GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2218
ANSWERED ON 04.08.2022

IDENTIFICATION & BEAUTIFICATION OF TOURIST PLACES IN UTTAR PRADESH

2218   SHRI VIJAY PAL SINGH TOMAR:
SHRI HARNATH SINGH YADAV:

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

(a)   whether any scheme has been proposed for identification and beautification of tourist places in various places of the country including in the State of Uttar Pradesh;
(b)   if so, the details thereof; and
(c)   the details of the facilities proposed to be provided for tourism development?

ANSWER

THE MINISTER OF TOURISM   (SHRI G. KISHAN REDDY)

(a) to (c):   Identification and development of tourist places is primarily the responsibility of the State Governments/Union Territory Administrations. However, the Ministry of Tourism has provided financial assistance to the States/UTs under the 'Swadesh Darshan' & 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' Schemes for the development of tourism related infrastructure and facilities. The Ministry of Tourism has now revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach.

Ministry of Tourism has also sanctioned projects under the 'Assistance to Central Agencies for Tourism Infrastructure Development' Scheme for the development of tourism related infrastructure in the States/UTs.

The list of projects sanctioned under the Swadesh Darshan, PRASHAD and Assistance to Central Agencies for Tourism Infrastructure Development Schemes in the State of Uttar Pradesh is given at **Annexure-I**.

The illustrative/indicative list of components admissible under the Swadesh Darshan 2.0, PRASHAD and Assistance to Central Agencies for Tourism Infrastructure Development Schemes is at **Annexure-II**.

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STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.2218 ANSWERED ON 04.08.2022 REGARDING IDENTIFICATION & BEAUTIFICATION OF TOURIST PLACES IN UTTAR PRADESH.

Swadesh Darshan Scheme (Rs. in Crore)

Sl. No.	State	Circuit	Sanction Year	Name of the Project	Amt. Sanctioned	Amt. Released
1.	Uttar Pradesh	Buddhist Circuit	2016-17	Development of Srawasti, Kushinagar, & Kapilwastu	87.89	72.56
2.	Uttar Pradesh	Ramayana Circuit	2016-17	Development of Chitrakoot and Shringverpur	69.45	64.09
3.	Uttar Pradesh	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.	Uttar Pradesh	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.	Uttar Pradesh	Heritage Circuit	2016-17	Development of Kalinjar Fort (Banda)- Maghar Dham (Sant Kabir Nagar)- Chauri Chaura, Shaheed Sthal (Fatehpur)- Mahuar shaheed Sthal (Ghosi)- Shaheed Smarak (Meerut)	33.97	32.27
6.	Uttar Pradesh	Ramayana Circuit	2017-18	Development of Ayodhya	127.21	115.46
7.	Uttar Pradesh	Spiritual Circuit	2018-19	Development of Jewar-Dadri-Sikandrabad-Noida-Khurja-Banda	12.03	9.63
8.	Uttar Pradesh	Spiritual Circuit	2018-19	Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyagunj)	15.76	12.61
9.	-	Wayside Amenities	2018-19	Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi-Gaya; Lucknow-Ayodhya-	15.07	12.29

| | | | | Lucknow; Gorakhpur-Kushinagar; Kushinagar-Gaya- Kushinagar in collaboration with MoRTH | | |

PRASHAD Scheme   **(Rs. in Crore)**

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

Assistance to Central Agencies for Tourism Infrastructure Development Scheme

                                            (Rs. in Crore)

Sl. No.	State	Name of Projects	Central Agency	Amount Sanctioned	Amount Released
Year 2013-14					
1.	Uttar Pradesh	Joint Development of Tourist Amenities at Agra Cantt. Railway Station in Association with Ministry of Railways	M/o Railways	5.05	5.05
2.	Uttar Pradesh	Joint Development of Tourist Amenities at Rae-Bareli Railway Station in Association with Ministry of Railway	M/o Railways	4.44	3.55
Year 2014-15					
3.	Uttar Pradesh	Illumination of monuments in Varanasi/ Sarnath (Dhamekh Stupa in SarnathChaukhandi Stupa in Sarnath, Tomb of Lalkan in Sarnath and Man Mahal in Banaras).	ITDC	5.12	3.81
Year 2017-18					
4.	Uttar Pradesh	Illumination of three monuments in Varanasi, Uttar Pradesh- 1. Dashashwamedh Ghat to Darbanga Ghat (stretch of 300m) 2. Tulsi Manas Mandir	CPWD	2.94	2.94

