

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3345

ANSWERED ON:31.08.2012

MONITORING MECHANISM IN INCREDIBLE INDIA CAMPAIGNS

Alagiri Shri S. ;Ganpatrao Shri Jadhav Prataprao

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has set up any monitoring mechanism to check the utilization of funds sanctioned under Incredible India Campaigns;
- (b) if so, the details thereof;
- (c) the details of cases regarding mis-utilisation of funds detected/noticed under the said Campaigns and the action taken thereon; and
- (d) the reaction of the Government on desired results after incurring the above amount on the Campaigns?

Answer

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

(a) &(b): The Ministry of Tourism, Government of India, as part of its on-going activities releases print, electronic and online media campaigns, under the 'Incredible India' brand-line, to promote India as a holistic destination in the domestic and international markets. In the International Markets, these campaigns are undertaken through identified agencies selected after following required tendering procedures. Payments for the campaigns are released only after completion of the activities and on receipt of invoices from the Campaign executing agencies along with documents in support of activities undertaken by way of tear sheets of print advertisement released, telecast certificates from television channels, server certificates from websites/portal etc. Funds are therefore released only after verifying and certifying that the required activities of the campaigns have been completed as per the work orders issued by the Ministry.

In the Domestic Market, campaigns are released through Government agencies i.e Directorate of Advertising and Visual Publicity (DAVP), National Film Development Corporation of India (NFDC) and India Tourism Development Corporation India (ITDC) and payment are released to NFDC and ITDC after completion of the activities and to DAVP by way of Letter of Authorisation (LoA).

(c): No case of any mis-utilisation of funds for the aforesaid campaigns has been brought to the notice of the Ministry.

(d): From the year 2002, the year in which Incredible India brand line was launched, to 2011 Foreign Tourist Arrivals (FTAs) to the country have increased from 2.38 million to 6.29 million (provisional). During the same period Foreign Exchange Earnings (FEE) have increased from Rs.15064 Crore to Rs.77591 Crore (advance estimates). The domestic visits during the same period have increased from 269.60 million to 850.86 million (provisional).