

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†5775  
ANSWERED ON 30.03.2026**

**SCHEMES FOR PROMOTION OF RURAL AND RELIGIOUS TOURISM**

**†5775.SHRI BHAJAN LAL JATAV:**

**SHRI MANSUKHBHAI DHANJIBHAI VASAVA:**

**Will the Minister of TOURISM be pleased to state:**

- (a) the major schemes implemented by the Government to promote tourism in the country during the last three years and the current year;**
- (b) the names of the States/UTs that have formulated new tourism policies to develop tourist destinations particularly in backward and rural areas to attract foreign tourists and if so, the details thereof, State/UT-wise;**
- (c) whether the Government is providing financial assistance to the States/UTs for the development of infrastructure of tourist places;**
- (d) whether any special programme is being run to promote rural and religious tourism; and**
- (e) if so, the details thereof?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (e): Development and promotion of tourist destinations and tourism products is primarily undertaken by the concerned State Governments/UT Administrations. However, the Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', Swadesh Darshan 2.0 (SD2.0), 'Challenge Based Destination Development (CBDD)' – a sub-scheme of Swadesh Darshan and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' complements the efforts of State Governments/UT Administrations in their tourism infrastructure development and amenities across the country at tourist destinations including extending financial assistance to the State Governments/UT Administrations. This financial assistance is extended, subject to**

**availability of funds, adherence to scheme guidelines and other instructions issued from time to time, submission of Detailed Project Reports (DPRs) by the concerned State Governments/UT Administrations, etc.**

**In addition to these, followings efforts have also been taken as under:**

- (i) The Ministry of Tourism promotes various tourist destinations and products including rural and religious tourism holistically to position India as a preferred tourism destination in the tourism generating markets and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas. The promotional activities include participation in Travel Fairs and Exhibitions; organizing Road Shows, India Evenings, Seminars & workshops; organizing and supporting Indian food and cultural festivals; offering brochure support to tour operators, global media campaigns and joint advertising/joint promotions with airlines, tour operators and other organizations etc.**
- (ii) Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. The strategy document focuses on the following key pillars:**
  - (a) Model policies and best practices for rural tourism**
  - (b) Digital technologies and platforms for rural tourism**
  - (c) Developing clusters for rural tourism**
  - (d) Marketing support for rural tourism**
  - (e) Capacity building of stakeholders**
  - (f) Governance and institutional framework**

**The National Strategy and Roadmap has been shared with State/UT Governments.**

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