

**GOVERNMENT OF INDIA
CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:4171

ANSWERED ON:20.04.2015

POPULARISATION OF CULTURAL EVENTS ABROAD

Ahlawat Smt. Santosh;Chavan Shri Harishchandra Deoram;Shetti Shri Raju alias Devappa Anna

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government has taken any initiative to showcase Indian culture to the foreign tourists visiting the country and to popularise various State's cultural events abroad during the Mahakumbh Mela to be organized in Nashik this year;
- (b) if so, the details thereof along with the other flagship programmes being implemented by the Government for promoting Indian culture abroad;
- (c) whether any special groups are working to coordinate with Ministry of Tourism and Ministry of External Affairs in this regard and if so, the details thereof and the action taken by the Government so far;
- (d) whether the Government considers to promote cuisine of the country in other countries; and
- (e) if so, the details thereof along with the steps taken by the Government in this regard?

Answer

MINISTER OF STATE FOR CULTURE AND TOURISM (INDEPENDENT CHARGE) AND MINISTER OF STATE, CIVIL AVIATION
(Dr. MAHESH SHARMA)

(a) to (e) Yes, Sir.

The Ministry of Tourism, as part of its on-going activities, annually 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 including its rich culture and heritage and to increase foreign tourist arrivals to the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential, its cultural heritage and traditions and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organizing road shows, Know India seminars & workshops, extending support to Indian Food Festivals and cultural festivals; publication of brochures and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry. For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, the Ministry of Tourism has extended support to Indian Food Festivals organized overseas by sponsoring the visit of Indian chefs to participate in the food festivals. Such support has been extended for organizing food festival in Cambodia, Cairo, Stockholm, Beijing, Shanghai, Chengdu, Hong Kong, Guangzhou, Qingdao, Johannesburg, Durban, Beirut, Santa Domingo, Harare, Chongqing, Buenos Aires, Asuncion, Algiers, Cyprus, Surabaya and Bali during the year 2014-15.