

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.†1438
ANSWERED ON 03.03.2020

PROMOTION OF TOURISM IN GUJARAT

†1438. SHRI NARANBHAI J. RATHWA:

Will the Minister of **TOURISM** be pleased to state:

- (a) the details of the schemes implemented/being implemented to promote tourism in Gujarat;
- (b) the details of tourist spots selected/identified in Gujarat during the last three years, place-wise; and
- (c) the amount allocated/utilised for the development and upgradation of above-mentioned proposed tourist spots during the last three years?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (c): Ministry of Tourism undertakes promotional activities in domestic and international markets through its schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and Overseas Promotion & Publicity Including Market Development Assistance (OPMD). Under these schemes, Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country.

In addition, the Ministry of Tourism under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies provides Central Financial Assistance (CFA) to State Governments/UT Administrations/Central Agencies for development of tourism infrastructure in the country including Gujarat. Submission of project proposal by the State Government's/Union Territory Administrations and its sanctioning is a continuous process. The projects under the scheme are identified by the respective State Governments/Union Territory Administrations & then taken up for development in consultation with the State Governments/Union Territory Administrations and are sanctioned subject to availability of funds, submission of suitable Detailed Project Reports, adherence to scheme guidelines and utilization of funds released earlier.

Based on that proposals received from the State Government, the following projects have been sanctioned under the above schemes in the state of Gujarat:

Swadesh Darshan Scheme**(Rupees in Crore)**

S. No.	Year of Sanction	Name of Project	Amount Sanctioned	Amount released
1.	2016-17	Heritage Circuit- Development of Ahmedabad-Rajkot-Porbandar- Bardoli-Dandi	85.01	62.63
2.		Heritage Circuit- Development of Vadnagar-Modhera and Patan	98.61	79.85

PRASHAD Scheme**(Rupees in Crore)**

S. No.	Year of Sanction	Name of Project	Amount Sanctioned	Amount released
1.	2016-17	Development of Dwarka	13.08	10.46
		Pilgrimage amenities at Somnath	44.07	35.26
2.	2018-19	Development of Promenade at Somnath	44.59	26.75
