

CREDAI

YOUTHCON'19

— 13 & 14 FEBRUARY • DELHI —

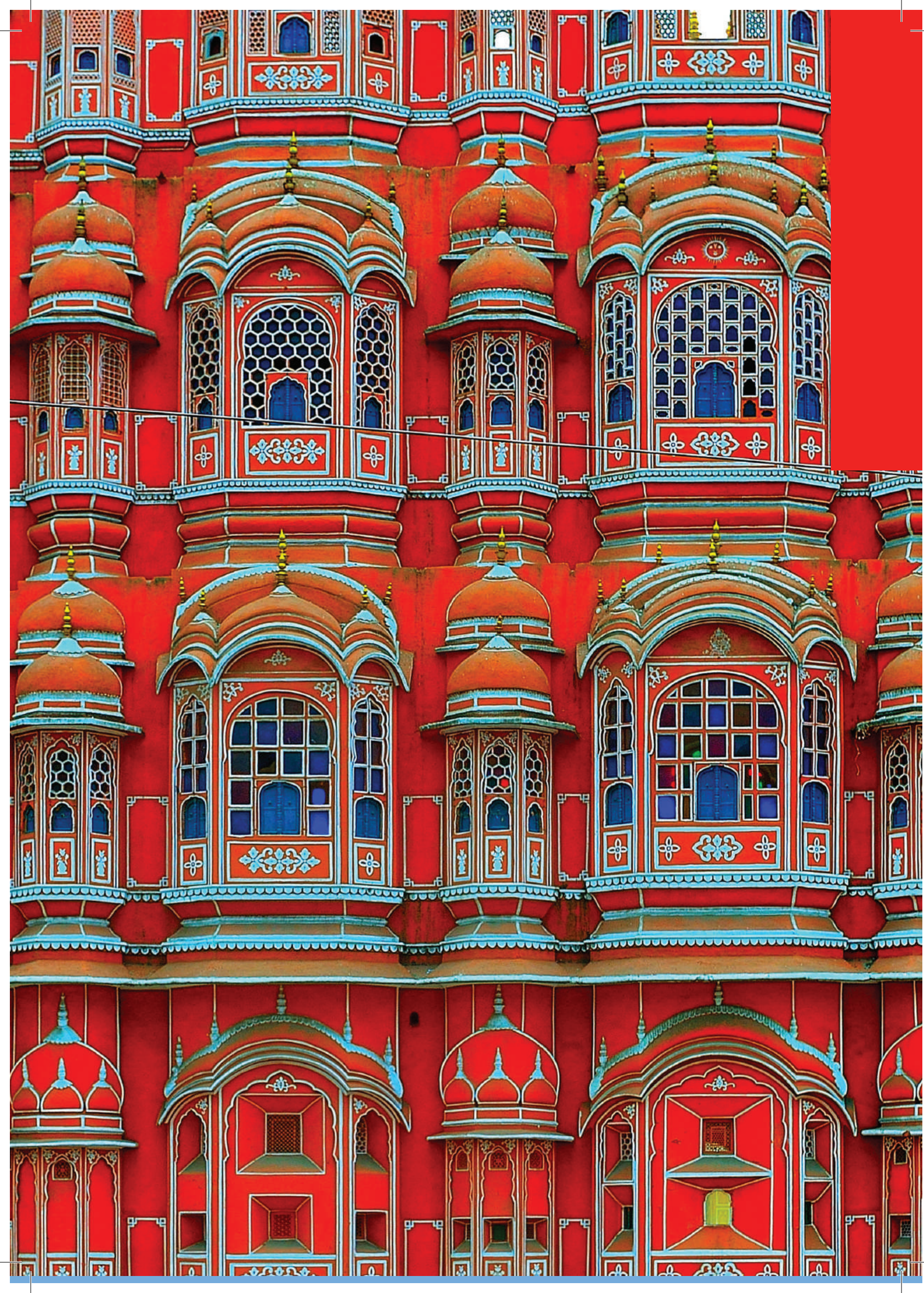


THE RENAISSANCE OF RURAL INDIA



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INTRODUCTION

01

"THE FUTURE OF INDIA LIES IN ITS VILLAGES", MAHATMA GANDHI

As one of the fastest growing nation in the world, Indian economy is at a point where it needs to explore the opportunities and avenues which will usher in an era of self-sustained and all-round development. While there is no dearth of opportunities, there is a growing requirement to explore areas which have the potential of integrated and self-sustained development and which can crosscultivate opportunities in other sectors and industries. The key to future growth and development of the country lies in its villages and rural areas where 65 percent of Indian population lives. Our villages and rural areas are primarily agrarian in nature and around 49 percent of Indian workforce is engaged in agriculture with the sector contributing 16 percent to the Indian GDP. Any kind of balanced growth in future will have to start from villages, with the farmers being its primary beneficiaries. That only is the road to transforming India into a trillion-dollar economy. While farmers need to be empowered through policy initiatives such as a dedicated market to sell their products directly and without involvement of any middleman, the rural areas can be converted into micro-economic units which can sustain and thrive on their own. Rural Tourism is one such opportunity which can help create villages into micro-economic units, independent from metros and big cities and at the same time can help farmers with direct access to the markets. Rural Tourism with specific opportunities for the people in Rural areas, is an exclusive formula, which can truly become the growth engine of the economy and usher in a phase which will help address the issues concerning India's rural landscape in a broad manner. Growth of Rural Tourism should not just be an opportunity, but the goal in itself to elevate the role of villages and small towns in the process of strengthening our national economy. With right policies, guidance and participation of all the stakeholders, rural tourism can truly become a self-sustained process, achieving the dream of our founding fathers where villages and small towns become the origin point of all the development process.



Mr. Rohit Raj Modi

As the chairman of CREDAI Youth Wing, it gives me immense pride to mentor the next generation of Real Estate developers and the work of a master has reached its pinnacle of success when the students out do his teachings. This initiative by the CREDAI Youth Wing shall be a catalyst in ensuring that the essence of the Rural areas of the country is highlighted as well as becomes a medium of creating employment in the rural areas for the people living there. I am so proud to see them implement this idea and their commitment towards this nation.

Mr. Jaxay Shah

Our nation's growth has primarily come from the Rural Area's and as the next generation of Nation builders of India CREDAI Youth Wing has endeavored to strengthen the Rural Economy of the country, through its initiative in Rural Tourism and Rurban Mandis. I am extremely proud of the youth wing in taking up this initiative and CREDAI looks forward to building the rural economy through this.

Ms. Binitha Dalal

CREDAI Youth Wing has always been on forefront of starting and supporting social initiatives. In keeping with our passion to give back to society, we have authored a white paper on rural tourism which aims to promote and develop the rural economy. The report provides new ideas to promote the same and also draws from case studies which were successful in the past. We firmly believe the next phase of growth in our economy will be powered by the rural and semi-urban development.

Mr. Gaurav Thakker

Gaurav's quote- CREDAI Youth Wing is very proud to support the Government in promoting tourism in rural and semi-urban areas as we believe that the growth of our country is intertwined with the growth and development of our rural areas. We pledge to take initiative and implement measures to promote tourism which not only helps in the growth and development of the rural areas but also empowers the rural population.

Mr. Getamber Anand

I truly believe that, the youth of today is the future of tomorrow. If one has to predict the future of a country's growth one has to look at the size of the country's youth population. The CREDAI Youth Wing's initiative in upliftment of the Rural Economy shall be a testimony to CREDAI's vision of being nation builders. I wish the youth wing the very best in its endeavor of committing themselves towards building a Rurban Tomorrow.

02

ABOUT GLOBAL TOURISM



“Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism which supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity”
– Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council.

There is no dearth of evidence on the role played by tourism industry behind creation of some of the well-known world cities. Thanks to the rise of liberalization and unrestricted movement of people all around the world, tourism has helped in creation of world cities and mega economies. According to present trends and statistics, Britain will have a tourism industry worth over £257 billion by 2025, contributing almost 10 percent to its economy and providing employment to around 3.8 million people. In United States, travel & tourism industry contributed \$ 503.7 billion in 2016 and the forecast claims that it will rise by 2.5 percent in 2017. Presently the travel and tourism industry employ 14 million people, which is expected to rise at the rate of 2.5 percent per annum till 2027. The Indian travel and tourism is among the fastest growing industries in the country and it has played a significant role in upliftment of overall image of the country at the international level. The contribution in the sector has increased both from the domestic as well as international travelers and the positive steps taken by the government and policy makers has played a key role in it. Predicted to grow at an annual rate of 6.9 percent, the sector has immense potential and capability to bring in a long-lasting positive change, especially in the rural economies. In 2017, tourism industry in the country made a direct contribution of INR 5,493.3 billion to the national GDP. Its share of 3.7 percent in the GDP is expected to rise by 3.9 by 2028. The total contribution of the travel and tourism industry in 2017 stood at INR 15,239.6 billion or 9.4 of the GDP and it is expected to rise by 9.9 percent in 2028.

As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. In our annual analysis of the global economic impact of Travel & Tourism, the sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017.

Over the past ten years, one in ve of all jobs created across the world has been in the sector and, with the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead. Over the longer term, forecast growth of the Travel & Tourism sector will continue to be robust as millions more people are moved to travel to see the wonders of the world.

In 2017 Travel & Tourism directly supported 26,148,000 jobs (5.0% of total employment). This is expected to rise by 2.8% in 2018 and rise by 2.1% pa to 33,195,000 jobs (5.3% of total employment) in 2028.

In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 8.0% of total employment (41,622,500 jobs). This is expected to rise by 3.1% in 2018 to 42,898,000 jobs and rise by 2.0% pa to 52,279,000 jobs in 2028 (8.4% of total).

Visitor exports generated INR1,777.1bn (USD27.3bn), 5.8% of total exports in 2017. This is forecast to grow by 8.8% in 2018, and grow by 5.5% pa, from 2018-2028, to INR3,316.4bn (USD50.9bn) in 2028, 5.1% of total.

Travel & Tourism investment in 2017 was INR2,706.1bn, 6.3% of total investment (USD41.6bn). It should rise by 6.7% in 2018, and rise by 6.7% pa over the next ten years to INR5,546.3bn (USD85.2bn) in 2028, 6.1% of total.



