

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2440
ANSWERED ON 15.12.2025**

TARGETS FOR MAKING INDIA A GLOBAL MICE HUB

†2440. SHRI BABU SINGH KUSHWAHA:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the short-term and long-term targets set by the Government for revenue generation and increase visitors in order to make India a global Meetings, Incentives, Conferences and Exhibitions (MICE) hub along with the financial incentives being provided to attract international events;**
- (b) the manner in which the Government is developing an integrated wellness and medical tourism infrastructure in collaboration with the Ministry of AYUSH and private hospital chains to strengthen the 'Heal in India' brand;**
- (c) whether an inter-ministerial group in collaboration with Ministry of Health and Family Welfare is proposed to be formed to promote medical tourism and if so, the details thereof;**
- (d) the current status of the development of modern coastal and river cruise terminals for cruise tourism at major ports; and**
- (e) the details of the various measures taken/being taken by the Government in marketing strategy to attract high-spending tourists from East Asia and the Middle East?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): Development and promotion of tourist destinations and products, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, to position India as a leading global MICE destination, the Ministry of Tourism has developed a National Strategy and Roadmap for the MICE industry. As part of this initiative, the “Meet in India” sub-brand has been launched, with the vision to promote India as a hub for mega conferences and exhibitions,

creating awareness and building a positive global perception of the country's MICE potential.

(b) & (c): The Ministry of Tourism formulated a National Strategy & Roadmap for Medical Tourism which was circulated to the State Governments, Union Territories, Stake holder Ministries and organizations. There is no proposal in the Ministry of Tourism at present to develop integrated wellness and medical tourism infrastructure in collaboration with Ministry of AYUSH and private hospital chains or to form an inter-ministerial group to promote medical tourism.

The Ministry of Tourism through its central sector schemes of 'Swadesh Darshan, 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) and 'Assistance to Central Agencies for Tourism Infrastructure Development' extends financial assistance to the State Governments/UT Administrations for tourism infrastructure development in the country. The central financial assistance is being extended according to guidelines and based on proposals / detailed project reports received from the States and UT Governments.

(d): The Ministry of Tourism has sanctioned 14 projects for the development of Cruise Terminals and related infrastructure under the Scheme for 'Assistance to Central Agencies for Tourism Infrastructure Development' and 10 projects under Coastal Circuit of Swadesh Darshan Scheme. The list of these projects is placed at Annexure.

(e): As part of its on-going activities, the Ministry of Tourism regularly promotes India as a holistic tourism destination including in East Asia and the Middle East, through various mediums including social media and websites.

ANNEXURE

STATEMENT IN REPLY TO PART (d) OF LOK SABHA UNSTARRED QUESTION NO.†2440 ANSWERED ON 15.12.2025 REGARDING TARGETS FOR MAKING INDIA A GLOBAL MICE HUB RAISED BY SHRI BABU SINGH KUSHWAHA

List of Projects Sanctioned under the Scheme Assistance to Central Agencies for development of Cruise Terminals and related infrastructure

(Rs. in Lakh)

Sl. No.	Year	Name of State	Name of Project	Agency	Amount sanctioned
1	2012-13	Tamil Nadu	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port.	Chennai Port Trust	1724.66
2	2014-15	Goa	Cruise Terminal Building at Mormugao Port Trust	Mormugao Port trust	879.04
3	2016-17	Kerala	Development of a Walkway/Promenade on Willingdon Island, Cochin, Kerala	Cochin Port Trust	901.00
4	2016-17	Kerala	Central Financial Assistance for upgrading of Births & Backup area of Ernakulam Wharf	Cochin Port Trust	2141.00
5	2016-17	Maharashtra	Central Financial Assistance to Mumbai Port Trust for Development of Kanoji Angre Lighthouse as a tourist Destination	Mumbai Port trust	1500.00
6	2017-18	Maharashtra	Up-gradation / modernization to International Cruise terminal at Indira Dock, Mumbai.	Mumbai Port Trust	1250.00

7	2018-19	Goa	Improvement of immigration facility and deepening of existing cruise berth at Mormugao	Mormugao Port trust	1316.40
8	2018-19	Kerala	Developing infrastructure at Cochin Port Cruise Terminal.	Cochin Port Trust	120.79
9	2018-19	Kerala	Creation of additional tourism facilities at the Cochin north Trust Walkway	Cochin Port Trust	466.47
10	2018-19	Andhra Pradesh	Construction of Cruise Berth at Channel Berth in outer Harbour of patnam Port	Visakha patnam Port Trust	3850.00
11	2019-20	Kerala	CFA for Development of Additional infrastructure in the new Cochin Port Trust Terminal	Cochin Port Trust	1029.70
12	2019-20	Uttar Pradesh (Varanasi & Allahabad-I, Allahabad-II), Bihar (Bhagalpur), West Bengal (Kolkata) & Assam (Neamati, Pandu, Jogighopa & Biswanathghat)	CFA for Development of Jetties at nine (09) main points of embarkation/disembarkation of River Cruise on National Water ways No. 1& 2 Ministry of Tourism accorded approval for continuation of the development of 4 nos jetties in NW-2 (Brahmaputra)	IWAI	2803.05
13	2021-22	Goa	Creation of facilities for International and Domestic Cruise Vessels at Mormugao Port, Goa by Mormugao Port Trust (MPT)	Mormugao Port Trust	5000.00

14	2021-22	Maharashtra	Upgradation/Modernization to International Cruise Terminal at Indira Dock, Mumbai Port Trust	Mumbai Port Trust	3750.00
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List of Projects Sanctioned for Coastal Circuit under Swadesh Darshan Scheme

COASTAL CIRCUIT

(Rs. in Crore)

S. No.	Name of State	Year	Project Name	Amount Sanctioned
1.	Andhra Pradesh	(2014-15)	Development of Circuit at Kakinada - Hope Island - Coringa Wildlife Sanctuary - Passarlapudi - Aduru - S Yanam - Kotipally	67.83
2.	Andhra Pradesh	(2015-16)	Development of Nellore, Pulikat Lake, Ubblamadugu water falls, Nelapattu Bird Sanctuary, Mypadu Beach, Ramatheertham	49.55
3.	Puducherry	(2015-16)	Development of Dubrayapet – Arikamedu – Veerampattinam – Chunnambar - Nallavadu/Narambai - Manapet-Kalapet - Puducherry - Yanam	58.44
4.	West Bengal	(2015-16)	Development of Beach Circuit: Udaipur- Digha- Shankarpur-Tajpur- Mandarmani- Fraserganj-Bakkhilai-Henry Island	67.99
5.	Maharashtra	(2015-16)	Development of Sindhudurg Coastal Circuit (Shiroda Beach, Sagarashwar, Tarkarli, Vijaydurg (Beach & Creek), Devgad (Fort & Beach), Mitbhav, Tondavali, Mocehmad and Nivati Fort).	19.06
6.	Goa	(2016-17)	Development of Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail.	97.65
7.	Odisha	(2016-17)	Development of Gopalpur, Barkul, Satapada and Tampara.	70.82

8.	Andaman & Nicobar Islands	(2016-17)	Development of Long Island-Ross Smith Island- Neil Island- Havelock Island- Baratang Island-Port Blair.	27.57
9.	Tamil Nadu	(2016-17)	Development of Chennai- Mamamallapuram – Rameshwaram – Kulasekaranpattinam – Kanyakumari	73.13
10.	Goa	(2017-18)	Development of Rua De Orum Creek - Don Paula -Colva - Benaullim	99.35
			Total	631.39
