

Tourism Policy 2020 - 25



**DEPARTMENT OF TOURISM,
GOVERNMENT OF TRIPURA
SWETMAHAL, PALACE COMPOUND,
AGARTALA, TRIPURA**





Shri Biplab Kumar Deb
Hon'ble Chief Minister,
Tripura



MESSAGE

I am delighted to learn that the Department of Tourism is bringing out the “Tourism Policy 2020-2025”. I understand that tourism in Tripura has come a long way and it is one of main engines of economic development. The initiative taken by the Department like launching Paryatan Sahayak Prakalp scheme for promoting entrepreneurship, introducing tourist friendly activities like audio guides, guides, eco- friendly vehicles, development of destinations like Chabimura, Unkaoti, Matabari and Neermahal are praiseworthy. The impact of these initiatives will be visible in coming years and will help in transforming Tripura as one the most important tourist destination in India.

I hope that the Department will continue to play the perfect host to tourists from around the world by presenting the best we have as a destination and also at the same time preserving the tradition, culture, values and the interest of the people of Tripura.

I hope that the Tourism Policy will be a guiding document for all the stakeholders to promote Tripura as a premier tourist destination.

Wishing all success.

Biplab Kumar Deb



Shri Pranajit Singha Roy
Hon'ble Minister, Tourism,
Government of Tripura



MESSAGE

The tourism sector in Tripura has been growing consistently with lot of innovative activities being undertaken. However it has been observed that this growth has been in an unorganised manner with all the stakeholders of this sector working independently. It has been felt that all these stakeholders have to be brought together so that the vision of Tripura being a world class tourist destination is realised. This policy formulation is one of the steps towards achieving this vision.

Tourism in Tripura began very small and has been growing consistency. Today the state attracts more than 5 lakh domestic and foreign tourist every year and has created a mark for itself on the tourism map of the country. I expect the tourism sector to grow more. This policy aims at facilitating this growth and at the same time ensuring that this growth in accordance with the traditional and cultural values of the state. The Government also aims to provide an environment conducive to the growth of the tourism sector so that all the stakeholders especially private investors are encouraged. This policy document also aims to provide this framework of conducive working environment.

The policy document has been prepared after consultation with various stakeholders as at various stages and it focuses on identifying thrust areas for tourism in the State, the strategy to be adopted to make Tripura a world class destination, encouraging private partnerships, boosting local entrepreneurship and local community involvement in promoting tourism and all the same preserving the environment, heritage and culture of the state. I believe that this policy will strengthen the tourism sector of the State and will contribute not only for development of tourism but in overall economic development of the State.

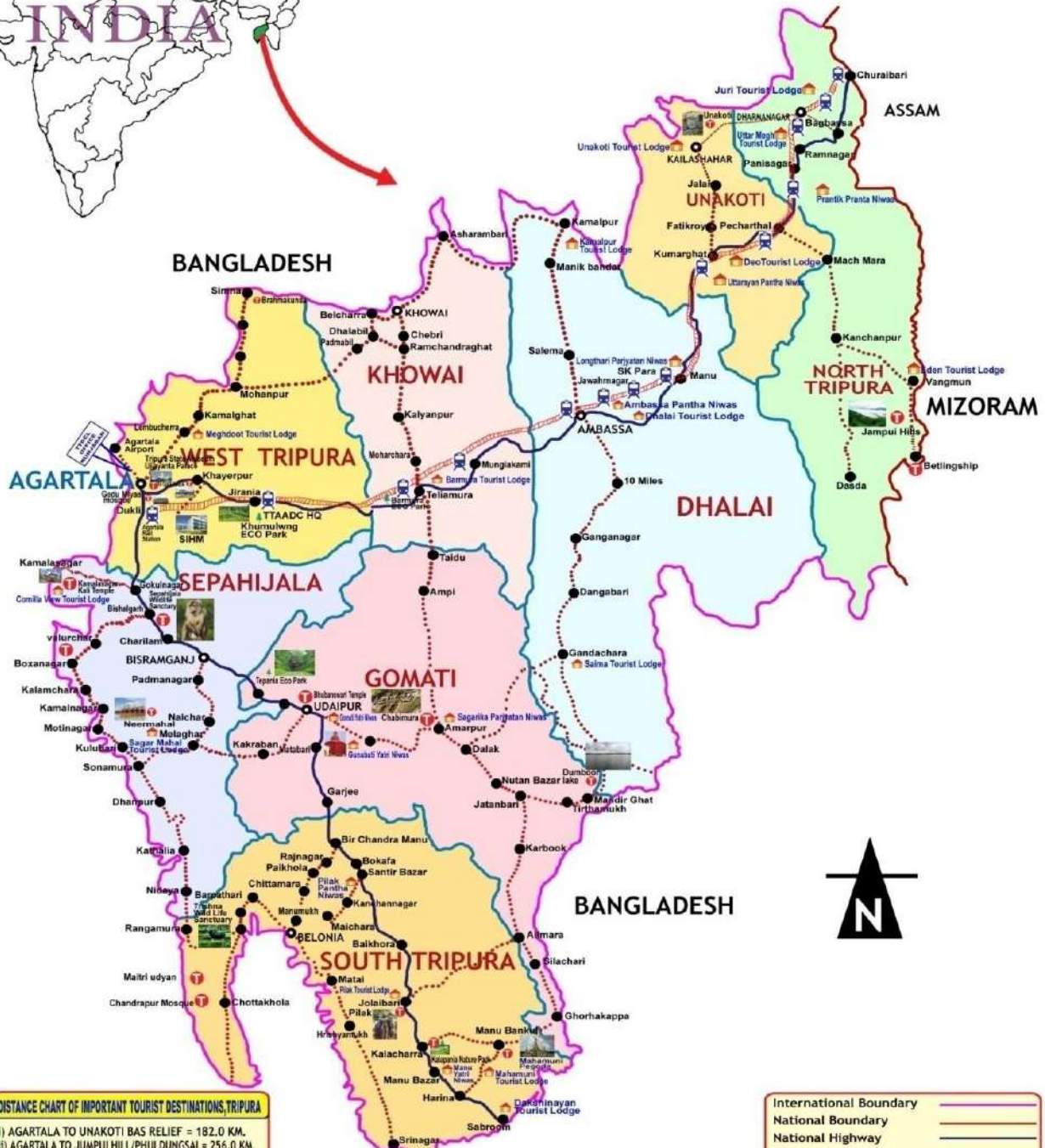
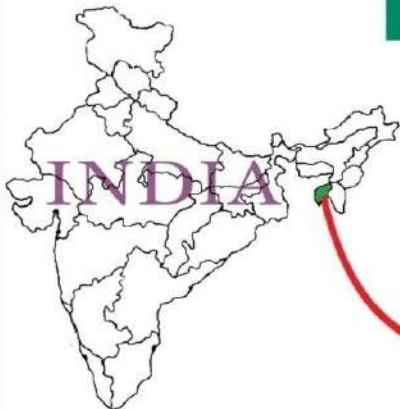
Pranajit Singha Roy

TRIPURA TOURIST MAP

NOT TO SCALE

Tripura

A PLACE OF SATIETY



DISTANCE CHART OF IMPORTANT TOURIST DESTINATIONS, TRIPURA

- i) AGARTALA TO UNAKOTI BAS RELIEF = 182.0 KM.
- ii) AGARTALA TO JIAPUI HILL/PHULDUNGSAL = 256.0 KM.
- iii) AGARTALA TO KAMALASAGAR = 31.0 KM.
- iv) AGARTALA TO SEPAHIJALA ZOO = 28.0 KM.
- v) AGARTALA TO NEERMALH = 53.0 KM.
- vi) AGARTALA TO PILLAK ARCHAEOLOGICAL EXCAVATION SITE = 104.0 KM.
- vii) AGARTALA TO TRIPURA SUNDARI TEMPLE = 55.0 KM.
- viii) AGARTALA TO BHUBANESWARI TEMPLE = 53.0 KM.
- ix) AGARTALA TO CHABINURA ROCK CARVING = 82.0 KM.
- x) AGARTALA TO DUMBUR LAKE = 115.0 KM.
- xi) AGARTALA TO TRISHNA SANCTUARY = 95.0 KM.
- xii) AGARTALA TO MAITRI UDIYAN, CHOTTAKHOLA = 110.0 KM.
- xiii) AGARTALA TO MAHAMUNI PAGODA = 134.0 KM.

