

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3431
ANSWERED ON 16.12.2024**

TOURISM POTENTIAL OF MADAGADHA KERE

3431. SHRI SHREYAS M PATEL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware of the tourism potential of Madagadha Kere, which combines natural beauty with ecological and cultural significance;**
- (b) whether the Government has any plans to include Madagadha Kere in its rural and eco-tourism promotion initiatives under centrally sponsored schemes and if so, the details thereof; and**
- (c) whether the Government is likely to consider funding the development of essential amenities such as seating areas, guided tours, eco-friendly accommodations, and cultural promotion programmes to boost sustainable tourism and benefit the local community and if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Development and promotion of tourism in the country is primarily undertaken by the concerned State Governments (SGs)/Union Territory Administrations (UTs). The Ministry of Tourism complements the efforts of SGs/UTs by providing financial assistance to them under its 'Swadesh Darshan' and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' for development of tourism amenities on receipt of project proposals from SGs/UTs in line with the relevant scheme guidelines, availability of funds under relevant schemes etc. The Ministry has now revamped the 'Swadesh Darshan' scheme as 'Swadesh Darshan 2.0 (SD 2.0)', with the objective to develop sustainable and responsible tourism destinations in the country.

The details of the projects sanctioned under SD2.0 and PRASHAD in the State of Karnataka is as under:-

Scheme Name: SD 2.0

S. No.	Destination	Name of the Project	Cost (In ₹ Crore)
1	Hampi	Setting up of 'Traveller nooks'	26.30
2	Mysuru	"Tonga ride Heritage experience zone"	4.12
3	Mysuru	"Ecological Experience Zone"	18.36

Scheme: PRASHAD

S. No.	Project Name	Sanction Year	Approved Cost (₹ in Crore)
1	'Development of Pilgrimage Amenities at Sri Chamundeshwari Devi Temple'	2023-24	45.71

Presently there is no proposal under consideration for sanctioning tourism development works at Madagadha Kere under Swadesh Darshan and PRASHAD schemes of the Ministry. However, Government of India has recently sanctioned 2 projects viz. 'Ecotourism & Cultural Hub at Roerich and Devika Rani Estate' Tataganj, Bengaluru for Rs.99.17 Crore and 'Development of Savadatti Yallammadudda, Belgavi' for Rs.100 Crore in Karnataka.

The Ministry of Tourism as part of its ongoing promotional activities regularly promotes various tourist destinations and products of the country including rural and eco-tourism destinations. These promotional activities are undertaken through various mediums such as websites, social media campaigns, events etc. in domestic and international markets.
