

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2554

ANSWERED ON:04.12.2009

INDIA CALLING

Bapurao Shri Khatgaonkar Patil Bhaskarrao;Gaikwad Shri Eknath Mahadeo;Yaskhi Shri Madhu Goud

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched a massive campaign in the United States recently to promote itself as global tourist destination, christened "India Calling";
- (b) if so, the details thereof;
- (c) whether the Government also proposes to launch such type of campaign in other countries; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF TOURISM (KUMARI SELJA)

(a) to (d): The Ministry of Tourism through the Indiatourism Office overseas organizes promotional events in important source markets overseas to promote the varied tourism products of the country. The 'India Calling' event was organized by National Geographic Society and supported by the Ministry of Tourism. This event was designed to showcase the rich cultural heritage of India in the city of Los Angeles and also to project the rural arts and crafts from select rural tourism sites in the country.