

Chhattisgarh Tourism Policy 2020

Table of Contents

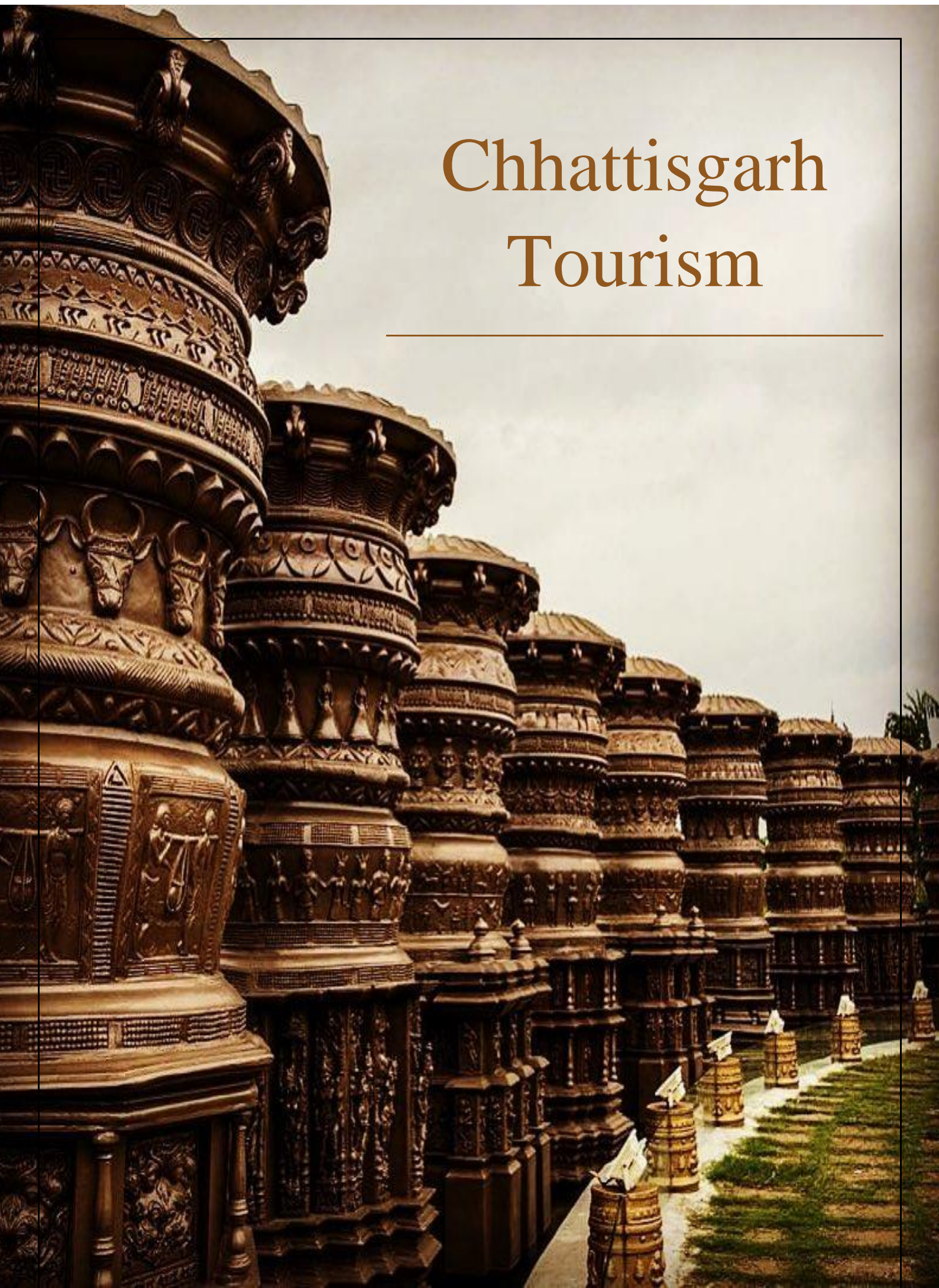
1. Chhattisgarh Tourism.....	4
2. Vision & Mission.....	6
3. Strategic Intent and Approach.....	8
4. Theme Based Tourism Offerings	17
5. Provision of Incentives for Local Entrepreneurs	25
6. Provision of Incentives for Investors	29
7. Implementation Mechanism	38

Abbreviations

AMRUT	Atal Mission for Rejuvenation and Urban Transformation
COD	Commercial Operations Date
CTB	Chhattisgarh Tourism Board
DoT	Department of Tourism, Government of Chhattisgarh
FAR	Floor Area Ratio
GoI	Government of India
HRIDAY	Heritage City Development and Augmentation Yojana
ICT	Information & Communications Technology
MD	Managing Director
MoT	Ministry of Tourism, Government of India
NOC	No Objection Certificate
PRN	Provisional Registration Number
PPP	Public Private Partnership
PRASHAD	Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive
SADA	Special Area Development Authority
SLEC	State Level Empowered Committee



Chhattisgarh Tourism



1 CHHATTISGARH TOURISM

Chhattisgarh, placed at the core of the nation, has created a niche for itself on the tourist map of India. In 2013, it was ranked by Ministry of Tourism, Government of India among the top 10 states¹ with highest footfall of tourists. With epithets such as the ‘Rice bowl of India’ and ‘Young at heart’ in its kitty, the spirit of Chhattisgarh is well alive and vibrant.

- 1.1 Being one of the states boasting of rich biodiversity, Chhattisgarh is home of many indigenous species of flora and fauna. With nearly half the state covered under forests and 32% of indigenous population², it offers immense opportunities for Eco-ethno, Adventure and Cultural tourism. Chhattisgarh is a microcosm within itself – offering unmatched tourism potential to tourists as well as investors. The state boasts of unexplored and exotic tourist destinations with natural beauty and promises to offer an exceptional experience in tourism.
- 1.1 With the tourism sector speedily emerging as a key sector contributing significantly to economic development, the need for a restructured new tourism policy was apparent. Under the umbrella of this document, the Government of Chhattisgarh envisages to accelerate the process of tourism development and state branding, whilst catering to the socio-economic need of the local communities. It intends to uphold the ethnic identity of its people and preserve the state’s rich eco-system.
- 1.2 The Chhattisgarh Tourism Board (CTB) was formulated in the year 2002 to give an impetus to tourism in the budding state of Chhattisgarh. Its core responsibility is to develop a favourable framework for private, public and community participation in sustainable and responsible tourism development whilst providing a thrust to the untapped tourism potential. Its main agenda lies in undertaking large-scale development and improvement of tourism as well as creating a conducive investment climate for tourism sector.
- 1.3 This document attempts to outline the broad vision and approach for tourism development in the state of Chhattisgarh. It further details the provisions, strategies and incentives for focused branding and development of tourism in the state.

¹ Ministry of Tourism, Government of India; 2013

² ‘The Spirit of Chhattisgarh’ ISBN 978-1-4723-8615-1; 2016

Vision & Mission



2 VISION & MISSION

2.1 Vision of the Policy

To establish the state as the best eco-ethnic tourist destination in the country by building upon its strengths as a state rich in biodiversity and cultural ethnicity.

2.2 Mission of the Policy

To harness the untapped tourism potential in the state through brand positioning and tourism development, aligned with the empowerment of indigenous communities and improvement of livelihood opportunities at the community level, leveraging the locational and socio-economic advantages of the tourism industry.

2.3 Objectives of the Policy

- 2.3.1 To offer an enabling environment for tourism ecosystem players for providing an enriching experience to tourists
- 2.3.2 To uphold the indigeneity of the state by preserving and promoting cultural and ecological diversity
- 2.3.3 To upscale the quality of the tourism in the state by improving upon the attractiveness of the tourism products and offerings, service standards, and safety of the tourism destinations.
- 2.3.4 To integrate tourism as a major industry in the state as an engine of growth for the under-developed/ undeveloped areas, with focus on local socio-economic development, preservation of rich eco-system, giving impetus to inclusive growth of the state
- 2.3.5 To create a conducive environment for seamless public, private and community participation in developing tourism in the state
- 2.3.6 To give thrust to shared economy trend for optimum utilization of resources and to address the needs of neglected and underdeveloped segment of the industry
- 2.3.7 Convergence of different Central & State schemes as well as of other resources such as District Mining Funds (DMF), etc. for tourism development.

2.4 Validity of the Policy

This document supersedes the previous Tourism Policy 2002 & Incentive Scheme 2006-2016 and the provisions entailed in these preceding publications. The provisions mentioned in this Policy are proposed to be applied uniformly across the State and shall be effective from the date of notification in the Gazette till it is superseded by another policy.

Strategy



3 STRATEGIC INTENT AND APPROACH

The strategy of this Tourism Policy is proposed around tourism augmentation and branding of the state through constructive collaboration between the Government and private sector. It also lays thrust on active participation by entrepreneurs from indigenous communities for tourism development. The State Government has listed the following four key strategies in this regard:

1. Augmenting tourism infrastructure
2. Creating economic opportunities and generating employment
3. Engaging local, indigenous communities in development and delivery of tourism offerings
4. Creating unique brand positioning for the state

Further, to facilitate effective implementation of these strategies, the State has laid forth the following approaches as a part of each strategic intent:

3.1 Augmenting Tourism Infrastructure

Tourism has always been an integral part of the country's five-year plans as an engine of economic growth and had also been accorded as "priority sector" status in the Twelfth Five Year Plan. Tourism infrastructure is an integral component of tourism products and functions as a key determinant of regional development. It primarily includes public-sector activities and substantial expenditure on the creation, maintenance and development of infrastructure through which visitor activities are facilitated³.

- 3.1.1 Tourism in Chhattisgarh is still unexplored and the state possesses tracts of Greenfield land available for infrastructural development, making detached, remote locations assessable to be ascertained.

Planning for sustainable development of Tourism Infrastructure encompasses integrated development of basic infrastructure and amenities along with tourism facilities in a responsible and balanced manner. Prior to initiating development, appropriate carrying capacity analysis* will be performed. For a clearer understanding, the State aims to include the following under the ambit of Tourism Infrastructure in order of the facilities as used by visitors:

- a. **Core infrastructure:** This shall include key infrastructure components comprising of transportation, power supply, telecommunication, provision for water supply and

³ Holistic Approach to Develop 'Iconic Tourist Sites', an article by Vinod Zutshi IAS (Retd.); August 28, 2018 <https://destinationreporterindia.com/2018/08/28/holistic-approach-to-develop-iconic-tourist-sites/>

sanitation. Road network improvement and accessibility form a fundamental part of core infrastructure enabling seamless transportation to the places of tourist interest.

- b. **Tourism travel & stay:** This shall include accommodation, restaurants, recreational facilities and other provisions like parking, toilets, shelters, souvenir shops, Wi-Fi, interpretation centre, etc.
- c. **Tourism experience:** This shall include theme-based tourism product development comprising of adventure activities, cultural exhibits, selling of handicrafts, cuisine tasting tours, interaction with locals and insights into their indigenous ways of living, etc.

