

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. †182
ANSWERED ON 18.07.2022**

PROMOTION OF AGRI-TOURISM

**†182. PROF. RITA BAHUGUNA JOSHI:
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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.

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****(Amount in Rupees in crore)**

S. No.	Name of State	Project Name	Amt. Sanctioned	Amt. Released
1.	Bihar	Development of Bhitiharwa-Chandrahia- Turkaulia	44.65	35.72
2.	Kerala	Development of Malanad Malabar Cruise Tourism Project	80.37	23.77
Total			125.02	59.49
