

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2382#
ANSWERED ON 20.03.2025

PROMOTING RELIGIOUS TOURISM IN UTTAR PRADESH

2382# SHRI MITHLESH KUMAR:

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

- (a) whether Government has taken any special initiatives to promote religious tourism in Uttar Pradesh;
- (b) if so, the details of tourist inflow at pilgrimages;
- (c) the details of infrastructure development including road connectivity, accommodation and amenities to facilitate tourism; and
- (d) the steps taken to organise cultural festivals, heritage tours and digital campaigns to highlight the spiritual and historical significance of these sites and promote tourism in Uttar Pradesh?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Development and promotion of tourist destinations and products, including religious tourism is undertaken by the respective State Government/UT Administration. The Ministry of Tourism complements the efforts of States/UTs by developing and promoting various tourism products of the country, including religious tourism in Uttar Pradesh through various schemes and initiatives. Information on tourist destinations in the country is promoted through the Incredible India Digital Portal.

Details of district-wise Domestic Tourist Visits (DTV) and Foreign Tourist Visits (FTVs) for Uttar Pradesh during 2022 and 2023 are at **Annexure-I**.

Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the State Governments/UT Administrations/Central Agencies including the State of Uttar Pradesh.

Ministry of Tourism has 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 & tourist-centric approach.

The scheme guidelines inter-alia provides for development of Tourist Facilitation Centre, tourist Information Centre, log huts, Amphitheatre, Foot-over Bridges, Signages, CCTVs, last mile road connectivity, façade illumination, basic amenities such as Toilets, dustbins,

drinking water facilities, drainage & waste management facilities and other site development works such as benches, landscaping, flooring, railings etc. at tourist destinations.

The Government of India under the guidelines for Special Assistance to States/Union Territories for Capital Investment (SASCI) for Development of Iconic Tourist Centres has approved two projects in Uttar Pradesh.

Ministry of Tourism has also been providing financial assistance to State Governments/UT Administrations for organizing fairs/festivals and tourism related events under its Domestic Promotion & Publicity including Hospitality (DPPH) Scheme.

Details of funds sanctioned for the State of Uttar Pradesh under the aforesaid schemes of Ministry of Tourism, including pilgrimage destinations are at **Annexure-II**.

The Ministry of Tourism organized various activities for promoting tourism during the Mahakumbh 2025 which are as follows:

- Set up Incredible India Pavilion at Mahakumbh to felicitate the foreign tourists' media, travel bloggers, and influencers to have first-hand experience.
- Set up Tourist Infoline (1800111363 or 1363) dedicated for Mahakumbh 2025 to facilitate Foreign Tourist/Influencers/Journalists/Photographers/etc.
- Invited travel bloggers, influencers, YouTubers and photographers through crowd sourcing to showcase the grandeur of the Mahakumbh and highlight the tourism potential of Prayagraj.
- Promoted Maha Kumbh through Social Media. Collaborative Social media posts with ITDC, UP Tourism and other organizations.
- Collated and compiled various tour packages, Luxury tents etc. being offered by UP State Tourism Development Cooperation, IRCTC, ITDC etc. in a form of Digital brochure. The same was shared with Indian Mission and India Tourism offices for amplification.
- India Tourism Development Corporation, a PSU of Ministry of Tourism setup 80 Luxury tent accommodation at Tent City, Prayagraj.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (a) TO (d) OF RAJYA SABHA UNSTARRED QUESTION NO.2382# ANSWERED ON 20.03.2025 REGARDING PROMOTING RELIGIOUS TOURISM IN UTTAR PRADESH RAISED BY SHRI MITHLESH KUMAR

Details of district-wise Domestic Tourist Visits (DTV) and Foreign Tourist Visits (FTVs) for Uttar Pradesh during 2022 and 2023

