

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1739
ANSWERED ON 13.03.2025

PROMOTION OF TEA AND GOLF TOURISM IN NORTH EAST AND ASSAM

1739 SHRI BHUBANESWAR KALITA:

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

- (a) whether Government is planning to promote tea and golf tourism in North East and Assam;
- (b) whether there is any proposal received from Government of Assam in this regard, if so, the details thereof; and
- (c) the manner in which Government is trying to encourage entrepreneurs to set-up tea and golf tourism centers in North East and Assam?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Development and promotion of tourist destinations and products, including tea and golf tourism is undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry complements the efforts of States/UTs by developing and promoting various tourism products of the country, including tea and golf tourism through various schemes and initiatives.

The Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the State Governments/UT Administrations. The details of projects sanctioned in Assam under these schemes and the various initiatives undertaken to promote tea and golf tourism are given in Annexure.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1739 ANSWERED ON 13.03.2025 REGARDING PROMOTION OF TEA AND GOLF TOURISM IN NORTH EAST AND ASSAM RAISED BY SHRI BHUBANESWAR KALITA

Initiatives in Tea Tourism**Financial Assistance to State Governments and Union Territories for organising fairs & festivals and tourism related events****Rs. in Lakhs**

Name of state	Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
Sikkim	2021-22	Cherry Temi Tea & Tourism Festival Temi Tea Gardens South Sikkim	12.50	12.50

2023

During the 2nd Tourism Working Group Meeting held at Siliguri /Darjeeling (West Bengal) from 1st - 3rd April 2023, tea tasting and moonlight tea leaf plucking experiences were organized for the delegates.

2024

During the recently concluded 12th edition of the International Tourism Mart held at Kaziranga, Assam the Ministry of Tourism organized technical tours and familiarization trips for international participants, domestic buyers and sellers and other tourism stakeholders to various tourist destinations including tea estates of Assam.

List of sanctioned projects under Swadesh Darshan 2.0 as on 31.12.2024

S. No.	State	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1.	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91	05-03-2024
2.	Uttarakhand	Champawat	Tea Garden Experience	11.21	05-03-2024

Initiatives in Golf Tourism**List of Projects Sanctioned under the Scheme Assistance to Central Agencies****Rs. in Lakhs**

S. No.	Name of Project	State	Agency	Sanction Date	Amount sanctioned	Amount Released
1.	Project for Up-gradation of Golf Course at SAI Trivandrum Golf Club by the Sports Authority of India	Kerala	SAI	31-03-2017	2464.99	1232.49

List of Projects Sanctioned under the Swadesh Darshan Scheme

Rs. in Crore

State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released / Authorized
Mizoram	North East Circuit 2015-16	Development of Thenzawl & South Zote, District Serchhip and Reiek.	92.26	92.26

The project was sanctioned under Swadesh Darshan- North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram for various components at Thenzawl including the 18- hole Golf Course and associated infrastructure.

Other initiatives

“Tapping the Tourism Potential of Kashmir” was organized by the Ministry of Tourism in collaboration with the Government of UT of Jammu and Kashmir, FICCI, and India Golf Tourism Association in Srinagar on April 12-13, 2021 to promote tourism opportunities in Kashmir through exhibitions, brainstorming sessions, and familiarization trips showcasing its cultural heritage, natural beauty, culinary delights, and golf tourism. Approximately 200 participants attended, including media, tour operators, government officials, and foreign ambassadors in India.
