

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.+978
ANSWERED ON 10.02.2025**

**PROJECTS UNDER SWADESH DARSHAN
AND SUSTAINABLE TOURISM SCHEME**

+978.SHRI CHINTAMANI MAHARAJ:

Will the Minister of TOURISM be pleased to state:

- (a) the manner in which the Government prioritise the selection of projects under the Swadesh Darshan and Sustainable Tourism Scheme;**
- (b) whether any specific criteria exist in this regard;**
- (c) the details of strategies being implemented by the Government to ensure the successful development of the approved projects, especially in lesser-known tourist destinations;**
- (d) whether any initiatives being taken to promote these lesser-known destinations internationally; and**
- (e) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Ministry of Tourism launched its Swadesh Darshan scheme in 2014-15 and sanctioned 76 projects in the country under identified thematic circuits for ₹5287.90 Crore in this scheme. The Ministry revamped the Swadesh Darshan scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations in the country and has sanctioned 34 projects for ₹791.25 Crore.

The projects under the scheme are considered for sanctioning in consultation with the concerned State Governments/UT Administrations and on receipt of the project proposals from them, subject to adherence to the scheme guidelines, instructions issued by the Government from time to time, availability of funds, inter-se priority etc. Further, Ministry of Tourism regularly undertakes review meetings with the State Governments at different levels to ensure successful implementation of the sanctioned projects including those sanctioned at lesser known destinations.

Ministry of Tourism promotes various tourist destinations and products of the country including lesser known destinations in domestic and international markets in a holistic manner under the brand line of 'Incredible India'. Such promotions are undertaken through various ongoing initiatives such as social media posts, promotional website, organizing events, extending support to tourism related fairs and festivals, participation in road shows etc.
