

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.156
ANSWERED ON 13.03.2025

DEVELOPMENT OF RURAL TOURISM IN KUSHINAGAR

156 SHRI KUNWAR RATANJEET PRATAP NARAYAN SINGH:

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

- (a) the key components of the National Strategies for Development of Rural Tourism and promotion of Rural Homestays in the country particularly in Kushinagar district;
- (b) the steps taken by the Ministry to encourage Buddhist tourism and its impact on local communities;
- (c) the number of projects sanctioned under Buddhist circuit and Rural Circuit of the Swadesh Darshan Scheme; and
- (d) whether the Ministry has plans to expand tourism initiatives in Kushinagar Parliamentary constituency, and if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (d) OF RAJYA SABHA STARRED QUESTION NO.156 ANSWERED ON 13.03.2025 REGARDING DEVELOPMENT OF RURAL TOURISM IN KUSHINAGAR RAISED BY SHRI KUNWAR RATANJEET PRATAP NARAYAN SINGH

(a): Recognizing the immense potential of rural tourism in the country, Ministry of Tourism has formulated National Strategy for Development of Rural Tourism and promotion of Rural Homestays in the country. The strategy focuses on the following key pillars:

- (i) Benchmarking of state policies and best practices
- (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

(b) to (d): As part of the overall strategy for promotion of tourism in the country, promotion of various tourism destinations and products including tourism in Buddhist sites are taken up.

The Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the State Governments/UT Administrations including the State of Uttar Pradesh. The details of projects sanctioned under Buddhist circuit and Rural Circuit of the Swadesh Darshan Scheme are given at Annexure-I. The details of projects sanctioned in Uttar Pradesh under various schemes of the Ministry are given at Annexure-II.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (b) TO (d) OF RAJYA SABHA STARRED QUESTION NO.156 ANSWERED ON 13.03.2025 REGARDING DEVELOPMENT OF RURAL TOURISM IN KUSHINAGAR RAISED BY SHRI KUNWAR RATANJEET PRATAP NARAYAN SINGH

The list of the projects sanctioned under the Rural Circuit of the Swadesh Darshan scheme as on 28.02.2025 is as under:-

| S. No. | State/ UT | Circuit / Sanction Year | Name of the Project | Amount Sanctioned in ₹ Crore | Amount Released /Authorized* in ₹ Crore | Amount Utilized in ₹ Crore (as per UC submitted by Implementing Agency) |
|--------|-----------|-------------------------|---|------------------------------|---|---|
| 1. | Bihar | Rural Circuit 2017-18 | Development of Bhitiharwa-Chandrahia- Turkaulia | 44.27 | 40.31 | 40.31 |
| 2. | Kerala | Rural Circuit 2018-19 | Development of Malanad Malabar Cruise Tourism Project | 57.35 | 45.88 | 36.34 |

* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.

The list of the projects sanctioned under the Buddhist Circuit of the Swadesh Darshan scheme as on 28.02.2025 is as under:-

| S. No. | State/ UT | Circuit / Sanction Year | Name of the Project | Amount Sanctioned in ₹ Crore | Amount Released /Authorized* in ₹ Crore | Amount Utilized in ₹ Crore (as per UC submitted by Implementing Agency) |
|--------|----------------|--------------------------|---|------------------------------|---|---|
| 1. | Andhra Pradesh | Buddhist Circuit 2017-18 | Development of Buddhist Circuit: Shalihundam-Bavikonda-Bojjanakonda -Amravati-Anupu | 35.24 | 30.02 | 30.02 |
| 2. | Bihar | Buddhist Circuit 2016-17 | Development of Buddhist circuit-Construction of Convention Centre at Bodhgaya | 95.18 | 95.18 | 95.18 |
| 3. | Gujarat | Buddhist Circuit | Development of Junagadh- GirSomnath-Bharuch-Kutch- | 26.68 | 22.28 | 19.96 |

| | | | | | | |
|----|----------------|-----------------------------|--|-------|-------|-------|
| | | 2017-18 | Bhavnagar- Rajkot- Mehsana | | | |
| 4. | Madhya Pradesh | Buddhist Circuit 2016-17 | Development of Sanchi- Satna-Rewa-Mandsaur- Dhar | 74.02 | 72.75 | 72.75 |
| 5. | Uttar Pradesh | Buddhist Circuit 2016-17 | Development of Srawasti, Kushinagar, &Kapilwastu | 87.89 | 72.56 | 68.43 |

* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.

