

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 1103
ANSWERED ON 15.12.2022

TOURISM PROMOTION SCHEMES IN TAMIL NADU

1103. SHRI M. SHANMUGAM:
SHRI VAIKO:

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

- (a) the details of various tourism promotion schemes extended to the State of Tamil Nadu;
- (b) the details of funds allotted under various schemes to Tamil Nadu for development of tourism infrastructure and to give publicity, in the last three years; and
- (c) efforts made by Government to develop eco-tourism and medical tourism in the State, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes the tourism destinations of the country, including Tamil Nadu, in a holistic manner under various schemes of the Ministry which includes providing financial assistance to the State Governments/ Union Territory Administrations/ Central Agencies under its schemes 'Swadesh Darshan' and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' (PRASHAD). In addition, financial assistance is also provided to Central Agencies for tourism infrastructure development. The projects are identified for development in consultation with the State Governments/UTs and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines, utilization of funds released earlier etc. Financial assistance is also extended to States/UTs for organizing fairs & festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism.

(b): The details of funds allocated under Swadesh Darshan, PRASHAD, Domestic Promotion and Publicity including Hospitality (DPPH) and Assistance to Central Agencies Scheme, to the State of Tamil Nadu, is enclosed at Annexure.

(c): In order to position India, including Tamil Nadu, as a preferred global destination for Eco/sustainable tourism, Ministry of Tourism, Government of India has formulated National Strategy for Eco-Tourism and Sustainable Tourism. In order to guide the operationalization and implementation of the strategy documents, a National Board for Sustainable Tourism has also been constituted, under the Chairmanship of Secretary (Tourism). The Ministry has also entered into a Memorandum of Understanding (MOU) with the United Nations Environment Program (UNEP) and Responsible Tourism Society of India (RTSOI) to undertake measures to actively promote and support 'sustainability initiatives' in the tourism sector and work in a collaborative manner.

In order to provide impetus to the growth of Medical Value Travel and wellness tourism in the country, Ministry of Tourism has formulated National Strategy for Medical and Wellness Tourism. Further, in order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian System of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical and Wellness Tourism Board with the Hon`ble Minister of Tourism as its Chairman. The Board works as an umbrella organization that promotes this segment of tourism in an organized manner.

ANNEXURE

STATEMENT IN REPLY TO PART (b) OF RAJYA SABHA UNSTARRED QUESTION NO. 1103 ANSWERED ON 15.12.2022 REGARDING TOURISM PROMOTION SCHEMES IN TAMIL NADU

DETAILS OF PROJECT SANCTIONED IN STATE OF TAMIL NADU UNDER SWADESH DARSHAN SCHEME

(Rs. in Crore)

S. No	Name of the Project	Swadesh Darshan		
		No. of Projects	Amount Sanctioned	Amount released
1.	Development of Coastal Circuit (Chennai- Mamamallapuram- Rameshwaram – Manpadu – Kanyakumari)	1	73.13	69.48

DETAILS OF PROJECTS SANCTIONED IN TAMIL NADU UNDER PRASHAD SCHEME

(Rs.in Crore)

S. No.	Name of the Project	Year of Sanction	Amount Sanctioned	Amount Released
1.	Development of Kanchipuram	2016-17	13.99	13.99
2.	Development of Vellankani	2016-17	4.86	4.86

AMOUNT OF FUNDS SANCTIONED TO TAMIL NADU UNDER ASSISTANCE TO CENTRAL AGENCIES

(Rs. in Crore)

S. No.	Name of the Project	Year of Sanction	Amount Sanctioned	Amount Released
1	Joint Development of Rameswaram Railway Station	2017-18	4.70	3.76
2	Joint Development of Madurai Railway Station	2018-19	4.48	3.56

AMOUNT OF FUNDS SANCTIONED TO TAMIL NADU FOR ORGANIZING FAIRS AND FESTIVALS

(Rs. in Lakh)

Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
2017-18	India Dance Festival at Mamallapuram	25.00	25.00
2018-19	India Dance Festival at Mamallapuram	25.00	25.00
2019-20	Indian Dance Festival, Kumari Festival, Tourism Cultural Festival	50.00	50.00
2021-22	India Dance Festival at Mamallapuram	25.00	25.00

**** **