



## CRUISE BHARAT MISSION - ECONOMY

The Union Minister of Ports, Shipping & Waterways, launched the five-year Cruise Bharat Mission from Mumbai port.

### About

- **The mission aims** to excel India's vision to become a global hub for cruise tourism and promote the country as the leading global cruise destination.
- **It includes** increasing sea cruise passengers from **0.5 million in Phase 1 to 1 million** and river cruise passengers from **0.5 million in Phase 1 to 1.5 million** by Phase 3.
- It also includes developing 10 Sea Cruise Terminals, 100 River Cruise Terminals, and five Marinas under the mission.

### Implementation Phases of Mission

- The implementation of the Mission is spread across three phases, running from **1 October 2024, to 31 March 2029:**
  - **Phase 1:** Focuses on research activities, master planning, and building cruise alliances with neighboring nations along with work on modernizing existing cruise ports, marinas, and destinations.
  - **Phase 2:** Aims to develop additional marinas, cruise terminals, and destinations to engage high-potential cruise circuits and sites.
  - **Phase 3:** Continues expanding cruise terminals, marinas, and destinations, while integrating all cruise circuits across the Indian Subcontinent to signify the ecosystem's maturity.





## Three Segments of Cruise Tourism

- **Ocean & Harbour Cruise:** Includes ocean cruises, coastal and deep-sea excursions, as well as sailing and yachting trips from various harbors.
- **River & Inland Cruise:** Focuses on river and inland cruises, exploring canals, backwaters, creeks, and lakes.
- **Island Cruise:** Offers live-aboard excursions, boutique cruises to lesser-known locations, lighthouse tours, and inter-island cruises.

## Significance of the Mission

- **Promotion of Tourism:** The mission will transform India's maritime landscape and harness the potential of vast coastline and waterways through cruise tourism.
- **Economic Growth and Employment Generation:** It aims to boost cruise tourism in India to **1 million** passengers and create **400,000 jobs by 2029**.
- **Environmental Sustainability:** The mission also aims to develop eco-friendly tourism infrastructure by promoting cruises in rivers and coastal areas.

**Source:** [https://www.business-standard.com/economy/news/cruise-bharat-mission-centre-aims-1-million-sea-cruise-passengers-by-2029-124093001095\\_1.html](https://www.business-standard.com/economy/news/cruise-bharat-mission-centre-aims-1-million-sea-cruise-passengers-by-2029-124093001095_1.html)

