

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:5780
ANSWERED ON:11.05.2012
PUBLICATION OF TOURISM PUBLICITY MATERIAL
Yadav Shri Madhusudan

Will the Minister of TOURISM be pleased to state:

- (a) whether the Union Government provides financial assistance to the States/UTs for publication of tourism publicity material;
- (b) if so, the details thereof indicating the funds provided to the States/UTs for the purpose during each of the last three years and the current year, State/UT-wise;
- (c) whether there is a proposal for publication of publicity material meant for tourism under Public-Private-Partnership (PPP) mode;
- (d) if so, the details thereof;
- (e) whether the Government proposes to enhance financial assistance to the States/UTs for the purpose; and
- (f) if so, the details thereof?

Answer

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

(a) to (d): The Ministry of Tourism, Government of India, extends financial support to States and Union Territories (UTs) for production of publicity material in collaboration with the private sector.

In the case of the North Eastern States including Sikkim, Jammu & Kashmir and the newly formed states of Chhattisgarh, Jharkhand and Uttarakhand, the Ministry of Tourism contributes 50% of the total cost, with the balance 50% to be split equally between the State Governments and private stakeholders. The State governments can increase their share if private participation is of lesser order, with the approval of the Ministry.

In the case of all other States/UTs, 34% of the total cost is borne by the Ministry of Tourism and the balance 66% is borne by the States/UTs and private stakeholders jointly, with a minimum share of 25% of the total cost being that of the States/UTs. The States/UTs can increase their share if private participation is of lesser order, with the approval of the Ministry.

The details of funds provided to State Governments/UTs for production of publicity material during the past three years and the current year are as follows:

| Year | State | Amount Sanctioned (Rs. in lakh) | Amount Released (Rs. in lakh) |
|---------|---------|------------------------------------|----------------------------------|
| 2009-10 | Sikkim | 14.90 | 14.90 |
| 2010-11 | Mizoram | 26.38 | 13.19 |
| 2011-12 | NIL | | |
| 2012-13 | NIL | | |

(e) & (f): Guidelines under various schemes are reviewed from time to time and modifications made as and when felt necessary.