

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.†*7
ANSWERED ON 20.07.2026**

‘EK BHARAT SHRESHTHA BHARAT’ INITIATIVE

**†*7. SMT. KAMLESH JANGDE:
SHRI CHINTAMANI MAHARAJ:**

Will the Minister of TOURISM be pleased to state:

- a) the details of key initiatives taken/being taken by the Government to promote tourism through infrastructure development and digital promotion and expansion of basic amenities during the last two years in the country, State/UT-wise;**
- b) the progress and impact of ‘Ek Bharat Shreshtha Bharat’ Initiative in fostering cultural tourism and people-to-people connections across States and Union Territories including tribal areas; and**
- c) the details of the steps taken to enhance international tourist arrivals, ease of travel and development of niche tourism products such as spiritual, eco, adventure, tribal culture and heritage tourism in the country, State/UT-wise?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (A) TO (C) OF LOK SABHA STARRED QUESTION NO.†*7 ANSWERED ON 20.07.2026 REGARDING 'EK BHARAT SHRESHTHA' INITIATIVE RAISED BY SMT. KAMLESH JANGDE AND SHRI CHINTAMANI MAHARAJ

(a): The Ministry of Tourism has undertaken several initiatives during the last two years to promote tourism through infrastructure development, digital promotion and expansion of basic amenities across the country.

The Ministry provides Central Financial Assistance to State Governments and Union Territory Administrations under the schemes of Swadesh Darshan 2.0, Challenge Based Destination Development, Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD), Assistance to Central Agencies for Tourism Infrastructure Development and Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DA JUGA) for development of tourism infrastructure and augmentation of basic amenities, subject to the scheme guidelines and availability of funds. Further, under the Government of India initiative Special Assistance to States for Capital Investment – Development of Iconic Tourist Centres to Global Scale, financial assistance was provided to States during 2024-25 for tourism projects.

In the last two years, the Ministry has sanctioned 117 projects worth Rs. 5756.62 crores, under the afore-mentioned Schemes. The State/UT-wise details of Central Financial Assistance sanctioned under these schemes during the last two financial years are given at Annexure.

The Ministry promotes tourism through the Incredible India Digital Platform, comprising the website and mobile application, which serves as a one-stop digital interface for domestic and international travellers. The

revamped portal, launched in September 2024, is available in multiple languages and offers curated travel content, essential information, and seamless booking of flights, hotels, cabs, buses, and ASI monument tickets through partnerships with Online Travel Agents (OTAs) and other stakeholders. Promotion is further supported through official social media platforms, digital campaigns, and collaborations with social media influencers.

(b): The Ek Bharat Shreshtha Bharat (EBSB) initiative is implemented by the Ministry of Education, Government of India, the nodal Ministry for the EBSB. However, under the EBSB initiative, the Ministry of Tourism is also implementing several programmes through tourism events and institutional activities. The Ministry organises its flagship event Bharat Parv every year as part of the Republic Day celebrations with participation from all States and Union Territories to showcase India's cultural heritage, tourism potential and diverse traditions. Under this initiative, the Ministry also participated in Rashtriya Ekta Diwas 2025 at Ekta Nagar, Gujarat.

Further, the Ministry's Central Autonomous Bodies, including 21 Institutes of Hotel Management (IHMs), the Indian Institute of Tourism and Travel Management (IITTM), the Indian Culinary Institute (ICI) and India Tourism Offices regularly organise student exchange programmes, familiarisation visits, tour operator networking sessions, cultural programmes, regional cuisine festivals, language-learning activities and other activities highlighting the culture, traditions, cuisine and heritage of paired States and Union Territories under the EBSB initiative. These initiatives promote cultural tourism, foster people-to-people connect, strengthen national integration and reinforce the spirit of national pride.

(c): The Ministry has taken several measures to enhance international tourist arrivals, improve ease of travel and promote niche tourism products. India is promoted in key international source markets through tourism roadshows, trade meetings, familiarisation visits, media and social media campaigns, food festivals and participation in major international tourism fairs and exhibitions in collaboration with Indian Missions, States/UTs and tourism stakeholders.

To improve ease of travel, the Government has liberalised and simplified the visa regime through the e-Visa facility, which is currently available under nine sub-categories for nationals of 174 countries. The Ministry also provides a 24x7 Multi-lingual Tourist Helpline and has also introduced the Incredible India Tourist Facilitator Certification (IITFC) Programme to create a pool of professionally trained tourist facilitators and guides, while existing Regional Level Guides have been integrated into the Incredible India Tourist Guide (IITG) system with pan-India recognition. Further, the Ministry is working with the Ministry of Civil Aviation to improve connectivity to tourist destinations under the Regional Connectivity Scheme (RCS-UDAN), under which 53 tourism routes have been identified, and regularly coordinates with the Ministry of Home Affairs on measures relating to travel in Restricted and Protected Areas to facilitate seamless travel for tourists.

