

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.249#
ANSWERED ON 23.03.2023

**PROMOTION OF TOURISM IN NORTH EASTERN REGION
AND BORDER HILLY AREAS**

249# LT.GEN. (DR.) D. P. VATS (RETD.):

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

- (a) whether it is a fact that Government is promoting tourism in the country with great enthusiasm;
- (b) if so, the works executed by Government in the North Eastern region and border hilly areas of the country; and
- (c) the scope of tourism being contemplated by Government in these areas?

ANSWER

THE 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 STATRRED QUESTION NO.249# ANSWERED ON 23.03.2023 REGARDING PROMOTION OF TOURISM IN NORTH EASTERN REGION AND BORDER HILLY AREAS.

(a): Yes, Sir. The Government is promoting tourism in a holistic manner in the country.

(b) and (c): Ministry of Tourism promotes tourism in the country, including in the North Eastern region and border hilly areas of the country, through its various Schemes. It provides financial assistance for development of tourism infrastructure in the country under its major Schemes of Swadesh Darshan and National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies to State Governments / Union Territory Administrations/ Central Agencies. The financial assistance is given on the basis of submission of Detailed Project Reports, availability of funds and adherence to Scheme Guidelines. The details of the projects sanctioned under the above mentioned Schemes in the North Eastern Region and in border hilly areas is given at **Annexure**.

Promotion of the tourist destinations, including in the North Eastern region and border hilly areas of the country, are also undertaken through various initiatives under its Schemes of “Domestic Promotion & Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity (OPP)”. The initiatives of the Ministry as given below :-

- i. Print, electronic, online and outdoor media campaigns are undertaken in the domestic and international markets, under the “Incredible India” brand-line, to promote various tourism destinations and products of India, including in the North Eastern region and border hilly areas of the country.
- ii. Ministry of Tourism has been organizing International Tourism Mart (ITM) in the North Eastern Region since 2013 to showcase the tourism potential of North Eastern States of India at the international level. The Ministry of Tourism is organizing the 10th International Tourism Mart at Aizawl, Mizoram on 17 - 19 November, 2022.
- iii. The Ministry of Tourism has revised the guidelines for the Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism in November 2020 to enhance the scope and reach of the Scheme, so as to provide maximum benefits to the stakeholders. As per the revised MDA guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Tourism Departments of State Governments/UT Administrations are now also eligible for obtaining financial support under the scheme. Additional promotional activities have been incorporated including online promotions for the

states of North-East India including the UTs of Jammu & Kashmir and Ladakh. The extent of financial assistance permissible under the MDA scheme has also been enhanced.

Further, effective and adequate connectivity is one of the important aspect for developing a tourist destination. Ministry of Tourism has collaborated with the Ministry of Civil Aviation to extend financial support in the form of Viability Gap Funding (VGF) under the Champion Service Sector Scheme (CSSS), with the purpose of further improving connectivity to important tourist places. At present, 59 Tourism RCS-UDAN (T-RCS) routes have been approved by the Ministry of Tourism, out of which 51 are already operational. 18 of such routes are dedicated for North-East India, all of which are operational.

The implementation of the activities under the above mentioned Schemes are an ongoing activity. Further, new destinations have been selected in the North Eastern Region and border hilly areas of the country, under the revamped Swadesh Darshan scheme 2.0 (SD2.0) for development of sustainable and responsible tourist destinations, the list of which is given below :-

- i. Assam – Jorhat and Kokrajhar
- ii. Arunachal Pradesh – Bomjhir and Muchuka
- iii. Meghalaya – Shillong and Sohra
- iv. Mizoram – Aizwal and Champai
- v. Nagaland – Niuland and Chumukedima
- vi. Sikkim – Gangtok and Gyalshing
- vii. Tripura – Agartala and Unakoti
- viii. Ladakh – Leh and Kargil
- ix. Uttarakhand – Pithoragrah and Champawat