ANNEXURE-II

STATEMENT IN REPLY TO PARTS (b) TO (d) OF RAJYA SABHA STARRED QUESTION NO.156 ANSWERED ON 13.03.2025 REGARDING DEVELOPMENT OF RURAL TOURISM IN KUSHINAGAR RAISED BY SHRI KUNWAR RATANJEET PRATAP NARAYAN SINGH

List of projects sanctioned in Uttar Pradesh under PRASHAD Scheme (as on 20.01.2025)

(Rs. in Crore)

| S. No. | Project Name | Sanction Year | Approved Cost | Amount Released | Physical Progress % | Financial Progress % | District |
|--------|--|---------------|---------------|-----------------|---------------------|----------------------|----------|
| 1. | Development of Varanasi – Phase –I | 2015-16 | 18.73 | 18.73 | 100% | 100% | Varanasi |
| 2. | Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II) | 2014-15 | 10.98 | 10.98 | 100% | 100% | Mathura |
| 3. | Development of River Cruise Tourism at Varanasi | 2017-18 | 9.02 | 9.02 | 100% | 100% | Varanasi |
| 4. | Construction of Tourist Facilitation Centre at Vrindavan | 2014-15 | 9.36 | 9.36 | 100% | 100% | Mathura |
| 5. | Development of Varanasi – Phase II | 2017-18 | 44.60 | 31.77 | 100% | 71% | Varanasi |
| 6. | Development of Infrastructure facilities at Govardhan | 2018-19 | 37.59 | 30.97 | 100% | 78% | Mathura |

The list of the projects sanctioned in Uttar Pradesh under Swadesh Darshan scheme as on 28.02.2025 is as under:-

| S. No. | State/ UT | Circuit / Sanction Year | Name of the Project | Amount Sanctioned in ₹ Crore | Amount Released /Authorized* in ₹ Crore | Amount Utilized in ₹ Crore (as per UC submitted by Implementing Agency) |
|--------|---------------|-------------------------|--------------------------------------|------------------------------|---|---|
| 1. | Uttar Pradesh | Buddhist Circuit | Development of Srawasti, Kushinagar, | 87.89 | 72.56 | 68.43 |

| | | | | | | |
|----|---------------|---------------------------|--|--------|--------|--------|
| | | 2016-17 | & Kapilwastu | | | |
| 2. | Uttar Pradesh | Ramayana Circuit 2016-17 | Development of Chitrakoot and Shringverpur | 69.45 | 64.09 | 56.03 |
| 3. | Uttar Pradesh | Spiritual Circuit 2016-17 | Development of Ahar-Aligarh-Kasganj-Sarosi (Unnao)-Pratapgarh- Kausambi-Mirzapur-Gorakhpur-Domariyaganj-Basti-Barabanki-Azamgarh-Kairana- Baghpat-Shahjahanpur | 71.91 | 69.63 | 69.63 |
| 4. | Uttar Pradesh | Spiritual Circuit 2016-17 | Development of Bijnor- Meerut-Kanpur- Kanpur Dehat- Banda-Ghazipur- Salempur-Ghosi- Balia-Ambedkar Nagar-Aligarh- Fatehpur-Deoria- Mahoba-Sonbhadra- Chandauli-Mishrikh- Bhadohi | 67.51 | 64.14 | 63.62 |
| 5. | Uttar Pradesh | Heritage Circuit 2016-17 | Development of Kalinjar Fort (Banda)-MagharDham (SantKabir Nagar)-ChauriChaura, Shaheed Sthal (Fatehpur)-MahuarshaheedSthal (Ghosi)- Shaheed Smarak (Meerut) | 36.65 | 36.65 | 36.65 |
| 6. | Uttar Pradesh | Ramayana Circuit 2017-18 | Development of Ayodhya | 127.21 | 115.46 | 113.22 |
| 7. | Uttar Pradesh | Spiritual Circuit 2018-19 | Development of Jewar-Dadri-Sikandrabad-Noida-Khurja-Banda | 12.03 | 11.43 | 11.69 |
| 8. | Uttar Pradesh | Spiritual Circuit 2018-19 | Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyaganj) | 18.30 | 18.12 | 18.12 |

* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.

