

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**STARRED QUESTION NO.49**  
ANSWERED ON 04.12.2025

**PROMOTION AND DEVELOPMENT OF TOURISM IN TAMIL NADU**

49 SHRI N.R. ELANGO:

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

- (a) the measures that the Ministry has undertaken to promote and develop tourism in Tamil Nadu; and
- (b) whether the Ministry has any specific plans or proposals for developing tourism at archaeologically significant sites in that State?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) and (b): A Statement is laid on the Table of the House.

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**STATEMENT IN REPLY TO PARTS (a) AND (b) OF RAJYA SABHA STARRED QUESTION NO.49 ANSWERED ON 04.12.2025 REGARDING PROMOTION AND DEVELOPMENT OF TOURISM IN TAMIL NADU RAISED BY SHRI N.R. ELANGO**

(a) and (b): The Ministry of Tourism promotes the tourism destinations and products of the country, including Tamil Nadu, in a holistic manner. Various activities are undertaken for the promotion of tourism such as promotional events, extension of financial assistance for promotion of fairs and festivals, dissemination of information about the tourism products and themes through the web-site and social media promotions, participation in exhibitions and fairs, organizing capacity building programs and workshops.

For the promotion of fairs and festivals, Ministry extends Central Financial Assistance (CFA) to the State Governments and Union Territory (UT) Administrations, including Tamil Nadu. The details of Central Financial Assistance extended to the State Government of Tamil Nadu is detailed at **Annexure – I**. The fairs and festivals of the State are also promoted as tourism products and experiences in domestic and international markets through UTSAV portal, website and Social Media handles.

For the development of tourism related infrastructure in the country, Ministry of Tourism provides financial assistance to State Governments/UT Administrations, including the State of Tamil Nadu under its ongoing schemes of Swadesh Darshan, Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD), Special Assistance to States for Capital Investment (SASCI) and Assistance to Central Agencies for tourism infrastructure development. The details of the funds sanctioned to the State of Tamil Nadu under the above mentioned Schemes are detailed at **Annexure – II**.

Financial assistance for development of tourism infrastructure in the State is based on the receipt of proposals from the State Governments and is subject to fulfilment of stipulated conditions in the prescribed guidelines, operational viability and availability of funds.

As per information received from the Archaeological Survey of India (ASI), ASI regularly makes efforts to develop visitor amenities at the protected monuments of national importance under its jurisdiction, including in the State of Tamil Nadu, considering the feasibility and requirements at the site, based on tourist footfall. Such visitor amenities at ticketed monuments may include facilities for drinking water and toilet, facility for differently abled, parking facility, cloak room, cafeteria, information signages, QR code based information etc depending upon requirement and

feasibility. Further, ASI has launched the Adopt a Heritage 2.0 program, exclusively for protected monuments of national importance, to create a framework for engagement with private / public sector companies and NGOs/ Trusts/ Societies etc, to develop / provide at protected monuments to enhance visitor`s experience and make them visitor friendly. In the state of Tamil Nadu, a Memorandum of Understanding (MOU) signed under the said program for the protected monument of Kailashnath Temple, Kanchipuram with Cholamandalum Investment.

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**ANNEXURE-I**

**STATEMENT** IN REPLY TO PARTS (a) AND (b) OF RAJYA SABHA STARRED QUESTION NO.49 ANSWERED ON 04.12.2025 REGARDING PROMOTION AND DEVELOPMENT OF TOURISM IN TAMIL NADU RAISED BY SHRI N.R. ELANGO.

**Details of Financial Assistance extended to the State Government of Tamil Nadu for promotion of fairs and festivals**

**(Rs. in Lakh)**

<b>Year</b>	<b>Name of Fairs &amp; Festivals</b>	<b>Amount sanctioned</b>
2015-16	Indian Dance Festival at Mamallapuram, Tamil Nadu	8.00
2016-17	India Dance Festival at Mamallapuram	25.00
2017-18	India Dance Festival at Mamallapuram	25.00
2018-19	India Dance Festival at Mamallapuram	25.00
2019-20	Indian Dance Festival	25.00
	Kumari Festival	10.00
	Tourism Cultural Festival	15.00
2021-22	India Dance Festival at Mamallapuram	25.00
2022-23	India Dance Festival at Mamallapuram	25.00
2023-24	India Dance Festival at Mamallapuram	25.00
2024-25	Indian Dance Festival-Mamallapuram	25.00
	Marghali Music Festival - Chennai	25.00
	Madurai Pongal Festival	30.00
2025-26	Indian Dance Festival, Mamallapuram	25.00
<b>TOTAL SANCTIONED COST</b>		<b>313.00</b>

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## ANNEXURE-II

**STATEMENT IN REPLY TO PARTS (a) AND (b) OF RAJYA SABHA STARRED QUESTION NO.49 ANSWERED ON 04.12.2025 REGARDING PROMOTION AND DEVELOPMENT OF TOURISM IN TAMIL NADU RAISED BY SHRI N.R. ELANGO.**

**Details of Financial Assistance extended to the State Government of Tamil Nadu for the development of tourism infrastructure in the State.**

(Rs in Crores)

S. No.	Name of Project	Year of Sanction	Sanctioned Amount
<b>A</b>	<b>Swadesh Darshan 1.0</b>		
i.	Development of Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari	2015-16	73.13
	<b>TOTAL SANCTIONED COST</b>		<b>73.13</b>
<b>B</b>	<b>Swadesh Darshan 2.0</b>		
i.	Immersive experience at Shore Temple	2023- 24	30.02
	<b>TOTAL SANCTIONED COST</b>		<b>30.02</b>
<b>C</b>	<b>Challenge Based Destination Development (CBDD)</b>		
i.	Iconic transformation of Rameswaram under Spiritual	2024- 25	20.01
ii.	Enhancement and Amenities for Brihadeeswarar temple, Tanjore under Culture and Heritage	2024 - 25	24.72
	<b>TOTAL SANCTIONED COST</b>		<b>44.73</b>
<b>D</b>	<b>PRASHAD</b>		
i.	Development of Kanchipuram	2020-21	13.99
ii.	Development of Velankanni	2020-21	4.86
iii.	Development of 8 Navagraha Temples	2024-25	40.94
	<b>TOTAL SANCTIONED COST</b>		<b>59.79</b>
<b>E</b>	<b>Special Assistance to States for Capital Investment (SASCI)</b>		
i.	Nandavanam Heritage Park	2024-25	99.67
ii.	Development of Wetland Eco Park at Ooty	2024-25	70.23
	<b>TOTAL SANCTIONED COST</b>		<b>169.90</b>
<b>F</b>	<b>Financial Assistance extended to the Central Agencies</b>		
i.	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port to Chennai Port Trust	2012-13	17.24
ii.	Joint Development of tourist amenities at Rameshwaram Railway Station to Ministry of Railways	2017-18	4.70
iii.	Joint Development of tourist amenities at Madurai Railway Station to Ministry of Railways	2018-19	4.48
iv.	Illumination and allied works at Gangaikonda Cholapuram Temple, District – Ariyalur to ITDC	2024-25	11.47
	<b>TOTAL SANCTIONED COST</b>		<b>37.89</b>
<b>TOTAL SANCTIONED COST FOR DEVELOPMENT OF TOURISM INFRASTRUCTURE IN TAMILNADU</b>			<b>415.46</b>

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