

JHARKHAND TOURISM POLICY 2021



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Jharkhand Tourism Policy 2021



Government of Jharkhand

Department of Tourism, Arts, Culture, Sports & Youth Affairs

Baba Baidyanath Dham, Deoghar



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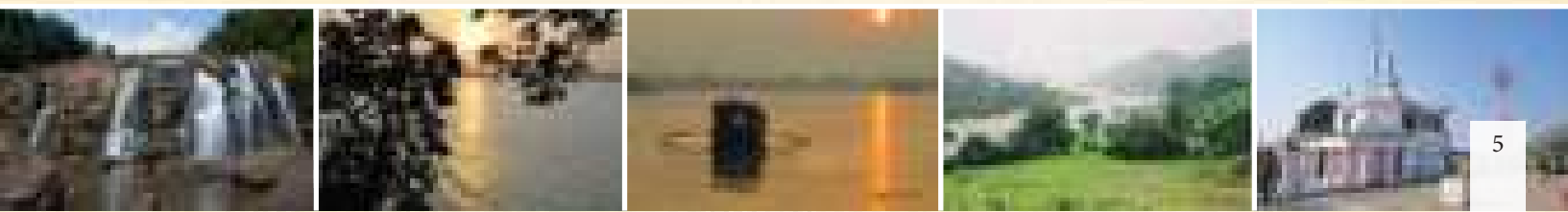
Luguburu Phar, Bokaro





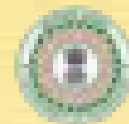
1. INTRODUCTION

- 1.1. Tourism is essentially an expression of a natural instinct for learning, experience, education and entertainment. The motivating factors for tourism includes social, religious, business interest and quest for knowledge. The economic implications are wide ranging and capable of influencing the development process. Tourism contributes positively to economic development and poverty alleviation by creating resources through economic activities. It adds to the foreign exchange earnings, contributes to Government revenue, spreads economic and social benefits to under-developed areas, generates income and creates job, thereby raising living standards of the stakeholders.
- 1.2. Tourism, unlike many other industries, is a composite of several service providers. Service providers are generally in the private sector. In addition, public sector institutions are also involved in planning, development and management of tourism. The participation of different private and public agencies makes tourism industry a composite phenomenon requiring strong cooperation and coordination to be developed and extended along lines that shall contribute to the national development objectives.
- 1.3. Tourism is one of the fastest growing economic activity in the world. The number of tourists worldwide has been registering phenomenal growth and it is expected that this number would shortly touch 1.5 billion. Tourism contributes about 11% of the world work force and 10.2% of the global GDP (Gross Domestic Product). The dynamic growth of this industry is evident from the fact that a new job is added to this sector every 2.5 second.
- 1.4. The dynamic character of this sector makes it necessary that the policy should be in accordance with the changing environment. Policies are a product of time, circumstances, available resources, technologies and the needs of the stakeholders.
- 1.5. Jharkhand is endowed with rich cultural heritage and bestowed with bounties of nature. The state is a kaleidoscope of past splendors and present glory. A fascinating State with luxuriant forests, captivating wild life, enthralling waterfalls, exquisite handicrafts, sprawling water bodies, enchanting dances and above all hospitable and peace-loving people. The State of Jharkhand is blessed with immense biodiversity, moderate climate, rich cultural and historical heritage, religious places of worship and ethnic aspects that makes it the ultimate destination for tourists.
- 1.6. The State Government has a firm belief that development of the tourism sector would not only generate immense employment opportunities but also contribute to accelerated economic development. This would not only showcase of rich traditional and cultural heritage of the State but its cascading effect would lead to the development of other sectors as well.
- 1.7. The Government of Jharkhand, in consonance with the changes taking place in the global and national tourism scenario, has found it expedient to formulate the tourism policy for promoting tourism for the all round development of the State so as to bring the State on an equal footing with other States in the tourism sector by 2025.



