

Ministry of Tourism

- 1 **Name of the Key initiative/ Flagship Scheme** : **Swadesh Darshan**
- 2 **Launch Date:** : January 2015
- 3 **Objective** :
 - Develop circuits having tourist potential in a planned and prioritized manner;
 - Integrated development of infrastructure in the identified theme based circuits;
 - Promote cultural and heritage value of the country;
 - Provide complete tourism experience with varied thematic circuits;
 - Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit destination;
 - Follow community based development and pro-poor tourism approach;
 - Creating awareness among the local communities about the importance of tourism for them in terms of increased sources of income, improved living standards and overall development of the area.
 - Promote local arts, culture, handicrafts, cuisine etc to generate livelihoods in the identified regions.
 - Harness tourism potential for its direct and multiplier effects in employment generation and economic development.
- 4 **Target Beneficiary** : Tourists (Domestic and International)
- 5 **Physical Targets** : Completion of the projects
- 6 **No. Of Beneficiaries** : Cumulative Tourists footfall at the Respective Destinations/Circuits
- 7 **Achievements (Year wise)** :
 - 2014-15 – A total of 3 projects sanctioned for an amount of Rs. 152.77 Crore.
 - 2015-16 – A total of 17 projects sanctioned for an amount of Rs. 1512.93 Crore.
 - 2016-17 – A total of 31 projects sanctioned for an amount of Rs. 2601.76 Crore.

- 1 Name of the Key initiative/ Flagship Scheme** : **Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)**
- 2 Launch Date:** : January 2015
- 3 Objective** :
- Integrated development of pilgrimage destinations in a planned, prioritized and sustainable manner to provide complete religious tourism experience.
 - Harness pilgrimage tourism for its direct and multiplier effects on employment generation and economic development.
 - Follow community-based development and pro-poor tourism concept in development of the pilgrimage destinations.
 - Leveraging public capital and expertise.
 - Enhancing the tourist attractiveness in a sustainable manner by developing world-class infrastructure in the religious destination.
 - Creating awareness among the local communities about the importance of tourism for them in terms of increase in sources of income, improved living standards and overall development of the area.
 - Promote local arts, culture, handicrafts, cuisine, etc., to generate livelihood in the identified places.
- 4 Target Beneficiary** : Tourists/ Pilgrims of Respective Destinations
- 5 Physical Targets** : Completion of the projects
- 6 No. Of Beneficiaries** : Cumulative Tourists/ Pilgrims footfall of the Respective Destinations
- 7 Achievements (Year wise)** : 2014-15 – A total of 4 projects sanctioned for an amount of Rs. 78.56 Crore.
2015-16 – A total of 7 projects sanctioned for an amount of Rs. 205.95 Crore.
2016-17 – A total of 5 projects sanctioned for an amount of Rs. 120.36 Crore.

1. Name of the initiative/Flagship Scheme	Key Assistance to IHMs/SIHMs/FCIs/ IITM/NCHMCT / ICI etc.
2. Launch Date	Revised in 2008 and 2014
3. Objective	To create infrastructure for training in Hospitality Sector
4. Target beneficiary	Hospitality and Tourism Industry is the direct beneficiary of the Scheme and the Tourists are indirect beneficiaries.
5. Physical Target	No specific physical targets were set for the Scheme
6. No. of Beneficiaries	The entire Hospitality and Tourism industry is benefited by this scheme and ultimately the tourists.
7. Achievements	State IHMs at Yamunanagar, Medak, Tirupati, Indore, Bodhgaya and Balanger became operational FCIs were set up at Dharamsala, Leh and Jabalpur During last three years following institutes were approved: State IHMs at Ramnagar, Sawai Madhopur, Jhalawar and Udaipur FCI at Khajuraho, Baran and Dholpur Indian Culinary Institutes at Tirupati and NOIDA The expnd. During last three years: 2014-15 Rs. 131.00 crore 2015-16 Rs. 95.00 crore 2016-17 (till date) Rs. 83.64 crore
8. Achievements during the five years of previous Government.	From the year 2009 to 2014, 8 State IHMs at Jorhat, Goa, Durgapur, Agartala, Patan, Kakinada, Kottayam and Imphal were sanctioned 5 FCIs at Namchi, Almora, Gulbarga Rewa and Pali were sanctioned The expenditure: 2009-10 Rs.82.70 crore 2010-11 Rs. 88.40 crore 2011-12 Rs. 100.00 crore 2012-13 Rs. 83.14 crore 2013-14 Rs. 127.35 crore

