

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1083

ANSWERED ON:27.07.2015

Development of Surah Taal Lake

Singh Shri Bharat

Will the Minister of TOURISM be pleased to state:

- (a) the steps being taken by the Government to attract foreign tourists and promote foreign tourism;
- (b) whether the Government proposes to develop Surah Taal Lake of Uttar Pradesh which was declared as Bird Sanctuary in 1991 to attract tourists;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) the details of the steps being taken by the Government to make the Surah Taal fountain functional; and
- (e) the time by which it is likely to be made functional along with the funds allocated for the purpose?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a): The Ministry of Tourism (MoT) as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These include participation in travel fairs and exhibitions; organising road shows, 'Know India' seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

(b) to (e): The development of tourism and tourism related infrastructure including up-gradation of existing tourism related infrastructure is primarily the responsibility of the State Governments/Union Territory Administrations. MoT under its various existing schemes extends Central Financial Assistance (CFA) to States/UTs for developing tourism and tourism related infrastructure subject to availability of funds, inter-se priority, liquidation of pending utilization certificates and adherence to the scheme guidelines.

MoT sanctioned CFA of Rs.205.20 lakh and released Rs.197.45 lakh in the year 2005-06, for the development of "Surah Taal Shaheed Samarak at Balia, Uttar Pradesh" as a tourist destination. The project stands completed within the released amount.
