

Inclusion of Emerging Tourism Trends in SDS 2.0

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Ministry of Tourism launched its 'Swadesh Darshan scheme (SDS)' in 2014-15 with the idea to develop tourism infrastructure under identified thematic tourism circuits in the country. The scheme was revamped as 'Swadesh Darshan 2.0 (SD2.0)' with the aim to develop sustainable tourism destinations with tourist and destination centric approach and has sanctioned 52 projects. In addition, the Ministry has also sanctioned 36 projects under 'Challenge Based Destination Development (CBDD)', a sub-scheme of Swadesh Darshan. Further Government of India under 'Special Assistance to the States for Capital Investment (SASCI)' scheme has also sanctioned 40 projects in the country. The projects under the above-mentioned scheme were sanctioned on receipt of the project proposals from the States, its assessment, availability of funds, inter-se priority etc. Details of projects sanctioned under SD2.0, CBDD and SASCI is annexed.

The Swadesh Darshan 2.0 scheme recognizes that in order to minimize the negative impacts and maximise positive impacts, sustainable and responsible tourism is a key. It encourages adoption of principles of sustainable tourism including environmental sustainability, socio-cultural sustainability and economic sustainability. The scheme focuses on development of variety of tourism projects including new emerging trends in order to provide enhanced experience to the tourists.

No specific study has been undertaken to incorporate emerging trends in Swadesh Darshan scheme. However, the scheme guidelines provide an illustrative list of components which can enhance tourism potential covering tourism core products, tourism activities, performing art infra, sanitation & safety, connectivity & parking, general site development, soft interventions etc. The projects sanctioned under Swadesh Darshan 2.0, CBDD and SASCI schemes include a variety of projects covering various tourism trends and immersive experiences such as beach experience, cave experience, adventure, border experience, meditation centre, convention centre, religious & spiritual aspects, bird sanctuary, historical theme park, tribal culture experience, fort, bio-diversity and eco-recreation, sub-marine tourism etc.

In order to provide better connectivity, the Ministry under its schemes also provides assistance for last mile connectivity. The Ministry co-ordinates with concerned line Ministries to improve connectivity including road and air connectivity.

As informed by Ministry of Civil Aviation (MoCA), MoCA has launched Regional Connectivity Scheme - Ude Desh ka Aam Nagrik (RCS-UDAN) on 21.10.2016 to enhance regional air connectivity from unserved and underserved airports in the country and make air travel affordable to the masses. During the 3rd round of bidding under the UDAN Scheme, a total of 106 tourism-specific routes were incorporated at the request of Ministry of Tourism.

A total of 53 Tourism RCS routes operated till 31.01.2025 under UDAN with 100% VGF support by Ministry of Tourism, providing direct air connectivity to tourist destinations and cultural sites in the country.

The government has also announced the launch of modified UDAN Scheme to increase regional connectivity to 120 new destinations across the country and cater to 4 crore passengers in the next 10 years. The scheme will also support helipads and smaller airports in hilly, aspirational and North East Region districts.

The Ministry has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource of travellers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty and diverse attractions. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services. The portal has also partnered with several Online Travel Agents (OTAs) and stakeholders for seamless booking of flights, hotels, cabs & buses and tickets for ASI monuments.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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ANNEXURE

List of Sanctioned Projects under Swadesh Darshan 2.0

S No.	State	Y e a r o f Sanction	Destination	Name of the Experience	Sanctioned C (₹ Crore)
1	Andhra Pradesh	2024-25	Bapatala	Development of Suryalanka Beach Experience	97.52
2	Andhra Pradesh	2023-24	Araku-Lambasingi	Borra Cave Experience at Araku	29.87
3	Arunachal Pradesh	2023-24	Nacho	Unlock Nacho Expedition	14.02
4	Arunachal Pradesh	2023-24	Mechuka	Mechuka Cultural Haat	18.48
5	Arunachal Pradesh	2023-24	Mechuka	Mechuka Adventure Park	12.75
6	Assam	2023-24	Kokrajhar	K o k r a j h a r W e t l a n d Experience	26.67
7	Assam	2023-24	Jorhat	Reimagining Cinnamara Tea Estate	23.88
8	Bihar	2024-25	Bodh Gaya	Development of the Buddhist Meditation & Experience Centre, Bodh Gaya	165.44
9	Chhattisgarh	2024-25	Kawardha	B h o r a m d e o C o r r i d o r Development, Kabirdham District	145.99
10	Dadra Nagar & Haveli and Daman & Diu	2024-25	Daman	Daman Convention Centre	147.13
11	Goa	2023-24	Porvorim	Porvorim Creek Experience	24.07
12	Goa	2023-24	Colva	Colva Beach Experience	19.98
13	Haryana	2024-25	Panchkula	Development of Adventure Tourism Hub at Tikkar Taal and Adventure Park	26.68
14	Haryana	2024-25	Panchkula	Rejuvenation of Yadavindra Garden	65.82
15	Himachal Pradesh	2024-25	Maa Chintpurni Temple (District - Una)	Development of Maa Chintpurni Devi Temple, Una	56.26
16	Karnataka	2023-24	Hampi	Setting up of ‘Traveller nooks’	25.63

