

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1421#
ANSWERED ON 28.07.2022

PROMOTION OF TOURISM IN CHAMBAL VALLEY

1421# SMT. GEETA ALIAS CHANDRAPRABHA:

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

- (a) whether work is being done to promote the development of tourism in the Chambal Valley areas;
- (b) if so, the schemes through which the development work is being undertaken in these areas; and
- (c) there is any plan to promote tourism at Pachnada Chambal Wildlife Sanctuary etc. located within the Chambal region of Uttar Pradesh, covering parts of Etawah, Auraiya and Agra, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) and (b): Ministry of Tourism promotes various tourism destinations and products of the country in a holistic manner. In order to promote the development of tourism infrastructure in the country, including Chambal Valley areas, the Ministry provides financial assistance to State Governments/Union Territory (UT) Administrations under the schemes of “Swadesh Darshan” and “National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive” - PRASHAD, in consultation with State Governments/Union Territory Administrations.

(c): The different tourist destinations and products of the country, including wildlife tourism, are promoted by the Ministry holistically under the “Incredible India” brand – line, through its scheme of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion and Publicity including Market Development Assistance” (OPMD). Promotions of the tourist destinations and experiences, including Chambal Wildlife Sanctuary, are also regularly undertaken through the website, the details of which may be seen at www.incredibleindia.org and the Social Media handles of the Ministry.
