

(c) whether Government propose to sanction the above noted amount for the development of this Temple and if so, by when the amount will be sanctioned?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. K. CHIRANJEEVI): (a) to (c) Yes, Sir. The proposal for Development of Baba Mahendranath Temple in Siwan has been prioritized and submitted by the State Government of Bihar. The project proposal submitted by the State Government of Bihar is being scrutinized for Central Financial Assistance in the financial year 2013-14.

The projects are sanctioned and funds released to State Governments/UT Administrations subject to submission of Utilization Certificates for funds released to them in the previous years.

777 days of Indian Himalayas

2142. SHRI SALIM ANSARI: Will the Minister of TOURISM be pleased to state:

(a) whether Government has announced the launch of a campaign titled "777 days of Indian Himalayas" to promote incredible tourist product internationally, and if so, the details of the campaign; and

(b) the amount that has been earmarked for promotion of this campaign and date of launch for the campaign?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. K. CHIRANJEEVI): (a) and (b) Yes, Sir. The Ministry of Tourism has announced the launch of a new campaign titled '777 days of Indian Himalayas' on 27th September, 2013, for promoting the Indian Himalayas as a preferred tourist destination in consultation with various stakeholders.

No separate amount has been earmarked for this campaign.

Tourism Mart in Guwahati

2143. SHRI PANKAJ BORA: Will the Minister of TOURISM be pleased to state:

(a) the main purpose of organising First International Tourism Mart of Guwahati in January, 2013;

(b) the number of foreign delegates and Government officials from foreign countries who attended, the outcome of deliberation of business session in the Tourism Mart;

(c) whether Government is trying to do an aggressive marketing campaign to attract foreign tourists all over the World for the unexplored tourist paradise in all the eight N.E. States; and