

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3173
ANSWERED ON 27.03.2025

EXPLORING NEW TOURIST DESTINATIONS

3173 SHRI SANT BALBIR SINGH:

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

- (a) the specific efforts Government is making to promote tourism in Punjab;
- (b) whether there are any recent or upcoming projects aimed at enhancing the State's tourism infrastructure or promoting its cultural heritage;
- (c) whether the Ministry is exploring new or lesser-known places in Punjab and across the country to attract more tourists in the future;
- (d) the steps being taken to identify and develop these new destinations; and
- (e) the measures being taken to promote sustainable tourism in the country, particularly in regions with high tourist footfall like Punjab?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Development and promotion of tourist destinations and products is primarily undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the State Governments/UT Administrations including the State of Punjab.

Ministry has revamped Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible tourism destinations following a destination & tourist centric approach.

The Government of India under the guidelines for Special Assistance to States for Capital Investment (SASCI) for Development of Iconic Tourist Centres has approved one project in the State of Punjab.

The Ministry under the aforesaid schemes promote and develop various tourist destinations including the lesser-known destinations across the country. The details of projects sanctioned under the aforesaid schemes for the State of Punjab are **Annexed**.

Receiving proposals from the State Governments/UT Administrations/Central Agencies for financial assistance for tourism projects is a continuous process. The proposals received are examined with reference to the prescribed guidelines and financial assistance is extended for such projects subject to fulfilment of the stipulated conditions and availability of funds.

The Ministry of Tourism has formulated a National Strategy for Sustainable Tourism, emphasizing environmental sustainability and the protection of biodiversity, to ensure that tourism development does not harm natural and cultural resources. Ministry of Tourism under its 'Travel for LiFE' Initiative encourages tourists and tourism businesses to adopt responsible tourism practices, promoting sustainability in destinations with high tourist footfall.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (e) OF RAJYA SABHA UNSTARRED QUESTION NO.3173 ANSWERED ON 27.03.2025 REGARDING EXPLORING NEW TOURIST DESTINATIONS RAISED BY SHRI SANT BALBIR SINGH

(i). Project sanctioned under Swadesh Darshan Scheme in the State of Punjab is as under:

(Amount in ₹ crore)

S. No.	Circuit / Sanction Year	Name of the Project	Amount Sanctioned
1.	Heritage Circuit 2018-19	Development of Anandpur Sahib - Fatehgarh Sahib - Chamkaur Sahib - Ferozpur - Khatkar Kalan – Kalanour - Patiala	85.32

(ii). List of projects sanctioned under Swadesh Darshan 2.0 Scheme in the State of Punjab is as under:

(Amount in ₹ crore)

S. No.	Destination	Name of the Experience/Project	Date of Sanction	Sanctioned Cost
1	Kapurthala (Punjab)	Eco Tourism experience at Kanjli wetland	05-03-2024	20.06
2	Amritsar (Punjab)	Border Tourism Experience at Attari	20-08-2024	25.90

(iii). List of Projects sanctioned under PRASHAD Scheme in the State Punjab is as under:

(Amount in ₹ crore)

S. No.	Name of Project	Sanction Year	Approved Cost
1	Development of Karuna Sagar Valmiki Sthal at Amritsar	2015-16	6.40
2	Development of Chamkaur Sahib	2021-22	31.57

(iv). List of Projects sanctioned under 'Assistance to Central Agencies for Tourism Infrastructure Development' Scheme in the State Punjab is as under:

(Amount in ₹ crore)

Sr. No.	Name of Project	Sanction Date	Amount Sanctioned
1	Infrastructural Development at JCP Attari, Wagha Border	12-06-2018	13.12
2	Restoration/ Renovation of 'Jallianwala Bagh Memorial' & Additional work to be taken at Jallianwala Bagh National Memorial at Amritsar, Punjab.	08-03-2019	23.02

(v). Project sanctioned in the State of Punjab under the Scheme for 'Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centres to Global Scale' is as under:

(Amount in ₹ crore)

S. No.	Name of the Project	Sanction Year	Amount Sanctioned
1	Development of Heritage Street as a tribute to Shaheed-e-Azam, Sardar Bhaghat Singh at Khatkar Kalan in SBS Nagar	2024-25	53.45
