

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) and (b) There is no specific proposal for Development of five exclusive tourism zones around beaches in partnership with private sector.

(c) and (d) NITI Aayog has been mandated to steer the process of holistic development of identified islands as unique models of sustainable development and has shortlisted 10 islands for holistic development in the first phase namely Smith, Ross, Long, Avis and Little Andaman of Andaman and Nicobar Islands and Minicoy, Bangaram, Tinnakara, Cheriya and Suheli islands of Lakshadweep.

Tribal and rural circuit under Swadesh Darshan Scheme

†2707. SHRI RAM KUMAR KASHYAP: Will the Minister of TOURISM be pleased to state:

(a) the steps taken by Government for development of tribal and rural circuits under Swadesh Darshan Scheme and the details of the amount so far utilized for tribal and rural circuits under Swadesh Darshan;

(b) whether Government has formulated any scheme to promote rural tourism in the country; and

(c) if so, the details of the proposed schemes and State-wise, UT-wise and year-wise status of rural tourism in country along with details of action plan for enhancement of prospects of tourism in rural-tribal areas?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) The tribal and rural circuits are among the thirteen thematic circuits identified for development under Swadesh Darshan scheme-Integrated Development of Theme-Based Tourist Circuits Scheme launched in 2014-15.

Under the scheme, the projects for development are identified in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, liquidation of pending utilization certificates, submission of suitable Detailed Project Report (DPR) and adherence to the scheme guidelines.

The Ministry of Tourism has sanctioned following projects for development of tribal and rural circuits under Swadesh Darshan Scheme in the country:

† Original notice of the question was received in Hindi.

(₹ in crore)

Sl. No.	State/UT	Name of the Project/Year of Sanction	Amount Sanctioned	Amount Released
A. Tribal Circuit				
1.	Nagaland	Development of Tribal Circuit Peren-Kohima-Wokha, Nagaland (2015-16)	97.36	48.68
2.	Chhattisgarh	Development of Tribal Tourism Circuit in Jashpur-Kunkuri-Mainpat-Ambikapur-Maheshpur-Ratanpur-Kurdar-Sarodadadar Gangrel-Kondagaon-Nathyanawagaon-Jagdarpur Chitrakoot-Tirthgarh in Chhattisgarh (2015-16)	99.94	19.99
3.	Telangana	Integrated Development of Mulugu-Laknavaram-Medavaram-Tadvai-Damaravi-Mallur-Bogatha Waterfalls as Tribal Circuit in Telangana (2016-17)	84.40	16.88
4.	Nagaland	Development of Tribal circuit (Mokokchung-Tuensang-Mon) in Nagaland (2016-17)	99.67	19.93
B. Rural Circuit				
5	Bihar	Development of Gandhi Circuit: Bhitiharwa-Chandrahia-Turkaulia under Rural Circuit theme of Swadesh Darshan Scheme (2017-18)	44.65	8.93

(b) and (c) The Ministry of Tourism undertakes promotional activities under the 'Incredible India' brand-line to promote India and its various tourism products and destinations including rural and tribal areas in domestic and international markets.

Incredible India campaigns are released in domestic and international markets in various media including Print, Television, Online and Outdoor to showcase India's

tourism potential and to increase foreign tourist arrivals and domestic tourist visits in the country. A series of promotional activities are also undertaken through the India Tourism Offices in India and overseas. These include participation in travel fairs and exhibitions; organising Road Shows, seminars and workshops; production of publicity material and hosting media personalities, tour operators and opinion makers from overseas under the Hospitality programme of the Ministry. The Ministry of Tourism also utilizes its website and social media platforms to promote the tourism destinations and products of the country.

Proposal to resume the Ramayana Circuit

2708. SHRI PRAMOD TIWARI: Will the Minister of TOURISM be pleased to state:

- (a) whether Government has any proposal to resume “the Ramayana Circuit” in the near future;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the details about the financial and legal implications, if any?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (d) Ramayana circuit is one of the thirteen thematic circuits identified for development under Swadesh Darshan scheme-Integrated Development of Theme-Based Tourist Circuits Scheme launched in 2014-15.

Ministry has initially identified fifteen destinations for development under the Ramayana Circuit theme namely Ayodhya, Nandigram, Shringverpur and Chitrakoot (Uttar Pradesh), Sitamarhi, Buxar and Darbhanga (Bihar), Chitrakoot (Madhya Pradesh), Mahendragiri (Odisha), Jagdalpur (Chhattisgarh), Nashik and Nagpur (Maharashtra), Bhadrachalam (Telangana), Hampi (Karnataka) and Rameshwaram (Tamil Nadu).

The following project has been sanctioned under Ramayana Circuit of Swadesh Darshan Scheme:

(₹ in crore)

Name of the Project/Year of Santion	Amount sanctioned
Development of Chitrakoot and Shringverpur as Ramayana Circuit in Uttar Pradesh (2016-17)	69.45