

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:969  
ANSWERED ON:27.07.2015  
Haridwar on International Tourist Map  
Nishank Dr. Ramesh Pokhriyal

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has proposed any special action plan to bring Haridwar, the centre of Yoga and spirituality on the international Map;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

**Answer**

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

(a) to (c): The Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations, for various tourism projects including Yoga and Spiritual Tourism related products in consultation with them subject to availability of funds, inter-se priority, liquidation of pending utilization certificates and adherence to the scheme guidelines.

The Ministry of Tourism has sanctioned following projects for promotion of tourism infrastructure in the Haridwar region of Uttarakhand during the last five years.

<pre> (Amt. Rs. in Lakh)

Sl.No Year Name of the Project Amt Sanctioned

1 2011-12 Development of Haridwar-Rishikesh-Munikiyeti –Swargashram as Mega Circuit. 541.21

2 2013-14 Development of Eco Tourism around Holy Dargah of Hazrat Alauddin Ali Ahmed Al Sabir (Sabir Kaliyar) near Haridwar. 800.00

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The Ministry of Tourism has identified twelve themes under the new Plan scheme "Swadesh Darshan" including Himalayan, Eco and Spiritual Circuits for tourism infrastructure development in the country.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets, including various tourism destinations and products of every State/Union Territory. As part of the promotional activities, Ministry of Tourism releases campaigns in the international and domestic markets as well as produces publicity material under the Incredible India brand-line. Recently, on the occasion of the International Yoga Day, the Ministry of Tourism has released a brochure highlighting the Yoga Centers across the country including Haridwar.

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