

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.113
ANSWERED ON 05.12.2024

IMPLEMENTATION OF PRASHAD SCHEME BY GOVERNMENT OF PUDUCHERRY

113 SHRI S. SELVAGANABATHY:

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

- (a) whether Government had received any proposal from Government of Puducherry under PRASHAD Scheme;
- (b) if so, the details thereof;
- (c) under the PRASHAD Scheme, the number of pilgrimage destinations identified by Government of Puducherry;
- (d) the heritage structures identified by Government of Puducherry under integrated tourism development of heritage city; and
- (e) whether Government has come forward to create awareness among the local communities about the importance of tourism for overall development of the area?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (e) OF RAJYA SABHA STARRED QUESTION NO.113 ANSWERED ON 05.12.2024 REGARDING IMPLEMENTATION OF PRASHAD SCHEME BY GOVERNMENT OF PUDUCHERRY RAISED BY SHRI S. SELVAGANABATHY

(a) to (d): The Ministry of Tourism under the “Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive” (PRASHAD) provides financial assistance to the State Governments and Union Territories Administrations for development of tourism infrastructure at important pilgrimage and heritage destinations. The selection of pilgrimage destinations/heritage sites under PRASHAD Scheme is based on various parameters, which, inter-alia, include the number of footfalls, cultural, historical & heritage significance of the locations, equitable representation to ensure nationwide development, availability of funds and other factors. This process is undertaken in consultation with State Governments (SGs)/UT Administrations (UTs). The Ministry of Tourism under the PRASHAD scheme, has identified 'Navagriha Temple - Sri Dharbaranyeswarar Temple and Spiritual Park, Karaikal District' for development in Puducherry.

Receiving proposals from the State Governments/UT Administrations/Central Agencies for financial assistance for tourism projects is a continuous process. The proposals received are examined with reference to the prescribed guidelines and financial assistance is extended for such projects subject to fulfilment of the stipulated conditions and availability of funds.

No other proposal in the prescribed format has been received so far from the UT Government of Puducherry.

The Government of Puducherry has informed that it has identified 114 Heritage Buildings in the Boulevard Town of Puducherry.

(e): In order to create awareness among the local communities about the importance of tourism for overall development of the area, the Ministry of Tourism launched a National responsible tourism initiative called Paryatan Mitra/Paryatan Didi. The initiative was piloted in 6 tourist destinations across India namely - Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh), Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan) and Sri Vijaya Puram (Andaman & Nicobar Islands).

In the spirit of ‘Athithi Devo Bhava’, cab drivers, auto drivers, staff at railway stations, airports, bus stations, hotel staff, restaurant workers, homestay owners, tour guides, police personnel, street vendors, shop keepers, students, etc. are provided training and awareness on the

importance of tourism, general cleanliness, safety, sustainability and also on the importance of providing tourists with the highest standards of hospitality and care.

The program was rolled out on August 15th 2024 and more than 3,500 people have been trained so far. On World Tourism Day 2024, Ministry of Tourism extended Paryatan Mitra and Paryatan Didi across 50 tourist destinations in the country which includes Puducherry.