The Ministry promotes niche tourism products such as spiritual, eco, adventure, rural, tribal, wellness, medical, MICE, wedding and heritage tourism through policy initiatives, infrastructure development and promotional activities. It has formulated National Strategies for Sustainable Tourism, Rural Tourism, Rural Homestays, MICE, Adventure Tourism, Eco-tourism and Medical & Wellness Tourism for implementation by States/UTs. The Ministry has also

launched the "Meet in India" sub-brand for MICE tourism, the "India Says I Do" campaign for destination weddings and issued the Model Adventure Tourism Safety Framework for safe and sustainable adventure tourism.

ANNEXURE**STATEMENT IN REPLY TO PART (A) OF LOK SABHA STARRED QUESTION NO. †*7 ANSWERED ON 20.07.2026 REGARDING 'EK BHARAT SHRESHTHA BHARAT' INITIATIVE RAISED BY SMT. KAMLESH JANGDE AND SHRI CHINTAMANI MAHARAJ**

1. The details of these sanctioned projects under Swadesh Darshan 2.0 scheme in financial years 2024-25 and 2025-26 in the country are as under:

Sn	State	Destination	Name of the Experience	Sanction Date	Sanctioned Cost (in ₹ Crore)
1.	Andhra Pradesh	Bapatla	Development of Suryalanka Beach Experience	29.03.2025	97.52
2.	Bihar	Bodh Gaya	Development of the Buddhist Meditation & Experience Centre, Bodh Gaya	29.03.2025	165.44
3.	Chhattisgarh	Kawardha	Bhoramdeo Corridor Development, Kawardha	29.03.2025	146.00
4.	DNHDD	Daman	Daman Convention Centre	29.03.2025	147.13
5.	Goa	Porvorim	Porvorim Creek Experience	20.08.2024	24.07
6.	Goa	Colva	Colva Beach Experience	20.08.2024	19.88
7.	Haryana	Panchkula	Development of Adventure Tourism Hub at Tikkar Taal and Adventure Park	29.03.2025	26.68
8.	Haryana	Panchkula	Rejuvenation of Yadavindra Garden	29.03.2025	65.82
9.	Himachal Pradesh	Chintpurni	Development of Maa Chintpurni Devi Temple, Una	04.07.2025	56.26
10.	Kerala	Alappuzha	Alappuzha: A Global Water Wonderland	29.03.2025	93.18

11.	Kerala	Malampuzha	Enhancement of Tourist Experience at Malampuzha Garden and Leisure Park	29.03.2025	75.87
12.	Lakshadweep	Bangaram	Development of Eco-Retreat, Adventure, Beach and Mice Experience at Bangaram	29.03.2025	81.18
13.	Madhya Pradesh	Datia	Development of Pitambara Peeth Datia	14.07.2025	44.24
14.	Maharashtra	Pune	Shivshruthi Theme Park	21.09.2024	75.47
15.	Mizoram	Champhai	Eco Resort Experience at Keilungliah, Zote, Ngur & Mualbuhvum, Champhai	29.03.2025	38.85
16.	Mizoram	Champhai	Heritage and Cultural Centre, Champhai	29.03.2025	33.87
17.	Mizoram	Aizawl	Construction of Conference Centre	10.11.2025	99.71
18.	Nagaland	Chumoukedi ma	Adventure Tourism Experience at Jacob Village, Chumoukediema	29.03.2025	32.54
19.	Nagaland	Chumoukedi ma	Eco-Tourism Exp at Chumoukedima viewpoint	20.08.2024	7.87
20.	Punjab	Amritsar	Border Tourism Experience at Attari	20.08.2024	25.91
21.	Rajasthan	Sikar	Development works at Shri Khatu Shyam Ji Temple (Sikar)	29.03.2025	87.87
22.	Rajasthan	Bikaner dist.	Development Works at Shri Karni mata mandir, Bikaner	14.07.2025	22.58

23.	Rajasthan	Malaseri Dungari (District Bhilwara)	Development of Malaseri Dungri, Bhilwara District	14.07.2025	48.73
24.	Tripura	Agartala	Tripura Heritage Village & Sangeet Experience at Agartala (Phase-1 &2)	29.03.2025	48.95
Total					1565.62

