

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA**  
**UNSTARRED QUESTION NO.288**  
**ANSWERED ON 02.02.2026**

# TOURISM PROMOTION INITIATIVES IN KERALA

## **288. SHRI RAJMOHAN UNNITHAN:**

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

- (a) whether the tourism promotion initiatives have disproportionately focused on southern and central Kerala;
- (b) the details of the projects sanctioned for northern Kerala under Swadesh Darshan or related schemes;
- (c) whether Kasaragod has been proposed for inclusion in future tourism circuits; and
- (d) the details of the steps taken/being taken to promote sustainable and community-based tourism in the said district?

## ANSWER

## **THE MINISTER OF TOURISM**

# **(SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (d):** While development and promotion of tourism destinations and products is primarily undertaken by the concerned State Government (SG)/Union Territory Administration (UTA), 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 2.0 scheme' and 'Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the SGs/UTAs; on receipt of the project proposals from the concerned State Government/Union Territory Administration in synergy with the scheme guidelines, Government directions, availability of funds, inter-se priority etc. Swadesh Darshan scheme is approved till March, 2026 and presently there is no new proposal under consideration for sanctioning in this scheme. The Ministry of Tourism regularly encourages the State Governments/UT Administrations to focus on sustainable and community based tourism in the country including Kerala.

**Government of India under its ‘Special Assistance to States for Capital Investment (SASCI) – Development of Iconic Tourist Centres to Global Scale’ scheme, has also sanctioned projects in the country with the primary objective to comprehensively develop iconic tourist centres in the country, branding and marketing them at global scale.**

**The details of the projects sanctioned under SD, SD2.0, CBDD, PRASHAD and SASCI schemes in the state of Kerala is annexed.**

\*\*\*\*\*

**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.288 ANSWERED ON 02.02.2026 REGARDING TOURISM PROMOTION INITIATIVES IN KERALA BY SHRI RAJMOHAN UNNITHAN**

**Details of the projects sanctioned under Swadesh Darshan (SD), SD2.0, CBDD, PRASHAD and SASCI schemes in the state of Kerala:**

**(Amount in ₹ Crore)**

<b>Scheme/ Sub- scheme</b>	<b>S. No.</b>	<b>Name of the Project/ Experience</b>	<b>Circuit/ Destination</b>	<b>Year of sanction</b>	<b>Amount sanctioned</b>
<b>Swadesh Darshan (SD)</b>	1	<b>Development of Pathanamthitta- Gavi- Vagamon- Thekkady</b>	<b>Eco Circuit</b>	<b>2015-16</b>	<b>64.08</b>
	2.	<b>Development of Sabarimala - Erumeli- Pampa-Sannidhanam</b>	<b>Spiritual Circuit</b>	<b>2016-17</b>	<b>46.54</b>
	3.	<b>Development of SreePadmanabha Arnamula</b>	<b>Spiritual Circuit</b>	<b>2016-17</b>	<b>78.08</b>
	4.	<b>Development of Malanad Malabar Cruise Tourism Project</b>	<b>Rural Circuit</b>	<b>2018-19</b>	<b>57.35</b>
	5.	<b>Development Sivagiri Sree Narayana Guru Ashram- Arruvipuram- Kunnumpara Sree Subrahmania- Chembazhanthi Sree Narayana Gurukulam</b>	<b>Spiritual Circuit</b>	<b>2018-19</b>	<b>66.42</b>
<b>SD2.0</b>	6.	<b>Alappuzha: A Global Water Wonderland</b>	<b>Alappuzha</b>	<b>2024-25</b>	<b>93.18</b>
	7.	<b>Enhancement of Tourist Experience at Malampuzha Garden and Leisure Park</b>	<b>Malampuzha</b>	<b>2024-25</b>	<b>75.87</b>
	8.	<b>Kumarakom Bird Sanctuary Experience</b>	<b>Kumarakom</b>	<b>2023-24</b>	<b>13.81</b>
<b>CBDD</b>	9.	<b>Varkala-Dakshin Kashi (under Culture &amp; Heritage category)</b>	<b>Varkala</b>	<b>2024-25</b>	<b>25.00</b>

	<b>10.</b>	<b>Thalassery: The Spiritual Nexus (under Spiritual Tourism category)</b>	<b>Thalassery</b>	<b>2024-25</b>	<b>25.00</b>
<b>SASCI</b>	<b>11.</b>	<b>Ashtamudi Biodiversity and Eco-recreational Hub in Kollam</b>	<b>Kollam</b>	<b>2024-25</b>	<b>59.71</b>
	<b>12.</b>	<b>Global Gateway to Malabar's Cultural Crucible in Sargaalayaa</b>	<b>Sargaalayaa</b>	<b>2024-25</b>	<b>95.34</b>
<b>PRASHAD</b>	<b>13.</b>	<b>Development at Guruvayur Temple</b>	<b>Guruvayur</b>	<b>2016-17</b>	<b>45.19</b>

\*\*\*\*\*