

Ministry of Tourism



## Development and Promotion of Tourist Destinations in Nashik

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The development and promotion of tourist destinations and tourism products is primarily undertaken by the respective State Government/ Union Territory (UT) Administration. The Ministry of Tourism, through its ongoing Central Sector Schemes of ‘Swadesh Darshan (SD)’, ‘Swadesh Darshan (SD2.0)’, ‘Challenge Based Destination Development (CBDD)’ a sub-scheme of Swadesh Darshan 2.0 scheme, ‘Special Assistance to States for Capital Investment (SASCI)’, ‘Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)’ supplements the efforts of the States/UTs by providing financial assistance for the development of tourism related infrastructure in consultation with the concerned State Governments/UT Administrations.

As part of its ongoing promotional efforts, the Ministry of Tourism promotes various destinations and tourism products of the country, including Nashik, through its official website, digital and social media platforms, participation in fairs and festivals, and other promotional activities aimed at domestic and international markets.

The Ministry of Tourism has sanctioned 2 projects for tourism infrastructure development in Nashik (Maharashtra), the details of which is given below:

<b>Name of Scheme</b>	<b>Name of the project</b>	<b>Sanctioned cost (₹ in Crore)</b>
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PRASHAD	Development of Trimbakeshwar, Nashik	45.41
Special Assistance to States for Capital Investment (SASCI Scheme)	Development of RAM-KAL PATH in Nashik	99.14

The Ministry of Tourism regularly monitors the progress of sanctioned projects and also encourages respective State Government/ UT Administrations to complete the projects in a time bound manner.

The Ministry under these schemes emphasises community-based and responsible tourism, including the involvement of local communities with a view to ensuring sustainability and enhanced livelihood opportunities at the respective destinations.

The Ministry of Tourism has put in place the Scheme of the Capacity Building for Service Providers (CBSP) to provide training, skill upgradation and certification to tourism service providers across the country, including in Maharashtra. The training programmes are conducted through Central/State Governments and empanelled institutions from time to time including destinations and projects sanctioned under the aforementioned tourism infrastructure development schemes with the objective of skill development, enhancing service quality, promoting local employment and supporting sustainable tourism development.

Further, the States/UTs are required to ensure the sustainable operation and maintenance of completed projects. Wherever required, Public-Private Partnership (PPP) are explored to ensure the long-term sustainability of the facilities created under the aforementioned Schemes.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha on 2<sup>nd</sup> February 2026.

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