2. The details of sanctioned projects under Challenge Based Destination Development Scheme, in financial years 2024-25 and 2025-26 in the country are as under:

S n	State	Destination/ Category	Name of the Experience	Sanction Date	Sanctioned Cost (in ₹ Crore)
1.	Andhra Pradesh	Nagarjuna Sagar (Culture & Heritage)	Enriching Buddhist Heritage and Cultural Experiences at Nagarjuna Sagar	17.03.2025	25.00
2.	Andhra Pradesh	Ahobilam Temple (Spiritual Tourism)	Development of Abhobilam as a Spiritual Odyssey	17.03.2025	25.00
3.	Arunachal Pradesh	Kibitho (Vibrant Village Programme)	Kibhito Frontier Tourism – Gateway to Serenity	27.03.2025	4.96
4.	Arunachal Pradesh	Bichom Dam Site (Ecotourism and Amrit Dharohar Sites)	Bichom Dam Adventure & Eco-Tourism Project	27.03.2025	9.90
5.	Assam	Sivasagar (Ecotourism and Amrit Dharohar Sites)	Panidhing Bird Sanctuary	27.03.2025	9.99

6.	Bihar	Saran Dist. (Sonepur Fair) (Culture & Heritage)	Development of Sonepur Fair Site	27.03.2025	24.29
7.	Chhattisgarh	Mayali Bagicha (Ecotourism and Amrit Dharohar Sites)	Development of Mayali Bagicha as Eco Tourism Destination	27.03.2025	9.97
8.	Goa	Mayem Village (Ecotourism and Amrit Dharohar Sites)	Beautification and Development of Harvalem Waterfall	17.03.2025	9.81
9.	Gujarat	Vadnagar (Culture & Heritage)	Transformation of Sharmishtha Lake: Light & Culture	27.03.2025	17.29
10.	Gujarat	Porbandar (Spiritual Tourism)	The Sacred Ocean Retreat at Harsiddhi Shore	27.03.2025	24.66
11.	Himachal Pradesh	Kaza (Culture & Heritage)	Tourism Infrastructure development at Kaza	27.03.2025	24.82
12.	Himachal Pradesh	Rakchham (Vibrant Village Programme)	Tourism Infrastructure Development at Rakchham – Vibrant Village	27.03.2025	4.96
13.	Jharkhand	Ramrekha Dham (Spiritual Tourism)	Tourism Infrastructure Development at Ramrekha Dham	27.03.2025	18.87
14.	Karnataka	Bidar (Culture & Heritage)	Development of Bidar as a Heritage Tourism Destination	21.01.2026	25.00
15.	Kerala	Varkala (Culture & Heritage)	Varkala-Dakshin Kashi	27.03.2025	25.00

16.	Kerala	Thalassery (Spiritual Tourism)	Thalassery: The Spritiual Nexus	27.03.2025	25.00
17.	Ladakh	Mushkoo Village (Ecotourism and Amrit Dharohar Sites)	Advancing Mushkoo as a Sustainable Tourism Hub: Integrating Wildlife Sightings and Community Progress	27.03.2025	9.78
18.	Madhya Pradesh	Orchha (Spiritual Tourism)	Orchha A Medieval Splendour 2.0	17.03.2025	25.00
19.	Madhya Pradesh	Mandu (Culture & Heritage)	Mandu-A Medieval Wonder	21.01.2026	24.88
20.	Maharashtra	Ahmednagar (Culture & Heritage)	Development of Ahmednagar Fort	17.03.2025	25.00
21.	Manipur	Langthabal Konug, Imphal (Culture & Heritage)	Development of Ancient Capital of Manipur, Langthabal Konug	17.03.2025	24.69
22.	Meghalaya	Nartiang Village (Spiritual Tourism)	Nartiang Spiritual & Cultural Centre	17.03.2025	24.87
23.	Meghalaya	Mawphlang Village (Culture & Heritage)	Mawphlang Cultural & Heritage Centre	17.03.2025	24.87
24.	Nagaland	Impur Village (Spiritual Tourism)	Soulful Trails: The Impur Heritage Experience	17.03.2025	24.94
25.	Nagaland	Doyang Reservoir (Ecotourism and Amrit	Wings Over Doyang: An Eco-Tourism Haven	17.03.2025	9.99

