

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1417#
ANSWERED ON 30.07.2026

PROMOTION OF TOURISM

1417# SHRI MAHENDRA BHATT:

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

- (a) the schemes currently being implemented to promote religious, cultural and adventure tourism in the country; and
- (b) the details of financial assistance provided to the States under those schemes during the last three years?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism promotes various tourist destinations and products including religious, cultural, and adventure tourism holistically to position India as a preferred tourism destination in the tourism generating markets and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas. The promotional activities include participation in Travel Fairs and Exhibitions; organizing Road Shows, India Evenings, Seminars & workshops; organizing and supporting Indian food and cultural festivals; offering brochure support to tour operators, global media campaigns and joint advertising/joint promotions with airlines, tour operators and other organizations etc.

(b): The Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments and Union Territory Administrations under the Domestic Promotion and Publicity including Hospitality (DPPH) Scheme for organizing fairs, festivals, and tourism-related events. The Scheme helps States and UTs promote distinctive tourism experiences and strengthen various tourism products including religious, cultural, adventure tourism etc. while also stimulating local economies and community engagement. State-wise details of supported events over the last three years reflect the Ministry's continued commitment to promoting India's diverse tourism offerings. The State wise list of fairs and festivals for which CFA was extended under DPPH Scheme during three last years is annexed at **Annexure**.

ANNEXURE

STATEMENT IN REPLY TO PART (B) OF RAJYA SABHA UNSTARRED QUESTION NO.1417# ANSWERED ON 30.07.2026 REGARDING PROMOTION OF TOURISM RAISED BY SHRI MAHENDRA BHATT

Amount Sanctioned to State Governments and UTs for Fairs and Festivals**2023-2024**

Sl. No.	State	Amount Sanctioned to State Governments and UTs for fairs and festivals (Rs in Lakhs)
1.	Madhya Pradesh	67.12
2.	Meghalaya	25.00
3.	Nagaland	35.00
4.	Tripura	22.35
5.	Tamil Nadu	25.00
6.	Uttarakhand	25.00
7.	Uttar Pradesh	25.00

2024-2025

Sl. No.	State	Amount Sanctioned to State Governments and UTs for fairs and festivals (Rs in Lakhs)
1.	Arunachal Pradesh	50.00
2.	Haryana	30.00
3.	Himachal Pradesh	25.00
4.	Karnataka	40.00
5.	Madhya Pradesh	80.00
6.	Meghalaya	41.00
7.	Mizoram	50.00
8.	Nagaland	80.00
9.	Tripura	30.00
10.	Tamil Nadu	80.00
11.	Telangana	35.00

2025-2026

Sl. No.	State	Amount Sanctioned to State Governments and UTs for fairs and festivals (Rs in Lakhs)
1.	Arunachal Pradesh	80.00
2.	Chandigarh	50.00
3.	Dadra Nagar Haveli Daman & Diu	30.00
4.	Goa	50.00
5.	Haryana	50.00
6.	Kerala	84.00
7.	Ladakh	30.00
8.	Madhya Pradesh	60.00
9.	Meghalaya	80.00

10.	Mizoram	80.00
11.	Nagaland	80.00
12.	Sikkim	20.00
13.	Tripura	80.00
14.	Tamil Nadu	25.00
15.	Telangana	80.00
16.	Uttarakhand	50.00
