

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2523
ANSWERED ON 13.12.2021**

SPECIAL SCHEMES FOR PROMOTION OF TOURISM

2523. SHRI BHOLANATH (B.P. SAROJ):

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to formulate any special scheme for promoting tourism in the country;**
- (b) if so, the details thereof, State/UT-wise including Uttar Pradesh;**
- (c) the funds allocated for this purpose; and**
- (d) the time by which it is likely to be implemented?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): Ministry of Tourism promotes tourism in the country in holistic manner including Uttar Pradesh through its ongoing Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD). Under these schemes, Ministry of Tourism releases domestic and international print, electronic and online media campaigns under the 'Incredible India' banner, to promote various tourism destinations and products of the country.

The Ministry of Tourism undertakes various activities for promotion & publicity of domestic tourism within the country. These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu and Kashmir as well as on Niche Tourism products, spreading social awareness messages and promoting events which have tourism potential.

Further, Ministry of Tourism has following schemes for tourism infrastructure development:

1) Swadesh Darshan: It's a Central Sector scheme which provides financial assistance to State Governments/Union Territory Administrations/ Central Agencies etc. for development of tourism infrastructure in the country. The projects under the schemes are identified for development in consultation with the State Governments/UT 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.

2) PRASHAD: The "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive" (PRASHAD) has been launched by the Ministry of Tourism as a Central Sector Scheme with the objective of integrated development of identified pilgrimage and heritage destinations.

3) Central Financial Assistance to Central Agencies like Archaeological Survey of India, Port Trusts, India Tourism Development Corporation etc. for Tourism Infrastructure Development. The objective of the scheme is to promote tourist projects under Public Private Partnership (PPP) mode.

Details of funds allocated under the Domestic Promotion & Publicity including Hospitality (DPPH), Overseas Promotion & Publicity Including Market Development Assistance (OPMD), Swadesh Darshan and National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) schemes are annexed.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA UNSTARRED QUESTION NO.2523 ANSWERED ON 13.12.2021 REGARDING SPECIAL SCHEMES FOR PROMOTION OF TOURISM.****State wise details of projects sanctioned under Swadesh Darshan Scheme since 2014-15:****(₹ in Crore)**

S.No	State / UT	No. of Projects	Amt. Sanctioned
1.	Andhra Pradesh	3	141.53
2.	Arunachal Pradesh	2	146.49
3.	Assam	2	185.66
4.	Bihar	5	272.86
5.	Chhattisgarh	1	96.10
6.	Goa	2	197.00
7.	Gujarat	3	179.68
8.	Haryana	1	97.35
9.	Himachal Pradesh	1	80.69
10.	Jammu & Kashmir	6	522.35
11.	Jharkhand	1	52.72
12.	Kerala	5	418.60
13.	Madhya Pradesh	4	350.67
14.	Maharashtra	2	73.07
15.	Manipur	2	126.03
16.	Meghalaya	2	184.1
17.	Mizoram	2	158.63
18.	Nagaland	2	195.50
19.	Odisha	1	70.82
20.	Punjab	1	91.55
21.	Rajasthan	4	310.63
22.	Sikkim	2	193.37
23.	Tamil Nadu	1	73.13
24.	Telangana	3	268.39
25.	Tripura	2	147.84
26.	Uttar Pradesh	8	490.71
27.	Uttarakhand	2	145.49
28.	West Bengal	1	85.39
29.	Andaman & Nicobar Islands	1	27.57

30.	Puducherry	3	186.59
31.	Wayside Amenities) Uttar Pradesh and Bihar	1	17.93

State wise details of projects sanctioned under National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme since 2014-15:

(₹ in Crore)

S.No	State / UT	No. of Projects	Amt. Sanctioned
1	ANDHRA PRADESH	2	70.85
2	ARUNACHAL PRADESH	1	37.88
3	ASSAM	1	29.99
4	BIHAR	2	45.81
5	CHHATTISGARH	1	43.33
6	GUJARAT	3	105.56
7	HARYANA	1	49.52
8	JAMMU & KASHMIR	1	40.46
9	JHARKHAND	1	39.13
10	KERALA	1	46.14
11	MADHYA PRADESH	2	94.82
12	MAHARASHTRA	1	37.81
13	MEGHALAYA	1	29.32
14	NAGALAND	1	25.26
15	ODISHA	1	50.00
16	PUNJAB	1	6.40
17	RAJASTHAN	1	32.64
18	SIKKIM	1	33.32
19	TAMILNADU	2	18.85
20	TELANGANA	1	36.73
21	TRIPURA	1	37.84
22	UTTARAKHAND	3	128.37
23	UTTAR PRADESH	6	139.75
24	WEST BENGAL	1	30.03

List of project sanctioned under Assistance to Central Agencies Scheme during the last three years:

(₹ in Lakh)

Year	Name of State	Name of Central Agency	Amount sanctioned
2017-18	Uttar Pradesh	Central Public Works Department (CPWD)	293.55
	Punjab	Border Security Force (BSF)	1312.00
	Haryana	India Tourism Development Corporation (ITDC)	600.00
	Andhra Pradesh	India Tourism Development Corporation (ITDC)	708.67
	Delhi	India Tourism Development Corporation (ITDC)	1404.00
	Maharashtra	Mumbai Port Trust	1250.00
2018-19	Goa	Mormugao Port trust	1316.40
	Kerala	Cochin Port Trust	120.79
	Kerala	Cochin Port Trust	466.47
	Andhra Pradesh	Visakhapatnam Port Trust	3850.00
	Punjab	Archaeological Survey of India (ASI)	2302.00
2019-20	Delhi	National Council of Science Museums(NCSM)	4373.00
	Delhi	National Council of Science Museums(NCSM)	380.00
	Kerala	Cochin Port Trust	1029.70
	Uttar Pradesh (Varanasi & Allahabad-I, Allahabad-II), Bihar (Bhagalpur), West Bengal (Kolkata) & Assam (Neamati, Pandu, Jogighopa & Biswanathghat)	Inland Waterways Authority of India (IWAI)	2803.05
2020-21	Madhya Pradesh	India Tourism Development Corporation (ITDC)	2316.30
	Leh & Ladakh	India Tourism Development Corporation (ITDC)	2321.99

	Delhi	National Gallery of Modern Art (NGMA)	616.72
	Mizoram	WAPCOS	3994.75

Funds allocated under Domestic Promotion & Publicity including Hospitality (DPPH):

(₹ in Crore)

SI No.	Year	Revised Estimates
1	2018-19	127.40
2	2019-20	100.00
3	2020-21	63.33

Funds allocated under Overseas Promotion & Publicity Including Market Development Assistance' (OPMD)

(₹ in Crore)

SI No.	Year	Revised Estimates
1	2018-19	416.23
2	2019-20	312.39
3	2020-21	115.00
