

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.*20
ANSWERED ON 25.11.2024**

PROMOTION OF TOURISM AT RIVERFRONT GHATS

***20 MS IQRA CHOUDHARY:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has schemes or policies aimed at promoting tourism of riverfront ghats across the country, including those on significant rivers that hold cultural, religious or historical importance;**
- (b) whether the Government plans to allocate any funds for the development of such ghats and areas in and around the river and for setting up additional infrastructure such as roads, accommodation or public amenities and if so, the details thereof;**
- (c) whether there exists a scheme for the construction and maintenance of ghats along the Yamuna River near Kairana to promote festivals and religious tourism and the timeline for the same; and**
- (d) the manner in which the Government ensures the development of these ghats to effectively capitalise on the region's strategic location at the junction of Haryana, Uttar Pradesh, and Rajasthan to boost tourism?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*20 ANSWERED ON 25.11.2024 REGARDING PROMOTION OF TOURISM AT RIVERFRONT GHATS RAISED BY MS IQRA CHOUDHARY

(a) to (d): The Ministry of Tourism through its multiple initiatives promotes various tourism destinations and products of the country including river fronts, ghats etc. across the country which hold cultural, religious or historical importance. Such promotions are undertaken through different marketing initiatives undertaken on various platforms, events, websites, social media promotions, publicity material etc. Ministry of Tourism also provides financial assistance to State Governments/UT Administrations for organizing fairs and festivals and events which have the potential for promoting tourism, including religious tourism, at various locations including ghats and, riverfronts.

In addition, the Ministry of Tourism through its ongoing schemes of Swadesh Darshan, 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' complements the efforts of the State Governments (SGs)/UT Administrations (UTs) by extending financial assistance to SGs/UTs/Central Agencies for tourism infrastructure development including development of facilities at river fronts, ghats etc.

Though the Ministry of Tourism does not have any specific scheme or policy dedicated solely to the construction and maintenance of ghats across the country including the States of Haryana, Uttar Pradesh and Rajasthan, it encourages State Governments/UT Administrations to improve its tourism facilities, undertake operation and maintenance of the created assets and to market its destinations and products in domestic and international markets.
