

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.+138  
ANSWERED ON 29.11.2021**

**PROMOTION OF TOURISM IN RAJASTHAN**

**+138. SHRI BALAK NATH:**

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

- (a) whether the Government has any plans to promote tourism in Rajasthan including Alwar district in view of the huge potential for development of tourism there;**
- (b) if so, the details thereof; and**
- (c) the details of steps being taken by the Union Government to promote tourism in Rajasthan?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (c) : Ministry of Tourism, promotes India in a holistic manner, including Alwar district in Rajasthan. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country, through its Scheme of "Domestic Promotion and Publicity including Hospitality" (DPPH) and "Overseas Promotion and Publicity including Market Development assistance" (OPMD). Promotions are also undertaken through the website ([www.incredibleindia.org](http://www.incredibleindia.org)) and Social Media accounts of the Ministry.**

**Further, for the development of tourism infrastructure in the country, the Ministry of Tourism under the schemes of "Swadesh Darshan" and "National Mission on Pilgrimage Rejuvenation and**

**Spiritual, Heritage Augmentation Drive” - PRASHAD provides financial assistance to State Governments / Union Territory (UT) Administration/Central Agencies for development of tourism infrastructure, including Rajasthan, in consultation with them. The details of the projects sanctioned and financial assistance extended to the State Government of Rajasthan under the Swadesh Darshan and PRASHAD Scheme is given in Annexure - I.**

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**ANNEXURE-I**

**STATEMENT IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION NO.+138 ANSWERED ON 29.11.2021 REGARDING PROMOTION OF TOURISM IN RAJASTHAN.**

**DETAILS OF PROJECTS SANCTIONED UNDER SWDESH DARSHAN, PRASHAD SCHEMES FOR PROMOTION OF TOURISM IN RAJASTHAN**

**LIST OF PROJECTS SANCTIONED UNDER SWADESH DARSHAN SCHEME**

<b>SI No.</b>	<b>Name of Circuit</b>	<b>Year</b>	<b>Name of the Projects</b>	<b>Amount sanctioned (Rs. in crore)</b>
<b>1</b>	<b>Desert Circuit</b>	<b>2015-16</b>	<b>Development of Shakambhari Mata Temple, Sambhar Salt Complex, Devyani Kund, Sharmistha Sarovar, Naliasar and Other Destinations.</b>	<b>50.01</b>
<b>2</b>	<b>Krishna Circuit</b>	<b>2016-17</b>	<b>Integrated Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand)</b>	<b>75.80</b>
<b>3</b>	<b>Spiritual Circuit</b>	<b>2016-17</b>	<b>Development of Churu (Salasar Balaji) - Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandhe ke Balaji)- Alwar (Pandupole Hanumanji, Bharathari) - Viratnagar (Bijak, Jainnasiya, Ambika Temple) - Bharatpur (Kaman Region) -Dholpur (Muchkund)-Mehandipur Balaji-Chittorgarh (Sanwaliyaji)</b>	<b>93.90</b>

<b>4</b>	<b>Heritage Circuit</b>	<b>2017-18</b>	<b>Development of Rajsamand (Kumbhalgarh Fort)-Jaipur (Nahargarh Fort) - Alwar (Bala Quila)-Sawai Madhopur (Ranthambore Fort and Khandar Fort)- Jhalawar (Gagron Fort)- Chittorgarh (Chittorgarh Fort) Jaisalmer (Jaisalmer Fort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi)- Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)- Dholpur (Bagh-i-Nilofar and Purani Chawni)- Nagaur (Meera Bai Smarak)</b>	<b>72.49</b>
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**LIST OF PROJECTS SANCTIONED UNDER PRASHAD SCHEME**

<b>SI No.</b>	<b>Year</b>	<b>Name of the Projects</b>	<b>Amount sanctioned (Rs. in crore)</b>
<b>1</b>	<b>2015-16</b>	<b>Integrated Development of Pushkar/Ajmer</b>	<b>32.64</b>

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