

TOURISM

Pondicherry has a rich French culture heritage. Having been the capital of the French colonies in India since 17th century with a coastline of 32 Kms, well planned French Boulevard Town, palm fringed beaches, resort, backwaters, water sports centre, fishing village harbour, the pier, Aurobindo Ashram, Auroville and other attractions, Pondicherry is an ideal place for spending holidays with family. It is found that the tourism potential of Pondicherry has not been fully tapped. Hence, Tourism Advisory And Financial Services Corporation of India Ltd.(TAFSIL), New Delhi was engaged as Consultant to prepare a comprehensive tourism development plan for Pondicherry. The Master Plan has recommended for developing a sound marketing strategy and market Pondicherry Tourism both within India and abroad. It has recommended advertisements in print media, website, production of tourist literature, holding various festivals, participation in Travel Marts in India and abroad, besides attracting investments in various tourism related activities like infrastructure development, amusement activities etc.

During the Ninth Plan, under the beach beautification programme, marble stones were laid around Gandhi Statue in Pondicherry and installation of lights, development of parks and pedestrian walk along the Arasalar river in Karaikal were undertaken. A Musical Fountain was installed in the botanical garden, Pondicherry for attracting tourists. In Karaikal, the very old French cemetery was renovated.

During the Tenth Plan, as recommended in the master plan it is proposed to set up 5 tourist Information centers and 9 wayside amenities in the four regions. There is also a felt need that improvement needs to be made along the beach. Art & Craft village will be setup. It is proposed to participate in various domestic and international fairs. The publicity campaign for Pondicherry will continue with redoubled vigor. Yanam region is located on the bank of Coringa / Godavari River. This region is highly potential for developing eco-tourism.

It is proposed to acquire land at proper and suitable location for starting our own or joint venture with private firms for a mega recreation park. Pondicherry Boulevard town has to be declared as a Heritage zone by Urban Development Ministry to facilitate flow of funds for undertaking maintenance / conservation of heritage buildings. It is also proposed to give share capital to Tourism Development Corporation and grant-in-aid to Pondicherry Institute of Hospitality Crafts. It is proposed to increase the tourist traffic by at least 20% during the Tenth Plan period. It is proposed to provide better amenities to tourists by encouraging investors to create accommodation and other recreation facilities. It is proposed to create facilities like Tourist Information center in bus stands / railway stations in Pondicherry, Chennai and outlying regions. It is also proposed to establish wayside amenities for the highway tourist at Mahabalipuram and also at Sirkazhi. More number of water sports equipments will be purchased for the existing water sports complex at Chunnambar, Pondicherry and also at Karaikal, Mahe and Yanam.

OUTLAY AT A GLANCE

Sector : TOURISM
Department : TOURISM

No. of Schemes : 9

(Rs. in lakhs)

Ninth Five Year Plan 1997 - 2002 Approved outlay	-	1600.00
Annual Plan 1997 - 2000 Actual Expenditure	-	1126.42
Annual Plan 2000 - 2001 Actual Expenditure	-	492.03
Annual Plan 2001 - 2002 Approved outlay	-	618.00
Annual Plan 2001 - 2002 Revised outlay	-	618.00
Tenth Five Year Plan 2002 - 2007 Proposed outlay	-	7000.00
Annual Plan 2002 Proposed outlay	-	1300.00

Sl. No.	Name of the Scheme	2000-01	2001-02		2002-07	2002-03
		Actual Expenditure	Approved Outlay	Revised Outlay	Proposed Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.	Creation and maintenance of Tourism products.	16.29	61.82	54.50	800.00	165.00
2.	Construction and maintenance of Tourist Homes, Yatrivas and Guest Houses.	140.80	138.54	140.00	750.00	150.00
3.	Share capital contribution to PT&TDC and Joint venture	150.00	200.00	200.00	1600.00	400.00
4.	Stengthening of Directorate	8.68	5.14	6.00	210.00	25.00
5.	Tourism promotion activities	125.18	90.00	95.00	2350.00	300.00
6.	Grant in aid to Pondicherry Institute of Hotel Management & Catering Technology and Regional Tourism Councils.	51.08	121.50	121.50	740.00	200.00

