

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2560
ANSWERED ON 10.08.2021

PROMOTION OF RURAL TOURISM

2560. SHRI K.C. VENUGOPAL:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether Government has formulated a draft National Strategy and Roadmap for Development of Rural Tourism in India as an initiative towards AatmaNirbhar Bharat and, if so, the details thereof and main feature of the draft;
- (b) the details of rural tourism projects implemented/ sanctioned in this regard, State/UT-wise;
- (c) whether Government has received any proposals from the States/UTs in this regard and, if so, the details thereof; and
- (d) the number of villages identified and developed as rural tourist spots under rural tourism during the last three years and the current year, State/UT-wise?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes Sir, Ministry of Tourism has formulated a Draft "National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat". Driven by the spirit of "Vocal for Local", rural tourism can contribute significantly to the mission of Aatmanirbhar Bharat.

In order to develop rural tourism in the country, the strategy focuses on the following key pillars:

- (i). Model policies and best practices for rural tourism
- (ii). Digital technologies and platforms for rural tourism
- (iii). Developing clusters for rural tourism
- (iv). Marketing support for rural tourism
- (v). Capacity building of stakeholders
- (vi). Governance and Institutional Framework

In order to make the document more comprehensive, Ministry of Tourism has invited feedback/ comments/ suggestions on the draft National Strategy and Roadmap from concerned Central Ministries, all the State Governments/ UT Administrations and industry stakeholders.

(b) & (c): Further, Ministry of Tourism has identified Rural Circuit as one of the thematic circuits under Swadesh Darshan Scheme for development aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourist glimpse of the rural aspects of the country.

The projects for development of tourism related infrastructure, including rural tourism, projects/ proposals are identified for development under the circuit in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

Based on the above criteria, the Ministry has sanctioned following projects for development of Rural Circuit under the Swadesh Darshan Scheme in the country:

(Rs in Crore)			
S. No.	State/Year of Sanction	Name of Project	Amount Sanctioned
1.	Bihar 2017-18	Development of Gandhi Circuit: Bhitiharwa-Chandrahia-Turkaulia	44.65
2.	Kerala 2018-19	Development of Malanad Malabar Cruise Tourism Project	80.37

(d) : Ministry of Rural Development (MoRD) has informed that they have launched Shyama Prasad Mukherji Rurban Mission on 21st February 2016 with an attempt to make the selected rural areas in form of the cluster, socially, economically and physically sustainable regions by providing economic, social and infrastructure amenities, thus leading to sustainable and balanced regional development in the country. 300 Rurban Clusters with thematic economic growth points are proposed to be developed across the country under this innovative Mission. To ensure an optimum level of development, twenty one components have been suggested as desirable for the Cluster development. Tourism Promotion is one of twenty one components.

It has also been informed by MoRD that the States/UTs have proposed the activities related to tourism promotion under Integrated Cluster Action Plan. The list of the clusters wherein the activities related to tourism have been taken up, along with funds allocated to the activities related to tourism development- the list of Tourism Project under SPMRM is placed at Annexure.

STATEMENT IN REPLY TO PART (d) OF RAJYA SABHA UNSTARRED QUESTION NO. 2560 ANSWERED ON 10.08.2021 REGARDING PROMOTION OF RURAL TOURISM

LIST OF TOURISM PROJECTS UNDER SPMRM (Rs in Crore)

S. No	State Name	Name of the District	Cluster Name	Sub Component	Critical Gap Funding (CGF)	Convergence funds	Total
1	Andhra Pradesh	West Godavari	Eluru	Tourist Lodge	3.04	8.00	11.04
2	Assam	Kamrup	Hajo	Pilgrimage Development for Tourism	3.35	2.85	6.20
3	Andaman & Nicobar Islands	South Andaman	Ferrargunj	Agri Tourism	0.00	2.70	2.70
				Beautification of Tourism Sites	6.96	0.00	6.96
				Construction of Tourism Parks	4.50	0.80	5.30
				Nature Trail	1.14	0.00	1.14
				Public Convenience Cum Cafeteria near tourist sites	4.30	0.00	4.30
				RAILING or Floating jetty or Wooden jetty	1.10	0.30	1.40
				Revamping Historical Sites	1.44	10.76	12.20
				Riverfront Development for tourism	1.20	0.00	1.20
				Shops or Market around Tourist Places	0.00	0.23	0.23
				Walk Way along tourism sites	0.00	0.65	0.65
4	Bihar	Gaya	Nauranga	Beautification of Tourism Sites	0.00	11.33	11.33
				Construction of Tourism Parks	19.43	0.00	19.43
				Riverfront Development for tourism	2.00	0.00	2.00
				Shops or Market around Tourist Places	2.00	0.00	2.00
				Tourist Lodge	3.00	0.00	3.00
5	Dadra &	Dadra Nagar	Sayli	Shops or Market	1.50	0.00	1.50

