

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.450
ANSWERED ON 25.07.2024

PROMOTION OF TOURISM IN NER

450 SHRI BIRENDRA PRASAD BAISHYA:

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

- (a) the new initiatives or strategies put in place to draw both local and foreign tourists to the North-East;
- (b) Government's proposed plan for North Eastern Region's (NER's) basic infrastructure with contemporary facilities, smooth movement across States, and clean tourist destinations; and
- (c) the details of the steps taken by Government to ensure adequate security to tourists?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): Ministry of Tourism promotes India in a holistic manner, through various initiatives under its Schemes of "Domestic Promotion & Publicity including Hospitality" (DPPH) and "Overseas Promotion & Publicity (OPP)" including North Eastern Region. As part of its on-going activities; it regularly releases print, electronic, online and outdoor media campaigns in the international markets, to promote various tourism destinations and products of India. The Ministry of Tourism also regularly promotes various tourism destinations and products through its website and social media promotions.

Ministry of Tourism in collaboration with Meghalaya Tourism organised 11th edition of International Tourism Mart at Shillong, Meghalaya from 21st to 23rd, November, 2023. The International Tourism Mart is a key event organised by the Ministry in one of the North Eastern States on rotation basis, with an objective to provide a bigger platform to the North Eastern stakeholders to interact with their counterparts from both within the country and overseas markets as well as to create awareness about the tourism potential of North East Region (NER). The event aims to showcase Northeast India's tourism potential, biodiversity, and cultural heritage to domestic and international audiences.

Financial assistance has also been provided to the North Eastern States for organizing fairs/ festivals & tourism related events under Domestic Promotion & Publicity including Hospitality (DPPH) Scheme. Details of funds sanctioned in the last five years for the North Eastern States are at **Annexure I**.

Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)', 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in

the country including NER.

The Ministry of Tourism has now revamped the Swadesh Darshan Scheme as Swadesh darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism centric approach.

The details of projects sanctioned under the above mentioned schemes in North Eastern region are given at **Annexure II**.

The implementation of the activities under the above mentioned Schemes are an ongoing activity. Proposals are received from States/UTs from time to time for seeking financial assistance under the various schemes of the Ministry of Tourism. These proposals are extended for projects subject to fulfilment of the stipulated provisions and availability of funds.

Considering the importance of cleanliness & hygiene, Ministry of Tourism implements Swachhta Action Plan at various tourist destinations at PAN India basis including the states of North Eastern Regions through Indian Institute of Tourism and Travel Management (IITTM), Gwalior, Central Institute of Hotel Managements (CIHMs), State Institute of Hotel Managements (SIHMs) and Food Craft Institutes (FCIs).

Ministry of Tourism organizes various cleanliness activities across the country like Swachhta Pakhwada and Swachhta Hi Sewa.

Further, promotion of tourism in the North Eastern Region (NER) is among the focused and priority sectors of Ministry of Development of North Eastern (MDoNER). MDoNER is implementing various projects including projects for development of tourism sector in NER under various schemes viz. North East Special Infrastructure Development Scheme (NESIDS); Prime Minister's Development Initiative for North East Region (PM-Dev INE) and Scheme of North Eastern Council.

(c): Security of tourists is essentially a State Government subject. However, the Ministry of Tourism has taken up the matter with all State Governments/Union Territory (UT) Administrations for setting up of dedicated Tourism Police. With the efforts of Ministry of Tourism, the State Governments/UT Administrations of Telangana, Andhra Pradesh, Delhi, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh, Odisha, Punjab, Rajasthan, Sikkim and Uttar Pradesh have deployed tourist police in one form or the other.

Ministry of Tourism through Indian Institute of Tourism & Travel Management (IITTM) conducted a study on "Functioning of Tourist Police in States/UTs & Documentation of Best Practices", to understand the requirement of tourist police and sensitizing the tourist police towards the needs of the tourists, which was sent to all the States/UTs. A training module, as given by IITTM for imparting training has also been circulated to State Governments/UT Administrations.

With the objective of implementation of Uniform Tourist Police across all the States/UTs to create a safer ecosystem for the tourists, Ministry of Tourism in collaboration with the Ministry of Home Affairs and Bureau of Police Research and Development (BPR&D) organized a National Conference on Tourist Police Scheme of Director Generals (DGs)/Inspector Generals (IGs) of Police Department of all the States/UTs in October, 2022.

