

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2122
ANSWERED ON 05.08.2024**

FUNDS FOR PROMOTION OF TOURISM

†2122 DR. RAJEEV BHARADWAJ:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the assistance being extended to the State Government of Himachal Pradesh by the Union Government keeping in mind the immense opportunities of tourism;**
- (b) the details of the approved budgetary allocations to promote tourism in Himachal Pradesh during the last ten years, scheme-wise and district-wise;**
- (c) whether the Government proposes to formulate any scheme for increasing the number of tourists in Kangra and Chamba districts of Himachal Pradesh; and**
- (d) whether the State Government of Himachal Pradesh has sent any proposals to the Government for the schemes to promote tourism in the State and if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Ministry of Tourism has sanctioned a project 'Development of Himalayan Circuit: Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur, Chamba' in the year 2016-17 for a cost of Rs.68.34 Crore out of which Rs.64.54 Crore has been released.

Financial assistance has also been provided to the State Government of Himachal Pradesh for organising fairs/festivals and tourism related events under Domestic Promotion & Publicity including Hospitality (DPPH) Scheme as per details given below:

(Rs. in Lakh)

Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
2017-18	International Kullu Dussehra Festival	25.00	25.00

2018-19	International Shivratri Festival	25.00	25.00
2019-20	International Kullu Dussehra Festival	25.00	25.00
	Shivratri Festival	25.00	25.00
2021-22	International Shivratri festival	25.00	25.00
2022-23	International Shivratri festival	25.00	25.00
	International Kullu Dussehra Festival	25.00	25.00

Proposals are received from States/UTs from time to time for seeking financial assistance under the various schemes of the Ministry of Tourism. These proposals are extended for projects subject to fulfillment of the stipulated provisions and availability of funds.

In addition, the Ministry of Tourism promotes India in a holistic manner, including the tourism destinations in the State of Himachal Pradesh. Ministry of Tourism releases media campaigns in important and potential markets overseas and within the country, to promote various tourism destinations and products of the country. The tourism destinations in Himachal Pradesh are also promoted through the official website of the Ministry as well as through the Social Media handles of the Ministry.
