

PROMOTION OF TOURISM IN DELHI

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Development and promotion of tourism destinations and products including heritage, cultural and river-based tourism is primarily undertaken by the concerned State Governments (SGs)/Union Territory Administrations (UTAs).

However, the Ministry of Tourism through its schemes of 'Swadesh Darshan (SD)', 'Swadesh Darshan 2.0 (SD2.0)', 'Challenge Based Destination Development (CBDD)' – a sub-scheme of SD2.0, 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agency for Tourism Infrastructure Development (ACATID)' complements the efforts of tourism infrastructure development by extending financial assistance to the State Governments/UT Administrations/Central Agency; subject to adherence to scheme guidelines, submission of Detailed Project Reports (DPRs) by them, availability of funds, Government directions, inter-se priority etc.

Sanctioning of project is a continuous process. At present no proposal for development of tourism activities along the Yamuna river including river cruise or waterfront is under consideration in the Ministry of Tourism.

No project has been sanctioned in Delhi under SD, SD2.0, CBDD and PRASHAD, however, the Ministry has sanctioned multiple projects under its ACATID scheme, the details of which is annexed.

The Ministry of Tourism through its multiple initiatives holistically promotes various tourism destinations and products of the country including heritage, culture and river-based tourism. Such promotions are undertaken through different marketing initiatives undertaken on various platforms, events, websites, social media promotions etc.

ANNEXURE

The details of the projects sanctioned under ACATID scheme in Delhi:

(in ₹ Cr)

S. No.	Project Name/ Sanction Date	Implementing Agency	Sanction Year	Amount Sanctioned	Amount Authorised	Amount Utilised
1.	Construction of Interpretation Centre at the World Heritage Site of Humayun's Tomb, New Delhi.	Aga Khan Foundation	2013-14	49.45	49.45	49.45

2.	Sound and Light Show at (Purana Quila) Delhi	India Tourism Development Corporation (ITDC)	2019-20	14.04	5.37	5.37
3.	Illumination of Building of National Gallery of Modern Art	National Council of Science Museum (NCSM)	2019-20	3.80	3.04	1.90
4.	Development & renovation of selected facilities of National Museum	National Council of Science Museum (NCSM)	2019-20	43.73	21.86	13.2
5.	3D visual projection mapping of NGMA Building	National Council of Science Museum (NCSM)	2020-21	6.16	4.65	4.29
6.	Project 'Major Upgradation of National Science Centre	National Council of Science Museum (NCSM)	2022-23	31.80	0.18	0.18
7.	Development of Light & Sound and Multimedia Show at Rashtrapati Bhawan	India Tourism Development Corporation (ITDC)	2023-24	47.12	15.68	9.66

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

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