

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.+886
ANSWERED ON 07.02.2022**

PROMOTION OF TOURISM IN ALWAR

†886. SHRI BALAK NATH:

Will the Minister of TOURISM be pleased to state:

- (a) whether any allocation of fund has been made by the Central Government to promote tourism in Rajasthan during the last three years and if so, the district-wise details of the funds allocated for the purpose; and**
- (b) whether any scheme to promote tourism in Alwar district in Rajasthan is being prepared keeping in view of the great potential of tourism in the district and if so, the details thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) and (b): Ministry of Tourism, promotes India in a holistic manner, including the State of Rajasthan. As part of its ongoing 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). Digital promotions are also undertaken of different destinations of the country including Rajasthan and on different themes.

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 for development of tourism infrastructure, including Rajasthan, in consultation with them. Funds are however sanctioned project-wise and not district wise. The details of the projects sanctioned under the Swadesh Darshan and PRASHAD Scheme is given in Annexure.

ANNEXURE**STATEMENT IN REPLY TO (a) AND (b) OF LOK SABHA UNSTARRED QUESTION NO. +886 ANSWERED ON 07.02.2022 REGARDING PROMOTION OF TOURISM IN ALWAR****DETAILS OF PROJECTS SANCTIONED UNDER SWDESH DARSHAN SCHEME FOR PROMOTION OF TOURISM IN RAJASTHAN INCLUDING ALWAR****(Rs. in crore)**

Sl. No.	Year of sanction	Name of the Circuit	Name of the Project	Amt. Sanctioned
1	2015-16	Desert Circuit	Development of Shakambhari Mata Temple, Sambhar Salt Complex, Devyani Kund, Sharmistha Sarovar, Naliasar and Other Destinations.	50.01
2	2016-17	Krishna Circuit	Integrated Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand).	75.80
3	2016-17	Spiritual Circuit	Development of Churu (Salasar Balaji)- Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandheke Balaji)- Alwar (Pandupole Hanumanji, Bharathari)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) – Mehandipur Balaji- Chittorgarh (Sanwaliyaji)	93.90
4	2017-18	Heritage Circuit	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)	72.49

DETAILS OF PROJECTS SANCTIONED UNDER PRASHAD SCHEME FOR PROMOTION OF TOURISM IN RAJASTHAN

(Rs in crore)

SI No	Year of sanction	Name of project	Amount of sanction
1	2015-16	Integrated development of Pushkar/Ajmer	34.64
