



Research Unit
Press Information Bureau
Government of India

International Tourism Mart

Elevating Northeast India's Tourism to International Heights

(Ministry of Tourism)

25th November, 2024

It is my conviction to bring North-East at par with the other developed regions of the country.

~ Prime Minister Shri Narendra Modi¹

Northeast India, often referred to as the "Land of the Seven Sisters and Sikkim," is a realm of unparalleled beauty, rich cultural heritage, and breathtaking natural landscapes. Its lush green valleys, snow-clad peaks, and vibrant traditions make it a paradise for travelers seeking adventure and cultural immersion. To unlock the immense tourism potential of this enchanting region, the **International Tourism Mart (ITM) 2024** starting tomorrow will take center stage from **26th to 29th November, 2024 in Kaziranga, Assam.**

Ministry of Tourism
Government of India

Travel for
LiFE

Assam

North
East
Paradise Unexplored

Incredible India

**INTERNATIONAL
TOURISM
MART 2024**

26th - 29th November 2024
Kaziranga, Assam

¹ <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2023/apr/doc2023424185201.pdf>

From Heritage to Horizons: ITM's Journey

Since its inception, the International Tourism Mart (ITM) has become a premier platform for showcasing Northeast India's vibrant cultures, stunning landscapes, and rich heritage. The first-ever ITM was inaugurated by the then **Governor of Assam, Shri Janaki Ballav Patnaik, on 19th January 2013** in Guwahati, amidst cultural celebrations. Organized annually by the Ministry of Tourism, the event rotates among the Northeastern states, fostering connections between regional stakeholders and domestic and international markets.²

The 2023 edition, held in **Shillong, Meghalaya, from 21st to 23rd November 2023**, highlighted the region's diverse tourism products, biodiversity, and unique intangible heritage, such as local traditions, arts, dances, and crafts. The 12th edition in 2024 will build on previous efforts to highlight Northeast India as a must-visit destination, further promoting sustainable tourism and expanding its global reach.

ITM 2024: A Gateway to Northeast's Wonders³

The 12th edition of the International Tourism Mart (ITM) in 2024 is set to highlight Northeast India's unique charm, promoting sustainable tourism and positioning the region as a gateway to Eastern and Southeastern Asia. This premier event will bring together around 400 participants, including domestic and international tour operators, hoteliers, homestay owners, influencers, opinion leaders, and government officials.

The three-day Mart will feature state presentations, B2B meetings, panel discussions, cultural evenings, live music, food demonstrations, and a North East Bazaar. Participants will also engage in technical visits to iconic sites like Charaideo Moidam (India's newest UNESCO World Heritage Site), Kaziranga National Park (celebrating 50 years as a National Park), Hathikuli Tea Estate, and the Orchid and Biodiversity Park.

Aligned with the Ministry of Tourism's Travel for Life initiative, ITM 2024 will emphasize sustainability, employing energy-efficient practices, eliminating single-use plastics, and providing shuttle services to minimize environmental impact. This event aims to celebrate the vibrant culture, biodiversity, and heritage of the Northeast while fostering collaboration among stakeholders to expand its global tourism footprint.

Boosting Northeast Tourism: Key Initiatives and Schemes

The **Ministry of Tourism** undertakes several initiatives beyond the International Tourism Mart (ITM) to promote the tourism potential of Northeast India. These efforts focus on infrastructure enhancement, and holistic promotion through various schemes aimed at sustainable and inclusive growth.

Key schemes include:

- **Swadesh Darshan 2.0:** Under [Swadesh Darshan 2.0 \(SD2.0\)](#) scheme significant financial allocations have been made to promote sustainable and responsible tourism in Northeast India. Funds have been released

² <https://pib.gov.in/newsite/PrintRelease.aspx?relid=91689>

³ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2076058#:~:text=The%2012th%20edition%20of%20International,%2C%202024%20in%20Kaziranga%2C%20Assam.>

for various projects aimed at enhancing cultural, adventure, and eco-tourism experiences across the region.

Swadesh Darshan 2.0



Sr. No.	State / UT	Destination	Interventions Name	(Rs. in Crore) Sanctioned Cost
1	Sikkim	Gangtok	Gangtok Cultural Village	22.59
2	Meghalaya	Sohra	Meghalayan age Cave Experience	32.45
3	Arunachal Pradesh	Mechuka	Mechuka Cultural Haat	18.48
4	Assam	Kokrajhar	Kokrajhar Wetland Experience	26.67
5	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91
6	Sikkim	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.40
7	Arunachal Pradesh	Nacho	Unlock Nacho Expedition	14.02
8	Arunachal Pradesh	Mechuka	Mechuka Adventure Park	12.75
9	Meghalaya	Sohra	Waterfall Trails Experience	27.84
10	Nagaland	Chumoukedima	Tribal Cultural Experience at Midway Retreat	21.56

Source: Loksabha Question No. 959: 29.07.2024

- PRASHAD (Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive):** Launched in the year 2014-2015 scheme aims to integrate pilgrimage destinations in a prioritised, planned and sustainable manner to provide a complete religious tourism experience. Significant funds have been released to develop pilgrimage and heritage tourism infrastructure across Northeast India.

