

# PROMOTION OF RURAL TOURISM

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The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of on-going activities; promotion of Rural Tourism is also taken up. The Ministry of Tourism also regularly promotes various tourism destinations and products of rural tourism through its website and social media promotions.

Recognizing the immense potential of rural tourism in the country, Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India and National Strategy for the promotion of Homestays.

To identify the best practices prevailing in the rural tourism villages, the Ministry has organized the Best Rural Tourism Village Competition in 2023. Raghurajpur, the heritage crafts village of Odisha, has been recognized as the Best Tourism Village 2023 in Silver Category.

In addition, the Ministry of Tourism has identified Rural Circuit as one of the thematic circuits under its Swadesh Darshan Scheme.

Central Financial Assistance (CFA) has been extended to various State Governments/Union Territory Administrations under various schemes of the Ministry for development of Tourism Infrastructure in destinations including Rural Tourism destinations. The CFA is being extended according to its guidelines and based on proposals received from the States and UT governments.

The details of projects sanctioned by the Ministry in the State of Odisha under Swadesh Darshan are given at Annexure.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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**BY/SKT**

**ANNEXURE**

## **PROJECTS SANCTIONED UNDER SWADESH DARSHAN SCHEME FOR THE STATE OF ODISHA**

**(Rs. In crore)**

Sanction Year	Name of the Project	A m o u n t Sanctioned	A m o u n t Released	A m o u n t Utilised*
2016-17	Development of Gopalpur, Barkul, Satapada and Tampara	70.82	67.28	63.25

\* Includes amount released to CNA as per new financial procedure

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