*** Tourism Carrying Capacity:**

The World Tourism Organization (WTO) defines Tourism Carrying Capacity as “the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors’ satisfaction”.⁴

The carrying capacity of a destination is further divided into the following:

- 1. Physical Carrying Capacity
- 2. Economic Carrying Capacity
- 3. Social Carrying Capacity
- 4. Biophysical Carrying Capacity

- 3.1.2 Tourism is a competitive sector and it is imperative for the Government of Chhattisgarh to develop synergies with private participants and achieve competitive advantages. Although private sector involvement is indispensable, effective destination management also requires synchronized participation of local authorities and relevant public-sector bodies. To accomplish the intent of infrastructure augmentation, the state banks upon the following strategies:

3.1.2.1 Provision of Incentives

With a view to draw in support from private sector entities in development and enhancement of tourism related offerings, the state has provided a lucrative set of subsidies, as detailed further in this document. The strategy to develop tourism in the state is formulated around two approaches:

- a. Understanding the potential and strength of tourism in the state, tourism projects those qualifying under the incentives & subsidies of the policy are prioritized and with the

⁴ World Tourism Organization (UNWTO)

varying needs of Tourism Projects in different boundaries are defined differently. With the intention to give an impetus to tourism beyond the city areas, definition of Tourism Projects further to the Municipal Corporation limits has been eased.

- b. To enable focused and channelized development, tourism destinations have been prioritized, so that those can preferably be taken for development during the policy plan. Moreover, for the provision of incentives, the State Level Executive Committee (SLEC) shall give preference to Tourism Projects at destinations listed in Annexure I.

3.1.2.2 Transport and Connectivity

In tourism sector, passenger transport plays a crucial role in laying means of access to the region of tourist movement⁵. From the tourism economy point of view, modes of transport help supplement tourism and assist in improving accessibility and communication to tourist destinations that often lie in suburban areas or remote locations. In this regard, the state shall target region-specific interventions in augmenting capacities and connectivity via air and rail, ensuring connectivity to highways, development of rural roads as well as providing last mile connectivity to the places of tourist interest.

3.1.2.3 Development of Land Bank

With an objective to optimize the latent potential of existing land available pan-state for tourism development, the State Government shall prepare a list of potential land parcels. However, this list shall be indicative and not exhaustive. Apart from existing land available, tracts of land shall be acquired/ made available by the Government of Chhattisgarh, either through sale, lease or other models for development of tourism. Chhattisgarh Tourism Board will be the nodal agency for establishment of tourism in these areas.

3.1.2.4 Convergence of Schemes of Central & State Government

The State shall leverage the opportunities presented by state & national level schemes, program & missions introduced from time to time, like Swadesh Darshan, PRASHAD, HRIDAY, AMRUT, whilst focusing on inter-governmental and inter-departmental cooperation. The State shall also aim for convergence of available resources such as District Mining Fund (DMF), Compensatory Afforestation Fund Management & Planning Authority (CAMPA), etc. for enhancing development of tourism.

3.1.2.5 Tourism Theme-based Special Area Development/ Master Plan Preparation

A Tourism Master Plan laying a broad land use plan & highlighting places of tourist interest shall be prepared to ensure rational and balanced development of selected tourist destinations. Moreover, a 'Special Area Development Authority' (SADA) may be conceived for establishing frameworks for implementation of Master Plan, prioritization of tourism

⁵ ISSN 1648-9098 Tourism Infrastructure as a determinant of Regional Development; 2007 by Aleksander Panasiuk, University of Szczecin

projects, formulation of investment plan and financing strategies. This shall also help in accelerating systematic theme-based tourism development. By defining and adhering to a set of Development Control Regulations (DCR), design standards and tourism guidelines, theme-based tourism destinations can thus develop and attain their own unique identity. This shall help attain recognition at an international scale and facilitate a higher inflow of both, inbound and outbound tourists.

3.1.2.6 Public Private Partnership

The State Government aims to create an enabling environment to encourage private investments. **This is in line with the draft National Tourism Policy 2015 which is also themed on ‘evolving a framework for tourism development, which is Government-led and private sector driven’ to ensure that tourism infrastructure, facilities and standards are at par with the best.** Through this policy, the Tourist Destinations will further be developed, and new destinations shall be promoted, preferably on Public Private Partnership (PPP) mode. The project financing models/ arrangements as identified in Annexure II of the policy document can be established across all the major themes and sub-themes.

3.1.2.7 District Level Tourism Committee

With an idea to expedite the development of tourism, it is vital to empower a committee at district level which shall work in collaboration with the Chhattisgarh Tourism Board. Within every district, a District Level Tourism Committee (DLTC) shall be constituted to facilitate decentralized tourism development.

District Level Tourism Committee members may comprise of:

1. District Collector (Chairperson)
2. Local MLAs or their authorized representative (Member)
3. Representative from Chhattisgarh Tourism Board (Member Secretary)
4. Superintendent of Police (Member)
5. Chief Executive Officer, Jilla Panchayat (Member)
6. District Forest Officer (Member)
7. Executive Engineer, Public Works Department (Member)
8. Chhattisgarh Renewable Energy Development Agency - CREDA (Member)
9. State Archaeology or their authorized representative (Member)
10. Irrigation Department/EE/WRD Department (Member)
11. Handicraft & Handloom Department (Member)
12. Two district local representative of Hotel Association/ Tour Operators Association/ Travel Agents Association
13. Two members from Societies/ Education Institutes as may be decided by the Chairperson
14. Representative from Urban Local Bodies (ULB) such as Gram Panchayats (any 2)

Roles & Responsibilities of DLTC:

1. To identify and recommend potential tourist destinations/product offerings in the district
2. To assist in the formulation of Master Plan/ DPR/ Feasibility Study/ Concept Plan under the provision of various district level funds
3. To oversee the development of tourism destinations/ tourism products post finalization of the Detailed Project Report (DPR). This shall be carried out with the combined efforts of respective departments, which shall be made responsible for development of individual project components that fall under their purview
4. To recommend for fund allocation for development of the tourism destination/product through different schemes and funds
5. To facilitate skill development of the indigenous people involved in tourism activities of the district through different state and private sector led training programs.

3.2 Creating Economic Opportunities through Tourism

Tourism is an established employment-intensive industry. The key to sustainable and inclusive growth of the state is self-sufficiency. The State Government seeks to strengthen the tourism industry with a focus on generating livelihood and improving income as a part of their support for local economic promotion, such that local community can benefit more effectively from the tourism sector. Through targeted investments and cooperation with the private sector, the state shall try to create new job opportunities in tourism, which shall bring long term improvements into the living conditions of the local people.

3.2.1 Participatory Village Planning and Development

The characteristic of the state's tribes and villages is well depicted by the four symbols of the state: Narwa-Garwa-Ghurwa-Badi. The lifestyle of the tribes of Chhattisgarh, who mainly inhabit the villages and dense forests of the state, is imbibed with rich traditional rituals and cultures. In recent times, tourists have shown inclination towards knowing about their lifestyle and culture. To ensure responsible tourism development in these areas, it is imperative for the state government to work at the Gram Panchayat and exercise local self-governance, leading to participatory village planning and development framework. In this context, the state shall identify villages which can be developed for tourism on an indigenous tribal theme. The government within the cognizance of Gram Panchayat, shall prepare an investment plan for tourism development in the respective area. Understanding the potential of the village, it can be further be clubbed together with herbal and agro-tourism. The objective is to showcase tribal life, art, culture and heritage at tribal locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment.

3.2.2 Thrust to the 'Sharing Economy' Trend

With an aim to create employment and investment avenues based on the concept of efficient resource utilization, the state is poised to prioritize the theme of sharing economy. This model has gained momentum as a platform that permits access to various underutilized assets and

provides selection opportunities to customers looking for it. This collaborative platform shall be planned to develop as a tool to address the needs of understated market segments. Moreover, it shall offer an unprecedented platform for thriving indigenous products and industries like artefacts, sculptures, antiques etc.

The use of technology has underpinned this concept of shared economy and is vital to further this trend. Various mobile applications (apps) have the potential to be developed to become aggregators of different services offered in the sector of tourism (local restaurants, arts and crafts shops, tourism offerings, etc.). The state shall therefore endeavour to focus on technological development in this regard, to offer a competitive advantage to the investors in the industry.

3.2.3 Formulation of Guidelines & Service Level Benchmarks in Tourism

With a view to ensure inclusive, sustainable and responsible tourism development, the State Government shall come up with a detailed set of frameworks and guidelines, as and when required.

The State Government shall formulate guidelines to necessitate responsible travel & tourism for preserving the natural fragile ecosystem. These guidelines shall be formulated with a focus on Eco tourism, Adventure tourism as well as Bed & Breakfast and Homestay schemes.

To ensure the provision of tourism products and service offerings, the State Government's framework shall incorporate product standardization and adaptation. Product standardization shall facilitate a consistent and simplified approach in the market to address customers in mass, while facilitating healthy competition in the market. This would be ensured with the introduction of product and service level benchmarks, reviews, certifications & ratings. On the other hand,, to address the enhanced performance needs of niche market, the State Government shall also endeavour to establish a product adaptation strategy.

3.2.4 Capacity Building Within the Tourism Sector

With an aim to facilitate provision of skilled manpower in tourism sector, the state shall endeavour to encourage private sector investment in development of Tourism & Hospitality Sector institutes. Efforts shall be made to synergize all Government schemes and private sector initiatives to develop skill in Tourism and Hospitality sector.

The quality of the tourism product offerings shall be improvised upon and for this purpose, appropriate trainings shall be conducted under various government Schemes, like Hunar Se Rozgar, National Rural Livelihood Mission etc. Moreover, in-service training for existing employees, basic training for new entrants and courses for tour guides, taxi drivers etc. shall also be facilitated by the Government.

3.2.5 Engaging Local, Indigenous Community in Development and Delivery of Tourism Offerings

Community stakeholders will be encouraged to participate in a variety of ways and to different level of influence, in identifying tourism needs in the area. Subsequently,

development of tourism products & solutions, planning new initiatives and service deliveries will be undertaken. Preference will be given to tourism projects based on community participation and those promoting entrepreneurship within the local communities. The state shall ensure to lay greater emphasis on entrepreneurial capacity building for local youth so that they are well placed to plan, build new projects and successfully putting them into operation.

3.3 Effective Brand Positioning for Chhattisgarh

3.3.1 Online Network & Media Promotion

In order to compete globally in today's era, online networks play a significant role since they facilitate access to knowledge, resources, markets and technology. Tourism in the state is in its transition phase to enable integration with Information and Communication Technology (ICT). This shall also help bring about two-way engagement of visitors through the entire cycle of tourism experience from pre- travel, during travel and post travel.

3.3.2 Chhattisgarh Tourism Website

A user friendly, visually appealing and interactive website (an improvisation over the existing) for Chhattisgarh Tourism can serve as a one-stop solution provider for the online viewers & potential tourists.

3.3.3 Social Media

Focus on effective brand creation can be channelized through extensive photo-sharing, daily posts & updates, travel blogs, describing major tourist spots, and curated travel packages. Additionally, visitors, photographers, bloggers and travel writers can together act as key influencers sharing tourist bucket lists, local stories and first-hand travel experiences in Chhattisgarh. These consumer touch-points can further be leveraged by promotion of official taglines for the state.

3.3.4 Digital Media

Optimized media programmes to increase customer outreach and achieve intermediary goals. The state would take proactive steps for upgradation of website, development of websites and application-based tools to facilitate the shared economy trend, improvement of existing portal, usage of social media, online bookings, mobile apps and supporting single window clearances.

3.3.5 Leveraging Electronic & Print Media

Publicity campaigns through electronic media within the country and abroad shall be conducted by the State Government to establish a brand image of Chhattisgarh Tourism. Moreover, print media shall be utilized to its optimum advantage and promotional material shall be published, circulated and made accessible through digital media as well. The State shall develop an inventory of records, publications & digital assets of Chhattisgarh Tourism, which can further be circulated across marketing channels and media platforms.

