

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2222
ANSWERED ON 04.08.2022

PROMOTION OF RURAL TOURISM

2222 DR. K. LAXMAN:

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

- (a) the concrete steps taken by Government to promote rural tourism in the last five years and the results thereof;
- (b) whether any amount has been earmarked by Government in the annual budget to promote rural tourism, if so, the details thereof; and
- (c) the role of State Governments defined for promoting rural tourism and the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. The strategy document 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

Rural circuit was identified as one of the thematic circuits for development of tourism related infrastructure under Swadesh Darshan scheme of the Ministry of Tourism. The guidelines provided financial assistance to State Governments/Union Territory Administrations for development of rural tourism related infrastructure in the country. The projects undertaken for development by the Ministry are identified in consultation with State Governments/ Union Territory Administrations/Central Agencies and are sanctioned subject to submission of project proposals by them, their adherence to relevant scheme guidelines, submission of suitable Detailed Project Reports, availability of funds and utilization of funds released for projects sanctioned earlier.

Details of funds sanctioned and released for Rural tourism projects are at Annexure I.

Further as conveyed by Ministry of Rural Development, one of the Rural Development scheme under implementation is Shyama Prasad Mukherji Rurban Mission (SPMRM). SPMRM was launched on 21st February 2016 with attempts 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.

Under SPMRM, cluster are not exclusively developed as Tourism clusters, rather the Mission focuses on holistic development of clusters and to ensure an optimum level of development, twenty one components have been suggested as desirable for the Cluster development. Among the 21 components, Tourism promotion is one of the major component under which States/UTs have approved investment both under CGF and Convergence for different activities like beautification of tourist sites, infrastructure development at tourist places, Pilgrimage Development for Tourism, construction of Tourism parks, Heritage development, etc. A total of 103 clusters covering 32 States/UTs have approved an investment of Rs. 492.31crore both under CGF and Convergence under Tourism Promotion. The cluster wise investment approved under Tourism promotion component is at Annexure II.

ANNEXURE-I

STATEMENT IN REPLY OF PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.2222 ANSWERED ON 04.08.2022 REGARDING PROMOTION OF RURAL TOURISM

Details of project sanctioned under the Rural Circuit of Swadesh Darshan Scheme in the country

(Amt. in crore)

S. No.	Name of State	Year of sanction	Project Name	Amt. Sanctioned	Amt. Released
1.	Bihar	(2017-18)	Development of Bhitiharwa-Chandrahia- Turkaulia	44.65	35.72
2.	Kerala	(2018-19)	Development of Malanad Malabar Cruise Tourism Project	80.37	23.77
			Total	125.02	59.49

ANNEXURE II

STATEMENT IN REPLY OF PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.2222 ANSWERED ON 04.08.2022 REGARDING PROMOTION OF RURAL TOURISM

State/UT wise Tourism clusters identified and investment approved and expenditure made so far under SPMRM

State Name	Cluster Name	(Amt. in Cr)	
		Investment approved	Expenditure made so far
Andaman And Nicobar Islands	Ferrargunj	20.79	1.69
Andhra Pradesh	Arakuvalley	2.8	0
	Eluru(Rural)	5.01	0
	Rampachodavaram	1.54	0
Assam	ChandrapurRurban Cluster	2.87	0.69
	HajoRurban Cluster	6.24	1.07
Bihar	Nauranga	26.41	0
Chhattisgarh	Badekanera	0.49	0.09
Dadra And Nagar Haveli And Daman And Diu	Sayli	0.5	0
Goa	Xeldem	1.51	0
Gujarat	Becharaji	9.76	0.16
	Matied	0.01	0.01
	Ravapar	0.4	0.28
	Shamalaji	9.38	3.77
	Tikar	8.74	1.73
Haryana	Badli	0.19	0
	Balla	1.22	0
	Ganeshpur	6.05	0.54
Himachal Pradesh	Aut	3.59	0.63
	Ghannahati	0.52	0.26
	Hinner	3.27	0.86
	Moorang	13.33	3.48
	Sangla	1.01	0.3
	Sihunta	0.27	0
Jammu and Kashmir	Khumriyal	11.57	0.48
Jharkhand	Aidega	0.22	0.22
	Bicha	0.66	0
	Brambe	1.69	0.38
	Dharambahal	4.41	1.21
	Dudhbila	1.98	0.37
	Karaundi	2.68	0.81
	Saradhu	1.9	0
	Siyaljori	0.9	0

Karnataka	Gurugunta	1	1
	Haragadde	3.65	3.48
	Holalu	4.5	1.2
Kerala	Edappal Vattamkulam Cluster	1.29	0.14
	Kanjikuzhy - Mararikulam North	49.11	2.4
	Pinarayi - Vengad Cluster	7.53	1.64
	Punnayoorkulam Vada kkekkad Rurban Cluster	7.57	1.66
	Puthucode-Kavassery Rurban Cluster	2.22	0
	Puthuppally - Manarcad Cluster	0.22	0.07
	Tanalur - Nirmaruthoor Cluster	7.22	2.62
Ladakh	Spituk Cluster	6.58	0
Lakshadweep	Amini	3.05	0
Madhya Pradesh	Achhat	0.72	0
	Ramnagar	3.15	0
	Simrol	0.9	0
Maharashtra	Hartala	34.26	5.87
	Kanholi Bara	1.76	0
	Kasatwadi	4.58	0.72
	Khadkala	3.88	0.03
	Loni Kalbhori	0.1	0
	Nirgude	0.33	0
	Patonda	0.8	0
	Vevaji	0.58	0
	Yengaon	0.7	0.23
Manipur	Keirao Makting	8.17	0
	Khangabok	10.68	10.68
	Saikul	4.1	0
Meghalaya	Chisim Apal	0.35	0.1
	Mawlangwir	2.58	1.03
	Sohkha Cluster	0.8	0.16
Mizoram	Aibawk	4.98	4.47
	East Lungdar	0.63	0.45
	Khawzawl	1.89	1.89
	Thingulthiah	0.38	0.38
Nagaland	Kohima Sadar	2.05	0
Odisha	Kotagarh	0.8	0
	Kuarmunda	1	0
	Raibania	1.6	0
Puducherry	Bahour	45.96	6.31
	Thirunallar	22.5	1.8
Punjab	Dhandara (Ludhiana 1)	3.53	2.73
	Sanghol (Fatehgarh Sahib)	8.97	7.2
Rajasthan	Abapura	1.58	0.48

	Bhadar	1.3	0
	Bhagora	0.66	0.14
	Gogunda	4.28	0.65
	Majiwala	1.23	0.31
	Peelikhera	0.35	0.22
	RaniwaraKalan	0.45	0
	Salawas	0.43	0.04
Sikkim	NamthangRurban Cluster	1.91	1.7
	Soreng Cluster	1.6	0
Tamil Nadu	Singaperumalkoil	0.25	0.25
Telangana	Bijigirisharif	4	1.7
	Choutuppal	0.44	0.37
	Kunthala	0.35	0.27
	Parvathagiri	11.47	3.4
	Sulthanabad	1.5	0.1
	Vennacherla	4.33	2.2
	Yedapally	3.92	1.78
Tripura	Belianchip	0.25	0.11
	Rowa	1.79	0.27
Uttar Pradesh	Bansgaon	1.24	0.29
	Kodai	1	0.45
	Mau Mustakil	8.76	0.15
	Midakur	3.57	2.13
	Sri Nagar	1.13	0.94
Uttarakhand	Dhanaulti	7.61	4.11
	Kausani	6.4	2.3
	Paheniya	2	0.91
	Grand Total	492.31	102.56
