

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.189
ANSWERED ON 19.07.2021**

**DRAFT NATIONAL STRATEGY AND ROADMAP FOR DEVELOPMENT
OF RURAL TOURISM**

**189. SHRI PRATHAP SIMHA:
SHRI C.N. ANNADURAI:
SHRI GAJANAN KIRTIKAR:
SHRI B.Y. RAGHAVENDRA:
SHRI DHANUSH M. KUMAR:
SHRI GAUTHAM SIGAMANI PON:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated a Draft National Strategy and Roadmap for Development of Rural Tourism in India for an initiative towards Atmanirbhar Bharat and if so, the details thereof and main feature of the draft;**
- (b) whether the Government has assessed the potential of rural tourism in the country and if so, the details thereof;**
- (c) the schemes formulated for the promotion of rural tourism in the country along with the rural tourism projects implemented/sanctioned in this regard especially in Karnataka;**
- (d) the rural tourism projects implemented/ sanctioned in this regard State/UT-wise;**
- (e) the number of villages identified and developed as rural tourist spots under rural tourism during the last three years and the current year State/UT-wise; and**
- (f) the other steps taken by the Government to boost rural tourism in the country so as to contribute significantly to the mission of Atmanirbhar Bharat?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (f): Yes, Sir. The Ministry of Tourism has recognized the immense potential of Rural Tourism and has been actively working

on promotion and development of this niche area of tourism. The Ministry of Tourism has accordingly formulated a Draft National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. Driven by the spirit of “Vocal for Local”, rural tourism can contribute significantly to the mission of Aatmanirbhar Bharat.

In order to develop rural tourism in the country, the strategy 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**

In order to make the document more comprehensive, Ministry of Tourism has invited feedback/ comments/ suggestions on the draft National Strategy and Roadmap from identified Central Ministries, all the State Governments/UT Administrations and industry stakeholders.

Further, recognizing the potential of rural tourism in the country including Karnataka, the Ministry of Tourism has identified Rural Circuit as one of the thematic circuits under Swadesh Darshan Scheme for development aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourist glimpse of the rural aspects of the country.

The projects for development of tourism related infrastructure, including rural tourism, projects/ proposals are identified for development under the circuit in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

Based on the above criteria, the Ministry has sanctioned following projects for development of Rural Circuit under the Swadesh Darshan Scheme:

(Rs. in Crore)

| S. No. | State/ Year of Sanction | Name of Project | Amount Sanctioned |
|---------------|------------------------------------|--|--------------------------|
| 1. | Bihar 2017-18 | Development of Gandhi Circuit: Bhitiharwa- Chandrahia-Turkaulia | 44.65 |
| 2. | Kerala 2018-19 | Development of Malanad Malabar Cruise Tourism Project | 80.37 |

No proposal has so far been received by the Ministry of Tourism from State Government of Karnataka for development under Rural Tourism.

Apart from the above, Ministry of Rural Development (MoRD) has informed that they have launched Shyama Prasad Mukherji Rurban Mission on 21st February 2016 with an attempt to make the selected rural areas in form of the cluster, socially, economically and physically sustainable regions by providing economic, social and infrastructure amenities, thus leading to sustainable and balanced regional development in the country. 300 Rurban Clusters with thematic economic growth points are proposed to be developed across the country under this innovative Mission. To ensure an optimum level of development, twenty one components have been suggested as desirable for the Cluster development. Tourism Promotion is one of twenty one components.

MoRD have further informed that 70 percent of total investment is mobilised under the convergence with various Central as well as State schemes. The SPMRM provides an additional funding support of up to 30% of project cost (maximum upto Rs. 15 crore for tribal cluster and Rs. 30 crore for non-tribal cluster) as Critical Gap Fund (CGF) to enable development of Rurban Clusters. The funding under the mission is shared in ratio of 60:40 for the States and 90:10 for 8 North Eastern State, 3 Himalayan States. For Union Territories, 100 per cent funding is provided by the Government of India.

