

15 -ാം കേരള നിയമസഭ

13 -ാം സമ്മേളനം

നക്ഷത്ര ചിഹ്നം ഇല്ലാത്ത ചോദ്യം നം. 1340

12-02-2025 - ൽ മറുപടിയ്ക്ക്

പദ്ധതി അടങ്കലിന്റെ അൻപത് ശതമാനം വരെ വെട്ടിക്കുറവ്

ചോദ്യം		ഉത്തരം	
ശ്രീ. കെ. ബാബു (തൃപ്പൂണിത്തുറ)		ശ്രീ. പി.എ. മുഹമ്മദ് റിയാസ് (പൊതുമരാമത്ത്-വിനോദസഞ്ചാര വകുപ്പ് മന്ത്രി)	
(എ)	സാമ്പത്തിക പ്രതിസന്ധിയെ തുടർന്ന് 2024-25 സാമ്പത്തിക വർഷത്തെ പദ്ധതി അടങ്കലിന്റെ അൻപത് ശതമാനം വരെ വെട്ടിക്കുറവ് വരുത്താനുള്ള സർക്കാർ തീരുമാനത്തെ തുടർന്ന് വിനോദസഞ്ചാര വകുപ്പിലെ ഏതൊക്കെ പദ്ധതികൾക്കുള്ള തുകയാണ് വെട്ടിക്കുറച്ചതെന്നും എത്ര ശതമാനം വരെ വെട്ടിക്കുറച്ചുവെന്നുമുള്ള വിവരം ലഭ്യമാക്കാമോ?	(എ)	20.11.2024ലെ സ.ഉ.(സാധാ)നം. 669/2024/ ടൂറിസം പ്രകാരം, വിനോദസഞ്ചാര വകുപ്പിൽ മുൻഗണന നിശ്ചയിച്ച പദ്ധതികളുടെ വിശദാംശങ്ങൾ അനുബന്ധമായി ചേർക്കുന്നു.

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APPENDIX

Details of Projects wherein the original AS issued was retained as such without any change in the total amount for which the AS was issued since these projects were already started/completed.			
Sl. No.	Name of Project	Total AS amount	Amount prioritized
A			
1	3452-80-104-98-00-34-03 Marketing (Plan)		
	Public Relations Activities for Kerala Tourism 2024-25	0.5140	0.5140
	Domestic Summer Holidays Campaign 2024 - Digital video Production & Social Media Promotion	2.0650	2.0650
	Domestic Summer Holidays Campaign 2024 - Audio, Cinema & OTT Platform	1.6911	1.6911
	Domestic Summer Holidays Campaign 2024 - Print	1.5492	1.5492
	Domestic Summer Holidays Campaign 2024 - Digital Web Portals	1.5989	1.5989
	Domestic Summer Holidays Campaign 2024 - TV	5.1135	5.1135
	Social Media Management for Kerala Tourism 2024-25	0.7646	0.7646
	Development of Microsite ad Social Media Promotion of Heli Tourism via Google Ads	0.2360	0.2360
	Annual Maintenance & Management of Kerala Tourism Website 2024-25	0.7192	0.7192
	Middle East Campaign 2024 - Social Media Content Production & Promotion	2.3600	2.3600
	Middle East Campaign 2024 - OOH Airport	2.3541	2.3541
	Middle East Campaign 2024 - Radio & Digital	1.4250	1.4250
	Middle East Campaign 2024 - TV	2.0519	2.0519
	Management & Promotion of Kerala Tourism Youtube Channel 2024-24	1.7706	1.7706
	Organizing Kerala Tourism International B2B Meets 2024-25	4.2887	4.2887

	National Partnership Meets 2024-25		2.4799	2.4799
	National Trade Fairs 2024-25		3.3802	3.3802
	FAM Tours & Hospitality 2024-25		0.8458	0.8458
	Maya, Whatsapp Chatbot - Maintenance & Promotion Aug 2024- Jan 2025		0.2360	0.2360
	Kerala Tourism Festival Campaign - FM/Radio/Cinema Hall/OTT		1.4993	1.4993
	Participation in Incredible India Exhibition with World Heritage Committee		0.0880	0.0880
	Internal As issued by the Director		0.5401	0.5401
	Promoting unexplored destinations/attractions in Kerala.		1.1006	1.1006
	Production of 6 short videos of major events in Kerala		0.8496	0.8496
2	Conservation, Preservation and Promotion of Heritage, Environment and Culture			
	Malabar River Festival 2024(Sub Head -01)		0.2500	0.2500
	Beyppore Water Fest 2024 (Sub Head -01)		2.4500	2.4500
	Ente Kerala Ennum Sundaram		1.4455	1.4455
3	Up gradation, Creation of Infrastructure and Amenities			
	Save Green Tourism (2024-25) Idukki		0.7500	0.7500
	Renovation work at Yathrinivas Devikulam		0.9800	0.9800
	Preparation of Tourism Master Plan for the comprehensive development of Varkala Tourism Destination		0.2144	0.2144
	Kozhikode Guest House- Car Parking cum Drivers/Staff Room Building - Balance Works - General Civil Works Phase 2		0.6600	0.6600
	Clean Destination Campaign - 2024-25Phase 1		10.6920	10.6920
4	Internal AS			
	Beautification of Thadikkadavu Bridge		0.6892	0.6892

