GOVERNMENT OF INDIA
MINISTRY OF TOURISM

LOK SABHA
STARRED QUESTION NO.†*368
ANSWERED ON 12.12.2016

PROMOTION OF RURAL TOURISM

†*368. SHRI SUBHASH PATEL:
  SHRI G.M. SIDDESHWARA:

  Will the Minister of TOURISM be pleased to state:

(a) whether the Government has formulated any scheme for the promotion of rural tourism in the country;

(b) if so, the details of the schemes implemented/proposed to be implemented for the promotion of rural tourism and action plan to increase the tourism potential in rural/backward/tribal areas of the country along with the status of rural tourism in the country, State/UT-wise;

(c) the funds sanctioned, released and utilised in this regard during the last three years and the current year, State/UT-wise and year-wise;

(d) whether the Government has identified remote villages and small and medium towns as spots of tourist attraction; and

(e) if so, the details thereof, State/UT-wise along with the funds allocated by the Government in this regard?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
          (DR. MAHESH SHARMA)

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

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STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.†*368 ANSWERED ON 12.12.2016 REGARDING PROMOTION OF RURAL TOURISM.

(a) and (b): The Ministry of Tourism (MoT) promotes India as a holistic destination and as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote tourism products and destinations of the country including Rural Tourism. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country.

(c), (d) and (e): Ministry of Tourism recognising the immense potential of rural tourism in the country has identified the Rural Circuit as one of the 13 thematic circuits under Swadesh Darshan Scheme to promote local arts, culture, handicraft, cuisine to generate livelihoods. Rural Tourism Scheme also formed part of the Product/Infrastructure Development for Destinations and Circuits (PIDDC) Scheme. The details of rural tourism projects sanctioned by the Ministry of Tourism under PIDDC during the last three years and the current financial year including hardware and software components are at Annexure.

The PIDDC scheme has been delinked from Union Support with effect from 2015-16. No project proposals have been sanctioned so far for Rural Circuit under the Swadesh Darshan Scheme.

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STATEMENT IN REPLY TO PARTS (c), (d) & (e) OF LOK SABHA STARRED QUESTION NO.†*368 ANSWERED ON 12.12.2016 REGARDING PROMOTION OF RURAL TOURISM.

Funds sanctioned and released for rural tourism projects during 2013-14, 2014-15, 2015-16 and current financial year.

(Rs. in Lakhs)

Sl. No.	Name of the Project	Amount Sanctioned	Amount Released	UC received
2013-14				
Jammu & Kashmir				
1	Development of Tourist Village at Nai Basti Gulabgarh, District Jammu- Hardware	48.25	38.60	38.60
2	Development of Tourist Village at Nai Basti Gulabgarh, District Jammu – Software	17.00	13.60	13.60
3	Development of Tourist Village at Loran Mandi, Poonch District in J&K - Hardware	48.59	38.87	38.87
4	Development of Tourist Village at Loran Mandi, Poonch District in J&K – Software	17.00	13.60	13.60
5	Development of Tourist Village at Pingla Mata, Udhampur District in J&K – Hardware	50.00	40.00	40.00
6	Development of Tourist Village at Pingla Mata, Udhampur District in J&K – Software	17.00	13.60	13.60
7	Development of Tourist Village at Chunti Pathri, Nambalnar, Baba Reshi,	50.00	40.00	40.00

	District Baramulla – Hardware			
8	Development of Tourist Village at Chunti Pathri, Nambalnar, Baba Reshi, District Baramulla – Software	20.00	16.00	16.00
9	Development of Tourist Village at Pakharpora, District Budgam, J&K – Hardware	39.50	31.60	31.60
10	Development of Tourist Village at Pakharpora, District Budgam, J&K – Software	17.07	13.65	13.65
11	Development of Tourist Village at Quimoh, District Anantnag, J&K – Hardware	39.50	31.60	31.60
12	Development of Tourist Village at Quimoh, District Anantnag, J&K – Software	17.37	13.89	13.89
13	Development of Tourist Village at Data Da Talab at Birpur, Dist Samba, J&K. – Hardware	48.89	39.11	39.11
14	Development of Tourist Village at Data Da Talab at Birpur, Dist Samba, J&K. – Software	17.00	13.60	13.60
15	Development of Tourist Village at Dedikote Kupwara-Hardware	49.19	39.35	39.35
16	Development of Tourist Village at Dedikote Kupwara-Software	16.00	12.80	12.80
17	Development of Tourist Village at Poshkar District Budgam- Hardware	41.34	33.07	33.07
18	Development of Tourist Village at Poshkar District Budgam- Software	18.50	14.80	14.80
19	Development of Tourist Village at Omah Verinag, District Anantnag – Hardware	39.49	31.59	31.59

20	Development of Tourist Village at Omah Verinag, District Anantnag- Software	17.32	13.85	13.85
21	Development of Tourist Village at Kachwari, District Budgam- Hardware	39.49	31.59	31.59
22	Development of Tourist Village at Kachwari, District Budgam- Software	17.02	13.61	13.61
23	Development of Tourist Village at Arnas, District Udhampur- Hardware	48.89	39.11	39.11
24	Development of Tourist Village at Arnas, District Udhampur- Software	17.00	13.60	13.60
25	Development of Tourist Village at Sankoo, District Kargil- Hardware	50.00	40.00	40.00
26	Development of Tourist Village at Sankoo, District Kargil- Software	12.00	9.60	9.60
27	Development of Tourist Village at Dera Baba Bandha, District Reasi, J&K – Hardware	34.72	27.77	27.77
28	Development of Tourist Village at Dera Baba Bandha, District Reasi, J&K- Software	17.00	13.60	13.60
29	Dev. Of Tourist Village at Mir Panchari District Udhampur (Hardware)	46.18	5.00	5.00
30	Dev. Of Tourist Village at Mir Panchari District Udhampur (Software)	17.00	13.60	13.60
Uttarakhand				
31	Development of rural tourism Agora Village (Dodital) Uttarakhand (Software)	17.00	3.40	3.40
	Total	945.31	714.06	714.06

2014-15				
Jammu & Kashmir				
1	Development of Tourist Village at Kalhota Marmat Doda District, in J&K Hardware	48.89	9.77	0.00
2	Development of Tourist Village at Kalhota Marmat Doda District, in J&K Software	17.00	3.40	3.40
3	Development of Tourist Village at Banimullah, Kulgam District, in J&K Hardware	45.16	9.03	0.00
4	Development of Tourist Village at Banimullah, Kulgam District, in J&K Software	20.00	4.00	0.00
	Total	**131.05**	**26.20**	**3.40**
2015-16				
	Nil			
2016-17 - Uttarakhand				
1	Development of rural tourism Agora Village (Dodital) Uttarakhand (Balance amount)	-	13.60	-

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