- 1 **Name of the Key initiative/ Flagship Scheme** : **Assistance to Central Agencies for Tourism Infrastructure Development**
- 2 **Launch Date:** : --
- 3 **Objective** :
 - Improvement/up-gradation of existing products and developing new tourism products to the world standard.
 - Convergence of resources and expertise through coordinated action with concerned agencies.
 - Bring in the active participation of the Central Agencies.
 - Illumination, preservation of monuments, development of cruise terminals, etc. which are under the control of Central Agencies like, Archaeological Survey of India, Port Trust of India, and ITDC etc. would qualify under the scheme.
- 4 **Target Beneficiary** : Tourists (Domestic and International)
- 5 **Physical Targets** : Completion of the projects
- 6 **No. Of Beneficiaries** : Cumulative Tourists footfall at the Respective Destinations/Circuits
- 7 **Achievements (Year wise)** : 2014-15 – A total of 7 projects sanctioned for an amount of Rs. 4350.07 Lakh.
2015-16 – Nil
2016-17 – A total of 3 projects sanctioned for an amount of Rs. 3015.81 Lakh.
9. **Compare with performance during UPA Government in 2011-14** : 2012-13 - A total of 2 projects sanctioned for an amount of Rs. 3967.98 Lakh.
2013-14 - A total of 6 projects sanctioned for an amount of Rs.7594.34 Lakh.

- 1 **Name of the Key initiative/ Flagship Scheme** : **“Hunar Se Rozgar Tak” under the scheme of Capacity Building for Service Providers.**
- 2 **Launch Date:** : 2009-10
- 3 **Objective** : The main objectives of this initiative are to train and up-grade manpower at every strata of service in order to i) capitalize on the vast tourism potential of the country to the fullest, and ii) provide professional expertise to the

local populace as well as create fresh opportunities for employment generation in the tourism sector both in urban as well as rural areas.

- 4 Target Beneficiary** : 8th Class pass unemployed youth in the age group 18-28 years.

5. Physical Targets, 6. No. of Beneficiaries and 7. achievement :

Year - Wise	Target s	No. of Beneficiaries/Achievement	Budget Allocation
2009-2010	-	5610	
2010-2011	5000	6981	
2011-2012		12191	
2012-2013		38741	
2013-2014		67646	
2014-2015		63658	85.70 cr
2015-2016		56123	49.00 cr
2016-2017 (upto 31/01/2017)		13787	30.00 cr
Total Trained		264737	

8. Performance in last three years (2014-2017) :

Year - Wise	No. of Beneficiaries/Achievement	Budget Allocation
2014-2015	63658	85.70 cr
2015-2016	56123	49.00 cr
2016-2017 (upto 31/01/2017)	13787	30.00 cr

9. Compare with performance during UPA Government in 2011-14:

During the UPA Government (2011-14), 1,18,578 persons were trained whereas during the period 2014-17, 1,33,568 persons have been trained upto 31st January.

- 1 Name of the Key initiative/ Flagship Scheme** : **Market Research Professional Services**
- 2 Launch Date:** : --
- 3 Objective** : Undertaking Tourism related Surveys, Studies, Plans, Market Research/feasibility studies/publications/etc. for making available relevant data/ information/ report/ inputs to the Ministry for policy

making and planning purposes;
Promoting research and streamlining sub – national statistics collection in the field of Tourism, with the help of the following components:

- a. Providing support to reputed Research / Educational Institutes for conducting Workshops/ Seminars/ etc. and bringing out research journals in the field of tourism; and
- b. Conducting Capacity building and skill enhancement workshops for the research officials of the Ministry, State Governments/ UT Administrations and Institutes of the Ministry.

4 Target Beneficiary

: There are no beneficiaries under the Scheme as need based surveys/studies are undertaken and publications released.

CFA is released to Central Universities/Institutes of Ministry of Tourism and reputed institutes affiliated to Central Ministries for workshops, journals etc.

CFA is also released to States/UTs for undertaking surveys/studies/etc. depending upon their needs.

5 Physical Targets

: No physical targets are set as the assignments are need driven.

6 No. Of Beneficiaries

: --

7. Achievements (Year wise):

2014 – 15:

Regional TSAs for 10 States/UTs finalized.

Reports of 3 Surveys /Studies have been finalized during 2014 -15.

