

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1415#
ANSWERED ON 11.12.2025

RAMAYANA CULTURAL TOURISM CORRIDOR

1415# SHRI SANJAY KUMAR JHA:

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

- (a) whether Government is promoting India's spiritual and cultural tourism model as a special campaign for global branding;
- (b) whether the Janakpur-Sitamarhi-Madhubani route in Bihar has been considered for development as an international Ramayana Cultural Tourism Corridor; and
- (c) whether a special financial assistance scheme is being implemented for rural and homestay tourism entrepreneurship and if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): 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.

(b): No proposal is under consideration for development of Janakpur-Sitamarhi-Madhubani route as an international Ramayana Cultural Tourism Corridor in the Ministry of Tourism.

(c): 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.
