

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2222
ANSWERED ON 06.08.2026

PROMOTION OF TOURISM

2222 DR. K. LAXMAN:

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

- (a) the progress made in promoting tribal homestay tourism under Swadesh Darshan 2.0 and other tourism initiatives, including in Telangana and other tribal regions;
- (b) the initiatives taken to position India as a global hub for medical tourism, including leveraging world-class healthcare centres such as Hyderabad and to strengthen the skills of tourism stakeholders, tourist guides and hospitality workers; and
- (c) the measures being taken to develop MICE tourism infrastructure, including convention centres, to promote business and conference tourism across the country?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): Under the scheme of 'Development of Homestays in Tribal Areas', a sub-scheme of Swadesh Darshan 2.0, the Ministry supports community-based tourism through homestay development, capacity building and promotion of sustainable tourism practices. The details of the projects sanctioned under the aforementioned scheme is placed at **Annexure**.

(b) to (c): The Ministry of Tourism promotes India in a holistic manner, through various initiatives such as formulation of a National Strategy and Roadmap for Medical and Wellness Tourism, production of thematic promotional films on Medical and Wellness Tourism. Further, Yoga/Ayurveda/Wellness tourism products are promoted through various platforms including electronic, digital and social media amongst others.

The Ministry has formulated Model Guidelines for setting up City MICE in 2024 and circulated to State Governments (SGs) / Union Territory Administrations (UTAs) for reference and adoption with suitable modifications. SGs have been requested to strengthen the MICE ecosystem and related services and to collaborate with the stakeholders to attract more domestic and international meetings. A digital MICE catalogue highlighting MICE facilities at major destinations has also been prepared by the Ministry.

ANNEXURE

STATEMENT IN REPLY TO PART (A) OF RAJYA SABHA UNSTARRED QUESTION NO.2222
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LAXMAN

The details of sanctioned projects is as follows:

Amount (₹ In Crore)					
S. No.	State/UT	Sanction Year	Project Name	Amount Sanctioned	Amount Authorised
1.	Andhra Pradesh	2025-26	Development of Tribal Homestays in Maredumili cluster, Andhra Pradesh	1.23	0.615
2.	Ladakh	2025-26	Development of Tribal Homestays in Sham, Suru and Aryan valley clusters, Ladakh	4.59	2.29
3.	Madhya Pradesh	2025-26	Development of Tribal Homestays in Karanjiya and Pushparajgarh clusters, Madhya Pradesh	5.00	2.5
4.	Mizoram	2025-26	Development of Tribal Homestays in Central and Southern clusters, Mizoram	5.00	2.5
5.	Uttarakhand	2025-26	Development of Tribal Homestays in Chakrata cluster, Uttarakhand	1.70	0.85
			Total	17.52	8.755
