

Ministry of Tourism



PROMOTION OF RURAL TOURISM

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

The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of the on-going activities, promotion of various tourism destinations and products including Rural tourism and Rural homestays are taken up.

In addition, the Ministry of Tourism has identified Rural Circuit as one of the thematic circuits under its Swadesh Darshan Scheme. The details of projects sanctioned under Rural Circuit of the scheme are given at **Annexure**.

The Swadesh Darshan 2.0 scheme has been initiated with the objective of developing sustainable and responsible destinations following a tourist & destination centric approach. Under this scheme, Rural Tourism Cluster Experience project has been sanctioned at Gunji, Uttarakhand.

The Government has approved the initiative to develop tribal home-stays under Swadesh Darshan Scheme, as part of 'Pradhan Mantri Janjatiya Unnat Gram Abhiyan'. The said intervention includes development of 1000 homestays with support of upto Rs.5 Lakh per unit (for new construction), upto Rs.3 Lakh (renovation) and Rs.5 Lakh for village community requirement.

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

Annexure**PROJECTS SANCTIONED UNDER RURAL CIRCUIT OF SWADESH DARSHAN SCHEME**

(Amount in ₹ crore)

S. No.	Name of State	Year	Project Name	Amount Sanctioned	Amount Released
1.	Bihar	(2017-18)	Development of Gandhi Circuit: Bhitiharwa-Chandrahia- Turkaulia	44.27	40.31
2.	Kerala	(2018-19)	Development of Malanad Malabar Cruise Tourism Project	57.35	45.88
			Total	101.62	86.19

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