

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†3651
ANSWERED ON 08.08.2022**

PROMOTION OF COASTAL TOURISM UNDER SDS

†3651.SHRI VIJAY KUMAR DUBEY:

Will the Minister of TOURISM be pleased to state:

- (a) whether any concrete action has been taken by the Government to promote Coastal Tourism under Swadesh Darshan Scheme (SDS) and if so, the details thereof;**
- (b) the details of the activities done in the sector of Light House Tourism, Cruise Tourism and Maritime Tourism to promote ‘Coastal Tourism’;**
- (c) whether the Government proposes to formulate any scheme to promote “Vocal for Local” to increase the income of above-mentioned sectors by including local traditions, customs, food habits, dressing sense, cultural and artistic modes uniting all the sectors of tourism; and**
- (d) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): The Ministry of Tourism under its ‘Swadesh Darshan’ scheme provides financial assistance to State Governments/Union Territory (UT) Administrations/Central Agencies etc. for development of tourism infrastructure in the country. The projects under this scheme are sanctioned subject to availability of funds, submission of suitable Detailed Project Reports (DPR), adherence to scheme guidelines and utilization of funds released earlier etc.

The Ministry of Tourism under its Swadesh Darshan Scheme (SDS) has sanctioned 10 projects under the theme of Coastal Circuit, the details of which are at annexure I.

In addition to this, the details of projects sanctioned under SDS that includes cruise related components are at annexure II.

The Ministry of Tourism has now revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) in order to develop sustainable and responsible destination centric approach with the following objectives:

- (a) To enhance the contribution of tourism to the local economies.**
- (b) To create jobs including self-employment for local communities.**
- (c) To enhance the skills of local youth in tourism and hospitality.**
- (d) To increase private sector investment in tourism and hospitality.**
- (e) To preserve and enhance the local cultural and natural resources.**

In order to harness the potential of Cruise Tourism in the country, a Task Force has been constituted with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman. The Task Force consists of representatives from the ports, Ministries of Health, Home Affairs, External Affairs, Customs, CISF, Coastal States, etc. The 13th meeting of the Task Force on Cruise Tourism was held on 27.04.2022.

The first Incredible India International Cruise Conference was held on 14 to 15th May, 2022 in Mumbai. It was the first cruise conference to bring all stakeholders together.

Further, the Ministry of Tourism undertakes various promotional activities in the international and domestic markets to promote tourism products of the country including Coastal Tourism in a holistic manner. This includes release of media campaigns under 'Incredible India' brand-line, promotional events, social media promotions etc. The Ministry of Tourism is promoting Coastal Tourism through its website www.incredibleindia.org.

ANNEXURE - I**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO. †3651 ANSWERED ON 08.08.2022 REGARDING PROMOTION OF COASTAL TOURISM UNDER SDS****DETAILS OF PROJECTS SANCTIONED UNDER THE COASTAL CIRCUIT OF SWADESH DARSHAN SCHEME.****(Amt. in Crore)**

S. No	Name of State	Year of sanction	Project Name	Amt. Sanctioned	Major Components
1.	Andhra Pradesh	(2014-15)	Development of Kakinada - Hope Island - Coringa Wildlife Sanctuary - Passarlapudi - Aduru - S Yanam - Kotipally	67.84	<ul style="list-style-type: none">• Passenger Terminal,• Approach Road,• Site Development,• Beach Front,• Development Beach Furniture,• Water Fountain• Convention Hall,• Laser Show• Amphitheatre,• Multi-Cuisine Food Courts with Souvenir Shop,• Landscaping,• Access Roads• Creek Development• Upgradation of existing jetty,• Interpretation Center,• Tourist Amenity

					<ul style="list-style-type: none"> Center, • Parking Development • Pathways • Illumination • Waiting Lounge • Gazebo & Beach • Beautification CCTV & Wi-Fi (Pan Circuit)
2.	Andhra Pradesh	(2015-16)	Development of Nellore - Pulikat Lake - Ubblamadugu Water Falls - Nelapattu- Kothakoduru- Mypadu - Ramateertham - Iskapalli	49.55	<ul style="list-style-type: none"> • Cottages • Tourist facilitation Centre • Handicraft Display Centre • Seating Plaza with Landscape Elements • Approach Road • Parking • Solar Lights • Water Body Development • Signages • Public Convenience • Solar Lights • Waterfront Furniture • Tourist Amenity Center • Cottages • Watch Towers • Solar Lights • Tourist Reception Center • Pathways • Waterfront Development

