PROMOTION OF AGRI-TOURISM

†182. PROF. RITA BAHUGUNA JOSHI:  
DR. SUJAY RADHAKRISHNA VIKHE PATIL:  
DR. HEENA GAVIT:  
DR. SHRIKANT EKNATH SHINDE:

Will the Minister of TOURISM be pleased to state:

(a) the details of the steps taken/being taken to promote agri-tourism;
(b) the details of the plan or schemes that have been introduced for promotion of agri-tourism and to ensure that the agricultural sector does not suffer due to the push for agri-tourism;
(c) the plans made and funds allocated, if any, for promotion of the industry; and
(d) the number and list of States that can be attractive centres for agri-tourism particularly Maharashtra, Uttar Pradesh and Madhya Pradesh?

ANSWER

THE MINISTER OF TOURISM (SHRI G. KISHAN REDDY)

(a) to (d): Ministry of Tourism, promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the ‘Incredible India’ brand-line, to promote various tourism destinations and products of the country.

Rural Tourism encompassing agri-tourism has been identified as a Niche Tourism product for development.

Ministry of Tourism has 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.

Ministry of Tourism has 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

Details of projects sanctioned for tourism infrastructure development under Rural Circuit theme of Swadesh Darshan scheme are at Annexure.

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ANNEXURE

STATEMENT IN REPLY OF PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO. †182 ANSWERED ON 18.07.2022 REGARDING PROMOTION OF AGRI-TOURISM

Details of project sanctioned under the Rural Circuit of Swadesh Darshan Scheme in the country

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of State</th>
<th>Project Name</th>
<th>Amt. Sanctioned</th>
<th>Amt. Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bihar</td>
<td>Development of Bhitiharwa-Chandrahia- Turkaulia</td>
<td>44.65</td>
<td>35.72</td>
</tr>
<tr>
<td>2.</td>
<td>Kerala</td>
<td>Development of Malanad Malabar Cruise Tourism Project</td>
<td>80.37</td>
<td>23.77</td>
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<td></td>
<td></td>
<td>Total</td>
<td>125.02</td>
<td>59.49</td>
</tr>
</tbody>
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