

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO. \*210  
ANSWERED ON 13.12.2021**

**PROMOTION OF TOURISM IN ODISHA**

**\*210.SHRI SAPTAGIRI SANKAR ULAKA:**

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

- (a) whether the Government is aware of the tourism potential in Odisha as the State is blessed with tourist attractions, beaches, wildlife, heritage sites, historical places and temples;**
- (b) if so, the details thereof; and**
- (c) the steps taken by the Government to promote tourism in Odisha?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (c): A Statement is laid on the table of the House.**

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**STATEMENT IN REPLY TO PARTS (a) to (c) OF LOK SABHA  
STARRED QUESTION \*210 TO BE ANSWERED ON 13.12.2021  
REGARDING PROMOTION OF TOURISM IN ODISHA**

**(a): Yes Sir. There is a substantial tourism potential in the State of Odisha.**

**(b) and (c):The Ministry of Tourism, under its Scheme of “Swadesh Darshan” and “National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive” – PRASHAD provides financial assistance to State Governments/Union Territory Administrations/ Central Agencies etc. for development of tourism infrastructure 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 details of the projects sanctioned and financial assistance extended to the State Government of Odisha under the Swadesh Darshan and PRASHAD Scheme are given below.**

**LIST OF PROJECTS SANCTIONED UNDER SWADESH DARSHAN SCHEME**

| <b>SI No.</b> | <b>Name of Circuit</b> | <b>Year</b>    | <b>Name of the Projects</b>                                  | <b>Amount sanctioned ( Rs in crore)</b> |
|---------------|------------------------|----------------|--------------------------------------------------------------|-----------------------------------------|
| <b>1</b>      | <b>Coastal circuit</b> | <b>2016-17</b> | <b>Development of Gopalpur, Barkul, Satapada and Tampara</b> | <b>70.82</b>                            |

**LIST OF PROJECTS SANCTIONED UNDER PRASHAD SCHEME**

| <b>SI No.</b> | <b>Year</b>    | <b>Name of the Projects</b>                                                 | <b>Amount sanctioned ( Rs in crore)</b> |
|---------------|----------------|-----------------------------------------------------------------------------|-----------------------------------------|
| <b>1</b>      | <b>2014-15</b> | <b>Infrastructure Development at Puri, Shree Jagannath Dham- Ramachandi</b> | <b>50.00</b>                            |

|  |  |                                                  |  |
|--|--|--------------------------------------------------|--|
|  |  | - Prachi River front at Deuli under Mega Circuit |  |
|--|--|--------------------------------------------------|--|

Further, Ministry of Tourism promotes India in a holistic manner, including Odisha. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country, through its Scheme of " Domestic Promotion and Publicity including Hospitality" ( DPPH) and "Overseas Promotion and Publicity including Market Development Assistance" (OPMD). Promotions are also regularly undertaken through the website ([www.incredibleindia.org](http://www.incredibleindia.org)) and Social Media accounts of the Ministry.

The Ministry of Tourism has also put in place a system of training and professional education, with necessary infrastructure support, to meet the manpower requirements of the tourism and hospitality industry by setting up of Central IHM (Institute of Hotel Management) and IITTM (Indian Institute of Tourism and Travel Management) at different locations in the country, including Bhubaneswar in Odisha. Ministry has also extended Central Financial Assistance for the setting up of the State IHM at Bolangir, Odisha.

Under Assistance to Central Agencies for Tourism Infrastructure Development, Ministry of Tourism has sanctioned development of tourist amenities at 22 identified Railway Stations on 50:50 cost sharing basis with the Ministry of Railways, out of which the project at Puri Railway Station has been completed. The details are as below:-

| SI No. | Year    | Name of the Project                       | Amount sanctioned ( Rs in crore) |
|--------|---------|-------------------------------------------|----------------------------------|
| 1      | 2016-17 | Joint Development of Puri Railway Station | 6.15                             |

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