

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.†*20
ANSWERED ON 04.12.2023**

SCHEMES TO PROMOTE RURAL TOURISM IN RAJASTHAN

†*20. SHRI SUMEDHANAND SARASWATI:

Will the Minister of TOURISM be pleased to state:

- (a) whether rural tourism is essential for the economy of the country;**
- (b) whether there is a strong potential for rural tourism market in Rajasthan in the country;**
- (c) if so, whether the Government is formulating any scheme for bringing improvement in various sectors in order to promote rural tourism; and**
- (d) if so, the details thereof and the positive outcome achieved in this regard?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.†*20 ANSWERED ON 04.12.2023 REGARDING SCHEMES TO PROMOTE RURAL TOURISM IN RAJASTHAN BY SHRI SUMEDHANAND SARASWATI

(a): Yes, the rural tourism is contributing to the economy of the country.

(b): Yes, there is a strong potential for rural tourism market in Rajasthan keeping in view its heritage, traditions, vibrant and varied culture, craft religious practices, fairs and festivals.

(c) & (d): Recognizing the potential of rural tourism in the country, the 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 focusses 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**

2. In addition to above, the State Government of Rajasthan has informed that they have launched Rajasthan Rural Tourism Scheme, 2022 in November 2022 for establishment of different types of tourism units on rural agriculture and residential/Abadi land. Key features of the Scheme are as under: -

- (i) Rural tourism units include – Agro Tourism Units, Carvan Park, Camping sites on agriculture land and Guest House on Residential/Abadi land.**
- (ii) Rural Tourism units can be set up on agriculture land without any change in land use.**

- (iii) 10% ground coverage and G+1 structure permissible under the scheme for units on agriculture and other related activities.**
- (iv) Admissible benefits: Exemption in Stamp Duty, 100% reimbursement of SGST for 10 years and subsidized loans (upto 9% interest subsidy).**
- (v) So far 56 rural tourism units have been established in different districts of the State.**

3. Ministry of Tourism has also sanctioned the following project in the State of Rajasthan under its PRASHAD Scheme:-

(Rs. In crore)

Name of the Project	Year of sanction	Approved cost	Amount released	Physical Progress
Integrated Development of Pushkar/ Ajmer	2015-16	32.64	26.11	92%

Apart from above, Ministry of Tourism has sanctioned Central Financial Assistance amounting to Rs.40.00 lakh for celebration of Fair and Festival and events in the State of Rajasthan in 2014-15.

Ministry of Tourism also identified Rural Circuit as one of the thematic circuits under its Swadesh Darshan Scheme. No project was sanctioned to the State Government of Rajasthan under Rural Circuit of the Scheme. However, the Ministry has sanctioned four projects under other circuits to the State Government of Rajasthan. The details of these projects are given at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PARTS (c) & (d) OF LOK SABHA STARRED QUESTION NO.†*20 ANSWERED ON 04.12.2023 REGARDING SCHEMES TO PROMOTE RURAL TOURISM IN RAJASTHAN BY SHRI SUMEDHANAND SARASWATI****Details of Projects sanctioned to the State Government of Rajasthan under Swadesh Darshan Scheme****(Rs. In Crore)**

S. No.	Circuit and Year of Sanction	Project	Amount sanctioned	Amount released	Amount utilized	Status	Implementing Agency
1.	Desert Circuit 2015-16	Development of Sambhar Lake Town and Other Destinations	50.01	50.01	55.89	Complete	Rajasthan Tourism Development Corporation (RTDC)
2.	Krishna Circuit 2016-17	Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand)	75.80	72.01	77.49	Complete	Rajasthan Tourism Development Corporation (RTDC)
3.	Spiritual Circuit 2016-17	Development of Spiritual Circuit- 'Development of Churu (Salasar Balaji)-Jaipur (Shri Samodke Balaji, Ghatke Balaji, Bandheke Balaji)-Viratnagar (Bijak, Jainnasiya, Ambika	87.05	72.23	75.03	Complete	Rajasthan Tourism Development Corporation (RTDC)

		Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) - Mehndipur Balaji- Chittorgarh (Sanwaliyaji)					
4.	Heritage Circuit 2017-18	Development of Heritage Circuit Development of Rajsamand (Kumbhalgarh Fort) - Jaipur (Facade Illumination in Jaipur and Nahargarh Fort) -Jhalawar (Gagron Fort) - Chittorgarh (Chittorgarh Fort) - Jaisalmer (Jaisalmer Fort) - Hanumangarh (Gogamedi) - Udaipur (Pratap Gaurav Kendra) - Dholpur (Bagh- I-Nilofor and Purani Chawani) - Nagaur (Meera Bai Smarak, Merta) - Tonk (Sunehri Kothi)	70.61	66.99	67.04	Complete	Rajasthan Tourism Development Corporation (RTDC)