It has also been informed by MoRD that the States/UTs have proposed the activities related to tourism promotion under Integrated Cluster Action Plan. The list of the clusters wherein the activities related to tourism have been taken up, along with funds allocated to the activities related to tourism development- the list of Tourism Project under SPMRM is placed at Annexure.

STATEMENT IN REPLY TO PARTS (a) TO (f) OF LOK SABHA UNSTARRED QUESTION NO.189 ANSWERED ON 19.07.2021 REGARDING DRAFT NATIONAL STRATEGY AND ROADMAP FOR DEVELOPMENT OF RURAL TOURISM

LIST OF TOURISM PROJECTS UNDER SPMRM

| S. No. | State Name | Name of the District | Cluster Name | Sub Component | Critical Gap Funding (CGF) (in Rs. crore) | Convergence funds (in Rs. crore) | Total (in Rs. crore) |
|---------------|--------------------------------------|-----------------------------|---------------------|--|--|---|-----------------------------|
| 1 | Andhra Pradesh | West Godavari | Eluru | Tourist Lodge | 3.04 | 8.00 | 11.04 |
| 2 | Assam | Kamrup | Hajo | Pilgrimage Development for Tourism | 3.35 | 2.85 | 6.20 |
| 3 | Andaman & Nicobar Islands | South Andaman | Ferrargunj | Agri Tourism | 0.00 | 2.70 | 2.70 |
| | | | | Beautification of Tourism Sites | 6.96 | 0.00 | 6.96 |
| | | | | Construction of Tourism Parks | 4.50 | 0.80 | 5.30 |
| | | | | Nature Trail | 1.14 | 0.00 | 1.14 |
| | | | | Public Convenience Cum Cafeteria near tourist sites | 4.30 | 0.00 | 4.30 |
| | | | | RAILING or Floating jetty or Wooden jetty | 1.10 | 0.30 | 1.40 |
| | | | | Revamping Historical Sites | 1.44 | 10.76 | 12.20 |
| | | | | Riverfront Development for tourism | 1.20 | 0.00 | 1.20 |
| | | | | Shops or Market around Tourist Places | 0.00 | 0.23 | 0.23 |
| | | | Walk Way | 0.00 | 0.65 | 0.65 | |

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|----|----------------------------|--------------------------|---------------|---|-------|-------|-------|
| | | | | along tourism sites | | | |
| 4 | Bihar | Gaya | Nauranga | Beautification of Tourism Sites | 0.00 | 11.33 | 11.33 |
| | | | | Construction of Tourism Parks | 19.43 | 0.00 | 19.43 |
| | | | | River front Development for tourism | 2.00 | 0.00 | 2.00 |
| | | | | Shops or Market around Tourist Places | 2.00 | 0.00 | 2.00 |
| | | | | Tourist Lodge | 3.00 | 0.00 | 3.00 |
| 5 | Dadra & Nagar Haveli | Dadra Nagar Haveli | Sayli | Shops or Market around Tourist Places | 1.50 | 0.00 | 1.50 |
| 6 | Daman & Diu | Daman | Moti Daman | Beautification of Tourism Sites | 7.75 | 0.00 | 7.75 |
| 7 | Goa | South Goa | Xeldem | Beautification of Tourism Sites | 2.50 | 0.00 | 2.50 |
| | | | | Nature Trail | 0.00 | 3.00 | 3.00 |
| 8 | Gujarat | Arvalli | Shamalaji | Pilgrimage Development for Tourism | 9.00 | 16.00 | 25.00 |
| | | | | Walk Way along tourism sites | 0.50 | 0.00 | 0.50 |
| 9 | Gujarat | BanasKantha | Ambaji | Heritage Village and Tourism | 7.00 | 25.00 | 32.00 |
| 10 | Gujarat | Mehsana | Becharaji | Beautification of Tourism Sites | 8.56 | 0.00 | 8.56 |
| | | | | Pilgrimage Development for Tourism | 1.22 | 0.00 | 1.22 |
| 11 | Gujarat | Morbi | Tikar | Beautification of Tourism Sites | 0.00 | 0.00 | 0.00 |
| | | | | Beautification | 1.19 | 0.32 | 1.51 |

