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(57) Abstract :
The present invention relates to cultural tourism an Aid (100) for employment generation and sustainable development in a rural area. The method (100) comprising the step of creating state operative tourist lodge (SOTL) (104), creating a standard operating procedure vigilance team (SOPVT) (106), creating a help desk and tour support centre (HDTSC) (108), and creating a rural tourism spot promotion council (RTSPC) (102). The rural tourism spot promotion council (RTSPC) (102) is configured to promote handicraft centers for selling rural artisans' products, to promote Ayurveda/medicinal plant farming, and to promote tribal culture. The method (100) provide employment among rural farmers and artisans and for generating employment opportunity to eradicate poverty and for transformation overall rural areas.