

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.467#
ANSWERED ON 28.11.2024

SPECIAL ATTENTION TO PROMOTE TOURISM IN THE COUNTRY

467# SHRI RAJENDRA GEHLOT:

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

- (a) whether Government is paying special attention to promote tourism in the country, if so, the details thereof including the work done by Government in the States of Rajasthan and Madhya Pradesh;
- (b) possibilities of tourism in Rajasthan and Madhya Pradesh which are being considered by Government and quantum of funds sanctioned and utilized in this regard; and
- (c) the steps taken or proposed to be taken by Government to expand the tourism industry in the rural and urban areas of Rajasthan and Madhya Pradesh?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Yes, Ministry of Tourism promotes India as a holistic destination in various markets to increase India's share of the global tourism market including spiritual destinations of India. These 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 Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India.

Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in). The Incredible India Content Hub is a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe required to amplify Incredible India in all their marketing and promotional efforts. The revamped Incredible India Digital Portal is aimed to be tourist centric, one-stop digital solution designed to enhance the travel experience for visitors to India.

Ministry of Tourism extends financial support to State Governments and Union Territories for promotion and development of tourism including the rural and urban areas of Rajasthan and Madhya Pradesh under its schemes of Domestic Promotion & Publicity including Hospitality (DPPH), Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies for Tourism Infrastructure Development Schemes.

The Ministry of Tourism has recently revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism centric approach.

The details of funds sanctioned under DPPH, Swadesh Darshan, SD 2.0, PRASHAD and Assistance to Central Agencies for Tourism Infrastructure Development Schemes in the State of Madhya Pradesh and Rajasthan are at **ANNEXURE**.

The proposals for projects at identified destinations are formulated by the concerned State Governments/ UT Administrations. Reviewing and sanctioning of the projects is an ongoing process and is done as per procedures and requirements stipulated in the scheme guidelines.

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.467# ANSWERED ON 28.11.2024 REGARDING SPECIAL ATTENTION TO PROMOTE TOURISM IN THE COUNTRY RAISED BY SHRI RAJENDRA GEHLOT

Details of projects sanctioned under Swadesh Darshan Scheme

(Rs. in Crore)							
S. No.	State/ UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released*	Amount Utilised	Implementing Agency
1.	Madhya Pradesh	Wildlife Circuit 2015-16	Development of Wildlife Circuit at Panna- Mukundpur- Sanjay- Dubri- Bandhavgarh- Kanha- Mukki- Pench	92.10	86.31	86.31	Madhya Pradesh State Tourism Development Corporation
2.	Madhya Pradesh	Buddhist Circuit 2016-17	Development of Sanchi-Satna- Rewa- Mandsaur-Dhar	74.02	72.75	72.75	Madhya Pradesh State Tourism Development Corporation
3.	Madhya Pradesh	Heritage Circuit 2016-17	Development of Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu	89.82	89.49	89.49	Madhya Pradesh State Tourism Development Corporation
4.	Madhya Pradesh	Eco Circuit 2017-18	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- BhedaGhat- Bansagar Dam- Ken River	93.76	93.59	93.59	Madhya Pradesh State Tourism Development Corporation
5.	Rajasthan	Desert Circuit 2015-16	Development of Sambhar Lake Town and Other Destinations	50.01	50.01	55.89	Rajasthan Tourism Development Corporation (RTDC)
6.	Rajasthan	Krishna Circuit	Development of Govind Dev ji temple (Jaipur),	75.80	73.85	77.49	Rajasthan Tourism Development

		2016-17	Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand)				Corporation (RTDC)
7.	Rajasthan	Spiritual Circuit 2016-17	Development of Spiritual Circuit– 'Development of Churu (SalasarBalaji)-Jaipur (Shri SamodkeBalaji, GhatkeBalaji, BandhekeBalaji)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)-Bharatpur(Kam an Region)-Dholpur (Muchkund) – Mehndipur Balaji- Chittorgarh (Sanwaliyaji)	87.05	72.23	75.03	Rajasthan Tourism Development Corporation (RTDC)
8.	Rajasthan	Heritage Circuit 2017-18	Development of Heritage Circuit Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Facade Illumination in Jaipur and Nahargarh Fort) -Jhalawar (Gagron Fort) - Chittorgarh (Chittorgarh Fort) – Jaisalmer (Jaisalmer Fort) - Hanumangarh (Gogamedi) - Udaipur (Pratap Gaurav Kendra) - Dholpur (Bagh-I-Nilofer and PuraniChawani)	70.61	66.99	67.04	Rajasthan Tourism Development Corporation (RTDC)

			- Nagaur (Meera Bai Smarak, Merta)				
			- Tonk (SunehriKothi)				

* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.

