PRASHAD Scheme

Prelims: *Current events of national and international importance | Government policies and interventions*

Why in News?

Centre Plans Temple Tourism Development in Andhra Pradesh under PRASHAD Scheme.

- The PRASHAD Scheme is a ***central flagship initiative*** to transform India's pilgrimage and heritage sites into world-class destinations.
- The name stands for *Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive.*
- **Launched by** - Ministry of Tourism.
- **Core Objectives -** The scheme aims to move beyond simple beautification by focusing on a holistic tourist experience:
- **Infrastructure -** Developing high-quality roads, public transport, and last-mile connectivity.
- **Amenities -** Building tourist facilitation centers, hygienic restrooms, waiting halls, and illumination.
- **Economic Growth -** Boosting local employment by promoting traditional arts, crafts, and cuisines.
- **Sustainability -** Ensuring eco-friendly construction, waste management, and the preservation of the site's religious and historical essence.
- **Funding and Implementation - 100% Central Funding -** For eligible project components, the Government of India provides the entire cost.
- **CSR & PPP -** The scheme also encourages contributions through **Corporate Social Responsibility (CSR)** and **Public-Private Partnerships (PPP)** for long-term maintenance.
- **Implementation -** Projects are implemented by the respective **State Governments** or Union Territory administrations through designated agencies.

Reference

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