

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 3178
ANSWERED ON 19.03.2026

DEVELOPING TOURIST DESTINATION OF NAGARJUNA SAGAR

3178 SHRI GOLLA BABURAO:

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

- (a) the aims and objectives of Swadesh Darshan 2.0 and Challenge-Based Destination Development;
- (b) whether it is a fact that Enriching Buddhist Heritage and Cultural Experiences at Nagarjuna Sagar has been identified under SD2.0 during 2024-25 with an estimated cost of 25 crores;
- (c) if so, the details thereof;
- (d) the details of works proposed to be undertaken to develop the above beach; and
- (e) the present status of work and the timeline by which the works are expected to be completed?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Ministry of Tourism revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 with an objective to develop sustainable and responsible tourism destinations in the country and accordingly has sanctioned 53 projects for Rs.2208.31 Crore under it. Further, the Ministry introduced 'Challenge Based Destination Development', an initiative under Swadesh Darshan and 38 projects have been sanctioned in the country for Rs.697.94 Crore under 4 categories viz. 'culture & heritage', 'spiritual tourism', 'vibrant village programme' and 'ecotourism and amrit dharohar sites' with the idea to undertake holistic development of destinations to enhance tourist experience.

Ministry of Tourism has sanctioned the project 'Enriching Buddhist Heritage and Cultural Experience at Nagarjuna Sagar' in Andhra Pradesh under CBDD initiative for Rs.25.00 Crore in March, 2025 and the project is reported at implementation stage. As per the sanction order issued in respect of this project, the project timeline is communicated as March, 2026 and the project includes interventions related to Destination Management, green tourism, digitization, skilling and tourism MSME etc.
