

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:4451
ANSWERED ON:20.02.2014
SUPPORT FOR TOURISM DEVELOPMENT
Karunakaran Shri P.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether his Ministry has proposed to provide support for tourism development in the country by promotion of tourist attractions and tourism values of the country through print and electronic media; and

(b) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING
(SHRI MANISH TEWARI)

(a) and (b): Ministry of Information and Broadcasting has signed a Memorandum of Understanding (MoU) with the Ministry of Tourism on 16th February 2012. The basic objectives of the MoU are to promote cinemas of India as sub-brand of 'Incredible India', a programme implemented by Ministry of Tourism. The MoU envisages promotion of India as a filming destination, both for international and domestic film producers and participation in various International and Domestic Film Festivals, markets and events. The MoU also envisages maintenance of dialogue with State Governments and Union Territory Administrations for development of locations for film shootings and promotion of tourism. A copy of the MoU is attached at Annexure-I.

Besides above, Directorate of Advertising and Visual Publicity (DAVP), being the nodal organization for information dissemination of Government policies and programmes, also issues advertisements through various media vehicles such as print media, Digital Cinema, Internet and Radio, advertisements through TV and Social Awareness Campaign etc., based on the requirements and availability of budget of various client Ministries / Departments of the Government of India. The details of advertisement campaigns of Ministry of Tourism through DAVP during 2013-14 (till date) are given in Annexure-II