

Ministry of Tourism has sanctioned 10 projects under Heritage Circuit theme of the Swadesh Darshan scheme: Shri G. Kishan Reddy

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The Ministry of Tourism undertakes various promotional activities in the international and domestic markets to promote tourism destinations and products of the country in a holistic manner. This includes release of media campaigns under 'Incredible India' brand-line, promotional events, social media promotions etc. The Ministry of Tourism is promoting Barpeta through its website www.incredibleindia.org.

Ministry of Tourism has sanctioned 10 projects under Heritage Circuit theme of the Swadesh Darshan scheme which includes the project 'Development of Tezpur – Majuli – Sibsagar' sanctioned for Rs. 90.98 cr. under Heritage circuit theme in the State of Assam. The Ministry of Tourism has now revamped its Swadesh Darshan scheme in order to develop sustainable and responsible destinations with tourist & destination centric approach.

This information was given by Minister of Tourism Shri G. Kishan Reddy in a written reply in Lok Sabha today.

NB/OA

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