

Ministry of Tourism



## Development of Tourism in NER

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Ministry of Tourism as part of its ongoing endeavour, promotes various tourism destinations and products of India including the states of North Eastern region in a holistic manner, through various initiatives including promotional events, assistance to State Governments/UT Administrations for organising fairs and festivals, participation in exhibitions, websites, social media etc.

The Ministry of Tourism has been organizing International Tourism Mart (ITM) in the North Eastern Region since 2013. The ITM is an annual event designed to highlight the tourism potential of the North Eastern region for both domestic and international audiences. This event serves as a vital platform, bringing together tourism businesses and entrepreneurs from the eight North Eastern States—Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim—to foster collaboration and interactions among buyers, sellers, media, government agencies, and other stakeholders. This year ITM was held at Gangtok, Sikkim, from 13-16 November 2025. In addition to this the followings steps including the initiatives under various central schemes as under:

- (i) **Incredible India Digital Platform**-The Ministry of Tourism revamped the Incredible India website as IIDP in September 2024 to engage the visitors across web and social media platforms. The content on the Incredible India Website is available in Hindi, English and UN languages. The website features tourism destination in the North East States to promote tourism in NER.
- (ii) The Ministry of Tourism promotes various tourism sites and products in North East Region in the domestic and international markets. Creative posts, Live sessions, Tweets etc., on North East destinations are posted on regular basis on the

social media handles of the Ministry of Tourism. In addition, the Ministry of Tourism also produces promotional material showcasing the tourist destinations and products in North Eastern States.

(iii) Financial support for organizing fairs & festivals- Ministry of Tourism provides financial assistance to State Governments/UT Administrations for organising fairs / festivals and Tourism related events under the DPPH scheme. The list of North East States to which the financial support for organizing fairs and festivals has been extended is at **Annexure-I**.

(iv) 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, Special Assistance to States for Capital Investment (SASCI Scheme), Challenge Based Destination Development (CBDD) for the development of tourism related infrastructure and facilities at various tourism destinations in the country including North Eastern Region. 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**.

Ministry of Tourism implements the Swachhta Action Plan (SAP) in coordination with the Department of Drinking Water & Sanitation, Ministry of Jal Shakti. Under SAP, the Ministry conducts cleanliness-awareness programmes, including in the North Eastern States. During 2024-25, 173 SAP activities were organized through IITTM, Central IHMs, State IHMs and FCIs under the following categories of (i) Tourist Awareness (ii) Students Awareness (iii) Stakeholders Awareness. Additionally, as directed by the Ministry of Jal Shakti, the Ministry of Tourism observes Swachhta Pakhwada and Swachhta Hi Sewa (SHS) every year in September and October. In 2024-25, 277 activities under Swachhta Pakhwada and 244 activities under SHS were carried out across India, including the North Eastern Region.

For effective air connectivity at PAN Indian basis including the States of NER, the Ministry of Civil Aviation launched the RCS-UDAN scheme to make regional air travel affordable, and the Ministry of Tourism has collaborated with it by extending Viability Gap Funding under the Champion Service Sector Scheme to improve air

links to key tourist locations, including in the North Eastern Region. Under this initiative, the following NER routes have been included as Tourism RCS routes: Dibrugarh–Dimapur, Dimapur–Dibrugarh, Dimapur–Imphal, Imphal–Dimapur, Agartala–Aizawl, Aizawl–Agartala, Dibrugarh–Imphal, Imphal–Dibrugarh, Hollongi–Guwahati and Guwahati–Hollongi.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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**Sunil Kumar Tiwari**

**tourism4pib[at]gmail[dot]com**

## **ANNEXURE-I**

### **Central Financial Assistance (Fairs & Festivals)**

**(Rs. in  
lakhs)**

<b>Name of state</b>	<b>Year</b>	<b>Name of Fairs &amp; Festivals</b>	<b>Amount sanctioned</b>
Assam	2016-17	• Rass Mahotsav, Majuli	35.00
		• Bodo National Festival	
		• Rongali Festival	
	2018-19	International Buddhist conference	25.00
		Rongali festival	25.00
	2021-22	Bhogali Festival	25.00
		Rongoli festivals	25.00