17	Karnataka	2023-24	Mysuru	Tonga ride Heritage experience zone	2.71
18	Karnataka	2023-24	Mysuru	Ecological Experience Zone	18.48
19	Kerala	2023-24	Kumarakom	Kumarakom Bird Sanctuary Experience	13.92
20	Kerala	2024-25	Alappuzha	Alappuzha: A Global Water Wonderland	93.17
21	Kerala	2024-25	Malampuzha	Enhancement of Tourist Experience at Malampuzha Garden and Leisure Park	75.87
22	Ladakh	2023-24	Leh	Julley Leh Biodiversity Park	23.16
23	Ladakh	2023-24	Kargil	Exploring LOC and Hundarman village Experience	11.91
24	Lakshadweep	2024-25	Bangaram	Enhancement of Tourist Experience at Bangaram	81.18
25	Madhya Pradesh	2023-24	Gwalior	Phoolbagh Experience Zone	16.73
26	Madhya Pradesh	2023-24	Chitrakoot	Spiritual experience at Chitrakoot	27.21
27	Madhya Pradesh	2024-25	Pitambara Peeth, Datia	Development of Pitambara Peeth Datia	44.24
28	Maharashtra	2023-24	Pune	Shivrushti Historical Theme Park- Phase 3	76.22
29	Meghalaya	2023-24	Sohra	Waterfall Trails Experience	27.84
30	Meghalaya	2023-24	Sohra	Meghalayan Age Cave Experience	32.45
31	Mizoram	2024-25	Champhai	Eco Resort Experience at Keilungliah, Zote, Ngur & Mualbuhvum, Champhai	38.85
32	Mizoram	2024-25	Champhai	Heritage and Cultural Centre, Champhai	33.87
33	Nagaland	2023-24	Chumoukedima	Eco-Tourism Exp at Chumoukedima viewpoint	7.87
34	Nagaland	2023-24	Chumuoukedima	Tribal Cultural Experience at Midway Retreat	21.56
35	Nagaland	2024-25	Chumuoukedima	Adventure Tourism Experience at Jacob Village, Chumoukediema	32.54
36	Puducherry	2023-24	Karaikal	Karaikal beach and waterfront experience	20.29
37	Punjab	2023-24	Kapurthala	Eco Tourism experience at Kanjli wetland	20.06
38	Punjab	2023-24	Amritsar	Border Tourism Experience at Attari	25.90
39	Rajasthan	2023-24	Bundi	Spiritual Experience, Keshavraipatan	21.65

40	Rajasthan	2024-25	Sikar	Development works at Shri Khatu Shyam Ji Temple (Sikar)	87.87
41	Rajasthan	2024-25	Karni Mata temple, Bikaner dist.	Development Works at Shri Karni mata mandir, Bikaner	22.57
42	Rajasthan	2024-25	Malaseri Dungari (District - Bhilwara)	Development of Malaseri Dungri, Bhilwara District	48.73
43	Sikkim	2023-24	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.40
44	Sikkim	2023-24	Gangtok	Gangtok Cultural Village	22.59
45	Tamil Nadu	2023-24	Mamallapuram	Immersive experience at Shore Temple	30.02
46	Telangana	2023-24	Bhongir	Bhongir Fort Experiential Zone	56.81
47	Telangana	2023-24	Ananathagiri	Eco tourism zone at Ananathgiri forest	38.00
48	Tripura	2024-25	Agartala	Tripura Heritage Village & Sangeet Experience at Agartala (Phase-1 &2)	48.94
49	Uttar Pradesh	2023-24	Prayagraj	Azad Park and Dekho Prayagraj Trail Exp	14.52
50	Uttar Pradesh	2023-24	Naimisaranya	Vedic- wellness Experience	17.80
51	Uttarakhand	2023-24	Pithoragarh	Rural Tourism Cluster Experience at Gunji	17.86
52	Uttarakhand	2023-24	Champawat	Tea Garden Experience	19.89
TOTAL AMOUNT					2108.87