TOURISM IN INDIA

03

One of the oldest civilizations in the world, having a rich history worthy of its tale, a kaleidoscope of traditions, culture and vibrant geographies, India speaks for itself as a soul stirring journey. From its dusty snow trenches, frolic coasts, gripping natural green to the mystic ravines of spiritually and clusters of shades defining the raw beauty. India captures the heart of every tourist, from the innumerable palaces to its infinite places of worship, to the snow peaked mountains that can give a tough competition to the Swiss Alps, to having one of the seven wonders of the world amidst its terrain, India can truly delight every type of tourist in the world. Tourism has evolved as one of the key enablers of a nation's socio-economic growth. With its spillover effect over all segments of economy, tourism offers enormous growth prospect for India. Tourism fosters engagement and collaboration of different communities across the value chain including tourists, locals, government and businesses. Given its diverse socio-cultural precincts and rich heritage, India offers wide ranging options to inbound tourists and is thus, well positioned to harness its tourism growth potential.



04

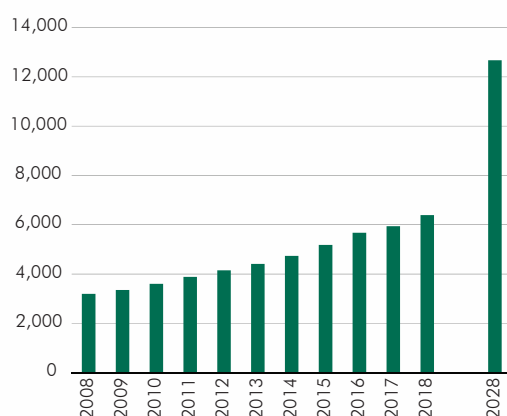
TRAVEL & TOURISM'S
CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2017 was INR5,943.3bn (3.7% of GDP). This is forecast to rise by 7.6% to INR6,392.7bn in 2018. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

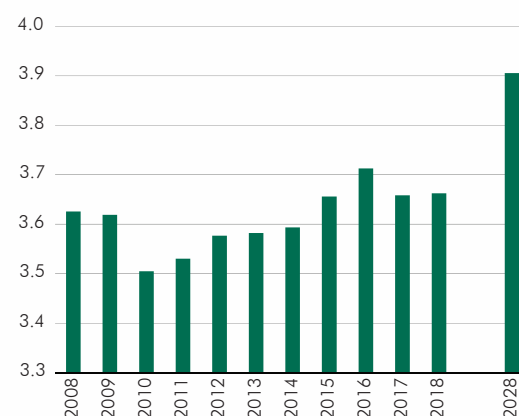
The direct contribution of Travel & Tourism to GDP is expected to grow by 7.1% pa to INR12,677.9bn (3.9% of GDP) by 2028.

India: Direct contribution of Travel & Tourism to GDP

% OF WHOLE ECONOMY GDP



% OF WHOLE ECONOMY GDP



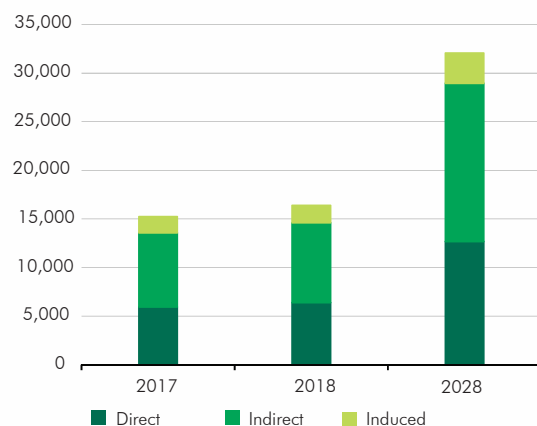
The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was INR15,239.6bn in 2017 (9.4% of GDP) and is expected to grow by 7.5% to INR16,386.5bn (9.4% of GDP) in 2018.

It is forecast to rise by 6.9% pa to INR32,053.3bn by 2028 (9.9% of GDP).

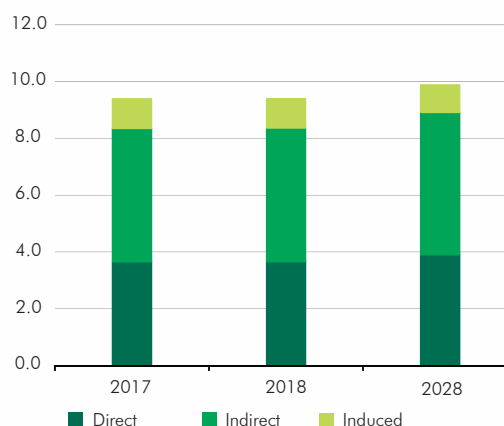
1. All values are in constant 2017 prices & exchange rates

India: Total contribution of Travel & Tourism to GDP

CONSTANT 2017 INRBN



% OF WHOLE ECONOMY GDP



JOBS CREATED BY TRAVEL & TOURISM IN INDIA

Travel & Tourism generated 26,148,000 jobs directly in 2017 (5.0% of total employment) and this is forecasted to grow by 2.8% in 2018 to 26,883,000 (5.1% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

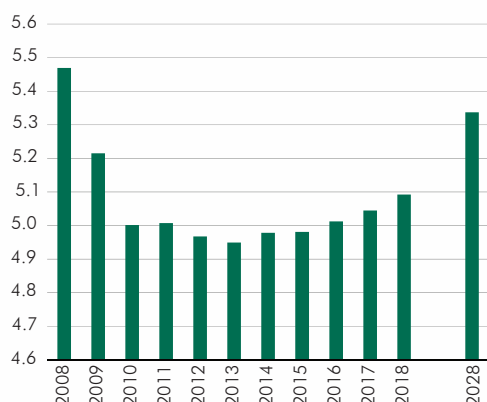
By 2028, Travel & Tourism will account for 33,195,000 jobs directly, an increase of 2.1% pa over the next ten years.

India: Direct contribution of Travel & Tourism to GDP Employment

'000 JOBS



% OF WHOLE ECONOMY EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts) was 41,622,500 jobs in 2017 (8.0% of total employment). This is forecasted to rise by 3.1% in 2018 to 42,898,000 jobs (8.1% of total employment).

By 2028, Travel & Tourism is forecasted to support 52,279,000 jobs (8.4% of total employment), an increase of 2.0% pa over the period.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

INDIA Growth ¹ (%)	2012	2013	2014	2015	2016	2017	2018E	2028F ²
Visitor exports	5.9	6.2	8.6	6.9	10.4	12.6	8.8	5.5
Domestic expenditure (includes government individual spending)	6.1	6.0	7.1	9.6	9.5	3.7	7.3	7.4
Internal tourism consumption (= 1 + 2)	6.1	6.0	7.2	9.3	9.6	4.8	7.5	7.1
Purchases by tourism providers, including imported goods (supply chain)	5.5	5.8	7.2	9.3	9.6	4.9	7.5	7.2
Direct contribution of Travel & Tourism to GDP (= 3 + 4)	6.9	6.3	7.3	9.4	9.6	4.7	7.6	7.1
Other final impacts (indirect & induced) Domestic supply chain	6.9	6.3	7.3	9.4	9.6	4.7	7.6	7.1
Capital investment	9.4	5.2	4.8	7.5	1.9	2.2	6.7	6.7
Government collective spending	5.5	5.3	6.9	4.7	17.3	12.8	10.9	6.9
Imported goods from indirect spending	13.0	5.3	4.8	7.4	2.0	2.3	6.7	6.8
Induced	3.8	5.7	8.2	6.1	7.3	5.5	6.8	5.7
Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	5.8	6.2	7.4	9.0	9.4	4.8	7.5	6.9
Employment impacts ('000) Direct contribution of Travel & Tourism to employment	0.7	1.2	2.2	1.8	2.4	2.5	2.8	2.1
Total contribution of Travel & Tourism to employment	1.1	1.3	2.5	1.6	2.3	2.7	3.1	2.0
Other indicators Expenditure on outbound travel	-7.0	0.0	24.4	6.6	10.3	-0.1	4.5	5.1

1. 2012-2017 real annual growth adjusted for inflation (%); 2. 2018-2028 annualised real growth adjusted for inflation (%)

SUMMARY TABLES: ESTIMATES & FORECASTS

INDIA	2017 USDbn ¹	2017 % of total	2018 Growth ²	USDbn ¹	2028 % of total	Growth ³
Direct contribution to GDP	91.3	3.7	7.6	194.7	3.9	7.1
Total contribution to GDP	234.0	9.4	7.5	492.2	9.9	6.9
Direct contribution to employment ⁴	26,148	5.0	2.8	33,195	5.3	2.1
Total contribution to employment ⁴	41,623	8.0	3.1	52,279	8.4	2.0
Visitor exports	27.3	5.8	8.8	50.9	5.1	5.5
Domestic spending	186.0	7.5	7.3	405.8	8.1	7.4
Leisure spending	201.7	3.5	7.6	432.3	3.7	7.1
Business spending	11.6	0.2	6.7	24.4	0.2	7.0
Capital investment	41.6	6.3	6.7	85.2	6.1	6.7

1. 2017 constant prices & exchange rates; 2. 2018 real growth adjusted for inflation (%); 3. 2018-2028 annualised real growth adjusted for inflation (%); 4. '000 jobs

SOUTH ASIA	2017 USDbn ¹	2017 % of total	2018 Growth ²	USDbn ¹	2028 % of total	Growth ³
Direct contribution to GDP	112.4	3.6	7.2	233.7	3.8	6.9
Total contribution to GDP	281.6	8.9	7.2	579.6	9.4	6.7
Direct contribution to employment ⁴	29,756	4.5	2.8	38,059	4.7	2.2
Total contribution to employment ⁴	49,931	7.5	3.0	63,006	7.8	2.0
Visitor exports	36.9	6.3	7.7	69.3	5.7	5.7
Domestic spending	211.0	6.7	7.1	451.8	7.4	7.2
Leisure spending	230.5	3.3	7.3	486.4	3.5	7.0
Business spending	17.3	0.3	6.5	34.7	0.3	6.5
Capital investment	47.8	5.9	6.6	95.3	5.7	6.5

1. 2017 constant prices & exchange rates; 2. 2018 real growth adjusted for inflation (%); 3. 2018-2028 annualised real growth adjusted for inflation (%); 4. '000 jobs

WORLDWIDE	2017 USDbn ¹	2017 % of total	2018 Growth ²	USDbn ¹	2028 % of total	Growth ³
Direct contribution to GDP	2,570.1	3.2	4.0	3,890.0	3.6	3.8
Total contribution to GDP	8,272.3	10.4	4.0	12,450.1	11.7	3.8
Direct contribution to employment ⁴	118,454	3.8	2.4	150,139	4.2	2.2
Total contribution to employment ⁴	313,221	9.9	3.0	413,556	11.6	2.5
Visitor exports	1,494.2	6.5	3.9	2,311.4	6.9	4.1
Domestic spending	3,970.5	5.0	4.1	6,051.5	5.8	3.9
Leisure spending	4,233.3	2.5	4.1	6,605.3	2.8	4.1
Business spending	1,230.6	0.7	3.8	1,756.1	0.8	3.2
Capital investment	882.4	4.5	4.8	1,408.3	5.1	4.3

1. 2017 constant prices & exchange rates; 2. 2018 real growth adjusted for inflation (%); 3. 2018-2028 annualised real growth adjusted for inflation (%); 4. '000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services. Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

The above clearly builds a case for CREDAI Youth Wing to take up tourism in Rural Areas, namely Rural Tourism.