					<ul style="list-style-type: none"> • Parking Development • Log Huts • Pathways • Dustbins
3.	Puducherry	(2015-16)	Development of Dubrayapet – Arikamedu – Veerampattinam – Chunnambar - Nallavadu/Narambai - Manapet- Kalapet - Puducherry - Yanam	58.44	<ul style="list-style-type: none"> • Pergolas, • Lighting Work • Revitalisation of Monuments, • Illumination • Retaining Wall • Boat Jetty, • Cafeteria & Open Air Theatre • Toilet Block • Activity Zone & Cafeteria • Elevated Deck & Steps • Site Development • Landscaping & Viewpoints • Cycle Track Cafeteria • Paved Area • Landscaping & Lightning • Food Court & Open Area • Directional Signage • Street Name Signage • Heritage Boards • Street History Signages • Pathways

					<ul style="list-style-type: none"> & Gabian Wall • Landscaping • Cafeteria • Rain Shelters • Approach Road Development • Lightning of Heritage Walk Route • Gandhi Statue • War Memorial • Pedestrian Pathways • Cast Iron Lamp posts • Installation of multimedia laser and video projection equipment • Restoration of facade of selected building • Online Tourist Statistic System • GIS based Website & Mobile Development • CCTV Installation
4.	West Bengal	(2015-16)	Development of Beach Circuit: Udaipur-Digha-	67.99	<ul style="list-style-type: none"> • Watch tower • Parking and illumination • Beach Facilities • Interpretation

			Shankarpur- Tajpur- Mandarmani- Fraserganj- Bakkhlai- Henry Island		Centre <ul style="list-style-type: none"> • Parking • Beach equipment • Approach road • Watersports/ Ferry service • Beachfront • High Mast lamp • Eco trail • Watch tower • Houseboat • Floating jetty • Beachfront beautification
5.	Maharashtra	(2015-16)	Development of Sindhudurg Coastal Circuit - Sagareshwar, Tarkarli, Vijaydurg (Beach & Creek), Mitbhav	19.06	<ul style="list-style-type: none"> • Toilets & Changing Room • Watch Tower • Water Scooter • Rescue Boat • Pathway • Gazebos • Beach Illumination • Pathway for Beach Access
6.	Goa	(2016-17)	Development of Sinqerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail	97.65	<ul style="list-style-type: none"> • Approach road, • Parking • Light and sound show • Ticket counter, • Tourist Information Centre Services (STP, Solar, Garbage collection, Rainwater harvesting) • Illumination • Site

					<ul style="list-style-type: none"> • development • Cycle track • Ticket information centre • Cafeteria and kitchen • Meditation hall • Amphitheatre • Landscaping, • watch tower, • Hawker's pavilion • souvenir shops • Toilets • CCTV, • GIS mapping • Signages, • Helipad area • Coffee shop • Reception, toilet • Paves near helipad • Buses
7.	Odisha	(2016-17)	Development of Gopalpur, Barkul, Satapada and Tampara	70.82	<ul style="list-style-type: none"> • Roads • Tourist Reception Centre • Solid Waste Management • Solar Street lighting • Pool, Cafeteria & Food court • Watch Tower, Change room & cloak room • Golf cart • Pathways • Compound wall,

					<ul style="list-style-type: none"> Pavement area, Parking • Landscaping, External drain • STP • Street furniture, Gazebo • Water sport equipment and rides • Sport pool • Jetty (Floating jetty) • Water Sports Enhancement • Doubl e sided banana boat • Water Zorbing ball • Band wagon • Golf cart, • External drain • Gazebo • Musical fountain • Floating restaurant • Jetty for Speed Boats • Cruise boats Signages
8.	Andaman & Nicobar Islands	(2016- 17)	Development of Long Island- Ross Smith Island- Neil Island- Havelock	27.57	<ul style="list-style-type: none"> • Seating Gallery for Light and sound show- Cellular Jail • Up-gradation/ enhancing tourist's

