

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO.†\*37  
ANSWERED ON 24.06.2019**

**POLICY TO ATTRACT TOURIST TO KELVA BEACH**

**†\*37. SHRI RAJENDRA DHEDYA GAVIT:**

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government proposes to prepare any policy/programme to attract foreigners as well as domestic tourists to 'Kelva Beach' at Palghar, Maharashtra;**
- (b) if so, the details thereof; and**
- (c) the time by which this policy/programme is likely to be implemented?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI PRAHLAD SINGH PATEL)**

**(a) to (c): A Statement is laid on the Table of the House.**

**\*\*\*\*\***

**STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO.†\*37 ANSWERED ON 24.06.2019 REGARDING POLICY TO ATTRACT TOURIST TO KELVA BEACH.**

**(a) to (c): The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products in the different States and Union Territories of the country including the beaches in Maharashtra. Promotions are also undertaken through the website and Social Media accounts of the Ministry. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations of the country.**

**The Ministry of Tourism under its Swadesh Darshan Scheme provides Central Financial Assistance to State Governments/Union Territory (UT) Administrations/Central Agencies for development of thematic tourist circuits in the country. Coastal circuit is one of the fifteen thematic circuits identified for development under the scheme.**

**All states and Union Territories (UTs) having a coastline are covered under the Coastal circuit theme. The projects under the scheme are identified for development in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.**

**Though no proposal has been received from the State Government for the "Kelva Beach" at Palghar, Maharashtra, the Ministry of Tourism has sanctioned a project for Development of the Sindhudurg Coastal Circuit (Shiroda Beach, Sagareshwar, Tarkarli, Vijaydurg (Beach & Creek), Devgad (Fort & Beach), Mitbhav, Tondavali, Mocehmad and Nivati Fort) in Maharashtra for Rs.82.17 Crore in the year 2015-2016.**

**\*\*\*\*\***