WHAT IS RURAL TOURISM?

05

Lane & Kastenholz in their 2015 report indicated, rural tourism existed since the late nineteenth century on the European and American continents, but the 1970's and 1980's saw a 'new type of rural tourism which was driven by markets, by rural people and communities, and by governments no matter their status as a scenic or protected areas. Combining rurality with tourism is a relatively effective global development path. Rural tourism brings economic revenue and jobs, governments and researchers credit it with slowing down the population loss in rural areas (Augustyn's report of 1998 and Flisher & Felsentein's report of 2000). Although it has been defined in many different ways, rural tourism has two basic features: it employs rural inhabitants, and involves recycling and revalorizing existing rural infrastructure and heritage resources as tourist accommodations and attractions (Lane & Kastenholz report of 2015.)

Tourism's growth potential can thus, be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of an urban lifestyles have led to a growing "counterurbanization" syndrome. People residing in metros and big cities have started to look towards the villages and smaller cities for their travel and leisure trips within the country. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism.



WHAT DRIVES RURAL TOURISM?

INCREASING DESIRE AMONG
THE CITY DWELLERS TO ESCAPE
FROM THE MONOCULTURE OF
URBAN LIVING.

INCREASING INTEREST IN
OUTDOOR RECREATION, ECO-
TOURISM AND SPECIAL INTEREST
(EXPERIENCE BASED) TOURISM.

INCREASED INTEREST IN
ALTERNATIVE AND OFFBEAT
ATTRACTIONS.

INCREASING ACCESSIBILITY OF
RURAL AREAS

IMPROVEMENT IN BASIC
INFRASTRUCTURE SUCH AS
ROADS, COMMUNICATION AND
SECURITY

OVER-FAMILIARITY AND
CONGESTION WITH ALREADY
ESTABLISHED AND POPULAR
TOURIST RESORTS




IN 2018-19, THE FARM CREDIT WAS
ROSE TO HISTORIC HIGH OF INR
11 LAKH CRORE

IN 2017-18, THE FOOD GRAIN
PRODUCTION REACHES A RECORD
HIGH OF 279.5 MILLION TONNES

THE BUFFER STOCK OF PULSES
INCREASED FROM 1.5 LAKH
TONNES TO 20 LAKH TONNES

MILK PRODUCTION INCREASED BY
18.8% IN 2016-17 AS COMPARED
TO 2013-14

A close-up photograph of a man with dark hair and a mustache, wearing a light-colored shirt, holding a large bundle of golden wheat stalks. He is looking down at the wheat with a focused expression. The background is a blurred field of wheat under a clear sky.

GOVERNMENT MEASURES TO PROMOTE RURAL TOURISM

Rural Tourism scheme: The scheme of Rural Tourism was started by the Ministry of Tourism in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourists visitations, thereby stopping the exodus from rural to urban areas. While in the initial two years of the scheme, only physical infrastructure (Hardware or HW) development activities were taken up under the scheme, from the year 2004-05 capacity building (Software or SW) activities too were taken up. The HW components of the rural tourism projects (RTPs) have been provided funds



from the plan scheme "Product/ Infrastructure development for destinations and circuits (PIDDC). Rural projects sanctioned, financial assistance granted The Ministry of Tourism has sanctioned Rural Tourism projects at 185 sites to various States/Union Territory Administrations upto 31st March 2012. For the year 2012-13, rural tourism projects at 13 sites were identified for development, based on prioritization meetings held by the Ministry of Tourism with State Governments/ UT Administrations. The Ministry of Tourism is implementing the Rural Tourism Schemes 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.
- CFA is provided to State Governments/ Union Territory (UT) Administrations on the basis of proposals received from them and subject to adherence to scheme guidelines, availability of funds and inter-se priority.
- Improvement of roads within the Panchayat limit is one of the components of the Rural Tourism Scheme for which CFA is provided to the State Governments/UT Administrations.

State/UT	2009-10		2010-11		2011-12		2012-13 (till 30.09.2012)	
	No of projects	Amt sanctioned	No of projects	Amt sanctioned	No of projects	Amt sanctioned	No of projects	Amt sanctioned
Andhra Pradesh	7	220.37	3	109.8	2	62.54	0	0
Arunachal Pradesh	2	64.66	1	17.0	2	85.88	1	20.00
Jammu & Kashmir	12	374.82	4	136.74	6	266.19	3	51.00
Kerala	1	18	0	0	0	0	0	0
Maharashtra	0	0	0	0	1	17.29	1	49.08
Manipur	1	16.33	0	0	0	0	0	0
Meghalaya	1	20	0	0	0	0	1	50.00
Mizoram	0	0	1	20	1	50	2	62.7
Nagaland	6	205.1	0	0	8	268.44	0	0
Odisha	0	0	0	0	1	20	0	0
Punjab	0	0	1	15.5	1	15.93	0	0
Sikkim	5	146.76	5	181.27	0	0	0	0
Tamil Nadu	3	86.45	0	0	0	0	0	0
Tripura	6	163.22	4	164.9	0	0	0	0
Uttarakhand	0	0	0	0	1	17	0	0
Uttar Pradesh	0	0	1	40.51	0	0	0	0
West Bengal	0	0	0	0	2	70	0	0
Puducherry	1	50	1	15.17	0	0	0	0
TOTAL	45	1365.71	21	700.89	25	873.27	8	232.78

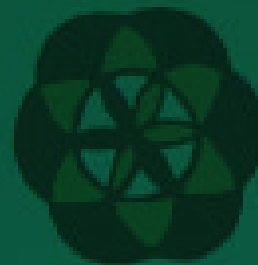
CASE STUDIES:

CITIES/ PROJECTS WHERE RURAL
TOURISM HAS BEEN SUCCESSFULLY
IMPLEMENTED



GUJARAT, SHAAM E SARHAD

Concept: Shaam E Sarhad is one of the seasonal (open in mid-October to mid-March) resort operated and managed by the local community of hodka village and seeks to promote local culture and craft-based tourism for sustainable livelihoods and integrated rural development. The resort is located in the Rann of Kutch and gives an opportunity to the local people (primary stake holders) to control the process of tourism in their region. It was awarded the best rural tourism income generating project by CNBC Awaaz, 2008.





KERALA, SARGAALAYA

Concept: one of its kind exclusive craft village with blending traditional art and business, provides local artisans a platform to exhibit and sell their products at fair prices to travelers. This village also conduct craft expo, skill development and training programmes to successfully market new destination and boost the handicraft sales. Over the years, this villages has strengthened the rural livelihood by revival and preservation of traditional craft, art and culture. The project was awarded the best rural tourism project in 2016.

IMPACT ANALYSIS OF RURAL TOURISM PROJECTS IN KEY STATES IN INDIA

STATE	NO OF PROJECTS	SUCCESSFUL PROJECTS	REASON FOR SUCCESS
ASSAM	4	3	Tourist inflow increased
CHHATTISGARH	5	0	
GUJARAT	4	2	
HIMACHAL PRADESH	3	3	Most of the projects have been completed.
MADHYA PRADESH	4	1	Few components are properly implemented and maintained.
ORISSA	7	2	
RAJASTHAN	3	1	Hardware components were developed and maintained.
UTTARAKHAND	11	8	Selected destinations have been able to attract tourists. Most of the hardware and software components implemented have been completed.

Source: Ministry of Tourism, Nielsen

NON-SUCCESSFUL PROJECTS

REASON FOR NON-SUCCESSFUL PROJECTS

LEARNING

1

Basic amenities are not present at tourist rest house.

Training, skill development and marketing is required.
Maintenance should be handled directly by the State tourism.

5

Cultural handicrafts of the region have been ignored.

Accessibility is a prime concern.
Advertising the destinations will help artisans in selling their products better.

2

Incomplete work of software components due to lack of funds.

Implementation of software as well as hardware components need to be revamped and re-structured.

0

Tourist rest houses or centers should be made.
Proper advertising of the project is required to generate interest.

3

Incomplete implementation of hardware components.

Proper marketing of the project is required to increase tourists.

5

Tourists flow non-existent.
At many destinations component work has not even started.

Projects should be re-strategized in terms of proximity to popular sightseeing destinations.

2

Incomplete implementations.
Poor standard of infrastructure.
Inadequacy of funds.

Development of Infrastructure required.
Find dispersal should be smooth.

3

No involvement of local people.
Partial completion of components.
Lack of awareness among people about resorts.

Scope of work should be broadened.
Introduction of projects to public is required.



RURAL DEVELOPMENT IS IMPERATIVE FOR ECONOMIC GROWTH OF THE COUNTRY

06

Rural development is imperative for improving the quality of life and economic well-being of a country. As per the Census of India, 2011, about 69% of India's population is concentrated in rural areas. Hence, the lack of development of the rural sector is a major impediment to the overall progress of the economy. India has predominately been an agrarian society and agriculture is one of the major economic drivers. However, the contrast of focus between rural and urban development is a major line of difference, which is hindering rural growth. Over the years, farmers have suffered hugely from the lack of remunerative prices of the products and non-accessibility to market at the right time. This had led to severe agrarian distress and emergence of new market has become the need of the hour. Since long, the growth trend in the Indian agricultural sector has been approximately 3%, well below other sectors such as industries and services. By implication, while per-capita agricultural output has seen a steady rise, the share of agriculture in the Gross Domestic Product (GDP) has fallen, the contribution was close to 24% in early 2000s, which had reduced to close to 14.6% in 2009-10.

