

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1419
ANSWERED ON 30.07.2026

PROMOTION OF TOURISM IN KUPWARA

1419 SHRI CHOWDRY MOHAMMAD RAMZAN:

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

- (a) whether Government has any comprehensive plan to develop and promote the unexplored tourist destinations of Kupwara district, including Lolab Valley, Bangus Valley, Keran and Machil at the national and international levels;
- (b) the details of infrastructure projects, promotional initiatives and budgetary allocations for border and eco-tourism in these areas;
- (c) the measures taken to provide tourist amenities, including roads, homestays, accommodation and mobile connectivity; and
- (d) the number of local youth from Kupwara trained or employed under tourism-related skill development schemes during the last three years?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Development and promotion of tourism including unexplored tourist destinations is primarily done by the concerned State Government (SG)/UT Administration (UTA). However, Ministry of Tourism under its various schemes such as Swadesh Darshan (SD), Swadesh Darshan 2.0 (SD2.0), Challenge Based Destination Development (CBDD) – an initiative under Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) etc. provides financial assistance for development of tourism infrastructure, amenities and experiences in the country, to the SGs/UTAs, on receipt of the project proposals from them, in synergy with the scheme guidelines, Government directions, availability of funds, inter-se priority etc.

These Schemes further encourage State Governments/UT Administrations to undertake due consultations with local communities and stakeholders, focus on capacity building, local entrepreneurship including youths etc.

The details of the projects and funds sanctioned by the Ministry of Tourism under the above-mentioned Schemes in the Union Territory of Jammu & Kashmir including in Kupwara is at Annexure.

UTA of Jammu and Kashmir has informed that they are committed to the planned and sustainable development of unexplored and emerging tourist destinations of Kupwara district, including Lolab Valley, Bangus Valley, Keran, Machil and Teetwal, through promotion of eco-tourism, border tourism, adventure tourism and community-based tourism.

The Department of Tourism, UT Administration of J&K has undertaken and proposed a number of infrastructure development projects in Kupwara district, involving an estimated investment of more than

Rs.58.00 crores, for the promotion of border and eco-tourism. These initiatives encompass the development and upgradation of Tourist Facilitation Centres (TFCs), Tourist Reception Centres (TRCs), tourist huts, guest houses, interpretation centres, cafeterias, public convenience facilities and other eco-tourism infrastructure at key destinations including Teetwal, Keran, Karnah, Machil, Lolab, Bangus, Zachaldara, Langate and Handwara. The details are as under:

S. No.	Project	Location	Year	Estimated Cost (₹ in lakh)
1.	Construction of Tourist Facilitation Centre (TFC)	Teetwal	2023-24	80.00
2.	Development of Offbeat Destination including toilet complexes, tuck shop, signages, solid waste management, shelter sheds/gazebos, selfie points, illumination, hiking trails, benches and children's recreation zone	Keran	2024-25	97.00
3.	Land Compensation for Construction of Tourist Assets	Kupwara	2024-25	11.00
4.	Upgradation/Renovation of 10-bedroom Guest House including landscaping	Doursa, Lolab	2026-27	40.00
5.	Upgradation/Renovation of Double Bedroom Hut	Krusen, Lolab	2026-27	15.00
6.	Upgradation/Renovation of Double Bedroom Hut	Khorhama, Lolab	2026-27	15.00
7.	Upgradation/Renovation of Tourist Cafeteria & Public Convenience Block	Galgander, Zachaldara	2026-27	39.12
8.	Upgradation/Renovation of Tourist Guest House & Public Convenience Block	Laach, Langate	2026-27	16.00
9.	Upgradation/Renovation of Double Bedroom Hut & Chowkidar Quarter	Reshwari (en route Bangus)	2026-27	30.00
10.	Upgradation/Renovation of Tourist Interpretation Centre	Wadder Payeen, Handwara	2026-27	25.00
11.	Upgradation/Renovation of Tourist Reception Centre (TRC)	Handwara	2026-27	40.00

The Department of Tourism, UT Administration of J&K has also undertaken various promotional initiatives to position Kupwara as a major border and eco-tourism destination, which include Celebration of International Yoga Day, Organization of Familiarization (FAM) Tours to Keran, Annual Lolab–Bangus Festival, Promotion of border destinations, Participation in national and international tourism fairs etc.

These initiatives are aimed at strengthening tourism infrastructure, improving visitor experience, generating local employment and promoting sustainable eco-tourism and border tourism in the district.

Further, Ministry of Tourism promotes tourism destinations and experiences of the country in a holistic manner, including Jammu & Kashmir region through various initiatives in important and potential markets.

ANNEXURE

STATEMENT IN REPLY TO PART (A) TO (D) OF RAJYA SABHA UNSTARRED QUESTION NO.1419 ANSWERED ON 30.07.2026 REGARDING PROMOTION OF TOURISM IN KUPWARA RAISED BY SHRI CHOWDRY MOHAMMAD RAMZAN

Details of Project sanctioned by the Ministry of Tourism in Jammu & Kashmir:

S. No.	Year of Sanction	Name of the Project	Sanctioned Cost (in ₹ Crore)
Swadesh Darshan Scheme			
1	2016-17	Development of Jammu-Srinagar-Pahalgam-Bhagwati Nagar-Anantnag-Salamabad Uri-Kargil-Leh under Himalayan Circuit.	77.33
2	2016-17	Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama under Himalayan Circuit.	81.60
3	2016-17	Development of Tourist Facilities - Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package under Himalayan Circuit.	90.43
4	2016-17	Development of Tourist facilities at Mantalai and Sudhmahadev under Himalayan Circuit	91.99
5	2016-17	Development of Tourist facilities at Anantnag-Pulwama-Kishtwar-Pahalgam-Zaskar Padum - Daksum - Ranjit Sagar Dam under Himalayan Circuit.	86.39
6	2016-17	Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara- Kargil - Leh under Himalayan Circuit.	96.75
PRASHAD Scheme			
7	2016-17	Development at Hazratbal Shrine, Srinagar.	40.46
