

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO.4860
TO BE ANSWERED ON 23.03.2026

**PRESERVATION AND PROMOTION OF CULTURAL HERITAGE IN
RAJAHMUNDRY**

4860. DR. D. PURANDESWARI :

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government has allocated funds for the preservation and promotion of the cultural heritage surrounding the Godavari river, particularly sites associated with the Godavari Pushkaralu in Rajahmundry;
- (b) if so, the details of funds sanctioned and utilized during the last three years and the current year;
- (c) whether there is a proposal to declare specific ancient ghats in Rajahmundry as monuments of national importance;
- (d) if so, the current status of the proposal; and
- (e) the steps taken by the Government to document the oral histories and traditions associated with the river's heritage?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a) The Government has allocated funds for the preservation and promotion of cultural & heritage surrounding the Godavari River, including sites associated with the Godavari
- (b) Pushkaralu in Rajahmundry. The Ministry of Tourism, Government of India has sanctioned a project titled “Akhand Godavari – (Havelock Bridge & Pushkar Ghat)” at Rajahmundry in the year 2024 under the Special Assistance to States for Capital Investment (SASCI) scheme, with a total approved cost of Rs. 94.44 crore.

The project aims to strengthen tourism infrastructure while preserving the cultural and spiritual identity of the Godavari region. It comprises the following major components:

1. **Improvements to Havelock Bridge:** Redevelopment of the historic Havelock Bridge into a heritage and recreational tourism attraction with themed spans, interpretation facilities, visitor amenities, and improved access to Bridge Lanka Island.
2. **Development of Pushkar Ghat:** Upgradation and redesign of Pushkar Ghat using improved materials and landscape elements to enhance its spiritual ambience and promote it as a year-round pilgrimage and cultural destination.
3. **Kadiyam Nursery Experience Centre:** Establishment of an experience centre at

Kadiyam Lanka to showcase the region's renowned nurseries through plant displays, exhibitions, local cuisine, and eco-tourism activities.

4. **Pilgrim Facilities and Wayside Amenities at Nidadavolu:** Development of essential pilgrim amenities at Sri Kotasattemma Temple and wayside tourism facilities, including canal-side experiences at Shamishragudem, to support regional tourism.

The Government of India has set up South Zone Cultural Centre (SZCC) at Thanjavur (Tamil Nadu) and South Central Zone Cultural Centre (SCZCC) at Nagpur (Maharashtra) to preserve and promote various forms of folk art and culture of their member States. Andhra Pradesh (Rajahmundry) is the member State of these ZCCs and they organize various cultural activities and programmes in their member States on regular basis for which annual grant-in-aid is provided to them. The grant-in-aid released to these ZCCs during the last three years is as under:

(Rs. in lakh)

Sl. No.	Year	2022-23	2023-24	2024-25
i.	SZCC	995.60	2143.33	2049.05
ii.	SCZCC	1949.97	2198.85	1009.80

Besides, Ministry of Culture has also organized a Rashtriya Sanskriti Mahotsav (RSM) at national level at Rajahmundry (Andhra Pradesh) in March, 2022 through SZCC where a large number of folk & tribal artists including local artists from all over India were engaged to showcase their talents in order to spread awareness about rich culture of the country amongst the masses and youth.

- (c) At present, there is no such proposal under consideration.
&
(d)
(e) At present, there is no such proposal under consideration.
