

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:1345  
ANSWERED ON:30.11.2012  
RURAL TOURISM  
Patle Kamla Devi

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

- (a) the details and objectives of Rural Tourism Scheme being implemented by the Government along with the criteria adopted for providing Central Financial Assistance (CFA) thereunder for development of rural sites;
- (b) the details of rural tourism projects sanctioned out of proposals received along with the funds sanctioned and released thereunder during each of the last three years and the current year, State/UT-wise;
- (c) the present status of completion/commission of sanctioned projects along with the utilisation of funds thereunder, State/UT-wise;
- (d) the details of coordination and cooperation between the Union and State Governments in the development and promotion of rural tourism in the country; and
- (e) the measures taken for the development/beautification and connectivity to rural tourist sites and to remove the obstacles being faced in execution of these projects?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

- (a): Ministry of Tourism is implementing its Rural Tourism Scheme with the main objective of showcasing rural life, art, culture and heritage in villages which have core competence in art & craft, handloom, textiles, natural environment etc. Under this scheme, Central Financial Assistance (CFA) is provided upto `50.00 lakh for infrastructure development and upto `20.00 lakh for capacity building of the local villagers at each identified site.
- (b): CFA is sanctioned to State Governments/Union Territory Administrations on the basis of proposals received from them, subject to adherence to scheme guidelines, availability of funds and inter-se priority. The state-wise details of the amount sanctioned and released to the State Governments/ UT Administrations for rural tourism projects during each of the last three years and current year are given in Annexure - I.
- (c): Out of rural tourism projects sanctioned at 186 villages since the inception of the scheme in 2002, projects at 87 villages have been completed by the State Governments/ UT Administrations, so far. State-wise details of completion of projects and utilisation of funds are given in Annexure - II.
- (d) & (e): Development and promotion of tourism, as well as execution of tourism projects, is primarily the responsibility of State Governments/ UT Administrations. However, Ministry of Tourism, besides providing CFA for rural tourism projects to States/UTs, promotes rural tourism at various national and international tourism fairs / marts such as World Travel Mart (WTM) London, International Travel Bourse (ITB) Berlin, Pacific Asia Travel Association (PATA) Mart, etc. Ministry of Tourism also facilitates participation of artisans from rural tourism sites in various national and international tourism events to enable the artisans to showcase their crafts and products. Landscaping and improvement of roads within the Panchayat limits are some of the components of the Rural Tourism Scheme for which CFA is provided to the State Governments/UT Administrations.