

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.5274
ANSWERED ON 03.04.2023**

PROMOTION OF TOURISM IN POLLACHI CONSTITUENCY

5274. SHRI SHANMUGAM SUNDARAM K.:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the steps taken by the Government to promote tourism in Anamalai, Valparai and other parts of Pollachi constituency;**
- (b) whether the Government has any plans to open a rope car in Valparai and if so, the details thereof;**
- (c) if not, whether a feasibility study will be undertaken for the same and if so, the details thereof; and**
- (d) the amount of funds allocated for promotion of tourism in places under Pollachi constituency?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism, inter alia, promotes India in a holistic manner, through various initiatives under its Schemes of “Domestic Promotion & Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity (OPP)”, including Anamalai and Valparai in Tamil Nadu. It regularly releases print, electronic, online and outdoor media campaigns in the domestic and international markets, under the “Incredible India” brand-line, to promote various tourism destinations and products of India and as well as through its official website and social media promotions.

(b) to (c): Further, the Ministry of Tourism under its ‘Swadesh Darshan’ scheme provided financial assistance to the State Governments/Union Territory Administrations/ Central Agencies etc. for development of tourism infrastructure in the country subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier etc. The Ministry of Tourism under its Swadesh Darshan scheme had sanctioned a project 'Development of Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari' for an amount of Rs.73.13 Crore under coastal circuit theme in 2016-17 and the project is physically complete. Development of tourist

places is primarily responsibility of the concerned State Government/ Union Territory (UT) Administration.

The Ministry of Tourism has now revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) for development of sustainable and responsible tourist destinations in the country and has identified 'Mamallapuram' and 'The Nilgiris' in Tamil Nadu as destinations for development under SD2.0 scheme.

(d): Ministry of Tourism does not allocate funds Constituency – wise under the afore mentioned Schemes.