The Ministry of Tourism has set up a 24x7 Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363 or on a short code 1363 in 12 Languages including 10 international languages (German, French, Spanish, Italian, Portuguese, Russian, Chinese, Japanese, Korean, Arabic), Hindi & English for domestic and foreign tourists to provide support service in term of information relating to Travel in India and to offer appropriate guidance to tourists in distress while travelling in India.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (a) TO (b) OF RAJYA SABHA UNSTARRED QUESTION NO.450 ANSWERED ON 25.07.2024 REGARDING PROMOTION OF TOURISM IN NER RAISED BY SHRI BIRENDRA PRASAD BAISHYA

Financial Assistance to North Eastern States for organising Fairs & Festivals and Tourism Related Events in last five years:-

(Rs. in lakh)

Name of state	Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
Assam	2021-22	Bhogali Festival	25.00	25.00
		Rongoli festivals	25.00	25.00
Arunachal Pradesh	2019-20	River Tribe's Angling Festival	25.00	25.00
		Butterfly Meet at MIAO	25.00	25.00
	2020-21	Pedal to Pakke	25.00	25.00
	2021-22	Easterly Essence Ledum Festival	25.00	25.00
		Orange Festival of Music and Adventure	25.00	25.00
	2022-23	Si Donyi Festival	25.00	25.00
Orange Festival		25.00	25.00	
Manipur	2019-20	Sangai Festival	25.00	25.00
		Youth Adventure & Water Sports festival	25.00	25.00
Meghalaya	2019-20	Wangala Dance	25.00	25.00
		Nongkrem Dance Festival	25.00	25.00
	2021-22	Wangala Dance	25.00	25.00
		Nongkrem Dance Festival	25.00	25.00
	2022-23	Wangala Dance	25.00	25.00
		Nongkrem Dance Festival	25.00	25.00
Mizoram	2019-20	Anthurium Festival	25.00	25.00
		Winter Festival	25.00	25.00
	2020-21	Anthurium Festival	25.00	25.00
		Winter Festival	25.00	25.00
	2021-22	Anthurium Festival	25.00	25.00
		Winter Festival	25.00	25.00

	2022-23	Anthurium Festival	25.00	25.00
		Winter Festival	25.00	25.00
Nagaland	2019-20	Hornbill Festival	25.00	25.00
		Thuwu-Ni Festival	10.00	10.00
		Sukhrunye Festival	15.00	15.00
	2021-22	Hornbill Festival	20.00	20.00
		The Angami's Sekrenyi Festival	10.00	10.00
	2022-23	Ahuna Festival	5.00	5.00
		Runa Festival	5.00	5.00
		Sekrenyi Festival	5.00	5.00
		Autumn Festival at Nagaland House Kolkata	5.00	5.00
		Autumn Festival at Nagaland House New Delhi	5.00	5.00
Hornbill Festival		25.00	25.00	
Sikkim	2019-20	World Tourism Day, Gangtok	25.00	25.00
		Red Panda Winter Festival	25.00	25.00
	2020-21	Red Panda Winter Carnival	25.00	25.00
		Jorethang Maghey Mela	12.50	12.50
		Pelling Winter Tourism Festival	12.50	12.50
	2021-22	Cherry Temi Tea & Tourism Festival Temi Tea Gardens South Sikkim	12.50	12.50
		Khangchendzonga Winter Carnival Festival	12.50	12.50
		Jorethang Maghey Mela	25.00	25.00
Tripura	2019-20	Kharchi Mela	25.00	25.00
		Neermahal Festival	2.00	2.00
		Diwali Mela	15.00	15.00
	2020-21	Bharat Bangla Festival	25.00	25.00
	2022-23	Neermahal Festival	10.00	10.00
		Diwali Festival	5.00	5.00
		Chabimura Festival	5.00	5.00

ANNEXURE-II

STATEMENT IN REPLY TO PARTS (a) TO (b) OF RAJYA SABHA UNSTARRED QUESTION NO.450 ANSWERED ON 25.07.2024 REGARDING PROMOTION OF TOURISM IN NER RAISED BY SHRI BIRENDRA PRASAD BAISHYA

Swadesh Darshan Scheme

(Rs. in Crore)

S No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released
1.	Arunachal Pradesh	North-East Circuit 2014-15	Development of Bhalukpong-Bomdila and Tawang	49.77	47.28
2.	Arunachal Pradesh	North East Circuit 2015-16	Development of Nafra- Seppa-Pappu, Pasa, Pakke Valleys-Sangdupota- New Sagalee- Ziro-Yomcha	96.72	91.88
3.	Assam	Wildlife Circuit 2015-16	Development of Manas- Probitora- Nameri- Kaziranga- Dibru- Saikhowa	94.68	89.94
4.	Assam	Heritage Circuit 2016-17	Development of Tezpur – Majuli – Sibsagar	90.98	90.97
5.	Manipur	North-East Circuit 2015-16	Development of Tourist Circuit in Manipur: Imphal- Khongjom	72.23	61.32
6.	Manipur	NSpiritual Circuit 2016-17	Development of Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple	45.34	45.33
7.	Meghalaya	North East Circuit 2016-17	Development of Umium (Lake View), U Lum Sohpetbneng-Mawdiangdiang – Orchid Lake Resort	99.13	99.11
8.	Meghalaya	North East Circuit 2018-19	Development of West Khasi Hills (Nongkhlaw- KremTirof – Khudoi & Kohmang Falls – Khri River- Mawthadraishan, Shillong), Jaintia Hills (Krang Suri Falls- Shyrmang- Iooksii), Garo Hills (Nokrek Reserve, Katta Beel, Siju Caves)	84.97	84.96
9.	Mizoram	North East Circuit 2015-16	Development of Thenzawl & South Zote, District Serchhip and Reiek.	92.26	92.26
10.	Mizoram	Eco Circuit	Development of Eco-Adventure Circuit Aizawl -Rawpuichhip – Khawhphawp – Lengpui –	66.37	53.09

