

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†2232  
ANSWERED ON 08.03.2021**

**FINANCIAL ASSISTANCE TO MELAS AND EXHIBITIONS**

**†2232. SHRI MUKESH RAJPUT:**

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

- (a) whether the Government has any scheme to provide incentives to melas and exhibitions organized on the occasion of various festivals in various regions of the country;**
- (b) if so, the details thereof;**
- (c) whether the district administration allocates any budget for Ram Nagaria mela organized on the banks of the river Ganga in Maagh month in Farrukhabad;**
- (d) if so, the details thereof; and**
- (e) if not, whether the Government proposes to provide assistance for such melas?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)**

**(SHRI PRAHLAD SINGH PATEL)**

**(a) to (e): Yes, Sir.**

**The Ministry of Tourism provides financial assistance to State/UT Govt. for organizing fairs & festivals and tourism related events such as seminars, conclaves, conventions etc. for promotion of Tourism.**

**The fairs, festivals and events are selected by the State/UT Govt. based on their tourism potential and are supported by Ministry of Tourism subject to availability of funds, submission of Utilization Certificates providing all requisite documents and adherence to existing scheme guidelines.**

**No proposal for Ram Nagaria Mela has been received by Ministry of Tourism from State Govt. of Uttar Pradesh.**

**Scheme Guidelines placed at Annexure.**

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## **ANNEXURE**

### **STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.†2232 ANSWERED ON 08.03.2021 REGARDING FINANCIAL ASSISTANCE TO MELAS AND EXHIBITIONS**

**Government of India  
Ministry of Tourism  
(Publicity, Events and IT Division)**

**No. 2-TP(4)/2002**

**1<sup>st</sup> July, 2010**

#### **Approved Guidelines for Financial Assistance to State Government / Union Territory Administrations for Organizing Fair and Festivals and Tourism related Events**

**The Department of Tourism shall provide financial assistance to State Governments / UT Administrations for organizing fairs / festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism. The conditions for providing the financial assistance would be as under:-**

- 1. The fairs, festivals and events should be selected by the State Governments / UTs based on their tourism potential.**
- 2. Ministry of Tourism, Government of India would provide a maximum financial assistance of Rs. 25.00 Lakh per fair / festival / event in the case of States and Rs. 15.00 Lakh in case of Union Territory.**
- 3. Maximum financial assistance to be provided to each State Government / UT Administration during 1 financial year should not exceed Rs. 50.00 lakh. The Financial Ceiling for the Union Territories would be Rs. 30.00 Lakhs.**
- 4. Assistance for maximum of 6 fairs/ festivals / events only will be provided to the State Governments or Union Territories during one financial year. In case of more than 6 fairs for a particular state, 2 more fairs can be considered on receiving the full justification about the same and approval of Secretary (Tourism) will have to be obtained for considering such requests. However, the ceiling indicated in 3 above would remain.**

**5. The fair, festival or event should be identified by the States / UTs based on their potential for the development and promotion of tourism and informed to the Ministry of Tourism well in advance.**

**6. Central Financial Assistance would be provided only for the following items :-**

- i) Creation of semi permanent structures.**
- ii) Production of posters, pamphlets, advertisement in newspaper and production of film.**
- iii) Remuneration of artists.**
- iv) Sitting arrangements, lighting, sound, lodging & boarding, transportation, hiring of space and other similar activities.**

**7. Prior approval of the Ministry of Tourism should be taken before committing any expenditure and proposals should be sent to the Ministry at least 2 months in advance of the event. No assistance would be extended on ex-post facto basis.**

**8. Support of the Ministry of Tourism would be subject to availability of funds and relevance of the event.**

**9. Adequate publicity to the Ministry of Tourism would be given in the different advertisements or media releases issued by the State Governments / UTs. Ministry's logo (Incredible India) and website would also be given due publicity.**

**10. The State Government / UT Governments organizing the event would contribute atleast 50 % of the total expenditure involved on the fair / festival or event.**

**11. Ministry of Tourism will release 100% amount towards the proposals approved. However, 3 proposals only, can be submitted by the State Government / Union Territory Administrations in the first instance. No fair / festival / event proposal will be considered thereafter unless the State Government submits full details of the expenditure (including State / UTs components) and Utilization Certificate for the amount with a brief note on the advantages gained as the outcome of fair / festival / event towards the assistance provided for 3 proposals. Subsequently, the other proposal can be sent to Ministry of**

**Tourism as mentioned in para 4 above.**

**12. The proposal for the financial assistance should include in details the break-up of expenditure and the agencies involved in organizing the event. The proposal should also include the names of sponsors if any, and the amount being contributed by them.**

**13. The State Governments / UTs must follow all codal formalities while spending the money released by the Ministry of Tourism as financial assistance.**

**14. To the North-Eastern States including Sikkim and the state of Jammu and Kashmir, 100 % assistance may be provided by the Ministry of Tourism, Government of India.**

#### **Instructions for MoT's Divisions**

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- 1. The proposals received from the State Governments / Union Territory Administrations will be processed by the concerned programme / planning division of the Ministry. While processing proposals for 2010-11, in respect of any State / UT, the status of Utilization Certificates (UCs) pending for the years upto 2009-10 in respect of that State / UT shall also be indicated.**
- 2. The concerned division will open only one file for each State / Union Territory during one financial year for all the fairs / festivals / events of that State / UT.**
- 3. The Division will try to ensure that UCs and other details are received from the States / Union Territories in time.**
- 4. Preference would be given to the proposals received online and online submission of UCs and other details will be encouraged.**

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