

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3986
ANSWERED ON 06.04.2023

PROMOTION OF TOURISM IN PUNJAB

3986 SHRI RAGHAV CHADHA:

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

- (a) the steps taken by the Ministry to promote border tourism in the State of Punjab;
- (b) the details of allocations made towards this end;
- (c) the steps taken by the Ministry to promote and facilitate tourism to pilgrimage destinations in the State; and
- (d) the details of implementation of National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) in the State during the last four years?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): The Ministry of Tourism promotes tourism in the country, including in the border areas, through its various Schemes. It provides financial assistance for development of tourism infrastructure in the country, including in the border states under its major Schemes of Swadesh Darshan and National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD), to State Governments / Union Territory Administrations/ Central Agencies. The financial assistance is given on the basis of submission of Detailed Project Reports, availability of funds and adherence to Scheme Guidelines. The Swadesh Darshan scheme has now been revamped as Swadesh Darshan 2.0 (SD 2.0) for development of sustainable and responsible tourist destinations. An amount of Rs.94.51 crore have been sanctioned for the development of the Heritage Circuit in Punjab in 2018-19, for the development of Anandpur Sahib - - Fatehgarh Sahib - Chamkaur Sahib - Ferozpur - Amritsar - Khatkar Kalan - Kalanour - Patiala, under Swadesh Darshan Scheme.

Further, Ministry also promotes tourism in the state of Punjab in a holistic manner through various initiatives under its Schemes of "Domestic Promotion & Publicity including Hospitality" (DPPH) and "Overseas Promotion & Publicity (OPP)", including in the border States. It releases print, electronic, online and outdoor media campaigns in the domestic and international markets, under the "Incredible India" brand-line, to promote various tourism destinations and products of India. Financial assistance has been provided to the State Governments for the promotion of Fairs and Festivals. The list of the fairs and Festivals for which financial assistance has been given, is detailed at **Annexure**.

Further, Ministry of Tourism, has also sanctioned an amount of Rs.1312.00 lakh to Border Security Force (BSF) for the tourism related Infrastructural Development at Joint Check Post (JCP), Attari, Punjab in 2017-18.

The list of projects sanctioned to the State of Punjab under the PRASHAD Scheme is given at **Annexure**, out of which the project of "Development of Karuna Sagar Valmiki Sthal at Amritsar" has been completed.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (d) OF RAJYA SABHA UNSTARRED QUESTION NO.3986 ANSWERED ON 06.04.2023 REGARDING PROMOTION OF TOURISM IN PUNJAB

List of fairs and festival under DPPH Scheme for which financial assistance has been provided by the Ministry of Tourism in the State of Punjab

(Rs. in Lakh)

Name of state	Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
Punjab	2014-15	Shree Baba Harivallabh Sangeet Sammelan & Sports Mela Kila, Ludhiana	30.00	30.00
		Sufi festival at Amritsar	20.00	20.00
	2015-16	Harivallabh Sangeet Samelan, Jalandhar & Rural Sports Mela Quila, Raipur District Ludhiana	12.50	12.50
		Sufi festival at Mohali	20.00	20.00
	2017-18	Shree Baba Harivallabh Sangeet Samemelan, Jalandhar	10.00	10.00
		Hola Mohalla at Anandpur Sahib	10.00	10.00
	2018-19	Sufi Festival at Amritsar	20.00	20.00
		Harivallabha Sangeet Samelan at Jhallandhar	10.00	10.00
		Patiala Heritage Festival	20.00	20.00
	2019-20	Sufi festival	25.00	25.00
		Hola Mohalla Festival	25.00	25.00
	2021-22	Harivallabh Sangeet Samemelan, Jalandhar	25.00	25.00
Hola Mohalla at Shri Anandpur Sahib		25.00	25.00	

Details of the Projects sanctioned by the Ministry of Tourism in the States of Punjab under the **PRASHAD** Scheme:

(Rs. in crore)

State/UTs	Project Nos	Name of the Project	Year of Sanction	Amount Sanctioned
PUNJAB	1	Development of Karuna Sagar Valmiki Sthal at Amritsar **	2015-16	6.40
	2	Development of Chamkaur Sahib at Rupnagar, Punjab under PRASHAD Scheme	2021-22	31.57

** Projects completed
