

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.264  
ANSWERED ON 05.02.2018**

**PROMOTION OF RURAL TOURISM**

**264. SHRI PRAHLAD SINGH PATEL:  
SHRI DEVJI M. PATEL:  
SHRI JANARDAN SINGH SIGRIWAL:  
SHRI CHANDU LAL SAHU:**

**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 and has received any proposals from various State Governments in this regard and if so, the details thereof, State/UT-wise;**
- (b) the details of the schemes being implemented/proposed to be implemented for the promotion of rural tourism and action plan envisaged to increase the tourism potential in rural/backward/tribal areas of the country along with the rural tourism projects being implemented in the country, State/UT-wise including Bihar and Rajasthan;**
- (c) the funds sanctioned, released and utilised in this regard during the last three years and the current year, State/UT-wise, year-wise and project-wise;**
- (d) whether the Government has identified remote villages and small and medium towns as spots of tourist attraction and if so, the details thereof, State/UT-wise; and**
- (e) whether the Government is aware that the Federation of Indian Chamber of Commerce and Industry (FICCI) has conducted a study with regard to the potential of rural tourism in the country and if so, the details thereof along with the reaction of the Government thereto?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI K.J. ALPHONS)**

**(a) to (d): The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns**

**in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including those in rural/ backward/tribal areas. Promotions are also undertaken through the Social Media accounts and website of the Ministry.**

**The Ministry of Tourism has identified Rural Circuit and Tribal Circuit as part of the 15 Thematic Circuits under the Swadesh Darshan Scheme for Integrated Development of Theme Based Tourist Circuits.**

**The projects under the Scheme are identified for development in consultation with the State Governments/UTs and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to Scheme guidelines and utilization of funds released. The list of the projects sanctioned under the Rural and Tribal Circuit themes of the Swadesh Darshan Scheme are given in Annexure.**

**(e): As per information received from the Federation of Indian Chamber of Commerce and Industry (FICCI), they have not conducted any study with regard to the potential of rural tourism in the country.**

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**ANNEXURE****STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.264 ANSWERED ON 05.02.2018 REGARDING PROMOTION OF RURAL TOURISM.****DETAILS OF PROJECTS SANCTIONED IN RURAL AND TRIBAL CIRCUIT UNDER SWADESH DARSHAN SCHEME****(Rs. in crore)**

<b>Sl. No.</b>	<b>State/UT</b>	<b>Name of the Circuit</b>	<b>Name of the Project</b>	<b>Amt. Sanctioned</b>	<b>Amount released</b>
<b>2015-16</b>					
<b>1</b>	<b>Nagaland</b>	<b>Tribal Circuit</b>	<b>Development of Tribal Circuit Peren- Kohima- Wokha in Nagaland</b>	<b>97.36</b>	<b>72.05</b>
<b>2</b>	<b>Chhattisgarh</b>	<b>Tribal Circuit</b>	<b>Development of Tribal Tourism Circuit in Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur - Ratanpur- Kurdar- Sarodadadar Gangrel- Kondagaon - Nathyanawagaon- Jagdalpur Chitrakoot- Tirthgarh in Chhattisgarh.</b>	<b>99.94</b>	<b>45.01</b>
<b>2016-17</b>					
<b>3</b>	<b>Telangana</b>	<b>Tribal Circuit</b>	<b>Integrated Development of Mulugu- Laknavaram- Medavaram- Tadvai- Damaravi- Mallur- Bogatha</b>	<b>84.40</b>	<b>38.37</b>

			<b>Waterfalls as Tribal Circuit in Telangana.</b>		
<b>4</b>	<b>Nagaland</b>	<b>Tribal circuit</b>	<b>Development of Tribal circuit (Mokokchung-Tuensang-Mon) in Nagaland</b>	<b>99.67</b>	<b>49.83</b>
<b>2017-18</b>					
<b>5</b>	<b>Bihar</b>	<b>Rural Circuit</b>	<b>Development of Gandhi Circuit: Bhitiharwa - Chandrahia - Turkaulia in Bihar</b>	<b>44.65</b>	<b>8.93</b>

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