

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†684
ANSWERED ON 06.02.2023**

INCLUSION OF JWALAMUKHI SHAKTIPEETH IN CENTRAL SCHEME

†684.SHRI KISHAN KAPOOR:

Will the Minister of TOURISM be pleased to state:

- (a) whether the famous Shaktipeeth like Jwalamukhi Shaktipeeth situated in Himachal Pradesh has also been included in the Central schemes for the promotion of pilgrimage by the Ministry of Tourism and if so, the details thereof;**
- (b) whether any proposal to popularize the famous temples of Himachal Pradesh from the point of view of pilgrimage is under consideration of the Government; and**
- (c) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism promotes India in a holistic manner, including the religious places of Himachal Pradesh, through various initiatives under its schemes viz. Domestic Promotion and Publicity including Hospitality (DPPH) and Overseas Promotion and Publicity (OPP). In addition, Ministry also regularly promotes various tourism destinations including the destinations of pilgrimage through its social media handles.

The 'Utsav Portal', a digital initiative of the Ministry, aims to showcase all the events, festivals and live darshans across India to promote different regions of the country as popular tourist destinations worldwide. This portal showcases month-wise and State wise calendar contents on festivals, Events and Online Pooja/Aarti including events and festivals of the State of Himachal Pradesh.
