

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. 840  
ANSWERED ON 07.02.2022**

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

**840. SHRI UPENDRA SINGH RAWAT:**

**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 as an initiative towards Aatma Nirbhar Bharat and if so, the details thereof and main feature of the draft;**
- (b) the details of rural tourism projects implemented/sanctioned in this regard, State/UT-wise including Uttar Pradesh;**
- (c) whether the Government has received any proposals from the States/UTs in this regard and if so, the details thereof; and**
- (d) the details of villages in various districts identified and developed as rural tourist spots under rural tourism during the last three years and the current year, State/UT-wise including Barabanki district?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a): Yes, Sir. Ministry of Tourism has recognised 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 National Strategy and Roadmap for Development of Rural Tourism in India- An initiative towards Aatma Nirbhar Bharat, which has been circulated to concerned Central Ministries, all State Governments/UT Administrations and Industry Stakeholders. 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

**(b) to (d): Ministry of Tourism has sanctioned following projects for development of Rural Circuits under the Swadesh Darshan Scheme in the country:-**

**(Rs. in Crore)**

<b>S. No.</b>	<b>Name of State</b>	<b>Name of Circuit &amp; Year</b>	<b>Project Name</b>	<b>Amt. Sanctioned</b>	<b>Amt. Released</b>
<b>1.</b>	<b>Bihar</b>	<b>Rural Circuit (2017-18)</b>	<b>Development of Gandhi Circuit: Bhitiharwa-Chandrahia-Turkaulia</b>	<b>44.65</b>	<b>35.72</b>
<b>2.</b>	<b>Kerala</b>	<b>Rural Circuit (2018-19)</b>	<b>Development of Malanad Malabar Cruise Tourism Project</b>	<b>80.37</b>	<b>23.77</b>
			<b>Total</b>	<b>125.02</b>	<b>59.49</b>

**After the year 2018-19, no new project is under consideration for sanctioning in Swadesh Darshan Scheme.**

**Apart from the above, Ministry of Rural Development (MoRD) has informed that under their scheme of Shyama Prasad Mukherji Rurban Mission (SPMRM), twenty-one components have been suggested as desirable for the Cluster development and Tourism Promotion is one of the components. The State/ UT-wise list, including Uttar Pradesh, of the clusters wherein components related to tourism have been taken up is at Annexure.**

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**ANNEXURE****STATEMENT IN REPLY TO PARTS (b) TO (d) OF LOK SABHA UNSTARRED QUESTION NO. 840 ANSWERED ON 07.02.2022 REGARDING DRAFT NATIONAL STRATEGY AND ROADMAP FOR DEVELOPMENT OF RURAL TOURISM**

<b>Cluster wise investment proposed under Tourism Promotion Component under SPMRM (Amount Rupees in Crore)</b>			
<b>STATE NAME</b>	<b>CLUSTER NAME</b>	<b>Fund allocated under CGF</b>	<b>Fund allocated under Convergence</b>
<b>Andaman And Nicobar Islands</b>	<b>Ferrargunj</b>	<b>6.07</b>	<b>14.72</b>
<b>Andhra Pradesh</b>	<b>Arakuvalley</b>	<b>2.80</b>	<b>0.00</b>
	<b>Eluru (Rural)</b>	<b>3.01</b>	<b>2.00</b>
	<b>Rampachodavaram</b>	<b>1.54</b>	<b>0.00</b>
<b>Assam</b>	<b>ChandrapurRurban Cluster</b>	<b>2.49</b>	<b>0.37</b>
	<b>HajoRurban Cluster</b>	<b>3.35</b>	<b>2.89</b>
<b>Bihar</b>	<b>Nauranga</b>	<b>26.41</b>	<b>0.00</b>
<b>Chhattisgarh</b>	<b>Badekanera</b>	<b>0.39</b>	<b>0.10</b>
<b>Dadra And Nagar Haveli And Daman And Diu</b>	<b>Sayli</b>	<b>0.50</b>	<b>0.00</b>
<b>Goa</b>	<b>Xeldem</b>	<b>0.54</b>	<b>0.00</b>
<b>Gujarat</b>	<b>Becharaji</b>	<b>9.76</b>	<b>0.00</b>
	<b>Matied</b>	<b>0.00</b>	<b>0.01</b>
	<b>Ravapar</b>	<b>0.40</b>	<b>0.00</b>
	<b>Shamalaji</b>	<b>9.37</b>	<b>0.01</b>
	<b>Tikar</b>	<b>2.98</b>	<b>5.76</b>
<b>Haryana</b>	<b>Badli</b>	<b>0.19</b>	<b>0.00</b>
	<b>Balla</b>	<b>0.00</b>	<b>1.22</b>
	<b>Ganeshpur</b>	<b>6.05</b>	<b>0.00</b>
<b>Himachal Pradesh</b>	<b>Aut</b>	<b>2.55</b>	<b>1.03</b>
	<b>Ghannahati</b>	<b>0.38</b>	<b>0.14</b>
	<b>Hinner</b>	<b>3.27</b>	<b>0.00</b>
	<b>Moorang</b>	<b>13.33</b>	<b>0.00</b>
	<b>Sangla</b>	<b>1.01</b>	<b>0.00</b>
	<b>Sihunta</b>	<b>0.25</b>	<b>0.03</b>
<b>Jammu And Kashmir</b>	<b>Khumriyal</b>	<b>5.70</b>	<b>5.87</b>

