

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3513
ANSWERED ON 08.08.2022**

SHOWCASING OF NATURAL BEAUTY OF NORTH EAST

3513. SHRI PALLAB LOCHAN DAS:

Will the Minister of TOURISM be pleased to state:

- (a) whether it is a fact that the Ministries of Tourism and DoNER are in consultation with Film Industries, Mumbai to explore the possibility of shooting films in North East showcasing the rich culture and natural beauty of the region;**
- (b) if so, the details thereof; and**
- (c) the initiatives undertaken by the Government to promote indigenous products of North East?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): No Sir. No such proposal is under consideration in the Ministry of Tourism.

However, the Ministry of Tourism has issued guidelines dated 25.07.2012 for extending financial support to State Governments/ Union Territory Administrations, for promotion of 'Film Tourism'. The financial assistance is provided up to Rs.2.00 Lakh per film for components such as Space Hiring/Filming charges, Facilitation Fee etc.

Ministry of Tourism (India Tourism Office, Mumbai) in association with the Ministry of Information and Broadcasting organised a Symposium on Film Tourism in Mumbai on 8th November 2021. The Film Facilitation Office acted as a Knowledge Partner in the Symposium. Filmmakers, Associations and Government from various States including the states of Nagaland, Sikkim and Assam in the North Eastern Region participated in the event and interacted with industry members from other parts of the country including Mumbai and Maharashtra. The industry was represented by 19 Trade Associations

and Film Chamber of Commerce from all over the country and representatives from over 20 Producers, Production Houses, Studios and OTT platform. The industry members mentioned on ground issues that are faced by them during the filming process in various locations which were taken into cognisance by the participating States.

Ministry of Tourism has also supported Global Film Festival Sikkim held from 28th February to 1st March, 2020 to showcase Film Tourism.

(c): Ministry of Tourism, promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country including North East.

Ministry of Tourism has developed a Portal named 'Utsav' aiming to showcase all the events, festivals and live darshans across India to promote different regions of the country, including North East, as popular tourist destinations worldwide. This portal showcases the month-wise and State wise calendar contents on festivals, Events and Online Pooja/Aarti. As on date, the portal comprises information on more than 300 events, festivals and live darshans across States.

Ministry of Tourism provides Central Financial Assistance to State Governments/ UT Administrations for organising fairs and festivals. Financial Assistance provided to North Eastern States for organising fairs and festivals under its 'Domestic Promotion & Publicity including Hospitality (DPPH)' Scheme is at annexure.

Apart from the above, North Eastern Council (NEC) has conveyed the following:-

- (i) various tourism promoting programmes/events are supported regularly by NEC. State tourist-centric festivals like "Sangai Festival (Manipur)", "Behdienkhlam Festival (Meghalaya)" and "Hornbill Festival (Nagaland)" are supported by NEC to attract tourists from different parts of the country as well as abroad.**
- (ii) "Destination North East", an annual event to showcase the rich art and culture, local cuisine, customs and traditions and attractive eco-tourism spots etc. in the region is**

organised to attract tourists. The event was organised successfully in Chandigarh (2017), Delhi (2018) and Varanasi (2019). Due to COVID-19 pandemic, the event was organised in virtual mode during 2020.

- (iii) Moreover, “North East India Festival” at Bangkok was held on 9th to 10th February, 2019 to showcase the tourist destinations of NER.**
- (iv) A total no. of 36 projects amounting to Rs.169.63 Crore were sanctioned during FY2017-18 to FY 2021-22 to support and promote indigenous products of NER under Schemes of NEC.**

Further as informed by Ministry of Development of North Eastern Region, the initiatives undertaken by North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC) and North Eastern Regional Agriculture Marketing Corporation Ltd. (NERAMAC) to promote indigenous products of North Eastern States are as under:

North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC):

