

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:5133

ANSWERED ON:27.08.2010

LITERATURE ON TOURISM

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

(a) whether the Union Government has increased the financial assistance being provided to the State Governments for publishing literature related to tourism;

(b) if so, the details thereof;

(c) whether there is any scheme to get the said literature published in public private partnership; and

(d) if so, the details thereof?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) to (d): The Ministry of Tourism, Govt. of India has formulated guidelines for extending financial support to States and Union Territories (UTs) for production of publicity material in collaboration with the private sector.

In the case of the North Eastern States including Sikkim, Jammu & Kashmir and the newly formed states of Chhattisgarh, Jharkhand and Uttarakhand, the Ministry of Tourism will contribute 50% of the total cost, with the balance 50% to be split equally between the State governments and private stakeholders. The State governments can increase their share if private participation is of lesser order, with the approval of the Ministry.

In the case of all other States/UTs, 34% of the total cost will be borne by the Ministry of Tourism and the balance 66% will be borne by the States/UTs and private stakeholders jointly, with a minimum share of 25% of the total cost being that of the State/UT. The State Governments/UTs can increase their share if private participation is of lesser order, with the approval of the Ministry.