

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1130
ANSWERED ON 17.12.2018**

PARYATAN PARVA

1130. SHRIMATI SUPRIYA SULE:

SHRI SATAV RAJEEV:

SHRI DHANANJAY MAHADIK:

SHRI P.R. SUNDARAM:

SHRI MOHITE PATIL VIJAYSINH SHANKARRAO:

DR. J. JAYAVARDHAN:

DR. HEENA VIJAYKUMAR GAVIT:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has organized the 'Paryatan Parva' in Delhi recently;**
- (b) if so, the details thereof along with its aims and objectives;**
- (c) the number of participants along with major activities and events organized during the Paryatan Parva;**
- (d) the amount incurred on organizing the Paryatan Parva;**
- (e) the achievement made as a result of organizing the Paryatan Parva; and**
- (f) the other steps taken/being taken by the Government to boost tourism in the country?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (f): Paryatan Parv 2018 was organized by the Ministry of Tourism from 16th to 27th September, 2018, during which tourism related activities were organized through various Central Ministries, India Tourism Offices, Institutes of Hotel Management, State Governments/Union Territory Administrations etc. The main objective of Paryatan Parv was to promote domestic tourism and to propagate the ideas of 'Dekho Apna Desh', 'Tourism for All' and

‘Tourism & Governance’. A total of 3150 activities were organized in 32 States/Union Territories over a 12 day period. The Delhi leg of the event was organized at Rajpath Lawns during this period, wherein; food stalls, handloom/handicraft stalls, theme pavilions, exhibition etc. were set up. Various activities such as yoga demonstrations, armed forces band performances, cultural programmes by the State Governments & North Zone Cultural Centre (NZCC), cookery demos etc. were also organized. The Ministry of Tourism appointed M/s Ashok Events – ITDC as event manager for organizing this event in Delhi and a budget of Rs.5.28 Crore plus event management fee and GST was sanctioned for this purpose. The event was able to provide a platform to project different cultural flavours and tourism destinations of India.

The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities under the Incredible India brand-line. Promotional campaigns with special thrust to project North East of India and the State of Jammu & Kashmir are also released on different promotional platforms. In addition, various tourism products and destinations of the country are also promoted holistically, through the Ministry of Tourism’s website www.incredibleindia.org and its social media handles.