Details of Projects sanctioned under Swadesh Darshan 2.0 Scheme

Sn.	State	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1	Madhya Pradesh	Gwalior	Phoolbagh Experience Zone	16.73	29-02-2024
2	Madhya Pradesh	Chitrakoot	Spiritual experience at Chitrakoot	27.21	05-03-2024
3	Rajasthan	Bundi	Spiritual Experience, Keshavraipatan	17.37	29-02-2024

Details of Projects sanctioned under PRASHAD Scheme

(Rs. in Crore)						
S. No.	State/UT	Project Name	Sanction Year	Approved Cost	Amount Released	District
1	Madhya Pradesh	Development of Amarkantak	2020-21	49.99	34.73	Annupur
2		Development of Omkareshwar	2017-18	43.93	43.93	Khandwa
3	Rajasthan	Integrated Development of Pushkar/Ajmer	2015-16	32.64	26.11	Ajmer

Details of Projects Sanctioned under the Scheme Assistance to Central Agencies for Tourism Infrastructure Development

(Rs. in Lakh)						
Sl. No	Sanction year	State	Name of Project	Agency	Amount sanctioned	Amount Released
1	2020-21	Madhya Pradesh	Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh by ITDC.	ITDC	2315.3	1008.27
2	2014-15	Rajasthan	Joint Development of Ajmer Railway Station	M/o Railways	552.00	552.00
3	2014-15	Rajasthan	Joint Development of Jaipur Railway Station	M/o Railways	488.00	390.00
4	2019-20	Rajasthan	Joint Development of Chittorgarh railway Station	M/o Railways	499.00	250.00

5	2022-23	Rajasthan	Development of Border Tourism at Shri Tanot Complex, Jaisalmer Sector	BSF	1767.66	883.83
6	2023-24	Rajasthan	Installation of Musical Fountain & Water Screen Multimedia based projection show at Nawal Sagar Lake, Bundi	ITDC	925.67	92.57

List of fairs/festivals & tourism related events supported under Domestic Promotion & Publicity including Hospitality Scheme:

(Rs. In lakhs)				
Name of state	Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
Madhya Pradesh	2014-15	Fairs, Festivals and events	33.00	33.00
	2015-16	Fairs and festivals	19.00	19.00
	2016-17	Pachmarhi Utsav, Pachmarhi and Jal Mahotsav, Hanuwantiya	22.00	22.00
		World Tourism Day Celebration (ii) Sharad Utsav, Bhedaghat (Jabalpur) and (iii) Mandu Utsav	20.00	20.00
	2017-18	(i) Jal Mahotsav, Hanuwantia (ii) Khajuraho Dance Festival	50.00	50.00
	2018-19	Pachmarhi Utsav& Jal Mahotsav	35.00	35.00
		Khajuraho Dance Festival	15.00	15.00
	2019-20	Pachmarhi Utsav, Pachmarhi	10.00	10.00
		Jal Mahotsav, Hanuwantia	15.00	15.00
		Khajuraho Dance Festival	25.00	25.00
	2020-21	Baiga Olympics	20.00	20.00
	2021-22	PachmarhiUtsav, Pachmarhi	10.00	10.00
		Jal Mahotsav, Hanuwantia	25.00	25.00
		Khajuraho Dance Festival	15.00	15.00
	2022-23	Jal Mahotsav, Hanuwantia	25.00	25.00
		Khajuraho Dance Festival	15.00	15.00
Rajasthan	2014-15	CFA for celebration of Fair and Festival and events in the State of Rajasthan	40.00	40.00