3.4 **Participation in Trade Fairs**

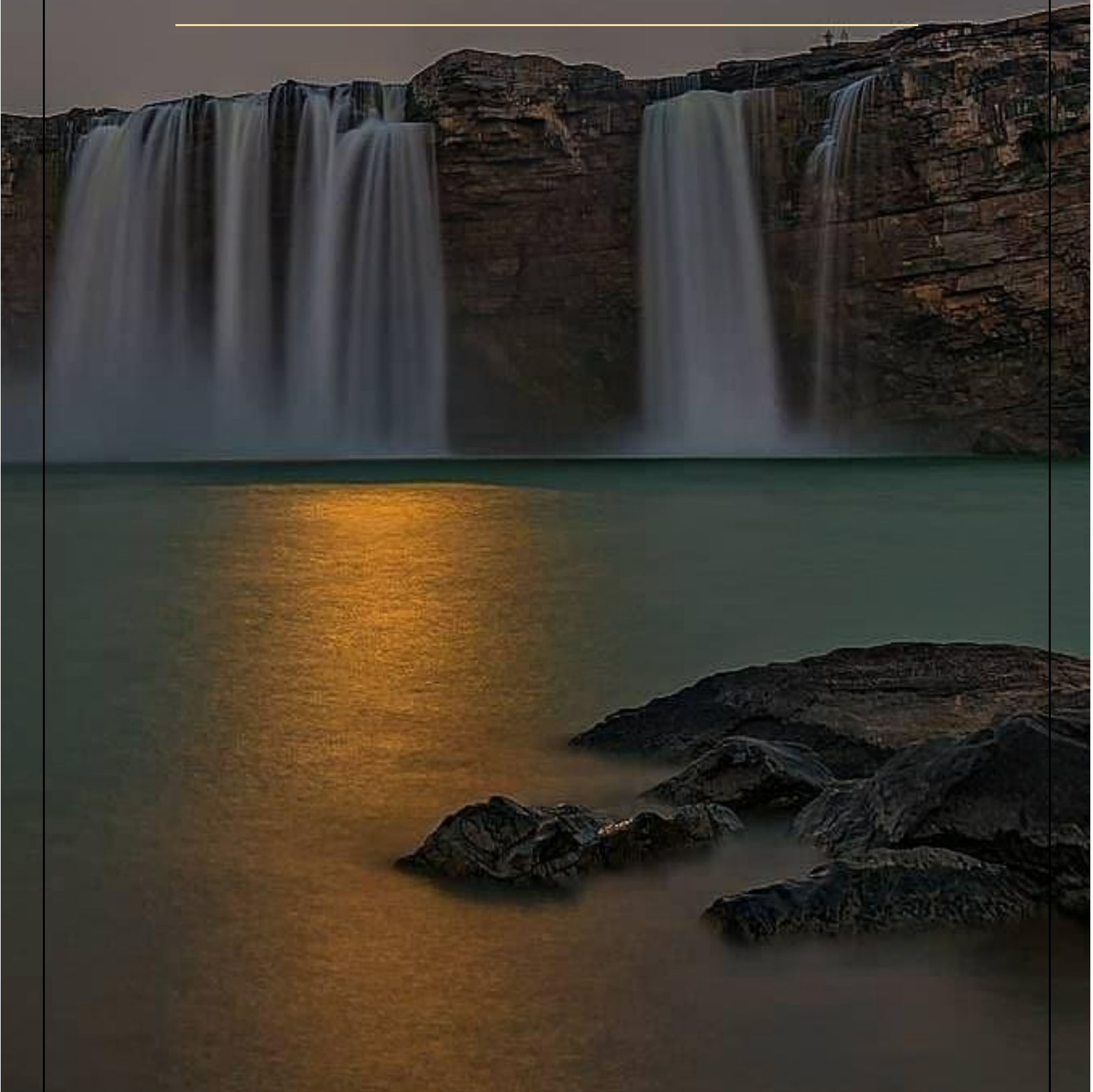
- 3.4.1 With a B2B focus, trade fairs, travel trade exhibitions and travel marts at both, national and state levels, have functioned as a large platform for expanding business and augmenting visibility. Additionally, these models offer unparalleled networking and contracting opportunities, aiding players in the field of travel and tourism. Apart from acting as breeding grounds for establishing new relationships and consolidating existing business partnerships, the travel marts also offer participants the access to meet prospective clients⁶.
- 3.4.2 Under the umbrella of such concepts as tourism buyer-seller marts, the state shall help provide the requisite institutional support for the smaller players as well, to showcase their tourism products and services. The mechanism can be adopted in lines with similar state travel marts organized across India by tourism stakeholders, in partnership with the Department of Tourism and the State Government. Both domestic and international delegates from fields of tourism and hospitality, hotels and resorts, homestays, cultural organizations can be associated with as intermediaries of tourism services and further ripple the prospects of the tourism industry pan-state.

3.5 **Investment Promotion**

- 3.5.1 The Government perceives that the tourism infrastructure development must be in tandem with branding and promotion of tourism products and offerings in the state.
- 3.5.2 For this purpose, guidelines shall be formulated wherein promotion of different Tourism Projects shall be strategized and platforms shall be explored for enhancing the state's visibility via mediums like investor meets and investment forums for tourism industry. The focus shall be to identify key influencers and maximize upon exponential reach in target segments.

⁶ Copyright ©2019 Pacific Asia Travel Association; <https://www.pata.org/ptm/>

Tourism Offerings



4 THEME-BASED TOURISM OFFERINGS

Chhattisgarh is on the threshold of evolving as one of the most preferred tourist destinations in the country. The State offers myriad experiences to tourists and diverse opportunities to investors. The tourism policy acknowledges the multiplicity of offerings across various themes of tourism with respective lifecycle of tourism products. It thus underscores the need to recreate and reintroduce the offerings. Tourism projects in the state of Chhattisgarh, when managed effectively and resourcefully, have the potential to make the State highly competitive and at par with similar destinations, both at national as well as international level. One or more Tourism Projects can be included in each type of theme-based tourism offerings as given below:

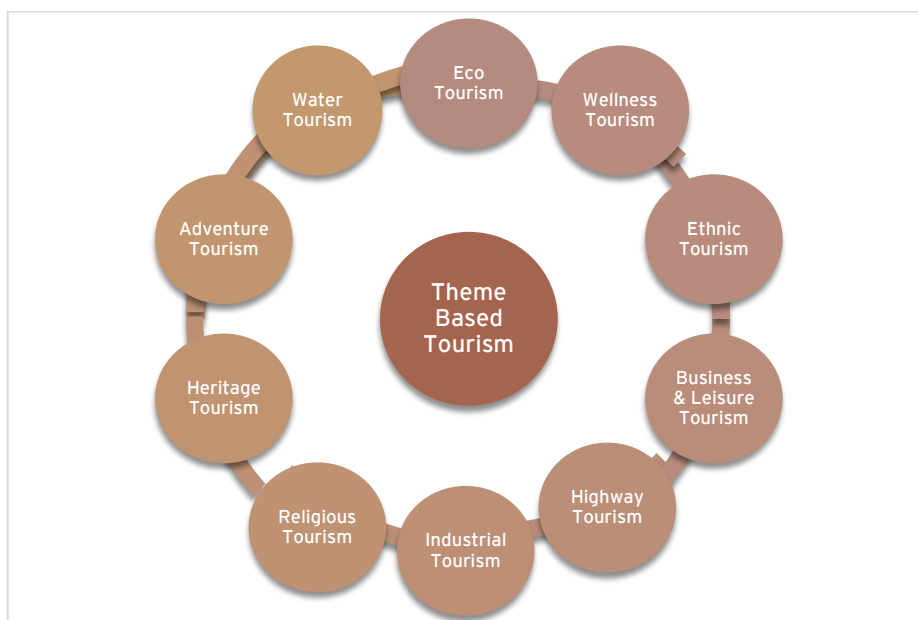


Figure 1: Tourism Product Offerings in Chhattisgarh

4.1 Eco Tourism

- 4.1.1 Chhattisgarh is ranked third in the country in total forest cover as per statistics of 2017, with 45.91% the state covered under forests and a total forest area of 63,310 sq km⁷. The state has a tree canopy density of 40% and has 3 National Parks, 11 Wildlife Sanctuaries, 3 tiger reserves and 1 biosphere reserve to its name. In addition, 250 dams & reservoirs, 12 waterfalls and species of medicinal plants are also present in abundance⁸. As there is a significant surge in demand for eco & wildlife tourism destinations in the state, the need for accommodation facilities in these destinations has thus increased.

⁷ India State of Forest Report (ISFR) 2017 by Forest Survey of India, MoEF

⁸ Tourism Survey Report for the State of Chhattisgarh; 2011-May 2012

- 4.1.2 In this regard, the Government will have an overview of the holistic spatial planning at such destinations to preserve the biodiversity while creating unique experiences for tourists to visit and explore the destinations.
- 4.1.3 There is a scope for construction of resorts, tented accommodation and tourist engagement through projects based on the themes of leisure and adventure (*any development activities related to ecotourism will be strictly be based on the Ecotourism Policy or Guidelines of the state*).

4.2 **Wellness Tourism**

- 4.2.1 Government of Chhattisgarh has declared Chhattisgarh as ‘Herbal State’ in July 2001, owing to the more than 1,525 varieties of medicinal plants possessed by the state and 312 species of commercially traded medicinal plants, contributing to 17% of total exports of herbs and medicinal plants in India.⁹
- 4.2.2 As there is a demand for wellness & rejuvenation courses and weekend-based leisure tourism, there is a scope for wellness tourism units, resorts, hotels, retreats offering healing/ fitness courses, culinary experiences with organic cuisines, other excursions viz. hiking, biking, nature trails etc.
- 4.2.3 The indigenous people, with their inherent knowledge for herbal medicines and wellness therapies providing holistic healing and rejuvenation for prospective tourists, shall be encouraged and promoted.
- 4.2.4 Tourist destinations having valuable medicinal plants shall be identified for the purpose of conducting educational herbal trails. Existing herbal medicinal centres will be encouraged in a regulated manner, with an aim to include them as an important component of wellness tourism.
- 4.2.5 The Government will aim to identify large tracts of land under this theme wherein physical research in such wellness courses/ therapies can be promoted, which shall be unique to Chhattisgarh.
- 4.2.6 The state, with an inherent presence of such tourist destinations in a large number, thus holds the opportunity to leverage its existing resources to be developed into a one-of-its-kind tourism product.

4.3 **Ethnic Tourism**

- 4.3.1 Chhattisgarh ranks 8th in India in terms of the density of Particularly Vulnerable Tribal Group (PVTG) population characterized by the Abhujmariyas, Birhor, Urao, Gond, Kamars, Baigas, Halbas, Bhatras, Pahadi and Korbas. As per the 2011 Census of India, Chhattisgarh is

inhabited by 78,22,902 Scheduled Tribe (ST) population.¹⁰ Handicrafts practiced in tribal areas are Bastar Arts, Cowrie Craft, bamboo craft, wrought iron craft, clay relief work, Bell metal (Dhokra), Jute, Godna Painting, Stone carving, Pressed dry flower craft etc.

- 4.3.2 The places of Korba, Bastar, Champa and Raigarh are known for producing high quality Kosa Silk, a popular variety of silk all over the world. The silk and its products are exported in many countries. Villages identified for indigenous forms of handicrafts, music, dance or art can be recognized and introduced to the urban and foreign tourists to facilitate them with the experience of typical village cuisine, culture, art and lifestyle. Encouraging the development of **Homestay and Bed & Breakfast establishments**¹¹ in such communities will also help familiarize the tourists with the indigenous ethnic culture and lifestyle.
- 4.3.3 Local markets held at various sites selling such indigenous items can be included in the itineraries of the tourism tours conducted. Interventions in this theme of tourism shall enable the dispersal of tourists from the city to villages and help them familiarize themselves with the unique culture and heritage prevalent, offering them an exceptional and enriching experience.
- 4.3.4 This shall aid in harnessing the vast untapped indigenous tourism prospectus of the state so that the multiplier benefit filters out directly to the local communities. Being a thrust area for the state of Chhattisgarh, ethnic tourism can be promoted through initiatives and partnerships, encouraging small and micro enterprises as well as through the promotion of self-employment schemes.

