

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3726
ANSWERED ON 19.03.2018**

PROMOTION OF HERITAGE SITES TO ATTRACT TOURISTS

3726. SHRI C.S. PUTTA RAJU:

Will the Minister of TOURISM be pleased to state:

- (a) whether any scheme is being implemented/proposed to be implemented by the Government for promotion of heritage sites and rich culture of the country to attract more tourist through Non-Governmental Organisations (NGOs) which conduct heritage walks via theatre and storytelling; and**
- (b) if so, the details thereof along with the funds allocated, released and spent for the purpose during the last three years, scheme-wise, State/UT-wise including Karnataka?**

ANSWER

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

(a) and (b): No, Madam. There is no such scheme for the promotion of heritage sites and rich culture of the country through Non-Governmental Organisations (NGOs) which conduct heritage walks via theatre and storytelling. However, we encourage all cities, including NGOs to promote India's Heritage and Culture. Ministry of Tourism, provides Central Financial Assistance for the following promotional activities under the scheme "Domestic Promotion and Publicity including Hospitality" (DPPH), based on proposals received from the State Governments/Union Territories, subject to availability of funds, liquidation of pending utilisation certificate against the fund released earlier and adherence to the relevant scheme guidelines:

- (i) Organising Fairs, Festival and Tourism related Events.**

- (ii) Joint Advertisement in Print Media Campaign.**
- (iii) Production of Publicity Materials in collaboration with the Private Sector.**
- (iv) Promotion of Film Tourism.**

No such proposal for promotion of tourism has been received from Karnataka so far.

Details of the funds provided to the State Governments/Union Territories for organising Fairs & Festivals in last three years and current year is annexed.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) AND (b) OF LOK SABHA UNSTARRED QUESTION NO.3726 ANSWERED ON 19.03.2018 REGARDING PROMOTION OF HERITAGE SITES TO ATTRACT TOURISTS.****DETAILS OF FUNDS ALLOCATED TO STATE GVERNMENTS/UNION TERRITORIES IN LAST THREE YEARS AND CURRENT YEAR FOR FAIRS & FESTIVALS****(Rs. in Lakh)**

Sl. No.	Name of the State/UT	No. of Projects	Amount Sanctioned	Amount Released
2014-15				
1	Andhra Pradesh	03	30.00	30.00
2	Arunachal Pradesh	02	55.35	47.08
3	Chhattisgarh	01	50.00	50.00
4	Haryana	02	60.00	60.00
5	Madhya Pradesh	01	33.00	33.00
6	Manipur	01	50.00	50.00
7	Mizoram	02	50.00	50.00
8	Nagaland	01	25.00	25.00
9	Punjab	02	50.00	50.00
10	Rajasthan	01	40.00	40.00
11	Telangana	02	50.00	50.00
2015-16				
1	Arunachal Pradesh	03	30.00	30.00
2	Haryana	02	64.50	49.50
3	Kerala	01	12.50	12.50
4	Madhya Pradesh	01	19.00	19.00
5	Manipur	02	50.00	50.00
6	Mizoram	02	50.00	50.00
7	Punjab	02	32.50	32.50
8	Sikkim	02	44.00	44.00
9	Tamilnadu	01	8.00	8.00
2016-17				
1	Haryana	01	30.00	30.00
2	Chandigarh	03	30.00	30.00
3	Andhra Pradesh	01	25.00	25.00
4	Kerala	02	50.00	50.00

5	Madhya Pradesh	02	42.00	42.00
6	Uttar Pradesh	02	55.00	55.00
7	Manipur	02	50.00	50.00
8	Meghalaya	02	42.22	42.22
9	Nagaland	01	25.00	25.00
10	Sikkim	02	50.00	50.00
11	Tripura	01	18.00	18.00
2017-18				
1	Gujarat	01	25.00	25.00
2	Kerala	03	50.00	50.00
3	Himachal Pradesh	01	25.00	25.00
4	Chandigarh	03	30.00	30.00
5	Punjab	02	20.00	20.00
6	Telangana	01	20.00	20.00
7	Tamilnadu	01	25.00	25.00
8	Haryana	02	55.00	40.00
9	Sikkim	02	50.00	50.00
10	Arunachal Pradesh	03	40.00	40.00
11	Assam	03	35.00	35.00
12	Nagaland	03	50.00	50.00
13	Manipur	02	50.00	50.00
14	Meghalaya	03	50.00	50.00
15	Mizoram	02	50.00	50.00
16	Uttar Pradesh	02	50.00	50.00
17	Madhya Pradesh	03	50.00	50.00
