

**GOVERNMENT OF INDIA  
TOURISM AND CULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:3288  
ANSWERED ON:11.08.2000  
ROAD SHOWS TO LURE NRI TOURISTS  
CHANDRAKANT BHAURAO KHAIRE;SURESH RAMRAO JADHAV (PATIL)

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

- (a) whether the Government propose to organise road shows in the foreign countries with high NRI concentration under its 'Know more about India' mission;
- (b) if so, the details of the proposal;
- (c) the expenditure likely to be incurred thereon;
- (d) the number of NRI tourists are likely to be attracted from the mission every year; and
- (e) the estimated increase in tourists inflow and the estimated expenditure likely to be incurred thereon?

**Answer**

MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR)

(a): Yes, Sir.

(b): Know India Seminars will initially be organised in Canada, U.K. USA and Mauritius, which will include the following:-

- (i) Organising workshop and seminar.
- (ii) Packages on back to the roots.
- (iii) Promotion of fairs & festivals.
- (iv) Millenium packages for NRIs and youth.

(c),(d)&(e): NRI/PIO promotion is part of on-going overall tourism promotiorprogramme and specific expenditure cannot be worked out specifically for the proposed seminars. It is expected that these seminars will increase tourist inflows quite substantially.