International Boundary	
National Boundary	
National Highway	
District Boundary	
Road	
Rail Line	
Tourist Place	
District Headquarter	
Railway Station	
Lodge/Yatri Niwas	
Eco Park	
Museum	
TTDCL Office	

Tourism Policy of Tripura

1. Preamble

1.1. Global Tourism Scenario:

A large number of people are travelling across the world- be it for work, pleasure or for enjoying the natural beauty or to understand the different cultures. As one of the most prominent human activities with positive outcomes, Tourism facilitates understanding of history, culture and traditions of our nation as well as of other countries. It promotes national integration, universal brotherhood and social integration. It offers opportunities for people to people exchange, generating employment opportunities, earning foreign exchange and this raising living standards.

According to the annual analysis quantifying the global economic and employment impact of travel and tourism in 185 countries, World Travel & Tourism Council's (WTTC) research reveals that the sector has grown at 3.9% during 2018. It contributed to \$8.8 trillion to the global economy and accounted for 319 million jobs, equivalent to one in every ten jobs.

1.2. Tourism Scenario in India

Tourism sector is one of the largest employment generators in India and plays a very significant role in promoting inclusive growth of the less-advanced sections of the society. According to India Tourism Statistics 2019 published by Ministry of Tourism, Govt. of India, Foreign Tourist Arrivals in India in 2018 was 10.56 million and witnessed annual growth of 5.2%. The estimated Foreign Exchange Earnings from tourism during 2018 was Rs.1,94,892 Cr with annual growth rate of 9.6%¹. Domestic tourist visits to all States and UTs in 2018 was 1854.9 Million registering annual growth rate of 11.9%. The Indian tourism industry is responsible for creating 23 million direct jobs (or 5.5% of total jobs in India) and 36.6 million direct and indirect jobs (or 8.7% of total jobs in India).

1.3. Tourism Scenario in Tripura:

Tripura is a hilly North-Eastern State of India blessed with natural rich topography, unique geographical location with tropic of cancer passing through its heart. The State, an abode of rich floral and faunal biodiversity, unique landscapes and moderate climate throughout the year has immense potential for tourism. Peaceful co-existence of nineteen indigenous tribes along with Bengali and Manipuri communities in the State, their diverse cultural streams and faiths, traditional art, music and festivals, beautiful handloom and handicrafts constitute irresistible charm as a tourist destination. It has spellbound rock cut sculptures of archaeological significance, Buddhist pilgrimage sites and the royal palaces that add to the charm.

During 2018-19, total 5,29,879 tourists visited Tripura including 1,12,955 foreign tourists.

¹India Tourism Statistics 2019; Ministry of Tourism, Govt. of India

The bulk of foreign tourists are from Bangladesh followed by tourists from USA, Canada and UK. Though in small numbers, tourists from Serbia, Sweden, Hungary and New Zealand visited Tripura in 2018-19. Tourist arrival registered 10% annual growth during 2018-19.

1.4. Evolution of Tourism sector in Tripura:

Tourism has been declared as an Industry in Tripura way back in 1987. Realizing the potential of Tourism in the socio-economic development of the State, the State Government has set up Tripura Tourism Development Corporation Limited in 2008 for professional management and giving further impetus to tourism sector in the State. The Corporation has been registered in 2009 and since it's functioning the revenue generation is continuously increasing indicating the opportunity for further expansion of this sector. Earlier Tourism Department was part of Information and Cultural Affairs Department but in 2013 a separate Tourism Directorate has been set up and it acts as an administrative department for the Tourism Corporation.

1.5. People's outlook towards tourism in the state:

The sociable, art loving, ritualistic and festive character of local people is very conducive for tourism development in the State. People's outlook towards tourism is positive and full of enthusiasm as this has potential for socio-economic development of the local communities. In fact, community participation in tourism development will be vital for success of tourism in Tripura.

2. Need for Tourism Policy in Tripura

Tourism continued to develop in an unorganised manner with various departments engaged in tourism development and facilitation but working in isolation with each other. Thus, a need for a joint and collaborative approach has been felt which would address tourism in a holistic manner through an integrated approach. There is an urgent need to consolidate all existing missions and plans, and together with strong participation of the tourism stakeholders to develop Tripura as preferred tourist destination. Considering ever growing and changing tourism industry, the policy shall provide guidance for bringing sustainability through inclusive growth, enhancing capacities of tourism stakeholders as well as for developing regulatory frameworks, which shall ensure quality experience for visitors to the State. At this stage of tourism development, the visitors' perspectives also need to be factored in. Increasingly people are looking for authentic and distinctive experiences. Additionally, need to conserve the culture and nature has gained even more importance. This requires a comprehensive guiding document in the form of a policy for shaping Tripura's tourism sector, which has been a long felt need in the state.

3. Vision

To promote sustainable tourism in Tripura, with emphasis on enhancing tourist experience, placing Tripura on tourism map of the world as one of the leading tourist destinations and also enabling economic and social development by linking tourism with the livelihood opportunities for local communities.

4. Mission

- a. To make Tripura nationally and internationally acclaimed all-season Tourist destination.
- b. To provide world class amenities and facilities to the tourists at all destinations and also provide well managed public amenities on the highways.
- c. To highlight rich culture, heritage, wildlife, bio-diversity so as to provide unique experience of unexploited wonderland to the tourists.
- d. To disseminate Tripura's rich history, cultural and traditional aspects related to the ancient kingdom.
- e. To facilitate involvement of private sector in establishment and management of tourism infrastructure.
- f. To encourage local communities in management of tourist destinations as well as hosting activities like home-stay.
- g. To generate employment opportunities for the local communities in sectors directly and indirectly linked with the tourism.

5. Guiding Principles

The tourism policy will be based on the following guiding principles:

- a. Promotion of religious tourism based by developing places of worship of all faiths.
- b. To promote eco-tourism in the State in collaboration with the Forest Department.
- c. Undertake measures to provide best experience to the tourists in terms of information, logistics amenities, security and hospitality.
- d. Establish active and coordinated participation of Government departments, voluntary organizations, the local community and other stakeholders of tourism sector.
- e. Set up an institutional mechanism to promote private investment.
- f. To create enabling framework for public-private partnerships in developing tourism products, projects and services.

6. Validity period of Policy

This policy shall remain in force for five years from the date of its issuance and projects started/established/ expanded operationally during such period shall qualify for benefits/exemption/concessions under the provision of this Policy. However, tourism projects established / expanded before the issuance of this policy shall be dealt with as per the provisions of the then prevailing policy.

7. Strategy

The following will be the strategy to be adopted to realise the vision of development of Tourism in Tripura:

A) Tourism Infrastructure Optimization:

The development of infrastructure is key for promoting tourism in the State. This will be taken up in the following ways.

