

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.+2497
ANSWERED ON 01.08.2022**

SCHEMES TO PROMOTE TOURISM IN HILLY REGIONS

+2497.SHRI KISHAN KAPOOR:

Will the Minister of TOURISM be pleased to state:

- (a) the new schemes of the Government to promote tourism in hilly regions; and**
- (b) whether the Government proposes to formulate any scheme for pilgrimage of Kangara's Temples?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes various tourism destinations in the country, including hilly regions under its various schemes of "Domestic Promotion and Publicity including Hospitality" (DPPH) and "Overseas Promotion and Publicity including Market Development Assistance" (OPMD). The Ministry also provides financial assistance to State Governments / Union Territory (UT) Administrations under the Schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies for the development of tourism infrastructure at identified sites, in consultation with them. The Swadesh Darshan scheme has now been revamped as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destination following a tourist & destination centric approach.

(b): The 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive' (PRASHAD) has been launched by the Ministry of Tourism with the objective of integrated development of identified pilgrimage and heritage destinations. The projects under this scheme are sanctioned subject to submission of suitable Detailed Project Reports (DPR) by the State Governments, adherence to scheme guidelines and utilization of funds released earlier etc.