4.4 **Adventure Tourism**

- 4.4.1 The State Government has scope to promote land, air and water-based adventure activities such as trekking, rock climbing, bungee jumping, angling, cycle safari, riding trail, para-gliding, canoeing, water rafting, kayaking, river cruising, jet skiing, setting of underwater museums, toy train, ropeways, and other such activities as may be identified from time to time. It shall make efforts to provide training to local youth to take up these activities on a commercial basis.
- 4.4.2 Also, while promoting adventure sports, it is important to ensure maintenance of stipulated standards for ensuring safety, quality and service by adhering to the guidelines issued by the Ministry of Tourism/ Adventure Tour Operators Association of India and relevant departments. Guides shall be trained and employed from among the local, who will also be assigned the task of protecting both tourists and the environment. Detailed description of the

¹⁰ Scheduled Tribe (ST) Population: *Census 2011 of India*

¹¹ **Homestay and Bed & Breakfast Establishment:** A Bed & Breakfast establishment would be wherein the owner /promoter along with family is physically residing in the same establishment and letting out minimum one room. A Homestay establishment would be wherein the owner has employed an operator to look after and let out minimum one room in the house – *Ministry of Tourism, India*

regulation for adventure sports are provided in the **Chhattisgarh State's Adventure Sports Guidelines**.

- 4.4.3 There is scope for construction of budget hotels, tented accommodation, ropeways, water tourism units to cater to increasing number of adventure seekers & explorers. These projects and activities will be taken up on a PPP mode.

4.5 **Water Tourism**

- 4.5.1 The state of Chhattisgarh consists of five river basins viz. Mahanadi Basin, Godavari Basin, Ganga Basin, Brahmani Basin and Narmada Basin¹². It is home to various dams and reservoirs that can be leveraged for the development of Water Tourism within the state.
- 4.5.2 Necessary steps for comprehensive tourism planning and infrastructural development of such area suitable for water tourism will be taken.
- 4.5.3 The Chhattisgarh Tourism Board shall be the Nodal Agency for conducting carrying capacity analysis, granting license to private investors for cruise, motor boat, house boat and water sports activities as also for determining required conditions and fees as listed in **Chhattisgarh State's Water Tourism Guidelines**.

4.6 **Highway Tourism**

- 4.6.1 Highways in Chhattisgarh are naturally decorated with beautiful greenery all around, covering a length of around 3250 km and exposing tourists to routes with exceptional scenic beauty.
- 4.6.2 There is scope for various motels, hotels and wayside amenities to be created to enable a hassle-free trip for tourists enroute the tourist destinations.
- 4.6.3 The Government shall facilitate organizing bicycle tours/ motorbike rallies and related events along the highway routes for the urban riders/ youth from within and outside the state to offer a quality experience.

4.7 **Heritage Tourism**

- 4.7.1 Chhattisgarh has 47 Ancient Monuments and Archaeological Sites under Central ASI in addition to 58 state protected monuments. The Raipur circle consists of 6 forts under the Archaeological Survey of India (ASI). The ASI has recognized 47 Monuments of National Importance in Chhattisgarh¹³. These include temples and forts in the Bastar (Danteshwari

¹² Chhattisgarh State Centre for Climate Change (<http://cgclimatechange.com/water-resources/>)

¹³ "List of Ancient Monuments and Archaeological Sites and Remains of Chhattisgarh" – *Archaeological Survey of India*, 2016

temple, Mahadev temple), Bilaspur (Kanti Deul, Ratanpur Fort), Raipur (Rajiv Lochan, Lakshman temple) and Durg (Sita Devi temple) region of the state.

- 4.7.2 The state of Chhattisgarh shall aim to promote these locations as a part of heritage tourism with development of information centres and provision for certification of qualified tour guides. Certain sites can also be identified with a view to develop light and sound shows, as well as programs promoting the inherent culture (folk dances, music programs) of the local communities.

4.8 **Religious Tourism**

- 4.8.1 Within the Raipur circle there are 6 forts and 29 temples under ASI. Moreover, festivals like Kumbh Mela in Rajim, Dussehra in Bastar, Pola, Hareli and Punni Mela have great religious significance in view of tourism. Malhar, Sirpur, Bhoramdeo, Balod, Ratanpur and other places entice a new audience to visit Chhattisgarh to experience the Religious Tourism.
- 4.8.2 Promotion of religious tourism can also be undertaken with basic amenities in these locations to attract more pilgrims wherein these amenities will be managed efficiently in coordination with the local authority. Moreover, special festivals will better aid in publicity to attract national and international tourists throughout the year.

4.9 **Business and Leisure Tourism**

- 4.9.1 Chhattisgarh offers opportunities for investments in establishment of business -cum- recreation centres to cater to the needs of business travellers with higher purchasing power.
- 4.9.2 Projects of star category hotels, resorts, entertainment and amusement parks, convention centers, golf courses can be developed to promote Chhattisgarh as a destination to entice business travelers from outside the state as well as to serve the urban residents from the cities of Raipur, Bhilai, Durg and Bilaspur.

4.10 **Industrial Tourism**

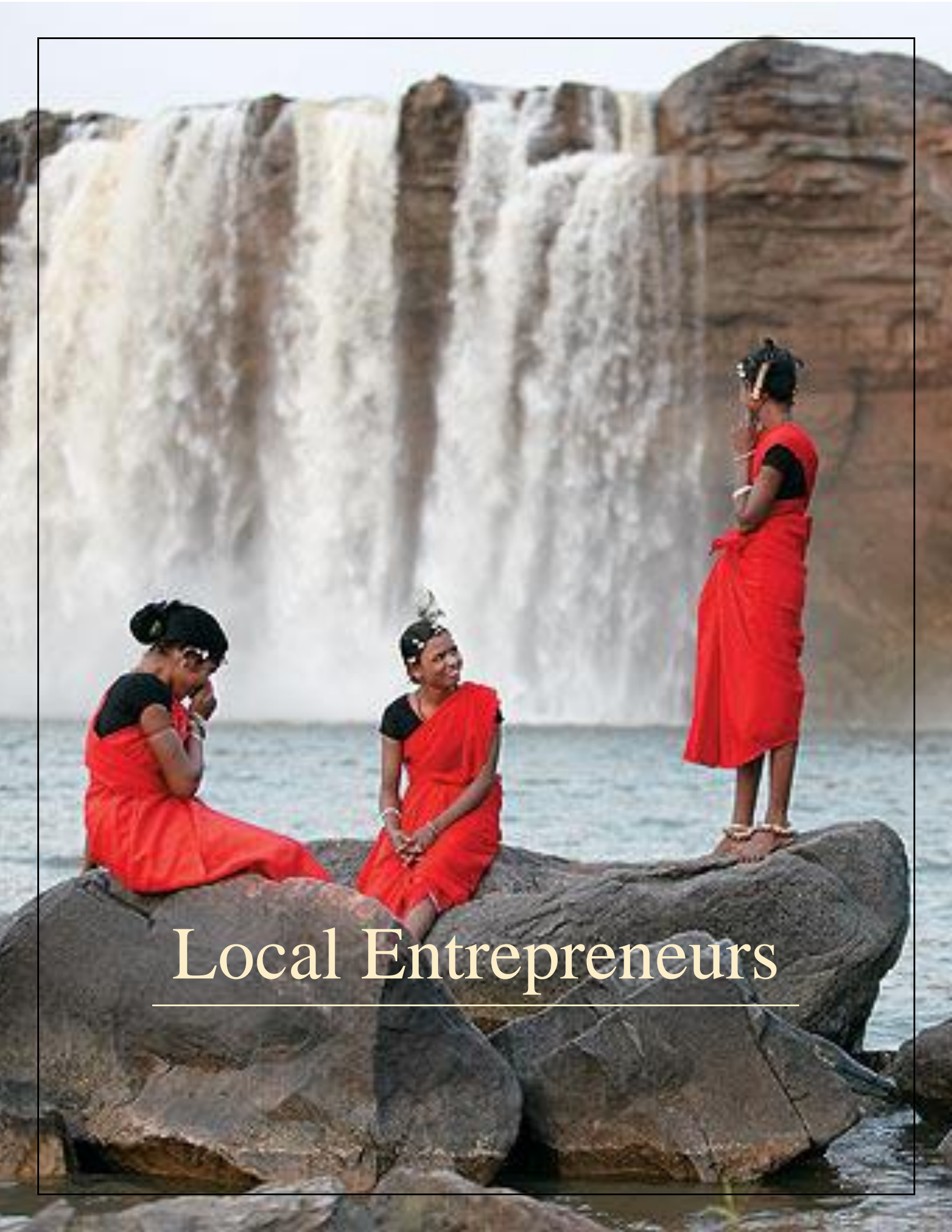
- 4.10.1 There is huge scope for developing stretches of closed and abandoned mines and utilizing the tourism potential where entire such reserves have been extracted.
- 4.10.2 It shall include showcasing of real mines on site to the public and help facilitate study tours for students & researchers from institutions apart from attracting other tourists willing to explore such novel forms of tourism.
- 4.10.3 This offering shall not only act as a platform to showcase the mineral strength of the State but also help educate the tourists regarding various industrial and mineral-based activities. This could also be instrumental in providing employment to the local inhabitants residing in and around such mineral bearing areas.

- 4.10.4 The Government can facilitate implementation of norms at these locations to ensure that the activities/ tours are carried out with due care of safety gear and requisite equipment.

4.11 **Backpacker Tourism**

- 4.11.1 The backpacker hostel concept for budget travellers has evolved further from its inception, imparting a new dimension to the tourism sector while gaining momentum and popularity largely amongst the deluge of trekker community, tourists travelling solo and leisure travellers. The trend in this community of travellers, which largely includes the youth and students, is now inclined towards opting for low cost accommodation during their excursions and visits to tourist destinations.
- 4.11.2 The state will conceive a business model for shared spaces and encourage establishment of such affordable options for accommodation including budget hostels, Homestays and Bed & Breakfast establishment, etc. to serve the burgeoning requirement for such travellers at identified destinations of interest.
- 4.11.3 There are certain places where demand for accommodation is not continuous, but arises on certain special occasions, particularly during tourist seasons or during fairs and festivals. To meet such short-term demand, the State will take suitable initiatives and encourage residents in the vicinity to offer rooms on homestay, bread & breakfast tourism concept, tented accommodations at the selected camping facilities.





Local Entrepreneurs

5 PROVISION OF INCENTIVES FOR LOCAL ENTREPRENEURS

5.1 Thrust to Local Entrepreneurial Culture

The State Government is committed to fostering local entrepreneurship and innovation in the tourism sector, which functions as a critical tool for promoting economic growth and supplementing job creation. The Tourism Policy is poised to further the projects and programs that are aligned with development of indigenous talent, an entrepreneurial culture and small and medium enterprises/ projects in the tourism industry. To provide an impetus to the local entrepreneurial eco-system, capital investment subsidy has been proposed for the local entrepreneurs.

