

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.622
ANSWERED ON 23.07.2026

CBDD INITIATIVE

622 SHRI KESRIDEVSINH JHALA:
SHRI CHUNNILAL GARASIYA:

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

- (a) the progress made under the Challenge-Based Destination Development (CBDD) initiative, including the destinations selected and the assistance approved there under;
- (b) the criteria adopted for selection of destinations and the sectors prioritised under the initiative;
- (c) the mechanism adopted to monitor the implementation of projects and ensure their timely completion in coordination with the State Governments; and
- (d) the roadmap for expanding the initiative to promote sustainable, responsible and destination-centric tourism across the country?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Identification, development and promotion of tourist destinations and tourism products is primarily undertaken by the concerned State Governments (SGs)/Union Territory Administrations (UTAs).

Ministry of Tourism under its central sector scheme 'Challenge Based Destination Development (CBDD) – a sub-scheme of Swadesh Darshan 2.0' has sanctioned 37 projects in 4 categories viz. Ecotourism and Amrit Dharohar, Spiritual Tourism, Culture & Heritage and Vibrant Village Programme. The details of the projects sanctioned under the same are annexed. Projects sanctioned under CBDD scheme are at different stages of implementation.

Under the CBDD Scheme, the proposals were submitted by the concerned SGs/UTAs as per the Scheme Guidelines. Evaluation and Selection of the projects was carried out as per the criteria notified in the scheme guidelines. The criteria includes parameters relating to destination readiness, tourism potential, institutional arrangements, community engagement, environmental considerations and overall coherence of the proposal.

Ministry of Tourism has developed a Program Management Information System (PMIS) which is a unified digital platform to facilitate seamless information communication, sharing and reporting system in respect of the projects undertaken as part of Ministry's various schemes. Ministry of Tourism and SGs/UTAs including project implementing agencies are integral part of this system. In addition, the Ministry regularly monitors progress of its ongoing projects through review meetings with SGs/UTAs, which are held at various levels from time to time.

Various aspects of sustainable and responsible tourism are embedded in the guidelines of Swadesh Darshan 2.0 and CBDD Scheme. In addition, the Ministry of Tourism has also formulated “National Strategy for Sustainable Tourism”.

Ministry of Tourism promotes India as a holistic tourism destination including sustainability, responsible tourism practices. Ministry also promotes various tourism destinations 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.622 ANSWERED ON 23.07.2026 REGARDING CBDD INITIATIVE RAISED BY SHRI KESRIDEVSINH JHALA AND SHRI CHUNNILAL GARASIYA

Details of Project sanctioned under Challenge Based Destination Development (CBDD) Scheme:

(in ₹ Crore)

S. No.	State/UT	Destination/ Category	Name of the Experience	Sanction Year	Sanctioned Amount
1.	Andhra Pradesh	NagarjunaSagar (Culture & Heritage)	Enriching Buddhist Heritage and Cultural Experiences at NagarjunaSagar	2024-25	25.00
2.	Andhra Pradesh	Ahobilam Temple (Spiritual Tourism)	Development of Ahobilam as a Spiritual Odyssey	2024-25	25.00
3.	Arunachal Pradesh	Kibitho (Vibrant Village Programme)	Kibhito Frontier Tourism– Gateway to Serenity	2024-25	4.96
4.	Arunachal Pradesh	Bichom Dam Site (Ecotourism and Amrit DharoharSites)	Bichom Dam Adventure & Eco-Tourism Project	2024-25	9.90
5.	Assam	Sivasagar (Ecotourism and Amrit Dharohar Sites)	Panidhing Bird Sanctuary	2024-25	9.99
6.	Bihar	Saran Dist. (Sonepur Fair) (Culture & Heritage)	Development of Sonepur Fair Site	2024-25	24.29
7.	Chhattisgarh	MayaliBagicha (Eco tourism and Amrit Dharohar Sites)	Development of Mayali Bagicha as Eco Tourism Destination	2024-25	9.97
8.	Goa	Mayem Village (Ecotourism and Amrit Dharohar Sites)	Beautification and Development of Harvalem Waterfall	2024-25	9.81
9.	Gujarat	Vadnagar (Culture & Heritage)	Transformation of Sharmishtha Lake: Light & Culture	2024-25	17.29
10.	Gujarat	Porbandar (Spiritual Tourism)	The Sacred Ocean Retreat at Harsiddhi Shore	2024-25	24.66
11.	Himachal Pradesh	Kaza (Culture & Heritage)	Tourism Infrastructure development at Kaza	2024-25	24.82
12.	Himachal Pradesh	Rakchham (Vibrant Village Programme)	Tourism Infrastructure Development at Rakcham-Vibrant Village	2024-25	4.96
13.	Jharkhand	Ramrekha Dham (Spiritual Tourism)	Tourism Infrastructure Development at Ramrekha Dham	2024-25	18.87
14.	Karnataka	Bidar (Culture& Heritage)	Development of Bidarasa Heritage Tourism Destination	2025-26	25.00
15.	Kerala	Varkala (Culture & Heritage)	Varkala-Dakshin Kashi	2024-25	25.00
16.	Kerala	Thalassery (Spiritual	Thalassery:The Sprititual Nexus	2024-25	25.00

