

MICE Destinations

Posted On: 04 AUG 2025 5:03PM by PIB Delhi

Development and promotion of tourist destinations and products, including MICE tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, as part of its on-going activities, the Ministry of Tourism regularly promotes India as a holistic tourism destination including MICE tourism through various mediums including social media and websites.

Ministry of Tourism identified MICE as one of the important segments of Tourism. Ministry has also formulated a National Strategy and Roadmap for MICE Industry to promote the growth of MICE industry in the country.

The Ministry of Tourism provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure in the country under its schemes. (List of Projects sanctioned for development of Convention centers and associated infrastructure, is placed at Annexure).

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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ANNEXURE

List of Projects Sanctioned for Development of Convention Centers and associated Infrastructure under the various Schemes of the Ministry of Tourism

S. No.	State/UTs	C e n t r a l G o v e r n m e n t Scheme	Project Name	P r o j e c t Cost (I n R s . Crore)	Sanctioned Year	Component
1.	Chhattisgarh	CBDD	Development of Mayali Bagicha as Eco Tourism Destination	9.97	2025	Convention
2.	A r u n a c h a l Pradesh	SASCI	Siang Adventure & Eco-Retreat, Pasighat	46.48	2024	Convention
3.	Gujarat	SASCI	Tented City and Convention Centre	51.56	2024	Convention
4.	Madhya Pradesh	SASCI	I n t e r n a t i o n a l Convention Centre for MICE	99.38	2024	Convention
5.	Haryana	SD 2.0	R e j u v e n a t i o n o f Yadavindra Garden	65.82	2025	Convention
6.	Lakshadweep	SD 2.0	Enhancement of Tourist Experience at Bangaram	81.18	2025	Convention for MICE

7.	Madhya Pradesh	SD 1.0	Development of Gwalior - Orchha - Khajuraho - Chanderi - Bhimbetka - Mandu	18.77	2020	Convention
8.	Jammu Kashmir	SD 1.0	Development of Tourist Facilities at Gulmarg - Baramulla - Kupwara - Kargil - Leh	21.01	2021	Convention
9.	A r u n a c h a l Pradesh	SD 1.0	Development of Jirigaon - Nafra - Seppa - Pappu - Pasa - Pakke Valleys - Lumdung - Lafang Sohung Lake - Taro Yar - New Sagalee - Ziro - Yomcha	4.028	2020	Convention
10.	Goa	SD 1.0	Development of Coastal II: Rua De Orum Creek - Don Paula - Colva - Benaulim	39.33	2022	Convention
11.	Mizoram	SD 1.0	Integrated Development of New Eco Tourism under Swadesh Darshan- North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram.	2.64	2019	Convention
12.	H i m a c h a l Pradesh	SD 1.0	Development of Kiarighat - Shimla - Hatkoti - Manali - Kangra - Dharamshala - Bir - Palampur - Chamba	17.265	2022	Convention
13.	Mizoram	ACA	Development of Convention Centre and associated Infrastructure at Aizawl.	39.94	2021	Convention

(Release ID: 2152144)