



Ministry of Tourism Completes 75 Projects under Swadesh Darshan Scheme Launched in 2015

Ministry of Tourism Launches Challenge Based Destination Development (CBDD) under Swadesh Darshan 2.0 to Enhance Tourist Experience Nationwide

Union Cabinet Approves Pradhan Mantri Janjatiya Unnat Gram Abhiyan (PM-JUGA), Ministry of Tourism to Develop 1,000 Tribal Homestays

Ministry of Tourism Showcases India's Diverse Tourism Offerings at Bharat Parv 2025 Celebrated with the Theme 'Dekho Apna Desh

Paryatan Mitra & Paryatan Didi' Initiative to Enhance Tourist Experience through Community Participation

Ministry of Tourism Showcases Tourism Potential of North-Eastern States at 13th International Tourism Mart (ITM)

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TOURISM STATISTICS

- International Tourist Arrivals (ITAs) in India during 2024 were 20.57 million.
- Foreign Exchange Earnings (FEEs) through tourism during 2024 were Rs. 2,93,033 Crore.
- Domestic Tourist Visits (DTV's) in India during 2024 were 2948.19 million.

INFRASTRUCTURE DEVELOPMENT

The Ministry of Tourism launched the Swadesh Darshan Scheme in January 2015 for the development of theme-based tourist circuits. A total of 76 projects have been sanctioned for a total amount of Rs. 5290.33 Crore under the scheme. 75 projects have been physically completed.

The Ministry of Tourism has revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination-centric approach. 53 projects have been sanctioned for Rs. 2208.27 Crore under the SD2.0 Scheme.

The Ministry of Tourism has formulated guidelines for ‘Challenge Based Destination Development’ (CBDD) as sub sub-scheme of the Swadesh Darshan 2.0 Scheme to enhance tourist experience across all points of the tourist value chain. 36 projects have been sanctioned for an amount of Rs. 648.11 Crore under four thematic categories (i) Spiritual Tourism, (ii) Culture & Heritage, (iii) Vibrant Village Program, (iv) Ecotourism and Amrit Dharohar Sites.

The Union Cabinet has approved Pradhan Mantri Janjatiya Unnat Gram Abhiyan (PM-JUGA) for improving the socio-economic condition of tribal communities. Ministry of Tourism will develop 1,000 Tribal Homestays under the PM-JUGA Scheme. The interventions will be implemented as a sub- scheme of Swadesh Darshan. Guidelines for Tribal Homestay development have been formulated and issued.

As a follow up to the Budget Announcements 2024-25, a total of 40 projects across 23 States have been sanctioned for an amount of Rs. 3295.76 Crore under the Special Assistance to States for Capital Investment (SASCI) – Development of Iconic Tourist Centres to Global Scale Scheme to infuse long term interest free loans for a period of 50 years to States for comprehensive development of iconic tourist centers in the country and branding & marketing them at global scale.

The Ministry of Tourism launched the National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) Scheme for the integrated development of the selected pilgrimage destinations in the country. A total of 54 projects for an amount of Rs. 1726.74 Crore have been sanctioned under the scheme. 31 projects have been completed.

Under the Assistance to Central Agencies Scheme, financial assistance is provided to the central agencies, such as the Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc., for the development of tourism infrastructure. A total of 66 projects for an amount of Rs. 948.78 Crore have been sanctioned under this Scheme. Out of these, 39 projects have been physically completed and 10 projects have been foreclosed.

PROMOTIONAL & MARKETING

The Ministry of Tourism organised "Bharat Parv" event at the Red Fort grounds, Delhi, as part of the Republic Day Celebrations from 26th – 31st January 2025. Thematic Pavilions of States/ UTs were set up to showcase diverse tourist attractions of the country. Cultural performances by various regional cultural associations were also organized. ‘Dekho Apna Desh’ was the theme of Bharat Parv.

The Ministry of Tourism celebrated the International Day of Yoga on 21st June 2025, to mark the 11th IDY. The Ministry of Tourism organized events at 40 culturally and naturally significant tourist sites across the country, aligned with the global theme “Yoga for One Earth, One Health”, highlighting holistic wellness, cultural heritage, and sustainable tourism.

Chalo India Global Diaspora Campaign: 1 lakh gratis e-tourist visas were announced under the Chalo India initiative. Valid till 31st March 2025 to enable the Indian diaspora to become Incredible India Ambassadors by encouraging 5 of their non-Indian friends to visit India.

The Ministry of Tourism has been organising the International Tourism Mart (ITM) in the North-Eastern Region to showcase the tourism potential of the North-Eastern States of India. The 13th International Tourism Mart (ITM) was organised from 13th to 16th November 2025 in Gangtok, Sikkim. The four- day event brought together a wide range of domestic and international tourism stakeholders.

The Ministry developed a Comprehensive Digital MICE Catalogue, towards positioning India as a premier global destination for Meetings, Incentives, Conferences and Exhibitions (MICE). The catalogue details India’s MICE infrastructure across 60 cities, including major convention centres, connectivity,

facilities and nearby attractions. The initiative serves as a unified digital platform for domestic and international event planners, enhancing India's visibility, competitiveness and capacity to host large-scale international events.

SKILL DEVELOPMENT

The Ministry of Tourism had launched a national responsible tourism initiative by the name of 'Paryatan Mitra & Paryatan Didi' to enable tourism as a vehicle for social inclusion, employment, and economic progress, as well as to elevate the overall experience for tourists in destinations, by having them meet 'tourist-friendly' people who are proud Ambassadors & Storytellers for their destination. Approx. 4382 tourism service providers have been trained as part of the programme.

