

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.226
ANSWERED ON 24.03.2022

BOOSTING OF TOURISM IN JAMMU & KASHMIR AND LADAKH

226. SMT. RAJANI ASHOKRAO PATIL:

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

- (a) the loan schemes to boost tourism industry in the Union Territories of Jammu & Kashmir and Ladakh;
- (b) whether any steps and measures have been taken so far to help tourism industry in the country and in the UTs of Jammu & Kashmir and Ladakh in particular, during COVID-19 pandemic; and
- (c) if so, the details thereof, and if not, the reasons therefor?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

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

STATEMENT IN REPLY TO PARTS (a) to (c) OF RAJYA SABHA STARRED QUESTION NO. 226 ANSWERED ON 24.03.2022 REGARDING BOOSTING OF TOURISM IN JAMMU & KASHMIR AND LADAKH

(a) to (c): The Government of India has taken various steps and measures to help the tourism industry in the country including that in the UTs of Jammu & Kashmir and Ladakh in wake of COVID-19 pandemic as per details given below:

- i. The Government announced Atmanirbhar Bharat Package vide which Rs.3.00 lakh crore collateral free automatic loan has been made available for MSMEs. The loan will have 4-year tenure and 12-month moratorium.
- ii. The Government waived off PF contribution for three months for organizations with less than 100 pax and 90% of their employees earn below Rs.15000.
- iii. Under Atmanirbhar Bharat package, PF contribution of both employer and employee has been reduced to 10% each from existing 12% each for all establishments covered by EPFO for three months.
- iv. Deferment of TCS up to October 2020.
- v. Return filing deferred for three months with no penal interest for companies up to Rs.5.00 Crore, rest @ 9% penal interest.
- vi. The RBI extended moratorium on term loans till 31st December 2020.
- vii. The Central Government has also given relief from various regulatory compliances under Income Tax Act, Companies Act and GST Act for varying periods in the wake of Covid-19 crisis to ensure business continuity and survival.
- viii. The Government announced the Emergency Credit Line Guarantee Scheme (ECLGS) 3.0 on 31.3.2021 to support eligible Micro, Small and Medium Enterprises (MSMEs) and business enterprises in meeting their operational liabilities and restarting their business. The scope of the scheme was enlarged to cover business enterprises in Hospitality, Travel & Tourism and Leisure & Sporting sectors. The validity of ECLGS (ECLGS 1.0, ECLGS 2.0 & ECLGS 3.0) was extended up to 30.06.2021 or till guarantees for an amount of Rs.3.00 lakh crore are issued. In the recent Budget, Hon'ble Minister of Finance extended the ECLGS up to March, 2023. The details of guarantees issued under the scheme are given below:

Emergency Credit Line Guarantee Scheme (ECLGS) Tourism and Hospitality Scheme wise data as on 31.01.2022			
Industry Nature	Support Under	No. of Guarantees Issued	Amount of Guarantees issued on account of loans sanctioned under the scheme (in Rs. crore)
Travel and Tourism	ECLGS 3.0	3,092	1,696.42
Hospitality	ECLGS 3.0	3,853	6,841.91
Hotels, Restaurants, Tourism	ECLGS 2.0	220	3,426.40
Tourism, Hotels & Restaurants	ECLGS 1.0	96,550	3,569.68
Total		1,03,715	15,534.41

- ix. Ministry of Finance has given concurrence to release Service Exports from India Scheme (SEIS) scrips on 16.06.2021.
- x. On 28th June 2021, the Government announced a stimulus package to boost diverse sectors of economy affected by COVID-19 pandemic and provide impetus for growth and employment measures. The package comprises a total of 17 measures in three broad categories, which included 'Economic relief from Pandemic, with special focus on health and reviving travel and tourism sectors' and 'Impetus for Growth and employment'.
- xi. Ministry of Finance announced the "Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)" which has been implemented by the Ministry of Tourism to provide relief to the tourism sector. The purpose of the LGSCATSS of the Ministry of Tourism is to provide guarantee coverage for loans provided by Scheduled Commercial Banks to registered Tourist Guides (recognized/ approved by M/o Tourism and State Governments/UT Administrations) and Travel & Tourism Stakeholders recognized/approved by the Ministry of Tourism to discharge liabilities and restart their business affected due to Covid -19 pandemic. This scheme will be subject to a maximum loan of Rs.10 lakhs each for Travel & Tourism Stakeholders and upto Rs.1.00 lakh each for registered Tourist Guides. Corpus of Rs. 250.00 crore has been allocated under the scheme for period of 5 years. Validity of the said scheme has been extended till 31.03.2023 or till the guarantee of Rs.250.00 Crore are

issued under the scheme, whichever is earlier. Since, this is Pan-India scheme, it is also applicable for the UTs of Jammu & Kashmir and Ladakh.

