

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1093
ANSWERED ON 10.02.2022

PROMOTION OF TOURISM IN ODISHA

1093. SHRI BHASKAR RAO NEKKANTI:

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

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

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

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

(c): 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) and the Social Media accounts of the Ministry.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) AND (b) OF RAJYA SABHA UNSTARRED QUESTION NO.1093 ANSWERED ON 10.02.2022 REGARDING PROMOTION OF TOURISM IN ODISHA.

DETAILS OF PROJECTS SANCTIONED UNDER SWDESH DARSHAN SCHEME FOR PROMOTION OF TOURISM IN ODISHA

(Rs. in crore)

Sl. No.	Name of Circuit	Year	Name of the Projects	Amount sanctioned
1	Coastal circuit	2016-17	Development of Gopalpur, Barkul, Satapada and Tampara	70.82

DETAILS OF PROJECTS SANCTIONED UNDER PRASHAD SCHEME FOR PROMOTION OF TOURISM IN ODISHA

(Rs. in crore)

Sl. No.	Year	Name of the Projects	Amount sanctioned
1	2014-15	Infrastructure Development at Puri, Shree Jagannath Dham- Ramachandi - Prachi River front at Deuli under Mega Circuit	50.00

DETAILS OF PROJECTS SANCTIONED UNDER CENTRAL FINANCIAL ASSISTANCE TO CENTRAL AGENCIES FOR TOURISM DEVELOPMENT INFRASTRUCTURE IN ODISHA

(Rs. in crore)

Sl. No.	Year	Name of the Project	Amount sanctioned
1	2016-17	Joint Development of Puri Railway Station	6.15
