

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

UNSTARRED QUESTION NO:913

ANSWERED ON:24.02.2003

USE OF PRAVASI BHARTIYA DIVAS PLATFORM FOR TOURISM DEVELOPMENT

IQBAL AHMED SARADGI

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

- (a) whether the Union Government used the Pravasi Bharatiya Divas platform to urge the diaspora to focus on a positive image of the country;
- (b) if so, whether his Ministry has come up with a special advertising campaign -Discover India, Discover Yourself;
- (c) whether a number of Non-Resident Indians (NRIs) and Peoples of Indian Origin (PIOs) have shown their willingness to become partners in hotel/motel companies to set up highway hotels; and
- (d) if so, the details and the action taken thereon?

**Answer**

MINISTER OF TOURISM & CULTURE (SHRI JAGMOHAN)

(a) : Yes, Sir.

(b) : Promotion of India's tourism products overseas is an on-going process and the Pravasi Bharatiya Divas was promoted amongst the NRIs and PIOs by the Indiatourism Offices overseas through various marketing tools.

(c) & (d) : No specific proposal have been received by the Department of Tourism in this regard.