5.2 Capital Investment Subsidy for Local Entrepreneurs

Eligibility: Tourism Projects with Eligible Fixed Capital Investment of less than INR 50 lakh by Local Entrepreneur¹⁴ must either be a Domicile of Chhattisgarh or a legal entity having a shareholding of more than 50%, owned by Domiciles of Chhattisgarh, shall be eligible to avail this subsidy.

Quantum of Capital Investment Subsidy: The subsidy that can be availed shall range from 20-50% with respect to Eligible Fixed Capital Investment (refer clause 6.4). SLEC shall decide the Capital Investment Subsidy percentage as per the merits & demerits of the project.

5.2.1 Capital Investment Subsidy Reimbursement Slabs

First Installment: 20% (at time of Commercial Operations Date [COD])

Second Installment: 30% (end of 1st year of COD)

Third Installment: 50% (end of 2nd year of COD)

The fixed percentage shall be with respect to the minimum of value/ proportion of actual investment done on Eligible Fixed Capital Investment or Eligible Fixed Capital Investment approved during Assessment of the application. Disbursement of installment shall be terminated if the project is found non-operational for the purpose as mentioned in the application/ agreement.

¹⁴ **Local Entrepreneurs:** An individual/ group of locals of, domicile of Chhattisgarh or a legal entity whose more than 50% of the shares are owned by domiciles of Chhattisgarh.

5.2.2 Eligible Tourism Projects

5.2.2.1 Stand-alone Restaurant/ Cafe

A permanent establishment providing catering services with adequate seating capacity and registered under the Shop & Establishment Act of the state. It may be constructed as a franchisee of 'Gadh Kalewa' or on similar lines as a restaurant chain offering ethnic cuisine.

5.2.2.2 Project for Revival of Indigenous Arts & Crafts

Local families that have been following any age-old traditional practice in arts and crafts may propose projects themed on preserving, reviving or promoting indigenous arts & crafts. These projects would need a certification from the respective District Collector to be recognized as an Eligible Tourism Project.

5.2.2.3 Bed & Breakfast Establishments

If an owner carries out refurbishment of room to be let-out on bed & breakfast basis, in case of existing establishment, then he/she shall be eligible for availing the subsidy. Detailed regulations for this are provided in the **Chhattisgarh State Homestay and Bed & Breakfast Scheme and Guidelines**.

5.2.2.4 Tribal Village

A village wherein a group of tribes form a registered society/ self-help group/ legal entity to offer exclusive cultural experience for tourists whilst preserving the ethnicity.

5.2.2.5 Water based activities

Any touristic activity undertaken in or in relation to water resources such as lakes, dams, rivers, canals, waterways etc. to satisfy water-based recreational, leisure, and tourism needs.

5.2.2.6 Audio/ video guide services

Audio/ Video guides are the devices made available on rent at tourist destinations to transmit pre-recorded cultural and historical commentary/ storytelling about the tourist destination in single or multiple languages.

5.2.2.7 Car and Caravan hire services

The services concerning provision of registered cars/ caravans/ vans/ buses for hire, rental and related transport services for tourism purposes to tourists, travel agents and other service providers for transfers, sight-seeing and journeys to tourist destinations on predefined routes by the CTB.

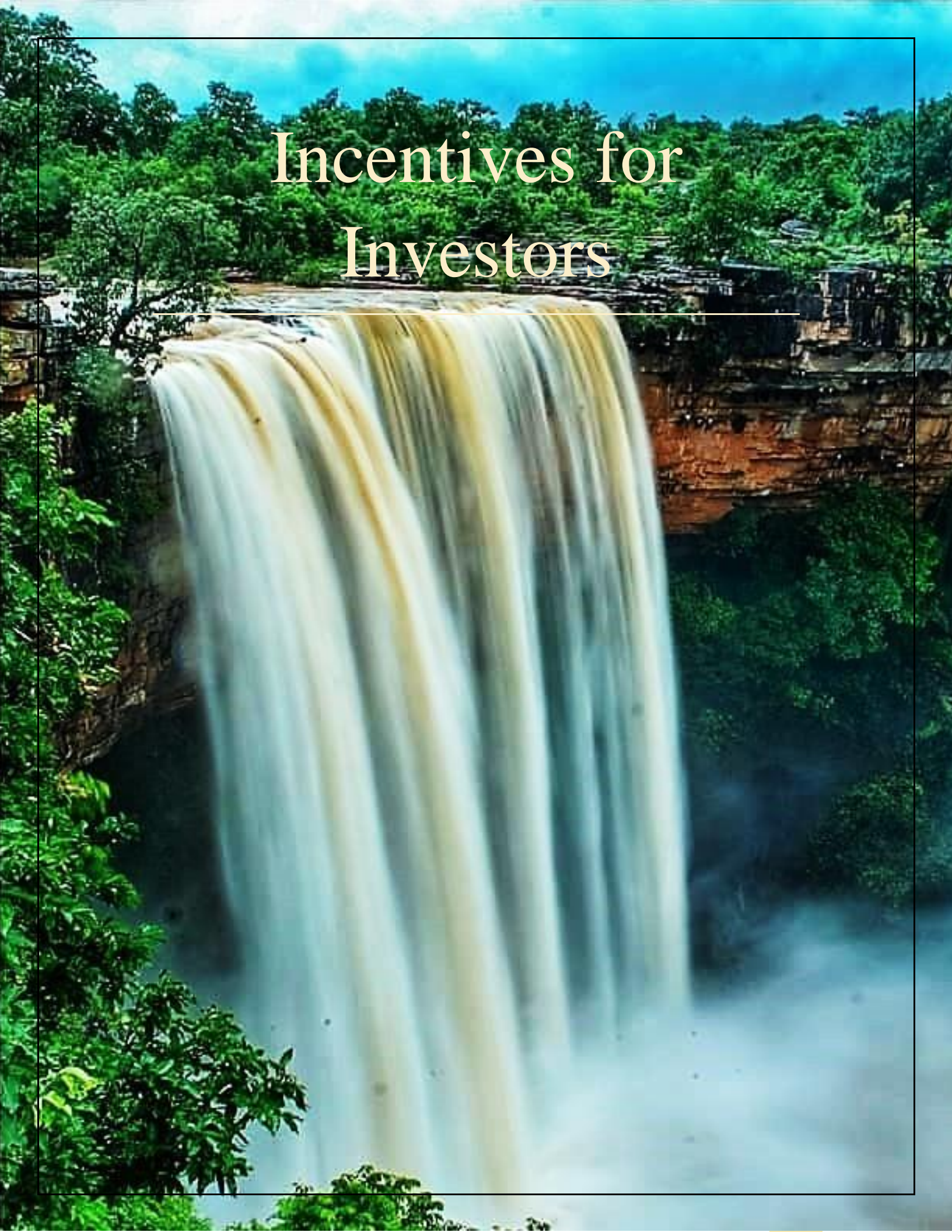
Note: Other Projects

The Tourism Projects listed above are suggestive in nature. Applications for those projects which do not fall under any of the above-mentioned categories, can be directly forwarded to the Collector and based on further approval, such projects shall also be eligible to avail incentives under this Tourism Policy. After receiving an approval from the Collector, the

project proposal would be forwarded to the CTB/SLEC for further examination. CTB/SLEC reserves the right to reject any such project that is not deemed to fall under the purview of definitions stated.



Incentives for Investors



6 PROVISION OF INCENTIVES FOR INVESTORS

6.1 General conditions: Prerequisites

6.1.1 Tourism Project

Only the list of projects as given in the definition of ‘Tourism Projects’ in Annexure I shall be eligible to apply in this case.

6.1.2 Mandate for Local Empowerment

At least 50% of the non – skilled workers employed during operation and management of the project shall be domicile of Chhattisgarh. In case the tourism project is not commercialized at the time of applying under this policy, they shall be required to submit an undertaking stating the same.

6.1.3 Declaration to avoid multiple funding

The applicant shall have to make a declaration on availing of any subsidy/ financial assistance for the same project from Government of India (GoI) or the Chhattisgarh State Government under this policy or any other policy/scheme. If the Tourism project is availing an incentive under any other policy of the state, it shall not be eligible to avail the same incentive under this policy. Non-declaration or false/ misleading declaration would render the project liable to disqualification, discontinuation of the incentive and necessary legal action.

6.1.4 Preference criteria

Capital Investment Subsidy, Exemption on Electricity Duty & Captive Renewable Power Generation shall be preferably given by the SLEC to the ‘Tourism Projects’ proposed in the set radius of ‘Priority Tourism Destinations’ which would be updated on the CTB’s website in a timely manner. SLEC shall decide the set radius after understanding and analysing the potential of the Priority Tourism Destination and merits and demerits of the proposed Tourism Project.

6.1.5 Responsible Tourism

The Tourism Projects must take sufficient steps in conserving energy and harvesting water, efficient garbage segregation and recycling/ disposal as per Pollution Control Board (PCB) norms and such eco-friendly measures in view of ensuring responsible and sustainable tourism.

6.1.6 Compliance

The tourism project availing the incentives under the policy shall adhere to all the regulations, permissions, NOCs, minimum wage act, employment policies applicable to it as per the standards prescribed by the competent authority/ departments. In the event of non-

compliance, the State Government reserves the right to discontinue or recover the incentives/subsidies or concessions.

6.1.7 Information Disclosure

The tourism project shall furnish complete details of its operations, employment, annual turnover, incentives availed, or any other information sought by the State Government or its authorized representative, on half-yearly basis (or as may be required by the State Government).

6.1.8 Commercial Operations Date (COD)

In case of construction project, the date on which at least 50% of the Permissible Floor Area Ratio (FAR) of the tourism project gets commercially operational and the project gets completion certificate from the approved authority/ concerned department.

Permissible FAR is the maximum FAR that can be constructed as per the applicable norms on the plot, or as agreed by the SLEC.

In case of non-construction project, project shall be commercially operational in the terms and conditions as agreed by the SLEC.

6.1.9 Project Extension Period

The investor may apply for extension, which if agreed upon by the SLEC, maybe granted an extension of maximum up to 1 year only after 30% of the FAR to be constructed as per the agreement has been constructed, where after further time extension shall be granted as per the decision of the SLEC.

6.1.10 Project Implementation Period

The project shall be required to get commercialized within the time stipulated in the agreement and extension/s thereafter, from the date of signing of the agreement with the MD, CTB.

6.2 Incentive Provision Schemes

Sr.No	Name of Subsidy	Conditions
6.2.1	Capital Investment Subsidy for Eligible Tourism Projects	Eligibility: Tourism Projects with minimum Eligible Fixed Capital Investment (as per clause 6.4) of INR 50 Lakh shall be eligible to avail this subsidy.
		Quantum of Capital Investment Subsidy: The subsidy that can be availed shall be at 15% with respect to fixed capital investment with a maximum limit of up to INR 2 crores.
		Conditions: Those projects availing Capital Investment Subsidy shall not be eligible to avail incentives under Interest Subsidy and vice-versa.
		Capital Subsidy Reimbursement Slabs: 1st Installment: 20% (at time of COD) 2nd Installment: 30% (end of 1st year of COD) 3rd Installment: 50% (end of 2nd year of COD)
		The fixed percentage of subsidy shall be with respect to the value of Eligible Fixed Capital Investment approved during assessment of the application (as detailed in subsequent Chapter). Disbursement of installment shall be terminated if the project is found non-operational for the purpose as mentioned in the application/ agreement.
6.2.2	Capital Investment Subsidy for Mega Tourism Projects like Amusement Parks, Golf Courses, Film City, etc.	Eligibility: Mega Tourism Projects including Amusement Park, Golf Course, Film City, etc. with minimum project investment of \geq INR 50 crores shall be eligible to avail Capital Investment Subsidy.
		Conditions: Those projects availing Capital Investment Subsidy shall not be eligible to avail incentives under Interest Subsidy and vice-versa.
		Quantum of Capital Investment Subsidy: A subsidy of up to INR 5 crores can be availed.

