

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

UNSTARRED QUESTION NO:2857
ANSWERED ON:10.03.2003
PUBLICITY OF AJANTA AND ELLORA ABROAD
CHANDRAKANT BHAURAO KHAIRE

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

- (a) Whether the Government have taken any steps for publicity of Ajanta and Ellora abroad to attract foreign tourists at the heritage sites;
- (b) If so, the details thereof; and
- (c) The foreign exchange likely to be generated as a result thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) &(b): Promotion of various tourism products of India including Ajanta and Ellora is an on going process which is undertaken through Indiatourism Offices overseas. The publicity in key markets is done through dissemination of information, printing of brochures, production of collaterals, participation in fairs and exhibitions etc.

(c): Foreign exchange earnings generated by publicity and promotion of a particular monument cannot be quantified. However, the foreign exchange earnings through tourism in the year 2002 are estimated at Rs. 14420 crores.