

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1260
ANSWERED ON 25.07.2022**

ECO-TOURISM PROJECTS

**1260. SHRI GNANATHIRAVIAM S.:
SHRIMATI RAJASHREE MALLICK:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of measures taken/being taken to promote eco- tourism in the country particularly in Odisha and Tamil Nadu;**
- (b) whether the Government has received proposals from the State Government of Odisha and Tamil Nadu for providing additional central funds for implementing various tourism projects;**
- (c) if so, the details with regard to proposals received from various States regarding eco-tourism projects;**
- (d) if so, the details thereof along with the action taken by the Government thereon; and**
- (e) the details of the measures taken to promote tourism and revenue generated therefrom during the last five years, year-wise?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism, promotes India in a holistic manner. 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.

To position India as a preferred destination for ecotourism globally, Ministry of Tourism has formulated a National Strategy for Eco-Tourism. Following strategic pillars have been identified for development of ecotourism in the strategy document:

- (i). State Assessment and Ranking**

- (ii). State Strategy for Eco Tourism**
- (iii). IEC, Capacity Building and Certification**
- (iv). Marketing and Promotion**
- (v). Destination and Product Development**
- (vi). Public Private and Community Partnerships**
- (vii). Governance and Institutional Framework**

A National Board for Sustainable Tourism has been constituted under the Chairpersonship of Secretary (Tourism), comprising of representatives from identified Central Ministries/ organizations, State Governments/ UT Administrations and Industry Stakeholders, with the objective of operationalisation and implementation of various strategic initiatives for development of sustainable tourism and eco tourism in the Country:

- (i) Detailed action plans and formulation of dedicated schemes**
- (ii) Certification Schemes**
- (iii) Capacity building, replication of national and global best practices**
- (iv) Marketing and promotion**
- (v) Private Sector Participation**
- (vi) Destination and Product Development**
- (vii) Specific strategies for sustainable and ecotourism**
- (viii) Any other measures for growth of sustainable and ecotourism in the country**

In addition to the above, Ministry of Tourism launched Swadesh Darshan Scheme in 2014-15 to provide financial assistance to State Governments/UT Administrations for infrastructure development. “Eco-Circuit” was identified as one of the thematic circuits under the Scheme. Ministry of Tourism has now revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist and destination centric approach. The guidelines for Swadesh Darshan 2.0 scheme have been issued to the State Governments/Union Territory Administrations.

(b) to (d): The Ministry of Tourism has already sanctioned projects under its Swadesh Darshan Scheme and PRASHAD Scheme in the States of Odisha and Tamil Nadu, as per the details given below:-

Swadesh Darshan:

State/UT	Circuit	Sanction Year	Name of the Project	Amount Sanctioned (Rs. In Cr.)
Odisha	Coastal circuit	2016-17	Development of Gopalpur, Barkul, Satapada and Tampara	70.82
Tamil Nadu	Coastal Circuit	2016-17	Development of (Chennai-Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari)	73.13

PRASHAD:

State/UT	Sanction Year	Name of the Project	Approved Cost (Rs. In Cr.)
Odisha	2014-15	Infrastructure Development at Puri, Shree Jagannath Dham – Ramachandi - Prachi River front at Deuli under Mega Circuit	50.00
Tamil Nadu	2016-17	Development of Kanchipuram	13.99
	2016-17	Development of Vellankani	4.86

Furthermore, Eco-Tourism is one of the identified them under Swadesh Darshan scheme and details of the projects sanctioned under this theme are given at Annexure.

After the year 2018-19, no new project was considered for sanctioning under Swadesh Darshan Scheme as the scheme was under review and all the proposals submitted by the State Governments/Union Territory Administrations were deemed returned. In so far as Swadesh Darshan 2.0 Scheme is concerned, no new project proposal has been formulated for sanctioning as of now.

(e): The Ministry of Tourism, through its India Tourism Offices Overseas along with Indian Missions abroad endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations in the country and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy, global media campaign and a synergized promotional measures in association with the Travel Trade, State Governments and Indian Missions overseas.

On the request of Ministry of Tourism, Minister of External affairs has designated Tourism Officers in the Indian Missions of top 20 source markets in October, 2021.

Ministry of Tourism has conducted virtual Road shows- Incredible India Reconnect 2022 to project India as a preferred tourism destination in the tourism generating markets. Ministry of Tourism has conducted successfully various virtual road-shows in Oman, USA, Germany, Australia, Singapore, Thailand, Spain and UK in April - May 2022.

Ministry of Tourism also promotes tourism in the country through its 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, to promote various tourism destinations and products of the country.

The Ministry of Tourism also undertakes various activities for promotion & publicity of domestic tourism within the country. These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on Niche Tourism products, spreading social awareness messages and promoting events which have tourism potential.

The Ministry of Tourism has also launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage, culture, lesser known destinations, local destination of the country to promote domestic tourism. Under this initiative Ministry is carrying out promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations/products including lesser known destinations, Heritage, culture, wellness, local tourism destinations etc. Dekho Apna Desh initiative is being promoted extensively on social media platforms and website of the Ministry and also by the domestic India Tourism offices.

Data on revenue generated through tourism is not maintained by the Ministry of Tourism.

ANNEXURE**STATEMENT IN REPLY TO PARTS (b) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.1260 ANSWERED ON 25.07.2022 REGARDING ECO-TOURISM PROJECTS.****Details of project sanctioned under the Eco-Circuit of Swadesh Darshan Scheme in the country****(Amt. in Crore)**

S. No.	Name of State	Year of sanction	Project Name	Amt. Sanctioned	Amt. Released
1.	Uttarakhand	(2015-16)	Development of Tehri-Chamba-Sarain around Tehri Lake.	69.17	65.71
2.	Telangana	(2015-16)	Development of Eco Tourism Circuit in Mahaboobnagar district	91.62	87.04
3.	Kerala	(2015-16)	Development of Pathanamthitta- Gavi-Vagamon- Thekkady	76.55	61.24
4.	Mizoram	(2016-17)	Development of Eco-Adventure Circuit Aizawl -Rawpuichhip – Khawhphawp – Lengpui – Chatlang-Sakawrhmutuaitlang - Muthee – Beratlawng -Tuirial Airfield – Hmuifang	66.37	49.53
5.	Madhya Pradesh	(2017-18)	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- BhedaGhat- Bansagar Dam- Ken River	94.61	88.58
6.	Jharkhand	(2018-19)	Development of Dalma- Betla National park- Mirchaiya- Netarhat	34.12	26.37
Total				432.44	378.47