- i. **Destination and Basic Infrastructure Development:**
 - a. Destination development will be taken up through Central Govt and State Govt schemes. For each destination, a master plan will be developed, so that comprehensive development of amenities and facilities is ensured.

While planning the tourism destinations, Global Sustainable Tourism Council (GSTC) Criteria will be adhered by the Tourism Department, which is aimed to bring all stakeholders together to achieve sustainable tourism. GSTC Criteria serve as the global baseline standards for sustainability in travel and tourism. They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars listed as sustainable management, Socio economic impacts, Cultural impacts and Environmental impacts (including consumption of resources, reducing pollution and conserving biodiversity and landscapes).

- b. Department of Tourism (DoT) will collaborate with State Govt. Departments like Urban Development, PWD, Transport, Tripura State Electricity Corporation amongst others for continuous improvement and maintenance of basic infrastructure such as roads, drinking water, power, hygiene, transport, and solid waste management.
- c. Priority areas will include setting up of hotels, restaurants, spas and resorts, tourist centres, parking areas, entertainment centres, amusement parks, ropeways, golf course, standardized budget accommodation etc.
- d. New tourism destinations across the State will be identified and prioritized for development. Every year 1-2 destinations will be focused so that they can be developed in all respects for the tourists.
- e. Efforts to include Tourism related aspects in action plan of all departments, particularly Forest, Handloom and Handicrafts, Information and Cultural Affairs for promotion of fairs and festivals of Tripura as listed in Annexure-1, Public Works Department, Industry (for tea tourism), Horticulture and other Departments of the State for holistic development.
- f. Highest priority will be accorded to conservation and preservation of natural resources and beauty at eco-tourism destinations.

ii. **Development of Way Side Amenities**

- a. Way side amenities will include setting up cafeteria, souvenir shop, parking facility, toilet complex etc on the major roads leading to tourist destinations.
- b. The way side amenities will be developed on the government land along the National / State High ways or near the tourist locations, or developed in private land by the interested entrepreneur.
- c. All way side amenities to carry out the brand name of Tripura Tourism.
- d. In case of government land, the tourism department will ensure that land is allotted / leased to the Tourism Department with a provision to be managed by the Tripura Tourism Development Corporation Limited (TTDCL) and TTDCL will do the bid management for developing the way side amenities in that location. The land leasing will be taken up as per the guidelines formulated by the State Government from time to time.
- e. In case of private land, the owner of the land or any other person after seeking due permission or arrangement with the owner of the land, can propose to set up way side amenities. The proposal will be given to Tourism Department, which will examine and provide approval. In this case the developer will require to pay a royalty or commission to State Government, as per the procedure laid down.
- f. Way side amenities will be promoted under the Paryatan Sahayak Prakalp (Details included in Annexure II) scheme launched by Department of Tourism.

iii. **Development of Tourist Circuits**

- a. Tourist Circuits linking Eco-Tourism, religious and entertainment places of interests to the tourist will be designed and developed.
- b. Based on the profile of the tourists i.e. domestic and foreign, separate tourist packages will be developed and marketed in the suitable forums.
- c. Special efforts will be made to develop international tourist circuit and promote in Bangladesh. The places involved will be Moynamoti in Bangladesh along with Pilak and Boxanagar in Tripura that can be developed as archaeological / Buddhist tourist circuits.
- d. Similarly, there are 6 Shaktipeethas in Bangladesh which can be linked with Tripura Sundari Shaktipeetha in Tripura and developed into an international religious circuit.
- e. Along these circuit routes, Home stay will be promoted to provide lifestyle and cultural experience of Tripura to the tourists.

B) Improving Connectivity:

- i. Efforts would be taken to ensure direct flights from major cities to Agartala.
- ii. Operationalisation of Kailashahar Airport, will help to reach Unakoti and Jampui Hills tourists destinations conveniently.
- iii. There are 22 helipads in Tripura. Therefore, helicopter tourism can be promoted and “Tripura Hawaii Darshan” will be started by using the services of Pawan Hans every weekend.
- iv. The Tourism Department will also work with the Indian Railways and IRCTC for providing affordable tourist packages.
- v. Tourism Department will work with the NHAI, PWD Department and Rural Development department to improve the connectivity to Tourist Destinations on priority.
- vi. The Tourism Department in coordination with the concerned departments of the State, will take steps to ensure proper hygienic conditions and to prevent the exploitation of tourists on national and state highways and at tourist places.
- vii. Police and Highway Patrol to be ensured on all major state and national highways connecting major tourism destinations in co-ordination with Home Department and Highway Authorities

C) Human Resource Development:

- i. In service sector like tourism, availability of skilled staff is essential for delivery of hospitality services professionally. The Government will invest in human resource development so that the managerial and technical skill is made available with the State. Tourism Department will facilitate the operationalisation of Hotel Management Institute at Anandnagar at the earliest
- ii. All the personnel directly and indirectly engaged in the tourism sector will be trained in hospitality related aspects with assistance from National level apex institutes-like IITM, IIFM, IHMs, etc. DoT shall put emphasis on youth, women, under privileged and disadvantaged sections of the society. Skill trainings and Capacity Building workshops shall be organized to make them employable in the tourism sector.
- iii. Professional guides will be trained, certified and deployed at tourist locations and at arrival points.
- iv. Service related training will be provided periodically to all the registered home stay owners, restaurant staff and hoteliers and their staff so that the tourists enjoy warm hospitality during their stay in the State.
- v. Feedback and 3rd Party Skill Assessment of Trainings provided and Trainees after completion of trainings shall be carried out.
- vi. DoT will also encourage Hoteliers/Travel Operators/Tour Agents to induct trained and certified guides/workforce for better absorption in the tourism sector.

- vii. A pool of consultants / experts shall be empanelled to provide necessary training like general etiquettes, English speaking and other languages, cooking, nature guides, heritage guides, resort operations etc as per the demand of the industry.
- viii. Convergence with Central government schemes like Hunar se Rozgar Yojana of Ministry of Tourism and other ministries shall be ensured.
- ix. Licensing and certification of tour guides shall be ensured to standardize their services and accreditation of travel agents shall be promoted
- x. Tourism sector institutions of the State shall be encouraged to include sustainable development strategies as part of their curriculum.
- xi. ***Emphasis on capacity building of Local Communities:***
 - a. Special incentive scheme “Paryatan Sahayak Prakalp” has been adopted to promote entrepreneurship and people participation in development of tourism related infrastructure & services in Tripura, where subsidised interest loans upto Rs. 5 Lakhs are given to youths.
 - b. Transparent guidelines and standard procedures will be laid down to allow local communities to participate in the management of the tourist destinations and services.
 - c. Active participation of local bodies will be ensured by sensitizing them towards tourism.
 - d. In promoting the local cuisine, costume, art, handicraft and local heritage etc, involvement of local communities is crucial and it will be encouraged.
 - e. Retail outlets for local products, arts, crafts, cuisine, etc will be encouraged wherever feasible
 - f. Community kitchens and cluster of public conveniences at rural locations will be encouraged largely through private entrepreneurs/SHGs

D) Marketing & Promotion:

- i. Social media and digital media will be used widely for marketing the tourist destinations. This will be key for advertisement and promotion strategy.
- ii. Along with this, destination and package wise new brochures, posters will be printed and short films on destinations will be developed.
- iii. One key area for marketing and promotion is the Information centres situated in airport, railway station and integrated check posts. The existing information centers will be upgraded and new such information centers will be planned in major airports and railways stations.
- iv. The participation in leading national and international tourism fairs will be taken up strategically so as to market the tourist destinations in a better way.
- v. Familiarization tours of the leading tour operators of the country and overseas will be taken up in major tourist destinations so that they are marketed well in the State.
- vi. Road shows in key national and international markets will be taken up to promote the tourist destinations
- vii. Signage’s of the international class will be installed on the national, state and at the important tourist highways and stations.
- viii. Destination Management Organizations (DMO) will be promoted locally, first at Agartala for promoting destinations in concerted manner for standardization of services. DMOs are non-government professional body that market a destination by attracting right quantum of tourists and synergizes activities at local tourist destinations. Responsibilities of a DMO include:
 - Facilitate reservations for villas, resorts, hotels, homestays
 - Provide travel management and guides
 - Act as local partners for group and event organizers

- Acts as receptive agents for travel agents, tour operators
 - Training and capacity building activities for local communities
 - Tourism products and business development
- ix. DoT shall undertake initiatives to develop Coffee table books, Documentaries and knowledge material for tourists. These will focus on diversity of Tripura such as its flora, fauna, heritage, festivals and local culture covering tourism destinations
 - x. A 5 year calendar of events across Tripura will be developed including 5 signature events that will be organized annually. Indigenous products will be promoted as part of the event calendar
 - xi. The advertisement will be taken up by the Tripura Tourism Development Corporation Limited (TTDCL) as accordingly approved by the board of TTDCL from time to time.
 - xii. ***Emphasis towards attracting International Tourists:*** It has been observed that international tourists prefer visiting places with rich cultural heritage, eco-friendly locations and the locations that offer them unique experience. As Tripura has all these types of locations, steps should be taken to attract international tourists. As the first step to attract international tourists, a detailed strategy will be created for top 5 visiting countries to catalyse the demand of inbound tourism including strategic link up with overseas tourism boards.
 - a. Making linkages with the international circuits of religious and cultural significance and marketing the tourist destinations.
 - b. Efforts will be taken to ensure travel, accommodation bookings and transit seamless and comfortable to the tourists.
 - c. All efforts will be made to access national as well international tourist markets for marketing, branding, promotion of local Tourism Products.
 - d. Comprehensive feedback mechanism of tourist experience shall be developed.

E) Attracting Private Investments:

- i. To encourage establishment of tourism projects through private investment, land bank at suitable locations will be identified and created by the tourism department.
- ii. As tourism has been accorded the status of Industry, the, Incentives, Subsidies/Concessions will be made available to augment the establishment of various tourism facilities like hotels and resorts in the State, like to any other industry.
- iii. Private transport operators will be linked to tourism areas and encouraged to provide quality transport services.
- iv. To encourage MICE (Meetings, Incentives, Conferences and Exhibitions) Tourism in the State, establishment and management of convention centres with private investment will be promoted.
- v. To provide quality accommodation to tourists in the state, establishment of star category hotels with private investment will be encouraged.

F) Safety & Security

- i. A disaster management plan will be created for major tourist destinations to brace for any eventuality. A dedicated helpline number will be launched exclusively for the tourists.

- ii. To provide safeguard for tourist, tourist police / private security persons will be deployed at various locations. An assessment will be made regarding the requirement of the police personnel / private security guards and they will be sensitised accordingly.
- iii. Tourism Department shall liaison with mobile operators to ensure efficient connectivity for all tourism destinations in the state especially far-flung areas
- iv. Tourists will be provided with information with the better use of information technology and communication mediums. Through mobile based applications they will be provided tourism information.
- v. Tourist destinations will be equipped with modern telecommunication facilities and ICT.
- vi. Enabling appropriate accessibility for physically challenged will be promoted at key tourist destinations.

8. Thrust Areas of Tourism in Tripura

8.1. Eco Tourism

Eco-Tourism is a new concept, developed around the idea of travelling to places of natural beauty, moving around and staying at places bestowed with nature for few days. It involves participation of local communities in overall economic development of area, learning environment friendly way of life and support conservation efforts while observing nature and wildlife. Tripura has immense scope for eco-tourism. The State is virtually free from industrial pollution. Its green forests, blue hills, enchanting rivers are basis on which eco-friendly tourism can be developed through:

- a. Tripura is an ideal place for developing eco-tourism activities like jungle safaris, trekking, rock climbing, forest trails, nature walks, angling, camping etc. All these activities are to be conducted in a manner that promotes awareness of the environment and helps maintain the ecological balance.
- b. Wildlife Tourism is an integral part of Eco Tourism. At present there are 04 (four) Sanctuaries, 02 (two) National Parks. Department of Tourism proposes to work actively with the Wildlife Wing of the Forest Deptt. to further develop and improve wildlife parks/zoos, bird watching towers and other public utility services for the facility of the tourists. Initiatives shall be taken in collaboration with the Forest Department to preserve/protect these areas from mass tourism flows and development.
- c. Development of Lakes and wetlands is also part of eco-tourism. The department will take steps in coordination with the Forest Department to maintain and enhance their beauty by undertaking development in an integrated manner.
- d. Policy for Eco-tourism in Forest & Wildlife areas has been outlined by Government of India. It will be followed as and where applicable.
- e. Forest Department will also make an endeavour to declare some areas for eco-friendly recreation.
- f. Creation of infrastructural facilities like good quality tents, cottages-on-stilts with provisions for ethnic food and other logistics will be taken up in the eco tourism sites along with river cruise, water sports etc.
- g. Dumbur lake will be developed into world class destination with the financial assistance of the Central Government / Externally Aided Project in order to develop activities like water

sports, angling, bird watching, setting up of house boats, development of artificial beaches etc.

- h. Nature Camps, Eco-friendly accommodation, trekking and nature walks, visitor interpretation centers amongst others shall be promoted.
- i. Guides and naturalists shall be trained and certified in coordination with the Forest Department.
- j. TTDCL will conduct feasibility study to create cycle trails near selected rivers, natural parks and sanctuaries to discover natural and cultural aspects of the region.
- k. TTDCL will create interpretation center to promote edutainment in forest sector.

8.2. Adventure Tourism:

- a. There is a need to make comprehensive adventure tourism promotion plan for the State by laying down the regulatory framework for enforcement of safety standards. TTDCL shall set out eligibility criteria for entities aspiring to enter the Adventure Tourism segment to safeguard the tourists from the perils of the various adventure tourism activities
- b. For the promotion of adventure sports, the TTDCL will identify the various adventure sports activities that can be taken up at different location and they will be developed in public private partnership mode. As the first step, TTDCL will work in close coordination with Adventure Tour Operators & Associations to frame resource mapping for developing potential adventure tourism activities.
- c. To attract private investment in Adventure tourism, TTDCL can offer land on lease or license. Procedure to offer the land on lease shall be followed in accordance with the guidelines issued by the State Government from time to time.
- d. As training and safety standards are key to adventure sports, training on different aspects of the adventure sports to the youths, will be facilitated by TTDCL.
- e. TTDCL will make provision for quality equipment needed for adventure activities. These shall be made available in the nearest tourism department office.
- f. TTDCL will market and promote adventure destinations and expeditions in domestic and international platforms.