		Tourism)			
17.	Ladakh	Mushkoo Village (Ecotourism and Amrit Dharohar Sites)	Advancing Mushkooasa Sustainable Tourism Hub: Integrating Wildlife Sightings and Community Progress	2024-25	9.78
18.	Madhya Pradesh	Orchha (Spiritual Tourism)	Orchha- A Medieval Splendour 2.0	2024-25	25.00
19.	Madhya Pradesh	Mandu (Culture & Heritage)	Mandu- A Medieval Wonder	2025-26	24.88
20.	Maharashtra	Ahmednagar (Culture & Heritage)	Development of Ahmednagar Fort	2024-25	25.00
21.	Manipur	Langthabal Konug, Imphal (Culture & Heritage)	Development of Ancient Capital of Manipur, Langthabal Konug	2024-25	24.69
22.	Meghalaya	Nartiang Village (Spiritual Tourism)	Nartiang Spiritual & Cultural Centre	2024-25	24.87
23.	Meghalaya	Mawphlang Village (Culture & Heritage)	Mawphlang Cultural & Heritage Centre	2024-25	24.87
24.	Nagaland	Impur Village (Spiritual Tourism)	Soulful Trails: The Impur Heritage Experience	2024-25	24.94
25.	Nagaland	Doyang Reservoir (Ecotourism and Amrit Dharohar Sites)	Wings Over Doyang: An Eco-Tourism Haven	2024-25	9.99
26.	Puducherry	White Town (Culture & Heritage)	Development of White Town	2024-25	22.19
27.	Punjab	Rupnagar (Anandpur Sahib) (Spiritual Tourism)	Heritage Street -A Symbol of Peace and Harmony at Sri Anandpur Sahib	2024-25	24.90
28.	Punjab	Ferozpur (Hussainiwala Border)-(Culture & Heritage)	Cultural and Heritage Strech at Hussainiwala Border	2024-25	25.00
29.	Sikkim	Kabi (Spiritual Tourism)	KabiChronicles: A journey through Unity and Heritage	2024-25	24.96
30.	Sikkim	Gnathang Village (Vibrant Village Programme)	Echoes of Valor: The Gnathang Valley Experience	2024-25	5.00
31.	Tamil Nadu	Rameswaram Island (Spiritual Tourism)	Iconic transformation of Rameswaram	2024-25	20.01
32.	Telangana	Nalgonda (Culture & Heritage)	Development of digital experience centreat Bhuddhavanam	2024-25	24.85
33.	Telangana	Kamareddy (Kalki Cheruvu) (Ecotourism and Amrit Dharohar Sites)	Development of Eco-Tourism Projectat Nizam Sagar	2024-25	9.98
34.	Uttar Pradesh	Mahoba (Culture & Heritage)	Development of Cultural Landscape at Mahoba	2024-25	24.98
35.	Uttarakhand	Jadung (Vibrant Village Programme)	Development of Jadung Festive Ground, Jadung	2024-25	4.99

36.	Uttarakhand	Kainchidham (Spiritual Tourism)	Development of Kainchi Dham Campus	2024-25	17.60
37.	Uttarakhand	Mana Village (Vibrant Village Programme)	Mana Haat	2024-25	4.99
Total					687.99
