

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2409
ANSWERED ON:07.12.2012
DEVELOPMENT OF TOURISM IN N.E. STATES REGION
Sanjoy Shri Takam

Will the Minister of TOURISM be pleased to state:

- (a) whether the Union Government has identified North-Eastern States/region including Arunachal Pradesh as a potential area for development of tourism, particularly religious/buddhism tourism;
- (b) if so, the details thereof along with the measures taken including special package and dispensation provided by the Union Government to boost tourism in the region;
- (c) the details of projects sanctioned and funds or special package provided thereunder for development of tourism in the region along with its utilisation reported during the Eleventh and Twelfth Five year plans, State-wise and year-wise;
- (d) whether the Union Government has formulated any strategy to promote tourism, particularly religious/buddhism tourism in the region in cooperation with the State Governments and neighbouring nations of South East Asia and China; and
- (e) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

- (a): Development & promotion of tourist places, including religious/buddhism tourist places, are undertaken primarily by the State Governments/Union Territory Administrations. The Ministry of Tourism, Government of India, however, extends central financial assistance for tourism related projects identified in consultation with them under various tourism schemes of the Ministry and subject to availability of funds.
- (b): The following major steps have been taken by the Government to boost tourism in the region:
 - i. Provision of complimentary space to the North Eastern states in India Pavilions set up at major International Travel Fairs and Exhibitions.
 - ii. Relaxation in Leave Travel Concession (LTC) norms for Central Government employees.
 - iii. 10% of the annual plan allocation of the Ministry of Tourism mandatorily earmarked for releasing central financial assistance (CFA) to the North Eastern States.
 - iv. 100% central financial assistance for organizing fairs & festivals allowed only to the North Eastern States & the State of Jammu & Kashmir.
- (c): The number of tourism projects and amount sanctioned to the North Eastern states under the scheme "Product/Infrastructure Development for Destinations and Circuits (PIDDC)" during the 11th Five Year Plan and for the current financial year (upto 30th September, 2012) is at Annexure.
- (d) & (e): Ministry of Tourism has undertaken the following measures to focus on the tourism potential of (including religious spots) in the North Eastern region:
 - i. Releasing television campaigns on various TV Channels.
 - ii. A separate section on the North Eastern region included on the promotional website of the Ministry of Tourism www.incredibleindia.org.
 - iii. The North Eastern region has been the theme of the India Pavilion at the South Asian Travel & Tourism Exchange (SATTE) organized annually in New Delhi for the past few years.
 - iv. Publicity material produced and distributed widely through Indiatourism offices in India and overseas including South East Asia and China.