

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 1430
ANSWERED ON 03.03.2020

PROMOTION OF FESTIVAL TOURISM

1430. SHRI RAJMANI PATEL:

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

- (a) whether Government has made any policy or has taken any action to promote the festival tourism in our country in order to attract the foreign tourists on occasions like Holi, Deepawali or on other festivals; and
- (b) if so, the work done by Government in this regard?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) & (b): 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, products, fairs & festivals etc. of the country including festivals such as Holi, Deepawali etc. In addition, the India Tourism Offices in India and overseas regularly undertake promotional activities to showcase the tourism products such as fairs and festivals of the country. Promotions are also undertaken through the Website and Social Media accounts of the Ministry.

The Ministry also provides Central Financial Assistance to State Governments/UT Administrations for organising fairs, festivals and tourism related events under Domestic Promotion & Publicity including Hospitality Scheme (DPPH) based on proposals received from the States/Union Territories, subject to adherence to scheme guidelines and availability of funds.