ANNEXURE

STATEMENT IN REPLY TO PARTS (b) AND (c) OF RAJYA SABHA STARRED QUESTION NO. 249# ANSWERED ON 23.03.2023 FOR PROMOTION OF TOURISM IN NORTH EASTERN REGION AND BORDER HILLY AREAS

Details of the Projects sanctioned by the Ministry of Tourism in North Eastern Region and border hilly areas under the Swadesh Darshan Scheme:

(Rs. in crore)

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amount Released
Year 2014-15					
1	Arunachal Pradesh	North-East Circuit	Development of Bhalukpong- Bomdila and Tawang	49.77	47.28
Year 2015-16					
2	Manipur	North-East Circuit	Development of Tourist Circuit in Manipur: Imphal- Khongjom	72.23	61.32
3	Sikkim	North-East Circuit	Development of Tourist Circuit linking Rangpo (entry) – Rorathang- Aritar- Phadamchen- Nathang-Sherathang- Tsongmo- Gangtok-Phodong- Mangan- Lachung-Yumthang- Lachen- Thangu- Gurudongmer- Mangan- Gangtok- TuminLingee- Singtam (exit)	98.05	97.41
4	Uttarakhand	Eco Circuit	Development of Tehri-Chamba- Sarain around Tehri Lake.	69.17	69.17
5	Nagaland	Tribal Circuit	Development of Tribal Circuit Peren- Kohima- Wokha	97.36	92.49
6	Mizoram	North East Circuit	Development of Thenzawl & South Zote, District Serchhip and Reiek.	92.26	92.26
7	Assam	Wildlife Circuit	Development of Manas– Probitora– Nameri– Kaziranga– Dibru– Saikhowa	94.68	89.94
8	Arunachal Pradesh	North East Circuit	Development of Nafra- Seppa- Pappu, Pasa, Pakke Valleys- Sangdupota- New Sagalee- Ziro- Yomcha	96.72	91.88
9	Tripura	North East Circuit	Development of Agartala - Sipahijala - Melaghar - Udaipur - Amarpur- Tirthamukh- Mandirghat– Dumboor- NarikelKunja- Gandachara– Ambassa	82.85	73.30
Year 2016-17					
10	Jammu & Kashmir	Himalayan Circuit	Development of Jammu-Srinagar- Pahalgam-Bhagwati Nagar-Anantnag- Salamabad Uri-Kargil-Leh	77.33	61.87
11	Meghalaya	North East Circuit	Development of Umium (Lake View), U Lum Sohpetbneng-Mawdiangdiang – Orchid Lake Resort	99.13	99.11

12	Manipur	Spiritual Circuit	Development of Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple	45.34	43.04
13	Sikkim	North-East circuit	Development of Tourist Circuit Linking Singtam– Maka- Temi-BermoikTokel-Phongia- Namchi –Jorthang- Okharey-Sombaria-Daramdin- Jorethang- Melli (Exit)	95.32	90.55
14	Nagaland	Tribal circuit	Development of Mokokchung–Tuensang-Mon	98.14	93.24
15	Uttarakhand	Heritage circuit	Development of Kumaon Region - Katarmal - Jogeshwar - Baijnath - Devidhura.	76.32	67.62
16	Jammu & Kashmir	Himalayan Circuit	Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama	81.60	67.35
17	Jammu & Kashmir	Himalayan Circuit	Development of Tourist Facilities - Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package	90.43	74.70
18	Jammu & Kashmir	Himalayan Circuit	Development of Tourist facilities at Mantalai and Sudhmahadev	92.00	87.19
19	Jammu & Kashmir	Himalayan Circuit	Development of Tourist facilities at Anantnag-Kishwar-Pahalgam-Daksum-Ranjit Sagar Dam	86.39	69.95
20	Jammu & Kashmir	Himalayan Circuit	Development of Tourist Facilities at Gulmarg-Baramulla- Kupwara- Kargil - Leh	91.84	73.45
21	Assam	Heritage Circuit	Development of Tezpur – Majuli – Sibsagar	90.98	86.42
22	Himachal Pradesh	Himalayan Circuit	Development of Himalayan Circuit: Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba	68.34	64.55
23	Mizoram	Eco Circuit	Development of Eco-Adventure Circuit Aizawl -Rawpuichhip – Khawhphawp – Lengpui – Chatlang- Sakawrhमितuitlang - Muthee – Beratlawng -Tuirial Airfield – Hmuifang	66.37	49.53
Year 2018-19					
24	Tripura	North East circuit	Development of Surma Cherra- Unakoti-Jampui Hills- Gunabati - Bhunaneshwari-Neermahal- Boxanagar- Chottakhola- Pilak-Avangchaarra	44.83	18.37
25	Meghalaya	North-East Circuit	Development of West Khasi Hills (Nongkhlaw- KremTiro – Khudoi &	84.97	72.22

