

(b) the details of funds sanctioned, utilized and expenditure incurred by State Governments on this campaign during last three years, year-wise and State-wise;

(c) whether Government proposes to continue with the said campaign in coming years as a new theme is being planned; and

(d) the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) The Ministry of Tourism as part of its on-going activity, releases campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of India, to increase foreign tourist arrivals and promote domestic tourism in the country. From the year 2002, the year in which Incredible India brand line was launched, to 2009, 'Foreign Tourist Arrivals (FTAs)' to the country have increased from 2.38 million to 5.11 million (provisional). During the same period Foreign Exchange Earnings (FEE) have increased from Rs. 15064 crore to Rs. 54960 crore (advance estimates). The domestic visits during the same period have increased from 269.60 million to 650.04 million (provisional).

(b) Incredible India campaigns are undertaken centrally by the Ministry of Tourism and no funds are released to the State Governments/Union Territory Administrations for the purpose.

(c) and (d) At present, there is no proposal to discontinue the centralized 'Incredible India' campaigns.

#### **Golden and Diamond Triangles tourist circuits**

3307. DR. JANARDHAN WAGHMARE: Will the Minister of TOURISM be pleased to state:

(a) whether Government has christened some tourist places as Golden Triangle and Diamond Triangle in the country;

(b) if so, the details thereof; and

(c) the steps taken by Government to popularise these places as well as attract domestic and foreign tourists alongwith the funds allocated for this purpose?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) to (c) Development and promotion of tourist places is primarily undertaken by the concerned State Governments/Union Territory Administrations. However, the Ministry of Tourism provides financial assistance for tourism projects based on proposals received from them subject to availability of funds, *inter-se* priority and adherence to Scheme Guidelines. State-wise details of projects sanctioned during the Eleventh Five Year Plan upto 30.6.2010 are at Statement (See below).

The Ministry of Tourism also promotes India as a holistic destination in the domestic and international markets through print and electronic media campaigns, tourist literature and publicity collaterals.

**Statement**

*Tourism Projects sanctioned during the Eleventh Five Year Plan  
(2007-08, 2008-09, 2009-10 and 2010-11 upto 30.6.2010)*

(Rs. in crore)

Sl. No	State	Number of Project	Amount Sanctioned
1	2	3	4
1.	Andhra Pradesh	31	146.47
2.	Arunachal Pradesh	41	111.21
3.	Andaman and Nicobar Islands	0	0.00
4.	Assam	15	44.55
5.	Bihar	15	39.23
6.	Chandigarh	14	27.82
7.	Chhattisgarh	6	24.27
8.	Dadra and Nagar Haveli	3	0.24
9.	Daman and Diu	1	0.12
10.	Delhi	20	72.16
11.	Goa	3	48.14
12.	Gujarat	12	34.30
13.	Haryana	24	59.72
14..	Himachal Pradesh	28	76.78
15.	Jammu and Kashmir	93	159.52
16.	Jharkhand	10	11.55
17.	Kerala	30	127.45
18.	Karnataka	22	105.20
19.	Lakshadweep	1	7.82
20.	Maharashtra	11	58.90
21.	Manipur	25	73.44
22.	Meghalaya	15	33.86
23.	Mizoram	18	44.53
24.	Madhya Pradesh	39	125.43

1	2	3	4
25.	Nagaland	48	72.65
26.	Orissa	30	99.69
27.	Puducherry	13	24.21
28.	Punjab	7	33.13
29.	Rajasthan	20	91.71
30.	Sikkim	72	162.15
31.	Tamil Nadu	38	116.53
32.	Tripura	32	35.93
33.	Uttar Pradesh	22	75.79
34.	Uttarakhand	8	66.04
35.	West Bengal	29	94.48
GRAND TOTAL:		796	2305.02

#### Drop-out rate of students from IHMs

3308. SHRI A.A. JINNAH: Will the Minister of TOURISM be pleased to state:

(a) the drop-out rate of students from Institutes of Hotel Management (IHMs) during the last three years, IHM-wise, category-wise and year-wise; and

(b) the details of steps National Council for Hotel Management and Catering Technology (NCHMCT) has taken/proposed to be taken to contain the said drop-out rate?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) and (b) The rate of students dropping out after registering in the Institutes of Hotel Management (IHMs) during the last three years was minimal. For example:—

	Drop-outs in		
	2008	2009	2010
IHM, Chennai	05	04	04
IHM, Pusa, Delhi	19	15	10
IHM, Kolkata	07	27	11
IHM, Mumbai	15	10	09

#### Joint Entrance Exam by NCHMCT

3309. SHRI A.A. JINNAH: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that National Council for Hotel Management and Catering