Nevertheless, government's focus to develop rural economy of the country by uplifting agrarian and rural entrepreneurial communities is an important and far reaching step to bridge the economic gap. The government is taking significant steps to improve farmer livelihood and agriculture sector. Recently, government approved the historic MSP (Minimum Support Price) hike for monsoon crops to 1.5 times the cost which will provide farmers a profit margin of 50% over the cost of production. The rise in per-capita agricultural production has gone a long way toward easing pressure on meeting food and nutrition security of the country.

Some of the other initiatives by the government to improve farmer's livelihood, thereby developing rural economy are:



PRADHAN MANTRI KRISHI SINCHAYEE YOJANA

The initiative to facilitate water supply and enhance water conservation skill of farmers, emphasising on 'water to each and every farm'. To ensure fulfilment of the objective, the government is committed to invest on technological and architectural advancement besides encouraging private investments in the agricultural sector. Various FMCG giants such as PepsiCo., Hindustan Unilever and ITC Ltd are actively contributing to the sector by buying products from farmers in various states.

PARAMPARAGAT KRISHI VIKAS YOJANA

The initiative undertaken in 2015, to encourage adoption of bio-farming in cluster manner across various states in the country. By introducing bio farming in cluster manner, the government has focused on employment for underprivileged farmers, as a cluster of 50 farmers is required to cultivate 50 acres of land. Every farmer will be provided with INR 20,000/- per acre for the span of three years for the purchase of bio-seeds to harvest and transport to the local market.

SOIL HEALTH CARD SCHEME

The government is providing Soil Health Cards to educate farmers about the crucial factors of agriculture such as fertility of land, monitoring quality of soil and understanding better agricultural methodology.

PRADHAN MANTRI FASAL BIMA YOJANA

In order to provide relief to farmers from crop loss and damage. Under the initiative, a uniform premium of 2% for all Kharif crops, 1.5% for all Rabi crops and 5% for annual crop will be paid by the farmers and the balance will be borne by the government to provide full insured amount against loss due to natural calamities. There will be no upper limit on government subsidy as even 90% of

balance premium will be paid by government in case of loss. This initiative also provides assessment of regional calamities along with a list on unseasonal rain fall, land slide and floods to help farmers to be future ready. To expedite the process, government has also mandated the use of remote sensing, smart phone and drone use for the expeditious assessment of the crop damage.

NATIONAL AGRICULTURE MARKET (E-NAM)

The electronic trading portal launched in 2016, aims at creating a unified national market for agro products by forming a network of markets under Agricultural Product Marketing Committee (APMC). To maintain a fair price market for both farmers and consumers, the transportation of products between markets will be undertaken by the government, thereby saving market duties for producers and offering better pricing for consumers. By covering more than 500 agricultural markets and providing transportation facilities, the government has created an immense platform for farmers to obtain more alternatives to sell out products across country at better returns. Till May 2018, 9.87 million farmers, 109,725 traders were registered on the e-NAM platform.

PRIME RURAL AGRI – MARKETS (PRAM)

The initiative aims at setting up new markets with facilities to aggregate and organise the flow of products and bring primary postproduction activities at the rural level. These centres are intended to provide an opportunity to farmers to connect with markets nationally via the government transportation and storage facilities. These centres serve as local retail markets as well as assembling and aggregating centers and help in establishing a direct connect between the small farmer community and larger markets across the country (without the involvement of intermediaries).

MY VILLAGE MY PRIDE

Under the initiative, about 20,000 agricultural scientists have been appointed to engage and educate rural populations to adapt sophisticated scientific farming. Government had identified almost 92 villages till now to provide multi-dimensional information and benefits to the farmers. Further, to improve rural livelihood and accelerate development, the government has launched a campaign 'India emergence through village emergence'. Additionally, the government has invested heavily in the agriculture sector over the past couple of years. Some of the key programmes launched have been mentioned below.

INVESTMENTS:

- Government had identified about 28.5 lakh hectare of agricultural land in the country and earmarked INR 50,000 crore to ensure proper water supply in those land and allocated INR 5,000 crore to install solar pumps for micro-irrigation
- To provide formal source of funds in form of farm credits to farmers and to ensure risk coverage, government has introduced Pradhan Mantri Fasal Bima Yojana. Under the subvention scheme short-term agricultural loans up to INR 3 lakh with an interest of 7% per annum for a period of one-year is made available for farmers
- Investments were made on establishing proper warehousing and cold chain facilities to prevent post-harvest crop losses; additionally, food processing units were set up to ascertain proper reach of farmers to market.



07





RECOMMENDATIONS TO PROMOTE RURAL TOURISM

ACCESS TO LOANS

Owners of rural households lack the funds for building new accommodation capacities and the fact that in rural areas it is difficult to obtain a loan for tourism as it means stricter conditions for obtaining credit lines. It is important that funds at the municipality level are set apart to allow for creation of adequate accommodation facilities for tourists. Also, micro-loans for rural tourist sites with development potential should be made available to allow the local population to have access to funds for building accommodation facilities, new restaurants, set up of souvenir shops, upliftment by the local administration in the up-keep and renovation of the tourist sites., etc.

LOCAL GOVERNMENT SUPPORT

Support of the local government is critical to secure rural tourism growth. Most tourist spots are governed by the local administration and the support from them is most key even at the micro level, however, this help is often at a marco-level or sometimes only partially covers the real needs. For instance, the government of Scotland has set up a UK 6-million-pound Scottish Government Rural Tourism Infrastructure Fund to support sustainable, well planned, collaborative infrastructure projects to enable greater tourist inflow towards Scotland's rural communities. Applications are invited to secure funding, which are evaluated on various set parameters and once selected, the projects can gain access to funding.

FOCUS ON HOMESTAYS

Rural tourism, with focus on creating homestays, is being looked upon as the means to ensure a sustainable livelihood. This country's roots lie in the small cities and rural areas, with the fast moving pace of life, people forget their roots. Homestays to experience the rural life is a new way to get people reconnected with their roots. This new form of homestay tourism is still at a nascent stage but is evolving as one of the most

promising sectors in rural tourism in India. With tourists evolving as travellers, their preferences are also shifting to more ethnic and rural experiences, thus paving way for spending time in the rural landscape.

INFRASTRUCTURE AND CONNECTIVITY

Accessibility to a tourist spot is most crucial. Without convenient connectivity tourism shall never flourish, thus it is necessary to invest in infrastructure to allow all the advantages of rural tourism to be made accessible. However, while developing infrastructure, it is also imperative to take care of the environment to protect uncontrolled urbanization. Also, tourist mapping, marking, and signalling play a very important part in rural tourism, especially for foreign tourists. Road signs and marking walking paths is critical when it comes to cultural/historic monuments, and at the same time offers the possibility to organize walking and horse-riding tours.

MARKETING/PROMOTION OF THESE RURAL SITES

Marketing is the essence to all awareness. Without the right awareness it shall be impossible for one to generate the tourism buzz.

Technology should be used to the maximum for promotion of such rural tourism sites, including the internet and other means of electronic communication. Tie ups can be made with tour operators, leading travel websites to offer trips and packages to these destinations.

RECREATION FACILITIES AS PER TOURIST PROFILE

Marketing brings people in, however one can only come to a place if there is a bit more at the tourism spot. Thus each rural tourism site should try and provide a unique experience and develop recreational facilities as per its topography and expected tourist

profile. Needs of tourists such as sport fields, walking and trekking paths, farm experiences must be considered while developing such infrastructure.

BRIDGING THE LANGUAGE BARRIER

Communication is the only medium to connect with all and the language barrier is very often an obvious obstacle in communication between guests and home owners, so the education of rural hosts is imperative for the success of rural tourism. While a large majority of the tourists in such sites are expected to be domestic (and hence be familiar with the local language), however trainings for greeting and hospitality can go a long way in ensuring repeat tourism.

EDUCATING TO ENSURE SUSTAINABLE, LONG TERM TOURISM

It is not only important to educate hosts in hospitality terms but it is also critical to prepare them for dealing with large number of tourists and the impact on their local ecology. Responsible tourism is more sustainable; hence hosts should be encouraged to prepare food in a traditional way, use organic fertilizers, protect underground water, exercise care in garbage collecting and disposal.

TAPPING LOCAL ADVANTAGES

A significant proportion of Indian villages is still agrarian, which can be used to their advantage to promote concepts such as "agritourism". The concept is being used in farmland rich countries such as Switzerland, wherein family farms are being revived through rural tourism. Farmers turned entrepreneurs are increasing the profitability of local food production and ensuring that family farms remain a pivotal part of the Swiss society and culture. Not only does it benefit the farmer community, but also reconnects visitors with their food sources, encourages local eating and purchase.

CASE STUDY

Economic Revitalization through Rural Tourism: Yuanjia Village, Shaanxi Province, China

In China, the effort to protect traditional villages has been a matter of national attention and been given legal status, which led a total of more than 4,000 villages designated as national traditional villages, and some of these villages are world cultural heritage sites and have gained attention worldwide. Yuanjia village in Shaanxi Province has successfully used rural tourism as a livelihood approach to sustainably revitalize itself. The village, which is 60 km away from Xi'an City, Shaanxi Province, has become a popular rural tourism destination during the last five years in the Guanzhong Region (also called Guanzhong Plain). Its original population was only 268 residents, with the village spread over an area of 0.53 square kilometers, of which 75% is suitable for crops. Evolution of the village Agriculture was the only means of livelihood until the late 1970s. At the beginning of the 1980s, the village leader encouraged locals to open up some small plants such as cement, sponge and casting plants. The Chinese government was also supportive and encouraged township-enterprises as a part of its industrialization program. Residents were employed by the plants and were able to invest their to build new, two storey houses. In the early 21st century, due to increased competition, decreased profitability, environmental pollution and lack of human resources, these plants were shut down. Residents were out of work with many migrating to cities in search of employment opportunities. However, 2007 was in a way turning point with the village looking at rural tourism as a means of livelihood. After several years of development, it has become a successful rural tourism destination and now attracts numerous city dwellers.

The increase in tourists in the Village over the years	
Year	Tourist amount (in millions)
2012	2.0
2013	3.0
2014	3.6
2015	4.5
2016	5.0

The village was designated as a National Traditional Village in 2013 by the Chinese Ministry of Housing and Urban-Rural Development and the village still attracts tourists consistently. The most obvious achievement by the village has been in the manner the population of the village has expanded - from 268 to 2000 people in 2017. In fact, because of rural tourism development, some people have even decided to settle in the village for long term.

HOW DID THE TRANSFORMATION HAPPEN?