<b>Jharkhand</b>	<b>Aidega</b>	<b>0.00</b>	<b>0.18</b>
	<b>Bicha</b>	<b>0.41</b>	<b>0.25</b>
	<b>Brambe</b>	<b>1.69</b>	<b>0.00</b>
	<b>Dharambahal</b>	<b>3.42</b>	<b>0.98</b>
	<b>Dudhbila</b>	<b>1.98</b>	<b>0.00</b>
	<b>Karaundi</b>	<b>2.48</b>	<b>0.20</b>
	<b>Saradhu</b>	<b>1.90</b>	<b>0.00</b>
	<b>Siyaljori</b>	<b>0.43</b>	<b>0.47</b>
<b>Karnataka</b>	<b>Gurugunta</b>	<b>0.00</b>	<b>1.00</b>
	<b>Haragadde</b>	<b>0.00</b>	<b>3.50</b>
	<b>Holalu</b>	<b>0.00</b>	<b>4.50</b>
<b>Kerala</b>	<b>EdappalVattamkulam</b>	<b>1.14</b>	<b>0.15</b>
	<b>Kanjikuzhy - Mararikulam North</b>	<b>6.05</b>	<b>43.06</b>
	<b>Pinarayi - Vengad</b>	<b>3.96</b>	<b>3.57</b>
	<b>PunnayoorkulamVadakkekka</b>	<b>5.43</b>	<b>2.14</b>
	<b>Puthucode-Kavassery</b>	<b>2.19</b>	<b>0.02</b>
	<b>Puthuppally - Manarcad</b>	<b>0.30</b>	<b>0.02</b>
	<b>Tanalur - Nirammaruthoor</b>	<b>6.13</b>	<b>0.70</b>
<b>Ladakh</b>	<b>Spituk</b>	<b>6.30</b>	<b>0.28</b>
<b>Lakshadweep</b>	<b>Amini</b>	<b>3.05</b>	<b>0.00</b>
<b>Madhya Pradesh</b>	<b>Achhat</b>	<b>0.72</b>	<b>0.00</b>
	<b>Ramnagar</b>	<b>3.15</b>	<b>0.00</b>
	<b>Simrol</b>	<b>0.90</b>	<b>0.00</b>
<b>Maharashtra</b>	<b>Hartala</b>	<b>3.39</b>	<b>30.86</b>
	<b>Kanholi Bara</b>	<b>0.00</b>	<b>1.76</b>
	<b>Kasatwadi</b>	<b>3.18</b>	<b>1.40</b>
	<b>Khadkala</b>	<b>0.89</b>	<b>2.99</b>
	<b>LoniKalbhor</b>	<b>0.00</b>	<b>0.10</b>
	<b>Nirgude</b>	<b>0.32</b>	<b>0.01</b>
	<b>Patonda</b>	<b>0.00</b>	<b>0.80</b>
	<b>Vevaji</b>	<b>0.00</b>	<b>0.58</b>
	<b>Yengaon</b>	<b>0.35</b>	<b>0.35</b>
<b>Manipur</b>	<b>KeiraoMakting</b>	<b>2.45</b>	<b>5.72</b>
	<b>Khangabok</b>	<b>0.00</b>	<b>10.68</b>
	<b>Saikul</b>	<b>1.00</b>	<b>3.11</b>
<b>Meghalaya</b>	<b>ChisimApal</b>	<b>0.11</b>	<b>0.25</b>
	<b>Mawlangwir</b>	<b>2.17</b>	<b>0.00</b>
	<b>Sohkha Cluster</b>	<b>0.80</b>	<b>0.00</b>
<b>Mizoram</b>	<b>Aibawk</b>	<b>4.67</b>	<b>0.31</b>
	<b>East Lungdar</b>	<b>0.45</b>	<b>0.18</b>
	<b>Khawzawl</b>	<b>0.20</b>	<b>1.69</b>

