

The students whose ideas are selected under INSPIRE Awards or MANAK scheme are provided with mentoring support at different parts of the country with the assistance of leading Technological Institutions thereby leading to improvement in quality of prototypes being developed by the students.

The Intellectual Property Rights (IPR) protection is provided in the name of innovators to award winning ideas and innovations. Business Development Support (Market Research, Sample Product development etc.) and Financing Support has been extended to these innovators for example, working capital requirements are met and risk is shared through Micro Venture Innovation Fund (MVIF).

While incubating technologies, the ideas sourced from young students and student awardees are mentored by experts and given exposure to latest trends in technology. The practical dimensions of value addition through Science and Technology is taken up at the FabLab and other facilities of NIF - India, thereby contributing directly to the learning curve of the students.

Community labs have been created for the use of innovators such that not only innovators being awarded but also those who are pursuing their innovations get the required technology infrastructure locally to develop prototypes of their innovations.

Identification of iconic tourist sites in Odisha

314. SHRI SASMIT PATRA: Will the Minister of TOURISM be pleased to state:

- (a) the number of iconic tourism sites which have been identified in Odisha from among the seventeen iconic tourist sites identified by Government;
- (b) if not, the reasons for not identifying them in Odisha; and
- (c) the details of selection criteria for selecting the 17 iconic tourist sites by Government?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI PRAHALAD SINGH PATEL): (a) to (c) The Ministry under Development of Iconic Tourism Sites scheme envisages to develop select tourism destinations in the country as benchmark tourism destinations in convergence with other Central Ministries/ Departments/State Governments and Urban Local Bodies and later replicate it at other destinations taking into account the learnings derived from its implementation. Ministry has identified 17

sites in 12 clusters in the country for development as Iconic Tourism Sites namely Taj Mahal and Fatehpur Sikri (Uttar Pradesh), Ajanta & Ellora (Maharashtra), Humayun's Tomb, Red Fort and Qutub Minar (Delhi), Colva (Goa), Amer Fort (Rajasthan), Somnath and Dholavira (Gujarat), Khajuraho (Madhya Pradesh), Hampi (Karnataka), Mahabalipuram (Tamil Nadu), Kaziranga (Assam), Kumarakom (Kerala) and Mahabodhi Temple (Bihar). A number of states including Odisha are not covered under the scheme at present. The selection of sites has been carried out on the basis of existing footfall, regional distribution, potential for development and ease of implementation.

Promotion of Buddhist circuit

315. SHRI PARTAP SINGH BAJWA: Will the Minister of TOURISM be pleased to state:

(a) whether the Ministry has prepared an action plan to promote the Buddhist Circuit to foreign tourists; and

(b) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI PRAHALAD SINGH PATEL): (a) and (b) Ministry of Tourism (MoT) promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country including the Buddhist Circuit to increase India's share of the global tourism market.

The above objectives are met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments/Union Territory Administrations and Indian Missions. The specific elements of promotional efforts undertaken overseas include advertising in Print, Electronic, Online, Outdoor and Social Media, participation in international Fairs & Exhibitions, organising Know India. Seminars, Workshops, Road Shows and India Evenings, Brochure Support, Joint Advertising with Travel Agents/Tour Operators, organising and supporting Indian Food and cultural festivals, publication of brochures and inviting tour operators, media personalities, opinion makers etc. to visit the country under the Hospitality Programme of the Ministry.

With a view to showcase and project the Buddhist Heritage in India and boost tourism to the Buddhist destinations in the country, MoT organises the International