

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3714
ANSWERED ON:11.12.2009
INCREDIBLE INDIA
Shantha J.;Shetkar Shri Suresh Kumar

Will the Minister of TOURISM be pleased to state:

- (a) the number of places included in the Incredible India Campaign, State-wise;
- (b) the assistance provided/being provided to the State Governments in this regard, State-wise; and
- (c) the initiatives taken by the Government to promote the campaign in this regard during the last three years and the current year?

Answer

THE MINISTER OF TOURISM(KUMARI SELJA)

(a) to (c): Ministry of Tourism promotes India as a holistic destination through Incredible India campaigns. The campaigns released in print and Television are both generic as well as thematic in nature. In addition, focused domestic campaigns to promote the tourist attractions in the states of Jammu & Kashmir and North East of India were released during the last three years. Ministry of Tourism also provides financial assistance to the State Governments/Union Territories for promoting tourism through fairs and festivals, Shopping Festivals interconnected with Rural Tourism and Handicrafts etc.