	Nagar Haveli	Haveli		around Tourist Places			
6	Daman & Diu	Daman	Moti Daman	Beautification of Tourism Sites	7.75	0.00	7.75
7	Goa	South Goa	Xeldem	Beautification of Tourism Sites	2.50	0.00	2.50
				Nature Trail	0.00	3.00	3.00
8	Gujarat	Arvalli	Shamalaji	Pilgrimage Development for Tourism	9.00	16.00	25.00
				Walk Way along tourism sites	0.50	0.00	0.50
9	Gujarat	BanasKantha	Ambaji	Heritage Village and Tourism	7.00	25.00	32.00
10	Gujarat	Mehsana	Becharaji	Beautification of Tourism Sites	8.56	0.00	8.56
				Pilgrimage Development for Tourism	1.22	0.00	1.22
11	Gujarat	Morbi	Tikar	Beautification of Tourism Sites	0.00	0.00	0.00
				Beautification of Tourism Sites	1.19	0.32	1.51
				Riverfront Development for tourism	1.60	0.00	1.60
12	Gujarat	Panchmahal	Morva	Beautification of Tourism Sites	1.80	0.00	1.80
				Pilgrimage Development for Tourism	2.80	0.00	2.80
13	Haryana	Jhajjar	Badli	Beautification of Tourism Sites	1.00	0.00	1.00
14	Haryana	Karnal	Ballah	Beautification of Tourism Sites	0.00	1.22	1.22
15	Haryana	Panchkula	Ganeshpur	Beautification of Tourism Sites	7.69	2.48	10.17
				Construction of Tourism Parks	1.00	0.00	1.00
16	Haryana	Rewari	Kosli	Beautification of Tourism Sites	3.00	0.00	3.00
17	Himachal Pradesh	Kinnaur	Moorang	Beautification of Tourism Sites	12.80	0.00	12.80
18	Himachal Pradesh	Mandi	Aut	Agri Tourism	0.88	0.16	1.04
				Agri Tourism	1.37	3.69	5.06
19	Himachal Pradesh	Shimla	Ghanahatti	Beautification of Tourism Sites	2.00	0.00	2.00
20	Jharkhand	Dumka	Behrabank	Beautification of Tourism Sites	1.65	0.10	1.75

				Construction of Tourism Parks	0.40	0.00	0.40
21	Jharkhand	Gumla	Karaundi	Beautification of Tourism Sites	0.10	0.00	0.10
				Chairs/ Benches near tourist sites	0.05	0.00	0.05
				Heritage Village and Tourism	0.50	0.00	0.50
				Pilgrimage Development for Tourism	0.75	0.00	0.75
				Public Convenience Cum Cafeteria near tourist sites	0.00	0.20	0.20
				Riverfront Development for tourism	0.55	0.00	0.55
				Shops or Market around Tourist Places	0.60	0.00	0.60
22	Jharkhand	Khunti	Birhu	Beautification of Tourism Sites	1.20	0.00	1.20
				Construction of Tourism Parks	0.30	0.00	0.30
23	Jharkhand	PurbiSinghbhum	Dharambahal	Heritage Village and Tourism	2.65	0.00	2.65
24	Jharkhand	Ramgarh	Bicha	Construction of Tourism Parks	0.10	0.25	0.35
25	Jharkhand	Ranchi	Brambey	Boating	0.80	0.00	0.80
				Public Convenience Cum Cafeteria near tourist sites	1.00	0.00	1.00
26	Jharkhand	Chatra	Saradhu	Heritage Village and Tourism	1.90	0.00	1.90
27	Jharkhand	Simgeda	Aidega	Beautification of Tourism Sites	0.00	0.18	0.18
				Riverfront Development for tourism	0.00	0.18	0.18
				Tourist Lodge	0.10	0.00	0.10
28	Jharkhand	Bokaro	Siyaljori	Pilgrimage Development for Tourism	0.13	0.22	0.35
29	Jharkhand	West Singhbhum	Dudhbila	Beautification of Tourism Sites	1.55	0.05	1.60
				Walk Way along tourism sites	0.50	0.00	0.50