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|-----------|-------------------------|-------------------|-------------------|---|--------------|-------------|--------------|
| | | | | of Tourism Sites | | | |
| | | | | Riverfront Development for tourism | 1.60 | 0.00 | 1.60 |
| 12 | Gujarat | Panchmahal | Morva | Beautification of Tourism Sites | 1.80 | 0.00 | 1.80 |
| | | | | Pilgrimage Development for Tourism | 2.80 | 0.00 | 2.80 |
| 13 | Haryana | Jhajjar | Badli | Beautification of Tourism Sites | 1.00 | 0.00 | 1.00 |
| 14 | Haryana | Karnal | Ballah | Beautification of Tourism Sites | 0.00 | 1.22 | 1.22 |
| 15 | Haryana | Panchkula | Ganeshpur | Beautification of Tourism Sites | 7.69 | 2.48 | 10.17 |
| | | | | Construction of Tourism Parks | 1.00 | 0.00 | 1.00 |
| 16 | Haryana | Rewari | Kosli | Beautification of Tourism Sites | 3.00 | 0.00 | 3.00 |
| 17 | Himachal Pradesh | Kinnaur | Moorang | Beautification of Tourism Sites | 12.80 | 0.00 | 12.80 |
| 18 | Himachal Pradesh | Mandi | Aut | Agri Tourism | 0.88 | 0.16 | 1.04 |
| | | | | Agri Tourism | 1.37 | 3.69 | 5.06 |
| 19 | Himachal Pradesh | Shimla | Ghanahatti | Beautification of Tourism Sites | 2.00 | 0.00 | 2.00 |
| 20 | Jharkhand | Dumka | Behrabank | Beautification of Tourism Sites | 1.65 | 0.10 | 1.75 |
| | | | | Construction of Tourism Parks | 0.40 | 0.00 | 0.40 |
| 21 | Jharkhand | Gumla | Karaundi | Beautification of Tourism Sites | 0.10 | 0.00 | 0.10 |
| | | | | Chairs/ Benches near tourist sites | 0.05 | 0.00 | 0.05 |
| | | | | Heritage Village and | 0.50 | 0.00 | 0.50 |

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|-----------|------------------|-----------------------|--------------------|--|-------------|-------------|-------------|
| | | | | Tourism | | | |
| | | | | Pilgrimage Development for Tourism | 0.75 | 0.00 | 0.75 |
| | | | | Public Convenience Cum Cafeteria near tourist sites | 0.00 | 0.20 | 0.20 |
| | | | | Riverfront Development for tourism | 0.55 | 0.00 | 0.55 |
| | | | | Shops or Market around Tourist Places | 0.60 | 0.00 | 0.60 |
| 22 | Jharkhand | Khunti | Birhu | Beautification of Tourism Sites | 1.20 | 0.00 | 1.20 |
| | | | | Construction of Tourism Parks | 0.30 | 0.00 | 0.30 |
| 23 | Jharkhand | PurbiSinghbhum | Dharambahal | Heritage Village and Tourism | 2.65 | 0.00 | 2.65 |
| 24 | Jharkhand | Ramgarh | Bicha | Construction of Tourism Parks | 0.10 | 0.25 | 0.35 |
| 25 | Jharkhand | Ranchi | Brambey | Boating | 0.80 | 0.00 | 0.80 |
| | | | | Public Convenience Cum Cafeteria near tourist sites | 1.00 | 0.00 | 1.00 |
| 26 | Jharkhand | Chatra | Saradhu | Heritage Village and Tourism | 1.90 | 0.00 | 1.90 |
| 27 | Jharkhand | Simgeda | Aidega | Beautification of Tourism Sites | 0.00 | 0.18 | 0.18 |
| | | | | Riverfront Development for tourism | 0.00 | 0.18 | 0.18 |

