

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2116
ANSWERED ON 02.12.2019**

SCHEMES TO PROMOTE TOURISM UNDER ATULYA BHARAT

†2116. SHRI NABA KUMAR SARANIA:

Will the Minister of TOURISM be pleased to state:

- (a) the details and the names of the schemes being run by the Government to promote tourism in the country, State-wise;**
- (b) the names of the schemes being run under Atulya Bharat Incredible India;**
- (c) the details regarding number of places where programmes have been sponsored along with the names of the programmes sponsored;**
- (d) the names of the schemes under which funds were released to promote tourism in the North-Eastern States during the last three years along with the quantum of funds released in this regard;**
- (e) the areas where the above funds were spent along with the details thereof; and**
- (f) the details of the sanctioned schemes for the North-East States under the Swadesh Darshan and Prasad Schemes for the last three years?**

ANSWER

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

(a) & (b): The Ministry of Tourism, under its Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism (DPPH) scheme takes various measures for the promotion of tourism in the country. As part of its on-going activities, the Ministry annually releases print, electronic, online and outdoor media campaigns in the domestic markets, to promote various

tourism destinations and products of the country. Promotions are also undertaken through the Social Media accounts and website of the Ministry. In addition, the Indiatourism Offices in India disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

In addition to this, the Ministry of Tourism under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies provides central financial assistance to State Governments/UT Administrations/Central Agencies for development of tourism infrastructure in the country. 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. One of the major objectives of the above schemes is to position tourism as a major engine of economic growth and job creation.

(c): The Ministry of Tourism has guidelines for extending financial support for events organised at the National/International level that have potential for the promotion of tourism to and/or within the Country. The support to such events is extended as an ongoing activity, with the objective to market India as a tourist destination and to increase brand visibility of Incredible India. The events to which support is extended to the organizers could be organised at different locations in the country and abroad. In addition, the Ministry of Tourism also organises events such as Bharat Parv & Paryatan Parv through which domestic tourism is widely promoted. In the year 2019, Bharat Parv was organised at Red Fort Lawns in Delhi whereas Paryatan Parv was organised at Pan India level. The Delhi leg of Paryatan Parv was organised at Rajpath in New Delhi.

(d) and (e): 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**

The details of the schemes under which funds were released to promote tourism in the North-Eastern States during the last three years along with the quantum of funds released in this regard are placed at Annexure-I.

(f): The details of the sanctioned schemes for the North-East States under the Swadesh Darshan and Prasad Schemes for the last three years are placed at Annexure-II.

ANNEXURE-I**STATEMENT IN REPLY TO PARTS (d) AND (e) OF LOK SABHA UNSTARRED QUESTION NO.†2116 ANSWERED ON 02.12.2019 REGARDING SCHEMES TO PROMOTE TOURISM UNDER ATULYA BHARAT.****Amount released under DPPH scheme (Fairs and Festivals during 2016-17 to 2019-20)****(Rupees in Lakh)**

| Sl. No. | Name of the State | Year | Name of Fairs and Festival | Sanctioned amount | Released amount |
|----------------|--------------------------|----------------|---|--------------------------|------------------------|
| 1 | Assam | 2016-17 | CFA for Celebration of (i) Rass Mahotsav, Majuli, 2016, (ii) Bodo National Festival, 2016 (iii) Rongali Festival, 2017 | 35.00 | 35.00 |
| | | 2017-18 | NIL | NIL | NIL |
| 2 | | 2018-19 | CFA for organizing Rongali festival | 25.00 | 25.00 |
| 3 | | | International Buddhist conference | 25.00 | 25.00 |
| | Arunachal Pradesh | 2016-17 | NIL | NIL | NIL |
| 4 | | 2017-18 | (i) Tawang Festival, 2017 (ii) Menchuka Adventure Festival, 2017 (iii) Orange Festival Dambuk, 2017 | 40.00 | 40.00 |
| 5 | | 2018-19 | Basar Confluence 3.0 Festival | 20.00 | 20.00 |
| 6 | | 2019-20 | CFA for organizing | 50.00 | 50.00 |

