

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3619
ANSWERED ON:05.08.2014
LITERATURE ON TOURISM
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Will the Minister of TOURISM be pleased to state:

- (a) whether the Union Government has increased the financial assistance being provided to the State Governments for publishing literature related to tourism;
- (b) if so, the details thereof;
- (c) whether there is any scheme to get the said literature published under Public Private Partnership (PPP); and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SHRI SHRIPAD NAIK)

(a) to (d): The Ministry of Tourism has guidelines for extending financial support to State Governments/Union Territories for production of publicity material in collaboration with the private sector. As per these guidelines, the Ministry of Tourism contributes 34% of the total cost or a maximum amount of Rs.25.00 Lakh, whichever is less, to the State Governments and 34% of the total cost or a maximum amount of Rs.15.00 Lakh, whichever is less, to the Union Territories for production of publicity material in each financial year. Recognizing the special needs of the North East States, including Sikkim; Jammu & Kashmir and the States of Uttarakhand, Jharkhand & Chhattisgarh, the Ministry of Tourism contributes 50% of the total cost of the production of publicity material with no upper ceiling being applicable to these States.

The financial assistance to the State Government/Union Territories for production of publicity material is subject to the proposals received from them being complete, inter-se-priority and availability of funds.