Arunachal Pradesh	2014-15	Nyokum Festival	14.00
	2015-16	<ul style="list-style-type: none"> <li>• Kameng River Eco-Tourism Festival</li> <li>• Menchuka Adventure Festival and</li> <li>• Orange Festival Dambuk</li> </ul>	30.00
	2017-18	<ul style="list-style-type: none"> <li>• Tawang Festival</li> <li>• Menchuka Adventure Festival</li> <li>• Orange Festival Dambuk</li> </ul>	40.00
	2018-19	Basar Confluence 3.0 Festival	20.00
	2019-20	River Tribe's Angling Festival	25.00
		Butterfly Meet at MIAO	25.00
	2020-21	Pedal to Pakke	25.00
	2021-22	Easterly Essence Ledum Festival	25.00
		Orange Festival of Music and Adventure	25.00
	2022-23	Si Donyi Festival	25.00
		Orange Festival	25.00
	2024-25	Aroma of Arunachal Festival	50.00

Manipur	2014-15	Manipuri Festival and Youth, Adventure& Water sports festival 2014	50.00
	2015-16	Manipur Sangai Festival and Youth, Adventure and Water Sports Festival Manipur 2015	50.00
	2016-17	Manipur Sangai Festival, and Youth Adventure and Water Adventure sports festival 2016	50.00
	2017-18	Manipur Sangai Festival and “Youth Adventure & Water Sports Festival 2017	50.00
	2019-20	Sangai Festival	25.00
		Youth Adventure & Water Sports festival	25.00

Meghalaya	2016-17	Wangala Dance Festival and Nongkrem Dance Festival	42.22
	2017-18	Wangala Dance Festival, Nongkrem Dance Festival and Lasubon Festival	50.00
	2018-19	Wangala Dance Festival and Nongkrem Dance Festival	50.00
	2019-20	Wangala Dance	25.00
		Nongkrem Dance Festival	25.00
	2021-22	Wangala Dance	25.00
		Nongkrem Dance Festival	25.00
	2022-23	Wangala Dance	25.00
		Nongkrem Dance Festival	25.00
	2023-24	Nongkrem Dance Festival	25.00
	2024-25	100 Drums Wangala Dance Festival	25.00
		Nongkrem Dance Festival	16.00
	2025-26	100 Drums Wangala Dance Festival	40.00
		Nongkrem Dance Festival	40.00

Mizoram	2014-15	Anthurium Festival,	25.00
		ThalfavangKut festival	25.00
	2015-16	Anthurium Festival	25.00
		ThalfavangKut Festival	25.00
	2017-18	Winter Festival	25.00
		Chapchar Kut	25.00
	2018-19	Chapchar Kut Festival	25.00
	2019-20	Anthurium Festival	25.00
		Winter Festival	25.00
	2020-21	Anthurium Festival	25.00
		Winter Festival	25.00
	2021-22	Anthurium Festival	25.00
		Winter Festival	25.00
	2022-23	Anthurium Festival	25.00
		Winter Festival	25.00
	2024-25	Winter Festival 2024	25.00
		Leitlanpui Music Festival 2024	25.00

	2025-26	Mizoram Travel Fest- 2025	30.00
		Leitlanpui Music Festival 2025	25.00
		Winter Festival 2025	25.00



Nagaland	2014-15	Hornbil Festival, 2014	25.00
	2016-17	Hornbill Festival	
	2017-18	Sekrenyi Festival, Hornbill Festival, Rengma's Ngadah Festival	50.00
	2019-20	Hornbill Festival	25.00
		Thuwu-Ni Festival	10.00
		Sukhrunye Festival	15.00
	2021-22	Hornbill Festival	20.00
		The Angami's Sekrenyi Festival	10.00
	2022-23	Ahuna Festival	5.00
		Runa Festival	5.00
		Sekrenyi Festival	5.00
		Autumn Festival at Nagaland House Kolkata	5.00
		Autumn Festival at Nagaland House New Delhi	5.00
		Hornbill Festival	25.00

