

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.464
ANSWERED ON 25.07.2024

CURRENT STATUS OF THE DEKHO APNA DESH INITIATIVE

464 SHRI KARTIKEYA SHARMA:

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

- (a) the current status of the Dekho Apna Desh initiative along with the details thereof;
- (b) the total amount of funding provided under this initiative across the country, the details thereof, State-wise;
- (c) the specific measures being taken to promote tourism in the State of Haryana, the details thereof; and
- (d) whether there are any plans to establish a 'Mahabharata Circuit' in Haryana, if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): The Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020 for promotion of domestic tourism in the country. Under this initiative, the Ministry undertakes activities such as Webinars, Quiz, pledge and social media promotions. No separate fund has been allocated for Dekho Apna Desh.

(c) to (d): The Ministry promotes tourism destinations and products of India including Haryana in Domestic and International Markets. Promotion is carried out through various initiatives including events and social media.

The Ministry also provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for development and promotion of tourism related infrastructure, under 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.

Detail of projects sanctioned and fund allocated under the above mentioned schemes in the State of Haryana is at **ANNEXURE**.

Ministry of Tourism under Krishna Circuit theme of Swadesh Darshan Scheme has developed places related to Mahabharata in Kurukshetra at a cost of Rs.76.74 Crore. In addition, Ministry had also organised a Conference focusing on Mahabharata Circuit at Kurukshetra in January, 2024.

ANNEXURE

STATEMENT IN REPLY TO PARTS (c) TO (d) OF RAJYA SABHA UNSTARRED QUESTION NO.464 ANSWERED ON 25.07.2024 REGARDING CURRENT STATUS OF THE DEKHO APNA DESH INITIATIVE BY SHRI KARTIKEYA SHARMA.

List of Projects Sanctioned under various Schemes in the State of Haryana:

(₹ in Lakh)

Scheme	Year	Project	Amount Sanctioned
Swadesh Darshan	2016-17	Development of Tourism Infrastructures at places related to Mahabharata in Kurukshetra under Krishna Circuit	7739
PRASHAD	2019-20	Development of Mata Mansa Devi Temple and Nada Saheb Gurudwara	4853
Assistance to Central Agencies for Tourism Infrastructure Development	2017-18	Sound and Light Show at Yadavindra Gardens, Pinjore, Haryana.	600
Domestic Promotion & Publicity including Hospitality (DPPH)	2016-17	31 st Surajkund International Craft Mela	30
	2017-18	32 nd Surajkund International Crafts Mela	30
		Pinjore Festival	25
	2018-19	Surajkund International Crafts Mela	30
	2019-20	Mango Mela	25
		Heritage festival	25
		Surajkund International Crafts Mela	30
	2021-22	Surajkund International Crafts Mela	30
2022-23	Surajkund International Crafts Mela	30	
