

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2333
ANSWERED ON 01.08.2016**

LIGHT AND SOUND PROGRAMMES AT MONUMENTS

2333. SHRI K.N. RAMACHANDRAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has flagged tourism as a big-ticket item in its agenda to revive 'Brand India';**
- (b) whether the Government is keen to promote 3D technology and the 'Sound and Light' effect, presently in use at Red Fort, Taj Mahal and other national heritage monuments, at other tourist sites; and**
- (c) if so, the details thereof?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a): The Ministry of Tourism, Government of India undertakes a series of promotional activities under the 'Incredible India' brand-line to promote India and its destinations and tourism products in major source markets around the globe. As part of the above, Incredible India campaigns are released in various media including Print, Television and Online to showcase India's tourism potential and to increase foreign tourist arrivals to the country. In addition, India Tourism Offices overseas also carry out various activities for promoting and marketing the Incredible India brand.

(b) & (c): For development of tourism infrastructure in the country, the Ministry of Tourism has launched two new schemes i.e. Swadesh Darshan-Integrated Development of Theme-Based Tourist Circuits and PRASAD-Pilgrimage Rejuvenation and Spiritual Augmentation Drive. Under these schemes financial assistance is provided to State Governments/Union Territory Administrations for development of tourism infrastructure and for undertaking various tourism activities including sound and light shows. The name of the projects with the sound & light/laser show component sanctioned under Swadesh Darshan and PRASAD scheme is annexed.

ANNEXURE**STATEMENT IN REPLY TO PARTS (b) & (c) OF LOK SABHA UNSTARRED QUESTION NO.2333 ANSWERED ON 01.08.2016 REGARDING LIGHT AND SOUND PROGRAMMES AT MONUMENTS.****(Rs. in Crore)**

Sl. No.	State	Name of the Projects with sound & light component/ laser show under Swadesh Darshan Scheme	Sanction Amount
1.	Puducherry	Development of Union Territory of Puducherry as Tourist Circuit under Swadesh Darshan Scheme (Coastal Circuit).	85.28
		Sound and light Show component at Yanam	2.91
2.	Jammu & Kashmir	Integrated Development of Tourism Infrastructure projects in the State of Jammu & Kashmir under Himalayan Circuit of Swadesh Darshan Scheme.	82.97
		Construction of Musical Water Fountains with Sound and Light Show component at BAGH-E-BAHU	10.82
3.	Andhra Pradesh	Development of Kakinada Hope Island Konaseema as World class coastal & Eco Tourism Circuit in Andhra Pradesh under Swadesh Darshan Scheme.	69.83
		Laser Show component	3.87
4.	Tripura	Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarpur - Tirthamukh - Mandirghat - Dumboor- NarikelKunja - Gandachara - Ambassa under the theme of North East Circuit in Tripura.	99.59
		Sound and light show component	8.28
5.	Meghalaya	Devlopment Of Umiam (Lake View)-U Lum Sohpetbneng--Mawdiangdiang-Orchid Lake Resort Meghalya.	99.13
		Sound and Light Show component for gallery	6.55

6.	Goa	Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail) in Goa under Swadesh Darshan Scheme.	99.99
		Sound and Light Show (including infrastructure) component	5.57
7.	Madhya Pradesh	Development of Buddhist Circuit in Sanchi-Satna-Rewa-Mandsaur-Dhar in Madhya Pradesh under Swadesh Darshan scheme.	74.94
		Light and Sound Show component	9.50

(Rs. in Crore)

Sl. No.	Name of the Projects with sound & light component/laser show under PRASAD Scheme	Sanction Amount
1.	Integrated Development of Pushkar/Ajmer	40.44
	Sound and Light component	3.66
2.	Development of Varanasi	20.40
	Sound and Light component	7.34
3.	Development at Patna Sahib	41.54
	Sound and Light component	3.75