2023-24	Autumn Festival at Nagaland House, New Delhi	10.00
	Cuisine and Music Festival at Naga Heritage Village, Kisama	25.00
2024-25	Autumn Festival at Nagaland House	30.00
	Traditional Food & Folk Music Festival at Dimapur	25.00
	Cultural Fair at Tzurang Valley, Mokuchung District	25.00
2025-26	Autum Festival - Prelude to Hornbill Festival, 2025	25.00
	Naga Wrestling Festival	25.00
	Cultural & Folk Music Festival	30.00

Sikkim	2015-16	<ul style="list-style-type: none"> <li>World Tourism Day, Gangtok,</li> <li>Sikkim Winter Carnival, Gangtok,</li> </ul>	44.00
	2016-17	World Tourism Day, Gangtok	25.00
		Red Panda Winter Festival, Gangtok	25.00
	2017-18	World Tourism Day, Gangtok	25.00
		Red Panda Winter festival, Gangtok	25.00
	2018-19	World Tourism Day	25.00
		Red Panda Festival, Gangtok	25.00
	2019-20	World Tourism Day, Gangtok	25.00
		Red Panda Winter Festival	25.00
	2020-21	Red Panda Winter Carnival	25.00
		Jorethang Maghey Mela	12.50
		Pelling Winter Tourism Festival	12.50
	2021-22	<b>Cherry Temi Tea &amp; Tourism Festival Temi Tea Gardens South Sikkim</b>	12.50
		<b>Khangchendzonga Winter Carnival Festival</b>	12.50
		Jorethang Maghey Mela	25.00

Tripura	2016-17	<ul style="list-style-type: none"> <li>• Neermahal Festival at Rajghat, Melaghar in Sepahijala District</li> <li>• Devali Festival at Maabari, Udaipur in Gomati District</li> <li>• Pilak Festival at Julaibari Santirbazar in South Tripura</li> </ul>	18.00
	2019-20	Kharchi Mela	25.00
		Neermahal Festival	2.00
		Diwali Mela	15.00
	2020-21	Bharat Bangla Festival	25.00
	2022-23	Neermahal Festival	10.00
		Diwali Festival	5.00
		Chabimura Festival	5.00
	2023-24	Neermahal Festival	9.80
		Diwali Festival	9.55
		Chabimura Festival	3.00
	2024-25	Diwali Festival	20.00
		Chabimura & Tirthamukh Festival	12.00
		Ashokastami Festival	5.00
		Chapchar Kut Festival	5.00

	2025-26	Neermahal Festival	30.00
		Diwali Festival	30.00
		Chabimura & Tirthamukh Festival	20.00

**ANNEXURE-II****Swadesh Darshan Scheme****(Rs. in  
Crore)**

<b>S. No.</b>	<b>State/UT</b>	<b>Circuit / Sanction Year</b>	<b>Name of the Project</b>	<b>Amount Sanctioned</b>
1.	Arunachal Pradesh	North-East Circuit 2014-15	Development of Bhalukpong- Bomdila and Tawang	49.77
2.	Arunachal Pradesh	North East Circuit 2015-16	Development of Nafra- Seppa- Pappu, Pasa, Pakke Valleys- Sangdupota- New Sagalee- Ziro- Yomcha	96.72
3.	Assam	Wildlife Circuit 2015-16	Development of Manas- Probitora- Nameri- Kaziranga- Dibru- Saikhowa	94.68

4.	Assam	Heritage Circuit 2016-17	Development of Tezpur – Majuli – Sibsagar	90.98
5.	Manipur	North-East Circuit 2015-16	Development of Tourist Circuit in Manipur: Imphal- Khongjom	72.23
6.	Manipur	Spiritual Circuit 2016-17	Development of Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple	45.34
7.	Meghalaya	North East Circuit 2016-17	Development of Umium (Lake View), U Lum Sohpetbneng-Mawdiangdiang – Orchid Lake Resort	99.13
8.	Meghalaya	North East Circuit 2018-19	Development of West Khasi Hills (Nongkhlaw-KremTiro – Khudoi & Kohmang Falls – Khri River- Mawthadraishan, Shillong), Jaintia Hills (Krang Suri Falls-Shyrmang- Iooksi), Garo Hills (Nokrek Reserve, Katta Beel, Siju Caves)	84.97