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|-----------|-----------------------|-----------------------|------------------------------------|--|-------------|--------------|--------------|
| | | | | Tourist Lodge | 0.10 | 0.00 | 0.10 |
| 28 | Jharkhand | Bokaro | Siyaljori | Pilgrimage Development for Tourism | 0.13 | 0.22 | 0.35 |
| 29 | Jharkhand | West Singhbhum | Dudhbila | Beautification of Tourism Sites | 1.55 | 0.05 | 1.60 |
| | | | | Walk Way along tourism sites | 0.50 | 0.00 | 0.50 |
| 30 | Kerala | Alappuzha | Kanjikuzhy Mararikulam | Agri Tourism | 3.00 | 0.00 | 3.00 |
| | | | | Agri Tourism | 0.65 | 39.30 | 39.95 |
| | | | | Construction of Tourism Parks | 0.60 | 0.00 | 0.60 |
| 31 | Kerala | Kottayam | Puthuppally Manarcad | Beautification of Tourism Sites | 0.90 | 1.50 | 2.40 |
| 32 | Kerala | Malappuram | Tanalur - Nirmaruthoor | Construction of Tourism Parks | 3.26 | 0.50 | 3.76 |
| | | | | Riverfront Development for tourism | 2.45 | 0.00 | 2.45 |
| 33 | Kerala | Palakkad | Puthucode - Kavassery | Agri Tourism | 3.80 | 0.25 | 4.05 |
| 34 | Kerala | Thrissur | Punnayoor kulamVad akkekkad | Agri Tourism | 4.05 | 4.50 | 8.55 |
| 35 | Ladakh | Leh | Spituk | Construction of Tourism Parks | 6.30 | 0.00 | 6.30 |
| | | | | Public Convenience Cum Cafeteria near tourist sites | 0.00 | 0.28 | 0.28 |
| 36 | Madhya Pradesh | Chhatarpur | Achhatt | Beautification of Tourism Sites | 9.27 | 1.52 | 10.79 |
| 37 | Madhya Pradesh | Chhindwara | Delakhari | Beautification of Tourism Sites | 3.00 | 0.00 | 3.00 |
| 38 | Madhya Pradesh | Indore | Navda Panth | Cycling Track | 8.00 | 0.00 | 8.00 |

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| 39 | Madhya Pradesh | Indore | Simrol | Beautification of Tourism Sites | 2.00 | 0.00 | 2.00 |
| 40 | Madhya Pradesh | Mandla | Ramnagar | Nature Trail | 0.35 | 0.48 | 0.83 |
| 41 | Madhya Pradesh | Seoni | Kanhiwada | Nature Trail | 1.75 | 0.00 | 1.75 |
| 42 | Maharashtra | Aurangabad | Jogeshwari | Beautification of Tourism Sites | 2.54 | 0.00 | 2.54 |
| 43 | Maharashtra | Jalgaon | Hartale | Beautification of Tourism Sites | 2.46 | 110.68 | 113.14 |
| | | | | Construction of Tourism Parks | 0.00 | 4.37 | 4.37 |
| | | | | Tourist Lodge | 0.93 | 0.00 | 0.93 |
| 44 | Maharashtra | Jalgaon | Patonda | Pilgrimage Development for Tourism | 0.00 | 0.10 | 0.10 |
| 45 | Maharashtra | Jalgaon | Yengaon | Pilgrimage Development for Tourism | 0.35 | 0.35 | 0.70 |
| 46 | Maharashtra | Nagpur | Kanholibara | Pilgrimage Development for Tourism | 0.00 | 1.76 | 1.76 |
| 47 | Maharashtra | Palghar | Kasatwadi | Beautification of Tourism Sites | 0.90 | 0.90 | 1.80 |
| | | | | Shops or Market around Tourist Places | 1.80 | 0.00 | 1.80 |
| | | | | Trek Route | 3.60 | 0.40 | 4.00 |
| 48 | Maharashtra | Pune | Khadkala | Beautification of Tourism Sites | 0.00 | 2.40 | 2.40 |
| 49 | Maharashtra | Pune | Lonikalbhor | Beautification of Tourism Sites | 0.00 | 0.50 | 0.50 |
| 50 | Odisha | Balasore | Rabania | Construction of Tourism Parks | 0.40 | 1.10 | 1.50 |
| 51 | Odisha | Ganjam | Kesapur | Boating | 0.00 | 1.00 | 1.00 |
| 52 | Odisha | Kandhamal | Kotagarh | Beautification of Tourism | 0.10 | 0.00 | 0.10 |