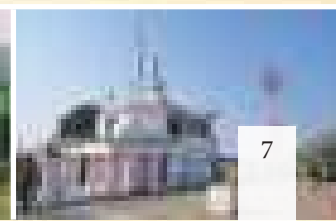
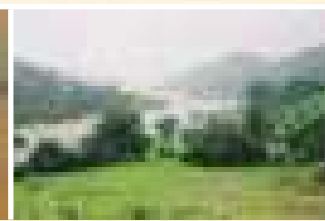
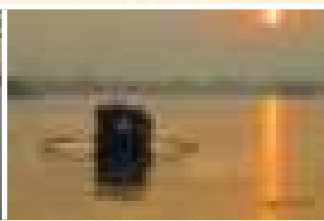
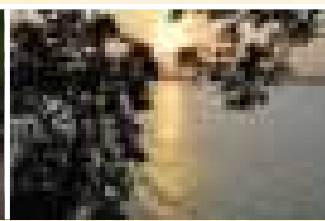
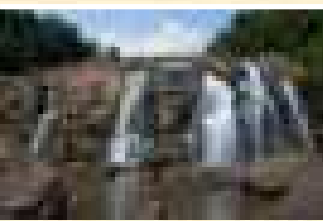
Deori Mandir, Ranchi





2. OBJECTIVES

- 2.1 The tourism policy of the State aims at making Jharkhand as one of the preferred destinations for tourists, both domestic and international and to ensure accelerated development of tourism related infrastructure, increase employment opportunities, augment the resources of the State and showcase the rich cultural heritage and traditions of the State.
- 2.2 The broad policy objectives are elaborated as below:
 - 2.2.1 To promote tourism in the State in such a manner that it contributes to generation of employment and rapid economic growth.
 - 2.2.2 Optimum utilisation of resources to attract maximum number of domestic and foreign tourists and to increase the average duration of their stay in the State.
 - 2.2.3 To position every place of tourist interest as an exclusive tourism destination different from others.
 - 2.2.4 To promote private sector participation in the development of tourism with Government facilitation to develop necessary infrastructure in the State.
 - 2.2.5 To tap the untapped potential of heritage monuments in the State.
 - 2.2.6 To prepare and implement master plans for integrated development and promotion of various tourism destinations in the State.
 - 2.2.7 To provide quality services to all domestic and international tourists and stakeholders by developing an appropriate mechanism of Human Resource Development including skill development and upgradation.
 - 2.2.8 To diversify, expand and aggressively promote the tourism products of the State along with conservation of the archaeological sites and heritage buildings.
 - 2.2.9 To encourage public participation in tourism and to extend economic benefits to the people through such active participation and cooperation.
 - 2.2.10 To encourage involvement of non-Governmental organizations, voluntary agencies and other such bodies involved in tourism promotion and development, by providing them support, assistance and making use of their expertise for development of tourism.
 - 2.2.11 To attract the high-end tourists and to increase their stay in the State.
 - 2.2.12 To position Jharkhand as a one stop destination for all adventure related tourism activities, comprising of air, land and water-based adventure facilities.
 - 2.2.13 To promote sustainable and responsible tourism which is not only environmentally sustainable but also leads to economic betterment of the rural areas.
 - 2.2.14 To promote rural tourism so as to showcase the customs, traditions, cuisines, dance forms, art, music, etc. of the state.

