

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2160
ANSWERED ON 24.12.2018**

PROMOTION OF RURAL TOURISM

2160. SHRI HARIOM SINGH RATHORE:

Will the Minister of TOURISM be pleased to state:

- (a) the steps and initiatives taken/being taken by the Government for promoting Rural Tourism and the successful rate for these efforts; and**
- (b) the details of rural areas identified for the purpose along with the details of Schemes being implemented in this regard and the extent of success achieved therefrom, State/UT-wise?**

ANSWER

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

(a): 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.

(b): 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 at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO.2160 ANSWERED ON 24.12.2018 REGARDING PROMOTION OF RURAL TOURISM.****DETAILS OF PROJECTS SANCTIONED IN RURAL AND TRIBAL CIRCUIT UNDER SWADESH DARSHAN SCHEME****(Rs. in crore)**

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amount released
2015-16					
1	Nagaland	Tribal Circuit	Development of Tribal Circuit Peren- Kohima- Wokha, Nagaland	97.36	72.05
2	Chhattisgarh	Tribal Circuit	Development of Tribal Tourism Circuit in Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur - Ratanpur- Kurdar- Sarodadadar- Gangrel- Kondagaon- Nathiya Nawagaon- Jagdalpur- Chitrakoot- Tirthgarh in Chhattisgarh.	99.21	49.97
2016-17					
3	Telangana	Tribal Circuit	Integrated Development of Mulugu- Laknavaram-	84.40	42.20

			Medavaram-Tadvai-Damaravi-Mallur- Bogatha Waterfalls as Tribal Circuit in Telangana.		
4	Nagaland	Tribal circuit	Development of Tribal circuit (Mokokchung-Tuensang-Mon) in Nagaland	99.67	49.83
2017-18					
5	Bihar	Rural Circuit	Development of Gandhi Circuit: Bhitiharwa-Chandrahia-Turkaulia in Bihar under Rural Circuit theme of Swadesh Darshan Scheme	44.65	8.93
2018-19					
6	Kerala	Rural Circuit	Development of Rural Circuit: Malanad Malabar Cruise Tourism Project in Kerala	80.37	0.00