(Rs. in Crore)

| Circuit / Sanction Year | Name of the Project | Amount Sanctioned | Amount Released /Authorised | Amount Utilised* |
|------------------------------|---|-------------------|-----------------------------|------------------|
| Wayside Amenities 2018-19 | Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi-Gaya; Kushinagar-Gaya- Kushinagar in collaboration with MoRTH | 15.07 | 14.32 | 15.83 |

Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centers to Global Scale

The Ministry of Tourism has issued Operational Guidelines and template for Detailed Project Report for Special assistance to States for capital investment- Development of Iconic Tourist Centres to Global Scale to the State Governments.

Ministry evaluated the proposals submitted by States and shortlisted 40 projects amounting to ₹ 3295.76 Crore in 2024-25 which is being funded by Dept of Expenditure for development. Further, DoE has also released first instalment of the projects amounting to ₹ 2177.79 Crore.

| S. No. | State | Name of the Project | Sanctioned Cost (₹ Crore) | Amount Released (₹ Crore) |
|--------|---------------|--|---------------------------|---------------------------|
| 1. | Uttar Pradesh | Development of Bateshwar in District-Agra | 74.05 | 101.83 |
| 2. | Uttar Pradesh | Integrated Buddhist Tourism Development in Shrawasti | 80.24 | |

List of sanctioned projects under Swadesh Darshan 2.0 as on 28.02.2025

| S. No. | State | Destination | Name of the Experience | Sanctioned Cost (₹ Crore) | Date of Sanction |
|--------|---------------|--------------|---|---------------------------|------------------|
| 1. | Uttar Pradesh | Prayagraj | Azad Park and Dekho Prayagraj Trail Exp | 13.02 | 05-03-2024 |
| 2. | Uttar Pradesh | Naimisaranya | Vedic- wellness Experience | 15.94 | 05-03-2024 |

Production of Creatives and Collaterals

- (i) A thematic brochure on the Buddhist sites in India was redeveloped and printed
- (ii) Digital destination brochure on Kushinagar

List of Projects Sanctioned under the Scheme Assistance to Central Agencies

(Rs. In lakhs)

| S. No. | Name of Project | State | Agency | Sanction Date | Amount sanctioned | Amount Released |
|--------|---|---------------|--------|---------------|-------------------|-----------------|
| 1. | Illumination of monuments in Varanasi/Sarnath | Uttar Pradesh | ITDC | 28-02-2015 | 512.43 | 381.47 |

| | | | | | | |
|----|---|---------------|------|------------|--------|--------|
| | (Dhamekh Stupa in Sarnath Chaukhandi Stupa in Sarnath, Tomb of Lalkan in Sarnath and Man Mahal in Banaras). | | | | | |
| 2. | Illumination of three monuments in Varanasi, Uttar Pradesh- 1. Dashashwamedh Ghat to Darbhanga Ghat (stretch of 300 m) 2. Tulsi Manas Mandir 3. Sarnath Museum | Uttar Pradesh | CPWD | 21-12-2017 | 293.55 | 293.55 |

Financial Assistance to State Governments and UTs for organising Fairs & Festivals and Tourism Related Events

(Rs. In lakhs)

| Name of state | Year | Name of Fairs & Festivals | Amount sanctioned | Amount released |
|---------------|---------|---------------------------|-------------------|-----------------|
| Uttar Pradesh | 2019-20 | Ganga Mahotsav-Varanasi | 15.00 | 15.00 |
| | | Deepotsav, Ayodhya | 25.00 | 25.00 |
| | | Taj Mahotsav, Agra | 10.00 | 10.00 |
| | 2022-23 | Firozabad Mahotsav | 25.00 | 25.00 |
| | 2023-24 | Firozabad Mahotsav | 25.00 | 25.00 |
| | | Hathras Mahotsav | 25.00 | 25.00 |
