

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2345
ANSWERED ON 15.12.2025**

PROMOTION OF TOURISM IN KHAJURAHO

2345. SHRI VISHNU DATT SHARMA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is implementing Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) and promotional initiatives such as Dekho Apna Desh to develop pilgrimage and heritage circuits and boost domestic tourism;**
- (b) whether any PRASHAD projects, promotional activities, Fam Tours or Dekho Apna Desh initiatives have been approved or undertaken for sites in the town of Khajuraho, a UNESCO World Heritage site in the Khajuraho Lok Sabha Constituency, if so, the details thereof along with the funds, works and implementing agencies;**
- (c) the details of the measures taken to integrate poor households, trained tourist guides, women-led homestays, local craft markets, transport providers and small vendors in order to directly increase the income from tourism;**
- (d) whether promotional or developmental support in this region is inadequate, if so, the reasons therefor along with the details of the steps planned to prioritise these districts; and**
- (e) the details of the monitoring indicators used for tourist footfall, local employment, SHG (Self-Help Group) earnings and artisan participation along with the timelines for assessing impact on local welfare?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Development of tourist destinations and products is primarily undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry complements the efforts of States/UTs by

developing tourism infrastructure through various schemes and initiatives in consultation with the State Governments/ UT Administrations.

Since the launch of the PRASHAD Scheme in January 2015, the Ministry has sanctioned 54 projects in 28 States/UTs at a total cost of Rs.1726.74 Crore for infrastructure development at pilgrimage and heritage sites.

No project has been sanctioned at Khajuraho under the PRASHAD Scheme. However, the Ministry of Tourism under the Swadesh Darshan Scheme has sanctioned a project 'Development of Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu' under the Heritage Circuit at a total cost of Rs.89.82 Crore and a total of Rs.89.49 Crore has been released till date.

Also, the Ministry of Tourism as part of its ongoing endeavour promotes various tourism destinations and products of the country including Khajuraho through promotional activities such as events, website, social media promotions, fairs and festivals, etc.

In addition, the Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020 for promotion of domestic tourism in the country. Under this initiative, the Ministry promotes tourism destinations and products of India through various activities such as Webinars, Quiz, Pledge, Seminars, Tourism Promotional Events, Fam tours, Website, social media etc.

Further, the Ministry of Tourism under the Scheme of "Capacity Building for Service Providers" (CBSP) provides education, training and certification to the tourism service providers including tourist guides, transport providers, local artisans and homestay providers, to up-grade manpower at every strata of tourism industry in order to capitalize the vast tourism potential of the country to the fullest and provide professional expertise to the local populace as well as create fresh opportunities in the tourism sector.

(e): The Ministry of Tourism carries out impact evaluation of the Central Sector Schemes to assess the outcomes and effectiveness of the projects from time to time. The evaluation includes key performance indicators such as tourist footfall, local employment generation, income enhancement for

Self-Help Groups (SHGs) and the participation of local artisans in tourism-linked activities. In addition, the study examines the broader impact of the schemes on local socio-economic welfare. These indicators collectively enable a comprehensive assessment of the schemes' contribution to sustainable and inclusive tourism development.
