

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3599
ANSWERED ON 10.08.2026**

PROMOTION OF MONSOON TOURISM IN KERALA

3599.SHRI KODIKUNNIL SURESH:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated any policy or action plan for promoting Monsoon Tourism in Kerala as a distinct tourism product;**
- (b) the details of financial assistance, promotional support and infrastructure development provided by the Government for monsoon tourism in the said State during the last five years, year-wise;**
- (c) whether any proposals have been received from the State Government of Kerala for the development and promotion of monsoon tourism and if so, the details thereof along with the action taken thereon;**
- (d) whether the Government proposes to include monsoon tourism circuits, wellness tourism, backwater tourism and eco-tourism destinations in the said State under any Central tourism schemes and if so, the details thereof; and**
- (e) the details of steps taken/being taken to promote Kerala as a global monsoon tourism destination through international marketing campaigns, improved connectivity, sustainable tourism initiatives and public-private partnerships?**

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Development and promotion of tourism including promotion of monsoon tourism in Kerala is primarily done by the concerned State Government (SG)/UT Administration (UTA). However, Ministry of Tourism under its various schemes such as Swadesh Darshan (SD), Swadesh Darshan 2.0 (SD2.0), Challenge Based Destination Development (CBDD) – an initiative under Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual Heritage

Augmentation Drive (PRASHAD) etc. provides financial assistance for development of tourism infrastructure and experiences in the country, to the SGs/UTAs, on receipt of the project proposals from them, in synergy with the scheme guidelines, Government directions, availability of funds, inter-se priority etc.

Further, Government of India in 2024-25 sanctioned the projects 'Ashtamudi Biodiversity and Eco-recreational Hub in Kollam' for Rs. 59.71 Crore and 'Global Gateway to Malabar's Cultural Crucible in Sargaalaya' for Rs. 95.34 Crore under its initiative for 'Special Assistance to States for Capital Investment (SASCI)-Development of Iconic Tourist Centres to Global Scale'.

Details of the projects sanctioned under SD2.0 and CBDD schemes in the state of Kerala including wellness tourism, backwater tourism and eco-tourism destinations in last five years is annexed.

Various aspects of sustainable and responsible tourism are embedded in the guidelines of Swadesh Darshan 2.0 Scheme. In addition, the Ministry of Tourism has also formulated "National Strategy for Sustainable Tourism".

Ministry of Tourism promotes various tourism destinations and products of the country including monsoon tourism in Kerala and including sustainability, responsible tourism practices. Ministry also promotes various tourism destinations through various medium including social media, websites and participation in fairs and exhibitions etc.

Ministry of Tourism regularly encourages the SGs/UTAs to undertake robust Operation and Management of assets created under Swadesh Darshan scheme and also to explore the possibility of engaging partners under Public Private Partnership model for sustained O&M. As part of Swadesh Darshan 2.0 (SD2.0) scheme, the Ministry of Tourism has introduced the concept of Tourism Experience Development and Management Agency (TEDMA) for strong operation and management (O&M). In addition, the Ministry regularly monitors progress of its ongoing projects through review meetings with SGs/UTAs, which are held at various levels from time to time.

ANNEXURE**STATEMENT IN REPLY TO PARTS (A) TO (E) OF LOK SABHA UNSTARRED QUESTION NO.3599 ANSWERED ON 10.08.2026 REGARDING PROMOTION OF MONSOON TOURISM IN KERALA RAISED BY SHRI KODIKUNNIL SURESH****(i) Details of Projects sanctioned under Swadesh Darshan 2.0 Scheme in the State of Kerala:**

S. No.	Year of Sanction	Name of the Project/Experience	Sanctioned Cost (in ₹ Crore)
1.	2024-2025	Alappuzha: A Global Water Wonderland	93.18
2.	2024-2025	Enhancement of Tourist Experience at Malampuzha Garden and Leisure Park	75.87
3.	2023-2024	Kumarakom Bird Sanctuary Experience	13.81

(ii) Details of Projects sanctioned under Challenge Based Destination Development Scheme in the State of Kerala:

S. No.	Year of Sanction/ Category	Name of the Project/ Experience	Sanctioned Cost (in ₹ Crore)
1.	2024-2025/ Culture & Heritage	Varkala-Dakshin Kashi at Varkala	25.00
2.	2024-2025/ Spiritual Tourism	Thalassery: The Spritiual Nexus at Thalassery	25.00
