



PRASHAD Scheme

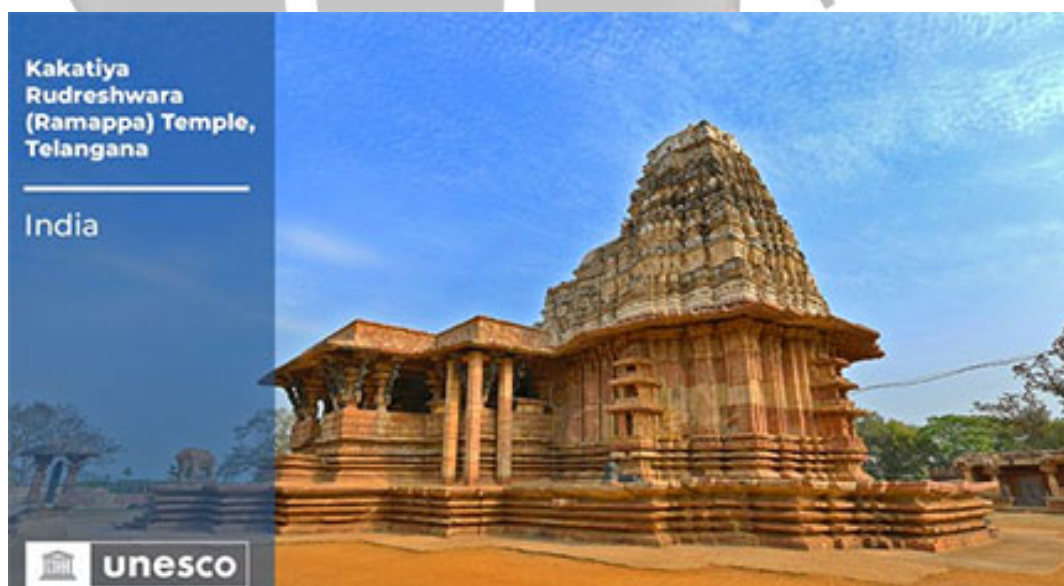
Why in News?

Recently, the President of India laid the foundation stone for the project '**Development of Pilgrimage Facilities at Bhadrachalam Group of Temples**' in Telangana.

- Another project named '**Development of Pilgrimage and Heritage Infrastructure at Rudreshwara (Ramappa) Temple**' was also laid later on.
- Both these projects have been approved **under the PRASHAD Scheme** of the Ministry of Tourism, Government of India.

What are the Key Features of the Temples?

- **Bhadrachalam Group of Temples:**
 - The temple at Bhadrachalam is said to be more than 350 years old and is **closely associated with the epic of Ramayana**.
 - It is believed that **Lord Rama with his wife Goddess Sita and brother Lakshmana spent some part of their 14 years of exile at a village called Parnasala**, a part of Dandakaranya forest near Bhadrachalam Temple.
 - These group of temples are situated on the left bank of the Godavari River.
- **Ramappa Temple:**
 - The **Ramappa temple of Lord Shiva, a perfect example of architectural brilliance**, was built **in 1213 AD by the Kakatiya rulers** and has been inscribed on **UNESCO's World Heritage list**.
 - This heritage temple attracts over 10 Lakh visitors every year and has a high visibility amongst the tourist circuit.



What is PRASHAD Scheme?

▪ **About:**

- The 'National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive' (PRASAD) was **launched by the Ministry of Tourism in the year 2014-15** with the objective of holistic development of identified pilgrimage destinations.
- The name of the scheme was **changed from PRASAD to "National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)"** in October 2017.
 - After the discontinuation of the HRIDAY scheme of the Ministry of Housing and Urban Development, the development of Heritage destinations was included in the PRASAD Scheme, changing it to PRASHAD.
- Under the PRASHAD Scheme, **several religious cities/sites in have been identified for development such as Amaravati and Srisailam** (Andhra Pradesh), Kamakhya (Assam), Parasuram Kund (Lohit District, Arunachal Pradesh), Patna and Gaya (Bihar), etc.

▪ **Implementation Agency:**

- The projects **identified under this scheme shall be implemented through the identified agencies** by the respective State/ Union Territory Government.

▪ **Funding Mechanism:**

- The Central Government provides 100% funding for the project components undertaken for public funding.
 - This scheme seeks to leverage the voluntary funding available for [Corporate Social Responsibility \(CSR\)](#) and the [Public-Private Partnership \(PPP\)](#) for improved sustainability of the projects under this scheme.

[Source: PIB](#)

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