anthurium Festival, ThalfavangKut festival	50.00
	2015-16	Celebration of Anthurium Festival and ThalfavangKut Festival	50.00
	2016-17	0	0
	2017-18	CFA for the Celebration of Winter Festival & Chapchar Kut	50.00
	2018-19	Organizing Chapchar Kut Festival	25.00
	2019-20	Organizing Anthurium Festival & Winter Festival	50.00
	2020-21	Anthurium Festival & Winter Festival	50.00
	2021-22	Anthurium Festival & Winter Festival	50.00
Nagaland	2014-15	Celebration of Hornbil Festival, 2014	25.00
	2015-16	0	0
	2016-17	Hornbill Festival	25.00
	2017-18	CFA for organizing Sekrenyi Festival, Hornbill Festival, Rengma's Ngadah Festival	50.0
	2018-19	0	0
	2019-20	Thuwu-Ni Festival, Hornbill Festival & Sukhrunye Festival	50.00
	2021-22	Hornbill Festival & The Angami's Sekrenyi Festival	30.00
Sikkim	2014-15	0	0
	2015-16	(i) World Tourism Day, Gangtok, (ii) Sikkim Winter Carnival, Gangtok,	44.00
	2016-17	World Tourism Day, Gangtok (ii) Celebration of Red Panda Winter Festival, Gangtok	50.00
	2017-18	(i) Red Panda Winter festival, Gangtok (ii) World Tourism Day, Gangtok	50.00
	2018-19	CFA for World Tourism Day, Red Panda Festival , Gangtok	50.00
	2019-20	World Tourism Day, Gangtok & Red Panda Winter Festival	50.00

	2020-21	Red Panda Winter Carnival, Jorethang Maghey Mela & Pelling Winter Tourism Festival	50.00
	2021-22	(i) Cherry Temi Tea & Tourism Festival Temi Tea Gardens South Sikkim (ii) Khangchendzonga Winter Carnival Festival (iii) Jorethang Maghey Mela	50.00
Tripura	2014-15	0	0
	2015-16	0	0
	2016-17	(i) Neermahal Festival at Rajghat, Melaghar in Sepahijala District (ii) Devali Festival at Maabari, Udaipur in Gomati District (iii) Pilak Festival at Julaibari Santirbazar in South Tripura	18.00
	2017-18	0	0
	2018-19	0	0
	2019-20	(i) Kharchi Mela Neermahal (ii) Diwali Mela	42.00
	2020-21	Bharat Bangla Festival	25.00
		Grand Total	1785.22

Annexure-II

STATEMENT IN REPLY TO PART (d) OF LOK SABHA STARRED QUESTION NO.*68 ANSWERED ON 07.02.2022 REGARDING TRIBAL TOURISM IN MEGHALAYA

Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) to North Eastern Region during 2016-2020

64-4-	20	16	20	17	20	18	20	19	202	0
State	DTVs	FTVs	DTVs	FTVs	DTVs	FTVs	DTVs	FTVs	DTVs	FTVs
Arunachal Pradesh	385875	6598	444005	7147	512436	7653	555639	7825	42871	961
Assam	5160599	19456	6052667	21760	5856282	36846	5447805	26878	1266898	7285
Manipur	150638	3064	153454	3497	176109	6391	167560	13608	49669	3139
Meghalaya	830887	8476	990856	12051	1198340	18114	1245633	25813	24734	2311
Mizoram	67238	942	67772	1155	76551	967	163762	2249	30890	265
Nagaland	58178	3260	63362	4166	101588	5010	125949	5577	10979	518
Tripura	370618	36780	398669	69899	414388	102861	437201	154405	127815	31877
Sikkim	747343	66012	1375854	49111	1426127	71172	1421823	133388	316408	19935
Total	7771376	144588	9546639	168786	9761821	249014	9565372	369743	1870264	66291

Source: State/Uts Tourism Department

STATEMENT IN REPLY TO PART (e) OF LOK SABHA STARRED QUESTION NO.*68 ANSWERED ON 07.02.2022 REGARDING TRIBAL TOURISM IN MEGHALAYA

Investment in Tourism Sector in North East Region (NER) during the last five years, State and year wise by the Ministry of Tourism under its various scheme.

Details of project sanctioned under Swadesh Darshan Scheme in the North Eastern Region

(Rs. in crore)

SI.	State/UT	Name of	Name of the Project	Amt.
No.		the Circuit		Sanctioned
	2014-15			
1	Arunachal	North-East	Development of Circuit at	49.77
	Pradesh	Circuit	Bhalukpong- Bomdila and Tawang.	
	2015-16			
2	Manipur	North-East Circuit	Development of Circuit at Imphal- Khongjom	72.23
3	Sikkim	North-East Circuit	Development of Circuit linking Rangpo (entry) – Rorathang- Aritar- Phadamchen- Nathang- Sherathang- Tsongmo- Gangtok-Phodong- Mangan- Lachung-Yumthang- Lachen- Thangu-Gurudongmer- Mangan- Gangtok- TuminLingee- Singtam (exit).	98.05
4	Nagaland	Tribal Circuit	Development of Circuit at Peren- Kohima- Wokha	97.36
5	Mizoram	North East Circuit	Integrated Development of Thenzawl & South Zote, Districts Serchhip and Reiek	94.91
6	Assam	Wildlife	Development of Manas-	95.67