(1)	(2)	(3)	(4)	(5)	(6)	(7)
7.	Grant of incentives to Tourism Industries	-	1.00	1.00	100.00	5.00
8.	Creation and maintenance of Tourism infrastructure	-	-	-	250.00	50.00
9.	Preservation of heritage	-	-	-	200.00	5.00
Total		492.03	618.00	618.00	7000.00	1300.00

Sector : TOURISM

Implementing
Department : TOURISM

1. **Name of the scheme** : Creation and maintenance of Tourism products.

2. **Objective of the Scheme** :

The main attraction of Pondicherry are the beautiful beach, back water and heritage town. The aim of this scheme is to preserve the heritage of the Town and develop places of Tourist attraction.

(Rs. in lakhs)

3. **Ninth Plan 1997-2002** :

a. **1997-2000 (Actual Expenditure)** : 2.18

b. **2000-2001 (Actual Expenditure)** : 16.29

c. **2001 - 2002 Revised Outlay:** : 54.50

d) **Actual Physical Achievements(1997 - 2000) :**

Beach Beautification, Karaikal

e) **Actual Physical Achievement (2000 - 2001) :**

1. French cemetery was developed at Karaikal

2. Musical Fountain was installed at Botanical garden, Pondicherry.

f) **Anticipated Physical Achievements (2001 - 2002) :**

1. Improvement to Bharathi Park, Pondicherry

2. Construction of Car shed in the Beach way side at Karaikal

3. Provision of High Mast Illumination at Beach Karaikal.

4. Integrated Development of Tourism Centre.

5. Development of picnic spot at Oussudu lake, Pondicherry.

6. Flood lighting of Heritage Temples and Churches.

7. High mast illumination of Chunnambar Water Sports Complex.

4. **Proposed outlay for the Tenth Plan 2002 - 2007** : **800.00**

Proposed outlay for the Annual Plan (2002 - 2007) : **165.00**

5. **Programme envisaged for the Tenth Plan (2002 - 2007) :**

a. Beautification and Amenities at provision of the beaches of Pondicherry, Karaikal, Mahe & Yanam.

- b. Development of Tourism Attraction Spots such as Oussudu lake, Bahour lake and Aricanmedu area.
- c. Development of Water Sport Complex at Pondicherry, Karaikal, Mahe & Yanam.

6. Programme envisaged for the Annual Plan (2002 - 2003) :

- a. Beach Beautification at Pondy, Karaikal, Mahe & Yanam.
- b. Development of Tourism, attraction Products Oussudu lake, Bahour lake and Aricanmedu area.
- c. Development of water sports complex at Pondy, Karaikal, Mahe, & Yanam.

7. Remarks : Change in nomenclature.

Scheme No. : 2

Sector : TOURISM

Implementing
Department : TOURISM

1. Name of the scheme : Construction and maintenance of Tourist Homes, Yatrivas, and Guest Houses

2. Objective of the Scheme :

To create additional accommodation and to provide infrastructure facilities to the existing Tourist Homes/Guest Houses/Yatrivas

(Rs. in Lakhs)

3. Ninth plan 1997 - 2002 : 300.00

a. **1997 - 2000 (Actual Expenditure) :** 297.66

b. **2000 - 2001 (Actual Expenditure) :** 140.80

c. **2001 - 2002 (Revised outlay) :** 140.00

d. Actual Physical Achievements (1997-2000) :

- 1. A/c units were purchased for Tourist Homes/Guests Houses
- 2. Electronic items / EPABX/Generator & lift were maintained.
- 3. Rewiring of PGGH, Chennai.
- 4. Security services was provided to Guest House.
- 5. Tourist Homes /Guest House were improved.
- 6. Mattress & door curtain were provided for Tourist Homes / Guest House.

e. Actual Physical Achievements (2000 - 2001) :

- 1. Provision of Silent DG set for PGGH, New Delhi.

2. Providing of Bed materials/Door curtains/to Tourist Homes /Guest Houses / Yatrivas
3. Undergone repairs to the wooden items of Tourist Homes/Yatrivas.
4. Improvement to Tourist homes/Guest Houses/Yatrivas.

f. Anticipation Physical Targets (2001 - 2002)

1. Construction of Yatrivas, Thirunallar
2. Providing of Bed Sheets/door curtains/Mattress to Tourist homes/Guest House/Yatrivas.
3. Improvement to existing Tourist Homes/Guest Hoses/Yatrivas.
4. Purchase of furniture items to Guest Houses/Tourist Homes.
5. Receiving and provision of L.T Distribution board at PGGH, New Delhi.

4. **Proposed outlay for the X Plan 2002 – 2007** : 750.00
Proposed outlay for the Annual Plan 200 2- 2003 : 150.00

5. Programme envisaged for the X Plan (2002 - 2007) :

Expansion of Tourist Home, Yatri Nivas and purchase of land for staff quarters. Providing communication facilities to develop tourism activities. Construction of Yatrivas at Thirunallar.

6. Programme envisaged for the Annual Plan (2002 - 03) :

- a. Expansion of Yatrivas, Pondicherry
- b. Construction of Yatrivas, Thirunallar.
- c. Improvement of Tourist Home/Guest Houses/ Yatrivas
- d. Providing of communication/Guest Houses.
- e. Purchase of A/c Units.
- f. Installation of Indoor Transformer for Guest House New Delhi/Chennai

7. **Remarks** : Continuing Scheme.

Scheme No. : 3

Sector : TOURISM

Implementing
Department : TOURISM

1. **Name of the scheme** : Share Capital Contribution to PT.&TDC and Joint Venture
2. **Objective of the Scheme** :

The PT&TDC besides its primary function of looking after the commercial part of promotion of Tourism in the Union Territory of Pondicherry is also operating Transport and Catering service for the welfare of the public and Tourists. It has been proposed to strengthen the transport wing by providing work shop with all basic infrastructure facilities. With the financial assistance of the Govt. of Pondicherry.

(Rs. in Lakhs)

3. Ninth Plan 1997 - 2002 :
- a. 1997 - 2001 (Actual Expenditure) : 630.00
 - b. 2001 - 2002 (Actual Expenditure) : 150.00
 - c. 2001 - 2002 (Revised out lay) : 200.00
 - d. Actual Physical Achievements (1999 - 2000) :

New chases were purchased and same were put on road in the different routes such as Chennai to Pondicherry (Via) ECR Karaikal to Chennai, Karaikal to Myladuthurai and Karaikal to Chidambaram etc. Hi -Tech buses were purchased for use of contract carriers. Basic infrastructure facilities such as service ramp and special tools were constructed and provided for the improvement of efficiency of the labour and productivity

e. Actual Physical Achievements (2000 - 2001) :

High Tech buses were purchased for quality improvement in tourism and Transport wing. Upgradation made in restaurant and cafeterias in catering wing.

f. Anticipated Physical Achievements (2001 - 2002) :

- i. Development activities in workshop.
- ii. Modernisation of workshop.
- iii. Up gradation as resorts, restaurants and Water sports
- iv . Purchase of 10 chassis for replacement of old vehicle.
- v. Computerisation of all the units of PT&TDC.

4. **Proposed out lay for the X Plan 2002 - 2007** : 1600.00
Proposed outlay for the Annual Plan 2002 - 2003 : 400.00

5. Programme envisaged for the X Plan 2002 - 2007 :

- a. Chassis will be procured for the replacement of old vehicles.
- b. Modern tools will be provided to the workshop towards the improvement of efficiency of labour and it is proposed to computerize the Transport wing.
- c. Provision of concrete flooring at workshop yard for vehicle free movement and construction of sumps and platforms for car washes. It is also proposed to raise existing compound walls around the workshop to prevent theft and the security of Workshop.
- d. Proposed A/c facilities to all commercial organization so as to increase the Tourist flow.
- e. Development of infra structure facilities to the existing cafeteria and water sports Units.

6. Programme envisaged for the Annual Plan 2002 - 2003 :

- a. Purchase of Chasis for the replacement of old vehicle
- b. Improvements to existing
- c. Conduct of package tour to various tour spots and pilgrimage places.
- d. Development of restaurants and water sports Complex.

7. Remarks : Continuing Scheme.

Scheme No. : 4

Sector : TOURISM

Implementing
Department : TOURISM

1. Name of the Scheme : Strengthening of the Directorate

2. Objective of the Scheme :

The objective of the scheme is to strengthen the Directorate by providing modern equipment and manpower.

3. Ninth Plan 1997 – 2002 : (Rs. in lakhs)

- a. **1997 – 2000 (Actual Expenditure) :** 12.85
- b. **2000 – 2001 (Actual Expenditure) :** 8.68
- c. **2001 – 2002 (Revised Outlay) :** 6.00

d. Actual Physical Achievements (1997 – 2000) :

1. Filled up the post of Assistant Director
2. Purchase of Office equipment/furniture
3. Installation of computer

e. Actual Physical Achievements (2000 – 2001) :

1. Purchase of 1 no. of Commander Jeep
2. Installation of two more computer
3. Purchase of computer stationery & accessories
4. Filling up of 1 post of Assistant Director

f. Anticipated Physical Achievements (2001– 2002) :

1. Purchase of furniture/stationeries for computer
2. Purchase of 2 nos. of motor cycle
3. Installation of A/c units for computer
4. Rewiring of office buildings
5. Purchase of office equipments

4. **Proposed outlay for the Tenth Plan 2002 – 2007** : 210.00
Proposed outlay for the Annual Plan 2002 – 2003 : 25.00

5. **Programme envisaged for the Tenth Plan 2002 – 2007 :**

Computerisation of tourism data, purchase of vehicles and creation of technical posts.

1. **Programme envisaged for the Annual Plan 2002 – 2003 :**

1. Expansion of communication facilities.
2. Purchase of office equipments
3. Purchase of 1 four wheeler/staff car in replacement of old vehicles

7. **Remarks** : Continuing Scheme

Scheme No. : 5

Sector : TOURISM

Implementing
 Department : TOURISM

1. **Name of the Scheme** : Tourism Promotion Activities
 2. **Objective of the Scheme** :

The objective of the scheme is to give wide publicity about the tourism potential of Pondicherry through various media to attract more inflow of tourists to Pondicherry.

(Rs. in lakhs)

3. **Ninth Plan 1997 – 2002** :
- | | | |
|-------------------------------------|---|--------|
| a. 1997 – 2000 (Actual Expenditure) | : | 122.73 |
| b. 2000 – 2001 (Actual Expenditure) | : | 125.18 |
| c. 2001 – 2002 (Revised Outlay) | : | 95.00 |

d. **Actual Physical Achievements (1997 – 2000) :**

1. Release of tourism oriented advertisement in various newspaper/magazine thro' Advertisement Agencies.
2. Printing of pamphlet/Brochure in high standard thro' Event Managers.
3. Celebrating of various festivals such as Yoga Festival, Food Festival, and World Tourism Day etc.
4. Participation in Travel & Tourism Fair at New Delhi, Chennai, Calcutta, Mumbai etc. every year.
5. Participation in International Trade Borse at Germany, London and Singapore every year.

e. Actual Physical Achievements (1997 – 2000) :

1. Release of in various newspaper / magazine Tourism Oriented Advertisement.
2. Printing of pamphlet/Brochure in high quality.
3. Celebrating of Maggi Mahosthavum Festival, Yoga Festival, Shopping Festival, World Tourism Day New Year Day celebration etc.
4. Participation in various Travel & Tourism Fair at different parts of India.
5. Participation in various International fair at Berlin, Singapore and London.

f. Anticipated Physical Achievements (2001 – 2002) :

1. To attract tourist at Pondicherry massive advertisement campaign made thro' Advertisement Agency in most of the leading newspapers/magazine.
2. Celebration of Yoga Festival, Shopping Festival, World Tourism Day etc.
3. Participation in various Travel and Trade Fair held at New Delhi, Mumbai, Jodhpur, Chennai, and Bangalore etc.
4. Participation in International Tourism Borse, Germany, WTM, London etc.

4.	Proposed outlay for the Tenth Plan 2002 – 2007	-	2350.00
	Proposed outlay for the Annual Plan 2002 – 2003	-	300.00

5. Programme envisaged for the Tenth Plan 2002 – 2007 :

Release of CD ROMS on Tourism. Publication of brochure and pamphlet for circulation in the Tourist offices. Participation in various Travel and Trade Fair at India and abroad and Celebration of festivals.

6. Programme envisaged for the Annual Plan 2002 – 2003 :

1. Release of Advertisement thro' Advertisement Agency in various newspapers/magazine to attract Tourist to Pondicherry.
2. Erection of signage board at prominent places.
3. Participation in various Travel and Tourism fair at India and abroad.
4. Celebration of festivals such as Food Festival, French Festival, Yoga Festival, New Year Day celebration, World Tourism Day etc.

7. Remarks Continuing Scheme

Scheme No. : 6

Sector : TOURISM

Implementing
Department : TOURISM

1. Name of the Scheme : Grant in aid to Pondicherry Institute of Hotel Management & Catering Technology and Regional Tourism Councils.

2. Objective of the Scheme :

The Pondicherry Institute of Management & Catering Technology started functioning for establishing a training institute for Hospitality industry at craft level. With a view to educate on the Hotel reception and Housekeeping, food and beverage service and in Food and Production, the institute will be equipped with modern equipment's. Certificate level courses and Diploma level courses are conducted at present. It is proposed to acquire the land in Saram village and to construct the building with all infrastructure facilities for the conduct of Diploma courses.

Regional Tourism Councils are proposed to be set up in outlying regions of Karaikal, Mahe and Yanam to undertake the Tourism promotional activities in the respective regions in a decentralised manner. The Council will design and executive Tourism products in the region. The Council will also arrange for conducting Tourism Festivals in the regions and participate in various cultural activities held in the regions.

(Rs. in lakhs)

3. Ninth Plan 1997 – 2002	:	
a. 1997 – 2000 (Actual Expenditure)	:	69.85
b. 2000 – 2001 (Actual Expenditure)	:	51.08
c. 2001 – 2002 (Revised Outlay)	:	121.50
d. Actual Physical Target 1997 – 2000	:	

Grant in aid to Pondicherry Institute of Hotel Management & Catering Technology for running of the Institute.

e. Actual Physical Target 2000-2001	:	
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Grant in aid to Pondicherry Institute of Hotel Management & Catering Technology for running of the Institute.

f. Anticipated Physical Targets (2001 – 2002)	:	
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Grant in aid to Pondicherry Institute of Hotel Management & Catering Technology for running of the Institute and land acquisition for the construction of the building.

4. Proposed outlay for the Tenth Plan 2002 – 2007	:	740.00
Proposed outlay for the Annual Plan 2002 – 2003	:	200.00

5. Programme envisaged for the Tenth Plan 2002 – 2007 :

- Grant-in-aid to Pondicherry Institute of Hotel Management & Catering Technology.
- Grant in aid to Regional Tourism Council to improve tourism activities.

6. Programme envisaged for the Annual Plan 2002 – 2003 :

- a. Grant in aid to Pondicherry Institute of Hotel Management & Catering Technology for running of the Institute. Land acquisition and construction of the building for the Institute.
- b. Grant in aid to Regional Tourism Council to improve tourism activities in the centralizing region.

7. Remarks : Continuing Schemes.

Scheme No. : 7

Sector : TOURISM

Implementing
Department : TOURISM

1. Name of the scheme : Grant of incentives to Tourism Industries.

2. Objective of Schemes :

In order to attract tourists it is proposed to grant incentives to Tourism Industries by way of interest subsidy granted by the Department of Tourism, Govt. of India and by the Govt. of Pondicherry.

