



Promotion of Eco-Tourism

Posted On: 02 FEB 2026 4:03PM by PIB Delhi

Development and promotion of tourist destinations and products, including eco-tourism is undertaken by the respective State Government/Union Territory (UT) Administration.

The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of on-going activities; promotion of eco- tourism is also taken up. The Ministry of Tourism also regularly promotes various tourism destinations including Rajasthan through its website and social media promotions.

In order to position India as a preferred global destination for Eco Tourism, Ministry of Tourism has formulated National Strategy for Eco Tourism.

Following strategic pillars have been identified for the development of Ecotourism:

- (i) State Assessment and Ranking
- (ii) State Strategy for Ecotourism
- (iii) IEC, Capacity Building and Certification
- (iv) Marketing and Promotion
- (v) Destination and Product Development
- (vi) Public-Private and Community
- (vii) Partnerships Governance and Institutional Framework

Ministry of Tourism has identified Eco Circuit as one of the thematic circuits under its Swadesh Darshan Scheme.

The Swadesh Darshan Scheme of the Ministry has been revamped as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations following a tourist & destination centric approach.

The details of the projects sanctioned under various schemes of the Ministry in the State of Rajasthan is annexed.

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

ANNEXURE

Details of Project sanctioned under various Schemes in the State of Rajasthan:

Sr. No.	Name of Project	Amount Sanctioned (₹ in Crore)
A	Swadesh Darshan 1.0	
i.	Development of Sambhar Lake Town and Other Destinations in Jaipur District (September 2015)	50.01
ii.	Integrated Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand) (September 2016)	75.80
iii.	Development of Spiritual Circuit– 'Development of Churu (Salasar Balaji)- Jaipur (Shri Samodke Balaji, Ghatke Balaji, Bandheke Balaji)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) - Mehndipur Balaji- Chittorgarh (Sanwaliyaji) (March 2017)	87.05
iv.	Development of Heritage Circuit Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Facade Illumination in Jaipur and Nahargarh Fort) -Jhalawar (Gagron Fort) - Chittorgarh (Chittorgarh Fort) – Jaisalmer (Jaisalmer Fort) - Hanumangarh (Gogamedi) - Udaipur (Pratap Gaurav Kendra) - Dholpur (Bagh-I-Nilofor and Purani Chawani) - Nagaur (Meera Bai Smarak, Merta) - Tonk (Sunehri Kothi) (June 2017)	70.61
	Total Sanction Cost	283.47
B	Swadesh Darshan 2.0	
i.	Spiritual Experience, Keshavraipatan (Feb 2024, revised in June 2025)	21.65
ii.	Development works at Shri Khatu Shyam Ji Temple (Sikar) (March 2025)	87.87
iii.	Development Works at Shri Karni Mata mandir, Bikaner (July 2025)	22.58
iv.	Development of Malaseri Dungri, Bhilwara District (July 2025)	48.73

	Total Sanction Cost	180.83
C	PRASHAD	
i.	Integrated Development of Pushkar/Ajmer (revised in September 2019)	32.64
	Total Sanction Cost	32.64
D	Special Assistance to States for Capital Investment (SASCI)	
i.	Development at Amber-Nahargarh and Surrounding Area (November 2024)	49.31
ii.	Development at Jal Mahal (November 2024)	96.61
	Total Sanction Cost	145.92
E	Assistance to Central Agencies (ACA)	
i.	Development of Border Tourism at Shri Tanot Complex, Jaisalmer Sector	17.68
ii.	Installation of Musical Fountain & Water Screen Multimedia based projection show at Nawal Sagar Lake, Bundi	9.26
iii.	Ajmer Railway Station	5.52
iv.	Jaipur Railway Station	4.88
v.	Chittorgarh Railway Station	4.99
	Total Cost	42.33
	Total Central Assistance	685.19