

TOURISM

Tourism in the U.T. of Puducherry has assumed the role of major economic activity having direct and indirect correlation with all other sectors. Our mission is to promote tourism as a means of economic growth and to promote the image of Puducherry as a destination with a glorious past, a vibrant present and a bright future. The prime objective is to increase the average period of stay of the tourists. The city with a French flavour has been picked as one of the top weekend gateway destinations. The Govt. of Puducherry has planned various projects and activities to engage the visiting tourists. The Tourist arrivals have been an increase of 11.14% during the year 2014.

During 2014-15, the projects “Landscaping and tourist facilities around Yanam tower (Phase-I) “ was completed at a cost of ₹4.87 crores. “Development of Nallambal lake as tourist destination in Karaikal” was completed form an amount of ₹4.98 Cr. “Development of Heritage Precinct at Mahe” was completed at a cost of ₹1.83 Cr. The Northern Ring Road and Pilgrim facilities at Thirunallar under Temple Town Development project have been completed at a cost of ₹12.84 Crs. Further, new incentive scheme to facilitate the commercial operation of air service from Puducherry was introduced. New website for marketing the destination was launched. To attract more tourists in this year, it is proposed to organize various events and a constant media campaign in Newspapers, Magazines, TV and Internet.

Creating more tourist attractions and facilities, cleanliness at the tourist spots, maximum utilization of CSS funds, timely completion of projects, marketing the destination across the country, outsourcing the operation and maintenance of tourism infrastructure created, skill development in the hospitality sector are the proposed strategies for the year 2015-16

OUTLAY AT A GLANCE

Sector : TOURISM

No. of Schemes : 8
(Plan : 7 + CSS : 1)Department : 1. TOURISM
2. GUEST HOUSE, NEW DELHI
3. GUEST HOUSE, CHENNAI

(₹ in lakh)

Annual Plan 2013-14 Actual Expenditure	:	3830.58
Annual Plan 2014-15 Approved Outlay	:	6880.00
Annual Plan 2014-15 Revised Outlay	:	5858.35
Annual Plan 2015-16 Approved Outlay (Plan + CSS)	:	7110.69

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2013-14	Annual Plan 2014-15		Annual Plan 2015-16	
		Actual Expdr.	Approved Outlay	Revised Outlay	Approved Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Creation and Maintenance of Tourism and Civil Aviation, Infrastructure, Products and Initiatives (Including Thirunallar Temple Town Project)	2499.78	1893.60	2011.47	1959.00	--
2	Tourism Promotional Activities	495.98	860.00	510.09	718.00	--
3	Grant-in-aid, Share Capital, Assistance to Corporation and Institutions and Joint Venture	393.18	285.00	212.39	425.00	--
4	Strengthening of Tourism Department	143.95	161.00	160.65	163.00	--
5	Tourism Incentives and subsidies	--	100.00	75.00	50.00	--

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2013-14	Annual Plan 2014-15		Annual Plan 2015-16	
		Actual Expdr.	Approved Outlay	Revised Outlay	Approved Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)
6.	Infrastructure development for Destination and Circuits (CSS)	--	2750.40	2050.40	1035.00	--
	Negotiated Loan	--	500.00	500.00	2250.00	--
	Sub-total	3532.89	6550.00	5520.00	6600.00	--
	Guest House, New Delhi					
7.	Maintenance of Government Guest House, New Delhi	211.38	250.00	201.00	410.00	--
	Guest House, Chennai					
8.	Maintenance of Government Guest House, Chennai	86.31	80.00	137.35	100.69	--
	Total (Plan)	3830.58	6880.00	5858.35	7110.69	

Scheme No. 1

Sector : TOURISM

Implementing Department : TOURISM

1. Name of the Scheme : Creation and Maintenance of Tourism & Civil Aviation, Infrastructure, products and Initiatives.

2. Objective of the Scheme :

The main attractions of Puducherry are its beautiful beach, back water resources and the heritage values. To projects the tourist destinations, its French connection, preserve its rich heritage values and to develop and strengthen places of Tourist Attractions and preservation of heritage. Besides providing air services to the Tourists its is proposed to project Puducherry as a Major Tourist Destination.

3. Actual Physical Achievements made in the Annual Plan 2013-14 :

- Development of Rural Tourism at Alankuppam Village.
- Provided Tourist Information Booth in Puducherry Railway station.
- Improvement works to the damaged foot path near Boat Yard at Ousudu lake through Project Cell, PTDC.
- Appointed of Consultant for preparation of Detailed Project Reports for Development of Arikamedu as Tourist Destination and Development of Agaramangudi Lake at Karaikal.
- Acquisition of Land at Murungapakkam Revenue Village for development of Tourism projects payment of enhanced compensation awarded.
- Revitalization of Bharathi Park and Gandhi Thidal payment of consultancy charges.
- Appointment of Consultant-payment of 3rd Stage consultancy charges for Beautification of Beach and river front at Chunnambar, Renovation and beautification of Botanical Garden in Puducherry and Yanam and Development of Arts & Crafts village at Murungapakkam.
- Purchased Water sports Equipments from M/s.Hydrabad Boat builders, Hyderabad and Sunny Water Sports Products Pvt.Ltd., Pune.
- Special Tourism Zone at Manapet Village under PPP mode payment made for 3rd stage consultancy charges.
- Development of Lakes at Bahour, Kirumampakkam and Ousudu at tourist destination Payment made for consultancy charges.
- Development and Maintenance of Website of Department of tourism by M/s.Purple Swan, Puducherry
- Payment of current consumption charges to Airport at Puducherry.

Department by engaging the Advertisement agencies to advertise, erection of hording, shooting of film & video/audio coverage and printing of brochures, pamphlets etc.

The Puducherry Tourism will participate different India Festivals and other cultural exchange promotional campaign/programming all over India and abroad. It will also participate in the travel and trade mart and exhibitions in the various states in India and abroad. Every year this Department organize cultural festivals like French Festival, Food Festival, Shopping Festival, International Yoga Festival, New year Day, Summer festival, World Tourism Day, Dance Festival etc.

3. Actual Physical Achievements made in the Annual Plan 2013-14 :

- Massive advertisement campaign made through Advertising agency in the leading newspapers/magazines as per the media plan, Radio, TV, Internet and display advertisement in the Digital Display information in Railway station, WTM Business print Magazine, London to attract tourist in Puducherry. Printing of Monthly Magazine City Direct, Repos, Pamphlet / Brochures / Tourist Map
- Celebrated of various festivals such as International Yoga Festival, Food Festival, New Year Eve, Hertigae drive in Bullock Carts, World Tourism day, Karaikal Carnival, Yanam People's Festival, Pondy Rhythm, petanque Tournament, Organizing Heritage Car Rally, Republic Day tableau, Pondy musical festival, French Festival, Dance Festival Fete de l'indpendence, Bonjour India, Sec-Sat musical programme, Air India tourism Quiz, Annual Freedom Jam, 150th Anniversary Celebration of Vivekananda's Drama Festival etc.
- Continuing the services of Tourist Guard.
- Sponsorship for the events related Tourism.
- Participated in various Fairs in India and abroad such as 11th Globan Indian Festival and Tour Operators meet at Kulal Lumpur Malaysia, India International Travel Mart at Bangalore and Chennai, ICTT at Kovalam, Kerala, IITM at Mumbai, IITE at Indore, World Travel Market at London, Travel East at Kolkatta, India Travel mart at Goa, TTF at Chennai, IITT at Mumbai, National Convention on Environment conference at Chennai, India International Trade Fair at New Delhi, IITM at Hyderabad, and TTF at Bangalore, ITTE at Nagpur etc.

4. Physical Achievements for the Annual Plan 2014-15:

- Release of advertisement in various souvenir, magazines/Newspapers, TV, FM Radio, and Media plan advertisement through Agency.
- Sponsorship for the events related to tourism
- Participated in various tourism and travel fairs and events in India & aboard.
- Conducted of every week, week end cultural programme.

- Celebrated of various festival such as World Tourism Day, Heritage Car Rally, Food Festival, International Yoga Festival, Independence Day celebration and Republic Day, musical festival, Artist Ecosystem music programme, Engagement of Empanelled Event Management organizations, Photography contest, Conduct of Cultural show, conduct of short Term cours, conduct of Kite Festival, Cultural awerness Drama Festival, conduct of Elections Symposium, Village Craft Exhibition at Sanjeevi Nagar, Puducherry, conduct of World Music Day-2014, Summer Swell Challenge for Sea surfing competition, Floating of Tableau in the Dasara Festival at Mysore, conduct of Air India Tourism Quiz, conduct of Islamic light music, Celebration of children's Day-2014
- Drawing Competition at Mahe, Yanam Peoples festival.
- Deployment of Tourist Guard in Puducherry, Karikal and Yanam region
- Design & printing of various brochers and pictorial books.
- The advertisement charges will be settled within the financial year 2014-15

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- Media plan advertisement through Agency
- Media plan advertisement through Agency
- Release of Govt. advertisements to promote Tourism and sponsorship for the events related to tourism.
- Participation in various tourism and travel fairs and events in India & aboard.
- Celebration of various festival such as International Yoga Festival, Karikal carinival, Mahe mahotsavam, Yanam Peoples festival, Independence Day, Republic Day, New Year Celebration, World Tourism Day, Heritage Car Rally, Food Festival, Air show, Petanque, musical festival, etc.
- Deployment of Tourist Guard
- Printing of Pamphlets/broachers in high standard to attract tourist.
- Destination promotion in print, FM, Internet, website through Media campaign.

6 **Remarks** : Continuing Scheme

Scheme No. 3

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Grant-in-aid, Share Capital Assistance to Corporation and Institutions and Joint venture
2. **Objective of the Scheme** :

The PTDC besides its primary function of looking after the commercial part of promotion of Tourism in the Union Territory of Puducherry is also operating Catering service for the welfare of the public and Tourists. For maintaining seagulls and Le-café and

organizing water sports in the back waters river Chunnambar at Puducherry and Araslar in Karaikal, Mahe and river Coringa at Yanam, the Tourism Development Corporation would required sufficient funds.

To improve Tourism activities, PTDC conduct package tours to various parts in south India. It is also proposed to conduct package tours to pilgrim centers of Puducherry and TamilNadu State (Navagraha).

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 House Keeping, 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.

3. Actual Physical Achievements made in the Annual Plan 2013-14 :

- Released Grant-in-aid to PTDC to meet the expenditure on salaries
- Release of Share Capital for renovation of seagulls and Le Café and other amenities.

4. Physical Achievements for the Annual Plan 2014-15:

- Grant-in-aid to Pondicherry Institute of Hotel Management for Infrastructure facilities and Administrative expenses.
- Grant-in-aid to PTDC towards meeting developmental expenditure and Boat repairing works.
- Grant-in-aid to PTDC for Salaries.

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- Grant-in-aid to PTDC to meet the expenditure on Salaries.
- Share capital contribution/Grant-in-aid to PTDC for Raising assets to the corporation and for taking the Developmental activities
- Grant-in-aid to Pondicherry Institute of Hotel Management & Catering Technology for meeting Salaries/CPF, Office & Administrative expenses and Infrastructure facilities.

6. Remarks : Continuing Scheme

Scheme No. 4

Sector : TOURISM Implementing Department : TOURISM

1. Name of the Scheme : Strengthening of Tourism Department**2. Objective of the Scheme** :

To Strengthen and develop Tourism Department to the upcoming developments in the Tourism industry with computerized and modernized infrastructure in the field of administration and e-governance, to provide adequate qualified staff and to strengthen places of Tourist Attractions and tourist accommodations of this heritage town.

3. Actual Physical Achievements made in the Annual Plan 2013-14 :

- Maintenance of Guest Houses, Directorate and other Administrative expenditure.
- Purchased Pillows, Bedsheet and foam matters for Govt.Tourist Home and Yatrivas.

4. Physical Achievements for the Annual Plan 2014-15:

- For development of website, software, multimedia, computers were purchased and made their maintenance.
- Renovation and maintenance of Guest Houses and other related expenditure
- Maintenance of Directorate and other Administrative expenditure.

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- Maintenance of Guest Houses and other related expenditure.
- Annual maintenance of existing materials.
- Purchase of furniture and furnishing items.
- Purchase of equipments, materials and electrical fittings.
- Other Contractual services.
- Maintenance of Directorate and Administrative expenditure.

6. Remarks : Continuing Scheme**Scheme No. 5**

Sector : TOURISM Implementing Department : TOURISM

1. Name of the Scheme : Tourism Incentives and subsidies**2. Objective of the Scheme** :

To grant incentive and subsidies to Tourism Industries for the establishment of star hotels, Resorts and other tourist accommodation facilities in order to attract and increase the

tourists inflow with a view to increase the inflow of foreign money, and to create the employment opportunity in the tourism sector of this state.

3. Actual Physical Achievements made in the Annual Plan 2013-14 : --

4. Physical Achievements for the Annual Plan 2014-15:

- Granted subsidies to Le Royal Park Hotel, Puducherry

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- Grant of financial subsidy to Star category Hotels in Puducherry

6. Remarks : Continuing Scheme

Scheme No. 6

Sector : TOURISM

Implementing : GUEST HOUSE,
Department NEW DELHI

1. Name of the Scheme : Maintenance of Puducherry Guest House, New Delhi.

2. Objective of the Scheme :

Maintenance of Puducherry Government Guest House, New Delhi.

3. Actual Physical Achievements made in the Annual Plan 2013-14 :

- Maintenance of office vehicles, furnitures, equipments.
- Beautification of VVIP suites.
- Purchased one no. of Car.

4. Physical Achievements for the Annual Plan 2014-15:

- 44 units of A/c with stabilizer installed.
- Linen items like curtains and sofa covers purchased.
- Purchased of 2 nos. of motorcycles.
- Improvements to the 4 VIP rooms in the first floor.
- Civil works like painting, laying of granite stones, raising of compound wall carried out.

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- 12 units of split/window A/c with stabilizer will be procured.

