

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3203
ANSWERED ON 20.03.2023**

**GENERATING EMPLOYMENT THROUGH INVOLVEMENT OF LOCAL
COMMUNITIES IN THE THEMATIC CIRCUITS**

3203. SHRI PRADEEP KUMAR CHAUDHARY:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is able to generate employment through the active involvement of local communities in the thematic circuits that have been identified under the Swadesh Darshan scheme;**
- (b) if so, the circuit-by-circuit information on the employment details;**
- (c) if not, the reasons therefor;**
- (d) whether the Government is able to promote local art, handicraft, culture, cuisine, etc. to generate livelihoods in the identified regions under the Swadesh Darshan scheme;**
- (e) if so, the details thereof; and**
- (f) if not, the reasons therefor?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (f): The Ministry of Tourism has sanctioned 76 projects under various identified themes of its 'Swadesh Darshan' scheme. The Ministry has not undertaken any survey to ascertain circuit-wise employment generated through Swadesh Darshan (SD) scheme however a third party impact assessment of the scheme was undertaken by National Productivity Council (NPC) in July, 2019, which states that 'Swadesh Darshan' scheme has been able to give

a fillip to livelihood opportunities and create employment for the local communities in construction phase.

The sanctioned projects under the Swadesh Darshan scheme include interventions such as haat bazars, amphitheatres, craft haats, artesian centres, arena for performing arts, cafeterias, souvenir shops, multi cuisine/ethnic food courts, handicraft exhibition centres, cultural cum heritage centres, interpretation centres etc. Operation and maintenance of the interventions sanctioned under SD scheme is responsibility of the respective State Government/ Union Territory Administration. However, the Ministry of Tourism undertakes holistic promotions of various tourism destinations and products of the country including local art, handicraft, culture, cuisine etc. through the budget allocated under its “Domestic Promotion & Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity (OPP) schemes.