In 2007 the village's head, united with other village leaders to outline a rural tourism development strategy by forming a company, collectively owned by the village. Although there were only a few historic/cultural attractions left, villagers were still encouraged to engage in providing food and accommodation for tourists. Before 2007, there was only one main street where two-storey houses were located and local residents lived. The village was transformed from one street village into a renewed network street layout.

In the initial stage of rural tourism development, one of the key measures employed was to leverage the fertility of the land and focus on local produce, such as flour, tofu, and chilies in the family hotels. Villagers who opened their hotels needed to buy goods from these mills. Gradually citizens were attracted to the village, particularly to eat 'Nongjiafan' or food from

these family hotels which were differentiated from city hotels as it was promoted as being fresh and healthier. The healthy food and the calm atmosphere attracted more tourists. In 2012, the leader group developed specialty food streets to attract more tourists. The buildings that held these food streets were constructed in traditional Guanzhong style (a regional architecture style, showcasing local historic and cultural information). The strategies the village committee used must be emphasized were key reasons why the village succeeded. The village leaders created a policy that providing free houses to food producers and operators. Thus, it attracted the most skilled/ experienced people to the village to sell specialty food. The village leaders established different cooperatives

(yogurt cooperative, tofu cooperative, oil cooperative, sauce cooperative etc.), which shared the specialty food profits among members. For example, if a local resident invested around USD 1,500 in the specialty food cooperative, he received a bonus corresponding to his percentage of investment of the annual profit, minus an amount distributed to the business operator. Everyone whether native or non-native could purchase shares.

The houses in which residents live were rebuilt to add more storeys and were decorated traditionally to provide more space for tourists. Every family hotel has computers and Wi-Fi, cable TV, and other modern amenities.

Main streets and their business content and structure: Yuanji Village

Street name	Establishment	Business content
Nongjiale Street	2007	Accommodations and food
Zuofang Street	2008	Produce and raw food materials
Xiaochi Street	2009	Local specialty food
Bar Street	2012	Bars to drink beer or wine
Guanzhong Ancient Town	2013	Handicrafts, artwork, food
Huimin Street	2015	Hui nationality food
Citang Street	2015	Local specialty food
Shuyuan Street	2016	Handicrafts, artwork, food

BENEFITS FOR THE LOCALS

- Since Yuanjia adopted rural tourism as its main livelihood strategy, local residents’ lives have improved significantly. Residents no longer engage in agricultural production and farmland is now used for tourism development.
- From the national to provincial levels, the Chinese government has advocated rural tourism and created favorable policies and subsidies for villages. Although tourism is an inherently seasonal business, Yuanjia has diversified its tourism attractions and products to maintain its appeal all year round.
- From an economic perspective, residents acknowledge that their household income has substantially increased. Average household income increased from USD 4,500 before 2007 to USD 74,000 in 2017. Their income comes from three sources – by running family hotels, residents who rent their house to outsiders and the annual tourism bonus from Village Collection – which is another important income for households.



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CBRE RESEARCH | 2019



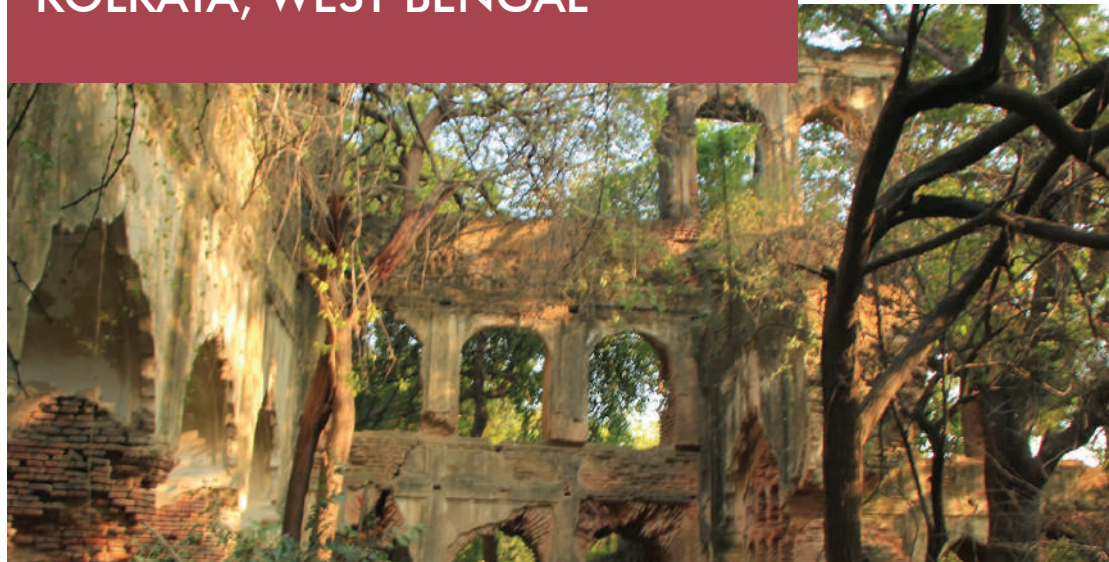
EMPOWERING THE INDIAN FARMERS

India is home to 30 per cent of the total organic producers in the world, but accounts for just 2.59 per cent (1.5 million hectares) of the total organic cultivation area of 57.8 million hectares, according to the World of Organic Agriculture 2018 report. Additionally, the total farmers/cultivators population of India is 118.7 million (2011) & 144.3 million agricultural workers/labourers which consists 31.55 of total rural population. These figures are a testament to the true potential of growth farmers and rural India carries on their shoulders.

- **RECORD INCREASE IN BUDGETARY ALLOCATION FROM INR 1,21,082 CRORE TO 2,11,694 CRORE**
- **IN 2018-19, THE FARM CREDIT WAS ROSE TO HISTORIC HIGH OF INR 11 LAKH CRORE**
- **IN 2017-18, THE FOOD GRAIN PRODUCTION REACHES A RECORD HIGH OF 279.5 MILLION TONNES**
- **THE BUFFER STOCK OF PULSES INCREASED FROM 1.5 LAKH TONNES TO 20 LAKH TONNES**
- **MILK PRODUCTION INCREASED BY 18.8% IN 2016-17 AS COMPARED TO 2013-14**

FARMER'S WELFARE INITIATIVES BY STATES:

HOOGLY SALT GOLAH KOLKATA, WEST BENGAL



Salt Golah is the erstwhile storage facility constructed in pre- British era used for the storage of grain. The Sulkea golah was declared as public warehouses for the storage salt. These warehouses are situated on the Western bank of river Hooghly in Howrah district of Kolkata metropolitan. It comprises of 58 blocks sub-divided into 206 compartments with a storage capacity of close to 159,000 tonnes. The state is planning to restore the existing structure with modern facilities. The new facility is likely to be equipped with art galleries, handloom & handicraft centres along with amphitheatre, eateries and a heritage hotel facing river Hooghly. The development of the facility is expected and intended to provide proper storage facilities for agro-products as well as hand made products to the under privilege and rural population of the nearby locations.

MAHARASHTRA



In early 2018, government of Maharashtra and a consortium led by the International Crops Research Institute for the SemiArid Tropics (ICRISAT) associated in a Memorandum of Understanding (MoU) to initiate a science-led development of agriculture in the drought-prone drylands of Vidarbha region (Nagpur and Amravati divisions) of the state of Maharashtra. The project is estimated to benefit 55,000 farmer families directly and over 200,000 families circuitously through a wider spill-over effect leading to doubling the family incomes over the next five years. The initiative is a part of the recent announcement of a roadmap by the Government of India to double farmer's revenues by 2022 across the region.

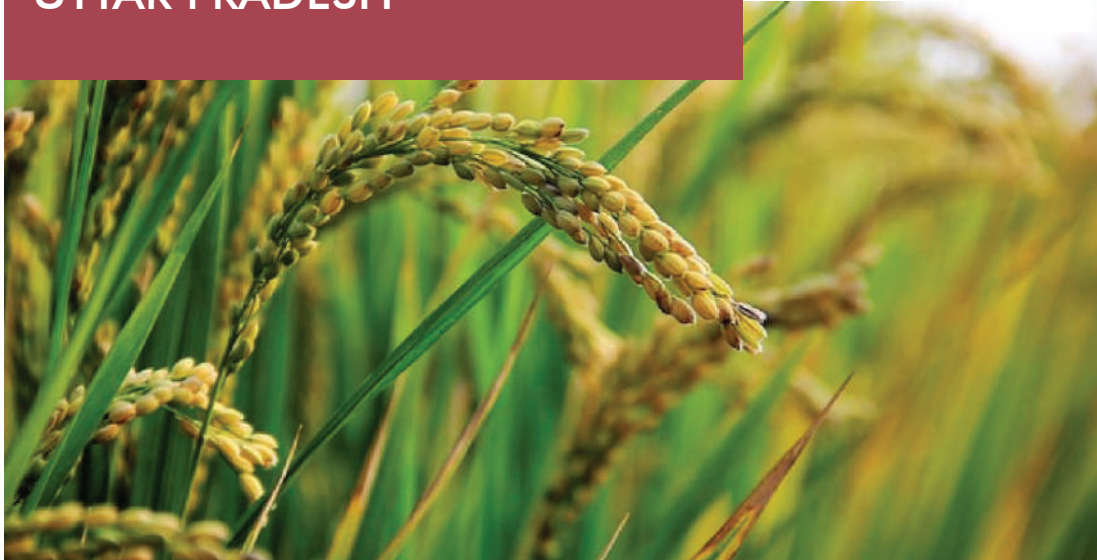
- A twin-pronged approach involving scaling up of proven technologies and climate-resilient practices in 11 districts reaching 200,000 farmer families through a wider impact
- Focus on combined livelihood approach in the identified districts through technological development. By the use of scientific tools like satellites, weather forecasting, crop and water balance simulation models and technologybased solutions the initiative intend to help farmers to make climate-smart decisions for better results.
- Agro eco zone-based land use planning and market-led crop diversification including high-value crops to benefit farmers through a value chain approach.
- Emphasis on profitability, value addition and linking farmers to markets directly for enhanced incomes, improved family nutrition, and sustainable development.

PATNA SAHIB BIHAR



The state has introduced a pilot project to promote organic farming to ensure sustainable development of agriculture sector. As per state's statistics, agriculture sector is employing about 81% of workforce and generates nearly 42% of state's GDP. Hence, the state has introduced interim subsidy of INR 6000 directly transferred to the bank account of farmers for organic cultivation. The government has identified about 20,173 farmers across four districts of Patna, Nalanda, Vaishali and Samasthipur to avail the benefit. Organic farming is the key focal point of the state to develop agriculture sector and improve the livelihood of the farmers.