MICE TOURISM

Ministry of Tourism has formulated the National Strategy and Roadmap for the MICE Industry and launched the 'Meet in India' sub-brand to promote India as a hub for major conferences and exhibitions. A comprehensive Digital MICE Catalogue covering infrastructure and facilities across 60+ cities—including G20 host cities—has been developed to support domestic and international planners. The Meet in India Conclave 2025, held from 4–6 May in Jaipur, served as a key platform to advance India's MICE agenda and strengthen India's global positioning in the MICE sector.

MEDICAL TOURISM

India is emerging as one of the key destinations globally for Medical & Wellness Tourism, leveraging its high-quality healthcare and affordable treatment costs. India's competitive advantage lies in offering high-quality tertiary care—such as heart surgery, knee transplant, cosmetic surgery, and dental care. India seamlessly integrates contemporary healthcare with Ayush systems (traditional Indian medicine). In the year 2024, India received 6,44,387 foreign tourists for medical purpose which is an increase of approximately 252% over 2020. In order facilitate the travel for medical and wellness purposes, the Government of India has introduced E - Medical visas and E-Ayush visas. This facility is available to travelers from 171 countries. Ministry of Tourism has also collaborated with Service Export Promotion Council under Ministry of Commerce & Industry for the promotion of Medical Tourism through its portal <http://www.indiahealthcaretourism.com>

DELIVERY ON BUDGET ANNOUNCEMENTS:

Budget Announcement 2023-24: The country offers immense attraction for domestic as well as foreign tourists. There is a large potential to be tapped in tourism. The sector holds huge opportunities for jobs and entrepreneurship for youth in particular. Promotion of tourism will be taken up on mission mode, with active participation of states, convergence of government programmes and public-private partnerships.

Progress So Far: The Ministry of Tourism has formulated guidelines for Challenge Based Destination Development (CBDD) a sub-scheme under Swadesh Darshan to undertake holistic development of destinations. The Challenge Based Destination Development Scheme is part of the vision to develop the tourism sector in mission mode with active participation of the States, public private partnership and convergence of Government Programmes.

The scheme aims to enhance the tourist experience across all points of the tourist value chain. Under the CBDD initiative, 36 projects have been sanctioned for Rs. 648.11 Crore.

Budget Announcement 2023-24: Sector specific skilling and entrepreneurship development will be dovetailed to achieve the objectives of the 'Dekho Apna Desh' initiative. This was launched as an appeal by the Prime Minister to the middle class to prefer domestic tourism over international tourism. For

integrated development of theme-based tourist circuits, the 'Swadesh Darshan Scheme' was also launched. Under the Vibrant Villages Programme, tourism infrastructure and amenities will also be facilitated in border villages.

Progress So Far: The Ministry of Tourism has launched a National responsible tourism initiative by the name of Paryatan Mitra/ Paryatan Didi. A total of 7 tourist destinations were identified to pilot the initiative namely - Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh), Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan), Srinagar (Jammu & Kashmir) and Sri Vijaya Puram (Andaman & Nicobar Islands). On World Tourism Day 2024, Ministry of Tourism extended Paryatan Mitra and Paryatan Didi across 50 tourist destinations in the country. So far, around 4382 people have been trained under this initiative.

Additionally, the Ministry of Tourism under its Capacity Building for Service Provider (CBSP) Scheme, undertakes various short-term hospitality and tourism related skill development programmes like Hunar Se Rojgar Tak, Skill Testing Certificate, etc. The Ministry of Tourism is also conducting the 'Incredible India Tourist Facilitator (IITF) and Incredible India Tourist Guide (IITG) Certification' Programme – with the aim at creating a pool of well-trained and professional Tourist Facilitators/Guides all across the country, including in remote areas with tourism potential. These are regular courses which are conducted online with registration window open all throughout the year and examination being conducted twice a year.

The Ministry of Tourism has revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourist destinations in the country and has sanctioned 53 projects for Rs. 2208.27 Crore.

The Ministry of Tourism has included Vibrant Villages as a thematic category under the 'Challenge Based Destination Development' (CBDD) initiative, a sub-scheme of Swadesh Darshan scheme and has identified 5 villages for the development of tourism infrastructure under this category. 5 projects for an amount of Rs. 24.90 Crore have been sanctioned under the Vibrant Villages theme in the States of Arunachal Pradesh (Kibitho), Himachal Pradesh (Rakchham-Chhitkul), Sikkim (Grathang) and Uttarakhand (Jadung & Mana) under the CBDD Scheme.

Budget Announcement 2024-25 / Interim Budget: States will be encouraged to take up comprehensive development of iconic tourist centres, branding and marketing them at global scale. A framework for rating of the centres based on quality of facilities and services will be established. Long-term interest free loans will be provided to States for financing such development on matching basis.

Progress So Far: The Ministry of Tourism has issued operational guidelines for Special Assistance to States for Capital Investment (SASCI) – Development of Iconic Tourist Centres to Global Scale. The aim of this scheme is to infuse long term interest free loans for a period of 50 years to States for comprehensively develop iconic tourist centers in the country, branding, and marketing them at global scale. Ministry of Tourism in line with the scheme guidelines shortlisted 40 projects across 23 States for Rs. 3295.76 Crore which have been sanctioned by the Department of Expenditure.

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इस विज्ञप्ति को इन भाषाओं में पढ़ें: Urdu , हिन्दी , Tamil

