

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.386#
ANSWERED ON 07.04.2022

PROMOTION OF TOURISM IN MAHARASHTRA

386#. DR. SONAL MANSINGH:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether any step has been taken by Government to promote tourism in the State of Maharashtra;
- (b) if so, the details thereof and details of the funds spent thereon during the last five years; and
- (c) whether any tourism development fund has been created for tourism in Maharashtra?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA STARRED QUESTION NO.386# ANSWERED ON 07.04.2022 REGARDING PROMOTION OF TOURISM IN MAHARASHTRA.

(a) to (c): The Ministry of Tourism undertakes several promotional activities in potential international & domestic markets to promote various tourism destinations and products of the country including Maharashtra in a holistic manner. This includes release of media campaigns under 'Incredible India' brand-line, social media promotions, webinars, participation & support to promotional events, dissemination of information and engagement through website etc. In addition, the Indiatourism overseas offices of the Ministry of Tourism and Indian Missions overseas also undertake various promotional activities to attract more global travellers to various tourist destinations of the country including Maharashtra. The expenditure on promotional activities in Domestic and International markets are undertaken by Ministry of Tourism through its schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity including Market Development Assistance (OPMD)' respectively.

The details of the expenditure made under DPPH and OPMD schemes since 2017-18 are as under.

Year	(Amt. in ₹ crore)	
	DPPH	OPMD
2017-18	89.85	273.91
2018-19	127.34	415.00
2019-20	99.63	312.04
2020-21	33.89	108.09
2021-22	40.77	9.03*

*provisional

The Ministry of Tourism has not created any specific development fund for the state of Maharashtra however the Ministry has sanctioned 2 projects under its Swadesh Darshan scheme for Rs.73.07 crore and 1 project for revised cost of Rs.52.92 crore under its PRASHAD scheme in the State of Maharashtra. In addition, under the scheme for assistance to Central Agencies for Tourism Infrastructure Development, the Ministry of Tourism has sanctioned 3 projects for Rs.65.00 crore to the Mumbai Port Trust in Maharashtra.