8.3. Spiritual Tourism:

- a. A detailed infra-gap assessment shall be carried out at major pilgrimage destinations to address the key infrastructure issues in collaboration with Temple Trusts.
- b. Service Level Agreements for maintaining cleanliness and hygiene with professional agencies in the domain shall be undertaken.
- c. Funding from CSR shall also be explored for solid waste management, provisioning of tourist amenities etc at prominent pilgrimage destinations.
- d. Smart solutions will be promoted in collaboration with Temple Trusts to implement services like Wi-Fi, CCTV cameras, display screens, Prasad vending cash cards, visitor management amongst others.
- e. With the help of local bodies regular cleanliness drives shall be ensured at religious destinations.
- f. TTDCL shall create Tourist Facilitation Centres to enhance tourists experience at religious destinations. These centres shall ensure centralized booking facilities, tourist information, food etc.

- g. Tourism Department plans to develop Tripura Sundari Matabari Temple as world class tourist destination in consultation with the Mandir Trust. Along with tourist amenities, Tourism Department will also develop Ropeway from Udaipur Railway Station upto Matabari temple, in PPP mode. This ropeway will become a major tourist attraction.
- h. Tourism department in collaboration with other States, will market Tripura Sundari Temple as part of shaktipeeth circuit. These efforts will be especially with Assam, so that all tourist visiting Kamakhya can also visit Tripura Sundari temple.
- i. An annual seven days Kharchi Mela at Old Agartala Chaturdas temple during the month of July has come to be as known as Mahamillan utsav of the tribal & non-tribal, where lakhs of people and Sadhus congregate. This shall be highlighted in publicity campaigns in domestic tourist circuits with an appropriate tagline giving forceful punch to spiritual tourism.
- j. The Buddhist circuit in Tripura comprising Benuban Vihar, Mahamuni and Nabincharra will be promoted, especially in South East Asia to attract tourists. TTDCCL will conduct road shows in the South East Asian countries to promote Buddhist Tourism.
- k. With similar focus, the centres of other faiths also will be developed and promoted in the relevant market segments.

8.4. Ethnic Tourism:

- a. Tripura is a unique in it's cultural and ethnic diversity. The State is a home land to 19 ethnic tribes and groups, each having its own cultural heritage, life customs, religious beliefs, language, food habits, folk songs and dances which are rich and varied.
- b. TTDCCL shall conduct Social Impact Assessment in collaboration with the Department of Tribal Welfare and Department of Forest for development of eco-ethnic tourism activities in due consultation with representatives from tribal communities. This will ascertain their willingness to participate in eco-ethnic tourism activities.
- c. A detailed resource mapping study shall be undertaken by analyzing the market potential of eco ethnic tourism
- d. Only activities and facilities having least impact on the natural resources and the tribal culture shall be permitted.
- e. Marketing strategies shall be developed for promotion of eco ethnic tourism activities based on sound market research and segmentation analysis and make wide use of electronic, print and cyber media.
- f. Destinations thus identified shall be developed in accordance with the carrying capacity of the region, and also ensured that the activities causes minimal disturbance to the social diaspora and natural ecosystem
- g. Tourism infrastructure for promoting eco ethnic tourism activities shall be environment friendly, low impact aesthetic architecture, including solar energy, waste recycling, rainwater harvesting, natural cross-ventilation and proper sewage disposal and merging with the surrounding habitat.
- h. TTDCCL shall work in close coordination with Tripura Handloom & Handicrafts Development Corporation to promote the tribal products
- i. Accreditations like Craft Mark, Geographical Indication (GI) shall be promoted for the products developed by the tribal people, to adhere to the principals of fair trade.

- j. TTDC will identify villages to develop the traditional architecture and tourism related infrastructure.
- k. TTDC will also identify in the existing tourist locations and also new locations to provide the experience of local cuisine, handloom and handicrafts, art and dance forms. Efforts will be undertaken to form Village tourism Committees (VTC) in such tourist locations for effective management of tourism enterprises. SHGs of villages shall be promoted to work as supporting VTCs.
- l. appropriate synergies would be ensured with financial institutions to provide funds for renovating the rural homes so as to ensure attractive, clean and comfortable stay of visiting tourists.
- m. Some of the identified activities for promotion under eco-ethnic theme are as under:
 - ✓ Rural Immersion Programmes including festivals and folklore
 - ✓ Rural Homestays
 - ✓ Local cuisine
 - ✓ Handicraft development
 - ✓ Participation in tribal rituals
 - ✓ Tribal Sports
 - ✓ Village walks and Jungle Treks, Bird watching etc.

8.5. Film Tourism:

- a. The objective will be to project and establish, Tripura as an ideal shooting destination, and for this an exhaustive publicity campaign shall be taken up by the tourism department.
- b. Film Tourism is an area which can be explored in Tripura, as till date no major films were shot here. To promote film tourism, the producers need to be given incentives so that they find a reason to do shooting here.
- c. Also film producers face various difficulties in co-ordinating with different departments while asking permission for local level shooting. Tourism Department will co-ordinate with these departments to obtain the legal mandatory permissions needed for film producers. This service can be extended to the concerned producer company on best effort basis
- d. It will also be required to declare Director Tourism as the sole authority for granting all type of permissions related to film shootings and the fee thus be collected by the Tourism department could be further remitted to the concerned departments.
- e. In addition to this the department will invite investment from private parties for setting up of the film cities, studios and hiring of filming equipment etc. for which govt. land could be provided on PPP basis.
- f. Organize familiarization tours for major production houses in India and across the world for key tourist destinations in Tripura.
- g. To ensure safety and security to the film makers a separate film shooting wing will be formed in collaboration with the Home Department and respective District Tourism Officers on the concerned area.
- h. TTDC shall lease out various instruments available for film shooting in close coordination with other departments like Education, Culture, amongst others.

- i. TTDCCL in consultation with the production houses will retain film shooting sets/structures which can have touristic value.

8.6. Tea & Golf Tourism:

- a. There are 54 Tea Estates in Tripura. Coordination with the management of the tea gardens can effectively do a lot in promoting tea tourism in the State. Tourism Department will engage and persuade some of the willing tea gardens to be a partner in the tea tourism packages. The quantum of land allowed and activities permitted shall be as per the provisions of TLR& LR Act as amended from time to time.
- b. Traditional houses in Tea Estates could be converted into home stays wherein the tourists could enjoy the beauty right from tea plantations upto tea packaging. Many of these tea gardens can be developed to have golf courses.
- c. TTDCCL will also organise Tea Festivals in consultation with the Tea Board.

8.7. Wellness Tourism:

- a. A detailed market plan shall be developed to promote medical & wellness tourism in association with concerned stakeholders including reputed medical institutions and practitioners, medical service providers, amongst others.
- b. Focus would be towards offering medical as well as wellness facilities to the rural/sub-urban regions of the State by developing seamless connectivity to the destinations.
- c. TTDCCL shall also include these centres in its packages and promote them at national and international platforms like travel marts, road shows etc.
- d. Apart from this Tourism Department also proposes to develop ayurvedic spa /health resorts in association with the private sector at various locations in the State.
- e. Training the youth in Panchkarma and other therapies will also be undertaken by tourism department through concerned departments.

8.8. Heritage Tourism:

- a. Heritage zones will be earmarked around sites like Unakoti, Udaipur, Pilak, Baxanagar, etc and accordingly master plans will be developed for comprehensive tourism development of the region. To improve the maintenance of these destinations efforts will be taken to create ownership among locals. Feasibility of creating heritage trails will be also considered.
- b. Greater coordination with Archaeological Survey of India (ASI) will be ensured and all efforts will be taken to make "UNAKOTI"- a World Heritage Site.
- c. To increase length of stay of tourists' development of tourist villages near existing heritage attractions will be encouraged by engaging local communities.