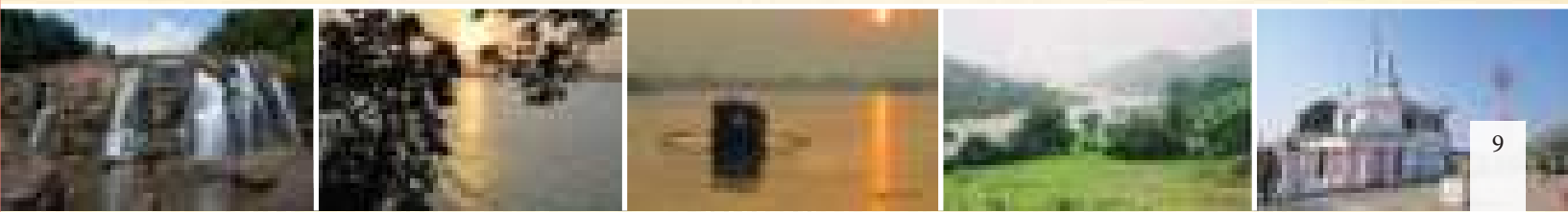


Sunrise in Netarhat, Latehar





- 2.2.15 To provide all modern amenities and facilities to the tourists so as to make their stay more comfortable, which shall lead to an increase in the number of tourists.
- 2.2.16 To promote ecotourism in the State endowed with dense forests, water falls, wildlife and rich biodiversity.
- 2.2.17 To promote mining tourism in the State so as to mitigate poverty and raise the standard of living of people near the closed and abandoned mines.
- 2.2.18 To take steps to promote rich and varied handicrafts of the State so as to conserve the cultural heritage, traditions and customs of the State.
- 2.2.19 To promote research and development, technological upgradation and adoption of State of the art technologies to improve the tourism products.
- 2.2.20 Simplification of procedures and ensuring transparency so as to provide expeditious, transparent and professional tourism administration.
- 2.2.21 To take steps to promote religious tourism in the State by ensuring appropriate facilities, connectivity and development of such destinations.
- 2.2.22 To take all steps to safeguard the interest of the tourists and to provide an effective grievance redressal mechanism.



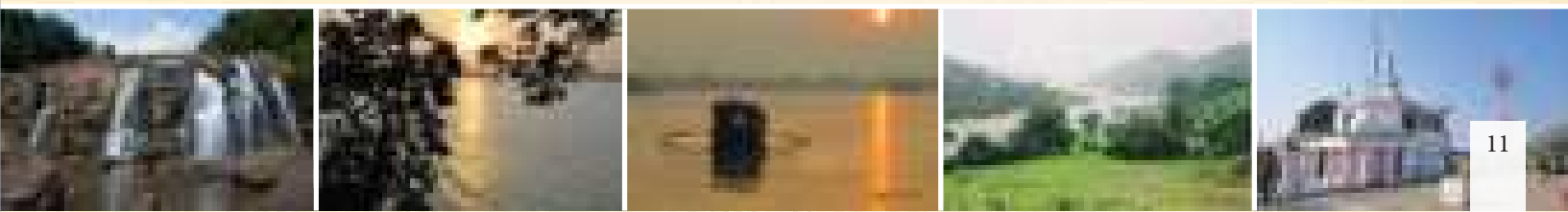
Lodh Falls, Latehar





3. STRATEGY

- 3.1. The strategy to be adopted for achieving the aforesaid objectives shall comprise of the following:
- 3.1.1. State government would act as a facilitator by providing infrastructure facilities including wayside amenities, tourist information centres, facilities for organizing craft mela and platform for organizing events.
 - 3.1.2. Providing basic infrastructure like roads, air connectivity and rail network.
 - 3.1.3. Conducting a detailed assessment of tourism potential of every district of the State so as to optimally utilize such potential.
 - 3.1.4. Notification of minimum standards for tourism units and introduction of an incentive scheme to facilitate private sector participation in tourism infrastructure development and promotion.
 - 3.1.5. Having strategic joint ventures with private tour operators for setting up tourist packages/ services.
 - 3.1.6. Reorganization of circuits for integrated development, publicity, promotion and marketing. Each circuit may have a specific and exclusive marketing strategy and marketing plan.
 - 3.1.7. Involvement of experts in planning and execution of master plans for development of tourism circuits and tourism related projects.
 - 3.1.8. Conducting effective public awareness campaigns, particularly among the tribals, so as to create a favourable atmosphere towards tourism.
 - 3.1.9. Strengthening of the State tourism department (DoT) by creation of special cells for organization of festivals and events.
 - 3.1.10. Organizing tourism promotion events in the State so as to attract large number of tourists.
 - 3.1.11. Participation in leading national and international tourism fairs. In this, the private sector would also be involved.
 - 3.1.12. Upgradation of Tourist Information Centres (TIC), which would not only provide information but would also provide facilities for reservation of accommodation, transport etc.
 - 3.1.13. Organizing familiarization tours of the leading tour operators of the country/ overseas.
 - 3.1.14. Organizing buyer-seller meetings to market the tourism products effectively.
 - 3.1.15. Training of all the stakeholders involved in tourism promotion, marketing and tourism related services. This would include local youth, taxi drivers, porters and all other stakeholders who interact with the tourists.
 - 3.1.16. Installation of signage at tourist destinations.
 - 3.1.17. All licenses, incentives and subsidies would be managed by the Single Window System of Department of Industries, Government of Jharkhand.

