

Promotion of tourist spots in Juhu, Mumbai

284. SHRI D. P. TRIPATHI: Will the Minister of TOURISM be pleased to state:

- (a) whether promotional efforts under the "Incredible India" campaign have taken care of tourist spots in Juhum Mumbai;
- (b) if so, the details thereof;
- (c) the number of regional offices in India to promote tourism; and
- (d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) and (b) The Ministry of Tourism, Government of India, as part of its on-going activities releases print, electronic and online media campaigns, under the 'Incredible India' brand-line, to promote India as a holistic destination in the domestic and international markets. The holistic promotion includes promotion of various Indian tourism products and destinations. Besides, the Ministry through its overseas offices, *interalia* organises Road Shows, Know India Seminars, Workshops, participates in various Fairs, Exhibitions and Events to promote various Indian tourist destinations and products.

(c) and (d) The Ministry of Tourism has 5 Regional offices in India:

- (i) Indiatourism, Delhi (For Northern India) 88, Janpath, New Delhi-110001.
- (ii) Indiatourism, Mumbai (For Western and Central India) 123, Maharshi Karve Road, Churchgate, Mumbai-400020, Maharashtra.
- (iii) Indiatourism, Chennai (For Southern India) 154, Anna Salai, Channai-600002, Tamil Nadu.
- (iv) Indiatourism, Kolkata (For Eastern India) 'Embassy', 4 Shakespeare Sarani, Kolkata-700071, West Bengal.
- (v) Indiatourism, Guwahati (For North-Eastern India) Assom Paryatan Bhawan, A.K. Azad Road, Paltan Bajar, Guwahati-781008, Assam.

Development of tourism in Kerala

285. SHRI N. K. SINGH: Will the Minister of TOURISM be pleased to state:

- (a) whether Government has prepared a special package for development of tourism in Kerala;
- (b) if so, the details thereof;

(c) the details of assistance provided to all States for the promotion of tourism in the country; and

(d) steps being taken to promote tourism in other States of the country?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) and (b) The development and promotion of tourism is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, the Ministry of Tourism provides Central Financial Assistance (CFA) for tourism infrastructure development projects identified in consultation with them, subject to availability of funds, *inter-se-priority* and adherence to Scheme Guidelines. The Ministry of Tourism has not prepared any special package for development of tourism in Kerala.

(c) The details of CFA given to various State/UTs during 11th five year plan for promotion and development of tourism in the country have been given in the Statement (*See below*).

(d) The Ministry of Tourism runs centralized campaigns in electronic, print and online media, in both international and domestic markets to promote various Indian tourism destinations and products. Besides, the Ministry participates in various International Tourism/Trade fairs, exhibitions, events to promote Indian tourism destinations and products. The Ministry through its overseas offices also, *inter alia*, organizes Road Shows, Know India Seminars/Workshops to create awareness about Indian destinations and products, invites international tour operators, media persons and opinion makers under its hospitality scheme to give them first hand experience of Indian tourist destinations and products.

Statement

Details of projects sanctioned for the development and promotion of tourism infrastructure in all States/UTS in the country during the 11th Five Year Plan.

(Rs. in crore)

Sl. No.	Name of the State	No. of Projects	Amount
		Sanctioned	Sanctioned
1	2	3	4
1.	Andhra Pradesh	52	244.62
2.	Arunachal Pradesh	62	174.25

1	2	3	4
3.	Andaman and Nicobar Islands	0	0.00
4.	Assam	26	95.94
5.	Bihar	18	57.59
6.	Chandigarh	19	30.99
7.	Chhattisgarh	11	45.58
8.	Dadra and Nagar Haveli	3	0.24
9.	Daman and Diu	1	0.12
10.	Delhi	27	78.29
11.	Goa	8	77.90
12.	Gujarat	17	86.36
13.	Haryana	35	99.78
14.	Himachal Pradesh	45	128.79
15.	Jammu and Kashmir	145	391.17
16.	Jharkhand	21	67.27
17.	Kerala	40	163.53
18.	Karnataka	31	140.48
19.	Lakshadweep	1	7.82
20.	Maharashtra	23	162.96
21.	Manipur	36	137.82
22.	Meghalaya	28	61.64
23.	Mizoram	33	79.59
24.	Madhya Pradesh	59	203.19
25.	Nagaland	75	176.96
26.	Odisha	40	127.95

1	2	3	4
27.	Puducherry	20	74.75
28.	Punjab	16	66.69
29.	Rajasthan	28	125.41
30.	Sikkim	86	213.68
31.	Tamil Nadu	49	160.78
32.	Tripura	48	91.56
33.	Uttar Pradesh	44	168.39
34.	Uttarakhand	31	198.68
35.	West Bengal	48	149.54
GRAND TOTAL		1226	4090.31

Plan to develop places along the Rivers

†286. SHRI BHAGAT SINGH KOSHYARI: Will the Minister of TOURISM be pleased to state:

(a) whether Government has made any plan to develop such places as tourist places from where rivers like Ganga, Yamuna and Saraswati flow;

(b) if so, the details thereof and the time by which the said scheme is likely to be implemented; and

(c) further steps taken by Government for immediate implementation of the said scheme?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) Development, Promotion and implementation of tourism projects at identified tourism spots including at the locations through which major rivers pass is primarily undertaken by the State Governments/Union Territory Administrations. However, Ministry of Tourism provides Central Financial Assistance for tourism projects which are prioritized in consultation with the State Governments/Union Territories. The projects which are complete as per scheme guidelines are sanctioned subject to availability of funds and inter-se priority.

† Original notice of the question was received in Hindi.