		2016-17	Chatlang- Sakawrhmutuaitlang - Muthee – Beratlawng -Tuiriial Airfield – Hmuifang		
11.	Nagaland	Tribal Circuit 2015-16	Development of Tribal Circuit Peren- Kohima- Wokha	97.36	97.36
12.	Nagaland	Tribal Circuit 2016-17	Development of Mokokchung- Tuensang-Mon	98.14	98.14
13.	Sikkim	North East Circuit 2015-16	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
14.	Sikkim	North East Circuit 2016-17	Development of Tourist Circuit Linking Singtam– Maka- Temi- BermoikTokel- Phongia- Namchi –Jorthang- Okharey- Sombaria- Daramdin- Jorethang- Melli (Exit)	95.32	95.32
15.	Tripura	North East Circuit 2015-16	Development of Agartala - Sipahijala - Melaghar - Udaipur - Amarpur- Tirthamukh- Mandirghat– Dumboor- NarikelKunja- Gandachara– Ambassa	82.85	77.76
16.	Tripura	North East Circuit 2018-19	Development of SurmaCherra- Unakoti- Jampui Hills- Gunabati - Bhunaneshwari- Neermahal- Boxanagar- Chottakhola- Pilak- Avangcharra	44.83	35.25

Swadesh Darshan 2.0

(Rs. in Crore)

Sn	State /UT	Destination	Interventions Name	Sanctioned Cost
1	Sikkim	Gangtok	Gangtok Cultural Village	22.59
2	Meghalaya	Sohra	Meghalayan age Cave Experience	32.45
3	Arunachal Pradesh	Mechuka	Mechuka Cultural Haat	18.48
4	Assam	Kokrajhar	Kokrajhar Wetland Experience	26.67
5	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91

6	Sikkim	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.40
7	Arunachal Pradesh	Nacho	Unlock Nacho Expedition	14.02
8	Arunachal Pradesh	Mechuka	Mechuka Adventure Park	12.75
9	Meghalaya	Sohra	Waterfall Trails experience	27.84
10	Nagaland	Chumoukedima	Tribal Cultural Experience at Midway Retreat	21.56

PRASHAD Scheme

(Rs. in Crore)

Sl. No.	Name of the State	Project Name	Sanctioned Year	Sanctioned Cost	Released Cost
1	Arunachal Pradesh	Development of Parshuram Kund, Lohit Distt.	2020-21	37.88	21.95
2	Assam	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	2015-16	29.80	29.80
3	Meghalaya	Development of Pilgrimage Facilitation in Meghalaya	2020-21	29.29	24.92
4	Mizoram	Development of Infrastructure for Pilgrimage and Heritage Tourism in the State of Mizoram	2022-23	44.89	6.52
5	Nagaland	Development of Pilgrimage Infrastructure in Nagaland	2018-19	25.20	21.33
6	Nagaland	Development of Pilgrimage Tourism Infrastructure at Zunheboto	2022-23	18.18	10.90
7	Sikkim	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32	28.31
8	Tripura	Development of Tripura Sundari Temple, Udaipur	2020-21	37.80	25.62

Assistance to Central Agencies for Tourism Infrastructure Development Scheme

(Rs. in Crore)

S. No	Name of State	Year	Name of Project	Agency	Amount sanctioned	Amount Released
1.	Assam (Neamati, Pandu, Jogighopa & Biswanathghat)	2019-20	Ministry of Tourism has accorded approval for continuation of the development of 4 nos jetties in NW-2 (Brahmaputra)	IWAI	28.03	7.01

2.	Mizoram	2020-21	Development of Convention Centre and associated Infrastructure at Aizawl, Mizoram	WAPCOS	39.95	27.69
3.	NER	2022-23	Development of 22 viewpoints in North Eastern States (i) Nagaland (2 view points) (ii) Meghalaya (3 view points) (iii) Mizoram (9 view points) (iv) Arunachal Pradesh (4 view points) (v) Manipur (3 view points)- (vi) Sikkim/West Bengal (1 view point)	NHIDCL	44.44	27.06
4.	Assam	2018-19	Joint Development of Kamakhya Railway Station	Ministry of Railways	4.96	4.02
5.	Assam	2018-19	Joint Development of Guwahati Railway Station	Ministry of Railways	4.99	4.34