30	Kerala	Alappuzha	Kanjikuzhy - Mararikulam	Agri Tourism	3.00	0.00	3.00
				Agri Tourism	0.65	39.30	39.95
				Construction of Tourism Parks	0.60	0.00	0.60
31	Kerala	Kottayam	Puthuppally - Manarcad	Beautification of Tourism Sites	0.90	1.50	2.40
32	Kerala	Malappuram	Tanalur - Nirmaruthoor	Construction of Tourism Parks	3.26	0.50	3.76
				Riverfront Development for tourism	2.45	0.00	2.45
33	Kerala	Palakkad	Puthucode-Kavassery	Agri Tourism	3.80	0.25	4.05
34	Kerala	Thrissur	PunnayoorkulamVadakkakkad	Agri Tourism	4.05	4.50	8.55
35	Ladakh	Leh	Spituk	Construction of Tourism Parks	6.30	0.00	6.30
				Public Convenience Cum Cafeteria near tourist sites	0.00	0.28	0.28
36	Madhya Pradesh	Chhatarpur	Achhatt	Beautification of Tourism Sites	9.27	1.52	10.79
37	Madhya Pradesh	Chhindwara	Delakhari	Beautification of Tourism Sites	3.00	0.00	3.00
38	Madhya Pradesh	Indore	NavdaPanth	Cycling Track	8.00	0.00	8.00
39	Madhya Pradesh	Indore	Simrol	Beautification of Tourism Sites	2.00	0.00	2.00
40	Madhya Pradesh	Mandla	Ramnagar	Nature Trail	0.35	0.48	0.83
41	Madhya Pradesh	Seoni	Kanhiwada	Nature Trail	1.75	0.00	1.75
42	Maharashtra	Aurangabad	Jogeshwari	Beautification of Tourism Sites	2.54	0.00	2.54
43	Maharashtra	Jalgaon	Hartale	Beautification of Tourism Sites	2.46	110.68	113.14
				Construction of Tourism Parks	0.00	4.37	4.37
				Tourist Lodge	0.93	0.00	0.93
44	Maharashtra	Jalgaon	Patonda	Pilgrimage Development for Tourism	0.00	0.10	0.10
45	Maharashtra	Jalgaon	Yengaon	Pilgrimage Development for Tourism	0.35	0.35	0.70
46	Maharashtra	Nagpur	Kanholibara	Pilgrimage Development for Tourism	0.00	1.76	1.76
47	Maharashtra	Palghar	Kasatwadi	Beautification of	0.90	0.90	1.80

				Tourism Sites			
				Shops or Market around Tourist Places	1.80	0.00	1.80
				Trek Route	3.60	0.40	4.00
48	Maharashtra	Pune	Khadkala	Beautification of Tourism Sites	0.00	2.40	2.40
49	Maharashtra	Pune	Lonikalbhor	Beautification of Tourism Sites	0.00	0.50	0.50
50	Odisha	Balasore	Rabania	Construction of Tourism Parks	0.40	1.10	1.50
51	Odisha	Ganjam	Kesapur	Boating	0.00	1.00	1.00
52	Odisha	Kandhamal	Kotagarh	Beautification of Tourism Sites	0.10	0.00	0.10
				Chairs/ Benches near tourist sites	0.00	0.30	0.30
53	Odisha	Sundergarh	Kuarmunda	Riverfront Development for tourism	0.50	0.50	1.00
54	Punjab	Fatehgarh Sahib	Sanghol	Construction of Tourism Parks	1.00	0.00	1.00
				Revamping Historical Sites	3.00	0.00	3.00
				Walk Way along tourism sites	1.75	0.00	1.75
55	Punjab	Tarn Taran	Chohla Sahib	Cycling Track	1.00	0.00	1.00
				Pilgrimage Development for Tourism	2.00	0.00	2.00
				Public Convenience Cum Cafeteria near tourist sites	2.34	0.00	2.34
				Revamping Historical Sites	0.24	0.00	0.24
				Riverfront Development for tourism	1.00	0.00	1.00
56	Rajasthan	Banswara	Abapura	Pilgrimage Development for Tourism	1.70	0.35	2.05
57	Rajasthan	Barmer	Majiwala	Riverfront Development for tourism	2.00	0.00	2.00
58	Rajasthan	Bharatpur	Jurehera	Construction of Tourism Parks	2.97	2.00	4.97
59	Rajasthan	Bikaner	Palana	Beautification of Tourism Sites	0.12	0.00	0.12
60	Rajasthan	Jalore	Raniwara Kalan	Pilgrimage Development for	2.24	0.05	2.29

