

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION No.615#
ANSWERED ON 23.07.2026

PROGRESS OF EK BHARAT SHRESHTHA BHARAT INITIATIVE

615# SMT. SADHNA SINGH:
SMT. SEEMA DWIVEDI:
SHRI AMAR PAL MAURYA:
SHRI MITHLESH KUMAR:
SHRI BRIJ LAL:
DR. ANIL SUKHDEORAO BONDE:
SHRI JAGGESH:
SHRI SADANAND MHALU SHET TANAVADE:
SHRI MADAN RATHORE:
SHRI CHUNNILAL GARASIYA:
SHRI LAHAR SINGH SIROYA:
SHRI SUBHASH BARALA:

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

- (a) the major initiatives taken by Government during the last two years to promote tourism in India, including infrastructure development and digital promotion;
- (b) the progress and impact of the 'Ek Bharat Shreshtha Bharat' programme in promoting cultural tourism and people-to-people connections across States and Union Territories; and
- (c) the steps taken to boost international tourist arrivals, ease of travel and development of specific tourism products like spiritual, eco, adventure and heritage tourism?

ANSWER

(a): The Ministry of Tourism has undertaken several initiatives during the last two years to promote tourism through infrastructure development and digital promotion, which are given below:

i) The Ministry provides Central Financial Assistance (CFA), to the State Governments / Union Territory Administrations, for the development of tourism infrastructure, under the schemes of Swadesh Darshan 2.0, Challenge Based Destination Development, Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) and Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA) as well as under the Scheme of Assistance to Central Agencies for Tourism Infrastructure Development, subject to the Scheme guidelines and availability of funds.

ii) Further, financial assistance was also provided to States, for tourism projects under the Government of India initiative - Special Assistance to States for Capital Investment – Development of Iconic Tourist Centres to Global Scale during 2024-25. In the last two years, the Ministry has sanctioned 117 projects worth Rs. 5756.62 crores, under the Schemes for infrastructure development.

iii) The Ministry promotes tourism through the Incredible India Digital Platform, comprising the website and mobile application, which serves as a one-stop digital interface for domestic and international travellers. The revamped portal, launched in September 2024, is available in multiple languages and offers curated travel content, essential information, and seamless booking of flights,

hotels, cabs, buses, and ASI monument tickets through partnerships with Online Travel Agents (OTAs) and other stakeholders. Promotion is further supported through official social media platforms, digital campaigns, and collaborations with social media influencers.

(b): The Ek Bharat Shreshtha Bharat (EBSB) initiative is implemented by the Ministry of Education, Government of India, the nodal Ministry for the EBSB. However, under the EBSB initiative, the Ministry of Tourism is also implementing several programmes through tourism events and institutional activities. The Ministry organises its flagship event Bharat Parv every year as part of the Republic Day celebrations with participation from all States and Union Territories to showcase India's cultural heritage, tourism potential and diverse traditions. Under this initiative, the Ministry also participated in Rashtriya Ekta Diwas 2025, held at Ekta Nagar, Gujarat.

Additionally, the Ministry's Central Autonomous Bodies, including 21 Institutes of Hotel Management (IHMs), the Indian Institute of Tourism and Travel Management (IITTM), the Indian Culinary Institute (ICI) and India Tourism Offices regularly organise student exchange programmes, familiarisation visits, tour operator networking sessions, cultural programmes, regional cuisine festivals, language-learning activities and other activities highlighting the culture, traditions, cuisine and heritage of paired States and Union Territories under the EBSB initiative. These initiatives promote cultural tourism, foster people-to-people connect, strengthen national integration and reinforce the spirit of national pride.

(c): The Ministry has taken several measures to enhance international tourist arrivals, improve ease of travel and boost development of niche tourism products. India is promoted in key international source markets through tourism roadshows, trade meetings, familiarisation visits, media and social media campaigns, food festivals and participation in major international tourism fairs and exhibitions in collaboration with Indian Missions, States/UTs and tourism stakeholders.

To improve ease of travel, the Government has liberalised and simplified the visa regime through the e-Visa facility, which is currently available under nine sub-categories for nationals of 174 countries. The Ministry also provides a 24x7 Multi-lingual Tourist Helpline and has also introduced the Incredible India Tourist Facilitator Certification (IITFC) Programme to create a pool of professionally trained tourist facilitators and guides, while existing Regional Level Guides have been integrated into the Incredible India Tourist Guide (IITG) system with pan-India recognition. Further, the Ministry is working with the Ministry of Civil Aviation to improve connectivity to tourist destinations under the Regional Connectivity Scheme (RCS-UDAN), under which 53 tourism routes have been identified, and regularly coordinates with the Ministry of Home Affairs on measures relating to travel in Restricted and Protected Areas to facilitate seamless travel for tourists.

The Ministry promotes niche tourism products including spiritual, eco, adventure, wellness, medical, MICE, wedding and heritage tourism through policy initiatives, infrastructure development and promotional activities. It has formulated National Strategies for Sustainable Tourism, Rural Tourism, Rural Homestays, MICE, Adventure Tourism, Eco-tourism and Medical & Wellness Tourism for implementation by States/UTs. The Ministry has also launched the "Meet in India" sub-brand for MICE tourism, the "India Says I Do" campaign for destination weddings and issued the Model Adventure Tourism Safety Framework for safe and sustainable adventure tourism.