		Kohmang Falls – Khri River-Mawthadraishan, Shillong), Jaintia Hills (Krang Suri Falls- Shyrmang- Iooksi), Garo Hills (Nokrek Reserve, Katta Beel, Siju Caves)	
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Details of the Projects sanctioned by the Ministry of Tourism in North Eastern Region and border hilly areas under PRASHAD Scheme:

(Rs. in crore)						
Sr. No.	State/UTs	#	Name of the Project	Year of Sanction	Approved cost	Amount Released
1.	ARUNACHAL PRADESH	1.	Development of Parasuram Kund, Lohit Distt.	2020-21	37.88	7.34
2.	ASSAM	2.	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati**	2015-16	29.80	29.80
3.	JAMMU & KASHMIR	3.	Development at Hazratbal,	2016-17	40.46	32.37
4.	MEGHALAYA	4.	Development of Pilgrimage Facilitation in Meghalaya	2020-21	29.32	17.59
5.	MIZORAM	5.	Development of infrastructure for Pilgrimage and Heritage Tourism in the State of Mizoram under PRASHAD Scheme	2022-23	44.88	Adm. Sanction on 14.12.22
6.	NAGALAND	6.	Development of Pilgrimage Infrastructure in Nagaland	2018-19	25.26	21.33
		7.	Development of Pilgrimage and Tourism infrastructure at Zunheboto, Nagaland under PRASHAD Scheme	2022-23	18.18	Adm. Sanction on 4.11.22
7.	SIKKIM	8.	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32	18.50
8.	TRIPURA	9.	Development of Tripura Sundari Temple, Udaipur	2020-21	37.80	21.18
9.	UTTARAKHAND	10.	Integrated Development of Kedarnath**	2015-16	34.77	34.77
		11.	Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham (Uttarakhand) under PRASHAD Scheme	2018-19	56.13	20.79
		12.	Augmentation of Pilgrimage Infrastructure Facilities and Gangotri and Yamunotri Dham in Uttarakhand under PRASHAD Scheme	2021-22	54.36	14.06

Details of the Projects sanctioned by the Ministry of Tourism in North Eastern Region and border hilly areas under assistance to Central Agencies Scheme

(Rs. in Lakh)

Sl. No.	Year	Name of State	Name of Project	Agency	Amount sanctioned	Amount Released
1	2020-21	Mizoram	Development of Convention Centre and associated Infrastructure at Aizawl, Mizoram	WAPCOS	3994.75	1570.71
2	2022-23	NER	Development of 22 viewpoints in North Eastern State (i) Nagaland (2 view points)- Rs.5.77 Cr. (ii) Meghalaya (3 view points) – Rs.6.26 Cr. Mizoram (9 view points)- Rs.12.78 Cr. Arunachal Pradesh (4 view points) – Rs.6.25 Cr. Manipur (3 view points)- Rs.5.93 Cr. Sikkim/West Bengal (1 view point)- Rs.3.70 Cr.	NHIDCL	4444.00	444.40
3	2012-13	Jammu & Kashmir	Sound and Light Show at Dal Lake (Nigeen Lake)	ITDC	500.00	400.00
4	2020-21	Leh & Ladakh	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	ITDC	2321.99	515.99
