

# BUSINESS OPPORTUNITY SEMINAR

- An Overview

Infrastructure Development Investment Promotion for Tourism

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# WELCOME TO PUNJAB! INDIA BEGINS HERE!



## Tourism as a Sector:

### National Tourism Policy of India:

Promotion of Sustainable Tourism as a means of Economic Growth & Social Integration

Promote India as a Country with a glorious past, a Vibrant present and a Bright future

Tourism contributes 6.23 percent to the national GDP and 8.78% of the total employment of India

World Travel & Tourism Council (WTTC) name India along with China as the fastest growing Tourism Industries

## Tourism In Punjab:

Punjab's rich Cultural Heritage & History, Architectural Monuments, Food, Friendly People, Hospitality & Services are positive strengths.

Home to a hosts of Tourist attractions - The Golden Temple, Wagah Border, Jallianwala Bagh in Amritsar; The forts and Palaces of Patiala; Virasat-E-Khalsa in Anandpur Sahib, Historic Gurudwara's associated with the Sikh Gurus; the Sarai's & Havelis along the Imperial Highway (GT Road), just to name a few.

Also, in a state where 85% of the area is under Agriculture, one can still see the largest varieties of migratory birds and sight a Dolphin at Harike; Visit one of the cleanest and well maintained zoo of the country at Chhatbir, Enjoy a Tiger Safari at Ludhiana.

## Tourism In Punjab- Govt Initiatives

Recognition of Tourism as a core sector and formulation of the Punjab Tourism Policy in 2003

Engaging UNWTO to bring out a Comprehensive Tourism Management Plan for Punjab in 2008.

Reviving and making functional PHTPB in 2009 to undertake all tourism related activities as prescribed by UNWTO

Framing and Notification of the Ecotourism Policy of Punjab in 2009

Recognising Tourism as an industry and providing Fiscal Incentives to tourism related projects - in 2013

## Tourism In Punjab- Govt Initiatives

Taking up various Projects to achieve the various objectives laid down in the Tourism Policy and as per the recommendations of the UNWTO MasterPlan

- Through Funds from Gol
- Through Funds from the state government
- Through externally aided Funding Agencies: ADB

## ADB Project

The Asian Development Bank (ADB) is a regional development bank established on 22 August 1966 which is headquartered in Metro Manila, Philippines, to facilitate economic development in Asia

ADB has 67 members 48 members from the Asian and Pacific Region, 19 members from Other Regions.<sup>[6]</sup> Notable non-members are Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, North Korea, Oman, Qatar, Saudi Arabia, the United Arab Emirates, and Yemen.

At the end of 2013, Japan holds the largest proportion of shares at 15.67%. The United States holds 15.56%, China holds 6.47%, India holds 6.36%, and Australia holds 5.81%.<sup>[6]</sup>

## ADB Project

- The Infrastructure Development Investment Program for Tourism was approved by ADB on 4th October'2010 as a Multitranche Financing Facility (MFF) for \$250 million.
- The Investment Program is an integral part of the road map covering the states of Himachal Pradesh, Punjab, Tamil Nadu and Uttarakhand.
- ADB financing for Project 1 of the Investment Program is of \$43.42 Million covering Himachal Pradesh and Punjab.



## ADB Project

### MAIN OBJECTIVE:

“Economic growth and creation of livelihood opportunities for local communities through Tourism Infrastructure Development with focus on preservation and development of natural and cultural heritage”

**Output 1:** Enhanced Tourist Access and Connectivity

**Output 2:** Enhanced Tourist Destination Urban Environment & Tourist Support Facilities + Services

**Output 3:** Enhanced Protection and Management of Natural and Cultural Tourism Asset

**Output 4:** Enhanced Participation in Tourism by Local Communities and the Private Sector

# IDIPT Punjab Overview:

- **Loan Amount:**
  - Total cost of Project : US \$ 88.54Million (531 Cr)
  - Tranche 1 : US \$ 29.03Million (174 Cr) (2011-2017)
  - Tranche 3 : US \$ 59.51Million (357 Cr) (2015-2020)
- **Implementing Agency:**
  - Punjab Heritage & Tourism Promotion Board
- **Loan Period:** 20 Years (including 5 years grace period)
- **Categories of Procurement:**
  - **Civil Works**
    - ❖ Conservation/ Restoration Works
    - ❖ New Constructions
    - ❖ Adaptive Reuse of Structures
    - ❖ Improvement of Last Mile Connectivity linking attraction sites
    - ❖ Eco-Tourism Development Works
  - **Consultancy Services**
    - ❖ Project Management Consultants
    - ❖ Design and Supervision Consultants
    - ❖ Community-based Tourism Development Services

## IDIPT Punjab Overview:

- **Nature of Procurement:** NCB/Force Account
- **Geographical Location for Tranche III:** Amritsar, Tarn Taran, Gurdaspur, Kapurthala, Fatehgarh Sahib, Patiala, Mohali and Rupnagar Districts
- **Future Procurement Opportunities:** All activities under Tranche III will commence shortly.

- **Contact Details:**

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## WHY PUNJAB???

- One of the most developed and progressive states in India
- Excellent Infrastructure and Connectivity
- Business friendly Government
- Single Window clearance systems
- Timely and high percentage of disbursements
- Improved Fund Flow Mechanism

Delicious Food, Great Company & Warm Hospitality !!!

Thank You for your time