

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2783
ANSWERED ON:12.12.2005
EXPENDITURE INCURRED ON MEDIA AND PUBLICITY
Jagannath Dr. M.

Will the Minister of TOURISM be pleased to state:

- (a) the details of expenditure incurred by the Government during each of the last three years and the current year on media and publicity to boost tourism;
- (b) whether there has been any instance where the expenditure exceeded the sanctioned grant during the above period;
- (c) if so, the details thereof and the reasons therefor;
- (d) whether there has been any diversion of funds to meet the extra expenditure; and
- (e) if so, the details thereof and the action taken thereon?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SMT. RENUKA CHOWDHURY)

(a) : The details of expenditure incurred by the Government during each of the last three years and the current year on media and publicity to boost tourism is given below:

Year Expenditure (Rs. in crores)

2002-03	83.09
2003-04	83.26
2004-05	136.60
2005-06 (till November)	62.65

(b) : Yes, Sir.

(c) to (e) : The reason for excess expenditure under this head is mainly due to receipt of additional funds by some of the Tourist Offices abroad, from other sources on account of joint participation in Fairs & Festivals, etc. The liability of the Government was, however, restricted to sanctioned budget.