

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. +186
ANSWERED ON 18.07.2022**

PROMOTION OF TOURISM IN RAJASTHAN

+186. DR. MANOJ RAJORIA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware of Tourism potentialities in Rajasthan, as the State has a large number of hill stations, wildlife, heritage sites, historical places and temples and if so, the details thereof; and**
- (b) whether the Government has taken any steps to promote tourism in India including Rajasthan and if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) and (b): Yes, Sir. Ministry of Tourism promotes India in a holistic manner, including the State of Rajasthan. As part of its ongoing activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the “Incredible India” brand – line, to promote various tourism destinations and products of the country, through its scheme of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion and Publicity including Market Development Assistance” (OPMD). Promotions of various destinations including Rajasthan are also regularly undertaken through the website (www.incredibleindia.org) and the Social Media handles of the Ministry.

Further, for the development of tourism infrastructure in the country, the Ministry of Tourism under the schemes of “Swadesh Darshan” and “National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive” - PRASHAD provides financial assistance to State Governments/Union Territory (UT) Administrations for development of tourism infrastructure, including Rajasthan, in consultation with them. The details of the projects sanctioned in Rajasthan under PRASHAD and Swadesh Darshan Scheme are as follows: -

PRASHAD SCHEME

(Rs. in crore)

Name of Project	Year of sanction	Amount sanctioned
Integrated Development of Pushkar/Ajmer	2015-16	32.64

SWADESH DARSHAN SCHEME

(Rs. in crore)

Name of Project	Year of sanction	Amount sanctioned
Desert Circuit	2015-16	50.01
Krishna Circuit	2016-17	75.80
Spiritual Circuit	2016-17	87.05
Heritage Circuit	2017-18	70.61
