

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.3175**  
ANSWERED ON 27.03.2025

**SWADESH DARSHAN SCHEME**

3175 SHRI MANOJ KUMAR JHA:

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

- (a) whether lack of clear distinctions between Swadesh Darshan 1.0 and 2.0 has led to implementation ambiguities;
- (b) whether overlapping theme-based strategies compromise the niche tourism experience;
- (c) if so, the reasons therefor;
- (d) whether the absence of benchmarks in the earlier phase has affected quality standards, if so, the details thereof; and
- (e) the steps taken by Government to ensure unambiguous guidelines and measurable outcomes in line with 2025 tourism priorities?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Under Swadesh Darshan 1.0 thematic circuits were identified and projects were sanctioned under the identified thematic circuits. Each circuit would generally cover multiple destinations for development.

The Ministry of Tourism after a comprehensive review has now revamped this scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations. Under SD 2.0 projects are confined to the delineated area. The projects sanctioned under SD 2.0 cover multiple aspects including elements related to Niche Tourism.

The Ministry of Tourism had undertaken a third party impact assessment of Swadesh Darshan (Integrated Development of Theme-Based Tourist Circuits) through National Productivity Council in 2019. The study states that 'Swadesh Darshan Scheme' has been able to give a fillip to livelihood opportunities and create employment for the local communities in construction phase.

The SD 2.0 guidelines provides for regular evaluation and monitoring of the projects sanctioned under it on various parameters. Further, Ministry of Tourism regularly undertakes review meetings with the State Governments at different levels to ensure successful implementation of the sanctioned projects.

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