S. No.	District	2022		2023	
		DTV	FTV	DTV	FTV
1	Varanasi	7,16,12,127	89,689	10,16,47,159	2,20,459
2	Ghazipur	1,63,676	0	79,929	0
3	Chandauli	1,08,798	37	1,12,002	2,459
4	Jaunpur	2,41,567	9	2,17,128	35
5	Mirzapur	64,06,422	0	1,99,76,136	0
6	Sonbhadra	11,37,325	0	34,92,814	0
7	Sant Ravidas Nagar (Bhadohi)	27,80,798	0	36,57,599	0
8	Agra	1,00,10,849	3,78,635	1,11,38,316	9,70,901
9	Aligarh	22,92,582	190	57,04,000	0
10	Firozabad	1,90,940	2	4,44,850	0
11	Etah	83,730	0	3,03,875	0
12	Hathras	1,37,425	3	2,22,070	0
13	Kasganj	42,75,800	378	64,45,653	465
14	Mainpuri	88,396	0	18,72,670	0
15	Mathura	6,52,75,743	1,15,858	7,77,99,866	1,27,433
16	Prayagraj	2,60,45,271	1,895	5,06,67,356	4,266
17	Kaushambi	11,78,924	0	12,52,600	261
18	Pratapgarh	12,45,075	120	13,50,592	326
19	Fatehpur	2,48,014	0	6,59,918	0
20	Gorakhpur	19,89,546	3,242	30,14,147	4,172
21	Kushinagar	8,48,631	41,058	19,28,153	2,14,253
22	Maharajganj	1,35,509	0	3,19,660	0
23	Deoria	1,44,849	0	4,57,930	0
24	Azamgarh	5,48,897	0	14,97,070	0
25	Mau	2,66,122	3	10,17,393	2
26	Ballia	3,29,746	0	5,35,240	3
27	Basti	5,02,280	57	9,80,058	36
28	Siddharth Nagar	2,22,289	109	3,92,516	11,797
29	Sant Kabir Nagar	5,98,777	96	12,87,099	80
30	Ayodhya	2,39,09,014	1,465	5,75,62,428	8,468
31	Ambedkar Nagar	4,57,834	36	5,45,130	96
32	Amethi	18,936	0	98,818	0
33	Barabanki	14,94,120	0	32,71,326	0
34	Sultanpur	3,18,534	0	2,64,446	0

35	Gonda	2,37,440	0	8,94,877	0
36	Bahraich	1,35,311	0	2,79,422	0
37	Balrampur	1,90,120	0	29,300	0
38	Shravasti	55,808	10	55,865	0
39	Lucknow	58,47,712	3,401	66,69,390	4,920
40	LakhimpurKheri	8,61,212	128	67,62,520	20
41	Raebareli	69,593	0	1,02,368	0
42	Sitapur	7,22,747	0	8,13,265	12
43	Unnao	69,173	0	11,21,173	22
44	Hardoi	36,492	0	64,570	0
45	Kanpur Dehat	12,07,088	0	7,13,281	0
46	Kanpur Nagar	58,84,917	2,330	28,19,792	3,756
47	Auraiya	13,67,941	3	5,94,579	5
48	Etawah	22,98,694	0	15,53,977	4
49	Kannauj	22,08,172	6	9,20,603	91
50	Farrukhabad	29,48,661	1,407	17,54,195	2,636
51	Bareilly	35,44,467	568	85,26,404	912
52	Budaun	10,66,121	15	36,42,745	8
53	Shahjahanpur	9,25,202	73	33,51,274	121
54	Pilibhit	9,85,315	26	30,95,729	12,002
55	Moradabad	11,70,021	857	41,81,357	1,114
56	Rampur	11,93,757	158	39,44,084	290
57	Amroha	10,09,549	11	34,04,142	18
58	Bijnor	14,57,729	1	37,47,082	4
59	Sambhal	10,85,743	12	31,23,420	58
60	Meerut	27,00,220	1,272	34,62,942	1,431
61	Hapur	47,81,325	0	51,84,564	0
62	Bulandshahr	21,75,480	0	28,22,712	0
63	Baghpat	14,75,000	0	15,55,640	0
64	Ghaziabad	16,91,100	1,639	24,61,348	2,751
65	Gautam Buddha Nagar	16,64,765	3,077	20,35,122	3,175
66	Muzaffarnagar	7,04,665	69	10,12,450	310
67	Saharanpur	51,06,025	314	59,41,680	469
68	Shamli	21,660	0	50,390	0
69	Jhansi	1,65,36,249	727	1,10,20,736	1,544
70	Lalitpur	74,04,752	0	22,54,629	1
71	Jalaun	64,31,457	0	45,69,093	0
72	Chitrakoot	37,19,223	0	1,08,04,106	88
73	Banda	6,28,493	0	11,26,529	200
74	Mahoba	5,92,879	0	10,08,549	23
75	Hamirpur	3,92,763	0	8,33,837	6
Total		31,79,13,587	6,48,986	47,85,25,688	16,01,503

Source: State Tourism Department

ANNEXURE-II

STATEMENT IN REPLY TO PARTS (a) TO (d) OF RAJYA SABHA UNSTARRED QUESTION NO.2382# ANSWERED ON 20.03.2025 REGARDING PROMOTING RELIGIOUS TOURISM IN UTTAR PRADESH RAISED BY SHRI MITHLESH KUMAR