8.9. Border Tourism:

- a. TTDCCL will encourage tourism activities along the bordering areas of the state. Intensive marketing and promotional activities will be adopted to increase tourist visits from neighbouring states.
- b. Access to infrastructure to these destinations shall be developed by collaborating with other state agencies to enable smooth commute.

8.10. Arts, Crafts and Souvenirs:

- a. Promotion of local art and culture, generation of income and employment as it is a major component of tourism policy. The tourism department will endeavour to encourage the development of souvenir industry linked to local crafts, events and places which would promote a distinctive image of the State both within and outside the State. The private sector will also be encouraged to patronize and promote local folk, culture and crafts for the visiting tourists.
- b. Development of souvenir industry including standardised packaging is of utmost importance for which leading institutions and voluntary organisations in the country like NID, NIFT, IIPD, NCDPD etc will be actively engaged.

9. Role of Tripura Tourism Development Corporation Ltd:

The role of Tripura Tourism Development Corporation Ltd (TTDCL) for implementation of tourism policy is important. The role of the Corporation will be as follows;

- i. While providing tourism services, the TTDCL shall play a crucial role in establishment, expansion, marketing and advertisement of tourism related infrastructure and services.
- ii. TTDCL shall identify new areas for development of Tourism destinations and facilities through public and private investment.
- iii. TTDCL shall focus on management of core tourist services, and as per the need will be allowed to hand over its units to private sector for operation under management agreement or on a long-term lease.
- iv. To resolve issues related to tourism promotion, management and operations, effective steps shall be taken up in co-ordination with stakeholders of tourism industry.
- v. Tourism projects shall be established and appropriate support to investors to invest in new undeveloped areas with tourism potential shall be streamlined.
- vi. As and when required TTDCL can expand its units and develop new areas of tourism through profits realized.
- vii. TTDCL shall take up up-gradation and maintenance of tourist lodges and other assets regularly to provide better facilities to the tourists.
- viii. TTDCL shall set up a Project Monitoring Unit (PMU) for taking up intense promotional activities, attracting private investments, investor facilitation, providing incentives and subsidies to investors.

10. Tourism Projects

The following activities will be treated as tourism projects to avail various facilities and subsidies as applicable under the Schemes of the State and Central Governments. The definitions of these projects will be updated as per the guidelines issued by Ministry of Tourism, Government of India and Department of Tourism, Government of Tripura, from time to time:

- Hotel (Star, Deluxe and Standard Class).
- Health Farm/Resort/Health and Wellness Resort.
- Resort, Camping Site and Fixed tenting units.
- Wayside Amenities.
- Heritage Hotel.
- Facilities for Meetings, Incentives, Conferences and Exhibitions (MICE).
- Museum/Aquarium/Theme Parks.

- Bed and Breakfast /Home Stay Units.
- Golf Course.
- Rope way.
- Water Park and Water Sports.
- Amusement Park.
- Adventure tourism.
- Cruise Tourism and House Boats.
- Film studio and development of infrastructure and installation of equipment for film making.
- Sound and light show/ Laser show.
- Other activities related to tourism as notified by Tourism Department of Central / State Government, from time to time.

11. Investor Facilitation and Promoting Private partnerships

- i. Tripura Tourism Development Corporation Limited (TTDCL) shall function as the nodal agency for investor facilitation under this policy.
- ii. The engagement of private partners for suitable tourism projects will be according to the guidelines issued by the State Government from time to time.
- iii. For Investment Promotion in Tourism, Corporation shall work in coordination with Directorate of Industries and Tripura Industrial Development Corporation also to provide permissions, incentives and subsidies for the enterprises and projects in Tourism sector.
- iv. At State level, for implementation of Investment promotion activities, for granting of permissions / registration / no objections / licenses to Investor of establishment of Tourism Projects, Deputy Managing Director, TTDCL shall be nominated as the single point of contact.
- v. The Deputy MD shall get resolved all such Investment related proposals in tourism sector through the committees constituted at State and District level and coordinate with various departments for necessary approvals.
- vi. Private projects where forest/revenue clearances are needed will be dealt on priority within a specified time not exceeding 30 days.

12. Planning for Future Developments

Tourism shall plan holistically for all its future tourism developments, in order to achieve the same the following practices shall be adopted:

i. **Tourism Roadmap**

The department shall undertake the exercise to create a long-term tourism roadmap of the state. In doing so TTDCL shall engage consultants, as required, to prepare a comprehensive tourism roadmap covering the detailed resource mapping exercises of potential and new tourism destinations. Thus, TTDCL can prioritize these destinations and make action plans for implementation.

TTDCL shall also engage experienced operations/experts in various domains to get domain specific information on various destinations. One of the scope of services under the tourism roadmap exercise will be identify potential tourism projects. TTDCL shall use the Tourism Roadmap while preparing its own annual tourism budgets and adhere to the roadmap for seamless integration of the action plan.

ii. **Tourism Investment Summits**

The department along with TTDC shall organize tourism investment summits as an annual affair, as it brings down the investors under one roof and facilitates the investments in tourism domain. Secondly, it is an excellent platform for the State Tourism Department to showcase various projects that are on offer for private sector participation.

iii. **Convergence of Tourism Projects**

The department shall ensure that it benefits from various schemes that are centrally sponsored for tourism development and related works. Some of the schemes targeted towards the same are Swadesh Darshan, PRASAD, HRIDAY, AMRUT, Swachh Bharat Mission, Skill Development Mission etc.

TTDC shall apply under the mentioned schemes and gain funds for tourism development. Apart from these, TTDC shall also make a framework to utilize CSR related funds at tourism destinations.

TTDC shall also encourage projects which are green and uses renewable energy as practice by providing them faster approvals and simultaneously providing special incentives to be decided on case to case basis.

13. Incentives and Subsidy for Tourism Projects

The State Government has granted the status of Industry to the Tourism Sector in 1987. The incentives and subsidies as promoted by the industry department and as detailed out in Tripura Industrial Investment Promotion Incentive Scheme 2017 and subsequent amendments will be applicable to the projects undertaken for tourism department.

14. Allotment of land for establishing Tourism Projects through private investment

- i. The State Government can make land available for establishment and development of all types of Tourism Units as per the existing procedures.
- ii. All Development Authorities, Agartala Municipal Corporation, Municipality Councils, Tripura Housing Board, Nagar Panchayat, Gram Panchayat, Forest, Industry Department and District Collectors would be requested to identify suitable land for the establishment of Tourism units, as per the requirement.
- iii. After demarcation and ensuring the land is encumbrance free and other issues, and after recommendation by the land allotment committees, the identified land will be sent by the concerned District Magistrate and Collector, to the revenue department for allotment / lease in favour of Tourism department.

- iv. Land so identified shall be set apart and reserved for tourism units. Information of such Land Bank would be made available on the Website of concerned Body/ District Collector/ Revenue Department and on Tourism department Website.
- v. Such identified Government land / land on which assets are erected and are transferred to the Tourism Department would be developed as per prevalent guidelines of the Government.
- vi. Tourism department through TTDCCL will put the land to the identified use, either directly or through leasing /licensing out such land in an open, fair and transparent manner for investments, operations and management by the private investor.
- vii. Similarly any assets like heritage properties or any other assets that can be promoted under tourism, will be taken up by Tourism Department and operationalised through TTDCCL.
- viii. The procedure for leasing out of Government land allotted / leased to Tourism Department will be according to the guidelines issued by the State Government from time to time.

15. Constitution of State/District Tourism Promotion Council:

i. State Tourism Promotion Council (STPC)

- a. The State Tourism Promotion Council shall be established at the State Level. This Council under the Chairmanship of Hon'ble Chief Minister, shall be constituted with nominated stakeholders in tourism sector.
- b. The State Tourism Council shall be empowered to take decision for various schemes and projects emanating out of the State Tourism Policy.
- c. The Council shall meet as and when necessary and at least once in a quarter
- d. The functions of STPC shall be as follows;
 - Review the implementation and effectiveness of the State Tourism policy and undertake necessary amendments if required to achieve the objectives of the policy
 - Recommend enabling institutional structure necessary to implement this policy including establishing effective single window clearance system
 - Prioritize the current projects and review implementation targets
 - Advise on interdepartmental coordination on matters related to this policy
 - Invite industry stakeholders to understand their challenges and adopt suitable measures to mitigate the same
 - Establish a governance structure for regular management of each major destination/ tourism asset
 - Strategy to devise Brand, Communication and Promotion plan
 - Strategy towards being an enabler through PPP projects
 - Unlock Tourism inhibitors like land acquisition, etc.

ii. District Tourism Promotion Council

- a. In various parts of State, cultural and tourism centric events are organized at local levels. Therefore, at each district level, District Tourism Promotion Council (DTPC) shall be constituted under the chairmanship of the District Magistrates and Collectors.
- b. While the State Tourism Council will drive the policy initiatives, the roll out of specific initiatives will reside with District Tourism Councils for smooth implementation of tourism projects at district level. This is essentially a decentralized arrangement, where local government engage with industry partners to promote tourism.
- c. Following are the key responsibilities:
 - Clear planning covering locations, events, etc.
 - Coordinate fund allocation by agencies as per budgets
 - Monitor implementation of the projects and assistance to private stakeholder to facilitate investments
 - Planning, Implementation and Regulation at the tourist sites in greater detail as set out by STC.
 - Identify land parcels for tourism development in the district
 - Nodal agency for ideas and information related to tourism at the district
 - Develop economically viable Tourism Projects for development
 - License, regulate and accreditation of tourism ventures as per the Tourism Department guidelines
 - Encourage/facilitate travel writers, media and bloggers for promoting places of tourist interest in the district
 - Prepare the local event list at the district level
 - Facilitate convergence of resources of various agencies for the development of tourism infrastructure & development and updation of tourism information for districts
 - Organize and facilitate training programs for the benefit of stakeholders in the tourism industry
 - Facilitate the formation of local tourism destination development bodies with local community participation for development of tourism assets
 - Facilitate and support the development of eco-tourism societies
 - Promote the development of tourism master plans for each district
 - Skill profiling of local population to create lists for guides, freelancers, photographers, home-stay addresses and develop a tourism service provider database

16. Tourism Excellence Awards

Annual Tourism Awards will be instituted for recognition of excellence in tourism products and services as also for contribution to the growth of tourism in the State. The various categories are mentioned below:

- a. Best Entrepreneur in Tourism
- b. Best Woman Entrepreneur in Tourism
- c. Best Start-up in Tourism
- d. Most Innovative Tourism Project
- e. Best ICT-enabled Tourism Project
- f. Best-maintained Tourism Asset (Swachhta-Puraskar)

- g. Recognition to Hotels, Tour Operators, Agents
- h. Green Tourist operator taken up eco-friendly tourism measures.
(Significantly contributing to the growth of Tourism in the State).

17. Implementation of Tourism Policy

In order to make available required facilities/ rebate/ license etc. to tourism projects concerned departments shall issue necessary guidelines, notifications or amend the rules.

In this context, if difference of opinion arises or difficulties emerge, then matters including clarifications/ explanations / disputes shall be placed before the Empowered Committee comprising of following members under the Chairmanship of Chief Secretary for resolution:-

- Principal Chief Conservator of Forests
- Principal Secretary, Finance
- Principal Secretary, Tourism
- Principal Secretary, Information and Cultural Affairs
- In-charge Secretary of department related with the case
- Director Tourism , shall be the Member Secretary.

Committee may take decision in accordance with the prevailing policy and the decision thus taken shall be final and binding on all concerned and its compliance shall be mandatory for the concerned department. Committee shall discharge all the responsibilities mandated under this policy.

A. LIST OF FAIRS & FESTIVALS OF TRIPURA

Fairs & Festivals	Venue & Time
Pous Sankranti Fair	At Tirthamukh every year in January
Pilak Tourism & Archaeological Festival	At Pilak every year in Non.-Dec.
Rajarshi Festival	At Bhubaneshwari Temple every year in the month of May.
Ashokastami Festival	At Unakoti every year in April
Goria Festival	Month of Baisakh (April) for 7 days
Buddha Purnima Festival	Every year in the month of May at Udayan Buddha Vihar, Lord Buddha Temple & Mahamuni Pagoda.
Kharchi Festival	At ChaturdashDevta Temple every year in July
Boat Race Festival	At Rudrasagar Lake & Gandacherra every year in August
Chabimura Festival	At Chabimura every year in September/October
Dumboor Festival	Every year in October/ November at Gandachara
Diwali Festival	At Matabari every year in October / November
Neermahal Tourism Festival	At Neermahal every year in December

B. TOURIST INFORMATION CENTRE AND CORPORATE OFFICE ADDRESS

- Tripura Tourist Information Centre, Head Office of Tripura Tourism Development Corporation Ltd, Swetmahal, Palace Compound, Agartala, Tripura, Phone: +913812325930**
- Tripura Tourist Information Centre, Agartala Maharaja Bir Bikram Kishore Manikya Airport, Tripura Phone: +913812342394**
- Tripura Tourist Information Centre, Akhaura Integrated Check Post, Agartala, Tripura,**
- Tripura Tourist Information Centre, Netaji Subhash Chandra International Airport, Kolkata, West Bengal, Phone +91 9432985706/ +91 9038244957.**
- Tripura Tourist Information Centre, Tripura Bhawan, 1- Pretoria Street, Kolkata-71, West Bengal, Phone:+9133 22825703/ 0624/ 2297, E-mail:- tripuratourism.kol@gmail.com.**
- Tripura Tourist Information Centre, Tripura Bhawan, Salt Lake, Kolkata, West Bengal, Phone: +913323340213.**
- CORPORATE OFFICE: Tripura Tourism Development Corporation Ltd, Swetmahal, Palace Compound, Agartala, Tripura West, Pin – 799001, Phone: +913812325930, e-mail: tripuratourism09@rediffmail.com, Website: www.tripuratourism.gov.in**

**GOVERNMENT OF TRIPURA
TOURISM DEPARTMENT**

Guidelines for the “Interest subvention scheme” to promote entrepreneurship in tourism sector.

1. Background:

- a. Tripura has very high potential to become a great tourist destination in the North East India. There are many tourist locations in the State that are not well known across the country and there are many more tourist locations that are yet to be explored. In order to enable the tourism sector in Tripura to grow, the best strategy is to involve all the stakeholders and simultaneously create an eco-system to increase the number of stakeholders.
- b. Hence the scheme “**PARYATAN SAHAYAK PRAKALP**” on interest subvention scheme for tourism sector is being proposed to promote the people involvement in tourism sector in Tripura.

2. Objective:

The objective of the scheme is to promote entrepreneurship in tourism sector by providing interest subsidy to eligible persons to enable them to take up activities in tourism sector. Through this scheme, it is intended to facilitate the access of loans to tourism related projects and upon successful repayments, as an incentive, the interest component will be borne by the State Government.

