

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3024
ANSWERED ON 13.08.2026

PROMOTION OF TOURISM CIRCUIT IN PUNJAB

3024 SHRI SATNAM SINGH SANDHU:

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

- (a) whether Government is considering to develop a comprehensive tourism circuit in Punjab that includes key destinations such as Chandigarh, Shri Anandpur Sahib, Golden Temple in Amritsar and the Wagah Border and if so, the details thereof;
- (b) the details of steps taken by the Ministry to enhance connectivity between these destinations to ensure seamless travel for tourists;
- (c) the details of specific programmes or collaborations to promote this tourism circuit at the national and international level, particularly to attract more domestic and foreign visitors; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry had launched the Swadesh Darshan Scheme (SDS) in 2014-15 for integrated development of tourism infrastructure under 15 identified thematic circuits. Under the Scheme, project “Development of Anandpur Sahib - Fatehgarh Sahib – Chamkaur Sahib- Ferozpur- Khatkar Kalan– Kalanour- Patiala” was sanctioned in 2018-19 for Rs.85.32 Crore and the project is reported as physically completed.

The Ministry of Tourism has revamped the Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible tourism destinations in the country, following a destination and tourist centric approach. Further, Challenge Based Destination Development (CBDD) – a sub-scheme of Swadesh Darshan 2.0 has also been initiated in 4 categories viz. Ecotourism and Amrit Dharohar, Spiritual Tourism, Culture & Heritage and Vibrant Village Programme. The details of the projects sanctioned under SD2.0, and CBDD schemes in the state of Punjab are **annexed**.

Effective and adequate connectivity is one of the important aspects of development of a tourist destination. Ministry of Tourism works closely with Ministry of Road Transport and Highways, Ministry of Civil Aviation and other line Ministries to ensure improved connectivity, last mile connectivity etc. to ensure seamless travel for tourist.

Ministry of Tourism, in collaboration with Ministry of Civil Aviation under their Regional Connectivity Scheme- Ude Desh Ka Aam Naagrik (RCS-UDAN) has identified 53 tourism routes in the country including in the state of Punjab for better air connectivity.

Ministry of Tourism promotes India as a holistic tourism destination. Ministry also promotes various tourism destinations including those in Punjab through various medium including social media, websites and participation in fairs and exhibitions etc.

ANNEXURE

STATEMENT IN REPLY TO PARTS (A) TO (D) OF RAJYA SABHA UNSTARRED QUESTION NO.3024 ANSWERED ON 13.08.2026 REGARDING PROMOTION OF TOURISM CIRCUIT IN PUNJAB RAISED BY SHRI SATNAM SINGH SANDHU

(i) Details of Project sanctioned under Swadesh Darshan 2.0 Scheme in the State of Punjab:

S. No.	Destination	Name of the Experience	Sanction Date	Sanctioned Cost (in ₹ Crore)
1	Amritsar	Border Tourism Experience at Attari	20.08.2024	25.91
2.	Kapurthala	Eco Tourism experience at Kanjli wetland	05.03.2024	19.56

(ii) Details of Project sanctioned under Challenge Based Destination Development (CBDD) – a sub-scheme of SD2.0 Scheme in the State of Punjab:

S. No.	Destination /Category	Name of the Experience	Sanction Date	Sanctioned Cost (in ₹ Crore)
1.	Rupnagar (Anandpur Sahib) (Spiritual Tourism)	Heritage Street-A Symbol of Peace and Harmony at Sri Anandpur Sahib	27.03.2025	24.90
2.	Ferozpur (Hussainiwala Border)- (Culture & Heritage)	Cultural and Heritage Strech at Hussainiwala Border	27.03.2025	25.00
