



BE, 2020-21

Name of the Department :- Tourism

(Rs. in lakh)

2019-20		Sl. No.	Head of Development/ Account	Budget Estimate 2020-21
Budget Estimate	Revised Estimate			
1	2	3	4	5
		A	Development Activities	
		(a)	New Schemes	
		1	Recreational Zone-cum-Book Café-cum-Library on the theme of World War-II at Pasighat	40.00
		2	C/o compound wall and development of Tourism Department land at Monopoliang, Lower Subansiri	100.00
		(b)	Committed liabilities.	
		(i)	Tourism Promotion & Marketing (National/International)	
		1	Production of Promotional Television Commercial.	30.00
		2	Promotion through airing of Travel Series through TV Channels.	150.00
		3	Advertisement on Travel Website like Makemytrip, Tripadvisor and yatra.com.	40.00
		4	Advertisement in Travel Magazines like Lonely Planet, Adventure magazines, etc.	30.00
		5	Participation at various International Travel & Tourism events like WTM London, ITB Berlin, India Pavilion at World Expo 2020 at Dubai, etc.	100.00
		6	State Tourism Award 2020.	50.00
		7	International Media Promotion Tour of the State - 50 Travel Writers, Journalist Photographers, Bloggers from different countries.	100.00
		8	FAM Tour for Travel Agents of Cities like Bangalore, Pune, Mumbai, New Delhi, Ahmedabad, Kochi and Goa.	50.00
		9	Participation in ITMs (Goa / Kolkata / Bengaluru, etc.) and IITM Bengaluru, OTM Mumbai, SATTE and other International events from time to time.	70.00
		10	Production of Posters & Photo frames for promotional distribution.	20.00
		11	Adventure Tourism Convention in Itanagar.	50.00
		12	Production of Promotional Brochures & Pamphlets.	20.00
		13	Inviting Photo Journalist & Editor of reputed news paper & Journals to Arunachal Pradesh (Fam tours).	20.00
		14	Participation of Arunachal Tourism in ITM by Ministry of Tourism (NE Chapter).	30.00
		15	Trans-Arunachal Drive.	200.00
		16	Setting up of Photo Gallery / Mobile Exhibition with APC	10.00
		(ii)	Adventure Tourism	
80.00	80.00	1	Annual operational cost of Ropeway Tawang.	80.00
		2	International Orange 4x4 Fury 2020	150.00
		3	Yoga retreat at Tezu	100.00
200.00	0.00	(iii)	Film Tourism as per Film Tourism Policy of the State Govt. (Logistic Support)	
	0.00	1	Sponsorship for Bloggers	15.00
		(iv)	Human Resource Development (HRD)	
30.00	30.00	1	Workshop for Tourism stake holders.	30.00
6.00	6.00	2	Conduct of Homestay training.	10.00
		3	Ek Bharat Shrestha Bharat	60.00
		(v)	Hospitality	
20.00	20.00	1	Hospitality for VVIPs and other State Guest	30.00
		(vi)	Campaign Clean India-Arunachal	
20.00	20.00	1	Swatch Pakhwadas.	20.00
		(vii)	Professional fees	
100.00	100.00	1	For hiring lawyers, Chartered Accountants & Architects pending dues.	50.00
		2	Consultancy fee for development of Tourist Circuit	113.00
		(viii)	Grant-in-Aid	
100.00	100.00	1	Arunachal Tourism Society. (to meet up the recurring expenditure of ATS).	100.00