

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1933
ANSWERED ON:09.03.2015
PROPOSALS RECEIVED FOR DEVELOPMENT OF TOURISM
Hemamalini Smt.

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has introduced Pilgrimage Rejuvenation and Spiritual Augmentation Drive and Heritage Development and Augmentation Yojana combinedly for the development of religious and heritage sites;
- (b) if so, the details thereof along with the funds allocated by the Government for the said schemes;
- (c) whether the Government has involved private sector in the said projects under Public Private Partnership scheme; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a) to (d): In pursuance of the budget announcement 2014-15, the Ministry of Tourism has launched National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

Initially, Twelve Cities namely Amritsar, Ajmer, Amaravati, Dwaraka, Gaya, Kanchipuram, Mathura, Puri, Varanasi, Vellankani, Kedarnath and Kanyakumari have been identified for development under PRASAD by Ministry of Tourism.

The PRASAD scheme guidelines provide for convergence of resources with other schemes of Central/ State Governments, leveraging the voluntary funding available for Corporate Social Responsibility (CSR) of Central Public Sector undertaking and Corporate Sector and for introducing suitable Public Private Partnerships.