

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 4005
ANSWERED ON 28.03.2022**

FUNDS ALLOCATED FOR PROMOTION OF RURAL TOURISM

4005 SHRI B. B. PATIL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated any scheme to bring improvement in various sectors to promote rural tourism in the country;**
- (b) If so, the details thereof; and**
- (c) the funds allocated during the last three years for promotion of rural tourism, State-wise and year-wise?**

ANSWER

MINISTER FOR TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Yes, Sir. Recognising the potential of rural tourism in the country, the Ministry of Tourism had identified Rural Circuit as one of the thematic circuits for release of funds to States/UTs for development of tourism related infrastructure under the Swadesh Darshan Scheme.

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

(in Rs. Crore)

State/ Year of sanction	Details	Amount Sanctioned	Amount Released
Bihar 2017-18	Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia	44.65	35.72
Kerala 2018-19	Development of Malanad Malabar Cruise Tourism Project	80.37	23.77

Apart from the above, Ministry of Tourism has also formulated a National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. The strategy document focuses on the following key pillars:

- i Model policies and best practices for rural tourism**
- 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**