Sr.No	Name of Subsidy	Conditions
		<p>Capital Subsidy Reimbursement Slabs:</p> <p>1st Installment: 20% (at time of COD)</p> <p>2nd Installment: 30% (end of 1st year of COD)</p> <p>3rd Installment: 50% (end of 2nd year of COD)</p> <p>The fixed percentage of subsidy shall be with respect to the value of Eligible Fixed Capital Investment approved during assessment of the application (as detailed in subsequent Chapter). Disbursement of installment shall be terminated if the project is found non-operational for the purpose as mentioned in the application/ agreement.</p>
6.2.3	Interest Subsidy for Eligible Tourism Projects not qualifying under Capital Subsidy Scheme	<p>Eligibility:</p> <p>Tourism Projects fulfilling the following criteria shall be eligible to avail Interest Subsidy:</p> <ul style="list-style-type: none"> • Which do not qualify /avail benefit under Capital Investment Subsidy • With minimum Eligible Fixed Capital Investment (as per clause 6.4) of INR 4 crores <p>Quantum:</p> <p>Eligible Tourism Projects shall be entitled for reimbursement at 20% of the total Eligible Interest / Eligible Capitalized interest paid on the loan amount for the year. The maximum limit shall be INR 25 lakh per annum which can be availed for the initial 5 years of construction.</p> <p>Once the project gets commercially operational/ attains Completion Certificate from the authorized agency, it shall not be eligible further for the benefits under this subsidy.</p> <p>Eligible Interest / Eligible Capitalized Interest shall be calculated with respect to loan taken on the Eligible Fixed Capital Investment.</p>

Sr.No	Name of Subsidy	Conditions
6.2.4	Subsidy on Land Premium for Eligible Tourism Projects	Tourism Projects shall be reimbursed 50% of the land premium as determined by allotment agency/Collectorate in tune of investment and land proportion prescribed below.
		This shall be applicable only on the list of Land Bank as published by the CTB
		The minimum size of land must be at least 1 acre
		The minimum Eligible Fixed Capital Investment (as per clause 6.4) shall be INR 1.5 crore per acre of land
		In case the investor wishes to avail the subsidy prior to COD, he/she shall avail it with the permission of SLEC after the submission of bank guarantee of the value of reimbursement to be availed.
6.2.5	Support for Sustainable Tourism for Eligible Tourism Projects	Assistance will be extended to eligible Tourism Projects up to 75% of the cost of carrying out Energy Audit by an agency authorized by the Government of India to a maximum limit of INR 50,000 per project
		It shall be disbursed once during the period of operation of the policy; subject to a maximum of 2 Tourism Projects per year post the submission of certificate stating the sustainability of the said tourism project
		Conditions: The tourism project shall qualify in the top 2 rating categories of the ratings of the issuing agency.
6.2.6	Employment Generation Subsidy for Tourism Projects with Employment of minimum 50 domiciles of CG during commercially operational period	Eligible Tourism Projects which employ minimum 50 Domiciles of Chhattisgarh as their employees during the commercially operational period shall be eligible for the benefits under this head.
		The project shall be entitled to 75% reimbursement for male domiciled employees and 100% reimbursement for female domiciled employees of EPF Expenditure (employer's contribution) for a period of 3 years from the COD

Sr.No	Name of Subsidy	Conditions
6.2.7	Captive Renewable Power Generation for Tourism Projects with investment in renewable energy operation	Eligible Tourism Projects can avail incentive of up to 50% of the fixed capital investment in renewable energy generation with a maximum ceiling of INR 50 lakh
6.2.8	Exemption on Electricity Duty for Tourism Projects on electricity duty	Eligible Tourism Projects shall be entitled to 100% reimbursement on payment of electricity duty up to 5 years from the COD, subject to a maximum of INR 5 Lakh per project per year
		Conditions: Those projects availing benefits under Captive Renewable Power Generation under the policy shall not be eligible for exemption on Electricity Duty
6.2.9	Promotion of Technological Innovation for Tourism Projects with investment in technologically innovative component	Eligible Tourism Projects with a minimum fixed capital investment of INR 50 lakh in the technologically innovative component/ innovation in tourism experience shall be entitled to receive 50% of reimbursement of the investment done in the technologically innovative component with a ceiling of INR 1 crore per project.
		It shall be the discretion of SLEC to accept or reject the project under this head.
6.2.10	Support for Marketing and Promotion for Individuals/groups participating in MoT/CTB/Central/State Govt. sponsored tourism promotion events	Individuals/ groups who participate in MoT/CTB/Central or State Government sponsored tourism promotional events, exhibitions, fairs or shows shall be eligible to avail 50% of rent paid on the space, subject to a maximum of up to INR 50,000 for national event & INR 1,00,000 for international event
		A maximum of 2 events per year, promoting 100% inbound tourism & which qualify as per the nature & scale of event, shall be entitled to avail this benefit by way of reimbursement
		The individual/groups shall apply along with rent receipts and other necessary documents within a period of 6 months from the date of participation to avail the Incentive

Sr.No	Name of Subsidy	Conditions
6.2.11	Research Assistance	The individual/groups shall apply along with rent receipts and other necessary documents within a period of 6 months from the date of participation to avail the Incentive

6.3 Accolades and Awards

Various segments within the travel and tourism industry shall be presented with accolades and awards in recognition of their performance in respective fields with a view to encourage healthy competition and promote tourism in Chhattisgarh. The parameters for selection of the awardees and relevant provisions in this regard shall be published from time to time by the Chhattisgarh Tourism Board.

The categories may include hotels and resorts, approved travel agents, tour operators, transport service providers, individuals and other private organizations who have displayed exemplary service provision or activities undertaken that have significantly led to value addition in the branding of tourism in the State.

6.4 Eligible Fixed Capital Investment

These expenditure components have been listed in accordance with the guidelines issued by the Government of India for respective Tourism Projects:

Sr.No	Expenditure Components
6.4.1	Investment done after policy has come into effect. In case of equipment including rides, tents, vehicles are shifted from other state, the cost of the plant and machinery shall be calculated after deducting the depreciation as prescribed under the Income Tax Act/ as may be decided by the SLEC.
6.4.2	Consultancy fee will include cost of drawing (architectural and structural) and project management fees. Consultancy fee should form only 2% of the total fixed capital investment of the project.
6.4.3	Building i.e. any built-up area used for the eligible unit including administrative buildings, residential quarters and accommodation for all such facilities, as required for the running of the project
6.4.4	25% of the cost of commercial vehicles used for specific tourist activities eg. Caravans and 25% of the cost of equipment that is not fixed to a definite place – including water sports & adventure sports equipment, tents

Sr.No	Expenditure Components
6.4.5	100% of the cost of equipment/ rides which are fixed to a definite place in amusement park, water park or theme park
6.4.6	100% cost of caravans/cabs-for-hire utilized for commercial purposes (having a commercial number plate)
6.4.7	Cost of development of fencing, construction of roads, landscaping and other infrastructure facilities etc. which the eligible unit may incur under the project

However, the following heads of investment in respect of the project shall not be considered eligible for availing incentives:

- a. Working Capital
- b. Pre-operative and preliminary expenses
- c. Interest capitalized
- d. Consumable stores, inventories for maintenance and repairs
- e. Investment on land required for setting up the Tourism Project, inclusive of land cost
- f. Vehicles, furniture and fixtures, cutlery, crockery and utensils
- g. Construction in nature of real estate transactions e.g. shops, flats, offices, etc. for sale/long term lease



Implementation Mechanism

7 IMPLEMENTATION MECHANISM

7.1 State Level Empowered Committee

With an aim to enable faster approval, implementation, monitoring and resolution of concerns arising out of the Framework for Incentives, an Empowered Committee (referred to as the 'SLEC') will be constituted. The committee shall consist of the following members:

1	Chief Secretary/ ACS, Chhattisgarh Government	Chairman
2	ACS/ Principal Secretary/ Secretary, Finance, Chhattisgarh Government	Member
3	ACS/ Principal Secretary/ Secretary, Revenue, Chhattisgarh Government	Member
4	ACS/ Principal Secretary/ Secretary, Tourism, Chhattisgarh Government	Member
5	ACS/ Principal Secretary/ Secretary, Forest, Chhattisgarh Government	Member
6	ACS/ Principal Secretary/ Secretary, Irrigation, Chhattisgarh Government	Member
7	ACS/ Principal Secretary/ Secretary, Transport, Chhattisgarh Government	Member
8	ACS/ Principal Secretary/ Secretary, Industries, Chhattisgarh Government	Member
9	ACS/ Principal Secretary/ Secretary, Energy, Chhattisgarh Government	Member
10	ACS/ Principal Secretary/ Secretary, Environment, Chhattisgarh Government	Member
11	ACS/ Principal Secretary/ Secretary, Commercial Taxes, Chhattisgarh Government	Member
12	Secretary, Culture, Chhattisgarh Government	Member
13	Secretary, Gram Udyog, Chhattisgarh Government	Member
14	Managing Director, Chhattisgarh Tourism Board	Member/ Member Secretary

Other Departments and /or subject experts may be added / invited from time to time as per the requirements of SLEC.

- 7.1.1 After notification of this Tourism Policy, for obtaining incentives and subsidies, applications in the prescribed format can be obtained from the Chhattisgarh Tourism Board. After preliminary scrutiny of these applications, the shortlisted applications will be placed before the SLEC, who shall consider the cases in detail on basis of merits, demerits and as per the budget allocated for Incentives, though the preference shall be given to the applications in order of the applicant's Provisional Registration Number¹⁶. The SLEC may reject an application without mentioning the reason for rejection of the application. Once the application is approved by the SLEC, Chhattisgarh Tourism Board shall inform the applicant and the concerned department about the decision of the SLEC.
- 7.1.2 In case there is no objection raised by any department regarding the decision taken by the SLEC under the incentive scheme, then it will be presumed to be the consent of the concerned departments. In case few members are absent, the majority decision from amongst those present, shall be considered as the final decision of the SLEC. Thereafter, the SLEC shall empower the Managing Director, CTB to enter into an agreement with selected applicants. The Agreement signed between the parties shall be enforceable in the court of law even if the policy is repealed or not in its operative period.

7.2 Budget Provision

- 7.2.1 The state shall approve a budget under the policy "The Tourism Policy Budget" for the provision of incentives and subsidies. The budget reserved under the policy shall be separate from the budget approved for utilization by Chhattisgarh Tourism Board which it utilizes for the purposes of infrastructure development, operation & maintenance, asset management, establishment expenditure, land development and related activities. The Tourism Policy Budget will be classified into 20:80 ratio on the basis of project size. If funds remain unspent, the SLEC and CTB will analyse the demand and decide to reappropriate funds.
- 7.2.2 20% of the Tourism Policy Budget shall be reserved for Tourism Projects with investment less than 50 lakhs and 80% of The Tourism Policy Budget shall be reserved for Tourism Projects with investment greater and equal to 50 lakhs. As per the Tourism Policy Budget, projects shall be approved for incentives and subsidies. As most of the Tourism Projects for which agreement is signed between MD, CTB and applicant will be eligible for benefits post COD, the state shall have to provision incentive/ subsidy amounts for disbursement for years stated as per the agreement for the respective Tourism Projects.

¹⁶ Provisional Registration Number (PRN): The number issued by CTB to the applicant certifying the date and time of registration, after validating the documents submitted by the applicant.

