

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1005

ANSWERED ON:30.07.2010

INCREDIBLE INDIA CAMPAIGN

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Will the Minister of TOURISM be pleased to state:

- (a) the number of places included in the Incredible India Campaign, State-wise;
- (b) the details of funds sanctioned, utilized and expenditure incurred by the State Government during each of the last three years and the current year so far thereunder, State-wise;
- (c) whether the Government has assessed the impact of the said campaign on tourism;
- (d) if so, whether the Government proposes to continue the said campaign in the coming years; and
- (e) if so, the details thereof alongwith the funds earmarked for the purpose?

Answer

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) & (b): The Ministry of Tourism through it's centralized 'Incredible India' campaigns promotes India as a holistic destination in the domestic and international markets. Release of such campaigns is an on-going activity of the Ministry for promotion of various tourism products and destinations of the country. No funds are, however, sanctioned to the State Governments/Union Territory Administrations for such centralized campaigns.

(c): An evaluation study to assess the impact of the overseas campaign was done in 2007.

(d): At present, there is no proposal to discontinue the centralized 'Incredible India' campaigns.

(e): During 2010-11, Ministry of Tourism has till now released social awareness campaign on TV & Radio to sensitize masses and various stakeholders about the importance of tourism. Details of the budget allocation under 'Domestic Promotion & Publicity including Hospitality' and 'Promotion of North-East' Heads (for Domestic Promotions) and 'Overseas Promotion & Publicity including Marketing Development Assistance' Head (for International Promotions) during the year 2010-11, are as under :-

Heads	In Rs.
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Domestic Promotional and Publicity including Hospitality (DPPH) including promotion of North-East	70.00 Crore
Overseas Promotion & Publicity including Marketing Development Assistance (OPMD)	275.00 Crore