

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION No.2400
ANSWERED ON 03.08.2026**

INSTITUTION OF BUCKWHEAT FLOWER FESTIVAL IN LADAKH

2400. SHRI MOHMAD HANEEFA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken note of the success of Apricot Blossom Festivals in promoting tourism and local livelihoods in Ladakh;**
- (b) whether the Government proposes to support the institution of a Buckwheat Flower Festival in Turtuk, Ladakh, on similar lines to promote agri-tourism, traditional agriculture, local cuisine, handicrafts and cultural heritage;**
- (c) whether any financial or technical assistance is proposed for organising such festivals in collaboration with the UT Administration, local communities and Self-Help Groups;**
- (d) whether financial assistance under the Swadesh Darshan Scheme (SDS), Challenge-Based Destination Development (CBDD) or any other tourism scheme can be extended for organising such a festival; and**
- (e) the details of steps taken/being taken by the Government to promote crop-based tourism festivals in remote border areas of Ladakh to generate sustainable livelihoods for local communities?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): The Union Territory of Ladakh organizes the Apricot Blossom and the Buckwheat Flower Festival to showcase the region's rich horticultural heritage, traditional cuisine, handicrafts, folk traditions and cultural heritage. The UT has informed that these festivals have contributed to increasing tourist arrivals, generating livelihood opportunities through local entrepreneurship, and promoting indigenous

products, thereby supporting the socio-economic development of local communities.

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, subject to the scheme guidelines and availability of funds. No proposal has been received from the Union Territory of Ladakh seeking financial assistance for the Apricot Blossom Festival or the Buckwheat Flower Festival.

Further, the Ministry under the Swadesh Darshan Scheme and Challenge-Based Destination Development (CBDD), provides Central Financial Assistance to States and Union Territories for the development of tourism infrastructure and visitor amenities at destinations. These schemes do not provide financial assistance towards organizing festivals or events.
