

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.*318
ANSWERED ON 21.12.2015**

INCREDIBLE INDIA CAMPAIGN

***318. SHRI KIRTI AZAD:
SHRI ASADUDDIN OWAISI:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched Incredible India Campaign to promote tourism in the country and has included the tourist places of various States in Incredible India Campaign and if so, the details thereof;**
- (b) whether the Union Government has received proposals from various State Governments in this regard and if so, the action taken thereon;**
- (c) whether the Union Government has provided any assistance to the State Governments in this regard and if so, the details thereof and if not, the reasons therefor; and**
- (d) whether the Government proposes to launch fresh scheme on the lines of Incredible India to better its place in the tourism index and if so, the details thereof and the steps taken by the Government in this regard?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)**

(a) to (d): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.*318 ANSWERED ON 21.12.2015 REGARDING INCREDIBLE INDIA CAMPAIGN

(a) to (d): The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities under the 'Incredible India' brand-line. The Ministry of Tourism launches these campaigns on various publicity platforms such as Print, Television, Online, Outdoor etc. with the objective to promote various tourism destinations and products of India in a holistic manner. Campaigns with special emphasis on North Eastern States of India and the State of Jammu & Kashmir are also released in the domestic market. In addition to advertising, various promotional activities undertaken by the Ministry of Tourism include participation in travel fairs, exhibitions and events, awareness programmes, support to Indian food festivals, offering joint advertising, brochure support, inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry. In addition, the Ministry of Tourism promotes various tourism destinations and products through its website and publicity and promotional material produced by it from time to time.

The Ministry of Tourism has been providing Central Financial Assistance (CFA) to various State Governments and Union Territory Administrations for tourism projects identified in consultation with them for each financial year, subject to receipt of Detailed Project Report (DPR), liquidation of Utilization Certificates, availability of funds and adherence to relevant scheme guidelines. The State/Union Territory-wise list of tourism projects and amount sanctioned for the last three years (i.e. 2012-13, 2013-14 and 2014-15) is given at Annexure-I.

The Ministry of Tourism is focussing on integrated development of tourists circuits and destinations in the country. Following two new schemes have been launched in 2014-15 for this purpose.

- 1) Swadesh Darshan for Integrated Development of Tourist Circuits around specific themes.**
- 2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.**

List of projects sanctioned under Swadesh Darshan and PRASAD in 2014-15 and 2015-16 (till 02.12.2015) is given at Annexure-II.

ANNEXURE -I**STATEMENT IN REPLY OF PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*318 ANSWERED ON 21.12.2015 REGARDING INCREDIBLE INDIA CAMPAIGN.**

The State/Union Territory-wise list of tourism projects and amount sanctioned for the last three years (i.e. 2012-13, 2013-14 and 2014-15)

(Rs. in lakh)

Sl. No.	Name of the State	2012-13		2013-14		2014-15	
		No.	Amt. Sanctioned	No.	Amt. Sanctioned	No.	Amt. Sanctioned
1.	Andhra Pradesh	4	6278.73	14	4532.02	11	9515.53
	Combined Projects for Andhra Pradesh &Telangana	0	0.00	1	4588.80	0	0.00
2.	Arunachal Pradesh	16	6612.50	11	7473.64	8	8455.35
3.	Andaman & Nicobar	0	0.00	0	0.00	0	0.00
4.	Assam	0	0.00	0	0.00	3	3568.11
5.	Bihar	1	500.00	14	11109.85	3	4220.47
6.	Chandigarh	0	0.00	0	0.00	0	0.00
7.	Chhattisgarh	0	0.00	0	0.00	5	990.13
8.	Dadra & Nagar Haveli	0	0.00	0	0.00	0	0.00
9.	Daman & Diu	0	0.00	0	0.00	1	775.54
10.	Delhi	2	2461.91	2	5768.98	0	0.00
11.	Goa	2	50.00	0	0.00	1	879.04
12.	Gujarat	1	486.75	0	0.00	0	0.00
13.	Haryana	0	0.00	8	1487.25	3	121.66
14.	Himachal Pradesh	11	3029.88	1	3371.52	0	0.00
15.	Jammu and Kashmir	25	11260.00	15	7618.54	2	732.50
16.	Jharkhand	2	4885.71	1	500.00	0	0.00
17.	Kerala	6	7826.53	10	4065.63	0	0.00
18.	Karnataka	0	0.00	8	3228.71	1	5000.00

