

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:876

ANSWERED ON:25.11.2011

SPECIAL PACKAGE FOR NORTH EASTERN REGION

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government provides special package for promotion of various Tourist Spots in North-Eastern Region;
- (b) if so, the details of the package provided during the last three years; and
- (c) the other steps taken/proposed to be taken for development of tourist spots in North-Eastern Regions on the pattern of Mumbai, Goa and Jammu and Kashmir?

Answer

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

(a)&(b): The Ministry of Tourism, as a part of its promotional activities releases print, electronic, online and outdoor media campaigns to promote various tourism destinations and products of the country including the North East Region. Besides, North East specific media campaigns are launched to promote the entire North East Region. The Ministry of Tourism provides complimentary space to the North Eastern States in India pavilions set up at major international travel fairs & exhibitions. Further, In relaxation of CCS (LTC) Rules 1988, the Government has decided to permit Government servants to travel by air to North Eastern Region on LTC as follows:-

- (i) Group A and Group B Central Government employees will be entitled to travel by Air from their place of posting or nearest airport to a city in the NER or nearest airport.
- (ii) Other categories of employees will be entitled to travel by air to a city in the NER from Guwahati or Kolkata.
- (iii) All Central Government employees will be allowed conversion of one block of Home Town LTC into LTC for destinations in NER.

(c): Every year 10% of the total plan allocation of the Ministry of Tourism is mandatorily earmarked for releasing funds to the States of the North East Region. This apart, following special dispensations are given to the North Eastern States:

- (i) Under the scheme of product/infrastructure development of destinations/circuit, budget accommodation, restaurants, etc. are allowed to the States of North East Region, selected places of J&K and Eco Tourism projects only.
- (ii) For organizing fairs & festivals 100% central financial assistance is allowed to the North Eastern States & the State of Jammu & Kashmir only.