9.	Mizoram	North East Circuit 2015-16	Development of Thenzawl & South Zote, District Serchhip and Reiek.	92.26
10.	Mizoram	Eco Circuit 2016-17	Development of Eco-Adventure Circuit Aizawl - Rawpuichhip – Khawhphawp – Lengpui – Chatlang- Sakawrhmutuaitlang - Muthee – Beratlawng - Tuirial Airfield – Hmuifang	66.37
11.	Nagaland	Tribal Circuit 2015-16	Development of Tribal Circuit Peren- Kohima- Wokha	97.36
12.	Nagaland	Tribal Circuit 2016-17	Development of Mokokchung-Tuensang- Mon	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

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
15.	Tripura	North East Circuit  2015-16	Development of Agartala - Sipahijala - Melaghar - Udaipur - Amarpur-Tirthamukh- Mandirghat–Dumboor- NarikelKunja-Gandachara– Ambassa	82.85
16.	Tripura	North East Circuit  2018-19	Development of SurmaCherra- Unakoti-Jampui Hills- Gunabati - Bhunaneshwari- Neermahal- Boxanagar-Chottakhola- Pilak-Avangchaarra	44.83

## Swadesh Darshan 2.0

(Rs. in

Crore)

S. No.	State	Year of Sanction	Destination	Name of the Experience	Sanctioned Cost
1.	Arunachal Pradesh	2023-24	Nacho	Unlock Nacho Expedition	14.02



2.	Arunachal Pradesh	2023-24	Mechuka	Mechuka Cultural Haat	18.48
3.	Arunachal Pradesh	2023-24	Mechuka	Mechuka Adventure Park	12.75
4.	Assam	2023-24	Kokrajhar	Kokrajhar Wetland Experience	26.67
5.	Assam	2023-24	Jorhat	Reimagining Cinnamara Tea Estate	23.88
6.	Meghalaya	2023-24	Sohra	Waterfall Trails Experience	27.60
7.	Meghalaya	2023-24	Sohra	Meghalayan Age Cave Experience	32.45
8.	Mizoram	2024-25	Champhai	Eco Resort Experience at Keilungliah, Zote, Ngur & Mualbuhvum, Champhai	38.85
9.	Mizoram	2024-25	Champhai	Heritage and Cultural Centre, Champhai	33.87
10.	Mizoram	2025-26	Thingsulthliah	Construction of Conference Centre	99.71

11.	Nagaland	2023-24	Chumoukedima	Eco-Tourism Exp at Chumoukedima viewpoint	7.87
12.	Nagaland	2023-24	Chumuoukedima	Tribal Cultural Experience at Midway Retreat	21.56
13.	Nagaland	2024-25	Chumuoukedima	Adventure Tourism Experience at Jacob Village, Chumoukedima	32.54
14.	Sikkim	2023-24	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.41
15.	Sikkim	2023-24	Gangtok	Gangtok Cultural Village	22.60
16.	Tripura	2024-25	Agartala	Tripura Heritage Village & Sangeet Experience at Agartala (Phase-1 &2)	48.95

## Challenge Based Destination Development" sub-scheme of Swadesh Darshan 2.0.

(Rs. in Crore)

