

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.627#
ANSWERED ON 21.07.2022

SCHEMES TO PROMOTE TOURISM IN STATES

627# SHRI MUZIBULLA KHAN:

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

- (a) whether Government has any plan to promote tourism in all the States of the country;
- (b) if so, the details thereof, State-wise;
- (c) the tourist sites selected in the State of Odisha under this schemes, the details thereof; and
- (d) the details of the total amount sanctioned and released under this scheme?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) and (b): Ministry of Tourism promotes India as a tourist destination in a holistic manner. To promote various tourism destinations and products of the country, it releases print, electronic and online media campaigns in domestic and potential markets overseas, under the “Incredible India” brand – line, through its scheme of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion and Publicity including Market Development Assistance” (OPMD). Promotions of various tourist destinations and experiences, in the country, are also regularly undertaken through the website (www.incredibleindia.org) and the Social Media handles of the Ministry.

(c) and (d): Further, for the development of tourism infrastructure in the country, including Odisha, the Ministry of Tourism under the schemes of “Swadesh Darshan” and “National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive” - PRASHAD provides financial assistance to State Governments/Union Territory (UT) Administrations, in consultation with them. The details of the projects sanctioned in Odisha under different Schemes of the Ministry of Tourism are given in **Annexure**.

ANNEXURE

STATEMENT IN REPLY TO (c) AND (d) OF RAJYA SABHA UNSTARRED QUESTION NO.627# ANSWERED ON 21.07.2022 REGARDING SCHEMES TO PROMOTE TOURISM IN STATES.

DETAILS OF PROJECTS SANCTIONED UNDER SWDESH DARSHAN SCHEME
(Rs. in crore)

Sl. No.	State	Year of sanction	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amt. Released
1	Odisha	2016-17	Coastal Circuit	Development of Gopalpur, Barkul, Satapada and Tampara	70.82	63.56

DETAILS OF PROJECTS SANCTIONED UNDER PRASHAD SCHEME
(Rs. in crore)

Sl. No.	State	Year of sanction	Name of the Project	Amt. Sanctioned	Amt. Released
1	Odisha	2014-15	Infrastructure Development at Puri, Shree Jagannath Dham-Ramachandi-Prachi River front at Deuli under Mega Circuit	50.00	10.00
