

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
