

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.946
ANSWERED ON 27.07.2023

PROMOTION OF RURAL TOURISM IN WEST BENGAL

946 SMT. SHANTA CHHETRI:

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

- (a) the steps taken by the Ministry to promote rural tourism in the country including West Bengal;
- (b) whether fund has been allotted for promoting rural tourism; and
- (c) if so, the details thereof, if not, the reasons therefor?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Promotion and development of Tourism, including Rural Tourism, is primarily the responsibility of the State Governments/UT Administrations.

However, Ministry of Tourism, promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country.

Ministry of Tourism has taken the following steps to promote Rural Tourism in the country including West Bengal:

- I 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
- II To review the progress on the implementation of the Strategy, a Task Force for Development of Rural Tourism has been constituted under the Chairpersonship of Secretary (T), comprising of representatives from identified Central Ministries/organizations, State Governments/UT Administrations and Industry Stakeholders.
- III The Rural Tourism Village portal was launched on 16th February 2023. The website has information about the rural tourism destinations in India, Rural homestays in India, Government and Industry initiatives for rural tourism etc.
- IV Ministry of Tourism in partnership with Central Nodal Agency for Rural Tourism (IITTM) has launched the Best Tourism Village Competition. The core aim of the competition is to develop the competitive feeling among the villages of India.

(b) to (c): 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. Details of funds sanctioned and released for Rural tourism circuits are at **Annexure**.

ANNEXURE

STATEMENT IN REPLY OF PARTS (b) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.946 ANSWERED ON 27.07.2023 REGARDING PROMOTION OF RURAL TOURISM IN WEST BENGAL

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

(Amount in ₹ crore)

S. No.	Name of State	Year	Project Name	Amount Sanctioned	Amount Released
1.	Bihar	(2017-18)	Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia	44.27	39.96
2.	Kerala	(2018-19)	Development of Malanad Malabar Cruise Tourism Project	57.35	30.98
			Total	101.62	70.94
