

Development of Rural Tourism



21-February, 2014

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.

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.

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.

This information was given by the Minister of State for Tourism (I/C) Shri K. Chiranjeevi in a written reply in the Lok Sabha

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