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| | | | | Sites | | | |
| | | | | Chairs/ Benches near tourist sites | 0.00 | 0.30 | 0.30 |
| 53 | Odisha | Sundergarh | Kuarmunda | Riverfront Development for tourism | 0.50 | 0.50 | 1.00 |
| 54 | Punjab | Fatehgarh Sahib | Sanghol | Construction of Tourism Parks | 1.00 | 0.00 | 1.00 |
| | | | | Revamping Historical Sites | 3.00 | 0.00 | 3.00 |
| | | | | Walk Way along tourism sites | 1.75 | 0.00 | 1.75 |
| 55 | Punjab | Tarn Taran | Chohla Sahib | Cycling Track | 1.00 | 0.00 | 1.00 |
| | | | | Pilgrimage Development for Tourism | 2.00 | 0.00 | 2.00 |
| | | | | Public Convenience Cum Cafeteria near tourist sites | 2.34 | 0.00 | 2.34 |
| | | | | Revamping Historical Sites | 0.24 | 0.00 | 0.24 |
| | | | | Riverfront Development for tourism | 1.00 | 0.00 | 1.00 |
| 56 | Rajasthan | Banswara | Abapura | Pilgrimage Development for Tourism | 1.70 | 0.35 | 2.05 |
| 57 | Rajasthan | Barmer | Majiwala | Riverfront Development for tourism | 2.00 | 0.00 | 2.00 |
| 58 | Rajasthan | Bharatpur | Jurehera | Construction of Tourism Parks | 2.97 | 2.00 | 4.97 |
| 59 | Rajasthan | Bikaner | Palana | Beautification of Tourism Sites | 0.12 | 0.00 | 0.12 |
| 60 | Rajasthan | Jalore | Raniwara Kalan | Pilgrimage Development | 2.24 | 0.05 | 2.29 |

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| | | | | for Tourism | | | |
| 61 | Rajasthan | Jodhpur | Salawas | Construction of Tourism Parks | 4.00 | 0.00 | 4.00 |
| 62 | Rajasthan | Pratapgarh | PeeliKhera | Construction of Tourism Parks | 0.10 | 0.00 | 0.10 |
| | | | | Tourist Lodge | 0.15 | 0.00 | 0.15 |
| 63 | Rajasthan | Udaipur | Gogunda | Riverfront Development for tourism | 5.80 | 2.54 | 8.34 |
| 64 | Sikkim | South Sikkim | Namthang | Beautification of Tourism Sites | 0.00 | 4.27 | 4.27 |
| | | | | Public Convenience Cum Cafeteria near tourist sites | 0.12 | 0.00 | 0.12 |
| 65 | Sikkim | West Sikkim | Soreng | Nature Trail | 0.86 | 0.39 | 1.25 |
| 66 | Tamil Nadu | Kancheepuram | SingaperumalKoil | Heritage Village and Tourism | 0.25 | 0.00 | 0.25 |
| 67 | Telangana | Karimnagar | Bizigirisharif | Beautification of Tourism Sites | 1.00 | 0.00 | 1.00 |
| 68 | Telangana | Komaram Bheem | Chirrakunta | Beautification of Tourism Sites | 2.00 | 1.00 | 3.00 |
| 69 | Telangana | Nagarkurnool | Venna charla | Beautification of Tourism Sites | 0.15 | 0.10 | 0.25 |
| | | | | Pilgrimage Development for Tourism | 0.05 | 0.00 | 0.05 |
| | | | | Public Convenience Cum Cafeteria near tourist sites | 0.20 | 0.20 | 0.40 |
| | | | | Rain Shelter near tourism sites | 0.40 | 0.00 | 0.40 |
| 70 | Telangana | Nirmal | Kuntala | Beautification | 0.35 | 0.00 | 0.35 |