			Island- Baratang Island-Port Blair		facilities- Cellular Jail <ul style="list-style-type: none"> • Strengthening of foundation- Cellular Jail • Providing illumination to Façade- Cellular Jail • Up grading of Veer Savarkar Park • Sound & Light Show (Excluding O&M)- Cellular Jail • Procurement of E-Auto Rickshaws • Setting up of Scuba Diving Centre • Providing Signages at various locations • Illumination of Andaman Club • Beach facilities (Jetty, Toilets, Kiosks)
9.	Tamil Nadu	(2016-17)	Development of (Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari)	73.13	<ul style="list-style-type: none"> • Landscaping • Public Convenience • Interpretation Center • Beach Cleaning Equipment • Open Fitness • Rescue Boats • Landscaping &

					<ul style="list-style-type: none"> Sea View Seating • Jogging & Walking Track • Rescue Boats • Drinking Water Kiosk • First Aid Kiosks • Last Mile Connectivity with Battery Car & Bus Shelter • Sea Wall Along the Coast • Last Mile Connectivity • CCTV & Wi-Fi • Information Signages • Interpretation Center • Walking Track • Toilets • Rescue Boats • Drinking Water Kiosk • Signages • Sea View Seating & Landscaping • Car Parking Development • Jet Ski • Rubber Boat • Bathing Ghats • Amphitheatre
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					<ul style="list-style-type: none"> • Changing Rooms • Illumination
10.	Goa	(2017-18)	Development of Coastal Circuit II: Rua De Orum Creek - Dona Paula -Colva - Benaulim	99.35	<ul style="list-style-type: none"> • Convention centre • Light and sound show • Entrance plaza, ticket counter • Open Air Theatre • Promenade viewing gallery • Parking • Illumination • Mobile toilets • Bamboo Gazebos • Drinking water cabins SWM • High mast lights (solar lights) • GIS mapping • Landscaping

ANNEXURE-II**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO. †3651 ANSWERED ON 08.08.2022 REGARDING PROMOTION OF COASTAL TOURISM UNDER SDS.****DETAILS OF PROJECTS SANCTIONED UNDER SWADESH DARSHAN SCHEME WHICH INCLUDES CRUISE COMPONENTS.****(Rs. in Crore)**

S. No.	Circuit / year of sanction	State	Name of the Project	Sanctioned Cost	Major Components
1.	Eco Circuit 2015-16	Telangana	Development of Circuit in Mahaboobnagar districts (Somasila, Singotam, Kadalaivanam, Akkamahadevi, Egalanpanta, Farahabad, Uma Maheshwaram, Mallelatheertham)	91.62	<ul style="list-style-type: none">• Watch Tower & Viewpoints• Tourist Facilitation Centre• Floating Jetty• Speed Boats• Terminal Building• Cruise Boat• Landscaping• Floating Jetty• Development of Steps from Floating Jetty to Upper Level at land side and pathway development• Boating Facility• Visitor amenities (Reception

					centre, waiting lounge & public convenience) etc.
2.	Tribal Circuit 2016-17	Telangana	Integrated Development of Mulugu- Laknavaram- Medavaram- Tadvai- Damaravi- Mallur- Bogatha Waterfalls.	79.87	<ul style="list-style-type: none"> • Jetty Development • Cruise Boats • Suspension Bridge to Island • Connecting Bridge • Water Sports • Watch Towers • Tribal Interpretation Center • Tourist Amenity Center • Tree top Tribal huts • Tribal Products & Artifacts Display Centre
3.	Himalayan Circuit 2016-17	Jammu Kashmir	Integrated Development of Jammu - Srinagar - Pahalgam - Bhagwati Nagar - Anantnag -	77.33	<ul style="list-style-type: none"> • Piling works, River protection works • Sound & light Show • Light &

			Salamabad Uri - Kargil - Leh		sound show with viewing gallery <ul style="list-style-type: none"> • Floating Cafeteria • Cruise boats, etc.
4.	Heritage Circuit 2016-17	Assam	Development of Tezpur - Majuli - Sibsagar	90.98	<ul style="list-style-type: none"> • Cruise Service with Boats • Floating Barge • Tourist Arrival Centre • Promenade Development • Floating jetty, etc.