	Proposed Fencing around Kayamkulam House boat Terminal	0.4371	0.4371	0.4371
	Urgent maintenance of Annex building in Govt Guest House Kollam	0.0891	0.0891	0.0891
5	Upgradation, Creation of Infrastructure and Amenities at Guest Houses			
	Improvements and Maintenance of facilities in various Guest House (Ponmudi Interior furnishing)	0.9991	0.9991	0.9991
6	Kerala Tourism Development Corporation			
	Development of Wedding Destination at Bekal Beach Camp, Kasargod	1.5000	1.5000	1.5000
7	Bekal Resort Development Corporation Ltd	0.0000	0.0000	0.0000
8	HR Development in Tourism through Food Craft Institute (FCI)	0.6000	0.6000	0.6000
	Women Empowerment Training	0.6000	0.6000	0.6000
9	Responsible Tourism			
	Experience Ethnic Cuisine Network and Kerala Agri- tourism 2024-25	0.7500	0.7500	0.7500
10	Development of Eco Tourism Products			
	Upgradation of Thenmala Eco tourism	0.0700	0.0700	0.0700
	Forest Cafe at Vellapara, Idukki, KFD	0.0800	0.0800	0.0800
11	Central Sector Schemes in Tourism	0.0000	0.0000	0.0000
12	Kerala Tourism Entrepreneurship Fund (KTEF)	0.0000	0.0000	0.0000
13	Tourism Bhavan/Vinodasanchara Bhavan	0.0000	0.0000	0.0000
14	Work from Holiday Scheme	0.0000	0.0000	0.0000
15	Sports Tourism	0.0000	0.0000	0.0000
16	Studies on Impact of Tourism including collection of Tourist Statistics			
	Tourist Visitors Data Collection	0.6600	0.6600	0.6600

Details of the Projects wherein the orders according Administrative sanction were cancelled as the same had not been included in the prioritised list presented before the CS Committee :-			
B	Name of Project, Up gradation, Creation of Infrastructure and Amenities	Amount Allotted	Amount Prioritised
1	5452-01-101-99-00-34-03 <i>Monitoring of Projects of Department of Tourism by Strengthening the District Offices and Directorate of Tourism for the Financial Year 2024-25"</i>	1.7716	0.0000
	<i>Recreational park at Paruvassery, Valiyakulam, Vadakkanchery gramapanchayath, Palakkad</i>	1.4900	0.0000
	<i>Migration Monuments Tourism Village Phase II, Idukki</i>	3.7954	0.0000
	<i>Maintenance and Renovation of Tourism Complex at Vagamon, Idukki</i>	3.8052	0.0000
2	Internal AS		
	<i>(i) Urgent Repair Works of Government Guest House, Kotatyam</i>	0.0080	0.0000
	<i>(ii) AC Maintenance work at Government Guest House, Kannur</i>	0.0300	0.0000
	<i>(iii) Pest Control Works at Government Guest House, Ernakulam AMC</i>	0.0383	0.0000
	<i>(iv) Supply of Mattress for the use at Government Guest House, Thiruvananthapuram</i>	0.0087	0.0000
3	3452-80-104-89 Responsible Tourism		
	<i>Ethnic Village at Kuttralam, Tamil Nadu</i>	1.0000	0.0000
	<i>Model RT Accommodation Units-Responsible Tourism Mission Society 2024-25</i>	1.2500	0.0000
4	3452-01-102-95 Development of Ecotourism Products		
	<i>Nature awareness Training for Staff/EDC members of the Periyar Tiger Reserve, Idukki</i>	0.0800	0.0000
	<i>Conduct of Environmental, Social and Economic Studies at Thenmala, Kollam</i>	0.0100	0.0000

