

35.23 crore was incurred. An outlay of Rs. 250.00 crore and Rs.62.50 crore is being provided for the 12th Five Year Plan and Annual Plan 2012-13 respectively.

8.2 TOURISM

Outlay Rs.3974.00 lac

8.2.1 In recent years, tourism has emerged as a major economic activity that is employment oriented and a means to earn valuable foreign exchange. The main objective is to promote tourism in the state in such a way that it will contribute to the generation of employment and economic growth. Various places of tourist destinations and religious centres will be developed. To further develop the tourism potential in the state, a New Tourism Policy, 2003 has been announced. The main emphasis in this policy is to facilitate the private investor, so that the projects may be implemented in a time -bound manner with the minimum delay Against an expenditure of Rs. 2426.27 lac incurred during 11th Five Year Plan, an outlay of Rs. 17773.85 lac is provided for 12th Five Year Plan. Against an expenditure of Rs.66.00 lac to be incurred during 2011-12, an outlay of Rs. 3974.00 lac is provided for Annual Plan 2012-13.

On Going Schemes

Centrally Sponsored Schemes (Direct release)

**TM-01 Development of Village Shambhu (Mughal Sarai) as Tourist Destination
(65: 35)**

Outlay Rs.1.00 lac

8.2.2 This project was sanctioned during 2004-05 by the Ministry of Tourism, Government of India, at a total estimated cost of Rs. 435.88 lac with the funding pattern of – Rs. 290.58 lac as Government of India share and Rs. 145.30 lac as state share. An amount of Rs. 232.46 lac (80% of the total central assistance of Rs. 290.58 lac) has already been received from Government of India during 2004-05. The remaining amount of Rs. 58.12 lac (20% of central assistance) will be reimbursed to the state government after utilization of central assistance sanctioned for the project and details of contribution made by the state government are furnished. Contribution of state government will be in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation. The state government has released Rs. 89.61 lac during previous years for this project.

8.2.3 A token provision is provided for 12th Five Year Plan and Annual Plan 2012-13.

TM-02 Fast Food Counters at Kurali, Mohali, Morinda, Kapurthala, Kartarpur and construction of tourist complex at Sultanpur Lodhi (85:15).

Outlay Rs 1.00 lac

8.2.4 The Ministry of Tourism, Government of India has sanctioned these projects at a total combined estimated cost of Rs. 316.00 lac during 2004-05. To implement this project, Rs. 70.00 lac state share was proposed. An amount of Rs. 40.00 lac has already been released by the state government during 2006-07 and 2007-08. An amount of Rs. 252.00 lac (80% of the central assistance) has already been received from Government of India during 2004-05. The remaining amount of Rs. 64.00 lac (20% of central assistance) will be reimbursed to the state government after utilization of central assistance sanctioned for the project and details of contribution made by the state government are furnished. Contribution of state government will be in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation which is estimated to the extent of 15% of the total sanctioned project cost of Government of India which comes to Rs. 47.00 lac.

Status –

Kurali, Mohali, Morinda and Khatkar Kalan –completed.

Fast Food Counter Kartarpur and Tourist Complex Kanjli (Kapurthala) – completed.

8.2.5 An expenditure of Rs. 30.00 lac incurred during 11th Five Year Plan. A token provision of Rs. 1.00 lac is provided for 12th Five Year Plan and Annual Plan 2012-13.

TM-03 Scheme for development of Tourist Destinations – Projects under implementation (Amritsar, Attari and Patiala)/projects sanctioned/to be sanctioned by Government of India (85:15)

Outlay Rs 10.00 lac

8.2.6 The Ministry of Tourism, Government of India has sanctioned these projects at a combined total estimated cost of Rs. 4787.65 lac during 2006-07, 2007-08 and 2008-09. The entire amount is to be contributed by Government of India and Rs. 3880.20 lac (80% of the central assistance) has already been received from Government of India during past years. The remaining amount of Rs. 957.53 lac (20% of central assistance) will be reimbursed to the state government after utilization of central assistance sanctioned for the project and details of contribution made by the state government are furnished. Contribution of state government will be in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation which is

estimated to the extent of 15% of the total sanctioned project cost of Government of India which comes to Rs. 718.20 lac. The state government has released Rs. 110.00 lac. The State government released more Rs. 412.81 lac for acquisition of land at Neem Chameli Complex, Wagha and Pul Kanjri during 2008-09. Against an anticipated expenditure of Rs. 472.81 lac incurred during 11th Five Year Plan, an outlay of Rs. 50.00 lac is provided for 12th Five Year Plan and an outlay of Rs. 10.00 lac is provided for Annual Plan 2012-13.

