

Sustainable Development Under Prashad Scheme

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The 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' (PRASHAD) has been launched by the Ministry of Tourism with the objective of integrated development of identified pilgrimage and heritage destinations. Under the scheme, Ministry of Tourism provides financial assistance to the State Governments and Union Territory Administrations for development of tourism infrastructure at important pilgrimage and heritage destinations. The vision of the scheme is to rejuvenate pilgrimage and spiritual experience of the tourists through availability of well-planned tourism infrastructure enabling tourist convenience, accessibility, security, cleanliness, experience and revitalize / preserve the soul of the pilgrimage/heritage city through integrated, inclusive, and sustainable developments that would spur employment opportunities for the local communities.

In accordance with the Scheme Guidelines respective State Government /UT administration formulates comprehensive Detailed Project Report (DPR) for identified projects in consultations with the respective administration, local bodies, and other stakeholders (Shrine authorities/ religious trusts, NGOs, and societies etc. as applicable). The said consultations are undertaken to ensure that spiritual integrity and ingenuity of the sites are preserved and maintained while developing various amenities for improving overall pilgrim/tourist experience.

The Ministry of Tourism under the Scheme of "Capacity Building for Service Providers" (CBSP) provides education, training and certification to the tourism and hospitality service providers across the country including destinations covered under PRASHAD to cater the needs of destinations and to enhance Tourist experience.

The respective State Governments/UT Administrations prepares their sustainable operation and maintenance plans as part of the project proposal submitted to the Ministry of Tourism. Further, the sustainability of the completed projects are ensured by the State Government/ UT administration concerned.

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

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