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|-----------|--------------------|----------------------------|--------------------|--|-------------|-------------|-------------|
| | | | | of Tourism Sites | | | |
| 71 | Telangana | Nizamabad | Yedapally | Pilgrimage Development for Tourism | 2.00 | 1.30 | 3.30 |
| 72 | Telangana | Pedapally | Sulthanabad | Beautification of Tourism Sites | 1.30 | 0.20 | 1.50 |
| 73 | Telangana | Yadadri Bhuvanagiri | Choutuppal | Pilgrimage Development for Tourism | 0.43 | 0.00 | 0.43 |
| 74 | Tripura | Gomati | Killa | Construction of Tourism Parks | 1.00 | 0.90 | 1.90 |
| 75 | Tripura | North Tripura | Belianchip | Beautification of Tourism Sites | 1.26 | 0.00 | 1.26 |
| | | | | Construction of Tourism Parks | 0.32 | 0.00 | 0.32 |
| | | | | Pilgrimage Development for Tourism | 0.10 | 0.00 | 0.10 |
| | | | | Rain Shelter near tourism sites | 0.30 | 0.00 | 0.30 |
| | | | | Trek Route | 0.10 | 0.00 | 0.10 |
| 76 | Tripura | North Tripura | Rowa | Construction of Tourism Parks | 0.93 | 0.00 | 0.93 |
| | | | | Rain Shelter near tourism sites | 0.66 | 0.00 | 0.66 |
| | | | | Trek Route | 0.10 | 0.00 | 0.10 |
| 77 | Uttarakhand | Bageshwar | Kausani | Agri Tourism | 6.40 | 0.00 | 6.40 |
| 78 | Uttarakhand | Tehri Garhwal | Dhanaulti | Beautification of Tourism Sites | 2.79 | 0.00 | 2.79 |
| | | | | Chairs/ Benches near tourist sites | 0.39 | 0.00 | 0.39 |
| | | | | Nature Trail | 0.77 | 0.00 | 0.77 |
| | | | | Public Convenience Cum Cafeteria near tourist | 0.34 | 0.00 | 0.34 |

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|--------------|----------------------|--------------------------|--------------------|--|---------------|---------------|---------------|
| | | | | sites | | | |
| | | | | Railing | 0.15 | 0.00 | 0.15 |
| | | | | Rain Shelter near tourism sites | 0.37 | 0.00 | 0.37 |
| | | | | Shops or Market around Tourist Places | 0.20 | 0.00 | 0.20 |
| | | | | Trek Route | 0.44 | 0.00 | 0.44 |
| | | | | Walk Way along tourism sites | 2.12 | 0.00 | 2.12 |
| 79 | Uttarakhand | Udham Singh Nagar | Paheniya | Public Convenience Cum Cafeteria near tourist sites | 1.50 | 0.50 | 2.00 |
| 80 | Uttar Pradesh | Chitrakoot | Kasahai | Beautification of Tourism Sites | 5.00 | 1.50 | 6.50 |
| 81 | Uttar Pradesh | Chitrakoot | Mau Mustkil | Tourist Lodge | 4.00 | 0.00 | 4.00 |
| 82 | Uttar Pradesh | Kushi Nagar | Bans Gaon | Construction of Tourism Parks | 1.90 | 3.60 | 5.50 |
| 83 | Uttar Pradesh | Mahoba | Sri Nagar | Beautification of Tourism Sites | 0.80 | 0.00 | 0.80 |
| | | | | Shops or Market around Tourist Places | 0.40 | 0.00 | 0.40 |
| 84 | Uttar Pradesh | Sonbhadra | Kodai | Construction of Tourism Parks | 0.99 | 0.20 | 1.19 |
| TOTAL | | | | | 280.26 | 282.46 | 562.72 |