		Dharohar Sites)			
26.	Puducherry	White Town (Culture & Heritage)	Development of White Town	27.03.2025	22.19
27.	Punjab	Rupnagar (Anandpur Sahib) (Spiritual Tourism)	Heritage Street –A Symbol of Peace and Harmony at Sri Anandpur Sahib	27.03.2025	24.90
28.	Punjab	Ferozpur (Hussainiwala Border)- (Culture & Heritage)	Cultural and Heritage Strech at Hussainiwala Border	27.03.2025	25.00
29.	Sikkim	Kabi (Spiritual Tourism)	Kabi Chronicles: A journey through Unity and Heritage	17.03.2025	24.96
30.	Sikkim	Gnathang Village (Vibrant Village Programme)	Echoes of Valor: The Gnathang Valley Experience	17.03.2025	5.00
31.	Tamil Nadu	Rameswaram Island (Spiritual Tourism)	Iconic transformation of Rameswaram	27.03.2025	20.01
32.	Telangana	Nalgonda (Culture & Heritage)	Development of digital experience centre at Bhuddhavanam	17.03.2025	24.85
33.	Telangana	Kamareddy (Kalki Cheruvu) (Ecotourism and Amrit Dharohar Sites)	Development of Eco-Tourism Project at Nizam Sagar	17.03.2025	9.98
34.	Uttar Pradesh	Mahoba (Culture & Heritage)	Development of Cultural Landscape at Mahoba	27.03.2025	24.98

35.	Uttarakhand	Jadung (Vibrant Village Programme)	Development of Jadung Festive Ground, Jadung	27.03.2025	4.99
36.	Uttarakhand	Kainchidham (Spiritual Tourism)	Development of Kainchi Dham Campus	27.03.2025	17.60
37.	Uttarakhand	Mana Village (Vibrant Village Programme)	Mana Haat	29.03.2025	4.99
Total					687.99

3. The details of projects sanctioned under PRASHAD Scheme in financial years 2024-25 and 2025-26 in the country are as under:

S n	State	Sanction Year	Project Name	Sanction Amount (in ₹ Crore)
1.	Andhra Pradesh	2024-25	Development of Pilgrimage Tourism Infrastructure in Annavaram Temple Town	25.33
2.	Bihar	2024-25	Development of Ambika Bhawani Temple, Saran	13.29
3.	Goa	2024-25	Development of Bom Jesus Basilica	16.46
4.	Karnataka	2024-25	Development of Renuka Yallama Devi temple	18.37
5.	Karnataka	2024-25	Development of Basic Amenities at Papnash Temple, Bidar dist.	22.25
6.	Mizoram	2024-25	Development of Basic Amenities under PRASHAD scheme in Vangchhia, Champhai District	5.47
7.	Puducherry	2024-25	Development of Pilgrim Facilites & Tourist attractions for Sri Dharbaranyeswara Temple	25.94
8.	Tamil Nadu	2024-25	Development of 8 Navagraha Temples	40.94

9.	Telangana	2024-25	Development of Basic Amenities at goddess Renuka Yellama Devasthanam	4.22
Total				172.27

4. Details of Projects sanctioned under ACA Scheme in financial years 2024-25 and 2025-26 in the country are as under:

Sn.	Agency	Name of Project	State	Sanction Year	Amount sanctioned (in ₹ Crore)
1.	ITDC	Illumination and allied works at Gangaikonda Cholapuram Temple, District - Ariyalur	Tamil Nadu	2024-25	11.47
2.	BECIL	3D Mapping with Aqua Screen Projection and Sound Show at Buxar, Bihar and Dynamic Lighting & Motif at Ram Rekha Ghat, Bihar	Bihar	2024-25	5.99
TOTAL					17.46

5. Details of Projects sanctioned under 'Development of Homestays in Tribal Areas' under DA-JUGA a Sub-Scheme of Swadesh Darshan 2.0, in financial years 2024-25 and 2025-26 in the country are as under:

Sn.	State	Sanction Year	Project Name	Sanction Amount (in ₹ Crore)
1.	Andhra Pradesh	2025-26	Development of Tribal Homestays in Maredumili cluster, Andhra Pradesh	1.23
2.	Ladakh	2025-26	Development of Tribal Homestays in Sham, Suru and Aryan valley clusters, Ladakh	4.59
3.	Madhya Pradesh	2025-26	Development of Tribal Homestays in Karanjiya and Pushparajgarh clusters, Madhya Pradesh	5.00

4.	Mizoram	2025-26	Development of Tribal Homestays in Central and Southern clusters, Mizoram	5.00
5.	Uttarakhand	2025-26	Development of Tribal Homestays in Chakrata cluster, Uttarakhand	1.70
Total				17.52

