

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2510
ANSWERED ON 01.08.2016**

SHOWCASE OF INDIA'S TOURISM ABROAD

**2510. SHRI RAOSAHEB DANVE PATIL:
SHRI C. MAHENDRAN:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken any initiative to showcase India's tourism at the international stage for promoting tourism;**
- (b) if so, the details of promotional activities/schemes undertaken by the Government during the last three years and the current year to showcase India's tourism potential abroad along with the funds allocated and expenditure incurred on such schemes during the said period;**
- (c) whether the Government has received proposals from the various State Governments to promote tourism in their respective States;**
- (d) if so, the details thereof along with the status of the said proposals, State/UT-wise including Maharashtra; and**
- (e) whether the Government has identified sites for setting up Tourist Centres in the country during the last three years and the current year, if so, the details thereof, State/UT-wise including Tamil Nadu?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a) and (b): The Ministry of Tourism, as part of its on-going activities, regularly releases print, electronic, online and outdoor media campaigns in the international markets, under the "Incredible India" brand-line, to promote various tourism destinations and products of India with the objective of increasing foreign tourist arrivals to the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential and promoting tourism to the country. These include participation in travel fairs and exhibitions; organising Road Shows, "Know India" seminars & workshops; organizing and supporting Indian

food festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

Financial support is also extended under the Marketing Development Assistance Scheme to approved service providers and State Governments/Union Territories for promotional activities undertaken by them in the overseas markets including Sales-cum- study tours, participation in Fairs/Exhibitions and Road Shows and production of publicity material, Sales Tours etc.

The details of budget allocation and expenditure incurred under the 'Restructured Scheme of Overseas Marketing Promotion and Publicity including Marketing Development Assistance' for the last 3 years including the current year is as under:

(Rs. in crore)

Financial Year	Funds Allocated Budget Estimate (B.E.)	Funds allocated Revised Estimate (R.E.)	Expenditure Incurred
2013-14	350.00	216.00	195.29
2014-15	330.00	164.00	166.36
2015-16	330.00	190.05	170.83
2016-17	300.00	--	11.19* (tentative)

* Expenditure incurred from 1st April, 2016 to 15th July, 2016.

(c) to (e): For development of tourism infrastructure in the country, the Ministry of Tourism has launched two new schemes in 2014-15 i.e. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASAD- Pilgrimage Rejuvenation and Spiritual Augmentation Drive. Under Swadesh Darshan scheme thirteen thematic circuits have been identified for development namely; North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit. Under PRASAD scheme also thirteen sites have been identified for development namely: Amritsar, Ajmer, Kedarnath, Dwarka, Mathura, Varanasi, Gaya, Kamakhya, Puri, Amaravati, Kanchipuram, Vellankanni and Patna.

The projects sanctioned under the said schemes are attached as Annexure.

ANNEXURE**STATEMENT IN REPLY TO PARTS (c) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.2510 ANSWERED ON 01.08.2016 REGARDING SHOWCASE OF INDIA'S TOURISM ABROAD.****(A) Details of projects sanctioned under Swadesh Darshan Scheme since its launch.****(Rs. in crore)**

Sr. No	Name of Theme	State	Name of Project	Sanction Amount
Year 2014-15				
1	Coastal Circuit	Andhra Pradesh	Development of Kakinada Hope Island Konaseema as World class coastal & Eco Tourism Circuit in Andhra Pradesh	69.83
2	North East India Circuit	Arunachal Pradesh	Development of Bhalukpong-Bomdila-Tawang in Arunachal Pradesh	49.77
3	Buddhist Circuit	Bihar	Construction of Cultural Centre adjacent to Maya Sarovar on the western side at Bodhgaya, Bihar.	33.17
			Total	152.77
Year 2015-16				
1	North East India Circuit	Manipur	Development of Tourist Circuit in Manipur: Imphal-Moirang-Khongjom-Moreh	89.66
2	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 - Tumin Lingee - Singtam (exit) in Sikkim	98.05