		3. Sarnath Museum			
Year 2019-20					
5.	Uttar Pradesh (Varanasi & Allahabad-I, Allahabad-II), Bihar (Bhagalpur), West Bengal (Kolkata) & Assam (Neamati, Pandu, Jogighopa & Biswanath Ghat)	CFA for Development of Jetties at nine (09) main points of embarkation/ disembarkation of River Cruise on National Water ways No. 1 & 2	IWAI	28.03	7.01

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SWADESH DARSHAN SCHEME 2.0

i.   Tourism Core Products

    (a)   Constructions of Tourist Facilitation Centre, Tourist Interpretation Centre with ATMs/money exchange counters
    (b)   Restoration, conservation, illumination of monuments/ heritage structures
    (c)   Construction of craft haats, bazaars, souvenir shops, cafeteria etc.
    (d)   Construction of nature trails, watchtowers, rain shelters and allied infrastructure
    (e)   Accommodation and stay facilities such as log huts, tourist lodges, tented accommodation, eco-retreats, etc.

ii.   Tourism Activities

    (a)   Construction of Convention Centers/Golf Course/Aquamarine Parks /Amusement Parks/Theme Parks
    (b)   Construction of facilities to promote Adventure/ Golf/ Cruise/ Rural/ Mice and other such tourism activities
    (c)   Provision of equipment for above tourism activities

iii.   Performing Art Infra

    (a)   Construction of Open-Air theatres or amphi-theaters
    (b)   Constructions of Cultural Centres
    (c)   Setting up of Sound & Light Show

iv.   Health, Sanitation and Safety

    (a)   Toilets
    (b)   Solid Waste Management
    (c)   First Aid Centre (including Indian Medicines System)
    (d)   CCTV

v.   Connectivity, Wayside Amenities & Parking

    (a)   Development/upgradation of passenger terminals for road, rail or water transport providing toilets, cloakroom facilities and waiting rooms
    (b)   Procurement of equipment for eco-friendly modes of tourist transport
    (c)   Improvement of road (last mile) connectivity leading to tourist sites/ destinations
    (d)   Development/ upgradation of helipads, heliports, airstrips, ropeways required for tourist in the identified circuits
    (e)   Parking facilities for two-wheelers, cars, buses, caravan vehicles

(f)   Wayside amenities with emergency vehicle breakdown, repair and refuel facilities

(g)   Informatory / directional signages

(h)   Improvement in communication through telephone booths, mobile services and internet connectivity

vi.   General Site Development

(a)   General improvements such as earth filling, landscaping (including trees, shrubs), water fountains, fencing, lighting, pavements/ walkways/ pathways/ driveways, seating facilities/shelters, drinking water points, garbage bins, stormwater drainage, treatment facilities for sewerage / effluent

(b)   External infrastructure such as water supply, sewerage, drainage, electricity, and roads

(c)   Shoreline development & rejuvenation of natural water bodies such as rivers, lakes, streams, riverfronts.

(d)   Slum upgradation

(e)   Wi-Fi

vii.   Sustainable Tourism

(a)   Use of clean energy sources for street lighting

(b)   Renewable sources of energy for tourist infrastructure

(c)   Environmental care and access to clean technology

(d)   All structures developed should be universally accessible (disabled friendly)

viii.   Soft Intervention

(a)   Asset Mapping

(b)   Promotion & Marketing

(c)   Capacity Building

(d)   Skill Development

(e)   Knowledge Management

(f)   Digital Technologies and Platforms

PRASHAD SCHEME

Infrastructure Development

- Toilet, cloak room facilities and waiting rooms at prominent destination points and if necessary at city entry points like bus stands, railway stations etc.
- Informatory/Directional signage (if possible these could be funded by the private sector). Guidelines should be formulated in the DPR toolkit to maintain design uniformity and enhancing aesthetics.
- Development/up-gradation of destination entry points viz. passenger terminals (of road, rail, and water transport). Basic conveniences like tourism Information/Interpretation Centers with ATMs/money exchange counters shall be provided at these entry points.
- Illumination of monuments/ pilgrimage structures.

