

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2545
ANSWERED ON 10.08.2023

PROMOTION OF TOURISM IN HIMACHAL PRADESH

2545 DR. SIKANDER KUMAR:

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

- (a) the steps taken by the Ministry to promote tourism in the State of Himachal Pradesh;
- (b) the steps taken by the Ministry to promote and facilitate tourism to pilgrimage destinations in the State; and
- (c) the details of implementation of National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) in the State since 2018?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism, inter-alia, promotes India, as a holistic tourist destination, including Himachal Pradesh. In addition, promotions are also undertaken for highlighting the different tourism products and themes, including spiritual tourism.

(b) and (c): With the objective of integrated development of identified pilgrimage destinations, Ministry of Tourism sanctions Central Financial Assistance to State Governments/ Union Territory (UT) Administrations, including Himachal Pradesh, for development of tourism infrastructure at pre-identified religious/ heritage sites under the Scheme of 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' (PRASHAD). Projects are sanctioned in consultation with the State Governments/UT Administrations subject to adherence to Scheme Guidelines, availability of funds etc. No projects have been sanctioned under PRASHAD Scheme in Himachal Pradesh. However, Ministry of Tourism under its Swadesh Darshan scheme has sanctioned one project in the State of Himachal Pradesh in the year 2016-17, under the Himalayan Circuit, for an amount of Rs. 68.34 crores. The Ministry has now revamped the Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) and has identified 'Pong Dam' as destination in Himachal Pradesh for development under SD2.0 scheme.

In addition, Ministry of Tourism also provides financial assistance for the promotion of Fairs and Festivals in the country, including Himachal Pradesh. The details of financial assistance provided to Himachal Pradesh for promotion of Fairs and Festivals since 2018, is given at Annexure. Ministry of Tourism has also launched the Utsav Portal, a digital initiative to showcase all events, festivals and Live Darshans to promote different regions of the country.

ANNEXURE**STATEMENT IN REPLY TO PARTS (b) AND (c) OF RAJYA SABHA UNSTARRED QUESTION NO.2545 ANSWERED ON 10.08.2023 REGARDING PROMOTION OF TOURISM IN HIMACHAL PRADESH**

List of Fairs and Festivals in Himachal Pradesh to have received Financial Assistance since 2018 under Domestic Promotion and Publicity including Hospitality Scheme (DPPH)

(Rs. in lakh)		
Year	Name of Fair and Festival	Amount sanctioned
2017-18	International Kullu Dussehra Festival	25.00
2018-19	International Shivratri Festival	25.00
2019-20	International Kullu Dussehra Festival	25.00
	Shivratri Festival	25.00
2021-22	International Shivratri Festival	25.00
2022-23	International Shivratri Festival	25.00
	International Kullu – Dussehra Festival	25.00
