

Ramayana Cultural Tourism Corridor

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The Ministry of Tourism promotes diverse tourism products of the country, in a holistic manner including spiritual & cultural tourism. The promotions are carried out through organizing and participating in travel events and exhibitions; providing assistance to State/ UT Governments for organizing fairs and festivals; inviting influencers, tour operators, journalists and opinion makers to visit the country under the Hospitality Programme, various outreach activities through website and social media promotions in association with the State Governments and the overseas Indian Missions etc.

The Ministry of Tourism has formulated Guidelines for 'Development of Homestays in Tribal Areas' (a sub-scheme of Swadesh Darshan) under Pradhan Mantri Janjatiya Unnat Gram Abhiyan (PMJUGA). The Scheme envisages to develop homestays in tribal areas to promote responsible tourism and enhance livelihood opportunities for tribal communities and encourage the stakeholders to adopt sustainable tourism practices in the tribal villages. The Scheme focuses on providing financial assistance of up to ₹5 lakh for village community requirements, up to ₹5 lakh for the construction of two new rooms for each household, and up to ₹3 lakh for the renovation of existing rooms for each household.

Further, the Government of India has also announced collateral free institutional credit of Mudra Loans for Homestays in the Budget Announcement for 2025-26 to assist and encourage setting up of homestays across the country, including rural areas.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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