- Furniture in all rooms will be replaced.
- Improvements and modification to the LG suite and CM suite and all other rooms will be done.
- Additional toilet block to the Police personnel and kitchen will be constructed.
- 160 KVA DG set will be installed.

6. **Remarks** : Continuing Scheme

Scheme No. 7

Sector : TOURISM

Implementing : GUEST HOUSE,
Department CHENNAI

1. **Name of the Scheme** : Maintenance of Puducherry Government Guest House, Chennai.

2. **Objective of the Scheme** :
Maintenance of Puducherry Government Guest House, Chennai.

3. **Actual Physical Achievements made in the Annual Plan 2013-14 :**

- Aluminium grill works were executed to the doors in the entire balcony so as to have a rich look in the Guest House.
- New Office Chamber was devised to the DDO.
- Wood carving works were executed in the entrance of the Guest House.
- Water purifier (Osmosis Zero B) installed so as to provide drinking water.
- Provided new furniture to LG suite.
- Four wheeler parking shed constructed in the Guest House.
- For beautification purpose, a terracotta monument was fixed in the entrance of the Guest House.
- 11 Number of A/c units fixed in the VIP suites.
- Wall panel and false ceiling works provided in all double and single rooms.
- Reception counter has been modified with new teak wood (Kerala type)
- Improvement works undertaken for garden.
- Interior decoration works were undertaken in the Reception Counter, Reception Hall and Office Room.
- Cement floor has been provided in the back-yard of the Guest House.
- Conversion of two rooms in the ground floor into new store rooms with necessary slabs.
- Purchased 2 new computers with accessories.
- Installed a new EPABX system in lieu of old system.
- Renovated rain water line for the safe draining of rain water outside the Guest House.

- The rain water harvesting system was done in the Guest house for increasing ground water level.
- Compound wall has been raised on the right side of the Guest House.
- Changed broken floor tiles in Room No.103 with new one.
- Purchased new bed sheets, bedspread, linen etc.

4. **Physical Achievements for the Annual Plan 2014-15:**

- The Canteen block was renovated and was started on 22.01.2014 in Puducherry Government Guest House by the Indian Coffee Workers Co-operative Society, Puducherry so as to utilize by the Guest and by Public too.
- General alteration to the Guest House is being done to provide a very good ambience to the Guest House.
- Provided new parking tile floor in the left side of the building.
- LG Suite was completely renovated.
- A new wall panel has been provided in the Reception hall / First floor.

5. **Proposed Physical Targets for the Annual Plan 2015-16 :**

- To create 23 new posts.
- To locate a new additional site at Chennai for Construction of a new Guest House.
- To entrust outsourcing staff for cleaning, driving, front office works etc.,
- Proposal to renovate and white wash the whole building.
- Purchase of 5 Nos. of new A/c. machine for the use of single room / Dormitory.
- Beautification of glass / panel in front side of the whole building.
- Purchase of new furniture to provide all rooms along with mattress and other interior decorations.
- To provide a separate RMU with distribution transformer for the Guest House.
- To purchase a two wheeler for office use.
- Partitioning of 6 Double bed rooms.

6. **Remarks** : Continuing Scheme

Scheme No. 8

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Product / Infrastructure Development For Destination and Circuit (CSS)

2. **Objective of the Scheme** :

The main objective of the Central Sponsored Scheme “Product/Infrastructure Development for Destination and Circuit” is to improve the existing tourism product and developing new tourism products to the work standard.

3. Actual Physical Achievements made in the Annual Plan 2013-14 : --

4. Physical Achievements for the Annual Plan 2014-15:

- Purchase of Water Sports Equipments, Chunnambar
- Flood Lighting of Heritage Monuments, Puducherry.
- Construction of Tourist Lodge at Chunnambar.
- Development of Pondicherry as tourist destination (Bharathi Park)
- Development of walkway along the river Arasalar in Karaikal.
- Revitalization of Gandhi Thidal and Craft Bazar in Puducherry.
- Development of Recreational Park at Buddha Lake in Yanam
- Development of Eco Beach at Karaikal
- Beautification of riverside and beach at Chunnambar in Puducherry
- Beautification and renovation of Botanical Garden at Puducherry.

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- Development of Bahour lake in Puducherry as tourist destination
- Yoga Festival at Puducherry
- Karaikal Carnival at Karaikal
- Mahe Tourism & Adventure Carnival
- De4velopment of Arikamedu as tourist destination in Puducherry
- Lighting of Heritage Monuments in Puducherry
- Riverside Walkway at Mahe (Phase -II)
- Development of pilgrim and tourist facilities at Thirukameswarar Temple, Villianur, Puducherry
- Water Treatment Plant at Nalankullam, Thirunallar
- Development of Queue Complex at Thirunallar.

6. Remarks : Continuing Scheme