- NEHHDC has signed MoUs with number of entrepreneurs from North Eastern states for showcasing and marketing of handicrafts & handlooms products of those entrepreneurs in various platforms like NEHHDC’s own e-commerce portal, Amazon, Flipkart, GoCoop, GeM, Foreign exhibitions/roadshow etc.**
- NEHHDC conducted three Technical Training programmes in Artistic Textiles at Phulaguri, Mirza in Kamrup (R), Puranigudam in Nagaon and Depota in Sonitpur district of Assam during January 2020 to March 2020 with 20 trainees in each batch. Another Technical Training programme in Artistic Textiles at Gauripur, district Dhubri, Assam was held in October, 2020. In collaboration with UNDP, the NEHHDC conducted two workshops on capacity building, design and market linkages for handlooms products in Assam & Nagaland wherein a total of 102 women weavers participated in October & November 2021.**
- NEHHDC has the following approved projects in the North Eastern Region namely**

- i. Market development by way of Digitalisation, Authentication and Traceability in handloom sector of North Eastern States.**
- ii. Eri Silk Spinning Plant at Mushalpur, Integrated Textile Park (ITP), Baksa, Assam**
- iii. Setting up of ASHTLAXMI Haat, CPEC-Garchuk for facilitating market linkage for the handicrafts and handloom artisans and weavers from the north eastern region.**

North Eastern Regional Agriculture Marketing Corporation Ltd. (NERAMAC): North Eastern Regional Agriculture Marketing Corporation Ltd. (NERAMAC), has undertaken GI tagging of 13 indigenous food products of NER. NERAMAC participates and conducts periodic buyer-seller meets to increase the reach of NER products and held the farmers connect to market. Stalls have been opened in Assam in high footfall tourist areas to ensure accessibility to sale of processed food products.

Ministry of Textiles has also conveyed that in the Silk sector, Ministry of Textiles through Central Silk Board has taken following initiatives for the promotion of sericulture industry in North East States:

- Central Silk Board with its R & D institutes, Seed production Centers and Regional office situated in NE region providing R & D and Technical assistance for the development of Sericulture in NE states.**
- Implemented a re-structured scheme of CDP namely “Integrated Scheme for Development of Silk Industry” (ISDSI) during the year 2015-16 & 2016-17, “Silk Samagra” scheme from 2021-22 to 2025-26 for the development of sericulture industry in the country including North East states.**
- North East Region Textile Promotion Scheme (NERTPS), a Central Sector scheme exclusively approved for North East region. Special emphasis has been given for consolidation and expansion of Sericulture in all North Eastern States with critical interventions from host plantation development to finished products with value addition at every stage of production chain. Under this 38 Sericulture projects have been approved for implementation in all North eastern States in the identified potential districts under four broad categories viz. Integrated Sericulture Development Project (ISDP), Intensive Bivoltine Sericulture Development Project (IBSDP), Eri Spun Silk Mills (ESSM) and Development of Sericulture**

in Aspirational Districts with a total project cost of Rs. 1,107.90 of which Gol share is Rs.956.01 crore.

- **From the above schemes/ projects, assistance is extended to sericulture stakeholders for infrastructure development through the beneficiary oriented components like, raising of Kissan Nursery, Plantation with improved Mulberry varieties, Irrigation, chawki rearing centers with incubation facility, construction of rearing houses, rearing equipments, support for improved reeling units like Automatic reeling units, Multiend reeling machines, Improved Twisting machines and support for post yarn facilities for quality Silk and fabric production.**

ANNEXURE**STATEMENT IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION NO. 3513 ANSWERED ON 08.08.2022 REGARDING SHOWCASING OF NATURAL BEAUTY OF NORTH EAST**

Details of Financial Assistance provided to North Eastern States for organising fairs and festivals under Ministry of Tourism's 'Domestic Promotion & Publicity including Hospitality (DPPH)' Scheme

(Rs. in Lakh)

