

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 1326
ANSWERED ON 06.12.2021**

PROMOTION OF TOURISM IN TAMIL NADU

1326. SHRI T. R. V. S. RAMESH:

Will the Minister of TOURISM be pleased to state:

- (a) the steps taken by the Government to promote tourism in the State of Tamil Nadu for the tourists visiting the State for pilgrimage;**
- (b) the details of the Government's tourism policy for sustaining the livelihood of the marginalized population dependent on tourism;**
- (c) whether there is any policy of the Government for the artisans engaged in various art and craft ventures specifically aimed at income generation from domestic and international tourists / travellers;**
- (d) if so, the impact of such policy outlays benefitting the marginalized population and the artisans; and**
- (e) if so, the details thereof, district-wise?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes India in a holistic manner, including Tamil Nadu. As part of its on-going activities, it releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. The Incredible India campaign promotes the destination under different themes including heritage, wellness, adventure, spiritual etc. through its Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD). Under the "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage

Augmentation Drive (PRASHAD)", Ministry of Tourism has provided financial assistance for the development of the following two sites in Tamil Nadu: –

SI NO	Name of the Project (under PRASHAD Scheme)	Year of Sanction	Approved cost (Rs.)
1	Development of Kanchipuram	2016-17	13.99 crore
2	Development of Vellankani	2016-17	4.86 crore

(b): The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage, culture, art and craft, lesser known destinations in the country to promote domestic tourism.

Ministry of Tourism further organises Bharat Parv, Paryatan Parv etc. which also provides a platform for the promotion of art and craft, heritage and cultural diversity of the country.

(c) to (e): As per the information received from the Development Commissioner (Handicrafts) Ministry of Textile, it provides financial assistance for setting up of Crafts Village. It is a modern-day concept wherein craft promotion and tourism are being taken up simultaneously. Under these villages, the artisans live and work at the same place and are provided the opportunity to sell their products thereby ensuring livelihood to the artisans.

The basic objective is to select areas that are surrounded and connected by major tourist destination/circuit and have a traditional art and craft heritage, which attract maximum tourist footfalls. It helps to increase the income of the artisans through the design innovations and sales of their handcrafted products at work place and in connecting and disseminating the heritage, culture, food and other aspects of the area, which also ensures livelihood to the other sectors as well. A Craft Tourism Village has been setup at

Ragurajpur and 12 craft villages have been sanctioned throughout the country.

Office of the Development Commissioner (Handlooms) has further informed that they have taken initiative to develop Craft Handloom Villages in select Handloom pockets of the country on important tourist circuits. 5 locations have been identified for Craft Handloom Villages at 1. Sharan (Kullu, Himachal Pradesh), 2. Kanihama (Budgam, Srinagar), 3. Kovalam (Thiruvananthapuram, Kerala), 4. Rampur (Bodh Gaya, Bihar) and 5. Mohpara (Golaghat, Assam).
