

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†1243
ANSWERED ON 25.11.2019**

SCHEMES TO PROMOTE TOURISM IN LADAKH

†1243. SHRI UPENDRA SINGH RAWAT:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has implemented/proposes to implement any schemes to promote tourism in Union Territory of Ladakh; and**
- (b) if so, the details thereof along with the names of the schemes being implemented?**

ANSWER

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

(a) and (b): Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country, including those in Union Territory of Ladakh. Promotions are also undertaken through the website and Social Media accounts of the Ministry. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

The above activities are being carried out under the schemes of DPPH (Domestic Promotion and Publicity including Hospitality) and RSOP (Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance).

In addition to above Ministry under its Swadesh Darshan Scheme is developing thematic circuits in the country in planned and prioritized manner. The projects under the scheme 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 has sanctioned following projects in the erstwhile state of Jammu and Kashmir which covered Ladakh under Swadesh Darshan Scheme:

(Rs. in crore)

S. No	Circuit/ Year of sanction/ Implementing Agency	Amount Sanctioned	Amount Released
1.	Integrated Development of Tourism Infrastructure Projects in the State of Jammu and Kashmir 2016-17	82.97	60.47
2.	Integrated Development of tourist Facilities at Anantnag-Kishtwar-Pahalgam-Daksum-Ranjit Sagar dam circuit. 2016-17	96.39	48.19
3.	Integrated Development of tourist facilities at Gulmarg-Baramulla-Kupwara-Leh Circuit 2016-17	96.92	45.52