List of sanctioned projects under Swadesh Darshan Scheme for the state of Uttar Pradesh

S. No.	Circuit	Sanction Year	Name of the Project	Amount Sanctioned (₹ Crore)
1	Buddhist Circuit	2016-17	Development of Sravasti, Kushinagar, & Kapilwastu	87.89
2	Ramayana Circuit	2016-17	Development of Chitrakoot and Shringverpur	69.45
3	Spiritual Circuit	2016-17	Development of Ahar-Aligarh-Kasganj-Sarosi (Unnao)-Pratapgarh-Kausambi-Mirzapur-Gorakhpur-Domariyaganj-Basti-Barabanki-Azamgarh-Kairana-Baghpat-Shahjahanpur	71.91
4	Spiritual Circuit	2016-17	Development of Bijnor-Meerut-Kanpur-Kanpur Dehat-Banda-Ghazipur-Salempur-Ghosi-Balia-Ambedkar Nagar-Aligarh-Fatehpur-Deoria-Mahoba-Sonbhadra-Chandauli-Mishrikh-Bhadohi	67.51
5	Krishna Circuit	2017-18	Development of places related to Mahabharata (Kurukshetra, Hastinapur, Kampilya)	98.41
6	Ramayana Circuit	2017-18	Development of Ayodhya	127.20
7	Buddhist Circuit	2017-18	Development of Kapilvastu, Shrawasti & Kushinagar	60.00
8	Jain Circuit	2017-18	Development of Varanasi, Shrawasti, and Kaushambi	52.35
9	Wayside Amenities	2018-19	Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi-Gaya; Kushinagar-Gaya- Kushinagar in collaboration with Ministry of Road Transport & Highways	15.07

List of sanctioned projects under Swadesh Darshan 2.0 for the state of Uttar Pradesh

S. No.	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1	Prayagraj	Azad Park and Dekho Prayagraj Trail Exp	13.02	05-03-2024
2	Naimisaranya	Vedic-wellness Experience	15.94	05-03-2024

List of sanctioned projects under PRASHAD for the state of Uttar Pradesh

S. No.	Project Name	Sanction Year	Approved Cost (Rs. in Crore)
1	Development of Varanasi – Phase – I	2015-16	18.73
2	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	10.98

3	Development of River Cruise Tourism at Varanasi	2017-18	9.02
4	Construction of Tourist Facilitation Centre at Vrindavan	2014-15	9.36
5	Development of Varanasi – Phase II	2017-18	44.60
6	Development of Infrastructure facilities at Govardhan	2018-19	37.59

List of sanctioned projects under Assistance to Central Agencies for the state of Uttar Pradesh:

Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned (₹ Lakhs)
1	Illumination of monuments in Varanasi/Sarnath (Dhamekh Stupa in Sarnath, Chaukhandi Stupa in Sarnath, Tomb of Lalkan in Sarnath, and Man Mahal in Banaras).	ITDC	28-02-2015	512.43
2	Illumination of three monuments in Varanasi, Uttar Pradesh: 1. Dashashwamedh Ghat to Darbhanga Ghat (stretch of 300 m) 2. Tulsi Manas Mandir 3. Sarnath Museum	CPWD	21-12-2017	293.55

List of sanctioned projects under special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centres to Global Scale for the state of Uttar Pradesh

S. No.	Name of the Project	Sanctioned Cost (₹ Crore)
1	Development of Bateshwar in District-Agra	74.05
2	Integrated Buddhist Tourism Development in Shrawasti	80.24

Details of fairs and festivals and events supported under Domestic Promotion and Publicity scheme in the state of Uttar Pradesh

Year	Name of Fairs & Festivals	Amount sanctioned (₹ Lakhs)
2016-17	Ganga Mahotsav, Varanasi	25.00
	Shilpotsav, Noida	30.00
2017-18	Shilpotsav, Noida	25.00
	Organizing a two day seminar on Cultural/Tourism Development at Naimisharanya, Sitapur	25.00
2018-19	Shilpotsav, Noida	30.00
	TajMahotsav	25.00
	Ganga Mahotsav	25.00
2019-20	Ganga Mahotsav-Varanasi	15.00
	Deepotsav, Ayodhya	25.00
	TajMahotsav, Agra	10.00
2022-23	Firozabad Mahotsav	25.00
2023-24	Firozabad Mahotsav	25.00
	HathrasMahotsav	25.00