KRISHI KUMBH UTTAR PRADESH



The government of Uttar Pradesh organised global farmers meet aimed at promoting modern farming techniques to achieve the goal of doubling farm income. An estimated 100,000 farmers along with agro-experts, scientists and entrepreneurs participated and discussed steps to improve the dynamics of the agriculture sector. Also, to support the farmers, the Uttar Pradesh government had also announced a loan waiver scheme worth INR 360 billion to benefit 8.6 million small and marginal farmers. Further, the state also distributed 20,000 solar pumps and 15,000 sprinklers for economical irrigation and boost the cultivation of coarse food grains to economise the use of water.

NATIONAL TOSHALI CRAFT MELA ODISHA



The event is organised by the Odisha Handlooms, Textiles and Handicraft (HTH) department in association with Union Development Commissioner (Handloom) with an aim to provide forum to artisans, weavers and sculptors across country. This event provides a market for their products and create awareness by educating people about the skills and intricacies involved in making the products. In the year 2017, close to 20 lakh people visited the fair and INR 20 crores business was achieved for the participants.

LOOK EAST TO ACT EAST POLICY ARUNACHAL PRADESH



Under the policy, the north eastern region of the country has been prioritised and steps for the region's development have been undertaken. The aim of the policy is to provide scope for export of spices produced in the region, educate farmers and processors on spice farming and establish the necessary farming infrastructure. The Ministry of commerce, Arunachal Pradesh also inaugurated an orientation programme for establishment of Spice Farmers Producers Companies (SFPCs) and a buyer seller meet to promote spices and herbs market and integrate the farmers with markets in rest of the country.

09





RECOMMENDATIONS FOR FARMER'S MARKET

While measures that have been outlined are essential for rejuvenation of agriculture as well as ensuring a decent life for farmers, we must not lose sight of the fact that relief to farmers will remain incomplete without the creation of opportunities for them in a macro level. The creation of a unified market with proper knowledge on new age technology and procedure is a necessity. Technical educations to the farmers will propel use of modern machinery and farm techniques, thereby leading to increase productivity and revenue in the sector. The government's recent step to raise the minimum support price (MSP) to ensure better returns to the farmers was a significant step; however, constraining it to selected products was a setback. The result to which was less than 10% farmers had been able to sell their crops at MSP. Instead of controlling prices which may not be financially viable to be implemented across all crops; investment on proper market reformation and new aggregation models for under privilege farmers is required to increase their bargaining power. Keeping an eye on both consumers and farmers, strengthening the market is an utmost requirement. Apart from strengthening the agricultural sector, rural entrepreneurship plays a vital role in the economic development of India, particularly in the rural economy. Apart from strengthening the agricultural sector, rural entrepreneurship plays a vital role in the economic development. Encouraging rural entrepreneurship is extremely important in the context of generating employment in rural areas and reducing the disparities between rural and urban. Proper focus on rural progress by including infrastructure development, investment in agriculture and also encouraging non-farming activities and effective flow of right information at right time will lead to further development of rural entrepreneurship and in turn the overall rural development of the country.



CREDAI YOUTH WING

10

PLEDGES ADOPT THESE 13 LOCATIONS

CREDAI Youth Wing pledges to adopt 13 locations in the country, which will be uplifted by it to create the right tourism experience for visitors. These locations are a mix of historical and cultural sites and showcases the diversity of India. CREDAI will look into the specific requirements of these cities and will ensure that these are made into model locations, creating examples for other tourism locations in the country.

WARANGAL TELANGANA



Warangal is a popular tourist destination in Telangana and some of the prominent sites in the city include the Warangal Fort, Thousand Pillar Temple, Bhadrakali Temple, Padmakshi Temple and Kazipet Dargah. Other important location in the city are Mettu Gutta, Govinda Rajula Gutta, Ursu Gutta, and Erragattu Gutta. Bhadrakali Lake, Waddepally Lake, and Dharmasagar Lake are the water bodies notable for tourism. The city has immense potential for the travel and tourism industry and some infrastructure development activities such as – vehicle parking facilities, training and skilling of tour guides, good boarding and lodging facilities - will immensely benefit it. Some curated tourism activities can be undertaken for tourists such as weekly cultural shows to give a glimpse of the rich history and tradition. A well-planned collaboration with the private players would further help in proper development of the travel and tourism infrastructure in the city.

The best time to visit Warangal is from October to March as the weather is pleasant in this period. Festivals like Id-UI-Fitr, Dusshera and Diwali which fall between these months are celebrated here on a large scale. Tourism in Warangal has the potential to give a big boost to other industries as well such as textile, food processing, hospitality etc. State government already has proposed a plan to set up Kakatiya Mega Textile Park in Warangal to promote the indigenous textile designing and art. To ensure that the local population benefits from overall business growth, the state government has also set up the regional centre of Telangana Academy for Skill and Knowledge (TASK) to impart soft skill training and attract investment in the zone.

KANCHI KAMAKSHI AMMAN TEMPLE TAMILNADU



Kanchi Kamakshi Amman Temple and Varadaraja Perumal Temple are the main attractions in Kanchipuram – an ancient city in Tamil Nadu. While Kamakshi temple is dedicated to Goddess Sati and is one of the 51 Shaktipeethas, Varadaraja Perumal temple is dedicated to Lord Vishnu. But followers of all the sects in Hinduism and Jains and Buddhists visit these temples throughout the year. Located 72 kilometers from the state capital Chennai, the temples are popular for its cleanliness and peaceful environment.

The distinct architecture of these temples is very popular among the students of design and architecture and historians and have found mentions in many journals and books written on these topics. Tourism is a primary industry for the local population who are engaged in professions directly related to the temples or are in some ancillary businesses such as mementos, handicraft, art and craft, travel and tour etc. Kanchipuram will benefit greatly as part of a dedicated tourism circuit for the state. Best time to visit Kanchipuram is between – January to March and October to December as the weather is comfortable. The area around Kanchipuram is important from the point of view of religious tourism and it also has some very popular temples such as Ekambareswarar Temple, Kailasanathar Temple, Devarajaswami Temple. The nearby Vedanthol Bird Sanctuary, Alamparai Fort and Dutch Fort also is a major attraction for people interested in history, art and culture and architecture.

SHIRDI MAHARASHTRA



Located in Ahmednagar District of Maharashtra, Shirdi is a popular town associated with Shirdi Sai Baba. Visited by almost 50,000 devotees daily, the temple is run by Shri Saibaba Sansthan Trust. The temple is also popular for offering free meals and refreshment to its devotees who come from all over the world now. The temple trust also operates school, colleges, vocational training centres and health centres in and around Shirdi town. Shirdi is also among the religious locations in the country which are well connected through various modes of transport.

Shirdi is among those religious locations in the country which are visited by devotees throughout the year. Winters (November to February) are considered a better time for pilgrimage as during summers temperature often reaches 40 degrees. There are many devotees who visit Shirdi at least once every year and they go as per their individual preferences. Many people also chose summers as the crowd is less and they may get to visit the shrine as per their own comfort. There are many other places around Shirdi which have become important from the point of view of tourism. Shani Shingnapur, Dwarkamai Masjid, Sai Teerth theme park, Water & Joy Water Park, Sai heritage village and Shri Shantinath Digamber Jain Kaach Mandir are some of the places which have become a must visit for those who are travelling to Shirdi.

MATHURA AND VRINDAVAN UTTAR PRADESH



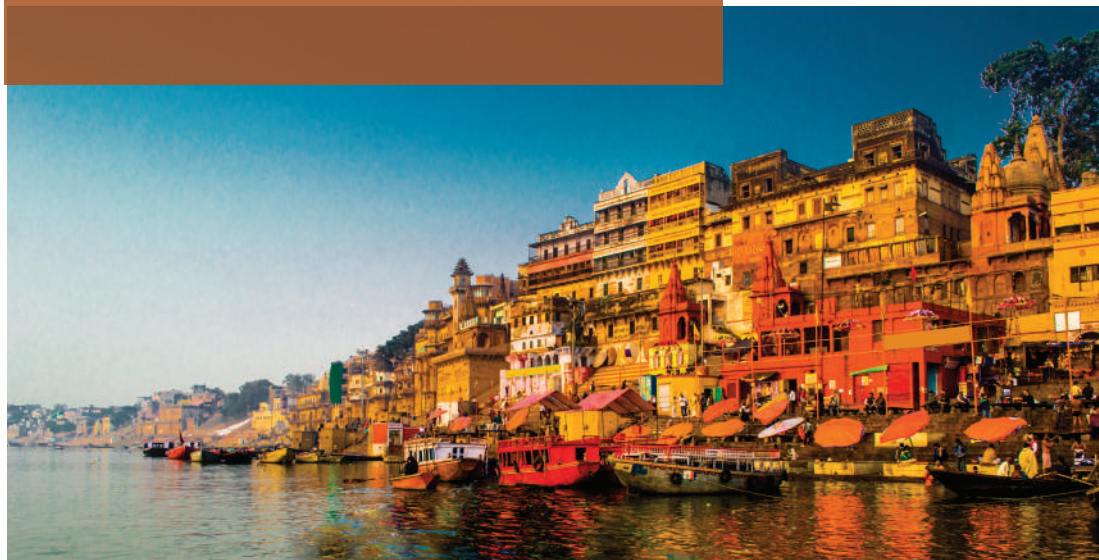
Mathura known as the birth place of Lord Krishna, Mathura is one of the Sapta Puris, the seven cities considered holy by Hindus. The city has numerous mentions in Indian mythology as well as the history and is visited by followers of Krishna from all over the world. It is not difficult to find a bunch of foreigners huddled together and chanting Lord Krishna's name and bhajans in the temples in Mathura. Located 150 kilometers from the national capital New Delhi, the town is well connected through roads and trains. There is a lot of history to Mathura that you can experience by exploring the city on foot

Vrindavan is about 11 km away from Mathura and is located on the Agra-Delhi highway (NH -2). The town has many temples dedicated to the Radha – consort of Lord Krishna - and are considered sacred by Vaishnavities and all other sects in Hinduism. There are a lot of religious trinkets, calendars, cassettes of devotional songs, pictures and idols of gods and goddesses which you can pick up while shopping in Vrindavan. The ancient city along with Mathura falls in the Golden Triangle circuit of Delhi-Jaipur-Agra and has some of the best roads along this circuit.

