

**New schemes for development and promotion of tourism
in Jammu and Kashmir**

2068. SHRI SHAMSHER SINGH MANHAS: Will the Minister of TOURISM be pleased to state:

(a) whether Government proposes to introduce new schemes for development and promotion of tourism in Jammu and Kashmir State, if so, the details thereof;

(b) whether Central Government has received any representation from Jammu and Kashmir State with regard to development and promotion of the tourism sector, especially in Jammu region; and

(c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (c) For development of tourism infrastructure in the country including Jammu and Kashmir, the Ministry of Tourism has launched two schemes in 2014-15 viz. Swadesh Darshan-Integrated Development of Theme-Based Tourist Circuits and PRASAD—Pilgrimage Rejuvenation and Spiritual Augmentation Drive.

For promotion of tourism in the country including Jammu and Kashmir, the Ministry of Tourism undertakes promotional activities under the 'Incredible India' brand-line to promote India and its various tourism products and destinations in domestic and international markets. Incredible India campaigns are released in domestic and international markets in various media including Print, Television, Online and Outdoor to showcase India's tourism potential and to increase foreign tourist arrivals and domestic tourist visits in the country. A series of promotional activities are also undertaken through the India Tourism Offices in India and overseas. These include participation in travel fairs and exhibitions; organising road shows, seminars and workshops; production of publicity material and hosting media personalities, tour operators and opinion makers from overseas under the Hospitality programme of the Ministry. The Ministry of Tourism also utilizes its website and social media platforms to promote the tourism destinations and products of the country.

Based on proposals received from the State Government, the following projects have been sanctioned in Jammu and Kashmir under Swadesh Darshan and PRASAD Schemes:

(₹ in crore)

Sl. No.	Scheme	Name of the Projects/Year of sanction	Amount Sanctioned
1.	Swadesh Darshan	Integrated Development of Tourism Infrastructure Projects in the State of Jammu and Kashmir. (2016-17)	82.97
2.	Swadesh Darshan	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama Circuit in Jammu and Kashmir. (2016-17)	96.38
3.	Swadesh Darshan	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for Jammu and Kashmir (2016-17)	98.70
4.	Swadesh Darshan	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev- Patnitop under Himalayan Circuit Theme. (2016-17)	97.82
5.	Swadesh Darshan	Integrated Development of Tourist Facilities at Anantnag-Kishtwar- Pahalgam-Daksum-Ranjit Sagar Dam Circuit under Himalayan Circuit Theme. (2016-17)	96.39
6.	Swadesh Darshan	Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh Circuit under Himalayan Circuit Theme. (2016-17)	96.93
7.	PRASAD	Development of Hazratbal in Jammu and Kashmir. (2016-17)	42.02

Special package for Jammu and Kashmir to attract foreign tourists

2069. SHRI SHAMSHER SINGH MANHAS: Will the Minister of TOURISM be pleased to state:

(a) whether the Ministry has developed any special package for J&K State to attract foreign tourists;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?