

utilization certificates against the funds released earlier and adherence to the relevant scheme guidelines.

The Ministry of Tourism has launched two new Schemes under Central Sector:-

- (1) Integrated Development of Theme Based Circuit - Swadesh Darshan.
- (2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive - PRASAD.

All the State and UT Governments including the State Government of Maharashtra have been taken on board for development of tourism infrastructure under these two Schemes. A consultation meeting with all the State and UT Governments including Maharashtra was held recently.

The Ministry of Tourism (MOT) promotes India as a holistic destination in the domestic and international markets. As part of its promotional activities, the Ministry of Tourism releases campaigns in the international and domestic markets under the Incredible India brand-line to showcase various tourism destinations and products including its cultural heritage. In addition to this, the Ministry of Tourism promotes various tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.

MOT also undertakes the TV Campaign for the State of Jammu & Kashmir and North East Region. TV Campaigns to promote tourism to the North East Region and to the State of Jammu & Kashmir were released on Doordarshan and in private television channels across the country.

#### **Fund allocated to States for spreading culture**

620. SHRI K. RAHMAN KHAN : Will the Minister of CULTURE be pleased to state:

- (a) the State-wise details of funds allocated to the States during last three years for improving its performance in spreading culture in the country; and
- (b) the steps being taken to spread Indian culture in the other countries of the world?

THE MINISTER OF STATE OF THE MINISTRY OF CULTURE (DR. MAHESH SHARMA) : (a) and (b) Ministry of Culture is not implementing any Scheme under which the funds are allocated and released directly to the States. The Ministry of Culture and

its attached, sub-ordinate and autonomous organizations promote, preserve and conserve Art and Culture in the country through various schemes/programme. The Festival of India abroad have been representing efforts for promoting and spreading of Indian Culture abroad and enhancing people to people contact through dance performance, food festival, religious event/exhibition, literary festival, film festival, Yoga' Mehendi art etc. Grants are also given as authorizations to Indian Missions through Ministry of External Affairs for further distribution to Indo-Friendship Cultural Societies in foreign countries with the object of fostering closer friendship and cultural contacts between India and foreign country concerned.

#### **Cut in allocation for culture in 2015**

621. SHRI VIVEK GUPTA : Will the Minister of CULTURE be please to state:

- (a) whether the amount allocated for culture has been slashed by ₹ 380 crore in 2015;
- (b) if so, how does Government plans to accommodate the growing population by decreasing funds;
- (c) what is the rationale behind the aforementioned cut in allocation; and
- (d) what measures are being proposed by Government to boost cultural development and preserve the ethos of various monuments, heritage, literature, performing arts in our country?

THE MINISTER OF STATE OF THE MINISTRY OF CULTURE (DR. MAHESH SHARMA) : (a) to (c) The Plan allocation of ₹ 1835.00 crores at BE 2014-15 stage was reduced to ₹ 1500.00 crores at RE 2014-15. During the current financial year, the allocation is ₹ 1455.00 crores. The activities of the Ministry of Culture and its organisations would be carried out within the allocated resources without affecting the same. Besides, the funds would be sought under other schemes *viz* 'HARIDAY' and 'PRASAD' being implemented by Ministry of Urban Development and Ministry of Tourism respectively for preservation and conservation of Cultural Heritage.

(d) Archaeological Survey of India has been taking steps by adopting innovative measures like "ADARSH" monument scheme under which 25 monuments have been identified for upgradation and better presentation to public with modern facilities and tourist amenities in the first phase. National Academies have proposed to take up various schemes/programmes relating to promotion of literary and performing arts during 2015- 16 in the country.