Best time to visit Mathura and Vrindavan is between November to March and during Holi and Janamashtami. Followers of Krishna also like to visit other temples in the area such as Banke Bihari Temple, Prem Mandir, Krishna Janmabhoomi Mandir, ISCKON Vrindavan, Sri Krishna Janmasthan and Dwarkadhish Temple.

Pilgrimage to Mathura and Vrindavan has also supported other industries in Western Uttar Pradesh such as carpets, ethnic clothing, footwear, accessories, leathers and textiles. Mathura and Vrindavan are also popular for homemade textile and colourful dresses of various gods.

VARANASI UTTAR PRADESH



Located in central Uttar Pradesh, Varanasi is also known as the spiritual capital of India. Located on the banks of river Ganga, the city has over 2,000 temples, including Kashi Vishwanath, dedicated to Lord Shiva and Sankatmochan Temple dedicated to Lord Hanuman. Varanasi, anciently known as Kashi has always been a centre of attraction for people from all over the world. Foreigners often come here only to experience a Hindu-way of life amid mighty Ganges. The city has a total of 88 Ghats (riverfront steps) located across the banks of Ganga and are popular for evening prayers conducted by trained priests (pujaris) holding huge lamps. Varanasi is also popular for some venerated educational institutions such as Banaras Hindu University (BHU), Mahatma Gandhi Kashi Vidyapith, Sampurnanand Sanskrit University and Central Institute of Higher Tibetan Studies. In recent past, the city has seen rapid urbanization and launch of key infrastructure projects such as metro rail, Lal Bahadur Shastri International Airport, highway projects etc.

A large section of the local population is dependent on tourism for their livelihood and new facilities and infrastructure development will only make Varanasi an important city in the world tourism map.

Best time to visit Varanasi is between October to March. While winters can get extremely cold here, devotees and visitors prefer it in comparison to summers. Since olden times, Varanasi has been a major centre of arts and designs, particularly popular for its silk work which also includes brocades with gold and silver thread work. The carpets of Varanasi are also very popular and with time the place has earned a name for many other indigenous products such as wooden toys, bangles made of glass and artistic brass and copper ware.

PATNA SAHIB BIHAR

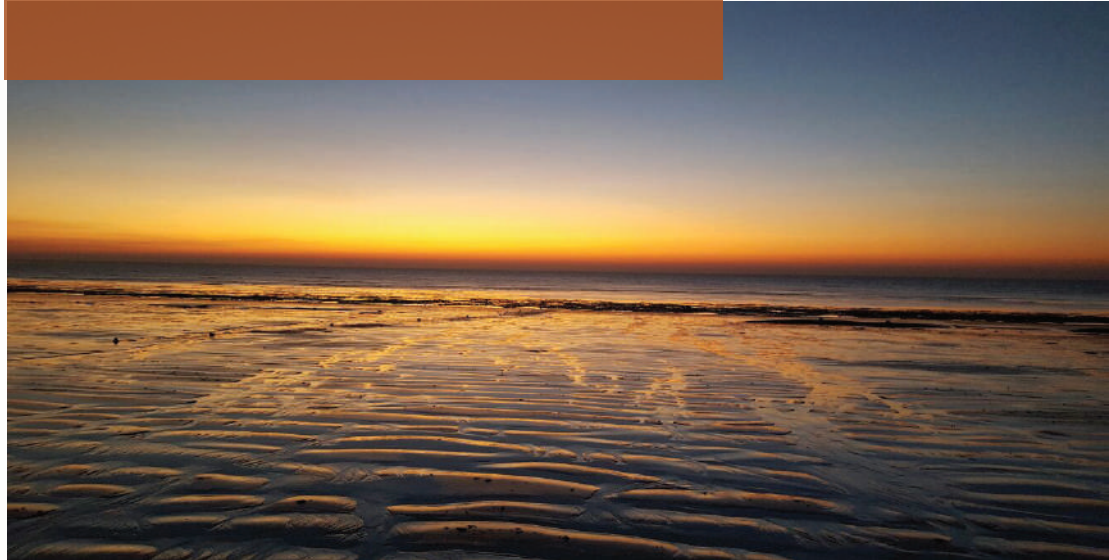


Patna Sahib is among the sacred locations for Sikhs in India. It is also the birth place of the tenth Sikh Guru, Guru Gobind Singh. The Patna Sahib Gurudwara, also known as Harminder Takth, is considered to be one of the holiest of the five "Takths" or seat of authority of the Sikhs in the country. Followers of Sikhism and Guru Gobind Singh visit Patna every year to offer prayers. Patna is also an ancient city – known as Patliputra – and was the seat of mighty Magadh empire. It was also the seat of power, political and cultural center of Indian subcontinent during the Maurya and Gupta empires. During the British period, Patna became the capital of Bihar and Odisha provinces and till date it is an important location for people interested in ancient history, religion and architecture. It is also well connected to important Buddhist sites such as Bodh Gaya and Nalanda and offers many options for guided and packaged tours to these locations.

Best time to visit Patna is between October and March. January is an important month for Sikhs around the world as it also happens to be the birth month of Guru Gobind Singh.

Besides, Patna Sahib, people also come to visit the Hanuman Mandir, Patna Museum, Nalanda, Sanjay Gandhi Biological Park, Mahatma Gandhi Setu and Patna Planetarium.

DAHANU MAHARASHTRA



Dahanu is a coastal town in Palghar district of Maharashtra. It is well connected with Western Railways and offers a picturesque view of many beaches along the Western Ghats. Dahanu is popular for its 15 km-long clean beach and calm sea amidst small hills and lush greenery. The beach is lined with coconut and Saru (*casuarina equisetifolia*) trees. The area is also popular for its delicious chikoos, capsicum, coconuts and local toddy. From religious tourism point of view, there is Shri 1008 Chandraprabhu Jain Temples which is visited by followers of Jainism across the world. Dahanu is also popular for its tribal culture, cuisine and folklore and the local handicraft and mementos are available across the city. The area will benefit strongly with improvement in its tourism infrastructure which includes budget hotels, restaurants, packaged tours, communication facility etc. The locals will also get an opportunity to expand their source of income and participate in the expansion of local tourism industry.

Best time to visit Dahanu is between October to February. People visiting nearby towns of Silvassa and Daman also often explore the tranquil beaches of Dahanu. Some local attractions in Dahanu include Dahanu Fort, Kalpataru Botanical Gardens, Asavli Dam and Bahrot Caves.

Tourism can be an opportunity for the local farmers to profitably market their products and expand their income base. Dahanu and surrounding areas have been designated by government as an ecologically fragile zone and with that the preservation of forest, beaches and environment have become an important activity for the local authorities. Dahanu is also popular for its world-famous tribal "Warli art" and many foreign students have resided in the tribal settlements to learn more about this exclusive form of art and design.

TRIAMBAKESHWAR MAHARASHTRA



Trimbak is a small but popular town in Nashik district of Maharashtra. The Triambakeshwar Shiva Temple, located on the foothills of Brahamagiri and Gangadwar mountains, is among the 12 Jyotirlingas in the country. The origin point of Godavari river is located close to the Triambakeshwar temple. The entire area is considered holy by Hindus and is visited by them throughout the year. While religious tourism is central to this area, people also come here to relax and rejuvenate in the tranquil environment and lush greenery, crisscrossed by many rivulets. Some distance from Triambakeshwar is Anjaneri Hills, which is another important location for Hindus who believe that Lord Hanuman was born here.

Triambakeshwar is a popular tourist location and can be further developed keeping in mind the requirement of visitors from all over the country. The local people can be trained as tour guides and to undertake guided tours around the hills.

Winters are the best time to visit and explore Triambakeshwar and Nashik - also popular for its grapes and vineyards. Nashik is also known as "Wine Capital of India" as half of India's vineyards and wineries are situated in Nashik. Located on the banks of Godavari river, Nashik is popular among Hindus for being an important pilgrimage sites and Sinhastha Kumbh Mela is held here after every 12 years.

Visitors say Nashik and Triambakeshwar look beautiful during Monsoon as hills and nearby forests come to life and offer a tranquil experience. Tourism in Triambakeshwar and Nashik has the potential to give fillip to hospitality industry as well as the locations are gaining traction among the international tourists as well. Development of road and communication infrastructure will further help improve its profile among the popular tourist destinations in the country.

VADNAGAR GUJARAT



A small but vibrant town in Mehsana district of Gujarat, Vadnagar is popular for being the birth place of Prime Minister Shri Narendra Modi. The well connected small town has many places which can be converted into tourist attractions. Key among them are - the 15th-century Hatkeshver Mahadev temple which is a key religious destination for people from Gujarat and Maharashtra and the Sitla Mata temple. There are many Jain temples also within the city limits and all the temples and places of religious significance in this town have been a topic of discussion by students of architecture and design.

Vadnagar's old town is located inside the walls of a fort which has six gates namely Arjun Bari, Nadiol, Amarthol, Ghaskol, Pithori and Amarthol. Other important attractions in the city are Sharmistha Lake and Kirti Toran – a twin pillar structure, made of red and yellow sandstone, dating back to the 12th century. The town can be developed into a popular tourist destination and will benefit the local population immensely.

Best time to visit Vadnagar is between December to March. April and May are the hottest of months in Vadnagar. While the city is yet to gain prominence in the tourism map of India, it has plenty to offer to those interested in history, architecture and art and culture. Planned activities to promote tourism in the town will provide good business opportunities to the locals and can give boost the hospitality and travel industries.

SIDDIPET- SRI SHARABHESHWAR TEMPLE TELANGANA



Siddipet district in Telangana is another location which has immense potential for religious tourism. Sri Sharabheshwar Temple is an important location for the followers of Hinduism and people from all over the world come here. The site can be an important part of the religious tourism plan for Telangana and would benefit a lot from the overall infrastructure development. There is big scope for providing opportunities to the local population for income generation such as souvenir shops for selling local and handmade products. The nearby areas are also very popular for their handloom products and kiosks and shops can be set up to provide opportunities to the people. Similarly, the local population can be provided soft skill trainings so that they can market their own products.

The best time to visit Siddipet is between December to March. Siddipet is well known for its handloom products including the Gollabhama saris that are made by local artisans. Plans have also been made for setting up Rs 150-crore worth of agro-products processing industry Mandapally on the outskirts of Siddipet.