S. No.	State/UT	Year of Sanction	Name of the Project	Category	Sanctioned Cost
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1	Arunachal Pradesh	2024-25	Bichom Dam Adventure & Eco-Tourism Project	Ecotourism and Amrit Dharohar Sites	9.90
2	Arunachal Pradesh	2024-25	Kibhito Frontier Tourism - Gateway to Serenity	Vibrant Village Programme	4.96
3	Assam	2024-25	Panidhing Bird Sanctuary, Sivasagar	Ecotourism and Amrit Dharohar Sites	9.99
4	Manipur	2024-25	Development of Ancient capital of Manipur, Langthabal Konug	Culture & Heritage	24.69
5	Meghalaya	2024-25	Mawphlang cultural & Heritage centre	Culture & Heritage	24.87
6	Meghalaya	2024-25	Nartiang Spiritual & Cultural Centre	Spiritual Tourism	24.87
7	Nagaland	2024-25	Soulful Trails: The Impur Heritage Experience, Impur Village	Spiritual Tourism	24.94
8	Nagaland	2024-25	Development of wings over Doyang: An Eco-Tourism Haven' Doyang Reservoir	Ecotourism and Amrit Dharohar Sites	10.00

9	Sikkim	2024-25	Echoes of Valor: The Gnathang Valley Experience," Gnathang Village	Vibrant Village Programme	5.00
10	Sikkim	2024-25	Kabi Chronicles: A journey through Unity and Heritage, Kabi, Mangan	Spiritual Tourism	24.96

### Special Assistance to States for Capital Investment (SASCI Scheme)

(Rs. in Crore)

S. No.	State	Year of Sanction	Name of the Project	Sanctioned Cost
1.	Arunachal Pradesh	2024-25	Siang Adventure & Eco-Retreat in Pasighat	46.48
2.	Assam	2024-25	Assam State Zoo Cum Botanical Garden in Guwahati	97.12
3.	Assam	2024-25	Beautification of Rang Ghar in Sivasagar	94.76
4.	Manipur	2024-25	Loktak Lake Experience in Loktak	89.48
5.	Meghalaya	2024-25	MICE Infrastructure in Mawkhanu	99.27

6.	Meghalaya	2024-25	Redevelopment of Umiam Lake in Shillong	99.27
7.	Sikkim	2024-25	Skywalk, Bhaleydhunga, Yangang in Namchi	97.37
8.	Sikkim	2024-25	Border Experience in Nathula	68.19
9.	Tripura	2024-25	Shakti Peethas Park at Banduar in Gomati	97.70

## PRASHAD Scheme

(Rs. in Crore)

S. No.	State/UT	Project Name	Sanction Year	Approved Cost
1.	Arunachal Pradesh	Development of Parshuram Kund, Lohit Distt.	2020-21	37.88
2.	Assam	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	2015-16	29.80
3.	Meghalaya	Development of Pilgrimage Facilitation in Meghalaya	2020-21	29.29
4	Mizoram	Development of Infrastructure for Pilgrimage and Heritage Tourism in the State of Mizoram	2022-23	44.89

5	Mizoram	Development of Basic Amenities under PRASHAD scheme in Vangchhia, Champhai District	2024-25	5.47
6	Nagaland	Development of Pilgrimage Infrastructure in Nagaland	2018-19	25.20
7	Nagaland	Development of Pilgrimage Tourism Infrastructure at Zunheboto	2022-23	18.18
8	Sikkim	Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32
9	Tripura	Development of Tripura Sundari Temple, Udaipur	2020-21	34.43

### Assistance to Central Agencies for Tourism Infrastructure Development Scheme

(Rs. in Crore)

S. No.	Agency	Name of Project	State	Sanction Date	Amount sanctioned
1	IWAI	Development of Jetties at 9 main points of embarkation/disembarkation of River Cruise on National Water ways No. 1 & 2	Assam	28-04-2020	28.03

2	WAPCOS	Development of Convention Centre and associated Infrastructure at Aizawl.	Mizoram	31-03-2021	39.94
3	NHIDCL	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. (iii) Mizoram (9 view points)- Rs.12.78 Cr. (iv) Arunachal Pradesh (4 view points) – Rs.6.25 Cr. (v) Manipur (3 view points)- Rs.5.93 Cr. (vi) Sikkim/West Bengal (1 view point)- Rs.3.70 Cr.	NER	11-10-2022	44.44
4	Ministry of Railways	Kamakhya Railway Station	Assam	18.12.2012	4.96
5	Ministry of Railways	Guwahati Railway Station	Assam	18.12.2012	4.99

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