

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1095  
ANSWERED ON 29.07.2024**

**PROMOTION OF RURAL TOURISM**

**1095 SHRI PRADEEP PUROHIT:**

**Will the Minister of TOURISM be pleased to state:**

- (a) the steps taken by the Government to promote rural tourism in the country including Odisha State;**
- (b) whether funds have been allotted for promoting rural tourism;**
- (c) if so, the details thereof; and**
- (d) to what extent these funds have been utilized by the State Government of Odisha during the last five years?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (d): 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.**

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**ANNEXURE**

**STATEMENT IN REPLY OF PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.1095 ANSWERED ON 29.07.2024 REGARDING PROMOTION OF RURAL TOURISM BY SHRI PRADEEP PUROHIT.**

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

**(Rs. In crore)**

<b>Sanction Year</b>	<b>Name of the Project</b>	<b>Amount Sanctioned</b>	<b>Amount Released</b>	<b>Amount Utilised*</b>
<b>2016-17</b>	<b>Development of Gopalpur, Barkul, Satapada and Tampara</b>	<b>70.82</b>	<b>67.28</b>	<b>63.25</b>

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

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