

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 3332#
ANSWERED ON 21.08.2025

PARYATAN MITRA AND PARYATAN DIDI

3332# DR. DINESH SHARMA:
SHRI RAGHAV CHADHA:

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

- (a) the total number of local ambassadors trained under the 'Paryatan Mitra & Paryatan Didi' initiative and their State-wise distribution;
- (b) the selection criteria for participants in the program;
- (c) whether any special provisions have been made for women and marginalised communities; and
- (d) the manner in which the implementation of the Bharat Rannbhoomi Darshan initiative has increased visitor access, security mechanisms and local participation?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): The Ministry of Tourism launched a National responsible tourism initiative by the name of Paryatan Mitra/Paryatan Didi. It targets the local service providers such as cab drivers, auto drivers, staff at railway stations, airports, bus stations, hotel staff, restaurant workers, homestay owners, tour guides, police personnel, street vendors, shop keepers, students, etc. which includes women and marginalised communities. The objective is to provide training and awareness on the importance of tourism, general cleanliness, safety, sustainability and also on the importance of providing tourists with the highest standards of hospitality and care.

The initiative was piloted in 6 tourist destinations across India namely – Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh), Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan) and Shri Vijaya Puram (Andaman & Nicobar Islands). The program was rolled out on August 15th, 2024 and since then, more than 4,000 people have been trained. State wise break- up of the data is Annexed.

(d): Ministry of Defence has informed that the Bharat Rannbhoomi Darshan initiative, launched to promote tourism to historically significant battlefields, is accessed by citizens through it's dedicated website. As of date, the website has recorded 46,124 hits and over 349 tourists have been facilitated under the programme.

Ministry of Defence is actively promoting it in collaboration with the Ministry of Tourism and registered Tour Operators to enhance public awareness and participation.

In terms of security arrangements, Ministry of Defence has informed that the local Military Formations have been adequately sensitised and are fully capable of managing all related security aspects to ensure the safety and smooth conduct of the initiative.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.3332# ANSWERED ON 21.08.2025 REGARDING PARYATAN MITRA AND PARYATAN DIDI RAISED BY DR. DINESH SHARMA AND SHRI RAGHAV CHADHA

State wise Paryatan Mitra / Paryatan Didi training conducted by India Tourism offices and Tourism Stakeholder:-

Sr. No.	State	Candidates
1.	Andhra Pradesh	237
2.	Bihar	741
3.	Delhi	80
4.	Guwahati	44
5.	J&K	55
6.	Karnataka	242
7.	Manipur	10
8.	Mizoram	60
9.	Madhya Pradesh	1487
10.	Port Bliar	552
11.	Punjab	27
12.	Rajasthan	141
13.	Meghalaya	60
14.	Uttar Pradesh	46
15.	Uttrakhand	250
	Total	4032
