

Special Attention to Promote Tourism in The Country

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Ministry of Tourism promotes India as a holistic destination in various markets to increase India's share of the global tourism market including spiritual destinations of India. These objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India.

Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in). The Incredible India Content Hub is a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe required to amplify Incredible India in all their marketing and promotional efforts. The revamped Incredible India Digital Portal is aimed to be tourist centric, one-stop digital solution designed to enhance the travel experience for visitors to India.

Ministry of Tourism extends financial support to State Governments and Union Territories for promotion and development of tourism including the rural and urban areas of Rajasthan and Madhya Pradesh under its schemes of Domestic Promotion & Publicity including Hospitality (DPPH), Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies for Tourism Infrastructure Development Schemes.

The Ministry of Tourism has recently revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism centric approach.

The details of funds sanctioned under DPPH, Swadesh Darshan, SD 2.0, PRASHAD and Assistance to Central Agencies for Tourism Infrastructure Development Schemes in the State of Madhya Pradesh and Rajasthan are at **ANNEXURE**.

The proposals for projects at identified destinations are formulated by the concerned State Governments/ UT Administrations. Reviewing and sanctioning of the projects is an ongoing process and is done as per procedures and requirements stipulated in the scheme guidelines.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

Sunil Kumar Tiwari

ANNEXURE

Details of Projects Sanctioned Under Swadesh Darshan Scheme

(Rs. in Crore)

S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released*	Amount Utilised	Implementing Agency
	Madhya	Wildlife	Development of	92.10	86.31	86.31	Madhya Pr

	Pradesh	Circuit 2015-16	Wildlife Circuit at Panna- Mukundpur- Sanjay- Dubri- Bandhavgarh- Kanha- Mukki- Pench				State Tou Develop Corporation
	Madhya Pradesh	Buddhist Circuit 2016-17	Development of Sanchi-Satna- Rewa-Mandsaur- Dhar	74.02	72.75	72.75	Madhya Pr State Tou Develop Corporation
	Madhya Pradesh	Heritage Circuit 2016-17	Development of Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu	89.82	89.49	89.49	Madhya Pr State Tou Develop Corporation
	Madhya Pradesh	Eco Circuit 2017-18	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- BhedaGhat- Bansagar Dam- Ken River	93.76	93.59	93.59	Madhya Pr State Tou Develop Corporation
	Rajasthan	Desert Circuit 2015-16	Development of Sambhar Lake Town and Other Destinations	50.01	50.01	55.89	R a j a s t T o u r i Develop Corpora (RTDC)
	Rajasthan	Krishna Circuit 2016-17	Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and N a t h d w a r a (Rajsamand)	75.80	73.85	77.49	R a j a s t T o u r i Develop Corpora (RTDC)
	Rajasthan	Spiritual Circuit 2016-17	Development of Spiritual Circuit– 'Development of C h u r u (SalasarBalaji)- Jaipur (Shri SamodkeBalaji, GhatkeBalaji, BandhekeBalaji)- Viratnagar (Bijak, J a i n n a s i y a ,	87.05	72.23	75.03	R a j a s t T o u r i Develop Corpora (RTDC)

			Ambika Temple)- Bharatpur(Kaman Region)- Dholpur (Muchkund) – Mehndipur Balaji- Chittorgarh (Sanwaliyaji)				
	Rajasthan	Heritage Circuit 2017-18	Development of Heritage Circuit Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Facade Illumination in Jaipur and Nahargarh Fort) - Jhalawar (Gagron Fort) - Chittorgarh (Chittorgarh Fort) – Jaisalmer (Jaisalmer Fort) - Hanumangarh (Gogamedi) - Udaipur (Pratap Gaurav Kendra) - Dholpur (Bagh-I- Nilofor and PuraniChawani) - Nagaur (Meera Bai Smarak, Merta) - Tonk (SunehriKothi)	70.61	66.99	67.04	Rajast Touri Develop Corpora (RTDC)

* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme

Details of Projects Sanctioned Under Swadesh Darshan 2.0 Scheme

Sn.	State	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1	Madhya Pradesh	Gwalior	Phoolbagh Experience Zone	16.73	29-02-2024
2	Madhya Pradesh	Chitrakoot	Spiritual experience at Chitrakoot	27.21	05-03-2024
3	Rajasthan	Bundi	Spiritual Experience, Keshavraipatan	17.37	29-02-2024

Details of Projects sanctioned under PRASHAD Scheme

(Rs. in Crore)

S. No.	State/UT	Project Name	Sanction	Approved	Amount	District
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