

CHAPTER - 10

TOURISM

The Delhi city has a glorious past as the seat of empires and magnificent monuments and also rich and diverse cultures. 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.

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 plans to make Delhi an environmental & eco friendly tourism and culture destination. 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. In 2013, the Delhi received 23, 01,395 international tourists.

Revised outlay & expenditure of Annual Plan 2013-14, Approved outlay & Revised outlay of Annual plan 2014-15 and outlay for annual plan 2015-16 for Tourism Department are as under:

[₹ in crore]

Sector	Annual Plan 2013-14		Annual Plan 2014-15		Annual Plan 2015-16
	Revised Outlay	Expenditure	Approved Outlay	Revised Outlay	
Tourism	12.50	9.41	64.54	57.75	41.00

1. Strengthening of Tourism Department

Annual Plan Outlay 2014-15 : ₹ 15 Lakh

Tourism Department, Govt. of NCT of Delhi is engaged to encourage tourism in Delhi, for which various plan schemes are implemented for the benefits of tourists.

Tourism Department has been made nodal department to facilitate the entrepreneurs to obtain licenses / registrations / NOC from various departments to open Restaurants with Bar in Delhi as per Cabinet decision no. 1717. Workload in this department has increased enormously with the introduction of Bed & Breakfast scheme, grading of Guest House and to issue license to Tour Operators/Travel Agents etc.

Outlay provided under Revenue head of this scheme is to be utilized for salary, contingency, office furniture, laptop, computers and purchase of photocopier, fax machine, telephone, office equipments for modernization of the office and purchase of vehicle/ replacement of vehicles etc.

2. Tourism Infrastructure

Annual Plan Outlay 2015-16 : ₹ 1500 Lakh

I. Development of Paryatan Bhawan/ Delhi Bhawan

Delhi, being National Capital Territory, must have a Paryatan Bhawan to house the State Tourism Information Offices. The package tours of The Corporation would start from the Paryatan Bhawan. The Paryatan Bhawan would also house the Information Center of DTTDC along with facility of foreign exchange, internet café, snack bar etc. This is proposed to be established at Baba Kharak Singh Marg, Connaught Place site, which is already with DTTDC.

The upper floors of the Paryatan Bhawan would house the offices of various States tourism Corporation and they would also be encouraged to start their package tours from the Paryatan Bhawan.

It is visualized that the Paryatan Bhawan would become the focal point for tourists coming to Delhi and would also provide one stop shop for all travel related requirements.

II. Development of Dilli Haat at Janak Puri

The first phase of third Dilli Haat is being developed at Janakpuri and is near completion. An additional land has also been allotted to DTTDC adjoining Dilli Haat, Janakpuri site to develop parking and other facilities. Development of Auditorium in the Janakpuri Haat is also proposed in 2015-16.

III. Development of Rural Tourism Projects and DITTM

The possibilities for development of infrastructure in rural areas having potential for tourism are being explored. The objective is to showcase rural life, art, culture and heritage at rural locations and in Delhi villages which may give tourists an opportunity to get such experience within easy reach of city. The intention is to

benefit the local community economically and socially as well as enable interaction between tourists & local population for a mutually enriching experience. Under this scheme, the thrust is to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural region.

DTTDC is in process of identifying the suitable land and sites for rural tourism projects in south of the city. The Dy. Commissioner (South) has offered some gaon sabha land/sites at South Delhi area. The inspections of the sites have been made. The land use of the sites as well as tourism potential is being ascertained to explore the possibilities for development of Rural Tourism Projects and DITTM.

IV. Development of Aquarium at Garden of Five senses

An aquarium is a vivarium consisting of at least one transparent side in which water-dwelling plants and animals are kept. Fish keepers use aquaria to keep fish, invertebrates, amphibians, marine mammals, turtles and aquatic plants. Aquariums are also known as fish bowls. Specialized equipments maintain appropriate water quality and other characteristics suitable for the aquarium's residents and can stimulate entire marine eco-systems. The adjoining land at Garden of Five Senses can be utilized for a world class aquarium to provide opportunity to tourists as well as Delhites to experience the sea-life in Delhi.

V. Development of Lakes

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 and is easy to Paddle for the tourists and will add to the beauty of the Lakes. In addition there is proposal to add motorized boats, Kayaks, Canoes, Streamer, Jet Boats at a few lakes in Delhi. In order to increase the water level at few lakes, dredging at the bottom level of a few lakes would be required.

VI. Tourist Destination at Wazirabad

3. Promotion of Tourism - Delhi as a Destination

Annual Plan Outlay 2015-16 : ₹ 510 Lakh

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

Part A

Annual Plan Outlay 2015-16 : ₹ 500 Lakh

Under part A, the followings activities have been covered:

- 3.1 Production of Tourist Literature, Folders, Leaflets, Maps, City Guides, Brochures, CDs
- 3.2 Publicity through Print and Electronic Media/Internet
- 3.3 Organization of Fairs & Festivals
- 3.4 Participation in National Fairs/ Conferences/ Marts/ Exhibitions
- 3.5 Major Tourism Events Sponsored by the Govt.
- 3.6 City Information Service (1280)

Part B

Bed & Breakfast Scheme

Annual Plan Outlay 2015-16 : ₹ 10 Lakh

This scheme started in the month of October, 2007 and to be continued during the year 2015-16 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:

Facilities	Silver	Gold
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 31.03.2015 is given below:

Category	No. of Establishment	No. of Rooms
Gold	30	127
Silver	185	740
Total	215	867

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. Grant-in-Aid to DTTDC for Tourist Information Centres

Annual Plan Outlay 2015-16 : ₹ 75 Lakh

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

1. Domestic Airport, 2. Nizamudin Railway Station, 3. N-Block Connaught Place, 4. Coffee Home Baba Khark Singh Marg 5. I Centre Baba Khark Singh Marg 6. Govt. of India Tourist Office, Janpath, 7. Dilli Haat INA, 8. Kolkatta, 9. Chennai. 10. Hyderabad, 11. Ahmedabad.

The above tourist information centers will also work in respect of safety and security for the Domestic and International Tourists especially women tourists. These information centers will give details of Monuments and other tourist information and helpline numbers for safety of tourists, redressal of grievances of tourists etc. There is also strong need for opening of new Information Office at Terminal T-3, International Airport at New Delhi. The cost of establishment for new and operation of existing and new information offices would be met out of plan funds as per provision/pattern of assistance in existence.

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

Annual Plan Outlay 2015-16 : ₹ 400 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 setup 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 Plan 2015-16 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.

6. Skill Development of Students in Government Schools

Annual Plan Outlay 2015-16 : ₹ 300 Lakh

The Scheme “Skill Development of Students in Government Schools” (Aatm Nirbhayta Ki Aur) is prepared to enhance the professional skills of the students. There are total of eight (08) courses proposed of eight weeks each (only one course is for two weeks) for thirty students each. The courses are proposed to be held in twenty (20) Government schools which are to be selected by Education Department. 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.

7. INFRASTRUCTURE DEVELOPMENT FOR DESTINATIONS AND CIRCUITS (CSS)

Annual Plan Outlay 2015-16 : ₹ 1300 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. Grant-in-aid to DTTDC for celebration of Engifest (General) (CSS)
- f. Development of Delhi Haat at Pitampura (CSS)
- g. GIA to DTTDC for Development of Delhi Haat, Janakpuri (CSS)
- h. GIA to DTTDC for celebration of festivals in Delhi (CSS)
- i. 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 Planning 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 plan to implementation of the master plan. 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)

Approved Outlay 2015-16 : ₹ 15.00 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-Plan 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. There is unspent balance of ₹ 13.96 lakh as on 01.04.2015. 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)

Approved Outlay 2015-16 : ₹ 110.00 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 Chhwala Tourists Complex on Island in Nafargarh 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)

Approved Outlay 2015-16 : ₹ 302.00 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. Porta 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. Planters : 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, Commandonet, Catwalk, 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)

Approved Outlay 2015-16 : ₹ 15 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 Celebration of Engifest (CSS)

Approved Outlay 2015-16 : ₹ 4 Lakh

Delhi Technological University (DTU) under Government of Delhi requested DTTDC for financial support for organization of its Engifest during the financial year 2011-12. The DTTDC agreed to give financial support of ₹3.00 lakh for the Engifest wherein the cultural activities with the Association of students of DTU were held. The said Engifest was held at DTU Complex on 23rd March, 2012. No funds have been received under this scheme during 2014-15.

VI) Development of Dilli Haat at Pitampura (CSS)

Approved Outlay 2015-16 : ₹ 10 Lakh (For Capital Assets)

DTTDC has built 108 craft stalls at Pitampura Dilli Haat. Most of these craft stalls have been leased out to a number of Ministries and Organizations of Govt. of India and Govt. of Delhi. Ministry of External Affairs, Govt. of India has recently requested for allotment of 28 built up craft stalls for setting up of SAARC Museum. A

decision to set up SAARC Museum was taken during the meeting of Prime Ministers of SAARC Countries and India has decided to set up the SAARC Museum at Pitampura Dilli Haat. In order to meet the requirement of additional craft stalls, DTTDC proposes to built 10 craft stalls at Pitampura Dilli Haat.

Ministry of Tourism, GOI sanctioned an amount of ₹ 88.90 lakh during 2010-11 and released an amount of ₹ 71.11 lakh. DTTDC has already submitted the UC of an amount of ₹ 80.18 lakh to MOT, GOI for release of balance funds of ₹ 9.07 lakh.

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

Approved Outlay 2015-16 : ₹ 779 Lakh (For Capital Assets)

Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC) has developed 3rd 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 and ₹15.51 crore is yet to be released by the Ministry of Tourism, GOI.

VIII) GIA to DTTDC for Celebration of Fairs & Festivals in Delhi (CSS)

Approved Outlay 2015-16 : ₹ 50 Lakh

The promotion of Delhi as a cultural destination is another area where Government of Delhi has taken various steps to spread awareness about the rich cultural heritage among the tourists. The heart-beat of Delhi has always lain deep & steady in its sumptuous culture held firm and strong down the centuries. Delhi Tourism hosts a slew of cultural festival annually. These are an excellent platform for tourists to get a glimpse of India's rich cultural heritage and traditions. These festivals present India's most amazing cuisine, handicrafts, handlooms & kaleidoscope of Art & Cultural performances. These events improve community development, reinforce local identity and promote social inclusion and city pride. This scheme includes the major festivals like Garden Tourism Festival & Mango Festival and other festivals like Sharad Utsav, Basant Utsav, Itra festival and Kite-flying festival.

IX) GIA to DTTDC for Celebration of Incredible India Festival (CSS)

Approved Outlay 2015-16 : ₹ 15 Lakh

DTTDC organized Incredible India Festival at Baba Khark Singh Marg, New Delhi from 1st - 15th 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.