

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2228**  
ANSWERED ON 16.12.2021

**MARKETING DEVELOPMENT ASSISTANCE SCHEME FOR TOURISM SECTOR**

2228. DR. AMEE YAJNIK:

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

- (a) details of marketing activity performed by Government to promote tourism sector during the last three years;
- (b) whether Government has provided any support to the State of Gujarat under its Marketing Development Assistance Scheme during the last three years; and
- (c) if so, the details thereof?

**ANSWER**

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes India in a holistic manner through its ongoing Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD). Under these schemes, Ministry of Tourism releases domestic and international print, electronic and online media campaigns under the 'Incredible India 'brand-line, participates in travel fairs / exhibitions, tourism related conferences / seminars / conventions, Road Shows and other promotional activities to promote various tourism destinations and products of the country. Further, the Ministry of Tourism undertakes various activities for promotion & publicity of domestic tourism within the country.

(b) & (c): Ministry of Tourism, under the revised Marketing Development Assistance (MDA) Scheme, extends financial assistance to the respective State Governments / Union Territory (UTs) Administrations and approved Tourism Service Providers for undertaking promotion and marketing of tourism to India from the overseas markets. However, no proposal has been received from the State Tourism Department of Government of Gujarat under MDA during the last three years.

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