

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2378
ANSWERED ON 13.12.2021**

DEVELOPMENT OF TOURISM IN NILGIRIS

2378. SHRI A. RAJA:

Will the Minister of TOURISM be pleased to state:

- (a) whether any new schemes are proposed to attract more domestic and foreign tourists in the country, especially in Tamil Nadu;**
- (b) whether tourist spots in Nilgiris in Tamil Nadu would be renovated with more infrastructure facilities, with an emphasis on rural and adventure tourism;**
- (c) if so, the details thereof;**
- (d) whether the State Government would be assisted through various schemes for the development of tourism in Tamil Nadu, especially Nilgiris; and**
- (e) if so, the details thereof ?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes India in a holistic manner, including Tamil Nadu through its ongoing Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD). Under these schemes, Ministry of Tourism 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. Further, the Ministry of Tourism undertakes various activities for promotion & publicity of domestic tourism within the country. These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu and Kashmir as well as on Niche Tourism products, spreading social awareness messages and promoting events which have tourism potential.

(b) to (e): Development and Promotion of Tourism is primarily the responsibility of the State Government/ Union Territory Administration. The Ministry of Tourism under its schemes of 'Swadesh Darshan' and 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' provides financial assistance to State Governments/Union Territory Administrations/ Central Agencies etc. including Tamil Nadu for development of tourism infrastructure in the country. The projects under the schemes are identified for development in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier. The details of infrastructure projects in Tamil Nadu sanctioned under these schemes are as under:-

Swadesh Darshan

SI No	Name of the Project & Circuit	Year of Sanction	Approved cost (₹ in crore)
1	Development of (Chennai-Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari) Coastal Circuit	2016-17	73.13

PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive)

SI NO	Name of the Project	Year of Sanction	Approved cost (₹ in crore)
1	Development of Kanchipuram	2016-17	13.99
2	Development of Vellankani	2016-17	4.86

Projects sanctioned under Central Agencies Scheme

SI No	Name of the Project & Circuit	Central Agency	Year of Sanction	Approved cost (₹ in Lakh)
1	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port.	Chennai Port Trust	2016-17	1724.66