PRASHAD Scheme

(Rs. in Crore)



Sr. No.	Name of the State	Project Name	Sanctioned Year	Sanctioned Cost	Released Cost
1	Arunachal Pradesh	ParshuramKund, LohitDistt.	2020-21	37.88	21.95
2	Assam	Kamakhya Temple and Pilgrimage Destination in and around Guwahati	2015-16	29.80	29.80
3	Meghalaya	Pilgrimage Facilitation in Meghalaya	2020-21	29.29	24.92
4	Mizoram	Infrastructure for Pilgrimage and Heritage Tourism in the State of Mizoram	2022-23	44.89	6.52
5	Nagaland	Pilgrimage Infrastructure in Nagaland	2018-19	25.20	21.33
6	Nagaland	Pilgrimage Tourism Infrastructure at Zunheboto	2022-23	18.18	10.90
7	Sikkim	Pilgrimage Facilitation at Four Patron Saints, Yuksom	2020-21	33.32	28.31
8	Tripura	Tripura Sundari Temple, Udaipur	2020-21	37.80	25.62

- **UDAN-RCS scheme:**⁴ The RCS-UDAN Scheme (Regional Connectivity Scheme - Ude Desh Ka Aam Nagrik), launched on April 27, 2017, by Prime Minister Shri Narendra Modi with the Shimla-Delhi flight, aims to enhance air connectivity to underserved regions. UDAN 4.0 focused on the Northeast, hilly states, and islands, including helicopter services. Airports like Pasighat, Ziro, Hollongi, and Tezu have boosted Northeast tourism by improving accessibility.
- **Assistance to Central Agencies for Tourism Infrastructure Development** is launched for the development of tourism related infrastructure and facilities to provide an enriching tourism experience to the visitors. Under the Assistance to Central Agencies for Tourism Infrastructure Development Scheme, significant funding has been allocated to enhance tourism-related infrastructure across Northeast India. ₹44.44 crore was allocated for the development of 22 viewpoints across Northeastern states, with ₹27.06 crore already utilized. These investments aim to boost accessibility and tourism appeal in the region.⁵
- **Assistance for Organizing fairs / festivals/ tourism related events:**⁶ The Ministry of Tourism provides financial assistance of up to ₹80 lakh per state and ₹50 lakh per UT under the Domestic Publicity and Promotion including Hospitality Scheme to support fairs, festivals, and tourism-related events. In the year 2023-24, a total of ₹212.35 lakh was allocated across various states and UTs, with approximately ₹82 lakh specifically released for organizing vibrant fairs and festivals in Meghalaya, Nagaland, and Tripura.

Amount Released for Fairs & Festival (2023-24)		
Meghalaya	Nongkrem Dance Festival	25.00
Tripura	Neemahal Festival	9.80
	Diwali festival	9.55
	Chabimura festival	3.00
Nagaland	Autumn festival	10.00
	Cuisine Music Festival at Naga Heritage Village, Kisama	25.00
		Rs. In lakhs

- **Travel for LiFE Initiative** was launched on 27th September, 2023 to promote sustainable tourism in the country. Through mindful and deliberate actions mobilized toward tourists and tourism businesses in the consumption of tourism resources, Travel for LiFE aims to promote sustainable tourism in the country.

⁴ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2066529>

⁵ <https://tourism.gov.in/sites/default/files/2024-07/usq.959%20for%2029.07.2024.pdf>

⁶ https://tourism.gov.in/sites/default/files/2024-08/MOT%20Annual%20Report_2023-24_English%20Final.pdf

These initiatives aim to establish Northeast India as a vibrant, sustainable tourism destination while empowering local communities. Efforts like these are vital to unlocking the region's immense tourism potential and preserving its unique cultural and natural heritage.

Conclusion

Northeast India, with its stunning landscapes, rich heritage, and vibrant traditions, is a treasure waiting to be explored. Initiatives like ITM 2024, Swadesh Darshan 2.0, PRASHAD, UDAN-RCS, and the Travel for LiFE program are unlocking this region's tourism potential. These efforts are improving infrastructure, boosting connectivity, and showcasing the Northeast's unique charm to the world. By blending modern tourism with cultural preservation, these initiatives are not just attracting visitors but also creating opportunities for local communities. The Northeast is steadily becoming a go-to destination, offering unforgettable experiences in a sustainable and inclusive way.

References

- <https://pib.gov.in/PressReleaselframePage.aspx?PRID=2076058#:~:text=The%2012th%20edition%20of%20International,%2C%202024%20in%20Kaziranga%2C%20Assam.>
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- https://tourism.gov.in/sites/default/files/2024-08/MOT%20Annual%20Report_2023-24_English%20Final.pdf
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Santosh Kumar / Sarla Meena / Kamna Lakaria