

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.934
ANSWERED ON 09.02.2023

PROMOTION OF TOURISM IN PUNJAB

934 SHRI SANJEEV ARORA:

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

- (a) the trend of fund devolution to promote and enhance tourism in the State of Punjab; and
(b) the efforts made to promote and diversify the tourism circuits in the State?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes tourism in India, including the State of Punjab. Promotions are undertaken, inter-alia, through various initiatives, under the Central Sector Schemes of “Domestic Promotion & Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity (OPP). The tourist destinations are also promoted through its website and social media promotions. Under the DPPH Scheme, Ministry of Tourism provides financial assistance to State Governments/Union Territory Administrations for organizing fairs/festivals for the promotion of tourism. The list of festivals in Punjab, to have received financial assistance from Ministry of Tourism, during the last five years, is given below.

(Rs. in lakh)

Year	Name of Fairs & Festivals	Amount sanctioned
2017-18	Shree Baba Harivallabh Sangeet Samemelan, Jalandhar	10.00
	Hola Mohalla at Anandpur Sahib	10.00
2018-19	Sufi Festival	20.00
	Harivallabha Sangeet Samelan	10.00
	Patiala Heritage Festival	20.00
2019-20	Sufi Festival	25.00
	Hola Mohalla Festival	25.00
2021-22	Harivallabh Sangeet Samemelan, Jalandhar	25.00
	Hola Mohalla at Shri Anandpur Sahib	25.00

(b): Further, Ministry of Tourism, also provides financial assistance under the Central Sector Schemes of ‘Swadesh Darshan’ and PRASHAD for integrated development of theme-based tourist circuits across the country and development of amenities at pilgrimage sites, respectively. The details of the projects sanctioned to the State of Punjab under the Swadesh Darshan Scheme is given below.

(Rs. in crore)

Name of the Circuit	Year	Name of the Project	Amount Sanctioned
Heritage Circuit	2018-19	Development of Anandpur Sahib - Fatehgarh Sahib - Chamkaur Sahib - Ferozpur - Amritsar - Khatkar Kalan – Kalanour - Patiala	94.51

The Ministry of Tourism has now revamped its scheme of Swadesh Darshan as Swadesh Darshan 2.0 (SD 2.0) for development of sustainable and responsible tourism destination and has identified 'Amritsar' and 'Kapurthala' in Punjab for development under SD 2.0.

The details of the projects sanctioned to the State of Punjab under PRASHAD Scheme are given below.

(Rs. in crore)

Year	Name of Projects	Amount Sanctioned
2015-16	Development of Karuna Sagar Valmiki Sthal at Amritsar	6.40
2021-22	Development of Chamkaur Sahib at Rupar Punjab	31.57
