

and travel media to apprise about the tourism infrastructure in the State like transportation, accommodation, guides, and other service providers of Tourism which help tours operators to plan, design and sell tours of Punjab and helps travel writers/journalists/bloggers to write about Punjab in various editorial platforms.

- (iv) Publication and distribution of Tourist literature to important travel agents, tour operators, airports and hotel groups for further distribution to important people connected with tourism industry.
- (v) Empanelment of leading marketing agencies to aid and advice on promotion and publicity of tourism in the State and Creation of Brand Image Tourist Destination.

#### **Roadmap to promote tourism in Uttar Pradesh**

†2697. SHRI JUGUL KISHORE: Will the Minister of TOURISM be pleased to state whether Government has drawn up a roadmap to promote tourism in Uttar Pradesh, if so, the details thereof and how Government intends to implement the same?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): Development and promotion of tourism is primarily the responsibility of the State Governments and Union Territory Administrations. The Ministry of Tourism provides Central Financial Assistance (CFA) for tourism infrastructure projects that are complete as per existing scheme guidelines and are sanctioned subject to availability of funds and utilization of funds released earlier.

Two new schemes *i.e.* 'Swadesh Darshan' and 'PRASAD' have been introduced by the Ministry of Tourism, Government of India. Under the Swadesh Darshan scheme 12 theme based circuits have been identified for integrated tourism development in the country. These are Ramayana Circuit, Spiritual Circuit, Eco Circuit, Rural Circuit, Buddhist Circuit, Wildlife Circuit, North East Circuit, Krishna Circuit, Himalayan Circuit, Coastal Circuit, Desert Circuit and Tribal Circuit. The State of Uttar Pradesh is covered in many of these circuits.

Under the PRASAD scheme, two pilgrim sites namely Mathura and Vrindavan are amongst the 12 sites identified under the scheme. The following projects under the scheme have been sanctioned to the State of Uttar Pradesh during the year 2014-15:

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† Original notice of the question was received in Hindi.

(₹ in Lakh)

Sl.No.	Project Name	Amount Sanctioned
1	Development of Mathura-Vrindavan as Mega Tourist Circuit Phase – II	1493.00
2.	Tourist Facilitation Centre at Vrindavan	936.00

The State Government of Uttar Pradesh have undertaken various measures to develop and promote tourism in the State. The tourist spots are publicised through website/posters/brochures, participation in international and national travel marts and seminars.

#### **Promotion of religious tourist places in Maharashtra**

2698. SHRI AJAY SANCHETI: Will the Minister of TOURISM be pleased to state:

(a) the details of the steps taken to promote religious tourist places specially in Maharashtra;

(b) whether the Central Government has received any proposals for development of Pandharpur, Shirdi, Akkalkot and Tuljapur in Maharashtra from the Government of Maharashtra; and

(c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) Ministry of Tourism has identified twelve pilgrimage cities under the newly launched scheme 'National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive' (PRASAD) with an objective to promote important religious tourist places in the country. These twelve Pilgrimage cities are Amritsar, Ajmer, Dwaraka, Kedarnath, Mathura, Varanasi, Gaya, Guwahati, Puri, Amaravati, Kanchipuram and Vellankanni. Identification of more destinations under the scheme is a continuous process, subject to availability of resources and adherence to scheme guidelines.

(b) and (c) No, Sir.

#### **Malnutrition deaths of tribal children**

2699. SHRI D. P. TRIPATHI:

SHRI B. K. HARIPRASAD:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) whether malnutrition deaths of children below the age of five have been reported from the tribal areas in various parts of the country including Maharashtra and Karnataka last year;