



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Per. unthalaivar Kamarajar"

Swadesh Darshan

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Why is in news? Centre to promote destinations in 15 States as part of Swadesh Darshan 2

Swadesh Darshan, a **Central Sector Scheme**, was launched in 2014 -15 for **integrated development of theme based tourist circuits** in the country.

This scheme is envisioned to synergise with other schemes like Swachh Bharat Abhiyan, Skill India, Make in India etc.

Under the scheme, the Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for infrastructure development of circuits.

One of the objectives of the scheme is to develop theme-based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner.

Tourism Circuits:

Under the scheme, **fifteen thematic circuits** have been identified- Buddhist Circuit, Coastal Circuit, Desert Circuit, Eco Circuit, Heritage Circuit, Himalayan Circuit, Krishna Circuit, North East Circuit, Ramayana Circuit, Rural Circuit, Spiritual Circuit, Sufi Circuit, Tirthankar Circuit, Tribal Circuit, Wildlife Circuit.

Other initiatives:

PRASHAD Scheme: The 'National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASHAD)' was launched by the Ministry of Tourism in the year 2014-15 with the objective of **holistic development of identified pilgrimage destinations**.

Iconic Tourist Sites: Buddhist Sites at Bodhgaya, Ajanta & Ellora have been identified to be **developed as Iconic Tourist Sites (aimed at enhancing India's soft power)**.

Buddhist Conclave: Buddhist Conclave is **organised every alternate year** with the objective of promoting India as a Buddhist Destination and major markets around the globe.

Dekho Apna Desh' Initiative: It was launched by the Ministry of Tourism in 2020 to encourage **the citizens to travel widely within the country** thus enabling the development of Domestic Tourism tourist facilities and infrastructure.

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