

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION No.2508
ANSWERED ON 01.08.2022**

PROPOSALS FROM ODISHA UNDER SDS

2508.SHRI PRATAP CHANDRA SARANGI:

Will the Minister of Tourism be pleased to state:

- (a) the various schemes of the Government to promote tourism in the country;**
- (b) whether the Union Government has received any proposal from the Government of Odisha under Swadesh Darshan Scheme (SDS) and PRASAD Scheme for development of tourism in Odisha; and**
- (c) if so, the details thereof and the amount of funds released to Odisha during the last three years for tourism development of the State?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes India as a tourist destination in a holistic manner. It releases print, electronic and online media campaigns in domestic and potential markets overseas, under the “Incredible India” brand – line, through its scheme 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 for the development of tourism infrastructure at identified sites, in consultation with them under the Schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies.

(b) and (c): Ministry of Tourism has sanctioned 1 project for the Development of Coastal Circuit in the state of Odisha under the Swadesh Darshan Scheme as per the details given below :

(Rs. in Crore)

Name of Project	Amt. Sanctioned	Amount released	Amount utilised
Development of Coastal Circuit- Gopalpur, Barkul, Satapada and Tampara in Odisha	70.8	63.56	52.95

The Ministry has now revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destination following a tourist & destination centric approach. The guidelines for SD 2.0 has been issued and till date no proposal has been received from the State Government of Odisha under SD2.0 Scheme in line with the guidelines.

Further, under the PRASHAD Scheme, one project has been sanctioned in the year 2014–15 for the infrastructure development at Puri, Shree Jagannath Dham Ramachadi, Prachi River front at Deuli under Mega Circuit for an amount of Rs.50.00 crores, the details of which are given below.

(Rs. in Crore)

Year	Name of the Projects	Amount sanctioned
2014-15	Infrastructure Development at Puri, Shree Jagannath Dham - Ramachandi - Prachi River front at Deuli under Mega Circuit	50.00
