

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:378  
ANSWERED ON:22.03.2013  
CULTURAL TOURISM AMBASSADORS  
Tandon Annu

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

- (a) whether the Government proposes to introduce a special scheme to train educated rural youths as cultural tourism ambassadors of their local areas;
- (b) if so, the details thereof along with the funds earmarked for the purpose;
- (c) whether the Government also proposes to include training in hospitality and local cultural history as part of national skill development mission; and
- (d) if so, the details thereof?

**Answer**

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

(a) to (d) A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.378 ANSWERED ON 22.03.2013 REGARDING CULTURAL TOURISM AMBASSADORS.

(a) & (b) No, Madam. There is no proposal in the Ministry of Tourism to introduce a special scheme to train educated rural youth as cultural tourism ambassadors of their local area.

(c) & (d) The Ministry of Tourism has an existing programme, namely 'Hunar Se Rozgar Tak', under which training is imparted to youths in the age group of 18 – 28 years covering certain hospitality trades. Under another programme, namely 'Earn While You Learn', college going students are imparted training to enable them to work as student volunteers. The curriculum of the programme also covers some aspects of Indian society and culture.

The Ministry of Rural Development under Special Project component "Placement Linked Skill Development of Rural BPL Youth" of Swarnjayanti Gram Swarozgar Yojana (SGSY) offers certain Hospitality courses covering trades like Bakery, F&B service, F&B production, Front office & Reception, Front office operation etc.