6. The details of projects sanctioned Under Special Assistance to States for Capital Investment Scheme (SASCI) in financial years 2024-25 and 2025-26 in the country are as under:

Sn	State	Year of Sanction	Name of the Project	Sanctioned Cost (in ₹ Crore)
1.	Andhra Pradesh	2024-25	Enriching the Fort and Gorge Experience in Gandikota	77.91
2.	Andhra Pradesh	2024-25	Akhanda Godavari- (Havelok Bridge & Pushkar Ghat) in Raja Mahendravaram	94.44
3.	Arunachal Pradesh	2024-25	Siang Adventure & Eco-Retreat in Pasighat	46.48
4.	Assam	2024-25	Assam State Zoo Cum Botanical Garden in Guwahati	97.12
5.	Assam	2024-25	Beautification of Rang Ghar in Sivasagar	94.76
6.	Bihar	2024-25	Development of Matsyagandha Lake in Saharsa	97.61
7.	Bihar	2024-25	Karamchat Eco-Tourism and Adventure Hub in Karamchat	49.51
8.	Chhattisgarh	2024-25	Development of Chitrotpala Film City in Raipur	95.79
9.	Chhattisgarh	2024-25	Development of Tribal & Cultural Convention Centre in Raipur	51.87
10.	Goa	2024-25	Chhatrapati Shivaji Maharaj Museum in Ponda	97.46
11.	Goa	2024-25	Townsquare in Porvorim	90.74

12.	Gujarat	2024-25	Ecotourism Destination at Kerly (Mokarsagar) in Porbandar	99.50
13.	Gujarat	2024-25	Tented City and Convention Centre in Dhordo	51.56
14.	Jharkhand	2024-25	Eco-Tourism Development of Tilaiyya” in Koderma	34.87
15.	Karnataka	2024-25	Ecotourism & Cultural Hub at Roerich and Devika Rani Estate Tataguni in Bengaluru	99.17
16.	Karnataka	2024-25	Development of SavadattiYallammagudda in Belgavi	100.00
17.	Kerala	2024-25	Ashtamudi Biodiversity and Eco-recreational Hub in Kollam	59.71
18.	Kerala	2024-25	Global Gateway to Malabar’s Cultural Crucible in Sargaalayaa	95.34
19.	Madhya Pradesh	2024-25	Orchha A Medieval Splendour in Orchha	99.92
20.	Madhya Pradesh	2024-25	International Convention Centre for MICE in Bhopal	99.38
21.	Maharashtra	2024-25	INS-Guldar Underwater Museum, Artificial Reef, and submarine Tourism in Sindhudurg	46.91
22.	Maharashtra	2024-25	Development of RAM-KAL PATH in Nashik	99.14
23.	Manipur	2024-25	Loktak Lake Experience in Loktak	89.48
24.	Meghalaya	2024-25	MICE Infrastructure in Mawkhonu	99.27
25.	Meghalaya	2024-25	Redevelopment of Umiam Lake in Shillong	99.27
26.	Odisha	2024-25	Development of Hirakund	99.90
27.	Odisha	2024-25	Development of Satkosia	99.99
28.	Punjab	2024-25	Development of Heritage Street as a tribute to Shaheed-e-Azam, Sardar Bhaghat Singh at Khatkar Kalan in SBS Nagar	53.45
29.	Rajasthan	2024-25	Development at Amber-Nahargarh and Surrounding Area in Jaipur	49.31
30.	Rajasthan	2024-25	Development at Jal Mahal in Jaipur	96.61

31.	Sikkim	2024-25	Skywalk, Bhaleydhunga, Yangang in Namchi	97.37
32.	Sikkim	2024-25	Border Experience in Nathula	68.19
33.	Tamil Nadu	2024-25	Development of Nandavanam Heritage Park in Mammallapuram	99.67
34.	Tamil Nadu	2024-25	Eco Park at Race Course in Ooty	70.23
35.	Telangana	2024-25	Ramappa Region Sustainable Tourism Circuit in Ramappa	73.74
36.	Telangana	2024-25	Somasilla Wellness & Spiritual Retreat in Nallamala	68.10
37.	Tripura	2024-25	Shakti Peethas Park at Banduar in Gomati	97.70
38.	Uttar Pradesh	2024-25	Development of Bateshwar in District-Agra	74.05
39.	Uttar Pradesh	2024-25	Integrated Buddhist Tourism Development in Shrawasti	80.24
40.	Uttarakhand	2024-25	Iconic City Rishikesh: Rafting Base Station in Rishikesh	100.00
Total				3295.76
