

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.4190  
ANSWERED ON 07.01.2019**

**INCREDIBLE INDIA 2.0 CAMPAIGN**

**4190. SHRI G.M. SIDDESHWARA:**

**SHRI RAJESHBHAI CHUDASAMA:**

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

- (a) whether it is a fact that India's spiritual and wellness traditions will form the highlights of Incredible India 2.0 Campaign;**
- (b) if so, the details thereof;**
- (c) whether it is also a fact that the Incredible India 2.0 Campaign will focus on developing at least 10 cities where it will promote their spirituality quotient and also develop their medical and wellness potential; and**
- (d) if so, the details thereof?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)**

**(SHRI K.J. ALPHONS)**

**(a) to (d): The "Incredible India 2.0" campaign launched by the Ministry of Tourism marks a shift from generic promotions undertaken across the world to market specific promotional plans and content creation. The campaign focuses on promotion of Niche Tourism products including wellness and spirituality in the important as well as potential source markets overseas.**

**The Ministry of Tourism under the Schemes of Swadesh Darshan – Integrated Development of Theme Based Tourist Circuits and PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) provides financial assistance to State Governments/Union Territory Administrations for the development of tourism infrastructure. The projects under the scheme are identified for development in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier. Under the Swadesh Darshan Scheme, 11 projects in the Spiritual Circuit have been sanctioned for an estimated amount of Rs.687.34 Crores, covering the States of Kerala, Manipur, Bihar, Uttar Pradesh, Rajasthan, Puducherry and Maharashtra.**

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