

Ministry of Tourism



# SCHEMES FOR PROMOTION OF RURAL AND RELIGIOUS TOURISM

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Development and promotion of tourist destinations and tourism products is primarily undertaken by the concerned State Governments/UT Administrations. However, the 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 and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' complements the efforts of State Governments/UT Administrations in their tourism infrastructure development and amenities across the country at tourist destinations including extending financial assistance to the State Governments/UT Administrations. This financial assistance is extended, subject to availability of funds, adherence to scheme guidelines and other instructions issued from time to time, submission of Detailed Project Reports (DPRs) by the concerned State Governments/UT Administrations, etc.

In addition to these, followings efforts have also been taken as under:

- (i) The Ministry of Tourism promotes various tourist destinations and products including rural and religious tourism holistically to position India as a preferred tourism destination in the tourism generating markets and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas. The promotional activities include participation in Travel Fairs and Exhibitions; organizing Road Shows, India Evenings, Seminars & workshops; organizing and supporting Indian food and cultural festivals; offering brochure support to tour operators, global media campaigns and joint advertising/joint promotions with airlines, tour operators and other organizations etc.
- (ii) Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. The strategy document focuses on the following key pillars:
  - (a) Model policies and best practices for rural tourism
  - (b) Digital technologies and platforms for rural tourism
  - (c) Developing clusters for rural tourism

- (d) Marketing support for rural tourism
- (e) Capacity building of stakeholders
- (f) Governance and institutional framework

The National Strategy and Roadmap has been shared with State/UT Governments.

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

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## **M Annadurai**

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