- Provision of wayside amenities with emergency vehicle breakdown, repair facilities and infrastructure provision for stationing of caravan vehicles for tourists. The area and capacity shall be worked out as per the daily average footfall of the tourists to respective destinations.
- Parking facilities for two-wheelers, cars, buses and caravans.
- Improvement of road connectivity leading to prime destinations up to the last mile connectivity only.
- General improvements such as landscaping (includes trees and shrubs), water fountains, fencing, lighting, pavements/walkways/pathways/driveways, seating facilities/shelters, drinking water points, garbage bins, storm water drainage and treatment facilities for sewerage/effluent treatment are permissible within the pilgrimage footprint of the destination.
- First Aid Centers (Including Indian Medicines System).
- Improvement in communication through telephone booths, mobile services and internet connectivity, Wi-Fi hotspots.
- Construction of watch tower (for surveillance and security purpose), rain shelters (for pilgrims)
- Equipment for tourism activities such as sound and light shows to enhance the spiritual/heritage experience of the identified destinations
- Construction of open air theatres and amphitheaters
- Construction of craft haats /bazaars/ souvenir shops/cafeteria.
- Procurement of equipment for eco-friendly modes of tourist transport which should be plied on last mile connectivity to the prime assets and on pedestrianized roads to facilitate movement of old age, differently abled people and children (below 8 year)
- Shoreline development & rejuvenation of natural water bodies such as rivers, lakes, streams and river fronts of holy/ historic significance and shall be considered in consultation with M/o tourism and other allied ministries.
- Helipad, ropeways required for tourist in the identified destinations where other transportation connectivity is weak.
- Use of renewable sources of energy and access to clean technology for tourist infrastructure for environmental care.
- External infrastructure such as water supply, sewerage, drainage, electricity and roads.
- Any other activity directly related to tourism and required for development of the identified pilgrimage sites/ destinations or integrated tourism development of heritage city.

In addition to the above, following infrastructure components would be permissible only for integrated tourism development of heritage city:

- Evaluation and up-gradation of civic infrastructure around heritage / cultural / tourist areas and façade improvement of surrounding areas with part funding mechanism to be worked out in discussion with local governments.
- Development of Heritage walks, street-scaping activities not limited to underground cabling, street furniture, storm water drainage and walkways/pathways.
- Support cultural events, fairs and festivals and associated infrastructure.
- Development of museums, interpretation centers and socio-cultural spaces.
- Restoration/ conservation of a historic structure/ monument
- Revitalization of heritage areas/ precincts & conservation of monuments etc.
- Adaptive re-use plans for eligible structures

Capacity Development, Skill Development & Knowledge Management

- Special courses to address the skill gaps identified by the state in the Detailed Project Report (DPR)
- Short duration skill development training program in association with other schemes of GOI.
- Emphasis on tapping the local potential and expertise in indigenous art and crafts.
- Documentation and preservation of the knowledge base in tourism for future use.

Online Presence

A. GIS based interactive and intelligent portal development and mobile applications, providing:

- Location based-services
- Location based-contents
- Booking facilities through a-Commerce application
- Linkages to applications of existing service providers
- Support dash-boards for tourists as well as operators
- Decision support reporting for the department

B. Project Monitoring and Management System

- Online Dashboard for project monitoring and management system
- Tracking project progress through online UC submissions
- Tracking procurements through e-procurement system
- Tracking completion of milestones
- Tracking issues relating to escalation and variances.

C. Permission Based Knowledge Portal

- Create a back-end digital library for content preservation.
- Push relevant research papers to appropriate institutions for future references.

D. Data Analytics and Reporting

IEC Component

- 10% of the scheme allocation is earmarked for IEC components

ASSISTANCE TO CENTRAL AGENCIES FOR TOURISM INFRASTRUCTURE DEVELOPMENT SCHEME

a. Improvement of the surroundings of the destination. This would include activities like landscaping, development of parks, fencing, compound wall etc.
b. Illumination of the Tourist destination and the area around and SEL/multimedia/ multidimensional Shows etc. including setting up of civic amenities such as toilets/ rest rooms, ticket counter, food courts, facilities for differently abled people/ children

/ senior citizens/ at site of project, battery operated carts etc including publicity material as may be required.

c. Re-conceptualization /up-gradation of existing SEL / multimedia shows commensurate with the requirement of Technological Innovative show can also be considered under this scheme after a five year of initial launch of project.

d. Construction of public buildings which are required to be demolished because of implementation of the Master Plan.

e. Illumination/Restoration/Refurbishment of the Monuments.

f. Signage and display boards showing Tourist Area Maps and documentation on places of interest at the locations.

g. Tourist Arrival Centers, Reception Centers, Interpretation Centers

h. Development of Cruise Terminals.

i. Construction of Convention Centres

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