	<b>Thingsulthliah</b>	<b>0.37</b>	<b>0.01</b>
<b>Nagaland</b>	<b>Kohima Sadar</b>	<b>0.70</b>	<b>1.35</b>
<b>Odisha</b>	<b>Kotagarh</b>	<b>0.50</b>	<b>0.30</b>
	<b>Kuarmunda</b>	<b>0.50</b>	<b>0.50</b>
	<b>Raibania</b>	<b>0.50</b>	<b>1.10</b>
<b>Puducherry</b>	<b>Bahour</b>	<b>11.50</b>	<b>34.46</b>
	<b>Thirunallar</b>	<b>7.65</b>	<b>14.85</b>
<b>Punjab</b>	<b>Dhandara(Ludhiana 1)</b>	<b>3.13</b>	<b>0.40</b>
	<b>Sanghol(Fatehgarh Sahib)</b>	<b>3.99</b>	<b>4.98</b>
<b>Rajasthan</b>	<b>Abapura</b>	<b>1.20</b>	<b>0.38</b>
	<b>Bhadar</b>	<b>1.30</b>	<b>0.00</b>
	<b>Bhagora</b>	<b>0.40</b>	<b>0.26</b>
	<b>Gogunda</b>	<b>2.65</b>	<b>1.63</b>
	<b>Majiwala</b>	<b>1.23</b>	<b>0.00</b>
	<b>Peelikhera</b>	<b>0.35</b>	<b>0.00</b>
	<b>Raniwara Kalan</b>	<b>0.45</b>	<b>0.00</b>
	<b>Salawas</b>	<b>0.43</b>	<b>0.00</b>
<b>Sikkim</b>	<b>Namthang</b>	<b>0.27</b>	<b>1.64</b>
	<b>Soreng</b>	<b>0.86</b>	<b>0.74</b>
<b>Tamil Nadu</b>	<b>Singaperumalkoil</b>	<b>0.25</b>	<b>0.00</b>
<b>Telangana</b>	<b>Bijigirisharif</b>	<b>4.00</b>	<b>0.00</b>
	<b>Choutuppal</b>	<b>0.44</b>	<b>0.00</b>
	<b>Kunthala</b>	<b>0.35</b>	<b>0.00</b>
	<b>Parvathagiri</b>	<b>5.81</b>	<b>5.66</b>
	<b>Sulthanabad</b>	<b>1.40</b>	<b>0.10</b>
	<b>Vennacherla</b>	<b>4.21</b>	<b>0.12</b>
	<b>Yedapally</b>	<b>3.62</b>	<b>0.30</b>
<b>Tripura</b>	<b>Belianchip</b>	<b>0.25</b>	<b>0.00</b>
	<b>Rowa</b>	<b>1.79</b>	<b>0.00</b>
<b>Uttar Pradesh</b>	<b>Bansgaon</b>	<b>1.24</b>	<b>0.00</b>
	<b>Kodai</b>	<b>0.93</b>	<b>0.07</b>
	<b>Mau Mustakil</b>	<b>8.76</b>	<b>0.00</b>
	<b>Midakur</b>	<b>3.57</b>	<b>0.00</b>
	<b>Sri Nagar</b>	<b>1.13</b>	<b>0.00</b>
<b>Uttarakhand</b>	<b>Dhanaulti</b>	<b>7.61</b>	<b>0.00</b>
	<b>Kausani</b>	<b>6.40</b>	<b>0.00</b>
	<b>Paheniya</b>	<b>1.50</b>	<b>0.50</b>
<b>Grand Total</b>		<b>265.17</b>	<b>225.30</b>

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