Projects under implementation

Amritsar

8.2.7 Total estimated cost – Rs. 482.80 lac. Released by Government of India - Rs. 386.24 lac (80% of the central assistance) during 2005-06. The remaining amount of Rs. 96.52 lac (20% of central assistance) is yet to be received. State contribution – Rs. 72.00 lac (Estimated to the extent of 15% of the total sanctioned project cost of Government of India)

- (1) Environment upgradation of Ghanta Ghar Chowk –Rs 19.21. lac.
- (2) Special tourism destination Rambagh and Shaheedi Bohr – Rs. 287.73 lac.
- (3) Tourist facilitation centre at Rambagh Gate – Rs..66.27 lac.
- (4) Punjab freedom struggle interpretation centre, Gobindgarh Fort– Rs. 108.39 lac.
- (5) Descriptive signage at Jallianwala Bagh – Rs. 0.40 lac
- (6) Descriptive signage at Saragarhi memorial –Rs. 0.40 lac.
- (7) Descriptive signage at Khalsa College – Rs. 0.40 lac.

Almost 80% work of this project has been completed.

Attari

8.2.8 Total estimated cost – Rs. 484.58 lac. Released by Government of India - Rs. 387.66 lac (80% of the central assistance) during 2005-06. The remaining amount of Rs. 96.92 lac (20% of central assistance) is yet to be received. State contribution – Rs. 73.00 lac (Estimated to the extent of 15% of the total sanctioned project cost of Government of India)

- (1) Development at Rajasansi village – Rs. 43.62 lac.
- (2) Development at Ram Tirath Temple Complex – Rs. 31.95 lac.
- Diverted to tourist reception centre at Amritsar.
- (3) Development at Pul Kanjari – Rs. 75.30 lac.
- (4) Development at Wagah border/Neem Chameli complex-Rs. 123.69 lac
- (5) Development at Attari Smadhi area –Rs. 149.43 lac.
- (6) Attari Internal Railway Complex Rs. 32.21 lac.
- Diverted to Tourist Reception Centre at Amritsar

- (7) Development at Sarai Amanat Ali – Rs. 28.38 lac.
- proposed to be dropped.
Almost 90% work of this project has been completed.

Patiala

8.2.9 Total estimated cost – Rs. 460.29 lac. Released by Government of India - Rs. 368.23 lac (80% of the central assistance) during 2005-06. The remaining amount of Rs. 92.06 lac (20% of central assistance) is yet to be received. State contribution – Rs. 69.00 lac (Estimated to the extent of 15% of the total sanctioned project cost of Government of India)

- (1) Sheesh Mahal – Rs. 145.77 lac.
- (2) Land scape of the Char Bag –Rs. 96.99 lac.
- (3) Shahi Samadhan - Rs. 58.18 lac.
- (4) Ragho Majra Toba – Rs. 28.22 lac.
- proposed to be replaced by Sheesh Mahal tank.
- (5) Maiji ki Sarai – Rs. 81.43 lac.
- proposed to be dropped.
- (6) Quila Mubarak and Quila Chowk – Rs. 13.04 lac.
- (7) City level signage.
- (8) Environmental upgradation of the cultural heritage tourism trail (Purana Motibagh chowk to Quila chowk and further to Maiji Ki Sarai) including three chowks/urban spaces namely Samania gate chowk, Shahi samadh, quila chowk – Rs. 36.66 lac.
Almost 90% work of this project has been completed.