2015 – 16:

Regional TSAs for 10 States/UTs finalized.

Reports of 8 Surveys/Studies have been finalized during 2015 -16.

2016 -17:

Regional TSAs for 13 States/UTs finalized.

Reports of 10 Surveys/Studies have been finalized during 2016 -17. **(As on 28/02/2017)**

Under the newly introduced component of CFA to reputed Institutes/ Central Universities for organizing Meetings/conferences/ Seminars/workshops and bringing

out journals for getting inputs on tourism, 11 projects were supported in 2016 -17 (as on 28/02/2017).

8. Comparison with Performance during UPA Government:

Component – wise comparison not feasible as the major component at the time was project related to State Level Project Management Agencies.

Allocation / expenditure – wise comparison is as follows:

Financial Year	Budgeted Estimates (in Rs. crore)	Revised Estimates (in Rs. crore)	Expenditure (in Rs. crore)	Percentage utilization w.r.t. R.E.
2011 – 12	4.00	5.50 (due to re appropriation 5.5 reduced to 5.14)	5.14	100%
2012 – 13	20.00	16.28	16.28	100%
2013 – 14	30.00	13.00	13.00	100%
2014 – 15	18.00	7.67 (due to re appropriation 6.75 enhanced to 7.67)	7.67	100%
2015 - 16	10.75	10.50	10.31	98.2%
2016 - 17	11.00	11.00	6.71 crore (till 28/02)	62%

1. Name of the Key Initiative/Flagship Scheme

DOMESTIC PROMOTION AND PUBLICITY INCLUDING HOSPITALITY (DPPH)

2. Launch Date

The Scheme was introduced during the 10th Five Year Plan, by merger of three earlier existing schemes of Domestic Campaigns, Publicity Material and Hospitality (DPPH).

3. Objective

- Domestic tourism plays an important role in the overall development of the tourism sector in India.
- Under the DPPH Scheme, the Ministry of Tourism undertakes various promotional activities for the promotion of Domestic Tourism and with the objective of increasing Domestic Tourist Visits.
- These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir, spreading Social

Awareness messages and promoting events which have the potential for attracting tourists.

4. Target Beneficiary

The benefit of increase in domestic tourism accrues to all stakeholders and across all segments of the country.

5. Physical Targets

To promote domestic tourism and increase domestic tourist visits.

6. No. of Beneficiaries

Cannot be quantified but benefits are spread throughout the country

7. Achievements (Year Wise)

Domestic Tourist Visits

Year	No. in Million
2013	1142.53
2014	1282.80
2015	1431.97
2016	1653.00

1. Name of the key initiative

Restructured Scheme of Overseas Promotion & Publicity including Market Development Assistance

2. Launch date

--

3. Objective

To position brand India as the most favored destination and to augment foreign tourist arrivals/foreign exchange earnings through vigorous promotional and marketing activities

4. Target Beneficiary

To increase foreign tourist arrivals to the country to benefit all stakeholders across all segments of the country

5. Physical targets

To augment Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEE)

6. No. of Beneficiaries

The number of beneficiaries cannot be quantified but the Scheme will act as a catalyst to augment FTAs and FEEs

7. Achievements (year-wise)

Foreign Tourist Arrivals and Foreign Exchange Earnings for the last 5 years may be seen below:

Year	FTA	Growth
2011	6309222	9.2
2012	6577745	4.3
2013	6967601	5.9
2014	7679099	10.2
2015	8027133	4.5
2016#	8889784	10.7%

Provisional figures

Year	FEEs	Growth
2011	77591 ◇	19.6%
2012	94487 ◇	21.8%
2013	107671	14%
2014	123320 ◇	14.5%
2015	135193◇	9.6%
2016#	1,55,650	15.1%

◇: Revised Estimates

8. Performance in the last three years (2014-2017):

Year	FTA	Growth
2014	7679099	10.2
2015	8027133	4.5
2016#	8889784	10.7%

Provisional figures

Year	FEEs	Growth
2014	123320 ◇	14.5%
2015	135193◇	9.6%
2016#	1,55,650	15.1%

9. Compare with performance during UPA Government in 2011-14: Refer columns above.

- 1 Name of the Key initiative/ Flagship Scheme** : **Information Technology & Computerization**
- 2 Launch Date:** : 15th March 2004.
- 3 Objective** : To improve efficiency at India Tourism Offices and the Ministry Headquarters, to provide improved tourist information along with tourist facilitation and to encourage the State Tourism Departments to take major IT initiatives for improved tourist information and facilitation as well as marketing and publicizing their tourism products.
- 4 Target Beneficiary** : Tourists.
- 6. Physical Targets** : During 2011-14
- Revamp of Incredible India website
 - Launch of Global Online Campaign
 - Providing Central Financial Assistance to State Governments/IT Administrations