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| | | | River Tribe's Angling Festival-2019 & Butterfly Meet at MIAO-2019 in the State of Arunachal Pradesh in 2019-20 | | |
| 7 | Manipur | 2016-17 | Manipur Sangai Festival, and Youth Adevnture and Water Adventure sports festival 2016 | 50.00 | 50.00 |
| 8 | | 2017-18 | CFA for Manipur Sangai Festival 2017 and "Youth Adventure & Water Sports Festival 2017". | 50.00 | 50.00 |
| | | 2018-19 | NIL | NIL | NIL |
| 9 | | 2019-20 | (i)Sangai Festival-Rs.25.00 lakh (ii)Youth Adventure & Water Sports festival-Rs.25.00 | 50.00 | 50.00 |
| 10 | Meghalaya | 2016-17 | Wangala Dance Festival and Nongkrem Dance Festival, 2016 | 42.22 | 42.22 |
| 11 | | 2017-18 | CFA for the Wangala Dance Festival-2017, Nongkrem Dance Festival 2017 and Lasubon Festival-2017 | 50.00 | 50.00 |

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| 12 | | 2018-19 | Wangala Dance Festival and Nongkrem Dance Festival 2018 | 50.00 | 50.00 |
| 13 | | 2019-20 | (i)Wangala Dance- Rs.50.00 (ii)Nongkrem Dance Festival- Rs.25.00 lakh | 50.00 | 50.00 |
| | Mizoram | 2016-17 | NIL | NIL | NIL |
| 14 | | 2017-18 | CFA for the Celebration of Winter Festival 2017&ChapcharKut 2018. | 50.00 | 50.00 |
| 15 | | 2018-19 | Organizing Chapchar Kut Festival from 28th February, 2019 to 1st March, 2019 in the State of Mizoram – 2018-19 | 25.00 | 25.00 |
| 16 | | 2019-20 | organizing Anthurium Festival in September, 2019 & Winter Festival | 50.00 | 50.00 |
| 17 | Nagaland | 2016-17 | Hornbill Festival, 2016 | 25.00 | 25.00 |
| 18 | | 2017-18 | CFA for organizing Sekrenyi Festival, Hornbill Festival, Rengma's Ngadah Festival | 50.00 | 50.00 |
| | | 2018-19 | NIL | NIL | NIL |
| 19 | | 2019-20 | CFA organizing Thuwu-Ni Festival, Hornbill Festival & | 50.00 | 50.00 |

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| | | | Sukhrunye Festival- 2019 in the State of Nagaland in 2019-20 | | |
| 20 | Sikkim | 2016-17 | World Tourism Day, 2016 Gangtok (ii) Celebration of Red Panda Winter Festival, 2016 Gangtok | 50.00 | 50.00 |
| 21 | | 2017-18 | CFA for Celebration of Fairs and Festival –(i),Red Panda Winter festival, 2017 Gangtok (ii) World Tourism Day, 2017 Gangtok | 50.00 | 50.00 |
| 22 | | 2018-19 | CFA for World Tourism Day, Red Panda Festival , Gangtok | 50.00 | 50.00 |
| 23 | | 2019-20 | CFA for Organizing World Tourism Day, Gangtok- 27th September, 2019 & Red Panda Winter Festival - December, 2019 in the State of Sikkim in the 2019-20. | 50.00 | 50.00 |
| 24 | Tripura | 2016-17 | (i) Neermahal Festival at Rajghat, Melaghar in Sepahijala District (ii) Devali Festival at | 18.00 | 18.00 |

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| | | | Maabari, Udaipur in Gomati District (iii) Pilak Festival at Julaibari Santirbazar in South Tripura- 2016 | | |
| | | 2017-18 | NIL | NIL | NIL |
| | | 2018-19 | Nil | NIL | NIL |
| 25 | | 2019-20 | CFA for Organizing of Fairs and Festivals in the State of Tripura in the 2019-20. (i) Kharchi Mela held at Old Agartala, Khayerpur- 12th to 18th July, 2019- Rs.25.00 lakh (ii) Neermahal Festival held at Melaghar, Seapahijala, Tripura- 24th to 27th August, 2019 for Rs.2.00 lakh Diwali Mela held at Matabari, Udaipur- 28th to 29th October, 2019 for Rs.15.00 | 42.00 | 42.00 |