5	3452-80-104-98-00-34-03 PV Marketing <i>Production of short videos of major events in Kerala</i>	0.8496	0.0000
C	Details of the Projects wherein after Prioritisation modified AS orders issued were by prioritising the Components :-		
1	3452-80-104-98-00-34-03- PV Marketing <i>Participation of Kerala Tourism in International Trade Fairs 2024-25</i>	5.1422	4.5288
	<i>Tourism Clubs</i>	0.9989	0.5000
	<i>Kerala Tourism Festival Campaign 2024-Digital Web Portals</i>	2.5252	1.5000
	<i>Participation in National B2C Trade Fairs, Tourism related events/conferences organized by India Tourism and various organisers across India anticipated in the year 2024-25</i>	0.7080	0.5000
2	3452-80-104-99-Conservation, Preservation and Promotion of Heritage, Environment and Culture <i>Nishagandhi Dance Festival (Sub-Head-01)</i>	2.7000	1.5000
	<i>Kerala Travel Mart – (Sub Head – 02)</i>	2.4999	2.4500
3	5452-01-101-99-00-34-03 PV Up gradation, Creation of Infrastructure and Amenities <i>Velliyankallu Heritage Park at Thrithala, Paruthur Grama Panchayath, Palakkad</i>	3.9500	1.0000
	<i>Kerala House-Kanyakumari Renovation</i>	6.5000	2.5000
	<i>Action Plan for Enhancing Tourism Infrastructure in Kovalam Tourism Destination</i>	3.6683	2.0000
	<i>Action Plan for Enhancing Tourism Infrastructure in Shangumugham Tourism Destination</i>	2.0149	0.2500
	<i>Action Plan for enhancing Tourism Infrastructure in Fort Kochi' Ernakulam</i>	2.8208	0.5000
	<i>Setting up of Tourism Investment facilitation centre</i>	3.4696	0.2500
	<i>Valanchuzhi Tourism Project Phase I</i>	3.0653	0.5000


	<i>Program for preparation of Action plan for implementation of Design Policy for Kerala</i>	0.2140	0.1000
	<i>Action Plan for Enhancing Tourism Infrastructure in Varkala</i>	3.7240	1.0000
	<i>Renovation of Shivaramapark at Vadakkanchery Gramapanchayath, Palakkad</i>	0.9950	0.2500
4	AS issued outside Working group		
	<i>Development of Orappankettu water falls Ollur, Thrissur</i>	4.9900	0.2500
	<i>Nedumkunnimala Tourism Project, Adoor Pathanamthitta</i>	3.5000	0.5000
5	3452-80-800-97 Modernization and Strengthening of Tourism Institutions		
	<i>Strengthening of Tourist Information Centres</i>	1.0871	0.7000
6	5452-01-190-99 Kerala Tourism Development Corporation		
	<i>Upgradation and Renovation of Tamarind Easy Hotel, Thrissur</i>	4.0000	2.0000
7	3452-80-003-97(1) HR Development in Tourism through KITTS		
	<i>HR Development in Tourism through KITTS</i>	3.1500	1.4000
8	3452-80-104-89 Responsible Tourism (Plan)		
	<i>Training 2024-25</i>	1.0000	0.3810
	<i>Continuation of Participatory Tourism Development Projects- Kerala Responsible Tourism Mission Society 2024-25</i>	1.0350	0.5000
	<i>Promotion and Marketing 2024-25</i>	1.9998	1.0000
	<i>Materializing Kerala Responsible tourism Mission society 2024-25</i>	1.1018	0.9099
	<i>Beyepore Integrated Rt Development project - Kerala Responsible Tourism Mission Society 2024-25</i>	1.0582	1.1500
	<i>Promotion of Environmental activities through Tourism Kerala Responsible Tourism Mission Society 2024- 25</i>	0.5340	0.1000
	<i>Responsible Tourism Missions 2024-25 - Responsible / Resilient Tourism</i>	2.4900	1.8109
D	Projects/Schemes for which AS is to be issued		
1	3452-80-104-98-00-34-03 Marketing (Plan)	26.8192	15.7720

International UK OOH Campaign	3.9983	2.0000
International Social Media Campaign 2024 - Video Promotion	2.3600	0.0000
Printing and Supply of Coffee Table book- Portrait of Kerala	0.0950	0.0000
Promoting unique destinations/Experiences in Wayanad and Kozhikode	2.9249	2.0000
International Europe TV Campaign	2.8822	1.0000
Kerala Tourism Awards 2023-24	0.6927	0.6927
National Post Monsoon/Festival season Airport Campaign	2.3128	1.5000
National Post Monsoon/Festival season Social Media Campaign	1.5340	1.0000
Media FAM Tour 2023-24	0.1354	0.1354
Post Monsoon Influencer Activity 2024-25	0.9440	0.9440
Social Media Reels/Digital video production	0.5900	0.5900
Trade connect Meet	0.5000	0.2500
Designing and production of souvenirs	0.1000	0.1000
Sponsorship & Financial Assistance	2.0000	1.5000
Social Media Promotion Campaign	1.0000	0.5000
Influencer Activicity Campaign	0.9400	0.7500
Design & Development of Promotional tools such as Brochures, Coffee table books, Calenders etc	0.2500	0.2500
National/International PR Campaign	0.7500	0.2500
Promotion of new products sucha as Caravan Tourism, Wedding Destination, Cinema Tourism, CBL, Wellness Campaign etc	1.0000	0.5000
National Post Monsoon/Festival Print Media Campaign in Dailies	1.8100	1.8100
2 Conservation, Preservation and Promotion of Heritage, Environment and Culture	13.0001	6.3001
Promotion of traditional fairs, festivals and local cultural events including Thrissur Pooram (Sub Head -01)	2.6000	0.5000