3. Details of the Scheme:

- a. The interest subvention scheme is to promote entrepreneurship in Tourism Sector.
- b. This scheme will be applicable only to loans taken up for tourism related activities, up to maximum of Rs. 5.00 lakh per loan per person.
- c. Bank may extend loan beyond Rs. 5.00 lakh as per project cost and security offering within their norms. But, the support from the Government on interest subvention will be extended only upto the loan of Rs. 5.00 lakh.
- d. If the borrower repays the loan regularly to the bank then as an incentive at the end of every 6 months the interest component will be paid back to the beneficiary.
- e. The interest subvention will be paid for a period of first 5 years only calculated from the day of sanction of the loan. After that for the remaining period of the loan, the interest will be paid by the borrower.
- f. The amount of interest repaid under the scheme will be calculated at 8% interest rate or actual interest rate, whichever is lower.
- g. Borrower will contribute 5% of the project cost as margin.
- h. The following projects can be taken up under this scheme
 - a. Home stay facilities
 - b. Way side amenities – pay and use toilets, restaurant, dhabas etc.
 - c. Boats – Speed boats, house boats, shikara etc
 - d. Water / adventure sport facilities
 - e. Promoting heritage tourism, eco-tourism etc
 - f. Managing yoga / ayurvedic facilities near tourist locations
 - g. Eco friendly transport near the tourist zones
 - h. Any other innovative projects related to tourism sector

4. Eligibility Criteria:

- a. Individuals above 18 years of age upto the age of 50 years will be eligible for this scheme.
- b. Preference will be given to unemployed youths and to those who have completed graduation or diploma in Hotel Management or Travel and Tourism or undergone any skill development in Tourism related skills under the Prime Minister Kushal Vikash Yojana (PMKVY) or any others schemes will also get preference during the course of selection.
- c. Only one person from a family will be eligible for this scheme.
- d. Only if the borrower pays regular EMI, then the interest component will be repaid by the Government. If he/she defaults the payment for three consecutive months, as verified by the banker, then he/she will automatically cease to be the beneficiaries of the scheme.
- e. The borrower shall not be entitled to receive subvention facility in case of becoming a loan defaulter and unable to repay the loan within loan repayment schedule fixed by the bank.

5. Procedure:

- a. The scheme will be implemented by Tripura Tourism Development Corporation Ltd (TTDCL).
- b. Applications will be received on continuous basis throughout the year, through online portal (www.tripuratourism.gov.in).
- c. All the applications received in previous month will be examined by the committee on 10th of next month and if 10th is a holiday then on the immediate next working day.
- d. A committee with representatives of Industry department and Bankers will be formed to examine the projects. The members of the Committee will be as follows
 - MD,TTDCL :- Chairperson
 - Representative of Industry Department :- Member
 - Lead District Manager (West Tripura) :- Member
 - RM, State Bank of India :- Member
 - RM, UBI :- Member
 - MD, Tripura Gramin Bank :- Member
 - MD,TSCB :- Member
 - Any other invitee members as per the requirement.
- e. The committee will assess the project proposal both from the suitability to the overall tourism development plan of the State and also for its financial soundness.
- f. The such recommended applications will be forwarded to the banks for sanctioning of the loan. The respective banks after sanction of the loan will inform TTDCL.
- g. After the sanction and loan disbursal, the bankers will keep a record of repayment of the loans. All such loans where repayments are regular, interest component of these loans will be calculated and forwarded to TTDCL, once in every six month i.e. as on 1st July and 1st January. TTDCL will then pay the interest of all such regular repaying loans to the respective beneficiary as per the details provided by the bank subject to maximum of 8% of interest rate.

- h. There will be periodical supervision of the Tourism Department on the scheme and on the projects undertaken for necessary facilitation or handholding.

6. Loan Tracking:

The loan tracking will be undertaken by the concerned Bank disbursing the loan. The Lead Bank shall maintain a detailed statement of loan repayments on the basis of quarterly information furnished by the concerned Banks. A Nodal Officer will be appointed from the side of TTDCL and one each from the Banks participating in the Scheme for coordination.

7. Repayment of loans:

The loans are to be repaid to the concerned Bank disbursing the loan as per its terms and conditions. The interest subvention support from the government will be released twice in a year. The bank will submit consolidated statement (borrower wise) to the department with their declaration with their repayment status of the loan. In case of any loan account turned to NPA beneficiary will not be allowed to receive the interest subvention from the government. However, on up gradation of the loan account to standard account within the tenure of loan, the borrower will be entitled to receive the interest subvention.

The repayment of the loan by the candidates should be between the bank and candidates and no guarantee shall be given by the Government. However, government may extend support on recovery process as it extending in other loan scheme.

8. Implementation:

The project should be implemented within 3 (three) months of granting the Loan and should start earning income within one year. If the project is not started within three months then it will cease to be sponsor by the scheme. The Loan amount must be spent only for the sanctioned project. Diversion of the Loan amount to any other purpose is strictly prohibited.

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Application for “Paryatan SahayakPrakalp”

To,
The Managing Director,
Tripura Tourism Development Corporation Ltd,
Swetmahal, Palace Compound,
Agartala, Tripura West.

Passport Size
Photograph

Sir/ Madam,

I would like to avail the benefit of “Interest Subvention Scheme for Tourism Sector”.
The required details are furnished hereunder:-

1. Name of theApplicant:-

(In Block Letters)

2. Father/ Husband/ GuardiansName:-

3. Full address of theapplicant:-

(a) Habitation/Area-

(b) Gram Panchayat/ Ward No-

(c) Block/Nagar Panchayat/Municipal Corporation-

(d) Sub-division-

(e) P/S-

(f) District-

(g) Mobile No-

(h) AadharNo-

4. Date ofBirth:-

5. Gender:- Male/Female

6. Caste:- ST/SC/OBC/UR

7. Economic Status:- APL/BPL/AdhocBPL/NFSA

8. EducationalQualification:-

(Highest)

9. Skill Development Training(if any):-

10. Project Details:-

- (a) Name of the Project:-
- (b) Location of the Project:-
- (c) Total Cost of Project:-
- (d) Whether New Project or Existing Project:-
- (e) Personal investment other than Bank Loan:-
- (f) Preferred bank for loan:-
 - 1. Bank name:-
 - 2. Branch name:-
- (g) Expected Return Per Year:-
- (h) Scope of Employment Generation:-
If any, then for how many persons:-
- (i) Detail project proposal enclosed:- Yes/No

11. Account details:

- b) Name of the Bank & Branch:
- c) Account number:
- d) IFSC code of the bank:
- e) PAN Card No:

I do hereby declare that the details furnished above are true and best of my knowledge and belief. I further request you to kindly grant my application and oblige thereby.

Date:-
Place: -

Signature of the Applicant

..... **For Official Use Only**

I do hereby recommended this application of Sri/Smt.....
.....,Address.....
.....
..... for availing of “Interest Subvention Scheme for Tourism Sector”.

Date:-

Place:-

MANAGING DIRECTOR
Tripura Tourism Development Corporation Ltd.
Swetmahal, Place Compound, Agartala, Tripura

.....
N: B: - Documents to be submitted by the applicant (Xerox Copy):-

- 1) PRTC/Citizenship of Candidate.
- 2) ROR.
- 3) Ration Card.
- 4) Aadhar Card.
- 5) Admit Card/School Certificate.
- 6) Caste Certificate in case of ST/SC/OBC.
- 7) Qualification Certificate.
- 8) Training Certificate if any.
- 9) A hand sketch map of the Location of Proposed Project.
- 10) Copy of bank passbook.

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