

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2056
ANSWERED ON 12.12.2024

PROMOTION OF CHOLA TEMPLES OF THANJAVUR

2056 SHRI S. KALYANASUNDARAM:

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

- (a) the steps taken by Government to promote the UNESCO World Heritage sites of the Great Living Chola Temples of Thanjavur and the details thereof;
- (b) the quantum of funds allocated for the same and the details thereof; and
- (c) if not, the reasons therefor?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): The Ministry promotes various tourist destinations and products of India including the Great Living Chola Temples of Thanjavur through various initiatives including promotional events, assistance to State Governments, stakeholders for organizing fairs and festivals, participation in exhibitions, website and social media.

The Ministry through its domestic tourism office organises a series of activities such as World Tourism Day Celebrations, International Day of Yoga, Heritage walks etc. at Sri Brihadeeswara Temple, Thanjavur to highlight the cultural and historical significance of the world heritage site.

The Ministry has revamped its Swadesh Darshan scheme in the form of Swadesh Darshan 2.0 with the mission to create a robust framework for integrated development of tourism destinations in partnership with the States/UTs for promoting sustainable and responsible tourism in the country. Thanjavur under Culture and Heritage Category has been identified under Challenge Based Destination Development scheme, a sub scheme under SD 2.0 for development for an amount of Rs.25 Crore.