	Financial Assistance for Local Boat races(Sub Head -01)	1.7000	1.3500
	Christmas/New year Lighting 2025(Sub Head -01)	2.4500	2.4500
	International Mountain cycling competition - MTB2025 (Sub Head -01)	0.7500	0.5000
	International surfing festival (Sub Head -01)	0.2500	0.2500
	International Paraglyding competion and adventure carnival 2025 (Sub Head -01)	0.2500	0.2500
	Muziris Binnale-(Sub Head -03)	5.0000	1.0000
	Keraleeyam-(Sub Head -04)	0.0001	0.0001
3	Infrastructure Facilities and Matching Grants for Schemes sponsored by Govt. of India	0.3000	0.3000
	Matching fund for centrally sponsored infrastructure projects	0.3000	0.3000
4	Incentives for Creation of Infrastructure facilities and Tourism products in Private sector - Subsidies	8.0000	8.0000
	Tourism Industry Investors Subsidies	8.0000	8.0000
5	Up gradation, Creation of Infrastructure and Amenities	31.4264	19.4638
	Beautification Work of Vilangankunnu Phase I	3.4500	1.0000
	Renovation of Bappuji Children's Park at Sreekrishnapuram Grama Panchayath, PalakkadPhase I	0.9238	0.9238
	Meloor Shiva Temple, Kannur	1.5000	1.5000
	Concept note and DPR Preparation for central assisting Meaga projects	1.2500	1.2500
	Rakshasanpara Tourism Project Phase I	2.1626	1.0000
6	AS outside Working group		
	Aruvikkalchal Waterfalls Phase I	0.4300	0.4300
7	Internal AS		
	STP Phase I	3.0000	0.5000
	Parashinikkadavu Road Beautification works, Kannur Phase I	2.8500	1.0000

	<i>Development of various Tourism destinations Phase 1</i>		5.0000	5.0000
	<i>Infrastructure developments in various Tourism destinations Phase 1</i>		5.0000	5.0000
	<i>Ambalappuzha Temple Tourism Project</i>		5.0000	1.0000
	<i>Kovalam Tourism Zone Waste Management programme</i>		0.6000	0.6000
	<i>Training Programme for the employees serving with the Department of Tourism</i>		0.2600	0.2600
	<i>Upgradation, Creation of Infrastructure and Amenities at various Guest Houses</i>		16.0309	16.0309
8	Tourist Accommodation (Guest Houses)		0.5000	0.5000
	<i>Tourism Accommodation in Various Guest House</i>		0.5000	0.5000
9	Kerala Tourism Development Corporation		2.0000	2.0000
	<i>Upgradation and Renovation of Event Centre and International Marina at Bolgatty Palace Island and Resort, Kochi</i>		2.0000	2.0000
10	Kerala Tourism Infrastructure Ltd		0.7000	0.7000
	<i>Plan Fund to KTIL for the current financial year 2024-25 as share capital assistance</i>			
	<i>Program for preparation of action plan for the implementation of Design Policy for Kerala</i>		0.7000	0.7000
11	HR Development in Tourism through State Institute of Hospitality Management (SIHM)		3.5000	3.5000
	<i>SIHM Kozhikode</i>		1.7000	1.7000
	<i>SIHM Kottayam</i>		1.5000	1.5000
	<i>SIHM Kannur</i>		0.3000	0.3000
12	HR Development in Tourism through Food Craft Institute (FCI)		2.4000	2.4000
	<i>HR development projects in tourism</i>		2.4000	2.4000
13	District Tourism Promotion Councils (DTPC) and DMCs		2.0000	2.0000
	<i>Infrastructure upliftment of destinations under various DTPCs</i>			2.0000

14	Development of Eco Tourism Products	0.6600	0.4500
	<i>Modernisation of Bamboo grove at PTR, Idukki</i>	0.1000	0.0000
	<i>7D Theatre at Thenmala</i>	0.2615	0.2615
	<i>Modernisation of Tented Camping at Thenmala</i>	0.2185	0.1085
	<i>Preparation of Project Reports</i>	0.0800	0.0800
15	Boat Race on League Basis	9.9600	6.0000
	<i>Champion Boat League</i>	9.9600	6.0000
16	Muziris Heritage and Spice Route Project, River cruise Heritage	6.5000	6.5000
	<i>Muziris Heritage projects</i>	6.5000	6.5000
17	Development of Innovative Tourism Products	0.0100	0.0100


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