

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION No.*307
ANSWERED ON 10.08.2026**

PROMOTION OF CULTURAL AND AGRO-TOURISM IN VELLORE

***307. THIRU D M KATHIR ANAND:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has assessed the tourism potential of the Gangaiamman Festival at Gudiyatham, Pushpa Pallakku festival in Vellore City and Arivuthottam Agro-Tourism Centre in Vellore district of Tamil Nadu, featuring flower gardens, vegetable patches, herbal gardens, fruit orchards, betel leaf cultivation sheds and a poultry farm, as important tourism attractions of the district;**
- (b) the details of measures taken by the Government to promote the said attractions through tourism circuits, publicity campaigns and destination development programmes;**
- (c) whether the Government has sanctioned or proposes to sanction financial assistance for improving tourism infrastructure, visitor amenities and promotional activities connected with the said attractions;**
- (d) the details of initiatives taken/being taken to encourage visits by school and college students, farmers and general public while promoting sustainable and chemical-free farming through Arivuthottam; and**
- (e) the details of action taken by the Government to project the said attractions as tourism destinations at the national and international levels?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (A) TO (E) OF LOK SABHA STARRED QUESTION NO.*307 ANSWERED ON 10.08.2026 REGARDING PROMOTION OF CULTURAL AND AGRO-TOURISM IN VELLORE BY THIRU D M KATHIR ANAND

(a) to (e): Tourism development and promotion are primarily undertaken by the respective State Governments/UT Administrations. The Ministry of Tourism complements these efforts by providing Central Financial Assistance (CFA) to States/UTs for organising fairs, festivals and tourism-related events, as well as for development of tourism infrastructure under its schemes, subject to the scheme guidelines, availability of funds and receipt of eligible proposals from the concerned State Government/UT Administration.

Further, the Ministry of Tourism promotes diverse tourist destinations and experiences in the country, including in Tamil Nadu, through various initiatives. The promotion is carried out through participation in tourism exhibitions, organising roadshows and Familiarization (FAM) tours, influencer programmes, supporting and organising tourism events, and digital and social media outreach.

The Ministry has not received any proposal from the Government of Tamil Nadu seeking financial assistance for the Gangaiamman Festival at Gudiyatham, Pushpa Pallakku Festival at Vellore City or Arivuthottam Agro-Tourism Centre, Vellore.

Further, the Government of Tamil Nadu has informed that no specific tourism circuit has been developed, nor has any separate financial assistance been sanctioned exclusively for these attractions.

The details of financial assistance sanctioned by the Ministry of Tourism for organising fairs, festivals and tourism-related events and infrastructure projects in the State of Tamil Nadu under its various tourism infrastructure development schemes are at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PARTS (A) TO (E) OF LOK SABHA STARRED QUESTION NO.*307 ANSWERED ON 10.08.2026 REGARDING PROMOTION OF CULTURAL AND AGRO-TOURISM IN VELLORE BY THIRU D M KATHIR ANAND**

a. List of fairs & festivals supported under the scheme Domestic Promotion & Publicity including Hospitality (DPPH) sanctioned to the state Government of Tamil Nadu

(Rs. In Lakh)

Year	Name of Fairs & Festivals	Amount sanctioned
2015-16	Indian Dance Festival, Mamallapuram	8.00
2016-17	Indian Dance Festival, Mamallapuram	25.00
2017-18	Indian Dance Festival, Mamallapuram	25.00
2018-19	Indian Dance Festival, Mamallapuram	25.00
2019-20	Indian Dance Festival, Mamallapuram	25.00
	Kumari Festival	10.00
	Tourism Cultural Festival	15.00
2021-22	Indian Dance Festival, Mamallapuram	25.00
2022-23	Indian Dance Festival, Mamallapuram	25.00
2023-24	Indian Dance Festival, Mamallapuram	25.00
2024-25	Indian Dance Festival, Mamallapuram	50.00
	Marghali Music Festival - Chennai	10.00
	Madurai Pongal Festival	20.00
2025-26	Indian Dance Festival, Mamallapuram	25.00

b. Summary of Projects Sanctioned in the state of Tamil Nadu under various Tourism Infrastructure Development schemes

Sn	Name of Project	Amount Sanctioned (in ₹ Crore)
A	Swadesh Darshan 1.0	
i	Development of Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari (December 2015)	73.13
	Total Sanction Cost	73.13
B	Swadesh Darshan 2.0	
i	Immersive experience at Shore Temple (March 2024- Rev May 2025)	30.02
	Total Sanction Cost	30.02
C	Challenge Based Destination Development (CBDD)	
i	Iconic transformation of Rameswaram under Spiritual (March 2025)	20.01
	Total Sanction Cost	20.01
D	PRASHAD	
i	Development of Kanchipuram (Aug 2020)	13.99
ii	Development of Velankanni (May 2020)	4.86
iii	Development of 8 Navagraha Temples (March 2025)	40.94
	Total Sanction Cost	59.79
E	Special Assistance to States for Capital Investment (SASCI)	
i	Nandavanam Heritage Park (Nov 2024)	99.67
ii	Eco Park at Race Course in Ooty (Nov 2024, Revised Sanction in Dec 2025)	70.23
	Total Sanction Cost	169.9
F	Assistance to Central Agencies (ACA)	
i	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port. (September 2012)	17.24
ii	Illumination and allied works at Gangaikonda Cholapuram Temple, District – Ariyalur (March 2025)	11.47

iii	Rameshwaram Railway Station (March 2018)	4.70
iv	Madurai Railway Station (June 2018)	4.48
	Total Sanction Cost	37.89
	Total Central Assistance	390.74
