

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3719
ANSWERED ON 24.03.2025**

PROMOTION OF TOURISM IN TIRUNELVELI

3719. SHRI ROBERT BRUCE C:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the sites identified by the Government in Tirunelveli district for the promotion of tourism; and**
- (b) the details of funds sanctioned and disbursed thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): Development and promotion of tourist destinations and products is undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry of Tourism complements the efforts of State Governments/UT Administrations by developing and promoting various tourism products of the country, including Tamil Nadu through various schemes and initiatives. The details of projects sanctioned under the Swadesh Darshan and Swadesh Darshan 2.0 scheme of the Ministry for the State of Tamil Nadu is Annexed.

Further, Ministry of Tourism promotes India in a holistic manner including destinations of Tamil Nadu, through various initiatives under its Schemes of “Domestic Promotion & Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity (OPP)”. As part of its on-going activities; it regularly releases print, electronic, online and outdoor media campaigns in the international markets, to promote various tourism destinations and products of India. The Ministry of Tourism also regularly promotes various tourism destinations and products through its website and social media promotions.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (b) OF LOK SABHA UNSTARRED QUESTION NO.3719 ANSWERED ON 24.03.2025 REGARDING PROMOTION OF TOURISM IN TIRUNELVELI RAISED BY SHRI ROBERT BRUCE C****(i) Project sanctioned under Swadesh Darshan Scheme in the State of Tamil Nadu****(Amount in ₹ crore)**

S. No.	Circuit	Sanction Year	Name of the Project	Amount Sanctioned	Amount Released/ Authorized*
1	Coastal Circuit	2016-17	Development of (Chennai-Mamamallapuram – Rameshwaram – Manpadu Kanyakumari)	73.13	71.03

*** Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.**

(ii) Project sanctioned under Swadesh Darshan 2.0 Scheme in the State of Tamil Nadu**(Amount in ₹ crore)**

S. No.	Destination	Name of the Experience	Sanction Year	Amount Sanctioned
1	Mamallapuram (Tamil Nadu)	Immersive experience at Shore Temple	2023-24	30.02