- xii. Operational Recommendations for safe resumption of business with easing of lockdown restrictions have been issued for various segments of the travel and hospitality industry and circulated amongst all stakeholders.
- xiii. With a view to prepare for a post COVID-19 revival, the Ministry has formulated and issued detailed operational guidelines for Covid safety and hygiene for hotels, restaurants, B&Bs/Homestays and Tourism Service Providers on 08.06.2020 to facilitate smooth resumption of business.
- xiv. An initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) has been developed for effective implementation of Guidelines/SOPs issued with reference to COVID-19 and beyond for safe operations of Hotels, restaurants, B&Bs and other units.
- xv. With an aim to incentivize stakeholders in the Tourism industry, the Guidelines for the scheme of Market Development Assistance (MDA) for providing financial support to stakeholders for the promotion of Domestic Tourism have been modified to enhance the scope and reach of the scheme, so as to provide maximum benefits to the stakeholders. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced.
- xvi. Validity of approval or certification of hotels and other accommodation units whose project approval/re-approval and classification/re-classification have expired/were likely to expire has been extended up to 31st March 2022.
- xvii. The Guidelines of the Marketing Development Assistance Programme under the Overseas Promotion and Publicity Scheme has been modified to enhance the scope and reach of the scheme, so as to provide maximum benefits to the stakeholders in the tourism industry.
- xviii. UT Administration of Jammu & Kashmir has informed that with a view to provide some sort of sustenance to the tourism stakeholders during COVID Pandemic, J&K Government released COVID-19 relief to the tune of Rs. 17.44 cr. in favour of Tourism Service providers like shikara owners, Tourist Guides, Ponywalas etc.
- xix. UT Administration of Jammu & Kashmir has informed that with a view to extend relief to borrowers of the Bank experiencing business disruptions due to Covid-19

pandemic, Bank had devised an indigenous scheme titled “J&K Bank Business Support Loan Scheme for Hotels & Guest Houses” wherein Government registered Hotels/Guest Houses availing fund based credit limits but not eligible for availing additional funding under GECL were provided financial assistance for meeting their expenditure towards salaries to staff and other fixed costs.

- xx. Ministry of Tourism, Government of India in collaboration with Department of Tourism, Government of UT of Jammu and Kashmir, FICCI (Knowledge Partner), and India Golf Tourism Association (IGTA) organized an unique networking platform titled “Tapping the Tourism Potential of Kashmir: Another day in Paradise” at Srinagar, Kashmir from 11 - 13 April, 2021, in order to promote the various tourism potential of Kashmir and address the various opportunities in Travel, Tourism and Hospitality in the UT of Jammu and Kashmir. The same was attended by local tour operators, hoteliers, house boat owners, transport companies and other key stakeholders. The interactive sessions deliberated on various aspects of travel, tourism and hospitality of Kashmir including Leisure Tourism, Wedding & MICE Tourism, Golf Tourism, Adventure Tourism, Wellness Tourism etc. It was well covered by the media.
- xxi. From 26-28 August, 2021, Ministry of Tourism, in collaboration with Department of Tourism, Administration of Union Territory of Ladakh and Adventure Tour Operators Association of India (ATOAI) organised a mega-tourism event at Leh, Ladakh titled: “Ladakh: New Start, New Goals”. The program aimed at leveraging the huge tourism potential of Ladakh and served as an excellent platform that enabled tour operators from other parts of the country and customers to interact with local stakeholders from Ladakh. The Ministry of Tourism also prepared a ‘Ladakh Vision Document’ which included several aspects related to the development of Tourism in Ladakh. The panelists and the Government officials from several agencies discussed all those aspects in detail. The event was attended by a huge number of participants, which included Opinion Makers, Tour Operators, Hoteliers, Diplomats, Homestay Owners, Senior Officers from Ministry of Tourism, Government of India, UT of Ladakh and the Media. The three-day event included activities like B2B meetings, panel discussions, exhibitions and technical tours to create awareness about the facilities and varied tourism products of Ladakh. The

event is expected to mark a new beginning for the UT of Ladakh, as far as Tourism is concerned.

- xxii. A total of 182 crore (approx.) doses of Covid-19 vaccine have been administered across India, out of which approx. 2.19 crore doses in Jammu & Kashmir and approx. 4.52 lakh doses in Ladakh have been administered.

As a result of the aforesaid steps, domestic tourism is at its peak in the UTs of Jammu & Kashmir and Ladakh. It is corroborated with the Budget Speech of Hon'ble Finance Minister while presenting the budget of Jammu & Kashmir and Ladakh for the year 2022-23. As per this, the tourism sector is also registering increase in footfall of tourists. Around 1.43 Lakh tourists visited Kashmir in December, 2021 which is highest in the last 7 years. From September 2021 onwards around 72.09 lakh tourists including pilgrim tourists visited Jammu & Kashmir which is much higher than the previous year. Winter season has witnessed 100% high-end hotel occupancy in Srinagar and at prominent tourist destinations particularly Gulmarg and Pahalgam.
