

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1739**  
ANSWERED ON 13.03.2025

**PROMOTION OF TEA AND GOLF TOURISM IN NORTH EAST AND ASSAM**

1739 SHRI BHUBANESWAR KALITA:

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

- (a) whether Government is planning to promote tea and golf tourism in North East and Assam;
- (b) whether there is any proposal received from Government of Assam in this regard, if so, the details thereof; and
- (c) the manner in which Government is trying to encourage entrepreneurs to set-up tea and golf tourism centers in North East and Assam?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Development and promotion of tourist destinations and products, including tea and golf tourism is undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry complements the efforts of States/UTs by developing and promoting various tourism products of the country, including tea and golf tourism through various schemes and initiatives.

The Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the State Governments/UT Administrations. The details of projects sanctioned in Assam under these schemes and the various initiatives undertaken to promote tea and golf tourism are given in Annexure.

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**ANNEXURE**

**STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1739 ANSWERED ON 13.03.2025 REGARDING PROMOTION OF TEA AND GOLF TOURISM IN NORTH EAST AND ASSAM RAISED BY SHRI BHUBANESWAR KALITA**

**Initiatives in Tea Tourism****Financial Assistance to State Governments and Union Territories for organising fairs & festivals and tourism related events****Rs. in Lakhs**

<b>Name of state</b>	<b>Year</b>	<b>Name of Fairs &amp; Festivals</b>	<b>Amount sanctioned</b>	<b>Amount released</b>
Sikkim	2021-22	Cherry Temi Tea & Tourism Festival Temi Tea Gardens South Sikkim	12.50	12.50

**2023**

During the 2<sup>nd</sup> Tourism Working Group Meeting held at Siliguri /Darjeeling (West Bengal) from 1<sup>st</sup> - 3<sup>rd</sup> April 2023, tea tasting and moonlight tea leaf plucking experiences were organized for the delegates.

**2024**

During the recently concluded 12<sup>th</sup> edition of the International Tourism Mart held at Kaziranga, Assam the Ministry of Tourism organized technical tours and familiarization trips for international participants, domestic buyers and sellers and other tourism stakeholders to various tourist destinations including tea estates of Assam.

**List of sanctioned projects under Swadesh Darshan 2.0 as on 31.12.2024**

<b>S. No.</b>	<b>State</b>	<b>Destination</b>	<b>Name of the Experience</b>	<b>Sanctioned Cost (₹ Crore)</b>	<b>Date of Sanction</b>
1.	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91	05-03-2024
2.	Uttarakhand	Champawat	Tea Garden Experience	11.21	05-03-2024

**Initiatives in Golf Tourism****List of Projects Sanctioned under the Scheme Assistance to Central Agencies****Rs. in Lakhs**

<b>S. No.</b>	<b>Name of Project</b>	<b>State</b>	<b>Agency</b>	<b>Sanction Date</b>	<b>Amount sanctioned</b>	<b>Amount Released</b>
1.	Project for Up-gradation of Golf Course at SAI Trivandrum Golf Club by the Sports Authority of India	Kerala	SAI	31-03-2017	2464.99	1232.49

## List of Projects Sanctioned under the Swadesh Darshan Scheme

Rs. in Crore

State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released / Authorized
Mizoram	North East Circuit 2015-16	Development of Thenzawl & South Zote, District Serchhip and Reiek.	92.26	92.26

The project was sanctioned under Swadesh Darshan- North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram for various components at Thenzawl including the 18- hole Golf Course and associated infrastructure.

### Other initiatives

“Tapping the Tourism Potential of Kashmir” was organized by the Ministry of Tourism in collaboration with the Government of UT of Jammu and Kashmir, FICCI, and India Golf Tourism Association in Srinagar on April 12-13, 2021 to promote tourism opportunities in Kashmir through exhibitions, brainstorming sessions, and familiarization trips showcasing its cultural heritage, natural beauty, culinary delights, and golf tourism. Approximately 200 participants attended, including media, tour operators, government officials, and foreign ambassadors in India.

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