

(₹ in crore)

Sl. No.	Scheme	Name of the Projects/Year of sanction	Amount Sanctioned
1.	Swadesh Darshan	Integrated Development of Tourism Infrastructure Projects in the State of Jammu and Kashmir. (2016-17)	82.97
2.	Swadesh Darshan	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama Circuit in Jammu and Kashmir. (2016-17)	96.38
3.	Swadesh Darshan	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for Jammu and Kashmir (2016-17)	98.70
4.	Swadesh Darshan	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev- Patnitop under Himalayan Circuit Theme. (2016-17)	97.82
5.	Swadesh Darshan	Integrated Development of Tourist Facilities at Anantnag-Kishtwar- Pahalgam-Daksum-Ranjit Sagar Dam Circuit under Himalayan Circuit Theme. (2016-17)	96.39
6.	Swadesh Darshan	Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh Circuit under Himalayan Circuit Theme. (2016-17)	96.93
7.	PRASAD	Development of Hazratbal in Jammu and Kashmir. (2016-17)	42.02

**Special package for Jammu and Kashmir to attract foreign tourists**

2069. SHRI SHAMSHER SINGH MANHAS: Will the Minister of TOURISM be pleased to state:

(a) whether the Ministry has developed any special package for J&K State to attract foreign tourists;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (c) The Ministry of Tourism undertakes promotional activities under the 'Incredible India' brand-line to promote India and its various tourism products and destinations including Jammu and Kashmir in domestic and international markets to increase foreign tourist arrivals and domestic tourist visits in the country.

Incredible India campaigns are released in domestic and international markets in various media including Print, Television, Online and Outdoor to showcase India's tourism potential. A series of promotional activities are also undertaken through the India Tourism Offices in India and overseas. These include participation in travel fairs and exhibitions; organising Road Shows, seminars and workshops; production of publicity material and hosting media personalities, tour operators and opinion makers from overseas under the hospitality programme of the Ministry. The Ministry of Tourism also utilizes its website and social media platforms to promote the tourism destinations and products of the country.

The Ministry of Tourism also provides complimentary space to the State of Jammu and Kashmir in important tourism events such as WTM London, ITB Berlin, SATTE etc. to showcase their tourism products.

In addition to above, Ministry of Tourism has sanctioned following projects under Swadesh Darshan Scheme as part of Prime Minister Development Package for Jammu and Kashmir:

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1	2	3	4
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#### **National tourism package**

2070. SHRI ANUBHAV MOHANTY: Will the Minister of TOURISM be pleased to state:

(a) whether the Minister will consider giving a national tourism package to those participating in the 'Make in India' programme in order to encourage and spread tourism in the country; and

(b) if so, whether the Ministry will take initiative and coordinate to develop infrastructure to suit the standards of those participating in the 'Make in India' projects so that the tourists are not disappointed while availing the tourism package?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) The Ministry of Tourism at present does not have a National Tourism Package for those participating in the 'Make in India' programme.

(b) Ministry of Tourism, is already taking initiative and coordinating the development of tourism related infrastructure and facilities in the country through the Swadesh Darshan and PRASAD schemes. The above schemes aim to enhance the tourism attractiveness by developing world class infrastructure at identified circuits/destinations in a planned, prioritized and sustainable manner.

#### **Making india a preferred M.I.C.E destination**

2071. DR. KANWAR DEEP SINGH: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that India's market-share in Global Convention business is quite insignificant;