3	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	80.37
4	Coastal Circuit	Andhra Pradesh	Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore in Andhra Pradesh	60.38
5	North East India Circuit	Arunachal Pradesh	Integrated Development of New Adventure Tourism in Arunachal Pradesh under North East Circuit of Swadesh Darshan	97.14
6	Eco Circuit	Kerala	Development of Pathanamthitta-Gavi-Vagamon-Thekkady as Eco Tourism Circuit in Idduki and Pahanamthitta Districts in Kerala under Swadesh Darshan scheme.	99.22
7	Desert Circuit	Rajasthan	Development of Sambhar Lake Town and Other Destinations in Jaipur District, Rajasthan under Desert Circuit in Swadesh Darshan scheme.	63.96
8	Tribal Circuit	Nagaland	Development of Tribal Circuit Peren –Kohima-Wokha, Nagaland	97.36
9	Eco Circuit	Telangana	Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana under Swadesh Darshan scheme.	91.62
10	Wildlife Circuit	Madhya Pradesh	Development of Wildlife Circuit at Panna – Mukundpur-Sanjay-Dubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh	92.22

			under Swadesh Darshan scheme.	
11	Wildlife Circuit	Assam	Manas- Pobitora- Nameri-Kaziranga- Dibru Saikhowa as Wild Life Circuit in Assam.	95.67
12	North East India Circuit	Tripura	Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarpur - Tirthamukh - Mandirghat - Dumboor- NarikelKunja - Gandachara - Ambassa in Tripura.	99.59
13	Eco Circuit	Mizoram	Integrated Development of New Eco-Tourism under Swadesh Darshan-North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram.	94.91
14	Coastal Circuit	West Bengal	Development of Beach Circuit in West Bengal – Udaipur - Digha – Shankarpur – Tajpur – Mandarmani – Fraserganj – Bakkhilai -Henry Island.	85.39
15	Coastal Circuit	Puducherry	Development of Union Territory of Puducherry as Tourist Circuit under “Swadesh Darshan” Scheme	85.28
16	Tribal Circuit	Chhattisgarh	Development of Tribal Tourism Circuit in Jashpur-Kunkuri- Mainpat-Ambikapur-Maheshpur-Ratanpur-Kurdar-Sarodadadar-Gangrel - Kondagaon-Nathyanawagaon-Jagdalpur- Chitrakoot-Tirthgarh in Chhattisgarh	99.94
17	Coastal	Maharashtra	Development of Sindhudurg	82.17

	Circuit		Coastal Circuit in Maharashtra under Swadesh Darshan scheme.	
			Total	1512.93
Year 2016-17				
1	Coastal Circuit	Goa	Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail) in Goa under Swadesh Darshan scheme.	99.98
2	Himalayan Circuit	Jammu & Kashmir	Integrated Development of Tourism Infrastructure Projects in the State of Jammu and Kashmir	82.97
3.	Tribal Circuit	Telangana	Integrated Development of Mulugu-Laknavaram-Medavaram-Tadvai-Damaravi-Mallur-Bogatha Waterfalls as Tribal Circuit in Telangana under Swadesh Darshan Scheme.	84.40
4.	North East India Circuit	Meghalaya	Development of Umiam (Lake View) – U Lum Sohpetbneng – Mawdiangdiang –Orchid lake Resort, Meghalaya	99.13
5	Buddhist Circuit	Madhya Pradesh	Development of Buddhist Circuit in Sanchi-Satna-Rewa-Mandsaur-Dhar in Madhya Pradesh.	74.94
6	Spiritual Circuit	Manipur	Development of Spiritual Circuit in Manipur- Shri Govindajee temple – Shri Bijoy Govindajee Temple- Shri Gopinath Temple- Shri Bungshibodon Temple – Shri Kaina Temple	53.80
			Total	495.22
			Grand Total till date	2160.92

(B) Details of the funds sanctioned under PRASAD (National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive) Scheme during the year 2014-15 and 2015-16 (as on 31.03.2016) is as under:

(Rs. in Crore)

Sl. No.	Name of the State & project	Amount Sanctioned
	2014-15	
	BIHAR	
1.	Development of basic facilities at Vishnupad temple, Gaya, Bihar	4.29
	UTTAR PRADESH	
2.	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	14.93
3.	Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura	9.36
	ODISHA	
4.	Infrastructure Development at Puri, Shree Jagannath Dham- Ramachandi-Prachi River front at Deuli under Mega Circuit	50.00
	Total	78.58
	2015-16	
	PUNJAB	
5.	Development of Karuna Sagar Valmiki Sthal at Amritsar	6.45
	RAJASTHAN	
6.	Integrated Development of Pushkar/Ajmer	40.44
	ANDHRA PRADESH	
7.	Development of amaravati Town, Guntur District of Andhra Pradesh as Tourist Destination	28.36
	ASSAM	
8.	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati.	33.98
	BIHAR	
9.	Development at Patna Sahib	41.53
	UTTAR PRADESH	
10.	Development of Varanasi	20.40
	UTTARAKHAND	
11.	Development of Kedamath	34.78
	Total	205.94

Note: No projects have been sanctioned during the current financial year 2016-17 (till date).