List of Sanctioned Projects under Challenge Based Destination Development (CBDD), a sub-Scheme of Swadesh Darshan scheme

S. No.	State/UT	Y e a r Sanction	o f	Name of the Project	Sanctioned (In ₹ Crore)
1	Andhra Pradesh	2024-25		Ahobilam-A spiritual Odyssey	25.00
2	Andhra Pradesh	2024-25		Enriching Buddhist Heritage and Cultural Experiences at Nagarjuna Sagar	25.00
3	Arunachal Pradesh	2024-25		Bichom Dam Adventure & Eco-Tourism Project	9.90
4	Arunachal Pradesh	2024-25		Kibhito Frontier Tourism - Gateway to Serenity	4.96
5	Assam	2024-25		Panidhing Bird Sanctuary, Sivasagar	9.99
6	Bihar	2024-25		Development of Tourist Facilities at Sonepur Mela Ground, Saran	24.29
7	Chhattisgarh	2024-25		Development of Mayali Bagicha as Eco Tourism Destination	9.97
8	Goa	2024-25		Beautification and Development of Harvalem Waterfall at Mayem Village	9.81

9	Gujarat	2024-25	Transformation of sharmishtha Lake: Light & culture at Vadnagar	17.29
10	Gujarat	2024-25	The Sacred Ocean Retreat at Harsiddhi Shore, Porbandar	24.66
11	Gujarat	2024-25	THOL: Transformative Tourism' Harmonious Sustainability, Optimized Skilling' Leading Technology	9.96
12	Himachal Pradesh	2024-25	Tourism Infrastructure Development at Kaza	24.82
13	Himachal Pradesh	2024-25	Tourism Infrastructure Development at Rakchham, Chhitkul	4.96
14	Jharkhand	2024-25	Tourism Infrastructure Development at Ramrekha Dham, Simdega	18.87
15	Kerala	2024-25	Thalassery: The Spiritual Nexus	25.00
16	Kerala	2024-25	Varkala- Dakshin Kashi	25.00
17	Ladakh	2024-25	Advancing Mushkoh as a Sustainable Tourism Hub: Integrating wildlife Sightings and community progress	9.82
18	Madhya Pradesh	2024-25	Medieval Splendor 2.0, Orchha	25.00
19	Maharashtra	2024-25	Development of Ahmednagar Fort	25.00
20	Manipur	2024-25	Development of Ancient capital of Manipur, Langthabal Konug	24.69
21	Meghalaya	2024-25	Mawphlang cultural & Heritage centre	24.87
22	Meghalaya	2024-25	Nartiang Spiritual & Cultural Centre	24.87
23	Nagaland	2024-25	Soulful Trails: The Impur Heritage Experience, Impur Village	24.94
24	Nagaland	2024-25	Deveropment of wings over Doyang: An Eco-Tourism Haven' Doyang Reservoir	10.00
25	Puducherry	2024-25	Development of White Town	22.19
26	Punjab	2024-25	Cultural and Heritage Strech at Hussainiwala Border, Ferozepur	25.00
27	Punjab	2024-25	Heritage street -A symbor of peace and Harmony at Sri Anandpur Sahib, Rupnagar	24.90
28	Sikkim	2024-25	Echoes of Valor: The Gnathang Valley Experience," Gnathang Village	5.00
29	Sikkim	2024-25	Kabi Chronicles: A journey through Unity and Heritage, Kabi, Mangan	24.96
30	Tamil Nadu	2024-25	Iconic Transformation of Rameswaram	20.01
31	Telangana	2024-25	Digital Experience Centre at Bhuddhavanam in Nalgonda	24.85
32	Telangana	2024-25	Development of Eco-TourisJn Proiect at Nizam Sagar, Kamareddy	9.98
33	Uttar Pradesh	2024-25	Development of Cultural Landscape at Mahoba	24.98
34	Uttarakhand	2024-25	Development of Jadung Festive Ground', Jadung	4.99

35	Uttarakhand	2024-25	Development of Kainchidham campus, Kainchidham	17.60
36	Uttarakhand	2024-25	Mana Haat project	4.99
TOTAL AMOUNT				648.10

List of Projects Sanctioned under the Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centres to Global Scale

S. No.	State	Y e a r Sanction	Name of the Project	Sanctioned (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 Savadatti Yallammagudda 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 Sargaalaya	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 Mawkhanu	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 Jalmahal 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	Garden of Flowers in Devala	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 AMOUNT				3295.76

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