



New Initiatives to promote destination based development for Tourism

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Ministry of Tourism has undertaken multiple steps to promote destination-based development including upgradation of tourism infrastructure and experiences in the country. Swadesh Darshan 2.0 (revamped version of Swadesh Darshan scheme) of Ministry of Tourism focuses on sustainable development of tourism destinations and the Ministry has sanctioned 53 projects for Rs.2208.31 Crore under this scheme. Further, 38 projects for Rs.697.94 Crore under Challenge Based Destination Development (CBDD), an initiative under Swadesh Darshan scheme have also been sanctioned for development of tourism infrastructure. Under 'Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' scheme, the Ministry has sanctioned 54 projects for Rs.1726.74 Crore. While regional balance is maintained while sanctioning projects under SD2.0, CBDD and PRASHAD schemes, the projects are sanctioned subject to submission of project proposals by the concerned State Governments/UT Administrations in line with the scheme guidelines, Government instructions, availability of budget, inter-se priority etc.

Implementation, operation and management of these projects is also undertaken by the concerned State Government/UT Administration. The components sanctioned under the above-mentioned schemes are primarily those related to facilitation of tourists and visitors including digital interventions. These components are considered for sanctioning as per project requirement and may cover those related to tourism core products such as tourist facilitation centre, interpretation centre, tourism activities, health sanitation & safety, connectivity, parking, general site development, soft interventions etc. The Ministry of Tourism has also included an illustrative list of components which can enhance tourism potential, in the scheme guidelines of Swadesh Darshan 2.0.

The projects under SD2.0, CBDD and PRASHAD have been sanctioned on pan-India basis and also supports in creation of opportunities for local employment and creation of better facilities and amenities for the tourists thereby in increase in visitor footfall. Since the assets created through these schemes are owned, operated and managed by the State Governments/UT Administrations, Ministry has advised them to capture data in respect of footfall, employment, revenue generated and other parameters.

The Ministry as part of its ongoing promotional activities also promotes various tourism destinations and products of the country through its website, social media activities, events etc.

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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