

Ministry of Tourism



ATTRACTING TOURISTS IN NER

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The Ministry of Tourism promotes tourism in the North Eastern Region (NER) through a range of initiatives. The Ministry organises the International Tourism Mart on a rotational basis in the North Eastern States to showcase tourism products and destinations to domestic and international buyers, media and influencers. Thirteen editions of the Mart have been held so far, with the last (13th) edition conducted in Sikkim in November 2025.

The Ministry also provides Central Financial Assistance to the North Eastern states for organising tourism-related events and festivals. It regularly conducts familiarization trips for tour operators, opinion makers and influencers, and promotes the region through its website and social media platforms.

Further, complimentary space is provided to North Eastern States in the India Pavilion during international tourism fairs and exhibitions. The Ministry also has field offices at Guwahati, Shillong, Imphal and Naharlagun, which undertake promotional activities throughout the year.

The Ministry of Tourism provides financial assistance to State Governments in the North Eastern Region (NER) under its schemes of Swadesh Darshan 2.0, PRASHAD, Challenge Based Destination Development (CBDD) and Assistance to Central Agencies for development of tourism infrastructure with modern amenities. Cleanliness is given due emphasis under these schemes, including components relating to upkeep and maintenance of tourist destinations. Further, seamless connectivity is being enhanced in coordination with the Ministry of Civil Aviation through Viability Gap Funding under the Champion Service Sector Scheme, including regional air connectivity routes in the NER.

Safety and security of tourists is primarily a state subject. However, the Ministry regularly takes up the matter with State Governments/UT Administrations to strengthen on-ground safety mechanisms, including deployment of Tourism Police. A 24×7 Multilingual Tourist Helpline (1363/1800111363) has also been operationalised to assist domestic and foreign tourists.

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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