

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2241
ANSWERED ON 08.03.2021**

ALLOCATION OF FUNDS FOR DEVELOPMENT OF AJMER AND PUSHKAR

†2241. SHRI BHAGIRATH CHOUDHARY:

Will the Minister of TOURISM be pleased to state:

- (a) whether Ajmer and Pushkar, the soul of Rajasthan are famous from tourist point of view;**
- (b) if so, the year-wise number and details of foreign tourist footfall at the said tourism sites since the year 2014;**
- (c) whether the Government has sanctioned necessary funds by formulating a new plan with the purpose of promoting tourists visiting these tourism sites since the year 2014; and**
- (d) if so, the plan-wise and year-wise details thereof; and**
- (e) whether the present Government intends to allocate necessary funds in the upcoming financial year 2021-22 for developing Ajmer and Pushkar tourist sites to the utmost and if so, the details thereof?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a): Destinations wise tourist visits is not centrally maintained in the Ministry of Tourism, Government of India.

(b): Does not arise.

(c) &(d): Ministry of Tourism promotes India as a holistic destination which includes promotion of tourism destinations and products in the different States/Union Territories. Also, promotions are done through the website and Social Media accounts of the Ministry. Promotional activities are done through print, electronic & social media, online & outdoor media campaigns in international & domestic market. Promotions are also undertaken through the

website and social media accounts of the Ministry. Also, the India tourism offices in India and overseas undertake various promotional activities to showcase the varied tourist destinations and products of the country. These promotional activities are undertaken under the schemes of (i) Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism, and (ii) Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance to promote Indian tourism in Overseas Market.

(e): Development of tourism is primarily the responsibility of the concerned State Government/Union Territory Administration. However, Ministry of Tourism, Government of India under its schemes of Swadesh Darshan, PRASHAD and assistance to Central Agencies, provides central financial assistance to State Governments/Union Territories/ Central Agencies for development of tourism related infrastructure and facilities. The projects under the schemes are identified for development in consultation with State/UTs are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

Details of projects under PRASHAD in Rajasthan sanctioned by Ministry of Tourism, Government of India are at Annexure. Project under the PRASHAD scheme is under various stages of implementation. At present, there is no new project proposal under consideration regarding developing Ajmer and Pushkar tourist sites.

ANNEXURE

STATEMENT IN REPLY TO PART (e) OF THE LOK SABHA UNSTARRED QUESTION NO.†2241 ANSWERED ON 08.03.2021 REGARDING ALLOCATION OF FUNDS FOR DEVELOPMENT OF AJMER AND PUSHKAR

List of Projects sanctioned under Scheme PRASHAD till 28th February, 2021

(Rs. in Crore)

Sl. No.	State/UT	Name of the Project	Name of Scheme	Project Cost	Amount Released	Year
1.	Rajasthan	Integrated Development of Pushkar/Ajmer	PRASHAD	32.64	26.11	2015-16
