

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1293**  
ANSWERED ON 28.07.2022

**DEVELOPMENT OF TOURISM IN UTTAR PRADESH**

1293 SHRI HARNATH SINGH YADAV:

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

- (a) whether Government has any plans to promote tourism in the State of Uttar Pradesh 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 Government to promote tourism in various States including the State of Uttar Pradesh?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism, promotes India in a holistic manner, including the State of Uttar Pradesh. 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). Promotions of various destinations including Uttar Pradesh are also regularly undertaken through the website ([www.incredibleindia.org](http://www.incredibleindia.org)) and the Social Media handles 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) Administrations, including Uttar Pradesh, in consultation with them. The details of the projects sanctioned in Uttar Pradesh under PRASHAD and Swadesh Darshan Scheme are given in Annexure.

\*\*\*\*\*

**ANNEXURE**

**STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1293 ANSWERED ON 28.07.2022 REGARDING DEVELOPMENT OF TOURISM IN UTTAR PRADESH.**

**DETAILS OF PROJECTS SANCTIONED IN UTTAR PRADESH UNDER PRASHAD SCHEME**

(Rs. in crore)

Sl. No.	Name of Project	Year of sanction	Approved Cost	Amount Released
1	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	14.93	10.38
2	Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura	2014-15	9.36	9.36
3	Development of Varanasi –Phase –I	2015-16	20.40	16.32
4	Cruise Tourism in River Ganga, Varanasi	2017-18	10.72	8.57
5	Development of Varanasi Under Prashad Scheme – Phase II	2017-18	44.60	31.77
6	Development of Infrastructure facilities at Govardhan, Mathura, Uttar Pradesh	2018-19	39.74	30.97

**DETAILS OF PROJECTS SANCTIONED IN UTTAR PRADESH UNDER SWADESH DARSHAN SCHEME**

(Rs. in Crore)

S. No.	Name of Circuit	Year	Name of the Project	Amount Sanctioned	Amount Released
1.	Buddhist Circuit	2016-17	Development of Sravasti, Kushinagar, & Kapilwastu	87.89	72.56
2.	Ramayana Circuit	2016-17	Development of Chitrakoot and Shringverpur	69.45	64.09
3.	Spiritual Circuit	2016-17	Development of Ahar-Aligarh-Kasganj-Sarosi (Unnao)-Pratapgarh- Kausambi-Mirzapur-Gorakhpur-Domariyaganj-Basti-Barabanki-Azamgarh-Kairana- Baghpat- Shahjahanpur	71.91	68.32
4.	Spiritual Circuit	2016-17	Development of Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi	67.51	64.14
5.	Heritage Circuit	2016-17	Development of Kalinjar Fort (Banda)- Maghar Dham (Sant Kabir Nagar)- Chauri Chaura, Shaheed Sthal (Fatehpur)- Mahuarshaheed Sthal (Ghosi)- Shaheed Smarak (Meerut)	33.97	32.27
6.	Ramayana Circuit	2017-18	Development of Ayodhya	127.21	115.46
7.	Spiritual Circuit	2018-19	Development of Jewar-Dadri-Sikandrabad-Noida-Khurja-Banda	12.03	9.63
8.	Spiritual Circuit	2018-19	Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyaganj)	15.76	12.61

\*\*\*\*\*