

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†291
ANSWERED ON 05.02.2018**

CULTURAL EVENTS AT TOURIST PLACES

†291. SHRI NAGAR RODMAL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken any steps to make tourist places more attractive and to promote them;**
- (b) if so, the details thereof; and**
- (c) whether the Government is contemplating to formulate a scheme through which cultural events and programmes like *band-baja* and dance may be organized in the evening at tourist places and if so, the details thereof?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K.J. ALPHONS)**

(a) to (c): To make tourist places more attractive, the Government has formulated many schemes including extending Central Financial Assistance to States/UTs for:

- 1) Organising Fairs and Festivals and Tourism related events scheme.**
- 2) Shopping Festivals inter-connected with Rural Tourism and Handicrafts scheme.**

Under the Fairs and Festivals and Tourist related Events Scheme, fairs, festivals and events should be selected by States/UTs based on their tourism potential. States are extended Central Financial Assistance for a maximum ceiling of Rs.50.00 lakh per year and UTs Rs.30.00 lakh per year. Central Financial Assistance is provided only for the following items:-

- i) Creation of semi permanent structures.**

- ii) Production of posters, pamphlets, advertisement in newspaper and production of films.**
- iii) Remuneration of artists.**
- iv) Sitting arrangements, lighting, sound, board and lodging, transportation, hiring of space and other similar activities.**

Central Financial Assistance up to a maximum of Rs.30.00 lakh per host state per year is extended to States/UTs for Shopping Festivals interconnected with Rural Tourist and Handicrafts with an aim to create a large platform for showcasing the cultural heritage and tourism products of the country. The host state will coordinate/collaborate with other State Governments, Handicrafts & Handloom Commissioners, the Ministry of Culture and the stakeholders from the private sector for participation. The cultural presentation should be coordinated through zonal cultural centres. Central Financial Assistance is for development of Mela Ground (Erection of stalls, pathway, landscaping, open air theatre, sound & light, gates, public convenience, etc.).
