

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.186  
ANSWERED ON 19.07.2021**

**PROMOTION OF ECO-TOURISM UNDER INDIA 2.0 CAMPAIGN**

**186. SHRI PATEL HASMUKHBHAI SOMABHAI:**

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

- (a) whether the Government plans to promoting ecotourism as part of Incredible India 2.0 Campaign in domestic and overseas markets;**
- (b) if so, the details thereof;**
- (c) whether the State Government of Gujarat has requested for additional sanction of Central funds to carry out various tourism projects in the State; and**
- (d) if so, the details thereof and the measures taken by the Union Government in this regard the measures taken by the Government to promote Eco-tourism in the country, particularly in Gujarat and revenue generated during the last three years?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) & (b): The Ministry of Tourism has launched the “Incredible India 2.0” Campaign which marks a shift from generic promotions in India and overseas to market specific promotional plans and content creation. The Campaign also covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. The focus of the campaign is on increased Digital presence through mass reach portals, specific genres and social media and Television as a medium due to the large reach offered. Thematic television commercials and creative have been produced as part of the campaign. The campaign focuses on digital and social media and the promotion of Niche tourism**

**products, including eco-tourism, yoga, wellness, luxury, cuisine, wildlife etc.**

**The Ministry of Tourism has identified Eco Tourism as one of the Niche Tourism Products for promotion and development in the country with an objective to promote India as a year round destination and to attract tourists with specific interest for ensuring repeat visit for the unique products in which India has a comparative advantage vis-à-vis competing destinations. Ministry of Tourism has been laying stress on maintenance of environmental integrity, considering the importance of developing tourism in an ecologically sustainable manner. The Ministry of Tourism has evolved Sustainable Tourism Criteria for India (STCI) for major segments of the tourism industry, namely accommodation, tour operators, beaches, backwaters, lakes and river sectors, etc. applicable for the entire country. The Criteria has been evolved after consultations with the various stakeholders. Ministry of Tourism has made it mandatory for the approved tourism service providers such as tour operators, adventure tour operators, travel agents etc. to follow the Code of Conduct for safe and sustainable Tourism.**

**Ministry of Tourism have provided financial assistance to the States / Union Territory (UT) Administrations for development of Eco-Circuits under its Swadesh Darshan Scheme. The information on the eco-circuit projects sanctioned under Swadesh Darshan Scheme of the Ministry of Tourism are given in Annexure-I.**

**(c) & (d): Ministry of Tourism provides financial assistance to the States / Union Territory (UT) Administrations for development of Tourism Infrastructure projects in consultation with State / UT Administration under different schemes. The information is given in Annexure-II. Data on revenue generated from tourism not maintained by the Ministry of Tourism.**

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**STATEMENT IN REPLY TO PARTS (a) & (b) OF LOK SABHA UNSTARRED QUESTION NO.186 ANSWERED ON 19.07.2021 REGARDING PROMOTION OF ECO-TOURISM UNDER INDIA 2.0 CAMPAIGN**

**ECO-TOURISM CIRCUIT**

(Amt. in crore)

<b>S. No.</b>	<b>Name of State</b>	<b>Name of Circuit &amp; Year</b>	<b>Project Name</b>	<b>Amt. Sanctioned</b>
1.	Uttarakhand	Eco Circuit (2015-16)	Development of Circuit at Tehri-Chamba-Sarain around Tehri Lake.	69.17
2.	Telangana	Eco Circuit (2015-16)	Development of Circuit in Mahaboobnagar districts (Somasila, Singotam, Kadalaivanam, Akkamahadevi, Egalanpanta, Farahabad, Uma Maheshwaram, Mallelatheertham)	91.62
3.	Kerala	Eco Circuit (2015-16)	Development of Pathanamthitta-Gavi-Vagamon-Thekkady.	76.55
4.	Mizoram	Eco Circuit (2016-17)	Development of Eco-Adventure Circuit at Aizawl -Rawpuichhip - Khawhphawp - Lengpui - Durtlang -Chatlang-Sakawrhmutuaitlang - Muthee - Beratlawng - Tuirial Airfield - Hmuifang	66.37
5.	Madhya Pradesh	Eco Circuit (2017-18)	Development of Gandhisagar Dam-Mandleshwar Dam-Omkareshwar Dam- Indira Sagar Dam- Tawa Dam-Bargi Dam- BhedaGhat-Bansagar Dam- Ken River	94.61
6.	Jharkhand	Eco Circuit (2018-19)	Development of Dalma-Chandil-Getalsud-BetlaNational park-Mirchaiya- Netarhat	52.72

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**ANNEXURE-II****STATEMENT IN REPLY TO PARTS (c) & (d) OF LOK SABHA UNSTARRED QUESTION NO.186 ANSWERED ON 19.07.2021 REGARDING PROMOTION OF ECO-TOURISM UNDER INDIA 2.0 CAMPAIGN****PROJECTS SANCTIONED UNDER SWADESH DARSHAN, NATIONAL MISSION ON PILGRIMAGE REJUVENATION AND SPIRITUAL AUGMENTATION DRIVE (PRASHAD)****Swadesh Darshan Scheme (SD)****(Amount in crore)**

<b>BUDDHIST CIRCUIT</b>				
<b>Name of State</b>	<b>S. No.</b>	<b>Name of Circuit &amp; Year</b>	<b>Project Name</b>	<b>Amt. Sanctioned (Rs.)</b>
<b>Gujarat</b>	<b>1</b>	<b>Buddhist circuit (2017-18)</b>	<b>Development of Junagadh-Gir Somnath- Bharuch-Kutch-Bhavnagar- Rajkot- Mehsana</b>	<b>28.67</b>
<b>HERITAGE CIRCUIT</b>				
<b>Gujarat</b>	<b>1.</b>	<b>Heritage Circuit (2016-17)</b>	<b>Development of Ahmedabad-Rajkot- Porbandar –Bardoli-Dandi.</b>	<b>59.17</b>
<b>Gujarat</b>	<b>2</b>	<b>Heritage Circuit (2016-17)</b>	<b>Development of Vadnagar-Modhera</b>	<b>91.84</b>

**National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive (PRASHAD)****(Amount in crore)**

<b>State/UTs</b>	<b>Project Nos</b>	<b>Name of the Project</b>	<b>Year of Sanction</b>	<b>Approved cost (Rs.)</b>
<b>GUJARAT</b>	<b>1.</b>	<b>Development of Dwarka</b>	<b>2016-17</b>	<b>13.08</b>
	<b>2.</b>	<b>Pilgrimage Amenities at Somnath</b>	<b>2016-17</b>	<b>45.36</b>
	<b>3.</b>	<b>Development of Promenade at Somnath under PRASHAD Scheme</b>	<b>2018-19</b>	<b>47.12</b>

**Projects under consideration for approval in PRASHAD scheme:**

- 1. Development of Ambaji Temple, Banaskantha, Gujarat: Concept Document with request for convening Concept presentation meeting has been received from the State Government. In the Concept Presentation meeting held on 7th April 2021, in-principle agreement to the concept has been granted. MoMs issued.**
  
- 2. Development of Public Plaza, Somnath, Gujarat: Concept Document with request for convening Concept presentation meeting has been received from the State Government. In the Concept Presentation meeting held on 7<sup>th</sup> April 2021, in-principle agreement to the concept has been granted. MoMs have been issued.**

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