

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:4656  
ANSWERED ON:21.02.2014  
DEVELOPMENT OF RURAL TOURISM  
Biswal Shri Hemanand ;Sugavanam Shri E.G.

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

- (a) the 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 villages/rural sites identified in this regard;
- (c) the details of the funds sanctioned/released and utilised for Rural Tourism Projects out of the proposals received during each of the last three years and the current year indicating the status of completed projects, State/UT-wise;
- (d) whether problems are being faced by the Government in execution of such projects;
- (e) if so, the details thereof along with the measures taken by the Government to remove such problems/obstacles; and
- (f) the further measures taken by the Government to focus on rural tourism to generate employment, income and promoting new destinations by exhibiting ancient heritage and culture of the hills along with providing connectivity to rural areas?

**Answer**

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

(a) to (c): The Ministry of Tourism has a 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) upto Rs.50.00 Lakh for infrastructure development and upto Rs.20.00 Lakh for capacity building is provided to State Governments/Union Territory Administrations for each identified site by them. The details of amount sanctioned, amount released, amount utilised and number of Rural Tourism sites sanctioned including villages during the last three years and current year are given in Annexure.

(d) & (e): Development, implementation, identification and promotion of tourism projects including those related to rural areas is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. The Ministry of Tourism (MOT) sanctions and releases Central Financial Assistance (CFA) to various State Governments/Union Territory Administration after receipt of the proposals from them subject to availability of funds, inter-se priority and adherence to the scheme guidelines.

(f): Rural Tourism helps in employment generation, enhances earning capacity, checks migration and provides better livelihood for the rural population by participation of the local communities. Rural tourism also promotes inclusive development in remote and backward areas. 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.