

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2801

ANSWERED ON:21.03.2005

ATITHI DEVO BHAVA

Choudhary Smt. Anuradha;Khan Shri Mohammad Tahir;Kushwaha Shri Narendra Kumar;Shiwankar Shri Maha Deo Rao

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

(a) whether the Government proposes to launch a campaign viz Atithi Devo Bhava; and

(b) if so, the details thereof and the funds allocated during the current year for the said campaign?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a) : Ministry of Tourism has already launched a campaign 'Atithi Devo Bhavah' during the year 2004-05.

(b): 'Atithi Devo Bhavah' is an Awareness Campaign aimed at providing the inbound tourist with a sense of being welcome by and to the country. The campaign targets the general public as a whole, while focusing on the stakeholders of the tourism industry. The main components of the campaign are training and orientation to taxi drivers, guides, immigration officers, tourist police and other personnel directly interacting with the tourists, while simultaneously creating a brand equity for the trained persons. "Atithi Devo Bhavah" involves Sensitisation, Screening, Induction, Training & Orientation, Certification and Feedback of key stakeholders of the Tourism industry in India. Approximately 26,300 stakeholders which include taxi drivers, porters, security staff, immigration & custom staff, railway employees are being trained in the Phase I. An allocation of Rs.497 lakhs has been made during the current year for the said campaign.