

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1795  
ANSWERED ON 31.07.2023**

**REJUVENATION OF RELIGIOUS SITES TO PROMOTE TOURISM**

**1795.SHRI RAMESH BIDHURI:**

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

- (a) whether the Government has taken any steps for rejuvenation of religious sites for boosting tourism in the country;**
- (b) if so, the details thereof; and**
- (c) the various other steps taken for promotion of tourism in the country?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) & (b): Development of tourism infrastructure is primarily the responsibility of the concerned State Government(SG)/Union Territory Administration(UT), however, Ministry of Tourism (MoT) under its 'Swadesh Darshan', 'Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive' (PRASHAD) and 'Assistance to Central Agencies' Schemes provides financial assistance to the State Governments (SG)/Union Territory Administrations (UT)/Central Agencies (CA) for development of infrastructure at the tourist destinations including religious sites.**

**Based on the proposals received, MoT has approved 46 projects under PRASHAD scheme and 76 projects under Swadesh Darshan Scheme across the country which covers development at religious sites also.**

**(c): Ministry of Tourism promotes the tourism destinations and tourism products of the country in a holistic manner. The promotions are carried out under the schemes of "Domestic Promotion and Publicity including Hospitality" (DPPH) and "Overseas Promotion & Publicity" (OPP) in the domestic and important global markets. Information on tourist destinations in the country, are also promoted through the website – [www.incredibleindia.org](http://www.incredibleindia.org), Dekho Apna Desh Webinars and the social media handles of the Ministry of Tourism.**

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