

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. +5235  
ANSWERED ON 04.04.2022**

**PROMOTION OF TOURISM AT MAHESHWAR AND MANDLESHWAR**

**+5235. SHRI GAJENDRA SINGH PATEL:**

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

- (a) whether any scheme is being run to promote tourism in places of natural tourist attractions along with the details thereof;**
- (b) the efforts being made to give world-class recognition to the above places of Madhya Pradesh along with the details thereof;**
- (c) the details of the measures taken/being taken to promote Maheshwar and Mandleshwar under the Khargone Barwani Parliamentary Constituency from the point of view of tourism along with the details thereof; and**
- (d) the measures being taken to develop meditation centres in tourist town in Madhya Pradesh along with the details thereof?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a): Ministry of Tourism promotes India as a holistic destination, including places of natural tourist attractions such as wildlife, adventure, rural tourism etc. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas for the promotion of various tourist destinations and products of the country, under the 'Incredible India' brand-line, through "Overseas Promotion and Publicity including Market Development Assistance" (OPMD) and within the country through "Domestic Promotion and Publicity including Hospitality" (DPPH) Schemes. Promotions are also regularly undertaken through the website ([www.incredibleindia.org](http://www.incredibleindia.org)), the Social Media accounts of the Ministry and by the India Tourism domestic and overseas offices.**

**(b) and (c): Further, Ministry of Tourism under its flagship Schemes of Swadesh Darshan, 'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive' (PRASHAD) and Assistance to Central Agencies provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for development of tourism infrastructure at the selected sites/destinations/circuits in the States, including Madhya Pradesh. Ministry has sanctioned 4 thematic Circuits under Swadesh Darshan Scheme for Wildlife, Buddhist, Heritage and Eco-Circuit in Madhya Pradesh for a total amount of Rs.350.67 crore. Selection of sites is primarily the responsibility of the State Governments/UT Administrations.**

**(d): Ministry of Tourism has also sanctioned 2 projects for Development of Omkareshwar and Amarkantak under the PRASHAD Scheme for a total amount of Rs.94.82 crore. However, development of meditation centres are not part of the sanctioned components at these two sites.**

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