

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2712  
ANSWERED ON:07.02.2014  
ADVERTISEMENT ON TOURISM  
Bhadana Shri Avtar Singh

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has released advertisements pertaining to various tourism projects;
- (b) if so, the details thereof indicating the expenditure incurred thereon and the reasons therefor;
- (c) whether release of such advertisements are as per the cannons of financial propriety; and
- (d) if so, the details thereof and if not, the action taken against the officials found responsible in the matter?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) to (d): The Ministry of Tourism is responsible for the development and promotion of tourism in India. As part of its promotional activities, the Ministry of Tourism releases campaigns in the international and domestic markets to promote various tourism products and destinations in the country. In addition, the Ministry of Tourism also releases advertorial campaigns from time to time to spread awareness about the importance of the tourism sector and its role in employment generation and socio-economic development in all regions of the country. These advertorials also highlight the tourism policies and schemes including the Skill Development Programme for Employment Generation, 'Hunar Se Rozgar Tak'. These campaigns are an ongoing activity and released under the DPPH Plan Scheme (Domestic Promotion, Publicity & Hospitality) of the Ministry of Tourism. The advertorials were released at the following approved cost in the last three years:

2011 - Rs.1,58,25,215/-  
2012 - Rs.3,47,88,165/-  
2013 - Rs.5,40,31,614/-