



Prasad Scheme

The Chief Minister of Madhya Pradesh has approved an amount of **₹44.24 crore** under the **PRASAD Scheme** of the Central Government to make **Maa Pitambara Peeth** a major **religious tourist destination** of the state.

Key Points:

▪ About Pitambara Peetha:

- Pitambara Peeth is a **Hindu temple complex** which also includes an **ashram**, located in **Datia city of Madhya Pradesh**.
- **The Shri Vankhadeshwar Shivalinga** located here is believed to be from the **Mahabharata period**. This temple is one of the major centers of **Shakti Sadhana**.
- The Peetha was established in the year 1935 by **Swamiji Maharaj** with the cooperation of **Raja Shatrujit Singh Bundela of Datia**.

Prasad Scheme:

- **'National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation'** was launched by the Ministry of Tourism in **the year 2014-15** with the objective of holistic development of identified pilgrimage sites.
- In October 2017, the scheme was renamed as National Mission on **Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive** (ie **'PRASAD'**).
 - After the closure of **the HRIDAY scheme** of the Ministry of Housing and Urban Development, development of heritage sites was **included in the PRASHAD scheme**
- Several religious towns/sites have been identified for development under PRASAD Scheme such as **Amaravati and Srisailem (Andhra Pradesh), Kamakhya (Assam), Parashuram Kund (Lohit district, Arunachal Pradesh), Patna and Gaya (Bihar)** etc.
- **Implementing Agency:** The projects identified under this scheme will be implemented through agencies identified by the concerned State/UT Government.
- **Financing Mechanism:** The Central Government provides 100% funding for project components undertaken for public financing.
- The scheme seeks to leverage voluntary funding available for **Corporate Social Responsibility (CSR)** and **Public-Private Partnership (PPP)** for better sustainability of the projects.