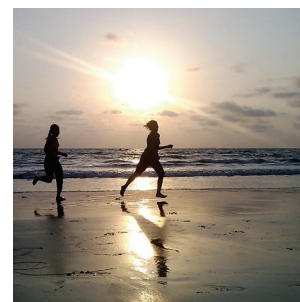


Tourism Department



The tourism potential of Bengal is phenomenal. We have the fascinating Himalayas, the wild Sunderbans, the captivating beaches by the Bay of Bengal, the green forests and wildlife sanctuaries of Dooars, the serene Shantiniketan of Rabindranath Tagore and the immensely rich cultural, heritage and divine circuits like Kalighat, Belur Math, Dakshineswar, Mother House, Tipu Sultan Masjid, Jorasanko Thakurbari, to name just a few.

The thrust of the new Government, therefore, has been on focussing the tourism possibilities of the State and putting it on the global map of leading destinations in the world.

A number of major achievements and initiatives of last one year are:

Promises Delivered

- Digha, Darjeeling tourism development Master Plan made.
- Special focus on Sunderban tourism-Task Force report made.
- Tourist lodges and resorts being renovated.
- Investment possibilities in PPP route opened up.
- Online services introduced. New departmental website launched.
- Exclusive tourism circuits planned.
- Thirty Six Swiss Cottages at Digha made.
- C. R. Das Museum, Darjeeling : permanent photography exhibition curated
- Tea Museum, Darjeeling made.
- Jetty, Solar Light and Gate at Sajnekhali
- Tourism Counter at Banga Bhawan, New Delhi
- Installation of signages in Kolkata, Mirik and Darjeeling
- Launch of Sutanuti Trail in North Kolkata
- Repair and renovation of Ganga Sagar Tourist Lodge
- Illumination at Ganga Sagar Mela
- Illumination at Park Street Christmas Festival
- Illumination of Dalhousie Square in Durga Puja /Facelift of Tourism Information Centre at B B D Bag
- 'Bengal Leads' Tourism Pavilion : 40 Private Entrepreneurs participated.
- Construction of Airport Counter, Kolkata
- High Mast lighting at Ganga Sagar and Digha
- Information Counter at Chowrasta Mall, Darjeeling

- Tea Boutique, Darjeeling
- Chandannagar Strand Illumination
- Construction of Tarakeswar Arch Gate
- Kathgola Festival
- Digha Beach Festival
- 150 permanent toilets at Ganga Sagar
- Renovation of Darjeeling Tourist Lodge
- Refurbishment of St. Andrews Church, Darjeeling
- Refurbishment of Sajnekhali Tourist Lodge
- Advertisement in In-flight Magazines

ONGOING/UPCOMING PROJECTS

1. Lamahata Project, Darjeeling – Tourism Department has cleared the project and assigned funds to Forest Department.
2. Thirty cottages at Murti, Jalpaiguri
3. First meeting of Task Force on North Bengal held.
4. A joint inspection with IRCTC and Railways will be held for reviving Darjeeling Himalayan Railway and introducing the Green Train in Duars.
5. Department of Food Processing Industries / Horticulture and Department of Tourism are jointly setting up an Orchid Farm in Kalimpong. Project report prepared.
6. Central Financial Assistance received for Furfura Sharif for creation of Musaphirkhana , Pilgrim Shed, High Mast Lighting, Public Convenience.
7. Department of Food Processing Industries agrees to handover land at Munsong near Kalimpong for developing it as a tourist destination.
8. IL&FS has completed survey for Gajoldoba which

includes areas for Eco Tourism Resorts, Art & Crafts village, Ayurvedic Spa Centre. Expression of Interest floated on 11.4.2012.

9. IRCTC has agreed to take over the Tourism Department's newly created Swiss Cottage Resort at Digha.
10. IRCTC to run the Tourist Lodge of Tourism Department at Ganga Sagar.
11. Action initiated on creation of 25 (thirty second) short films to be run as tourism campaign on television channels.
12. Railway land on Howrah river bank available for Kolkata Giant Wheel. Joint inspection made.
13. Investors' meet on Tourism Infrastructure (under PPP framework) for Digha, North Bengal and Sundarbans held on 11.4.2012 in Kolkata.
14. Illumination of 108 Shiva Mandir at Kalna.
15. Textile Museum at 3/2, B. B. D. Bag.
16. Jhargram Jungal Mahal Crafts Museum.
17. Water Sports at Subhash Sarobar, Kolkata.
18. Renovation of Planters' Club, Darjeeling;
19. Renovation of Gymkhana Club, Darjeeling;
20. A Sound & Light Show on 1857 – on going project – ready for installation at Barrackpore.
21. Setting up of Swiss Cottages, Watch Tower, signages and improvement of Buxa Duars trek route – Rs 2.40 crores assigned to West Bengal Forest Development Corporation. Work in progress.
22. Restoration work of Morgan House Tourist lodge, Hill Top Tourist Lodge, Tashiding Tourist Lodge. Work in progress.
23. Audio Guide System placed in Jorasanko Thakurbari Museum Galleries.
24. Tourist cottages at Hatibari and Jhargram in West Midnapore district – nearing completion
25. Signages from Kolkata to Gadiara, Gadkhali, Dhamakhali, Jharkhali, Ganga Sagar, Jhargram, Santiniketan, Murshidabad, Kalimpong, Duars & Darjeeling. Work order given
26. Gadiara – restoration of the heritage building, creation of an Ayurvedic Spa - work on going
27. Two projects in Purulia and West Medinipore – prepared and placed for funding with Paschimanchal Unnayan Affairs Deptt. They cover a cluster of villages and will directly impact the local artisans and crafts persons.
28. Restoration of Sahid Minar, Kolkata.

MAJOR INITIATIVES

1. Introduction of two 'big ticket' packages, viz, 'Experience Bengal', one week train trip to Murshidabad, Duars, Darjeeling and creation of 'Mayurpankhi Boat' accommodation in Sundarbans. Expected time of commencement – October, 2012.
2. The Government of West Bengal has accorded high

priority to tourism for employment generation and identified focus areas like Sundarban, Darjeeling, Duars, Digha, Kolkata, Bishnupur, Shantiniketan, Murshidabad, Ganga Sagar, Furfura Sharif and left wing extremist affected areas of Bankura, West Medinipur and Purulia. The plan budget for 2012 – 13 has increased by more than 100% - From Rs 38 crores to Rs 90 crores.

3. Tourism parks (as envisaged by Ministry of Tourism), and mooted for approval by the Planning Commission of India, have been identified by West Bengal Tourism Department. They are: Jalpaiguri (Gajaldoba, Kunj Nagar and Sylee), Digha (Mandarmoni, Tajpur, Shankarpur, Junput) and Darjeeling (Mirik, Sandakphu, Darjeeling Himalayan Railway, Kalimpong and Lamahata).
4. Rural clusters identified (again as envisaged by Ministry of Tourism and pending Planning Commission's approval). They are : Purulia Rural Cluster, Nadia Music Cluster, Malda Heritage Cluster. Special emphasis on developing Home Stays and community oriented tourism in Bankura and West Medinipur.
5. Large Revenue Generation projects viz. Kolkata Giant Wheel, Kolkata Marina, Marine Vessels on Ganga Heritage Cruise Circuit and in Sundarban, Piers in Digha, Adventure tourism hub in Duars.
6. Aggressive promotion and publicity on unique features of West Bengal for domestic and overseas market.
7. A model framework of public-private partnership under preparation. To be applicable for tourism parks, accommodation (both budget and high end), amusement parks, adventure sports, helicopter and marine vessel services and large revenue generating projects. The list is only indicative.
8. Emphasis on capacity development: Guides, rural resource base, hospitality services. Work on Institute of Hotel Management, Durgapur has recently commenced. Development of twelve points along Ganga for creating a Ganga Heritage Cruise Circuit from Kolkata to Murshidabad.

Year wise budgetary release of funds

(Rs. In lakhs)

Financial Year	Release
2010-11	1157.06
2011-12	2905.12

Wing wise revenue receipts of West Bengal Tourism Development Corporation (Rs. In lakhs)

Item	2010-2011	2011 - 2012
Lodges	1429.54	1527.68
Vessels	119.69	137.63
Package Tours	37.15	41.15
OffShop	850.92	954.29