

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:5104
ANSWERED ON:26.04.2013
PROMOTION OF CULTURAL FAIRS
Joshi Shri Pralhad Venkatesh

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government promotes different annual cultural fairs and local fairs that take place in different rural centres of the country;
- (b) if so, the details thereof indicating the schemes/programmes implemented in this regard and the funds allocated thereunder, State/UT- wise; and
- (c) the list of fairs being promoted under the Incredible India Campaign both in domestic as well as overseas market simultaneously?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) to (c): The development and promotion of tourism destinations & products including the cultural and local fairs is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, the Ministry of Tourism provides Central Financial Assistance (CFA) to various State Governments/UT Administrations for tourism projects including for the conduct of Fairs & Festivals and tourism related events prioritised in consultation with them, subject to scheme guidelines, inter-se priority and availability of funds.

As per the present Domestic Promotion and Publicity including Hospitality (DPPH) Scheme guidelines, Central Financial Assistance is provided for the conduct of Fairs, Festivals and Tourism related Events, upto a maximum of Rs.50.00 lakh to the State Governments and upto Rs.30.00 lakh to U.T. Administrations, in a financial year.

The Ministry of Tourism promotes various tourism products including fairs and festival in a holistic manner under the Incredible India campaign, both in domestic and international markets, to motivate the tourists for visiting different destinations in the country.

The list of Fairs, Festivals and Events for which CFA was sanctioned during the financial year 2012-13 is given in the Annexure.