Name of state	Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
Assam	2016-17	CFA for Celebration of (i) Rass Mahotsav, Majuli (ii) Bodo National Festival (iii) Rongali Festival	35.00	35.00
	2018-19	International Buddhist conference	25.00	25.00
		CFA for organizing Rongali festival	25.00	25.00
	2021-22	Bhogali Festival	25.00	25.00
Arunachal Pradesh	2014-15	Celebration of Nyokum Festival	14.00	14.00
	2015-16	(i) Kameng River Eco-Tourism Festival (ii) Menchuka Adventure Festival and (iii) Orange Festival Dambuk	30.00	30.00
	2017-18	(i) Tawang Festival (ii) Menchuka Adventure Festival (iii) Orange Festival Dambuk	40.00	40.00
	2018-19	Basar Confluence 3.0 Festival	20.00	20.00
	2019-20	CFA for organizing River Tribe's Angling Festival & Butterfly Meet at MIAO	50.00	50.00
	2020-21	Organizing Pedal to Pakke	25.00	25.00
	2021-22	Easterly Essence Ledum Festival & Orange Festival	50.00	50.00

		of Music and Adventure		
Manipur	2014-15	Manipuri Festival and Youth, Adventure & Water sports festival	50.00	50.00
	2015-16	Manipur Sangai Festival and Youth, Adventure and Water Sports Festival Manipur 2015	50.00	50.00
	2016-17	Manipur Sangai Festival, and Youth Adventure and Water Adventure sports festival	50.00	50.00
	2017-18	Manipur Sangai Festival and "Youth Adventure & Water Sports Festival	50.00	50.00
	2019-20	(i)Sangai Festival (ii)Youth Adventure & Water Sports festival	50.00	50.00
Meghalaya	2016-17	Wangala Dance Festival and Nongkrem Dance Festival	42.22	42.22
	2017-18	CFA for the Wangala Dance Festival, Nongkrem Dance Festival and Lasubon Festival	50.00	50.00
	2018-19	Wangala Dance Festival and Nongkrem Dance Festival	50.00	50.00
	2019-20	(i)Wangala Dance (ii)Nongkrem Dance Festival	50.00	50.00
	2021-22	(i)Wangala Dance (ii)Nongkrem Dance Festival	50.00	50.00
Mizoram	2014-15	Anthurium Festival, ThalfavangKut festival	50.00	50.00
	2015-16	Celebration of Anthurium Festival and Thalfavang Kut Festival	50.00	50.00
	2017-18	CFA for the Celebration of Winter Festival & Chapchar Kut	50.00	50.00
	2018-	Organizing Chapchar Kut	25.00	25.00

	19	Festival		
	2019-20	organizing Anthurium Festival & Winter Festival	50.00	50.00
	2020-21	Anthurium Festival & Winter Festival	50.00	50.00
	2021-22	Anthurium Festival & Winter Festival	50.00	50.00
Nagaland	2014-15	Celebration of Hornbill Festival, 2014	25.000	25.000
	2016-17	Hornbill Festival	25.00	25.00
	2017-18	CFA for organizing Sekrenyi Festival, Hornbill Festival, Rengma's Ngadah Festival	50.0	50.00
	2019-20	Thuwu-Ni Festival, Hornbill Festival & Sukhrunye Festival	50.00	50.00
	2021-22	Hornbill Festival & The Angami's Sekrenyi Festival	30.00	30.00
Sikkim	2015-16	(i) World Tourism Day, Gangtok, (ii) Sikkim Winter Carnival, Gangtok,	44.00	44.00
	2016-17	World Tourism Day, Gangtok (ii) Celebration of Red Panda Winter Festival, Gangtok	50.00	50.00
	2017-18	(i),Red Panda Winter festival, Gangtok (ii) World Tourism Day, Gangtok	50.00	50.00
	2018-19	CFA for World Tourism Day, Red Panda Festival , Gangtok	50.00	50.00
	2019-20	World Tourism Day, Gangtok & Red Panda Winter Festival	50.00	50.00
	2020-21	Red Panda Winter Carnival, Jorethang MagheyMela&Pelling Winter Tourism Festival	50.00	50.00
	2021-22	(i) Cherry Temi Tea & Tourism Festival Temi Tea Gardens South	50.00	50.00

		Sikkim (ii) Khangchendzonga Winter Carnival Festival (iii) JorethangMagheyMela		
Tripura	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	18.00
	2019-20	(i) Kharchi Mela Neermahal (ii) Diwali Mela	42.00	42.00
	2020-21	Bharat Bangla Festival	25.00	25.00
