

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3466
ANSWERED ON 15.07.2019**

PROMOTION OF STATE SPECIFIC TOURISM

3466. SHRI GAUTAM GAMBHIR:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any plan to take tourism to the next level and make the country one of the most attractive destinations for the domestic as well as international tourists and if so, the details thereof;**
- (b) whether the Government has taken any measures to promote State specific tourism on an international platform; and**
- (c) if so, the details thereof and the steps taken by the Government to promote tourism in various States of the country including Delhi, Rajasthan, Uttarakhand and Punjab along with the funds allocated in this regard during the last three years and the current year?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (c): The Ministry of Tourism under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies, provides central financial assistance to State Governments/Union Territory (UT) Administrations/Central Agencies for development of tourism infrastructure and facilities in the country. The projects under the schemes are identified for development in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, annually releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products in the different States and Union Territories of the country including those in Delhi, Rajasthan, Uttarakhand and Punjab. Promotions are also undertaken through the website and Social Media accounts of the Ministry. In addition, the India Tourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the different States.

The Ministry of Tourism does not allocate funds to State/UTs for the promotion of tourism. However, the Ministry provides Central Financial Assistance to State Governments/UT Administrations for the following promotional activities, based on proposals received from the States / Union Territories, subject to adherence to scheme guidelines and availability of funds:

- (i) Organising Fairs, Festivals and Tourism related Events.**
- (ii) Joint Advertising in Print Media Campaign.**
- (iii) Production of Publicity Material in collaboration with private Sector.**
- (iv) Promotion of Film Tourism**

Details of projects sanctioned to the States of Delhi, Rajasthan, Uttarakhand and Punjab under the above Schemes during last three years and current year are at Annexure.

Annexure

STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA UNSTARRED QUESTION NO.3466 ANSWERED ON 15.07.2019 REGARDING PROMOTION OF STATE SPECIFIC TOURISM.

Projects sanctioned to the States of Delhi, Rajasthan, Uttarakhand and Punjab for the Development and Promotion of Tourism during last three years and current year

Projects Sanctioned under the Swdaesh Drashan Scheme

(Rs. in crore)

Sl. No.	State	Name of the Circuit	Name of the Project	Amount Sanctioned	Amount released
Year 2016-17					
1	Rajasthan	Krishna Circuit	Integrated Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand) in Rajasthan.	91.45	45.72
2.	Uttarakhand	Heritage circuit	Integrated Development of Heritage Circuit in Kumaon Region – Katarmal – Jogeshwar- Baijnath-Devidhura in Uttarakhand.	79.13	40.97
3	Rajasthan	Spiritual Circuit	Development of Spiritual Circuit– Churu (Salasar Balaji)– Jaipur (Shri Samode Balaji, Ghat ke Balaji,	93.90	46.95

			Bandhe ke Balaji)- Alwar (Pandupole Hanumanji, Bharathari)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) – MehandipurBalaji- Chittorgarh (Sanwaliyaji) in Rajasthan under Swadesh Darshan scheme		
Year 2017-18					
4	Rajasthan	Heritage Circuit	Development of Heritage Circuit (Rajsamand (Kumbhalgarh Fort)- Jaipur (Nahargarh Fort)- Alwar (BalaQuila)- Sawai Madhopur (Ranthambore Fort and Khandar Fort)- Jhalawar (Gagron Fort)- Chittorgarh (Chittorgarh Fort) Jaisalmer (Jaisalmer Fort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi)- Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)-	99.60	49.80

			Dholpur (Bagh-i- Nilofar and Purani Chawni)- Nagaur(Meera Bai Smarak) in Rajasthan under Swadesh Darshan Scheme.		
Year 2018-19					
5	Punjab	Heritage Circuit	Development of Heritage Circuit: Anandpur Sahib - Fatehgarh Sahib - Chamkaur Sahib - Ferozpur - Amritsar - Khatkar Kalan - Kalanour - Patiala in Punjab	99.95	0.00
Year 2019-20					
			NIL		

Project Sanctioned under the PRASHAD Scheme

(Rs. in crore)

Sl. No.	Year	State	Name of the Project	Project Cost	Amount Released
1	2016-17		NIL		
2	2017-18		NIL		
3	2018-19	Uttarakhand	Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham (Uttarakhand)	39.24	11.77
4	2019-20		NIL		

Projects sanctioned under Central Agency Scheme

(Rs.in Lakh)

Sl. No.	Year of Sanction	Name of State	Name of Projects	Amount sanctioned	Amount released
1	2016-17		NIL		
2.	2017-18	Punjab	Project for Infrastructural Development at JCP Attari, Punjab	1312.00	545.96
3.	2018-19	Punjab	Restoration/Renovation of Jallianwala Bagh Memorial at Amritsar,Punjab	1929.00	838.00
4.	2019-20		NIL		

Central Financial Assistance sanctioned for organising Fairs, Festivals & Tourism Related Events

(Rs. in Lakh)

Year	Name of State	Name of Projects	Amount sanctioned	Amount released
2016-17		NIL		
2017-18	Punjab	142nd Shree Baba Harivallabh Sangeet Samelan, Jalandhar and Hola Mohalla at Anandpur Sahib	20.00	20.00
	Uttarakhand	Yoga Festival	25.00	25.00
2018-19	Punjab	Sufi Festival, Harivallabha Sangeet Samelan	30.00	30.00
		Patiala Heritage Festival	20.00	20.00
	Uttarakhand	Tehri Festival and Yoga Festival	50.00	50.00
2019-20		NIL		
