

## CHAPTER - 10

### TOURISM

Delhi is a symbol of the country's rich past and thriving present, where ancient and modern blend seamlessly together. Home to millions of dreams, the city takes on unprecedented responsibilities of realizing dreams bringing people closer and inspiring their thoughts. Delhi city is sprinkled with dazzling gems: captivating ancient monuments, fascinating museums and art galleries, architectural wonders, a vivacious performing-arts scene, fabulous eating places and bustling markets. With its rich and diverse cultural heritage, Delhi is also used as a gateway for traveling to cities of India. Delhi, the capital of India, has its origin in 1450 B.C. and has been in continuous existence for over a thousand years now. The city is significant for the role it has played throughout history, having been the centre of an empire for the majority of this millennium. It is an important city in the Indian sub continent and comparisons have often been made to other great cities of the world. However, very few cities carry with them, to such an extent, the weight of several layers of continuous history.

One can have a fascinating glimpse into the past in Old Delhi, with its labyrinth of narrow lanes, old havelis, and colourful bazaars. Rickshaws wind their way through this crowded, bustling capital of the Mughals, where life continues, much as it did hundreds of years ago. Modern Delhi has a lot more to offer. Delhi has a modern, well-planned and extensive Metro network that connects all corners of Delhi; this network is still growing. New roadways and flyovers have improved connectivity, the latest of which is the Signature Bridge, an ambitious project of Delhi Tourism. Delhi Tourism is on a mission to change status quo and ensure that Delhi becomes a world-class tourist destination and the leader in art, culture, music, theatre, film and entertainment.

In 1911, British shifted their capital from Calcutta to Delhi. After independence in 1947, New Delhi was officially declared as the Capital of India. Delhi being National Capital Territory, received maximum foreign travelers and NRIs visiting India.

There are Outlays to make Delhi an environmental & eco friendly tourism and cultural & heritage destination. There is need to spread awareness among tourists as well as its citizens regarding Delhi's glorious past.

The schemes of Tourism Department have been implemented by the DTTDC, an undertaking of the Government of National Capital Territory of Delhi incorporated in 1975 to promote tourism in Delhi. Delhi being National Capital Territory, received a large number of foreign travelers and NRIs visiting India. In 2015, the Delhi received 23,79,169 international tourists which was 10.2% share of Foreign tourists in India.

Revised outlay & expenditure of Annual Outlay 2015-16, Approved outlay & Revised Annual Outlay 2016-17 and Annual Outlay 2017-18 for Tourism Department are as under:

[₹ in crore]

Sector	Annual Outlay 2015-16		Annual Outlay 2016-17		Annual Outlay 2017-18
	Revised Outlay	Expenditure	Approved Outlay	Revised Outlay	
Tourism	31.00	19.61	61.00	26.00	117.00

Total Outlay of ₹ 119 crore kept in B.E. 2017-18 on Tourism. This includes revenue budget of ₹ 69 crore and capital budget of ₹ 50 crore. An amount of ₹ 117 crore is kept for implementation of various schemes, programmes and projects under Tourism sector.

## 1. Tourism Infrastructure

Budget Allocation 2017-18 : ₹ 500 Lakh

### I. Development of Dilli Bhawan at Baba Kharak Singh Marg, New Delhi.

DTTDC proposes to have a state of art Dilli Bhawan which will have office of Delhi Tourism, Tourists Information Counters of various states, Coffee Home, basement parking, all travel related offices like foreign exchange, internet café in Dilli Bhawan. It will also have rooms for state guests of Government of Delhi besides restaurant serving ethnic Delhi food. The Dilli Bhawan will be built on the pattern of DLF Complex at Baba Kharak Singh Marg which has parking facilities along-with commercial spaces. It is proposed to set up 'Dilli Bhawan' at Baba Kharak Singh Marg, Connaught Place, Coffee Home is situated.

The Land & Development Office, Ministry of UD, Govt. of India on 17<sup>th</sup> March, 1988 has allotted land measuring 800 Sq. yard Baba Kharak Singh Marg to DTTDC on license basis for starting a Coffee Home. The plot area is 102 x 39 mtrs. The Coffee Home is being run by DTTDC in this plot. Adjacent to the Coffee Home plot, the land is with NDMC. This together makes the one of the five blocks earmarked for Emporia Complex at Baba Kharak Singh Marg.

DTTDC has entered into a MOU with NDMC for the Construction of Multi Storied Building with fully automated computerized parking on the above land. NDMC advised DTTDC to obtain clearance from the land owning agency i.e. L & DO.

DTTDC requested L&DO, MUD, GOI on 28.02.2014 to issue 'No Objection Certificate' in-principle for development of the project. No objection/clearance from L&DO is awaited to go ahead with the project. The detailed project report will be prepared by the Transactional Advisor once the necessary approvals are received.

## **II. Development of Dilli Haat at Janak Puri Phase-II**

The Corporation had initially set up a Dilli Haat at INA, Sri Aurobindo Marg, which is an upgraded version of traditional arts offering a delightful amalgam of craft, food and cultural activities with a major difference- while the Village haat is a mobile, flexible arrangements, here it is the craftsmen who are mobile and ever changing there by offering panoramic view of the richness and diversity of Indian handicrafts and artifacts. The project has already won heritage and cultural awards i.e. PATA gold award.

