

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:700
ANSWERED ON:15.07.2014
ASSISTANCE FOR TOURISM RELATED EVENTS
Biju Shri Parayamparanbil Kuttappan

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government provides financial assistance to the States and Union Territories for organising fairs, festivals and tourism related events in the country;
- (b) if so, the details thereof;
- (c) the details of proposals received by the Government in this regard and the funds sanctioned and released during each of the last three years and the current year, State/UT-wise including Kerala;
- (d) the details of utilisation of funds by the States/UTs during the said period along with the monitoring mechanism put in place for optimum utilisation of the funds; and
- (e) the further steps taken/being taken by the Government for organising such tourism related events in the country particularly in the State of Kerala including trade fair?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SHRI SHRIPAD NAIK)

(a) to (e): Yes, Madam.

The development and promotion of tourism destinations & products including fairs, festivals and tourism related events in the country is primarily the responsibility of the respective State Government/Union Territory Administration (UT). 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 during consultation with them, subject to scheme guidelines, inter-se priority and availability of funds.

As per the present Scheme of Domestic Promotion and Publicity including Hospitality (DPPH) 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 State Governments and upto Rs.30 lakh to U.T. Administrations, in a financial year.

The Ministry of Tourism promotes various tourism products including fairs and festival in the country including the State of Kerala, in a holistic manner under the Incredible India campaign, both in domestic and international markets.

The State Governments/UT Administration have set up State Level Monitoring Committees (SLMC) to review the progress made in the implementation of various tourism projects including Fairs, Festivals and Tourism related Events regularly. The State Governments/UT Administration are required to submit the minutes of the meetings of State Level Monitoring Committees to the Ministry of Tourism periodically. The Ministry of Tourism also monitors the implementation of projects through holding periodical review meetings with the State Governments/UT Administrations.

A list of Fairs, Festivals and Events for which CFA was sanctioned and the amount released and utilised during the financial year 2011-12, 2012-13, 2013-14 and 2014-15 is given in the Annexure.