Kapurthala

8.2.10 Sanctioned by Ministry of Tourism, Government of India, during 2006-07. Total estimated cost of the project is Rs. 361.10 lac out of which Rs. 288.88 lac has been released by Government of India. (80% of the central assistance). The remaining amount of Rs. 72.30 lac (20% of central assistance) is yet to be received. State contribution (to the extent of 15% of the total sanctioned project cost of Government of India) in the form of maintenance of the infrastructure created and cost of project reports, DPRs, tender documents and other office expenses during implementation is Rs. 54.17 lac. 25% work completed.

Ropar

8.2.11 Sanctioned by Ministry of Tourism, Government of India, during 2006-07. Total estimated cost of the project is Rs. 331.27 lac out of which Rs. 265.00 lac has been

released by Government of India (80% of the central assistance). The remaining amount of Rs. 66.27 lac (20% of central assistance) is yet to be received. State contribution (to the extent of 15% of the total sanctioned project cost of Government of India) in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation is Rs. 49.69 lac. 50% work completed.

Hoshiarpur

8.2.12 Sanctioned by Ministry of Tourism, Government of India, during 2007-08. Total estimated cost of the project is Rs. 397.89 lac out of which Rs.318.31 lac has been released by Government of India (80% of the central assistance). The remaining amount of Rs. 79.58 lac (20% of central assistance) is yet to be received. State contribution (to the extent of 15% of the total sanctioned project cost of Government of India) in the form of maintenance of the infrastructure created and cost of project reports, DPRs, tender documents and other office expenses during implementation is Rs. 59.68 lac. 60% work completed.

Amritsar as Mega Tourist Destination

8.2.13 Sanctioned by Ministry of Tourism, Government of India, during 2008-09. Total estimated cost of the project is Rs. 1585.53 lac out of which Rs. 542.30 lac has been released by Government of India. The remaining amount of Rs. 1043.23 lac is yet to be received. State contribution (to the extent of 15% of the total sanctioned project cost of Government of India) in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation is Rs. 237.82 lac. 25% work completed.

Khurali (Distt. Hoshiarpur)

8.2.14 Sanctioned by Ministry of Tourism, Government of India during 2008-09. Total estimated Total estimated cost of the project is Rs. 159.57 lac out of which Rs. 127.65 lac has been released by Government of India (80% of the central assistance). The remaining amount of Rs. 31.92 lac (20% of central assistance) is yet to be received. State contribution (to the extent of 15% of the total sanctioned project cost of Government of India) in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation is Rs. 23.93 lac. Project completed.

Chamkaur Sahib:

8.2.15 Sanctioned by Ministry of Tourism Government of India during 2008-09. Total estimated cost of the project is Rs. 223.00 lac out of which Rs. 178.40 lac has been released by Government of India (80% of the central assistance). The remaining amount of Rs. 44.60 lac (20% of central assistance) is yet to be received. State contribution (to the extent of 15% of the total sanctioned project cost of Government of India) in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation is Rs. 33.45 lac.

Bhaini Sahib :

8.2.16 Sanctioned by Ministry of Tourism, Government of India during 2009-10. Total estimated cost of the project is Rs. 301.62 lac out of which Rs. 241.29 lac has been released by Government of India (80% of the central assistance). The remaining amount of Rs. 60.33 lac (20% of central assistance) is yet to be received. State contribution (to the extent of 15% of the total sanctioned project cost of Government of India) in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation is Rs. 45.24 lac.

TM-04 Scheme for Development of Freedom Struggle**(i) Freedom Circuits**

Outlay Rs 1.00 lac

8.2.17 The Ministry of Tourism, Government of India has sanctioned this project at a total estimated cost Rs. 784.00 lac during 2006-07. The entire amount is to be contributed by Government of India and Rs. 627.00 lac (80% of the central assistance) has already been received from Government of India during 2006-07. The remaining amount of Rs. 157.00 lac (20% of central assistance) will be reimbursed to the state government after utilization of central assistance sanctioned for the project and details of contribution made by the state government, are furnished. Contribution of state government will be in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation which is estimated to the extent of 15% of the total sanctioned project cost of Government of India which comes to Rs. 118.00 lac.

The work of this project has been divided into 3 clusters-

Cluster T-1 Nabha, Jaito, Malerkotla.

