

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.2389**  
ANSWERED ON 20.03.2025

**PROMOTING TOURISM IN ASSAM**

2389 MS. SUSHMITA DEV:

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

- (a) the policies, programmes and operational schemes for the development of tourism in Assam;
- (b) the total funds allocated and utilised under various schemes to Assam in the last five years;
- (c) the total amount of funds spent on publicity and campaigns for the promotion of tourism;
- (d) whether Government has provided any financial assistance to Assam for the development of tea tourism and river tourism given their huge potential, if so, the details thereof; and
- (e) the steps taken by Government to bring national and international investment in the tourism sector in Assam in the last five years, year-wise?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Development and promotion of tourist destinations and products, including tea tourism and river tourism is undertaken by the respective State Government/UT Administration. The Ministry of Tourism complements the efforts of States/UTs by developing and promoting various tourism products of the country, including tea tourism and river tourism in Assam 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/Central Agencies including the State of Assam.

Ministry of Tourism has 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 & tourist-centric approach.

Under the Scheme for 'Assistance to Central Agencies for Tourism Infrastructure Development', a project 'Development of Jetties at 9 main points of embarkation/disembarkation of River Cruise on National Waterways No. 1 & 2' was sanctioned in 2020-21. On 05-03-2024, under SD 2.0 Scheme a Project 'Reimagining Cinnamara Tea Estate' has been sanctioned in Jorhat, Assam.

The Government of India under the guidelines for Special Assistance to States/Union Territories for Capital Investment (SASCI) for Development of Iconic Tourist Centres has approved two projects in Assam.

Ministry of Tourism has also been providing financial assistance to State Governments/UT Administrations for organizing fairs/festivals and tourism related events under its Domestic Promotion & Publicity including Hospitality (DPPH) Scheme.

Details of funds sanctioned for the State of Assam under the aforesaid schemes of Ministry of Tourism is **Annexed**.

As conveyed by Government of Assam, the total amount of funds spent on publicity and campaigns for the promotion of Tourism by the Tourism Department, Government of Assam, under the SOPD is as follows:

<b>Year</b>	<b>Amount (In Lakh)</b>
2023-24	974.89
2024-25	2000.00

Ministry of Tourism annually organizes International Tourism Mart (ITM) in the North Eastern region. This event serves as a vital platform, bringing together tourism businesses and entrepreneurs from the North Eastern States to foster collaboration and interactions among buyers, sellers, media, government agencies, and other stakeholders. Ministry of Tourism organized the 12th edition of the International Tourism Mart (ITM), in Kaziranga from November 26th to 29th, 2024.

In order to attract foreign investment in the tourism sector, 100% Foreign Direct Investment (FDI) is allowed under the automatic route in the tourism and hospitality industry in India, subject to applicable regulations and laws. 100% FDI is allowed in tourism construction projects, including the development of hotels, resorts and recreational facilities.

To give fillip to private investment in tourism, three-star or higher category classified hotels located outside cities with population of more than 1 million, ropeways & cable cars and Exhibition-cum-Convention Centre Projects with minimum built-up floor area of 100,000 square metres of exclusively exhibition space or convention space or both combined, have been included in the Harmonized Master List of infrastructure sub-sectors.

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**ANNEXURE**

**STATEMENT IN REPLY TO PARTS (a) TO (e) OF RAJYA SABHA UNSTARRED QUESTION NO.2389 ANSWERED ON 20.03.2025 REGARDING PROMOTING TOURISM IN ASSAM RAISED BY MS. SUSHMITA DEV**

**List of sanctioned projects under Swadesh Darshan Scheme for the State of Assam**

S. No.	Circuit	Sanction Year	Name of the Project	Amount Sanctioned (₹ Crore)	Amount Released / Authorized (₹ Crore)*	Amount Utilized (₹ Crore)
1	Wildlife Circuit	2015-16	Development of Manas–Probitora–Nameri–Kaziranga–Dibru– Saikhowa	94.68	94.68	89.94
2	Heritage Circuit	2016-17	Development of Tezpur – Majuli – Sibsagar	90.98	90.97	86.42

\* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.

**List of sanctioned projects under Swadesh Darshan 2.0 for the State of Assam**

S. No.	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1	Kokrajhar	Kokrajhar Wetland Experience	26.67	05-03-2024
2	Jorhat	Reimagining Cinnamara Tea Estate	23.91	05-03-2024

**List of sanctioned projects under PRASHAD for the State of Assam**

S. No.	Project Name	Sanction Year	Approved Cost (₹ Crore)	Amount Released (₹ Crore)	Physical Progress %	Financial Progress %
1	Development of Pilgrimage amenities at Kamakhya Temple	2015-16	29.80	29.80	100%	100%

**List of sanctioned projects under Assistance to Central Agencies for the State of Assam**

Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned (₹ Lakhs)	Amount Released (₹ Lakhs)
1	Development of Jetties at 9 main points of embarkation/ disembarkation of River Cruise on National Waterways No. 1 & 2	IWAI	2020-21	2803.05	700.76
2	Joint Development of Kamakhya	M/o	2018-19	496	402

	Railway Station	Railways			
3	Joint Development of Guwahati Railway Station	M/o Railways	2018-19	499	434

**List of sanctioned projects under special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centres to Global Scale for the State of Assam**

S. No.	Name of the Project	Sanctioned Cost (₹ Crore)	Amount Released (₹ Crore)
1	Assam State Zoo Cum Botanical Garden in Guwahati	97.12	126.64
2	Beautification of Rang Ghar in Sivasagar	94.76	

**Details of fairs and festivals and events supported under Domestic Promotion and Publicity scheme in the State of Assam**

Sr. No.	Year	Name of Fairs & Festivals	Amount Sanctioned (₹ Lakhs)	Amount Released (₹ Lakhs)
1	2021-22	Bhogali Festival	25.00	25.00
2	2021-22	Rongoli Festivals	25.00	25.00

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