

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO.529
ANSWERED ON 06.02.2023

PROMOTION OF INDIAN MONUMENTS ON GLOBAL PLATFORM

529. SHRI KURUVA GORANTLA MADHAV:
DR. BEESETTI VENKATA SATYAVATHI:
SHRIMATI VANGA GEETHA VISWANATH

Will the Minister of Culture be pleased to state:

- (a) the average footfall in monuments in the country during the last five years;
- (b) whether the Government has undertaken any promotional initiatives to increase the footfall in monuments;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) whether any concrete steps have been taken to promote Indian monuments on a global platform to attract international visitors; and
- (e) if so, the details thereof and if not, the reasons therefor?

ANSWER

THE MINISTER OF CULTURE, TOURISM AND
DEVELOPMENT OF NORTH EASTERN REGION
(SHRI G. KISHAN REDDY)

- (a) The footfall at centrally protected ticketed monuments in country is as under:

Year	footfall
2017-18	5,17,92,441
2018-19	5,31,52,423
2019-20	4,83,66,190
2020-21	1,19,12,580
2021-22	2,63,65,564

- (b) Archaeological Survey of India (ASI) undertakes conservation, preservation and maintenance of all protected monuments and sites and also ensures the ambience in presentable condition. In addition, amenities are also provided for tourists visiting the monument.
- (c) Details are at **Annexure**.
- (d) Inscribing Indian monument on World Heritage list of UNESCO plays significant role in & attracting international visitors.
- (e) Kakatiya Rudreswara (Ramappa) temple in Telangana and Dholavira : a Harappan city in Gujarat were inscribed on the World Heritage list in the year 2021. Further, India has already submitted nomination dossier for 'Shantiniketan' in West Bengal for the year 2022 and 'Sacred Ensembles of the Hoysala' in Karnataka for the year 2023.

In addition to this Ministry of Tourism (MoT), Government of India promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations including monuments of the country 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 and Indian Missions abroad. In order to boost visitor arrival, MoT has declared "Incredible India! Visit India Year 2023".

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY PART (c) OF THE LOK SABHA UNSTARRED QUESTION NO. 529 FOR 06.02.2023.

DETAILS OF AMENITIES AND FACILITIES AVAILABLE AT CENTRALLY PROTECTED MONUMENTS.

Sl. No.	Type of Facility	Available at Monuments
1.	Approach Pathway	2201
2.	Braille Signage	101
3.	Culture Notice Boards	1164
4.	Protection Notice Boards	2826
5.	Divyang Toilet	270
6.	Gents Toilet	546
7.	Ladies Toilet	514
8.	Benches	584
9.	Drinking Water	642
10.	Parking	260
11.	WiFi Facility	61
12.	Audio Guide/App Based Guide	9