Cluster T-2 Sunam, Sarabha, Ludhiana, Khatkar Kalan, Jagroan, Hussaniwala, Ferozepur.

Cluster T-3 Misriwal , Mudki, Sobraon, Ferozeshah, Ajnala.-Aliwal-Faridkot.
Status- 50% work completed.

8.2.18 An expenditure of Rs. 10.00 lac incurred during 11th Five Year Plan. A token provision of Rs. 1.00 lac is provided for 12th Five Year Plan and Annual Plan 2012-13.

TM-04(i) Development of Religious Circuits

Outlay Rs 1.00 lac

8.2.19 The Ministry of Tourism, Government of India has sanctioned this project at a total estimated cost of Rs. 800.00 lac during 2006-07. The entire amount is to be contributed by Government of India and Rs. 640.00 lac (80% of the central assistance) has already been received from Government of India during 2006-07. The remaining amount of Rs. 160.00 lac (20% of central assistance) will be reimbursed to the state government after utilization of central assistance sanctioned for the project and details of contribution made by the state government are, furnished. Contribution of state government will be in the form of maintenance of the infrastructure created and bearing of cost of project reports, DPRs, tender documents and other office expenses during implementation which is estimated to the extent of 15% of the total sanctioned project cost of Government of India which comes to Rs. 120.00 lac.

8.2.20 The work of this project has been divided into 4 clusters-

Cluster A1 Anandpur Sahib, Kiratpur Sahib, Chamkaur Sahib, Fatehgarh Sahib, Sirhind and Rauza Sharif Complex, Fatehgarh Sahib.

Cluster A2 Talwandi Sabo, Bathinda, Muktsar.

Cluster A3 Sultanpur Lodhi, Goindwal, Khadoor Sahib and Devi Talab Complex Jalandhar.

Cluster A4 Baba Bakala, Sri Har Gobindpur, Dera Baba Nanak, Batala, Amritsar, Gurdaspur.

Status – 50% work completed.

8.2.21 An expenditure of Rs. 10.00 lac incurred during 11th Five Year Plan. A token provision of Rs. 1.00 lac is provided for 12th Five Year Plan and Annual Plan 2012-13.

TM-05 Incredible India - Punjab Luxury Train (63:37)

Outlay Rs 1.00 lac

8.2.22 The Ministry of Tourism, Government of India had sanctioned this project at a total estimated cost Rs. 2900.00 lac during 2006-07 with the following funding pattern :-

- (1) MoT, Government of India - Rs. 725.00 lac (25% share)
- (2) Indian Railways Catering Tourism Corporation (IRCTC)- Rs. 1087.50 lac (37.5% share)
- (3) Government of Punjab - Rs. 1087.50 lac (37.5% share)

8.2.23 Under this project a luxury train namely - Incredible India-Punjab Luxury Train, would be started with a view to promote the tourism in the state. MoU of this project has been signed on 1st Oct.,2008 between Indian Railways and Government of Punjab. Entire state share liability amounting to Rs. 13.00 crore has been released by 2008-09. The tentative route of the train would be Delhi – Amritsar-Anandpur Sahib- Dharmshala-Patiala-Kurukshetra-Jaipur-Agra-Delhi . Interior furnishing will be got done by the Punjab Heritage & Tourism Promotion Board. On Board/off Board facilities including marketing etc would also be provided by Punjab Heritage & Tourism Promotion Board.

8.2.24 An expenditure of Rs. 909.00 lac incurred during 11th Five Year Plan. A token provision of Rs. 1.00 lac is provided for 12th Five Year Plan and Annual Plan 2012-13.

TM-06 Promotion and Publicity(50:50)

Outlay Rs 50.00 lac

8.2.25 Under this scheme, Government of India, Ministry of Tourism provides the financial assistance for the celebration of events/ fairs & festivals to the state every year . The centre prioritized the two events and two fairs & festivals with the maximum central financial assistance of Rs. 10.00 lac and Rs. 5.00 lac for each event and mela respectively. The state government has to provide 50% of its share or 50% of actual expenditure of the fair which ever is less. The activities permissible under the scheme are creation of semi permanent structure, seating arrangement, lighting, pamphlets, advertisement in newspaper, hiring of space transportation etc..

