

[6 July, 2004]

RAJYA SABHA

**Promotion of Tourism**

55. DR. T. SUBBARAMI REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether Government have taken up major brand building exercise to promote tourism globally that would in turn generate nearly 10 million jobs and support tiny industry;

(b) if so, whether Government have set up an inter-Ministerial group on 1st June, comprising various Ministries to help the tourism industry to develop in a bid to provide additional push to the existing tourism project; and

(c) if so, to what extent this group has been helpful in improving the tourists industry and to improve various facilities in the country?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir. The Travel and Tourism sector creates more jobs per million rupees of investment than any other sector of the economy and is capable of providing employment to a wide spectrum of job seekers from the unskilled to the specialized even in the remoter parts of the country. For the first time an integrated brandbuilding campaign with the byline "Incredible India" was launched. The uniqueness of this campaign was that an integrated approach involving electronic, print, web and conventional methods was adopted.

(b) No, Sir.

(c) Does not arise.

**Irrigation projects in Andhra Pradesh**

56. SHRIMATI VANGA GEETHA: Will the Minister of WATER RESOURCES be pleased to state:

(a) whether Government propose to assist Andhra Pradesh Government for 11 ongoing irrigation projects under Accelerated Irrigation Benefit Programme; and

(b) if so, the amount to be released therefor and by when?

THE MINISTER OF STATE IN THE MINISTRY OF WATER RESOURCES (SHRI JAI PRAKASH NARAYAN YADAV) (a) and (b) The Central Government is providing Central Loan Assistance (CLA) under Accelerated Irrigation Benefits Programme (AIBP) to 11 on-going major/medium Irrigation projects of Andhra Pradesh. An amount of Rs. 869.331 crore has so far been provided to the State Government under this programme. The CLA under AIBP is released to the State Government on an year to year basis as, per the ceiling fixed by the Planning Commission, budget allocation made by the State Government and the demand made by the State Government against each of the project. No demand for CLA has been received from the State Government during the current financial year.

**Project to connect the river**

†57. SHRI RAVI SHANKAR PRASAD: Will the Minister of WATER RESOURCES be pleased to state:

(a) whether it is a fact that Government have decided to consider afresh the project to connect the rivers for proper water management in the country;

(b) if so, the details in this regard; and

(c) the action taken by Government on this proposal, so far?

THE MINISTER OF STATE IN THE MINISTRY OF WATER RESOURCES (SHRI JAI PRAKASH NARAYAN YADAV) (a) to (c) The Government envisages a comprehensive review of the feasibility of linking the river of the country in a fully consultative manner.

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†Original notice of the question was received in Hindi.