KAMAKHYA TEMPLE ASSAM



Located in the outskirts of Guwahati and close to the mighty Brahmaputra river, Kamakhya Temple is an important religious destination for Hindus all over the world. It is one of the 51 Shaktipeethas and is surrounded by picturesque mountains, lush greenery and a peaceful environment. While devotees of Mother Goddess Sati are the primary visitors here, off late it has started to attract many people who have their interest in Indian mythology, ancient history and traditional folklore of Assam. It is interesting to note here that while Assam has always been an important tourist destination in the country – thanks to Brahmaputra, one-horned rhinoceros, mighty Himalayas etc –, but guided and package tourism is not an old phenomenon. Most of the devotees who come to Kamakhya Temple now don't mind visiting other nearby places to get a taste and feel of Assamese tradition, cuisine, folklore and soak into its natural beauty. Improved infrastructure such as road connectivity, communication, boarding and lodging facilities will only help tap the inherent tourism potential of this state and will help the local handicraft and small industries.

The best time to visit Kamakhya Temple is between November and March. Assam is also considered as the gateway to North-East and is popular for its exclusive variety of Muga silk. Clothes made of Muga silk are very popular for its ethnic feel and appeal and traders and artisans have been able to find better ways to market their products all over the country.

HOOGLY SALT GOLAH

WEST BENGAL



The Salt Golah is a unique location in the Howrah district with a massive maze of 244 godowns built by the British around 1835 to stack salt. Today, the place is an abandoned ruin, caving-in and overrun by trees. The move to restore the structure was started sometime back and since then locals have not stopped exploring it. Located on the banks of Hooghly river, the Golahs are hidden in lush greenery and tall trees surrounding the area. It can be accessed through roads and the nearest railway station is Howrah. Now this site has come under Indian Railways. It's a good example of British Industrial architecture and has 68 structures. This heritage site is situated in the middle of the city and property can be reused for multiple purposes. The Eastern Railways and INTACH are working closely for its restoration plan.

Best time to visit Kolkata is between October to February. Apart from the weather, this is also the time for festivals and Kolkata comes to life during Durga Puja with its pandals and street foods.

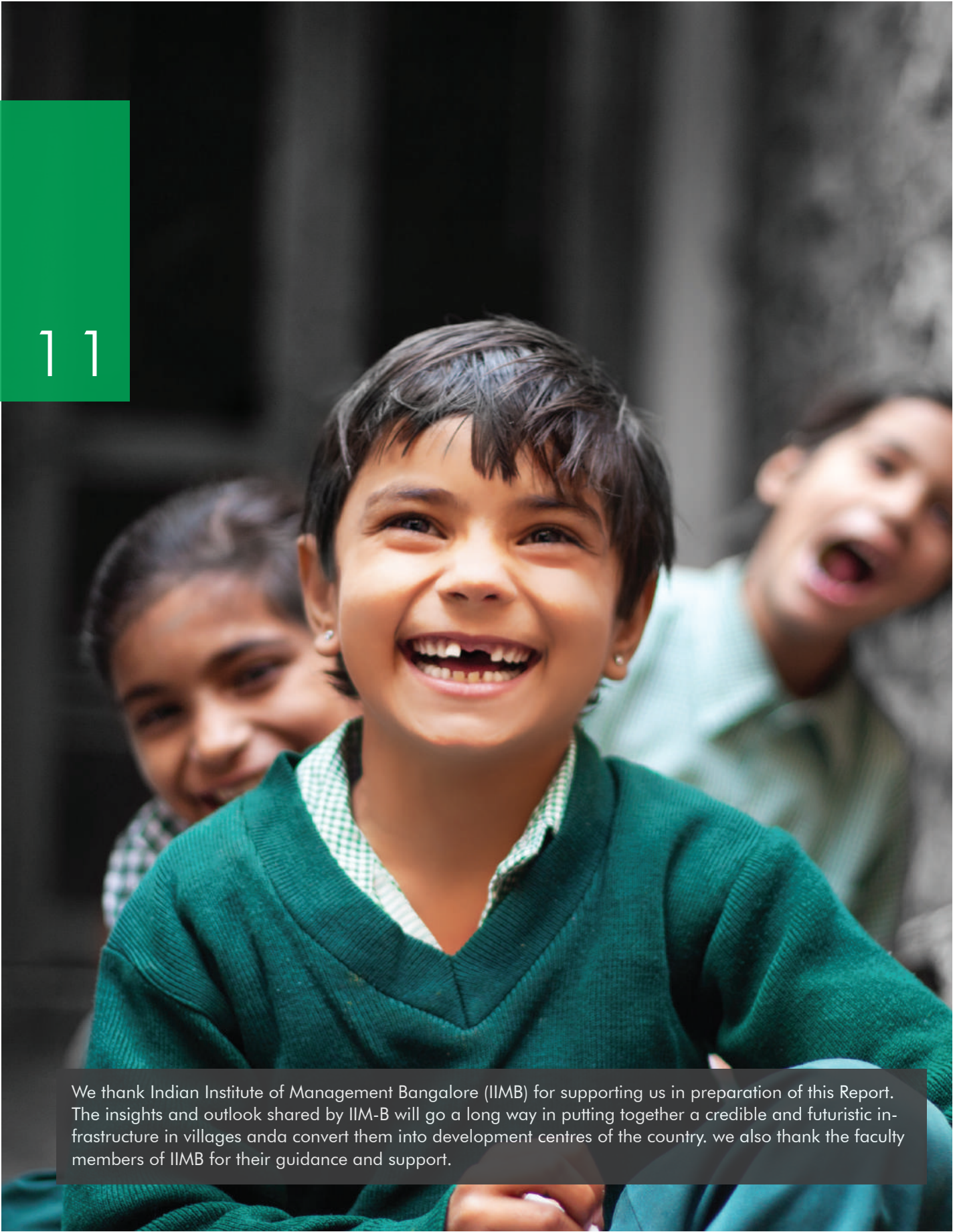
THANJAVUR TAMIL NADU



Thanjavur in Tamil Nadu is among the most popular tourist locations in the state, showcasing its history, tradition and culture since past many centuries. Already classified as one of the UNESCO World Heritage site, the temples are a popular religious site attracting tourists, students of design and architecture and history from all over the world. Tourism products such as guided tours, sound and light shows, souvenirs, package tours of the nearby areas to showcase handicraft and other products associated with Chola dynasty should be promoted here. Chennai – the capital city of Tamil Nadu is the nearest metropolitan city and a good connectivity – via road and air both – should be considered to make this entire area popular for tourism. Soft skill training such as language training etc would further help the local traders in proper marketing of their products and will help them earn a better livelihood as well. The best season to visit Thanjavur is the winters and before the onset of summers. The temperature remains comfortable and is apt for sightseeing

Thanjavur is known as the "Rice bowl of Tamil Nadu" and is popular for many other agro products such as paddy, blackgram, banana, coconut, gingelly, ragi, red gram, green gram, sugarcane and maize. Organic farming has off late become popular in Thanjavur and many farmers have benefited by making small investment in new and scientific methods of farming. Thanjavur is an important center of silk weaving in Tamil Nadu and the sarees produced in the villages surrounding Thanjavur are very popular across the country. The city also produces bell metal craft like Thanjavur metal plates, bronze images bowls, napkins and powder boxes made of copper and bronze. The city is also a major manufacturer of Hindu idols, garlands and bird figurines. It is also popular for manufacture of musical instruments like veena, tambura, violin, mridangam, etc

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We thank Indian Institute of Management Bangalore (IIMB) for supporting us in preparation of this Report. The insights and outlook shared by IIM-B will go a long way in putting together a credible and futuristic infrastructure in villages and convert them into development centres of the country. we also thank the faculty members of IIMB for their guidance and support.

CONCLUSION

India is truly God's own country and it has a vast expanse of rich history and one of the oldest civilizations. India is known to have 9 recognized number of religions. We have 22 number of recognized languages and over 720 number of dialects of the languages. Our biggest wealth is our culture and history, one that has stood true to time in all situations. We have the good fortune of having more palaces than any country in the world and more kingdoms in any country's history. There are numerous number of tourist spots which are untapped today in this country and which may have a history attached to it which is unknown to many today. Our rich cultural heritage has always been an area of interest for people across the globe. Its with this belief that the CREDAI Youth Wing proposes to take up Rural Tourism across the nation.

World over when one goes to the smallest town in Europe one meets with a city guide who conducts guided city walks. India too has them but they aren't curated or designed well. However there aren't curated/ structured tours or guides for citizens to these places and thus at the Kamakshi temple CYW proposes to come up with its program to train guides and also design the souvenirs for the temple. The training program shall also train people to make these souvenirs and train people in soft skills to run the business.

CREDAI Youth Wing has been passionate about tourism and a small example is the tie-up made by CREDAI Youth Wing members with Nashik District to promote tourism in Nashik. The work undertaken involved providing support to the district magistrate in curating the Unravel Nashik program and promoting it as a tourism spot. Unravel Nashik is one of a kind initiative undertaken

by a government body supported by the Private sector to promote tourism in a city. The website is a true testimony on promotion of tourism and it highlights every aspect of the city to pull tourists from across the world. The youth wing team worked with the district magistrate end to end right from conceptualizing the idea to choosing the spots to be promoted as well as tie-ups with AIRBNB and Yatra.com, finally the video and creative also was done by the CYW team alongwith the government. The website offers guided tours, details of the tourists spots and has a viral video of how one can truly unravel nashik. This is one of the only initiatives, which got AIRBNB to not just partner but sponsor to the initiative of promoting Nashik. Post this exercise was done, there has been a keen interest of people in visiting Nashik as well.

CREDAI Youth wing proposes to do the same in the rest of the 11 cities currently listed in the white paper as the first step towards promoting Rural Tourism in India.

Another initiative that the CREDAI youth wing would like to undertake is created market for rural products in urban areas. The CREDAI power can be used to provide space and a connect with consumers of Rural produce in India. This shall create a platform to connect the producers and the consumers directly in our village mela. CREDAI Youth wing proposes to undertake this initiative in the following cities of Mumbai, NCR, Bangalore, Kolkatta, Chennai, Ahmedabad, Pune and Hyderabad.

With this CREDAI Youth Wing commits itself towards the upliftment of Rural Development in the country through this initiative and hopes that this small initiative shall grow to cover a larger footprint in the years to come.

CREDAI Youth Wing commits Rs 5 crore as seed capital with the participation of 200 members across 13 destinations to develop them as tourism destinations along with developing farmers markets.

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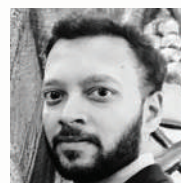
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CIN - U74140DL1999PTC100244