8.2.26 Against an expenditure of Rs. 12.18 lac incurred during 11th Five Year Plan, an outlay of Rs. 40.00 lac is provided for 12th Five Year Plan. An outlay of Rs. 50.00 lac is provided for Annual Plan 2012-13.

TM-08/TM-9 Creation of Brand Image, publicity promotional campaigns through print and electronic media, organization of Road show and Development of interactive Website (TM-9 Printing of Literature and other Tourism related material- renamed)

Outlay Rs.100.00 lac

8.2.27 The objective of the scheme is to promote tourism in the state through adoption of strong publicity support. The following works would be undertaken under this scheme:

- (i) Release of advertisements in electronic print and cyber media
- (ii) Publication of tourist literature, production of film videos
- (iii) Distribution of literature to important travel agents and tour operators
- (iv) Participation in national international exhibitions
- (v) Installation of signage's on roads to highlight location of different sites and procurement of display material for tourism exhibitions.
- (vi) Promotional tours of travel agents, media writers and tour operators
- (vii) Creation of brand image tourist destination

8.2.28 An outlay of Rs. 5000.00 lac is provided for 12th Five Year Plan and an outlay of Rs. 100.00 lac is provided for Annual Plan 2012-13.

TM-09/TM-10 Construction work/conservation and revitalization of Gobindgarh Fort

Outlay Rs 1.00 lac

8.2.29 This historic fort was built by Maharaja Ranjit Singh in early 19th century and formally handed over to the state government by the Hon'ble Prime Minister of India on 20-12-2006 during his visit at Amritsar. Now this fort has been finally handed over by military authorities on 6/10/08 to the department of tourism, Punjab. Most of the part of the fort is in great stress and needs urgent civil/conservation/revitalisation works .The total cost for conservation and revitalization of this fort is estimated at Rs. 57.74 crore. State government has already spent Rs. 2.85 crore on the construction of boundary wall and some other important works from its own sources. An expenditure of Rs. 284.75 lac during 11th Five Year Plan, A token provision of Rs. 1.00 lac is provided for 12th Five Year Plan and Annual Plan 2012-13.

**TM-10/TM-12 Setting up of Heritage Village in Guru Nanak Dev University,
Amritsar**

Outlay Rs 50.00 lac

8.2.30 The deptt. of tourism, Punjab has a proposal to set up heritage village SADI VIRASAT – SADA PIND at Guru Nanak Dev University, Amritsar at an estimated cost of Rs. 2200.00 lac. Land for this purpose would be provided by the University. The main objectives of the heritage village are

- i) Establishment of personality as a role model and move on his foot steps.
- ii) To commensurate an important historical and cultural event, determining destiny of a community inhabiting in a spatial entity.
- iii) Focus to conserve and preserve typical architectural, urban design and urban planning buildings, streets bazaar and village having social significance, archaeological and anthropological relevance etc.
- iv) To focus on uniqueness of planning concepts and to highlight majestic and elegant buildings.
- v) To focus specific and unique natural phenomena, processes and natural landscapes.

An outlay of Rs.100.00 lac is provided for 12th Five Year Plan. An outlay of Rs. 50.00 lac is provided for Annual Plan 2012-13.

**TM-7/TM 18 Development of Tourist infrastructure in the State to be
funded by ADB (ADB 70:30 State)**

Outlay Rs 3758.00 lac

8.2.31 The Department of Tourism has a plan to develop the tourist infrastructure in the state with the assistance of Asian Development Bank (ADB). The total cost of this project is Rs. 398.40 crore. 70% cost which comes to about Rs. 278.88 crore would be funded by ADB as a loan and the state is required to contribute 30% of the total cost which comes to about Rs. 119.52 crore. The work has been started in 2011-12. An expenditure of Rs.66.00 lac incurred during 11th Five Year Plan. An outlay of Rs.120.17 Cr is provided for 12th Five Year Plan. An outlay of Rs. 3758.00 lac is provided for Annual Plan 2012-13.