

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1226
ANSWERED ON 07.12.2015**

TOURISM POTENTIAL OF JHARKHAND

1226. SHRI BIDYUT BARAN MAHATO:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to launch a new campaign to publicise the tourism potential of Jharkhand and promote its incredible tourist places internationally; and**
- (b) if so, the details and the salient features thereof?**

ANSWER

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

(a) & (b): The promotion of tourist destinations and products is primarily the responsibility of the concerned State Government/Union Territory Administration.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets, including the various tourism destinations and products of every State/Union Territory of the country.

The Ministry of Tourism releases campaigns in the international and domestic markets, produces publicity & promotional material and promotes various destinations of India on its website, under the Incredible India brand-line, to promote various tourism destinations and products of India including those in Jharkhand.