19.	Lakshadweep	0	0.00	0	0.00	0	0.00
20.	Maharashtra	5	7914.79	6	6795.18	0	0.00
21.	Manipur	7	3595.62	8	7234.84	7	14752.51
22.	Meghalaya	1	17.94	3	46.90	0	0.00
23.	Mizoram	3	49.15	10	4711.16	3	4879.69
24.	Madhya Pradesh	20	20989.75	9	10021.29	5	3690.54
25.	Nagaland	11	4556.66	11	5222.01	10	5980.20
26.	Odisha	2	61.30	12	6543.08	3	6488.34
27.	Puducherry	0	0.00	1	4848.16	0	0.00
28.	Punjab	2	50.00	2	1038.86	3	4831.98
29.	Rajasthan	0	0.00	10	5174.71	2	149.93
30.	Sikkim	13	7020.18	14	10485.00	8	5200.00
31.	Tamil Nadu	2	2041.97	0	0.00	0	0.00
32.	Telangana	5	4191.34	8	3370.07	4	504.36
33.	Tripura	0	0.00	0	0.00	0	0.00
34.	Uttar Pradesh	12	3486.15	26	13071.32	4	3368.05
35.	Uttarakhand	2	1297.47	29	21772.67	1	391.69
36.	West Bengal	3	4694.46	0	0.00	0	0.00
	Total	158	103358.79	234	154080.19	88	84495.62

Includes Projects relating to Product/Infrastructure Development for Destinations and Circuits (PIDDC), Human Resource Development (HRD), Fairs and Festivals & Rural Tourism.

ANNEXURE -II**STATEMENT IN REPLY OF PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*318 ANSWERED ON 21.12.2015 REGARDING INCREDIBLE INDIA CAMPAIGN.**

The list of projects sanctioned under Swadesh Darshan during 2014-15 and 2015-16 (till 02.12.2015)

(Rs. in Crore)

Sl. No.	Name of the Circuit	State	Name of the Project	Year	Amount Sanctioned
1.	Coastal Circuit	Andhra Pradesh	Development of Kakinada Hope Island Konaseema as World class coastal & Eco Tourism Circuit in Andhra Pradesh	2014-15	69.83
2.	North-East India Circuit	Arunachal Pradesh	Bhalukpong-Bomdila-Tawang in Arunachal Pradesh	2014-15	50.00
3.	Buddhist Circuit	Bihar	Cultural Centre, Bodhgaya	2014-15	33.17
4.	North-East India Circuit	Manipur	Development of Tourist Circuit in Manipur: Imphal-Moirang-Khongjom-Moreh	2015-16	89.66
5.	North-East India Circuit	Sikkim	Development of Tourist Circuit linking - Rangpo (entry) - Rorathang - Aritar - Phadamchen - Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - TuminLingee - Singtam (exit) in Sikkim	2015-16	98.05

6.	Eco Circuit	Uttarakhand	Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri, Uttarakhand	2015-16	80.37
7.	Desert Circuit	Rajasthan	Development of Sambhar Lake Town and Other Destinations under Desert Circuit in SwadeshDarshan Scheme	2015-16	63.96
8.	Tribal Circuit	Nagaland	Development of Tribal Circuit Peren –Kohima-Wokha, Nagaland	2015-16	97.36
	Total				582.40

The State-wise details of the funds sanctioned under PRASAD Scheme during the year 2014-15 and 2015-16 (till 02.12.2015).

(Rs. in Crore)

Sl. No.	Name of the State & project	Year	Amount Sanctioned
	BIHAR		
1.	Development of basic facilities at Vishnupad temple, Gaya, Bihar	2014-15	4.29
	UTTAR PRADESH		
2.	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	14.93
3.	Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura	2014-15	9.36

	ODISHA		
4.	Infrastructure Development at Puri, Shree JagannathDham-Ramachandi-Prachi River front at Deuli under Mega Circuit	2014-15	50.00
	PUNJAB		
5.	Development of KarunaSagarValmikiSthal at Amritsar	2015-16	6.45
	RAJASTHAN		
6.	Integrated Development of Pushkar/Ajmer	2015-16	40.44
	Andhra Pradesh		
7.	Development of amaravati Town, Guntur District of Andhra Pradesh as Tourist Destination	2015-16	28.36
	Assam		
8.	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati.	2015-16	33.98
	Grand Total		187.81
