

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1026

ANSWERED ON:02.03.2015

BIDS FOR INCREDIBLE INDIA CAMPAIGN

Gavit Dr. Heena Vijaykumar;Khadse Smt. Raksha Nikhil;Mahadik Shri Dhananjay Bhimrao;Patil Shri Vijaysinh Mohite;Satav Shri Rajeev Shankarrao;Sule Smt. Supriya Sadanand

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government's Incredible India Campaign this year focus especially on new markets like Russia and Commonwealth of Independent States (CIS) countries;
- (b) if so, the details thereof along with the number of foreign tourists visited India from these countries;
- (c) whether the amount fixed for bidding has deprived the mid-sized advertising firms and other advertisers in the country;
- (d) if so, the details of the bidders and the reasons for such huge tender; and
- (e) the steps taken by the Government to involve mid- sized Indian advertising agencies to boost tourism in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a): The proposal of the Global Print Campaign for 2014-15 includes release of advertisements in news- papers and magazines in North America, Europe, Far- East and Australasian Region. The Global TV Campaign 2014-15, which has recently been tendered includes release of advertisements on TV channels in United States of America, Europe, Far-East and Australasian Region.

(b): Details of the Nationality-wise foreign tourist arrivals in India (2011 to 2013) from Commonwealth of Independent States including Russia is as under:-

CIS COUNTRIES 2011 2012 2013

Armenia	686	595	693
Azerbaijan	1058	1263	1308
Belarus	4567	6239	8239
Georgia	4179	1029	1107
Kazakhstan	9810	11653	14680
Kyrgyzstan	1340	1348	2103
Moldova	470	541	625
Tajikistan	1359	1564	1685
Turkmenistan	1946	2364	3029
Ukraine	23467	29033	31826
Uzbekistan	7285	9808	12069
Russia	144312	177526	259120
Total	200479	242963	336484

(c) to (e): The eligibility conditions of the Request for Proposal (RFP) have been formulated after taking due approvals and are similar to those included in the RFPs published in the past. Since the closing date of the tender for the Global TV Campaign 2014-15 is in March, 2015, therefore the details of bidders are not available as yet.