7.3 Nodal Agency

- a. CTB shall act as the nodal agency for this policy and shall form a facilitation committee (hereafter referred to as “The Facilitation Committee”)
- b. CTB shall act as a single point of contact, between investor and the state/ the SLEC
- c. It shall be responsible for shortlisting and selecting the applications for Tourism Projects as per the eligibility criteria
- d. A third party or independent evaluation team may be formulated by CTB under the guidance of SLEC on case to case basis, comprising of industry experts or experienced government officials drawn from the fields of finance, civil engineering, revenue, planning, architecture, heritage & conservation, ecology, hospitality, adventure amongst others
- e. Facilitation Committee shall forward the shortlisted applications to the SLEC for final approval based on the PRN and applications that fit in the budget allocated, which otherwise would be considered for the next application submitted in order, and so forth
- f. CTB shall not be responsible for obtaining any clearances/ approvals required for the Tourism Project

7.4 Procedure for Claiming Incentives

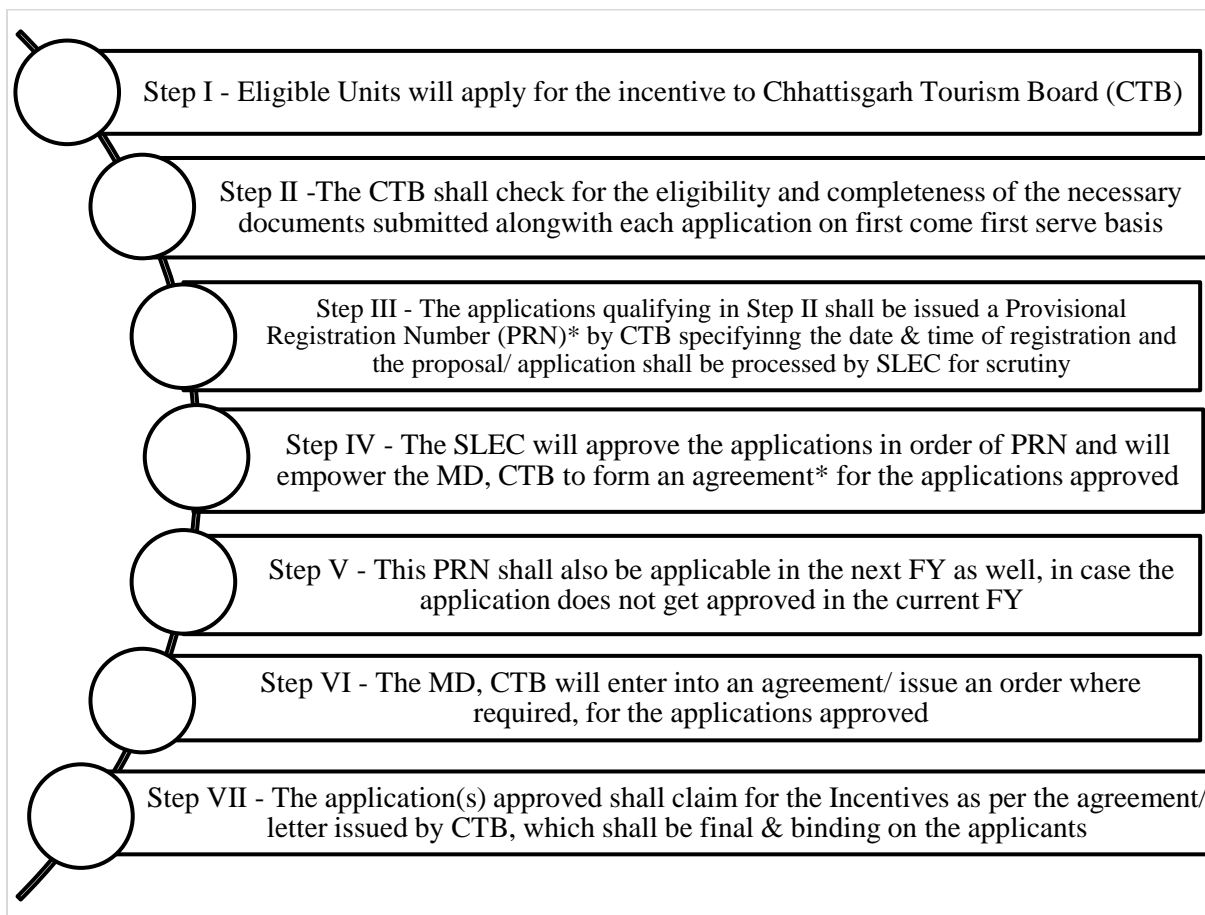


Figure 2: Step by step process to claim incentives

**It shall be mandatory for both the parties (i.e. the CTB and the investor) to enter into an agreement for the 4 major subsidies viz. Capital Investment Subsidy, Interest Subsidy, Subsidy on Land Premium and Captive Renewable Power Generation*

7.5 Additional steps for Local Entrepreneurs

An eligible Local Entrepreneur shall have to submit their proposal/ application in the prescribed format to the District Level Tourism Committee (DLTC). The total expenditure of the proposed Tourism Project/ program shall be less than INR 50 Lakh in total. From amongst the proposals/ applications received by the DLTC, only two applications in every two years, per district shall be shortlisted by the DLTC and shall be forwarded to the CTB. The CTB and SLEC, at their discretion, can analyse the demand in districts and reappropriate funds likewise. Shortlisting of the applications/ proposal at this stage shall be done by the DLTC after scrutinizing the merits and demerits of the project. DLTC shall have the discretion of shortlist or reject any proposal/ application at this stage. Subsequent steps under the head shall be same as illustrated in the figure above. The DLTC approved proposal in the

prescribed format shall be forwarded to the SLEC where after the Managing Director, CTB may, as per case, enter into an agreement with the approved applicant.

7.6 **Situations**

- a. A legal entity shall be able to avail benefit for any 2 projects under this policy. Two legal entities having 50% or more share owned by same shareholders shall not be treated as separate entities. Shareholding of entities while availing the benefits under the policy shall remain the same as is mentioned in the application (except in the case of demise of any shareholder).
- b. In case the project does not get commenced within the operative period of the policy, it shall avail incentives in subsequent years as per the Agreement formulated between the parties.
- c. If required, CTB/ SLEC shall seek for third party or independent assessment of deliverables, viability, financial liability, valuation of assets etc. the SLEC shall not be accountable to provide the reason for approval/ rejection of the respective applications.

7.7 **Other terms & conditions**

- a. If any Tourism project avails the incentives under the policy on fraudulent grounds, it shall be subject to cancellation and shall be hence recovered or withdrawn without any prior notice.
- b. All concerned State Government departments shall issue relevant notifications regarding various incentives within one month from the date of issue of this policy & otherwise, from time to time.
- c. For the objective of branding and promotion, the State Government/ CTB shall be entitled to showcase and promote those Tourism Projects availing Incentives under the brand of Chhattisgarh Tourism Board. Alternatively, the said projects shall co-brand with CTB/ use its logo post obtaining its approval for related marketing & promotional activities.
- d. The SLEC shall be authorized for issuing directives from time to time regarding implementation of this policy or for resolving any issues faced during the operative period of the policy.
- e. In the event of a dispute arising out of interpretation of the provisions stipulated in this policy, the decision taken by the SLEC shall be final and binding.
- f. It shall be the discretion of the SLEC/ CTB to reject any proposal or application on grounds other than the aforementioned.

Definitions of Tourism Projects



Annexure I

8 Definitions of Tourism Projects

8.1 Eligible Tourism Projects

Any New Tourism Project or Existing Tourism Project undergoing expansion as defined below, fulfilling the respective mandates as detailed in 8.1.1 & 8.1.2 above during the operative period of this Policy, would be considered as Eligible Tourism Projects.

8.1.1 New Tourism Projects

Newly constructed tourism projects which set up and begin commercial operations within the operative period of this policy.

8.1.2 Existing Tourism Project undergoing expansion

Existing tourism project taking up expansion of at least >50% of its existing capacities (e.g. Rooms/Rides/Tents, etc.). Only one expansion of an Existing Tourism Project will be eligible for availing incentive during the operative period of the Policy, provided they requalify (for the part of new construction alone) as per the definitions of the respective Tourism Project(s).

8.2 Types of Eligible Tourism Projects

The Eligible Tourism Projects will be divided in two parts:

- a. Tourism Projects within the Municipal Boundary
- b. Tourism Projects outside the Municipal Boundary

Definitions of Eligible Tourism Projects are defined as follows:

Sr.No	Tourism Project	Definition of Tourism Project
8.2.1	Adventure Tourism Project	<p>A project that has the necessary infrastructure equipment to perform at least 10 land-based adventure sports activities/ 5 water-based adventure activities/ 2 air-based adventure activities and trained staff along with a safety-and-rescue set up (with procurement of required approvals from concerned authorities along with an insurance cover).</p> <p>Project shall have all the Motorized Vessels, wherever required registered under IV Act 1917. The project shall operate all the activities as per guidelines of the NIWS/ ATOAI/ relevant institutions specifying applicable safety norms.</p>

