

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2311
ANSWERED ON 03.08.2026**

DEVELOPMENT AND PROMOTION OF TOURISM IN BALLIA

†2311. SHRI SANATAN PANDEY:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware of the fact that there is significant potential for religious and cultural tourism in the Ballia Lok Sabha Constituency to promote tourism infrastructure, tourist facilities and its publicity;**
- (b) whether the Government has proposed or approved any project for the development of any religious or historical site in the Ballia region under the 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme';**
- (c) if so, the details of approved works, estimated cost and current progress under the said projects; and**
- (d) whether the Government proposes to provide any additional scheme or financial assistance to promote tourism infrastructure, tourist facilities and its publicity in the region?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a)to (d): Identification, development and promotion of tourism destinations and products is primarily undertaken by the concerned State Governments (SGs)/Union Territory Administrations (UTAs). However, the Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Swadesh Darshan 2.0 (SD2.0)', 'Challenge Based Destination Development (CBDD)' – a sub scheme of SD2.0 and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' complements the efforts of tourism infrastructure development by extending financial assistance to the State Governments/UT Administrations; subject to adherence to scheme guidelines, submission of Detailed Project Reports (DPRs), availability of funds, Government directions, inter-se priority etc.

Currently, no proposal is under consideration for the development of any religious or historical site in the Ballia region under the PRASHAD Scheme.

The Ministry under its Swadesh Darshan Scheme, has sanctioned a project namely ‘Development of Bijnor-Meerut- Kanpur- Kanpur Dehat- Banda-Ghazipur- Salempur -Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli-Mishrikh-Bhadohi’ at a cost of Rs. 67.51 Crore.

Furthermore, the Ministry of Tourism promotes the tourism destinations and products of the country in a holistic manner. The tourism destinations and products are showcased through the Incredible India Digital Platform (IIDP), which promotes these destinations and products through its official social media platforms on a regular basis.
