

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1278
ANSWERED ON 28.07.2025**

SPECIAL TOURISM PROMOTION PACKAGE FOR AMRITSAR

1278. SHRI GURJEET SINGH AUJLA:

Will the Minister of TOURISM be pleased to state:

- (a) whether Amritsar deserves focused attention for promotion of tourism as it represents not just Punjab, but the soul of India's spiritual and historic legacy;**
- (b) whether the Government proposes to launch any special tourism promotion package for Amritsar, Punjab;**
- (c) if so, the details thereof;**
- (d) the details of the concrete steps taken/being taken by the Government to boost infrastructure, safety and hospitality standards and include it in major domestic and international tourism circuits;**
- (e) the details of the funds allocated and disbursed for development of heritage sites and to promote tourism; and**
- (f) whether the Government has launched any awareness campaigns of the promotion on digital platforms to attract global tourists, if so, the details thereof and if not, the reasons therefor?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (f): Development and Promotion of tourist destinations and tourism products is primarily undertaken by the respective State Government/Union Territory (UT) Administration. However, the Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', Swadesh Darshan 2.0 (SD2.0)', 'Challenge Based Destination Development (CBDD)' – a sub-scheme of Swadesh Darshan and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' complements the efforts of tourism infrastructure development by extending financial assistance to the State Governments/UT Administrations; subject to availability of funds,

adherence to scheme guidelines, submission of Detailed Project Reports (DPRs) by the State Government etc.

In addition, Government of India under its initiative for ‘Special Assistance to States for Capital Investment (SASCI)’ has also provided financial assistance to the States for development of tourism projects.

The details of the projects sanctioned in Amritsar is as follow:

- 1. Development of Karuna Sagar Valmiki Sthal at Amritsar in 2015-16.**
- 2. Border Tourism Experience at Attari, Amritsar in 2023-24.**

The details of the projects sanctioned along-with funds allocated and released under Swadesh Darshan, SD2.0, PRASHAD, CBDD and SASCI scheme in the state of Punjab is Annexed.

The Government launched the Regional Connectivity Scheme-Ude Desh ka Aam Nagrik (RCS - UDAN) in October 2016 to enhance regional air connectivity from unserved and underserved airports in the country for making air travel affordable to the people of India. Under this scheme, with a view to promote tourism, routes connecting Amritsar to Kolkata, Jaipur and Patna were operationalised under Tourism – RCS (TRCS). These routes were funded with 100% Viability Gap Funding (VGF) reimbursement by Ministry of Tourism. The total VGF disbursed on these routes stands at Rs.47.09 crores.

Ministry of Tourism under its voluntary scheme of Classification classifies hotels and resorts under the star rating system. Under this system, hotels/resorts are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, Heritage (Basic), Heritage (Classic), Heritage (Grand), Legacy Vintage (Basic), Legacy Vintage (Classic), Legacy Vintage (Grand) and Apartment Hotels. Aside from the above, the Ministry also classifies/approves accommodation units viz Homestays/B&Bs, guesthouses, tented accommodations and tourism service providers viz Travel Agents, Tour Operators, Tourist Transport Operators.

The details of the funds allocated and disbursed by Archaeological Survey of India for conservation and restoration of monuments/sites under the jurisdiction of Chandigarh Circle during the last five financial years and current financial year are given as below:

(Amount in crores)		
Financial Year	Allocation	Expenditure
2020-21	0.80	0.80
2021-22	1.50	1.50
2022-23	6.53	6.53
2023-24	11.00	11.00
2024-25	5.65	5.65
2025-26 (Upto 15.07.2025)	4.00	3.27

Ministry of Tourism has launched its revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travellers and stakeholders interested in exploring the country’s rich cultural heritage, natural beauty, and diverse attractions. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services.

Ministry of Tourism promotes all tourist destinations including Punjab through various mediums including the platform of IIDP.

The portal has also partnered with several OTAs (Online Travel Agents) and stakeholders for seamless booking of flights, hotels, cabs, and buses and tickets for ASI monuments.

Digital promotions are also regularly undertaken through the Social Media platforms.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (f) OF LOK SABHA UNSTARRED QUESTION NO.1278 ANSWERED ON 28.07.2025 REGARDING SPECIAL TOURISM PROMOTION PACKAGE FOR AMRITSAR RAISED BY SHRI GURJEET SINGH AUJLA****List of projects sanctioned under PRASHAD Scheme:-****(Rs. in Crores)**

S. No.	State/UT	Project Name	Sanction Year	Sanction Amount	Amount Released
1.	Punjab	Development of Karuna Sagar Valmiki Sthal at Amritsar	2015-16	6.40	6.40
2.	Punjab	Development of Chamkaur Sahib at Rupar, Punjab	2021-22	30.52	21.93

The List of the sanctioned under Swadesh Darshan Scheme:-**(Rs. in Crores)**

S. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released/ Authorized
1.	Punjab	Heritage Circuit 2018-19	Development of Anandpur Sahib - Fatehgarh Sahib - Chamkaur Sahib - Ferozpur - Khatkar Kalan – Kalanour - Patiala	85.32	81.05

List of Sanctioned projects under Swadesh Darshan 2.0:-**(Rs. in Crores)**

S No	State	Year of Sanction	Destination	Name of the Experience	Sanctioned Cost	Amount Authorized
1.	Punjab	2023-24	Kapurthala	Eco Tourism experience at Kanjli wetland	20.06	0.00

2.	Punjab	2023-24	Amritsar	Border Tourism Experience at Attari	25.90	2.59
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List of sanctioned projects under Challenge Based Destination Development (CBDD), a sub-scheme of Swadesh Darshan scheme
(Rs. in Crores)

S No.	State/UT	Year of Sanction	Name of Project	Sanctioned Cost	Amount Authorized
1.	Punjab	2024-25	Cultural and Heritage Strech at Hussainiwala Border, Ferozepur	25.00	2.50
2.	Punjab	2024-25	Heritage street -A symbor of peace and Harmony at Sri Anandpur Sahib, Rupnagar	24.90	2.49

List of Projects sanctioned under the Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centres to Global Scale

(Rs. in Crores)

S. No.	State	Year of Sanction	Name of the Project	Sanctioned Cost	Amount Released
1.	Punjab	2024-25	Development of Heritage Street as a tribute to Shaheed-e-Azam, Sardar Bhaghat Singh at Khatkar Kalan in SBS Nagar	53.45	35.27