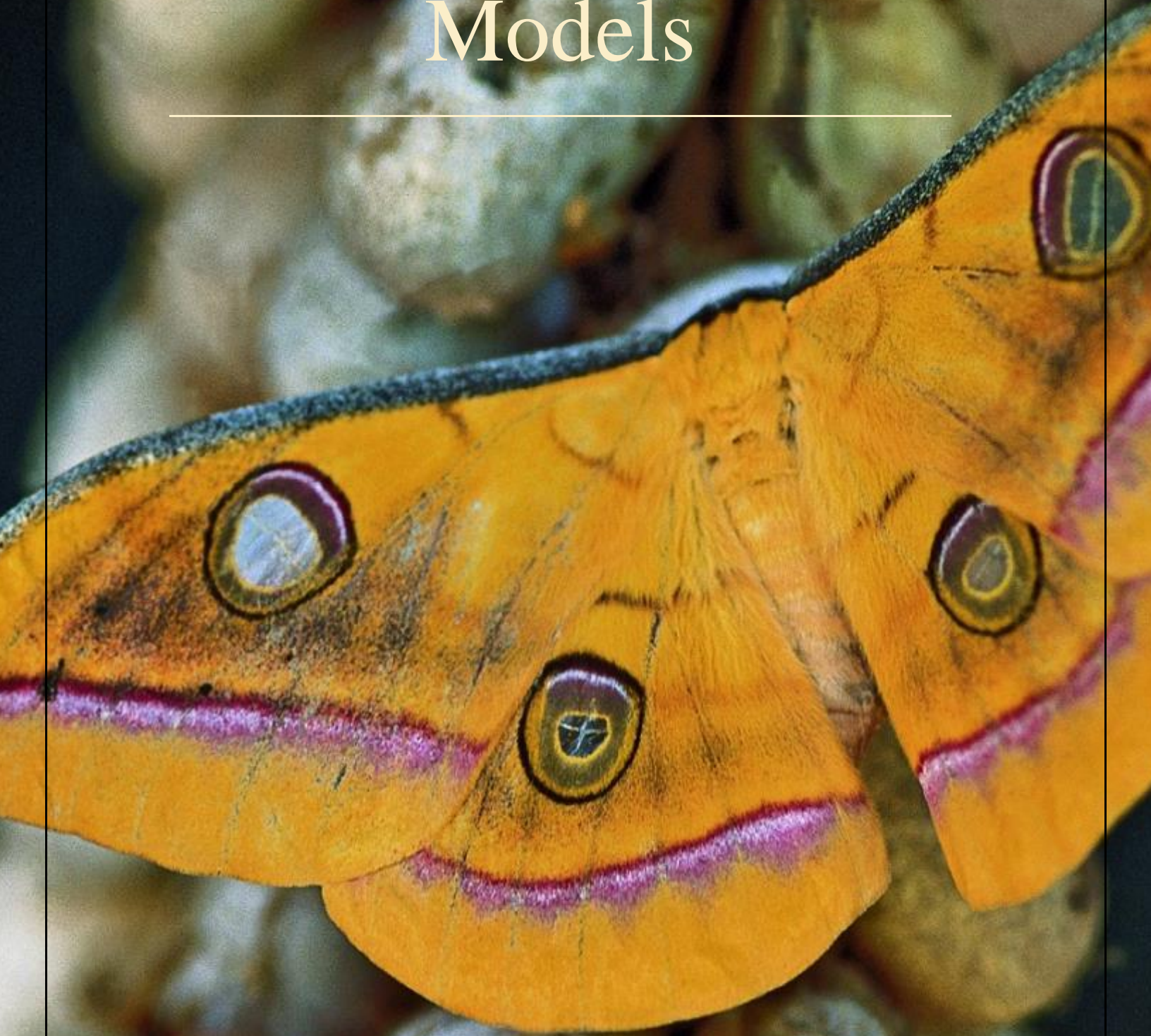
Sr.No	Tourism Project	Definition of Tourism Project
8.2.2	Amusement Park	Within the Municipal Corporation Boundary: Amusement Park should have entertainment facilities such as rides, games, etc. built over a minimum plot area of 40,000 sq.m. and having minimum 10 operational rides with minimum carrying capacity of 20 persons per ride at a time. At least 40% of the plot area specified must be utilized for amusement activities.
		Outside the Municipal Corporation Boundary: Amusement Park should have entertainment facilities such as rides, games, etc. built over a minimum plot area of 10,000 sq.m. and having minimum 4 operational rides with minimum carrying capacity of 20 persons per ride at a time. At least 40% of the plot area specified must be utilized for amusement activities.
8.2.3	Theme Park	Within the Municipal Corporation Boundary: Theme Park should be based on a single or series of themes having a plot measuring at least 20,000 sq.m. The applicant shall have the theme patent in his/ her/ its name or has license to use the patent prior to applying for the benefit under the policy. It may have amusement rides, water slides/rides, accommodation, restaurant, theatre, shopping area, activity area and theme areas. It is, however, not mandatory to have all these features.
		Outside the Municipal Corporation Boundary: Theme Park should be based on a single or series of themes having a plot measuring at least 5,000 sq.m. The applicant shall have the theme patent in his/ her/ its name or has license to use the patent prior to applying for the benefit under the policy. It may have amusement rides, water slides/rides, accommodation, restaurant, theatre, shopping area, activity area and theme areas. It is, however, not mandatory to have all these features.
8.2.4	Water Park	Within the Municipal Corporation Boundary: Water Park should have a minimum plot area of at least 20,000 sq.m. with minimum 5 operational water rides, with total carrying capacity of rides shall be minimum 40 persons at a time. Swimming Pool shall not come under the category of rides.
		Outside the Municipal Corporation Boundary: Water Park should have a minimum plot area of at least 2,000 sqm with minimum 5 operational water rides.
8.2.5	Art and Crafts Village	The Art and Craft village project shall be on a minimum 8000 sqm land with space to work for artisans, an exhibition area to

Sr.No	Tourism Project	Definition of Tourism Project
		display different crafts, a multipurpose hall / amphitheater for folk shows, performing arts and film screening etc. A restaurant and toilet block may be additionally provided.
8.2.6	Car Hire Services	The services concerning provision of registered cars/vans/buses for hire, rental and related transport services for tourism purposes to tourists, travel agents and other service providers for transfers, sight-seeing and journeys to tourist destinations on predefined routes by the CTB.
8.2.7	Caravan	A caravan, which may be in the form of Bus/ Recreational Vehicle (RV)/ Campervan, offering family-oriented tours on routes predefined by CTB and providing basic toilet facilities used to reach places at tourist circuits or destinations. Accommodation facility in this case may/may not be provided.
8.2.8	Convention Centre	Having facilities as per prevailing guidelines laid down by the MoT, GoI with the necessary certification by the competent authority.
8.2.9	Golf Course	A Golf Course Project should be built in area not less than 10 hectares and contain at least 9 holes. This should allow those tourists to play golf who are not members of the golf course but can participate by paying the fixed fee in a transparent manner. The golf course should have proper facilities for parking and common toilet facilities.
8.2.10	Heritage Hotel	A Heritage hotel should be a palace, a haveli, built in a traditional style, prior to 1950. The façade, architectural features and general construction should have the distinctive qualities, ambience, and décor consistent with a traditional lifestyle. It should have minimum 5 lettable rooms. The facilities and the features along with the services should be as per the guidelines of the Ministry of Tourism, Government of India as applicable from time to time.
8.2.11	Hotel & Resort	Within the Municipal Corporation Boundary: A project offering accommodation and catering with at least 1 restaurant, reception chamber, comprising minimum 50 lettable rooms plus enough space for public area and parking. It can also be a conglomeration of huts/cottages which have minimum 20 well equipped lettable rooms with attached bathroom and toilet facilities.

Sr.No	Tourism Project	Definition of Tourism Project
		Outside the Municipal Corporation Boundary: A project offering accommodation and catering, at least 1 restaurant, 1 reception chamber and enough space for public area and parking, comprising minimum 20 lettable rooms. It can also be conglomeration of huts/ cottages which have minimum 8 well equipped lettable rooms with attached bathroom and toilet facilities.
8.2.12	Motel	It should be constructed on an Asian Highway, National Highway or State Highway and should have at least 4 lettable rooms with attached bathrooms. The plot on which the motel is located should admeasure a minimum of 1,500 sqm. Additional proposed components can be resting and refreshment outlet, souvenir kiosks, Tourist Information Centre, garage, common toilet facilities, and other tourist facilities, such as phone, fax, internet and first aid.
8.2.13	Ropeway	Ropeway should be mechanical and motor-driven. Its length should be minimum 200 m horizontally but can be reduced depending upon the requirement of the place. It should be comfortable and calm for the travelers, it should have the carrying capacity of at least 200 tourists per hour. It should have all the facilities stipulated and prescribed under the Ropeway Act.
8.2.14	Sound, Light & Laser Show	Projects with minimum investment of INR 1 crore in which the investment in equipment shall not be less than INR 50 lakh.
8.2.15	Luxury Tented Accommodation	The tent must be immovable in nature & the facilities must have a clear ground for minimum 20 people & comprising at least 10 tents with attached toilets. The gross carpet area of tents should measure minimum 200 sqm and must be put up on a permanent platform of 2.5 feet height of Concrete, Wood or Steel Structure. The site should have environment friendly structures for food, recreation, relaxation and appropriate system for water supply, electricity, sewerage disposal, and waste management.
8.2.16	Three-star category hotels & above	The hotels those have received 3 star & above certifications by the HRACC, MoT, GoI.
8.2.17	Tourism & Hospitality Training Institute	Institutions, recognized by concerned authorities that focus on providing degree, diploma or vocational training courses in Hospitality and Tourism related Services.

Sr.No	Tourism Project	Definition of Tourism Project
8.2.18	Water Tourism Project	licensed boat/ yacht/cruise with seating capacity of minimum 4 people and capable of operating in the waterbodies of the state for pay-and-use facilities (excluding those used for transportation of guests or entertainment purposes).
8.2.19	Wayside Amenities	Wayside amenities would be a complex comprising resting areas, toilets, cafeteria, shops, first-aid facility, parking, souvenir booths, etc. located on predefined routes of National/State Highways or Asian Highways, by CTB. However, two resting and refreshment room, Tourist Information Centre, garage, separate toilet facilities for male and female, first aid room, and four kiosk outlets are the mandatory components to be constructed.
8.2.20	Wellness Tourism Project	<p>Within the Municipal Corporation Boundary: A project that is designed to offer spa treatments, relaxation therapies, meditation center, yoga center, wellness courses for tourists etc., for promoting health and well-being through physical, psychological, or spiritual activities. It may also offer accommodation of minimum 30 rooms for tourists with a minimum investment of INR 10 crores.</p> <p>Outside the Municipal Corporation Boundary: A project that is designed to offer spa treatments, relaxation therapies, meditation center, yoga center, wellness courses for tourists etc., for promoting health and well-being through physical, psychological, or spiritual activities. It may also offer accommodation of minimum 10 rooms for the tourist.</p>
8.2.21	Other Projects	Projects which do not fall under any of the above-mentioned categories, based on the approval from Central or State Government and as maybe notified by the State Level Empowered Committee from time to time, shall also be eligible to avail incentives under this Tourism Policy.

Proposed PPP Models



Annexure II

9 Proposed PPP Models

The State Government shall adopt any of the below mentioned suitable models for implementation of Tourism Projects:

9.1 **Build operate Transfer**¹⁷

BOT typically relates to Greenfield asset developments where the risk allocation to the private sector may be significant, including demand risk, finance risk, and potentially price risk.

Variants: DBO, DBFOT, BOOT, DBOOT, BOO, amongst other BOT variants are possible depending on the allocation of roles and risk.

The arrangement can typically be used for both New as well as Existing Tourism Projects involving expansion or renovation for a predefined period.

9.2 **Management Contract**¹⁸

The key feature of management contracts is that the public entity engages a private partner to manage a range of activities. Management contracts are task specific and tend to focus on inputs rather than outputs. In such contracts, the ownership of assets and investment typically remain with the public entity, although some rehabilitation responsibilities can be transferred to the private partner.

Variants:

1. Basic management-for-fee contract. In this format, all volume and future value risk is retained by the public entity.
2. Management contract with performance incentives related to cost and quality. Some risk, such as volume risk, is retained by the contractor.
3. Management and finance contract with some rehabilitation and expansion. The contractor takes the financial and management risks for a volume incentive.

¹⁷ PPP Guide for Practitioners (April 2016) by Department of Economic Affairs, Ministry of Finance, Government of India

¹⁸ PPP Guide for Practitioners (April 2016) by Department of Economic Affairs, Ministry of Finance, Government of India

9.3 Lease

In a lease contract, the asset is leased, by the public entity to the private partner. Lease contracts are usually of medium term length and may involve capital investment by the private partner. Usually, the private partner in such cases would require an assurance in terms of tariff levels, increases over term of lease and compensation and review mechanism in case the tariff levels do not meet the estimates.

Variants: BLT, BOLT, and BTL. Lease and affermage arrangements have a subtle difference. In both lease and affermage arrangements, the private partner does not receive a fixed fee for his services from the public entity but charges a user fee to consumers. In case of a lease, a portion of the receipts goes to the public entity as the owner of the assets as a lease fee and the remainder is retained by the private partner. In the case of an affermage, the private partner retains the user fee out of the receipts and pays an additional surcharge (also referred to as the affermage fee) that is charged to customers to the public entity to go towards capital investments that the public entity makes/ has made in the infrastructure.

The arrangement can typically be used for both New and Existing Tourism Projects (hotels/restaurants by State Government).

9.4 License¹⁹

The State Government may transfer its property on License for a period not exceeding 10 years. On the licensed property, no permanent construction shall be allowed by the Licensee. This model grants protection in terms of proprietary rights by giving access and permission to use the property for a specific use.

The arrangement can typically be used for Tourism Projects and land held by State Government

¹⁹ PPP Guide for Practitioners (April 2016 by Department of Economic Affairs, Ministry of Finance, Government of India)

