

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1369
ANSWERED ON 10.02.2020**

DEVELOPMENT OF AGRO-TOURISM

1369. DR. AMAR SINGH:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated any special action plan for development of agro-tourism in Punjab;**
- (b) if so, the details of developmental activities being carried out;**
- (c) the details of expenditure incurred on all special and important tourist places during the last three years;**
- (d) whether the Government is considering any scheme to replicate the successful models in other countries in this regard; and**
- (e) if so, the details thereof and if not, the reasons therefor?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) & (b): The Ministry of Tourism, Govt. of India promotes India as a holistic tourism destination to showcase its various tourism destinations and attractions including Rural Tourism products. The Ministry of Tourism as a part of its ongoing activities, releases print, electronic, online and outdoor media campaigns in the International markets and participates in various promotional events to attract foreign tourists to the Country, including to the state of Punjab.

The State Government of Punjab has given due importance for promotion of Farm (Agro) Tourism. Punjab State Tourism Policy 2018 has been notified. A scheme for registration of farm houses for Agro Tourism has also been promoted through press & electronic media. 44 Farm houses have been registered by the Tourism Department for providing farm experience to the Agro-tourists.

(c) to (e): Identification & development of tourist places/centres etc. is primarily the responsibility of the concerned State Government/Union Territory Administration. Ministry of Tourism had launched the Swadesh Darshan Scheme in 2014-15 for integrated development of theme based

tourist circuits in the country. Under the scheme 15 thematic circuits have been identified for development. The projects under the scheme are identified for development in consultation with the State Government/UT and are sanctioned subject to availability of funds, submission of suitable Detailed Project Reports, adherence to scheme guidelines and utilization of funds released earlier.

Since its launch in January 2015 the Ministry as on date has sanctioned 77 projects worth projects for Rs.6035.70 Crores to 30 States and UTs covering the thematic circuits under the Swadesh Darshan Scheme.

Agro -Tourism has not been identified as one of the thematic circuits. However in the state of Punjab under the Heritage circuit of Swadesh Darshan Scheme, Ministry has sanctioned Development of Anandpur Sahib–Fatehgarh Sahib–Chamkaur Sahib–Ferozpur–Amritsar–Khatkar Kalan–Kalanour-Patiala for Rs.99.95 Crores in 2018-19.

The details of the projects sanctioned by the Ministry of Tourism under the Rural Circuit theme of Swadesh Darshan Scheme are as below:

State/ Year of sanction	Details	Amount Sanctioned (in Rs. Crores)
Bihar 2017-18	Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia	44.65
Kerala 2018-19	Development of Malanad Malabar Cruise Tourism Project	80.37

Ministry has also instituted a National Tourism Award in the category of ‘Best Rural/Agri/Plantation Tourism Projects’ to motivate the stakeholders in the tourism sector for implementing such projects.

State Government of Punjab informed us that details of expenditure incurred by them on all special and important tourist places in Punjab in the past three years is as under:

Financial Year	Expenditure incurred (Rs. in lakh)
2017-18	5187.54
2018-19	6503.88
2019-20 (as on 31.01.2020)	4789.85

This expenditure included conservation of heritage, development of infrastructure at the places of tourist attraction, marketing, participation in travel trade, promotion of art & culture of the State etc.