During 2014-17

- Maintenance of Incredible India

- website.
- Translation of information on Incredible India website in 8 foreign languages.
- Maintenance of www.tourism.gov.in website
- Redevelopment of Incredible India website on a robust platform.
- Production of Incredible India Mobile App.
- Leveraging the potential of Social Media for promotion and marketing India.
- Implementing Wi-Fi provision at 50 tourist places.
- Providing free pre-loaded Sim Cards to foreign tourist arriving in India on e-Visa.
- Launch of 24x7 Multilingual helpline.
- Launch of e-Office provision in the Ministry.

7. No. of Beneficiaries

8. Achievement:

(a) During 2011-14

- Incredible India Global Media Campaign undertaken during 2011-12 & 2012-13.
- Incredible India website revamped.

(b) During 2014-17

- Incredible India Mobile Application launched.
- Revamped www.tourism.gov.in website, www.tourism.gov.in launched.
- A social media management agency was appointed to leverage potential of social media in promotion and marketing tourism to India.
- Besides, Facebook, Google+, Twitter and Youtube, new social media accounts opened in Instagram, Pinterest, Vimeo, Periscope and LinkedIn. Due to focused promotion on social media, followers of Incredible India on various social media channels are growing steadily.
- Web content of Incredible India

website translated and made available in 8 foreign languages.

- Implemented Wi-Fi provision at 76 tourist places.
- Launched 24x7 Multi-lingual Tourist Helpline, providing services in 12 languages.
- Launched the initiative of presenting free preloaded Sim Cards to foreign tourist visiting India on e-Visa at IGI Airport, Delhi and Cochin Airports.
- Initiated the process of appointing an IT agency for redevelopment of Incredible India website. The process is currently in the final stage of completion.
- Trained, majority of officers and staff of the Ministry of Tourism on the concept of e-Office concept.
- Organised a Workshop for Officials of Ministry of Tourism and representatives of State Govts. / UTs and stakeholders of tourism industry on social media management.

9. Performance in last three years (2014-2017):

Please refer to Sr. No. 7(b) above.

10. Compare with performance during UPA Government in 2011-14:

Please refer to Sr. Nos. 7 (a) & (b) above.

- 1 Name of the Key initiative/ Flagship Scheme** : **Marketing Development Assistance (MDA)**
- 2 Launch Date:** : 2001-02
- 3 Objective** :
- 4 Target Beneficiary** : All the beneficiary are Indian Citizens
- 9. Physical Targets** : To promote tourism
- 10.No. of Beneficiaries** : All Travel Agents, Tour Operators, Tourist Transport Operators and Hoteliers approved by the Ministry of Tourism. In the case of Jammu & Kashmir and North Eastern Region, approved by the concerned States.

11.Achievement:

Year	No. of claims settled	Financial Outgo

2011-12	143	1,54,39,958
2012-13	144	1,78,12,711
2013-14	80	1,05,48,223
2014-15	149	2,04,96,292
2015-16	63	90,15,539
2016-17	NIL	NIL

11. Performance in last three years (2014-2017):

212 claims settled amounting to Rs.2,95,11,831/- as against allocation of Rs. 400.00 lakhs during the period.

12. Compare with performance during UPA Government in 2011-14:

367 claims settled amounting to Rs.4,38,00,892/- as against allocation of Rs. 600.00 lakhs.

Though the number of claims settled during the period 2011-14 is more as well as the amount sanctioned, during the period 2014-17 the guidelines for the scheme have been revised in 2015-16 (9th July, 2015). Secondly the guidelines are again under revision for quite some time now. Hence, the budget provision of Rs. 400.00 lakhs for the current financial year 2016-17 has been drastically reduced.

Hotel & Restaurants:

Ministry of Tourism, under its voluntary scheme classifies operational hotels under one to five star deluxe categories and heritage hotels under basic, classic and grand categories and approves project level hotels. The classification/reclassification of one to five star deluxe hotels and project level approval has been digitized.
