

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.393
ANSWERED ON 02.02.2026**

**DEVELOPMENT AND PROMOTION OF TOURIST
DESTINATIONS IN NASHIK**

393. SHRI RAJABHAU PARAG PRAKASH WAJE:

Will the Minister of TOURISM be pleased to state:

- (a) the details of specific initiatives undertaken by the Government for the comprehensive development and promotion of Nashik as a tourist destination, including improvements in infrastructure, innovative branding and digital marketing to attract both domestic and international tourists;**
- (b) the details of financial allocations and timelines for completion of key tourism infrastructure projects in Nashik, such as the development of religious circuits, promotion of vineyards and enhancement of visitor amenities;**
- (c) the details of the steps taken/being taken to ensure community participation, sustainability and year-round tourism beyond pilgrimage seasons; and**
- (d) the details of the plans of the Government for supporting Nashik's tourism sector through new partnerships, skill development and global-scale events to boost long-term growth and employment in the local tourism industry?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): 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:

Name of Scheme	Name of the project	Sanctioned cost (₹ in Crore)
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.
