

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. †1439
ANSWERED ON 03.03.2020

PROMOTION OF AGRICULTURE TOURISM

†1439. SHRIMATI KANTA KARDAM:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether Government proposes to promote agriculture tourism for domestic and foreign tourists by means of providing facilities to farmers through training in agriculture tourism, hospitality, cleanliness and marketing;
- (b) if so, the details thereof; and
- (c) the likely benefits made by farmers through agriculture tourism?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)

(a) to (c): The Ministry of Tourism, Govt. of India promotes India as a holistic tourism destination to showcase its various tourism destinations and attractions including Agriculture 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.

The Department of Tourism, Government of Kerala is implementing 'Green Farm Kerala' Scheme for promotion farm tourism. This scheme aims for preparing the farms/plantations in the State to receive tourists.

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.

Ministry of Tourism on its part 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.

In addition to above, 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 for Rs.6035.70 Crores to 30 States and UTs covering the thematic circuits 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 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

The information on the projects taken on agri tourism by States under Rashtriya Krishi Vikas Yojana (RKVY) submitted by Department of Agriculture, Coop & FW, Ministry of Agriculture is as follows:

Sl. No	Name of the State	Name of the Project	Amount (in Rs. Crores)	Year
1.	Odisha	Establishment of Model Agri-tourism Centre at KVK, Mayurbhanj-II, Jashipur.	2.50	2018-19
2.	Rajasthan	RAJHANS Centre for floriculture, landscaping, ornamental horticulture and agro-tourism in Mount Abu, Sirohi	10.00	2018-19