				Tourism			
61	Rajasthan	Jodhpur	Salawas	Construction of Tourism Parks	4.00	0.00	4.00
62	Rajasthan	Pratapgarh	PeeliKhera	Construction of Tourism Parks	0.10	0.00	0.10
				Tourist Lodge	0.15	0.00	0.15
63	Rajasthan	Udaipur	Gogunda	Riverfront Development for tourism	5.80	2.54	8.34
64	Sikkim	South Sikkim	Namthang	Beautification of Tourism Sites	0.00	4.27	4.27
				Public Convenience Cum Cafeteria near tourist sites	0.12	0.00	0.12
65	Sikkim	West Sikkim	Soreng	Nature Trail	0.86	0.39	1.25
66	Tamil Nadu	Kancheepuram	Singaperumal Koil	Heritage Village and Tourism	0.25	0.00	0.25
67	Telangana	Karimnagar	Bizigirisharif	Beautification of Tourism Sites	1.00	0.00	1.00
68	Telangana	Komaram Bheem	Chirrakunta	Beautification of Tourism Sites	2.00	1.00	3.00
69	Telangana	Nagarkurnool	Vennacharla	Beautification of Tourism Sites	0.15	0.10	0.25
				Pilgrimage Development for Tourism	0.05	0.00	0.05
				Public Convenience Cum Cafeteria near tourist sites	0.20	0.20	0.40
				Rain Shelter near tourism sites	0.40	0.00	0.40
70	Telangana	Nirmal	Kuntala	Beautification of Tourism Sites	0.35	0.00	0.35
71	Telangana	Nizamabad	Yedapally	Pilgrimage Development for Tourism	2.00	1.30	3.30
72	Telangana	Pedapally	Sulthanabad	Beautification of Tourism Sites	1.30	0.20	1.50
73	Telangana	Yadadri Bhuvanagiri	Choutuppal	Pilgrimage Development for Tourism	0.43	0.00	0.43
74	Tripura	Gomati	Killa	Construction of Tourism Parks	1.00	0.90	1.90
75	Tripura	North Tripura	Belianchip	Beautification of Tourism Sites	1.26	0.00	1.26
				Construction of Tourism Parks	0.32	0.00	0.32
				Pilgrimage Development for	0.10	0.00	0.10

				Tourism			
				Rain Shelter near tourism sites	0.30	0.00	0.30
				Trek Route	0.10	0.00	0.10
76	Tripura	North Tripura	Rowa	Construction of Tourism Parks	0.93	0.00	0.93
				Rain Shelter near tourism sites	0.66	0.00	0.66
				Trek Route	0.10	0.00	0.10
77	Uttarakhand	Bageshwar	Kausani	Agri Tourism	6.40	0.00	6.40
78	Uttarakhand	TehriGarhwal	Dhanaulti	Beautification of Tourism Sites	2.79	0.00	2.79
				Chairs/ Benches near tourist sites	0.39	0.00	0.39
				Nature Trail	0.77	0.00	0.77
				Public Convenience Cum Cafeteria near tourist sites	0.34	0.00	0.34
				Railing	0.15	0.00	0.15
				Rain Shelter near tourism sites	0.37	0.00	0.37
				Shops or Market around Tourist Places	0.20	0.00	0.20
				Trek Route	0.44	0.00	0.44
				Walk Way along tourism sites	2.12	0.00	2.12
79	Uttarakhand	Udham Singh Nagar	Paheniya	Public Convenience Cum Cafeteria near tourist sites	1.50	0.50	2.00
80	Uttar Pradesh	Chitrakoot	Kasahai	Beautification of Tourism Sites	5.00	1.50	6.50
81	Uttar Pradesh	Chitrakoot	Mau Mustkil	Tourist Lodge	4.00	0.00	4.00
82	Uttar Pradesh	Kushi Nagar	Bans Gaon	Construction of Tourism Parks	1.90	3.60	5.50
83	Uttar Pradesh	Mahoba	Sri Nagar	Beautification of Tourism Sites	0.80	0.00	0.80
				Shops or Market around Tourist Places	0.40	0.00	0.40
84	Uttar Pradesh	Sonbhadra	Kodai	Construction of Tourism Parks	0.99	0.20	1.19
TOTAL					280.26	282.46	562.72
