

for infrastructure development and beautification of tourist spots/religious places on receipt of suitable DPRs submitted by State Governments/Union Territories, subject to availability of funds, liquidation of pending utilisation certificate against the fund released earlier and adherence to the relevant scheme guidelines.

Under the schemes Ministry of Tourism has sanctioned the following projects including Sikh Shrines in Punjab, Haryana and Himachal Pradesh:

- (i) "Development of Karuna Sagar Valmiki Sthal at Amritsar" Punjab sanctioned in 2015-16 at the cost of ₹6.40 crore under PRASHAD Scheme. The project is complete now.
- (ii) "Development of Tourism Infrastructure at places related to Mahabharata in Kurukshetra, Haryana" sanctioned in 2016-17 at the cost of ₹ 97.35 crore under Swadesh Darshan Scheme. The amount ₹70.60 crore has been released so far.
- (iii) "Integrated Development of Himalayan Circuit in Himachal Pradesh" sanctioned in 2016-17 at the cost of ₹99.76 crore under Swadesh Darshan Scheme. The amount ₹ 19.95 crore has been released so far.
- (iv) "Development of Heritage Circuit: Anandpur Sahib-Fatehgarh Sahib-Chamkaur Sahib-Ferozpur-Amritsar-Khatkar Kalan-Kalanour-Patiala in Punjab" sanctioned in 2018-19 at the cost of ₹99.95 crore under Swadesh Darshan Scheme. The 1st instalment will be released after tendering process by the State Government of Punjab.

Rural tourism component under PIDDC scheme

274. SHRI DEREK O'BRIEN: Will the Minister of TOURISM be pleased to state:

- (a) whether any proposal has been approved under "Rural Tourism Infrastructure Development" under Product Infrastructure Development for Destinations and Circuits (PIDDC) Scheme, if so, the details thereof;
- (b) whether there has been any progress on the proposals accepted, if so, the details thereof, if not, the reasons therefor; and
- (c) the budget allocated for each project and the funds disbursed for the same so far?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI K. J. ALPHONS): (a) Rural Tourism Infrastructure Development was part of Product Infrastructure Development for Destinations and Circuits (PIDDC). PIDCC was delinked from the union support for State plan, except Union Territories, with effect from financial year 2015-16, pursuant to acceptance of the Fourteenth Finance Commission's recommendation.

No proposal has been received under Rural Tourism Infrastructure Development under PIDDC after 2014-15 from Union Territories.

(b) and (c) Does not arise.

Marketing and promotion of Indian tourism

275. DR. VIKAS MAHATME: Will the Minister of TOURISM be pleased to state:

(a) the details regarding all ongoing campaigns by the Ministry in the International and Domestic markets;

(b) the details of the funds that have been sanctioned and released towards the ends of promotion and campaigning in the International market; and

(c) whether Government because of the launch of the Swadesh Darshan and the PRASAD scheme anticipates a definite per cent increase in the number of tourists, and if so, the details of such targets if any?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI K. J. ALPHONS): (a) The following promotional campaigns of the Ministry of Tourism are presently ongoing in the International and Domestic markets:

(i) Global Media Campaigns on television (including inflight television), print, digital and social media.

(ii) Domestic Campaign to promote Statue of Unity on Airline Boarding Passes and Railway Tickets.

(b) Expenditure on promotions and campaigns undertaken in the overseas markets is incurred by the Ministry of Tourism under its scheme 'Restructured Scheme of Overseas Promotion and Publicity including MDA'. Details of budget allocated and expenditure incurred under the scheme during the current financial year are as under: