

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†1808
ANSWERED ON 31.07.2023**

PROMOTION OF TOURISM IN BORDER AREAS

†1808. SHRI R.K. SINGH PATEL:

Will the Minister of TOURISM be pleased to state:

- (a) the action plan formulated by the Government to promote tourism in the border areas;**
- (b) the number of border areas in the country which have been developed for tourism purposes during the last three years; and**
- (c) the plan of the Government to include the villages situated near the border areas in the tourism map of the country?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): The Ministry of Tourism promotes tourism in the country, including in the border areas, through its various Schemes. It provides financial assistance for development of tourism infrastructure in the country, including in the border states under its major Schemes of Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies to State Governments/Union Territory Administrations/Central Agencies. The financial assistance is given on the basis of submission of Detailed Project Reports, availability of funds and adherence to Scheme Guidelines. The Swadesh Darshan scheme has now been revamped as Swadesh Darshan 2.0 (SD 2.0) for development of sustainable and responsible tourist destinations.

Further, Ministry also promotes India in a holistic manner, as a tourist destination, through various initiatives including promotional events, assistance to State Governments for organizing fairs and

festivals, etc. The Ministry also regularly promotes the tourism destinations through its website and social media promotions.

Some of the major initiatives and efforts of Ministry of Tourism for promotion of tourism in the border areas are given below :-

- i. An amount of Rs.1312.00 lakh was sanctioned to Border Security Force (BSF) for the tourism related Infrastructural Development at Joint Check Post (JCP), Attari, Punjab in 2017-18.**
- ii. An amount of Rs.1767.66 lakh was sanctioned to Border Security Force (BSF) for development of border tourism at BSF Check Post, Tanot complex, Rajasthan in 2022-23.**
- iii. Ministry has also formulated a National Strategy and Roadmap for development of Rural Tourism in India, which focuses on strategic pillars such as model policies and best practices for rural tourism, digital technologies and platforms for rural tourism, developing clusters for rural tourism, marketing support for rural tourism and capacity building of stakeholders.**
- iv. Ministry of Tourism has also launched the rural tourism village portal with information about the rural tourism destinations in the country including in border areas, rural homestays etc.**
- v. Ministry has also identified the pilot rural cluster of Harshil-Bagori-Mukhwa-Dharali located near Gangotri in Uttarakhand.**

Further, Government has approved Vibrant Villages Programme (VVP) on 15th February 2023 for comprehensive development of 662 villages identified for coverage in 46 blocks of 19 districts abutting northern border in Arunachal Pradesh, Sikkim, Uttarakhand, Himachal Pradesh and UT of Ladakh.

Promotion of tourism is one of the identified focus areas of intervention under VVP.