ANNEXURE-II**STATEMENT IN REPLY TO PART (f) OF LOK SABHA UNSTARRED QUESTION NO.†2116 ANSWERED ON 02.12.2019 REGARDING SCHEMES TO PROMOTE TOURISM UNDER ATULYA BHARAT.****Project Sanctioned under Swadesh Darshan scheme to North Eastern Region from year 2014-15 to till date****(Rupees in Crore)**

| S. No. | State | Year of Sanction | Circuit | Name of Project | Sanction Amt. | Release Amt. |
|---------------|--------------------------|-------------------------|---------------------------|--|----------------------|---------------------|
| 1. | Arunachal Pradesh | 2014-15 | North East Circuit | Development of Mega Circuit at Bhalukpong - Bomdila & Tawang | 49.77 | 39.81 |
| 2. | Manipur | 2015-16 | North East Circuit | Development of Tourist Circuit in Manipur: Imphal-Khongjom. | 72.23 | 61.32 |
| 3. | Sikkim | | North East Circuit | Development of Tourist Circuit linking Rangpo (entry) - Rorathang- Aritar- Phadamchen- Nathang- Sherathang- Tsongmo- Gangtok- Phodong- Mangan- Lachung- Yumthang- Lachen- Thangu- Gurudongmer- Mangan- Gangtok- | 98.05 | 78.44 |

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| | | | TuminLingee-Singtam (exit) | | | |
| 4. | Nagaland | | Tribal Circuit | Development of Tribal Circuit Peren- Kohima- Wokha, | 97.36 | 77.89 |
| 5. | Mizoram | | North East Circuit | Integrated Development of New Eco Tourism under Swadesh Darshan-North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram. | 94.91 | 75.92 |
| 6. | Assam | | Wildlife Circuit | Development of Manas- Probitora- Nameri- Kaziranga- Dibru- Saikhowa | 95.67 | 76.54 |
| 7. | Arunachal Pradesh | | North East Circuit | Integrated Development of New Adventure Tourism in Arunachal Pradesh | 97.14 | 77.71 |
| 8. | Tripura | | North East Circuit | Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarpur- Tirthamukh- Mandirghat- Dumboor- Narikel Kunja- | 99.59 | 74.15 |

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| | | | | Gandachara– Ambassa | | |
| 9. | Meghalaya | 2016-17 | North East circuit | Development of Umium (Lake View), U Lum Sohpetbneng Mawdiangdiang – Orchid Lake Resort, | 99.13 | 79.31 |
| 10. | Manipur | | Spiritual circuit | Development of Spiritual Circuit – Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple | 53.80 | 43.04 |
| 11. | Sikkim | | North East circuit | Development of Tourist Circuit Linking Singtam– Maka- Temi- Bermoik Tokel- Phongia- Namchi –Jorthang- Okharey- Sombaria- Daramdin- Jorethang- Melli (Exit) | 95.32 | 76.25 |
| 12. | Nagaland | | Tribal circuit | Development of Tribal circuit (Mokokchung– Tuensang-Mon) | 99.67 | 78.09 |
| 13. | Mizoram | | Eco- Tourism | Development of Eco-Adventure Circuit Aizawl - Rawpuichhip – | 99.07 | 49.53 |

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| | | | | Khawhpawp – Lengpui – Durtlang – Chatlang- Sakawrhmutuait lang - Muthee – Beratlawng - Tuirial Airfield – Hmuifang | | |
| 14. | Assam | | Heritage circuit | Development of Tezpur – Majuli – Sibsagar as Heritage Circuit | 98.35 | 45.29 |
| 15. | Tripura | 2018-19 | North East circuit | Development of North East circuit: Surma Cherra- Unakoti- Jampui Hills- Gunabati- Bhunaneshwari- Matabari- Neermahal- Boxanagar- Chotta khola- Pilak- Avangchaarra | 65.00 | 0.00 |
| 16. | Meghalaya | | North East circuit | Development of West Khasi Hills (Nongkhlaw- Krem Tirok - Khudoi & Kohmang Falls – Khri River- Mawthadraishan , Shillong), Jaintia Hills (Krang Suri Falls- Shyrmang- looksi), Garo Hills (Nokrek Reserve, Katta | 84.97 | 0.00 |

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| | | | | Beel, Siju Caves) | | |
| | | | | Total | 1400.03 | 933.29 |

Details of projects sanctioned under PRASHAD Scheme in North-East is given below:

Rupees in Crore

| Sl. No. | State | Name of the Project | Project Cost | Amount Released |
|---------------------|-----------------|---|---------------------|------------------------|
| Year 2015-16 | | | | |
| 1 | Assam | Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati | 30.71 | 22.03 |
| Year 2018-19 | | | | |
| 2 | Nagaland | Development of Pilgrimage Facilities in Nagaland | 25.26 | 7.53 |
| | | Total | 55.97 | 29.56 |