In view of wide success and in pursuance of Govt. policy of promoting and preserving our immense heritage of human skills, the Corporation wanted to set up more such Haats in the capital. In the sequel, Corporation had constructed a Dilli Haat on piece of land measuring 7.25 acres at Pitam Pura near TV tower as a joint - venture project of DDA and DTTDC.

An additional land measuring 1.9 acres was allotted to DTTDC adjoining Dilli Haat, Janakpuri site to develop parking and other facilities. In phase –II, multilevel parking, budget hotel & children play area will be developed. For running these facilities, DTTDC would appoint an operator by E-tendering process.

## **III. Development of Tourism Complex at NH-8**

DTTDC is exploring possibilities to provide a World Class Tourists Destination by constructing way-side amenities at NH-8 like restaurant, cyber café, utility shop, Souvenir shop, Cafeteria, Picnic and Party Lawn, High end toilets, Parking facility.

DTTDC was given this piece of land measuring 8,405 Sqm along with NH-8 opposite Shiv Murti by the Ministry of Road and Transport & Highways to be developed as a way side facility. The site could not be developed due to construction of Delhi- Gurgaon Express way earlier.

Now, since the development of NH-8 as express-way is complete, the plot of land can now be developed for wayside amenities with party lawns.

## **IV. Development of Open Air-theatre, Picnic Huts etc. at Garden of Five senses (Kala Gram) or a Soft Adventure Park**

DTTDC has in its possession a plot measuring 5.27 acres adjacent near Garden of Five Senses. The plot of land has been allotted by the Development Department, Government of Delhi. DTTDC proposes to develop this site as venue for holding concerts and festivals. The basic infrastructure like water, electricity, barricading, public conveniences, cafeteria, parking etc. would be developed by DTTDC. For day to day operation an operator would be appointed by DTTDC through E-tendering process.

During the year 2016-17, the boundary wall of the plot was constructed with funds to the tune of 36.00 Lakh. Development of plot for holding concerts and festivals, have been started with the target to complete by October 2017.

#### **V. Development of Lakes/Water Bodies**

DTTDC is organizing leisure boating activities at Various Lakes for the facilitation of Tourists and visitors. There is a huge scope for addition and replacement of facilities being provided at lakes in Delhi. It is proposed to replace the existing boats with the new boats with new technology. In order to increase the water level, dredging at few lakes would be required. DTTDC proposes to add pathways, public conveniences and cafeterias at all these lakes for convenience of the public. Besides, DTTDC also proposes for development, renovation and up-gradation of existing facilities at Bhalswa Lake to convert it into a remarkable venue for the water sports activities at international & national level and a film shooting destination.

For up-grading the existing facilities, DTTDC through e-tendering invited the bids for purchase of new technology boats like pedal boats, floating platform, OBMs and Kayak-Canoes in the month of March 2017. The funds could not be released by the Govt. of NCT of Delhi as the tendering process was not fully completed by 31<sup>st</sup> March 2017. Since the tendering process has been completed, the scheme may be carry forwarded in the year 2017-18. The proposal for administrative approval and expenditure sanction has already been submitted to Tourism Department, Govt. of NCT of Delhi.

Beside above, DTTDC intends to procure 10 number of dragon boats for organizing annual "Dragon Boat Race" similar top Nehru Trophy Boat Race of Kerala. By organizing this event at Bhalswa Lake, the destination will be emerged as a major international tourism and film shooting destination.

#### **VI. Renovation & Up-gradation of Azad Hind Gram**

DTTDC has set up Azad Hind Gram at National Highway-10 before Bahadurgarh Border in Tikri Kalan Village. The complex is spread over 06 acres and has a memorial on Netaji Subhash Chandra Bose depicting select episodes from his life. The complex also houses a museum on Indian National Army with audio visual facility. The complex has a life size statue of Netaji Subhash Chandra Bose.

DTTDC would upgrade and renovate the Netaji Memorial, Indian National Army Museum, public conveniences and parking facility at the Complex.

#### **VII. Construction of Phase – II of Signature Bridge – Development of Tourist Destination Project at Wazirabad, Delhi**

A steel pylon which is 154 meter high has been built at Signature bridge which has a viewing gallery at the top. In order that tourists coming to Viewing Gallery get a good view of Delhi and especially of the area around Yamuna, DTTDC proposes to develop a tourist's destination at Wazirabad. The Tourist destination would consist

of water based games, artificial lakes, cycle track, jogging tracks, elevated path ways, green lawns and platforms for tented accommodation. Besides, Special features of the Tourism Destination as proposed are Amphitheatre, Site Responsive Development along the banks, Community Spaces respecting Culture, Relocation Spaces, Walled/ Concept Garden, Elevated Walkways, Botanical Gardens, Reservations areas, Waterscapes, Lighting, Street Furniture etc.

The complex would require dredging, construction of Viers, artificial water bodies containing clean water and diversion of supplementary Nazafgarh Drain. The proposal is to create a Water Body of approximately size 1200x600x2.5m by providing an inflatable pneumatic barrage across the river, about 600m downstream of the new bridge. This Water Body will have various facilities for Boating, Water Sports like Kayaking, Cruises etc.

DTTDC has already prepared a Detailed Project Report (DPR) for setting up of the tourists destination as the second phase of development of Signature Bridge. The report has been sent to Urban Development Department in April 2011 for in principle approval. The rough estimated cost of the scheme is ₹ 1000 Cr. Approx. To proceed with the scheme, following actions are immediately proposed.

1. To get the concept design of the tourism destination updated by the same Architect/consultant
2. To get the hydraulic model study conducted at CWPRS, Pune.

Target period of completion of project is two years after sanction of scheme and Estimate. DTTDC can get concept design updated and the hydraulic model study conducted at CWPRS, Pune, if in principal approval to the scheme is given by Govt. of Delhi. List of works covered under this scheme shall be intimated after obtaining updated concept design and its approval.

#### **VIII. Conceptualization/ Documentation/ Appointment of Transactional Advisor for Development of Tourism Projects**

It is proposed to take up and develop new Tourism Projects in Delhi. For development of new Tourism Projects, it is required to conduct preliminary feasibility study, conceptualize the new ideas and other related work prior to the actual start of the work for the new Tourism Projects. For these works, the expenditure may be incurred on account of consultation fee to Architect, transaction advisor etc. To prepare concept paper on tourism projects at various existing properties of the Corporation, there is a need of Transactional Advisor/ Consultant.

#### **IX. Up-gradation of Food courts, temporary shops/craft stalls at Dilli Haat, INA (Phase-I)**

Dilli Haat, INA was constructed and inaugurated in March 1994. The Haat needs up gradation in view of wear and tear of infrastructure and changes in user requirements. Most of the area needs face lifting works. However, Food courts, temporary shops and adjoining areas are in very bad condition and needs suitable up gradation and face lifting works. Temporary shops are made with thatch roofing which is of temporary in nature and needs frequent replacement and causes

leakages which damage the articles of the artisans, hence the roofing may be upgraded to semi permanent structure. Due to frequent damages it gives bad look. Food courts which are in very bad condition also required to be upgraded since no major face lifting had been done since its construction.

#### **X. Launch of new websites/IT Interventions in developing Tourism / Enterprise Resource**

- a) I T Automation, I T infrastructure- ERP**
- b) I T software intervention technology- ERP**

DTTDC proposes to start IT intervention by commissioning an ERP system for creation of comprehensive integrated software, leading to a broader Management Information System aimed at better utilization of resources for promotion of tourism by creating computer infrastructures in terms of hardware and software. The ERP software is required for tracking the progress of various activities/operation on real time basis by the management for taking corrective action for improving its utility and usefulness for the National and International Tourist.

DTTDC launched its new website on 26.05.2016 and developed a new series of IT Infrastructure for promoting tourism through purchasing of new computers, printers and scanners during 2016-17.

## **2. River Front Development of Yamuna**

Budget Allocation 2017-18 : ₹ 5000 Lakh

Every city in the world is associated with a river flowing through it. More than 40 kms. of Yamuna River flows through Delhi. Every Major city like London, Paris etc. has developed the river front of its city and is a major tourist's attraction. Even in India River Sabarmati in Ahmedabad has been developed by the State Government and has become a public place for its citizens.

The Yamuna River to the north of the Wazirabad Barrage is the most pristine stretch of the river in Delhi. The east bank of the river in the stretch along Sonia Vihar is to be developed in an ecological manner to enhance and improve natural habitats and the biodiversity of the riverfront area.

The Area of intervention consists of the following:

- Around 700 Acres of Land between the Yamuna River and the Sonia Vihar-Pushta Road
- Around 5.8 km of the Sonia-Vihar Pushta Road from the Wazirabad Road intersection to the Delhi Border

Proposals have already been submitted to the Delhi Govt. for approval of Cabinet. Once the proposal is approved by the Cabinet, consultant for the project will

be appointed. Since the project involves development of river fronts the approval of National Green Tribunal will be required and consultant appointed will develop the scheme of the project according to the compliance of the guidelines issued by NGT. Once the project proposal is approved by the NGT, NOC from the Land Owning Agency i.e. Delhi Development Authority will require. However in a meeting held with VC, DDA and Minister of Tourism, Delhi Govt., it was assured by the VC, DDA that once the proposal is agreed by the NGT requisite NOC of DDA will be issued.

Once the above approvals/NOC issued, the development work may start by DTTDC. To begin with, it is proposed to develop the River front in Delhi upstream of the Wazirabad Bridge. The River front would consist of public conveniences, promenades, jogging track, cycle track, sandpit, volleyball courts, restaurants, snack bars and parks.

### **3. Promotion of Tourism - Delhi as a Destination**

Budget Allocation 2017-18 : ₹ 1510 Lakh

This scheme has been divided in Three parts (Part A & B).

#### **Part A**

Budget Allocation 2017-18 : ₹ 1500 Lakh

**A (i)** : Under part A (i), the followings activities have been covered:

#### **3.1 Production of Tourist Literature, Folders, Leaflets, Maps, City Guides, Brochures, CDs :**

To market Delhi more effectively and in a strategic manner on the lines of other state tourism Boards. DTTDC plans to undertake campaigns for Branding Delhi as a Tourism Destination at national level through various mediums including release of advertisements / advertorials in Travel magazines & Press advertisement, online social media, production of pictorial brochures on Delhi, Radio Jingles, outdoor publicity through Hoardings, Street Furniture, Metro Stations etc. It is also proposed to produce short films on promotion of Delhi – as a tourism Friendly destination and telecast as TV commercials on various channels.

#### **3.2 Publicity through Print and Electronic Media/ Internet :**

The plan includes: Production of Film on Delhi: Promoting Delhi as a Tourist Destination and as Film Shooting Destination – Edited versions of both the films for TVC. Promotions through TVCs on various channels, Release of Advertisements in Magazines (Travel & Tourism), Outdoor publicity through Metro Stations, Backlit panels at Airport, Bus shelters, Street Furniture, Air Baggage tags etc., publicity for

Delhi Tourism activities like Tours, Travel, Adventure Activities, Dilli Haats through release of advertisements in newspapers and magazines and Social Media.

### **3.3 Organization of Fairs & Festivals :**

Delhi Tourism has been actively organizing cultural events in Delhi to showcase this capital city as a tourist and cultural friendly destination not only for foreign tourists but for domestic travelers and the citizens of Delhi. In this context, it is pertinent to mention that the promotion of cultural tourism has been the main stay of Indian Tourism policy and accordingly, the rich heritage of our country at large and Delhi as a city in particular has been projected from time to time. Our neighboring states such as Rajasthan, Madhya Pradesh, Himachal Pradesh etc. are excellent examples where cultural tourism has already acquired international positioning and has acted as a catalyst to attract large number of tourists to these destinations.

Apart from National & International tourists, NCT of Delhi has its own population of more than 20 million. The citizens of Delhi attend the Fair & Festivals organized by Delhi Tourism with fun and frolic.

### **3.4 Participation in National Fairs/ Conferences/ Marts/ Exhibitions :**

National tourism fairs, conferences, travel marts and travel exhibitions are important for interaction with travel industry, media, airlines and other opinion makers. Further, this is helpful in direct marketing of tourist products and services to the consumers by direct interfacing. Presently, DTTDC participates in limited national tourism fairs. These interactive activities will also be organized in Delhi and simultaneously Delhi will also participate in such exhibitions, marts and conferences within India.

### **3.5. Ek Bharat Shreshtha Bharat :**

The scheme of “Ek Bharat Shreshtha Bharat” launched by Ministry of HRD, Govt. of India which envisages strengthening of existing emotional bonding between the people of our country by promoting and showcasing the rich heritage and culture, tourism, wealth, educational specificities, agricultural traditional practices etc. of each state allowing people to understand and appreciate the diversity that is India, while fostering a sense of common identity.

Accordingly engagement matrix for NCT of Delhi has been earmarked with the 8 states of North-Eastern States: with Sikkim & Assam (2016-17), Tripura & Mizoram (2017-18), Arunachal Pradesh & Meghalaya (2018-19) and Manipur & Nagaland (2019-20). The DTTDC proposed to organize culinary festivals with opportunity to learn culinary practices, promotion of Home Stay for visitors, promotion of Rajya-Darshan for tourists, organizing familiarization tour for tour operators of one state, prepare and share with the partner states a book containing information on their culture, customs, traditions, flora & fauna etc. for dissemination to schools colleges, organizing film-festival in the partner state with sub-title, showcase wearing of additional attire of the partner state.



### 3.6 **Delhi Sight Seeing :**

To create awareness about the rich cultural heritage of Delhi and inculcate a sense of pride about the city among economically weaker section, students and senior citizens, DTTDC proposes to organize “Delhi Darshan Tour” on Sundays.

### 3.7. **Promotion of Delhi as a Film Shooting Destination :**

Govt. of Delhi under the directions of Ministry of I & B, Govt. of India has appointed MD & CEO, DTTDC as the nodal officer for facilitating Film Shootings in Delhi vide order no. F2/797/TSM/11 dated 3<sup>rd</sup> August, 2016 of Dy. Secretary (Tsm), GNCTD.

Cinema is undoubtedly a powerful tool for the development of a nation. Its impact is immense and it plays an important role in economic expansion. Delhi has been a part of films for a long time now. Its scenic beauty, picturesque locations and historical monuments form interesting backdrops for movies. Delhi also embodies the stark, almost absurd, contrasts of India: A World- Class metro system, the chaos of Old Delhi and the Colonial Serenity of Lutyen’s Delhi.

Subsequently, a Film Shooting Facilitation Cell was created within the corporation on the direction of the Chief Secretary, Govt. of Delhi with an objective that DTTDC acts as a nodal agency to act as a bridge between the filmmakers and the stakeholder agencies for facilitating single window clearances of permission for Film Shootings in Delhi.

DTTDC is in the process of introducing “Single Window Clearance Mechanism” for film making facility so that the legal formalities to shoot in the city can be performed by visiting only one Government Office. Several steps are being taken to introduce a smooth system for granting permission to Film Producers, to provide them consolidated information on instructions/ guidelines issued by various Departments of Delhi and Ministries of the Government, and to make film shooting a hassle-free experience.

### 3.8 **Major Tourism Events Sponsored by the Govt.**

### 3.9 **City Information Service (1280)**

### **A (ii) ‘Delhi Festival’ and ‘Brand Delhi’**

### 3.10 **Delhi Festival:**

Delhi represents the multicultural and composite fabric of India in its diversity of religion, language, region and professions. It is Outlayned to create a world-class festival called the ‘Delhi Festival’. This festival celebrates the spirit of Delhi and inculcates pride in its citizens. This festival will celebrate Delhi’s shopping, culture, food, music, languages, theatre and films, among other things.

### 3.11 **Brand Delhi:**

It is also proposed to create a new campaign called “Brand Delhi”. We will re-develop the online presence of destination Delhi through websites, Apps, Maps, Social Media and Micro-sites. Delhi, bearing a rich heritage and history, has immense potential to become one of the most preferred tourist destinations not only in India but also globally. It is land of monuments, dotted with ruins forts, temples with many chapters of history that have unfolded to make Delhi what is today. Myriad episodes of history, a lineage and significant monuments like the Qutab Minar, the stunning Humayun’s Tomb, the magnanimous Red Fort, the city of Old Delhi. This Delhi, the Old Fort and many more are epitomes of varied historical eras and this is where the real strength of the City lies as far as the tourism in Delhi is concerned. Delhi has a lot to boast about and hence arises the dire need to promote Delhi as one of the most sought after tourist destinations not only in the domestic but also in the international arena.

Undoubtedly, tourism requires careful Outlaying and management and in the absence of a concrete Tourism Policy, there is no set Outlay drawn to market the city in the International market so as to showcase the potential of the city as a Tourist Friendly destination. There is a need to initiate steps to market Delhi more effectively and in a strategic manner on the lines of other state Tourism Boards.

In order to keep pace with the growing competitive market, it is proposed that, on the lines of other state Tourism departments to carry out aggressive campaigns to Brand Delhi.

#### **Part B: Bed & Breakfast Scheme**

Budget Allocation 2017-18 : ₹ 10 Lakh

This scheme started in the month of October, 2007 and to be continued during the year 2016-17 to provide budget accommodation to tourists coming to Delhi and enjoy the traditional Indian Home & Culture and also have the confidence of the families support and protection and go back with pleasant memories. In the Bed & Breakfast accommodation in Delhi, there are two categories facilities i.e. Silver and Gold. The Registration Fee for Gold Category is ₹ 5000/- and for Silver Category ₹ 3000/-. The basic facilities available under the Silver and Gold Categories are:

<b>Facilities</b>	<b>Silver</b>	<b>Gold</b>
Floor Area of Room	120 sq. ft.	200 sq. ft
Size of Bathroom	30 sq. ft	40 sq. ft
Washing Machine	Not Mandatory	Mandatory
Refrigerator in the room	Not Mandatory	Mandatory
Telephone with Extension	Not Mandatory	Mandatory

In the bedroom, double bed, AC, Furnishing etc., is mandatory. Maximum 06 rooms can be given to the establishment.

The total number of Gold and silver category establishment and rooms registered under this scheme as on 31.03.2017 is given below:

<b>Category</b>	<b>No. of Establishment</b>	<b>No. of Rooms</b>
Gold	40	164
Silver	225	967
<b>Total</b>	<b>265</b>	<b>1131</b>

The list of Bed & Breakfast Establishments registered under the scheme is available on the website of DTTDC and Directory of Bed & Breakfast Accommodation in Delhi was also published and distributed from time to time.

#### **4. Beautification of Entry Points of Delhi**

Budget Allocation 2017-18 : ₹ 250 Lakh

##### **Development of Guru Tegh Bahadur Memorial at NH-I and other entry points of Delhi**

- (i) Entry Point-I at NH-8
- (ii) Entry Point-II at Ghazipur
- (iii) GTB Memorial at NH-I

DTTDC proposes to beautify the road entry points to the city. These entry points would have the facility of tourist information office, public convenience, snack-bar, parking, first-aid facility etc. The entry gates would highlight the rich heritage of the city.

DTTDC has constructed Guru Tegh Bahadur Memorial at Singhu Border (NH-1), G.T. Karnal Road, spread over land measuring 11.87 acres as a deposit work of Urban Development Department. The project was set-up under the scheme of beautification of entry point of Delhi.

In the landscaped tranquil background, the 24 metres high central pylon with petals at the base represents the Guru and his strength. The C arches denote his three followers and the monoliths represent the 10 Sikh Gurus with their sayings inscribed on them.

At present, the Urban Development Department has transferred the project to Tourism Department, Govt. of NCT of Delhi. DTTDC is the executive agency for upkeep, maintenance and operation of the project. The MOU between DTTDC and Tourism Department was done in the March 2017 and Tourism Department

sanctioned an amount of ₹ 2.00 crores during the year 2016-17 for upkeep, maintenance and operation of the project.

## **5. Grant-in-Aid to DTTDC for Tourist Information Centres**

Budget Allocation 2017-18 : ₹ 75 Lakh

Delhi Tourism is running Tourist Information Centers at all the main embarkation points in Delhi besides information offices in Kolkata, Hyderabad, Ahmedabad and Chennai. Delhi Tourism disseminates information and distribute literature to the tourists from these offices and a large number of foreign and domestic tourists avail these facilities. The information centers are at the following places in and outside Delhi:

- Domestic Airport- Terminal-I
- Nizammudin Railway Station
- Travel office at Delhi Emporium, Baba Kharak Singh Marg
- Coffee Home, Baba Kharak Singh Marg
- I Center, Baba Kharak Singh Marg
- Govt of India Tourist Office, Janpath
- Dilli Haat, INA
- Kolkatta
- Chennai

An evaluation study was conducted by Outlaying Department, GNCTD and recommendations were given for running of six Information Centers in ten shifts with a provision of financial assistance under Outlay to the extent of 50% of salary. There is also strong need for opening of new Information Office at Terminal T-3, International Airport at New Delhi and need to take bigger space to handle the tourists. Attractive interior will be made by displaying backlit Delhi map and other tourist attraction of Delhi. The cost of establishment for new and operation of existing and new information offices would be met out of Outlay funds as per provision/ pattern of assistance in existence.

## **6. Grant-in-Aid to Delhi Institute of Hotel Management & Catering Technology (DIHM & CT)**

Budget Allocation 2017-18 : ₹ 300 Lakh  
(This is GIA but used for capital works)

- a. Advanced Training Centre
- b. Construction of Boys Hostel and Guest House
- c. Purchase of equipments for labs

Delhi Institute of Hotel Management & Catering Technology was set up in 1998. Phase- I of the building which includes the academic and administrative block,

has been completed and handed over by PWD in 2007 to DIHM & CT. Outlay kept in the Annual Outlay 2016-17 is for construction of one training centre (3 Star hostel) to impart the practical training to the students and also for construction of hostels for the boys & guest house.

## **7. Skill Development of Students in Government Schools**

Budget Allocation 2017-18 : ₹ 150 Lakh

The Scheme "Skill Development of Students in Government Schools" (Aatm Nirbhayta Ki Aur) is prepared to enhance the professional skills of the students. During 2015-16, GIA of ₹ 75 lakh has been released to DIHM&CT towards implementation of this Outlay scheme. Initially, 4 Govt. schools has been identified by the Education Department, GNCTD and DIHM&CT to implement the scheme. The DIHM&CT will recruit co-ordinators, data entry operators on contract for monitoring and guiding the schools and trainees.

Further, the Government will also have to take decision on the number of courses during a year. Government will incur the cost of course expenditure on equipment charges which are one time charge.

## **8. INFRASTRUCTURE DEVELOPMENT FOR DESTINATIONS AND CIRCUITS (CSS)**

Budget Allocation 2017-18 : ₹ 3915 Lakh

Under this scheme, the following sub-schemes are covered:

- a. Tourist Complex at Said-ud-Azaib (CSS)
- b. Grant-in-aid to DTTDC for Chhawala and Kanganheri Water Sports (CSS)
- c. Grant-in-aid to DTTDC for development of Soft Adventure Park at Sanjay Lake (Capital Assets) (CSS)
- d. Grant-in-aid to DTTDC for new facilities in Delhi Haat INA, New Delhi (Capital Assets) (CSS)
- e. GIA to DTTDC for Development of Delhi Haat, Janakpuri (CSS)
- f. GIA to DTTDC for celebration of festivals in Delhi (CSS)
- g. GIA to DTTDC for celebration of Incredible India Festival (CSS)

The Ministry of Tourism extends Central Financial Assistance to the State Governments/Union Territory Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. Under the Centrally Sponsored Scheme, "Infrastructure Development for Destinations and Circuits", 100% Central Assistance is given for development of destinations/ circuits including mega projects of world standard and also for rural tourism infrastructure development. The Ministry of Tourism provides

financial assistance up to ₹ 5 crore for the development of Destinations and ₹8 crore for Circuits. The upper limit of financial assistance has been increased to ₹ 25 crore and ₹ 50 crore for development of identified mega destinations and circuits respectively.

The focus under this revised scheme will be on the improvement of existing product and developing new tourism products to the world standard. It will also focus on Integrated Infrastructure Development of the tourist sites. These tourist sites/destinations would be carefully selected based on its tourism potential. The aim would be to provide all infrastructure facilities required by the tourists within such destinations and circuits. Master Outlaying of these destinations and circuits will be undertaken so as to develop them in an integrated holistic manner. The aim will be convergence of resources and expertise through coordinated action with State Governments/U.Ts and Private Sectors. Tourist Destinations and Circuits in each State would be identified in consultation with the State Governments and would be taken up for development. This would include activities ranging from preparation of a master Outlay to implementation of the master Outlay. Projects to be taken up under this scheme should follow an integrated, projectised, area development approach. Comprehensive DPRs should be prepared for each project after consultations with all the stakeholders.

Some of the projects implemented by Delhi Govt. under CSS are as discussed below:

**I) Tourist Complex at Said-ud-Azaib (CSS)**

Outlay 2017-18 : ₹ 60 Lakh (For Capital Assets)

DTTDC has developed one of the finest Gardens spread over an area of 20 acres of Garden of Five Senses, Said-ul-Ajaib. Garden of Five Senses is also the venue for the DTTDC flagship festival i.e. Garden Tourism Festival which is held every year.

DTTDC is developing the following theme garden at Garden of Five Senses:-

- Herbal Garden
- Rose Garden
- Cacti Garden
- Butterfly garden
- Fragrance garden

Ministry of Tourism, GOI sanctioned an amount of ₹ 192.45 lakh for the project “Development of Theme Garden at Garden of Five Senses, Said-UI-Ajaib, New Delhi” during 2011-12 with sanction accorded for release of ₹ 153.96 lakh being 80% of CFA as the first installment for starting the work. Tourism Department has issued a Sanction dated 28.03.2012 of ₹ 50 Lakh (CFA) to DTTDC for Development of Theme Garden at Garden of Five Senses, Said-UI-Ajaib, New Delhi under CSS- Outlay out of GOI released amount ₹ 153.96 lakh. Under this scheme, there was unspent balance of ₹ 53.96 lakh as on 01.04.2014. An expenditure of ₹ 40.00 lakh

has been incurred during 2014-15. No expenditure has been incurred during 2016-17. There is unspent balance of ₹ 13.96 lakh as on 01.04.2017. Ministry of Tourism, GOI will release balance amount of ₹ 40 lakh after furnishing of UC by the DTTDC.

**II) GIA to DTTDC for Development of Water Sports Complex at Chhawla and Kanganheri (CSS)**

Budget Allocation 2017-18 : ₹ 68 Lakh (For Capital Assets)

**Chhawla Water Sports Complex:**

DTTDC has taken 2.77 acres of land at Chhawla from Irrigation and Flood Control Department on lease basis. DTTDC has set up Chhawla Tourists Complex on Island in Nazafgarh Drain near the campus of Border Security Force. The site is well connected by Road via Nafargarh – Kapashera Road and Metro Line Via Dwarka Sector -21. The following facilities are being created at this site:-

- Elevated Walk ways, Restaurant, Boat Jetty, fish Jetty, Toilet Block, Machan, Parking, Pedestrian Path and Club House.

Ministry of Tourism, GOI sanctioned an amount of ₹ 297.87 lakh during 2007-08 and released an amount of ₹ 238.30 lakh. DTTDC has already submitted the UC of an amount of ₹ 381.89 lakh to MOT, GOI for release of balance funds of ₹ 48.92 lakh.

**Kanganheri Water Sports Complex:**

This project is being developed on the piece of land measuring 11.44 acres, which is approximately 2 km from Chhawla Bridge and is located in Kanganheri Village in South West Delhi. The project has accessibility through Nafargarh – Kapasehra Road and Metro Line via Dwarka Sector 21. The following facilities are being created at this site:-

- Platform for tents, administrative block, canteen, toilet block, pantry, balloon plaza, water body, overhead tank, underground tank, cycle track, store block and paved parking.

Ministry of Tourism, GOI sanctioned an amount of ₹ 416.21 lakh during 2007-08 and released an amount of ₹ 332.97 lakh. DTTDC has already submitted the UC of an amount of ₹ 414.81 lakh to MOT, GOI for release of balance funds of ₹ 59.57 lakh.

**III) GIA to DTTDC for Development of Soft Adventure Park at Sanjay Lake (CSS)**

Budget Allocation 2017-18 : ₹ 50 Lakh (For Capital Assets)

DTTDC has taken over 6.3 acres of land at Sanjay Lake on license fee and revenue sharing basis from DDA for a period of 20 years. The DTTDC has also been allowed boating activities in the lake adjacent to the park. The following structures / works have been completed at the project:-

1. Restaurant Block having carpet area of 119 sq. mts. This includes sitting area, pantry, store, kiosks and publicity utility.
2. Portal cabin structures:-
  - a. Souvenir Shops
  - b. Ticket window
  - c. Toilet block {2}
  - d. Rooms {4}
3. Rain water Harvesting
4. Elevated walk way : 90 M (approx)
5. Walk way along lake : 250 M (approx)
6. Outlayters : 280 M (approx)
7. Pedestrian walk way

The boundary wall has been constructed on three sides of the plot of land and on one side the area is protected by the lake.

DTTDC is in the process of selection of operator for this project. Basic structure will be provided by the DTTDC and operator will set up the required equipment to operate the Park. The investment is likely to be about ₹ one crore to make the project operational towards the cost of equipment for the activities being proposed, which are as under:-

Inflatable Rock Climbing Wall, Rock Climbing (permanent), Burma Bridge, Monkey Bridge, Spider Web, Dismantle able tented accommodation, Monkey crawling, Mountain Biking, Paint ball, Archery, Rifle shooting, Pit Jump, Rappelling, Zorbing, Commando net, Cat walk, Flying Fox, Dirt Track, Day and overnight camping and Bungee Jumping water based game/boating in the lake is also proposed to be allowed. In addition the operator shall also be required to activate the Restaurant Block and other facilities created at the project.

Ministry of Tourism, GOI sanctioned an amount of ₹ 451.82 lakh during 2010-11 as CFA on 07.05.2010 and released an amount of ₹ 361.46 lakh being 80% CFA as the first installment for starting the work. DTTDC has already submitted the UC of an amount of ₹ 400.75 lakh to MOT, GOI for release of balance funds of ₹ 39.26 lakh. An expenditure of ₹ 499 lakh (₹ 56 lakh during 2010-11, ₹ 304 lakh during 2011-12, ₹ 75 lakh during 2012-13, ₹ 64 lakh during 2013-14) has been incurred till April 2014 by the DTTDC. An Amount of ₹ 361.46 lakh (released by GOI earlier) kept in GNCTD account has been released to DTTDC during 2014-15.

#### **IV) GIA to DTTDC for Up-gradation of Dilli Haat at INA (CSS)**

Budget Allocation 2017-18 : ₹ 12 Lakh (For Capital Assets)

DTTDC had set up a tourism project, Dilli Haat at INA, in pursuance of Government Policy for promoting and preserving our immense heritage of human skill. The objective of this first Haat of its kind in the country was to provide a platform to the artisans of different parts of the country to display their ethnic wares. A take off from the traditional 'bazaar' where local artisans sell their merchandise, it offers the visitors



a fascinating glimpse of India through its array of crafts, foods and folk performances. The project attained vast popularity among foreign & domestic tourists and won PATA Gold Award in the year 1993 and titled with the award of first barrier free project in the year 2005 in view of its wide success. The Haat fascinated Prince Charles so much that he stretched his whistle-stop visit to an hour long fiesta during his visit in the year 2003 and desired to put up a similar Haat in London. The Corporation has organized Dilli Haat exposition at Trafalgar Square in London in association with Govt. of India, Ministry of Tourism in June 2005. The Haat is being visited by most of the foreign delegations during their visit to India. The Haat has completed its 14 years of success, however requires the additions of new concepts like Art Gallery, International Fine Dining, Museum, setting up of more craft stalls in view of meet out the increasing demands.

Ministry of Tourism, GOI sanctioned an amount of ₹ 72.85 lakh during 2011-12 and released an amount of ₹ 58.28 lakh. DTTDC has already submitted the UC of an amount of ₹ 249.05 lakh to MOT, GOI for release of balance funds of ₹ 14.57 lakh.

**V) GIA to DTTDC for Development of Dilli Haat at Pitampura (CSS)**

Budget Allocation 2017-18 : ₹ 10 Lakh (For Capital Assets)

**VI) GIA to DTTDC for Development of Dilli Haat at Janakpuri (CSS)**

Budget Allocation 2017-18 : ₹ 700 Lakh (For Capital Assets)

Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC) has developed 3<sup>rd</sup> Dilli Haat at Janakpuri. This project has been developed on a land measuring 08 acres allotted by DDA to DTTDC on lease for 20 years on revenue sharing basis.

This Dilli Haat is set up with an objective to promote the national and international tourism activities and to cater the growing tourism needs in West Delhi and Delhi. This project is going to add value to the entire Township, residency and officers in and around west Delhi.

1. The following facilities are provided in Janakpuri Dilli Haat :100 craft shops – to be allotted to the registered artisans of DC (Handloom) and DC (Handicrafts), Ministry of Textile, Govt. of India.
2. 85 open platforms shops - to promote art, craft and handloom and in line with Dilli Haat vision.
3. Dormitory (80 beds) – for specific use for artisans and craft men at nominal charges.
4. Food court - 14 shops are being created to provide food of different states on India through state tourism corporations.

5. Exposition hall – to promote art, cultural events and various initiative / exhibition etc.
6. Music store and museum in two baskets towers – to promote and provide platform for Indian classical music and literature, keeping in view the theme of this Dilli Haat, which is Music.
7. Auditorium and Amphitheatre – an open auditorium with seating capacity of 800 persons and air conditioned auditorium with seating capacity of 800 persons.
8. Public convenience Public convenience such as parking, drinking water, toilets, tourist facilitation center, landscaping, seating spaces, elevators etc. will be provided. ATM and courier services are also proposed.

In addition to the above some commercial activities are also incorporated including air conditioned shops, food courts, cafeteria, and fine dining restaurants with banqueting facilities. Originally Finance Department has restricted and approved the estimated cost of the project as ₹79.96 crore after approval of the EFC of ₹ 81.44 crore in the meeting held on 20.12.2011. (With GNCTD share of ₹ 25 crore, GOI share of ₹25 crore and DTTDC share of rest amount of ₹ 29.96 crore). Govt. of NCT of Delhi already released an amount of ₹ 25 crore as financial support to DTTDC as mentioned in the EFC minutes in the approved EFC cost of ₹ 79.96 crore. Ministry of Tourism, GOI has sanctioned an amount of ₹ 24.36 crores, out of which only ₹ 8.85 crore were released earlier and ₹ 4.50 crore in 2015-16. ₹ 11.01 crore is yet to be released by the Ministry of Tourism, GOI.

#### **VII) GIA to DTTDC for Celebration of Incredible India Festival (CSS)**

Budget Allocation 2017-18 : ₹ 15 Lakh

DTTDC organized Incredible India Festival at Baba Kharak Singh Marg, New Delhi from 1<sup>st</sup> - 15<sup>th</sup> October 2010. The best of Indian Handicrafts, Handlooms and variety of Indian Cuisine was available to the tourists during the festival. The festival was organized on turnkey basis through an agency. The expenditure incurred on this festival was ₹ 94.92 lakhs. Ministry of Tourism, govt. of India sanctioned ₹ 100 lakhs and released ₹ 80 lakhs for this festival. Utilization Certificate has already been submitted for release of balance payment of ₹ 14.92 lakhs.

#### **VIII) GIA to DTTDC for Swadesh Darshan (CSS)**

Budget Allocation 2017-18 : ₹ 3000 Lakh

The scheme is 100% centrally funded and funds are available under this scheme for development of theme based tourism circuits. Project is of development of 7 Heritage Routes with special focus on Mehrauli Node along with construction of elevated walkways connecting Qutub Metro Station to Qutub Minar. Delhi Heritage Circuit comprises of 7 circuits Mehrauli, Tughlaqabad & Suraj Kund, Hauz Khas & Safdarjung's Tomb, Nizamuddin, Purana Qila & Lodhi Gardens, Shahjahanabad and

New Delhi. Spiritual circuit comprises of Dargah Matka Pir, Dargah Hazrat Nizamuddin, Dargah at Chirag Delhi and Qutub Bakhtiyar Kaki, Mehrauli.

The Metro Station of Qutub is very far from Qutub Minar and visitors coming to Qutub Minar on Metro find it difficult to reach Qutub Minar due to poor connectivity. Adjacent to Qutub Minar is Mehrauli Archaeological Park which has a number of notified monuments like Jamali Kamali, Quli Khan's tomb, Raja ki Baoli, Metcalf house besides a number of other monuments.

It is proposed that an elevated walkway may be constructed connecting Qutub Metro Station with Qutub Minar which may pass through Mehrauli Archaeological Park. The elevated walkway may have the facility of getting down near important notified monuments like Jamali Kamali, Quli Khan's Tomb etc. in the Mehrauli Archaeological Park and may finish at Qutub Minar.

The cost of the project is approx. ₹ 100.00 Crores. The appointment of consultant for preparation of detailed project report is under process. After preparation of DPR by the consultant, the Ministry of Tourism, Govt. of India will consider & sanction the scheme. Afterwards, the clearances from different agencies will be taken up.