

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1750
ANSWERED ON 03.12.2019

PROMOTION OF TOURISM IN ASSAM AND NORTH EAST INDIA

1750. SHRI KAMAKHYA PRASAD TASA:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether it is a fact that Assam and other North-Eastern States have many tourism destinations which require development and promotion, if so, the details thereof;
- (b) the details of proposals received from the State of Assam for Central Financial Assistance (CFA) during current year along with the funds sanctioned, released and utilised, respectively during the period; and
- (c) whether Government has received any proposal for CFA and the inclusion of Majuli Island and Kaziranga National Park in the India Tourism Circuit by promoting the eco-tourism ventures in Assam, if so, the details thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (c): The Ministry of Tourism is focussing on development and promotion of tourism in the North Eastern Region. For development Ministry under the Swadesh Drashan and PRASHAD Schemes have sanctioned 18 projects covering all the North Eastern States for Rs.1456 crore.

The Ministry of Tourism undertakes various activities for the promotion of North Eastern region of the country as a tourist destination. These activities include:

- (i) Release of television campaigns on Doordarshan and private channels in the country.
- (ii) Production of publicity material, creatives and television commercials/promotional films on the region.
- (iii) The North East region is the theme of the India Pavilion set up by the Ministry at the South Asia Travel and Tourism Exchange (SATTE) in which the Ministry participates annually.
- (iv) Complimentary space is provided to the North Eastern States for their participation in the India Pavilion set up by the Ministry at major international travel fairs and exhibitions.
- (v) The Ministry organizes an annual International Tourism Mart in the North Eastern region with the objective of highlighting the tourism potential of the region.

The projects under the Swadesh Darshan and PRASHAD schemes are identified for development in consultation with the State Governments / Union Territory 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. Submission of project proposals by the State Governments and its sanctioning is a continuous process.

The details of projects sanctioned to Assam under above schemes are as follows:

(Rs. in crore)				
Sl. No.	Scheme / Year of Sanction	Name of the project	Amt sanctioned	Amt released
1	Swadesh Darshan (2015-16)	Development of Wildlife Circuit: Manas– Probitora– Nameri– Kaziranga– Dibru– Saikhowa	95.67	76.54
2	Swadesh Darshan (2016-17)	Development of Heritage Circuit: Tezpur – Majuli – Sibsagar	98.35	45.29
3.	PRASHAD (2015-16)	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	30.71	22.02

Ministry has also identified Kaziranga as one of the 17 sites for development in the country under the Development of Iconic Tourist site scheme.
