

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1375
ANSWERED ON 11.02.2019**

PROMOTION OF KRISHNA CIRCUIT

1375. SHRI R. PARTHIPAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any mechanism to facilitate interaction and cooperation for promotion of wellness, spiritual and cultural tourism in Krishna Circuit;**
- (b) if so, the details thereof;**
- (c) whether the Government proposes to promote Krishna Circuit as major tourist attraction;**
- (d) if so, the details thereof; and**
- (e) whether the destinations under the circuit have been/are being developed on principles of high tourist value, competitiveness and sustainability in an integrated manner and if so, the details thereof?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (e): The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases domestic and international campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country, including culture, spirituality and wellness. Promotions are also undertaken through the website and Social Media accounts of the Ministry.

The Krishna Circuit has been identified as one of the 15 thematic circuits for development under the Swadesh Darshan scheme for integrated development of theme based tourist circuits.

The details of projects sanctioned under the above circuit are as under:

(Rs. in Crore)

Sl. No.	Name of State/Year of sanction	Project Name	Amt. Sanctioned
1.	Haryana (2016-17)	Development of Krishna Circuit at places related to Mahabharata in Kurukshetra	97.35
2.	Rajasthan (2016-17)	Development of Krishna Circuit: Govind Devji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand)	91.45

The projects under the Swadesh Darshan scheme including the above projects are sanctioned with the objective of developing circuits having tourist potential in a planned and prioritized manner; promoting the cultural and heritage value of the country to generate livelihoods in the identified regions; enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit /destinations; making full use of the potential and advantages in terms of available infrastructure, national culture and characteristic strong points of every region of the country by development of theme based circuits.

The above two projects include development of facilities like Tourist Facilitation Centres, Multimedia Laser Show, Sound and Light Show, Illumination, Exhibition Gallery, Ghat Development, Water Fountains, Parking, Toilets, Drinking Water Facility, Souvenir Shops, etc.