		Circuit	Pobitora– Nameri– Kaziranga– Dibru– Saikhowa.	
7	Arunachal	North East	Integrated Development of	97.14
	Pradesh	Circuit	Jirigaon, Nafra, Seppa, Pappu,	07114
	lidaesii	Onoun	Pasa, Pakke Valleys,	
			Lumdung, Lafang Sohung	
			Lake, Taro Yar, New Sagalee,	
			Ziro, Yomcha	
8	Tripura	North East	Development of North East	99.59
	-	Circuit	Circuit: Agartala - Sipahijala -	
			Melaghar - Udaipur - Amarpur-	
			Tirthamukh- Mandirghat-	
			Dumboor- NarikelKunja-	
			Gandachara– Ambassa	
	2016-17			
9	Meghalaya	North East	Development of Umium (Lake	99.13
		Circuit	View), U LumSohpetbneng-	
			Mawdiangdiang – Orchid Lake	
			Resort.	
10	Manipur	Spiritual	Development of Shri	53.80
		Circuit	Govindajee Temple, Shri Bijoy	
			Govindajee Temple – Shri	
			Gopinath Temple – Shri	
			Bungshibodon Temple – Shri	
			Kaina Temple.	
11	Sikkim	North East	Development of Tourist	95.32
		Circuit	Circuit Linking Lingmoo-	
			Lingee- Maka- Temi-	
			BermoikNamchi- Okharey-	
			Sombaria-Daramdin- Melli	
			(Exit)	
12	Nagaland	Tribal	Development of Mokokchung-	99.67
		Circuit	Tuensang-Mon	
13	Assam	Heritage	Development of Tezpur -	98.35
		Circuit	Majuli – Sibsagar	
14	Mizoram	Eco Circuit	Development of Eco-	99.07
			Adventure Circuit at Aizawl -	

			Rawpuichhip - Khawhphawp -	
			Lengpui – Durtlang -Chatlang-	
			Sakawrhmuituaitlang -	
			Muthee – Beratlawng -Tuirial	
			Airfield – Hmuifang	
	2018-19			
15	Tripura	North East	Development of SurmaCherra-	65.00
		Circuit	Unakoti- Jampui Hills-	
			Gunabati-Bhunaneshwari-	
			Matabari- Neermahal-	
			Boxanagar- Chottakhola-	
			Pilak- Avangchaarra	
16	Meghalaya	North East	Development of West Khasi	84.97
		Circuit	Hills (Nongkhlaw- KremTirot -	
			Khudoi&Kohmang Falls – Khri	
			River- Mawthadraishan,	
			Shillong), Jaintia Hills (Krang	
			Suri Falls- Shyrmang- looksi),	
			Garo Hills (Nokrek Reserve,	
			KattaBeel, Siju Caves)	
			Grand Total	1400.03

List of investment sanctioned under PRASHAD Scheme in the North Eastern Region

(Rs. in crore)

			•	•
SI. No.	State/UTs	Name of the Project	Year of Sanction	Approved cost
1	ARUNACHAL PRADESH	Development of Parasuram Kund, Lohit Distt.	2020-21	37.88
2	ASSAM	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	2015-16	29.99
3	MEGHALAYA	Development of Pilgrimage Facilitation in Meghalaya	2020-21	29.32
4	NAGALAND	Development of Pilgrimage Infrastructure in Nagaland	2018-19	25.26
5	SIKKIM	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32
6	TRIPURA	Development of Tripura	2021-21	37.84

	Sundari Temple, Udaipur	
	Grand Total	193.61

Investment under Assistance to Central Agencies Scheme in the North Eastern Region

(Rs. in Lakh)

Year	State	Name of projects	Implementi ng Agency	Amount sanctioned
2019-20	Assam (Neamati, Pandu, Jogighopa & Biswanathghat)	CFA for Development of Jetties at nine (09) main points of embarkation /disembarkation of River Cruise on National Water ways No. 1& 2	IWAI	1244
2020-21	Mizoram	Convention Centre and associated Infrastructure at Aizawl, Mizoram	WAPCOS	3994.75
		Grand Total		5238.75

List of investment sanctioned under Human Resource Development in the North Eastern Region

(Rs. in Crore)

S.N.	Name of the Institute	State	Amount		
2020	-21		·		
1.	Central Institute of Hotel Management (CIHM), Shillong	Meghalaya	9.78		
2.	State Institute of Hotel Management (SIHM), Dimapur	Nagaland	2.00		
3.	SIHM, Agartala	Tripura	1.00		
	Total				
2019	-20		·		
1.	Rajiv Gandhi Polytechnic College, Itanagar	Arunachal Pradesh	0.18		
2.	CIHM, Shillong	Meghalaya	8.12		
	Total				
2018	-19		•		
1.	CIHM Shillong	Meghalaya	4.57		

2.	Food Craft Institute (FCI) Namchi	Sikkim	0.99	
3.	CIHM Guwahati	Assam	0.62	
4.	FCI, Tura	Meghalaya	0.79	
	Total		6.97	
	2017-18			
1.	SIHM, Jorhat	Assam	2.00	
2.	CIHM, Shillong	Meghalaya	3.40	
3.	CIHM, Guwahati	Assam	1.41	
	Total		6.81	
201	6-17		·	
1.	CIHM, Shillong	Meghalaya	4.35	
2.	SIHM, Jorhat	Assam	4.35	
3.	Global Open University	Nagaland	0.25	
	Total		8.95	

Details of funds released under Capacity Building for Service Provider (CBSP) scheme in the North-East Region.

(Rs. in Lakh)

SI. No.	Name of State	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	ASSAM	70.57	53.48	11.36	34.45	16.23	186.09
2	MEGHALAYA	36.69	20.78	15.96	30.76	20.24	124.43
3	ARUNACHAL PRADESH	0	40.19	61.66	60.78	5.79	168.42
4	Total	107.26	114.45	88.98	125.99	42.26	478.94