	(Rs. in lakhs)	
3. Ninth Plan :1997 – 2002	-	-
a. 1997 - 2000 (Actual Expenditure)	-	-
b. 2000 - 2001 (Actual Expenditure)	-	-
c. 2001 - 2002 (Revised Outlay)	-	1.00
d. Actual Physical Achievements (1997 - 2000)	-	-
e. Actual physical Achievements (2001 - 2002)	-	-

Grant of incentives to Tourism Industries by way of giving average facilities category of Hotels Soft loan, subsidy on Interest and subsidy as tax etc.

4. Proposed outlay for the Tenth Plan 2002 – 2007	-	100.00
Proposed outlay for the Annual Plan 2002 – 2003	-	5.00

5. Programme envisaged for the Tenth Plan 2002 - 2007 :

Grant of incentives to Tourism Industries by means of giving awards for various categories of Hotels soft loan, subsidy on interest and subsidy as Tax etc.

6. Programme envisaged for the Annual Plan 2002 - 2003 :

Grant of incentives to Tourism Industries by means of giving awards for various categories of Hotels soft loan, subsidy on interest and subsidy as Tax etc.

7. Remarks : Continuing Scheme.

Scheme No. : 8

Sector : TOURISM

Implementing
Department : TOURISM

1. Name of the Scheme : Creation and Maintenance of Tourism infrastructure

2. Objective of the Scheme :

The flow of foreign and domestic tourists in Pondicherry has been increasing considerably year by year. The tourists visiting Chennai prefer to visit Pondicherry passing through Mahabalipuram by the East coast Highway. To facilitate the tourist it is proposed to establish tourist information center and wayside amenities in the tourist circuit with the following amenities.

- a. Reception Cum Lounge
- b. Restaurants/cafeteria /fast food counter with kitchen, Store room and wash area
- c. Drinking water facilities
- d. Kiosk, Souvenir counter, General store
- e. Toilet block
- f. Parking area

3. Ninth Plan 1997 - 2002 :

4. Proposed outlay for the Tenth Plan 2002 – 2007 : 250.00
Proposed outlay for the Annual Plan : 50.00

5. Programme envisaged for the Tenth Plan 2002 - 2007 :

- a. Setting up of Tourist Information Centre at Pondicherry, Pondicherry bus stand Pondicherry, Railway Station, Chennai, Karaikal, Mahe and Yanam.
- b. Create wayside amenities at Mahabalipuram, Sirkali, Polagam, Mahe, and Yanam.

6. Programme envisaged for the Annual Plan 2002 - 2003 :

- a. Setting of Tourist Information Centre at Pondicherry, Chennai.
- b. Create way side Amenities at Mahabalipuram.
- c. Creation of the Posts
 - 1. Tourist Information Assistant - 2 posts
 - 2. Tourist Guide - 4 posts

7. Remarks : New Scheme

Scheme No. : 9

Sector : TOURISM

Implementing
Department : TOURISM

1. Name of the Scheme : Preservation of Heritage

2. Objective of the scheme :

Pondicherry is area of the Heritage Town .In Pondicherry many heritage building are available. It is proposed to preserve those Heritage building by means of Flood lighting so as to attract tourist.

3. Ninth Plan 1997 - 2002 :

4. Proposed outlay for the Tenth Plan 2002 – 2007 - 200.00
Proposed outlay for the Annual Plan 2002 – 2003 - 5.00

5. Programme envisaged for the Tenth Plan 2002 – 2007 :

- a) Preservation of Heritage building
- b) Flood Lighting of Heritage Building
- c) Heritage walk
- d) Awards for the Heritage Building
- e) Video film relates to the information of Heritage activities

6. Programme envisaged for the Annual Plan 2002 – 2003 :

- a) Preservation of Heritage Building
- b) Flood Lighting of Heritage Building
- c) Heritage walk.

7. Remarks : Continuing Scheme.