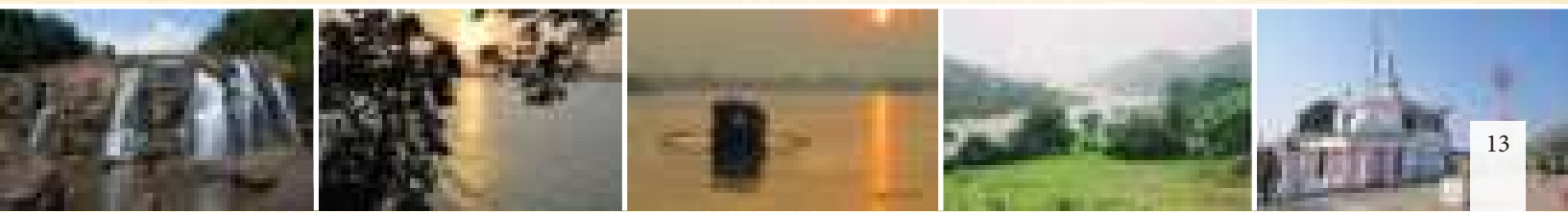


Baba Basukinath Dham, Dumka





- 3.1.18. Inculcating a sense of professionalism, expediency and transparency in the system.
- 3.1.19. Effective regulation of services provided by the hotels, travel agencies and other service providers so as to prevent harassment of tourists.
- 3.1.20. Ensuring security of the tourists by introducing a State Tourist Friendly Security Force by involving ex-servicemen, who would be trained for the purpose.
- 3.1.21. To ensure hygienic conditions and to prevent the exploitation of tourists on tourist destinations, national highways and state highways, it is proposed to classify the Dhabas located at such places. This classification would be done on the basis of hygienic conditions, quality of food and availability of various facilities. Ethnic Jharkhand cuisine would be encouraged in such dhabas/line hotels.
- 3.1.22. Providing up-to-date information about various tourism related activities, facilities, events etc. through modern means of communication.
- 3.1.23. Installation of touch screen kiosks with detailed information about the State at various places of public convergence.
- 3.1.24. Taking measures to promote religious tourism, eco tourism, adventure tourism, mining tourism and rural tourism in the State as per the available local resources so as to optimally harness the tourism potential of such areas.
- 3.1.25. Setting up of land bank to ensure availability of land to the private sector for investment in tourism.
- 3.1.26. Taking measures to encourage Scheduled castes, Scheduled tribes, physically disadvantaged and women to actively participate in tourism development process.
- 3.1.27. Creating awareness regarding environment protection, conservation and preservation of local cultural heritage, customs, traditions etc.
- 3.1.28. Promoting responsible tourism in the State by taking appropriate measures for environmental protection.
- 3.1.29. Involvement of rural population in promotion of tourism in the State.
- 3.1.30. To promote excellence in tourism, it is proposed to institute monetary and non-monetary awards for institutions and individuals for their outstanding contribution in various sectors of tourism, like accommodation, catering, transport, travel agency etc.
- 3.1.31. Issuance of notification by concerned departments to give effect to provisions of tourism policy.
- 3.1.32. Putting in place monitoring and evaluation mechanism of this policy.
- 3.1.33. Mid-term review of implementation of the tourism policy so as to ensure timely and appropriate corrective measures.
- 3.1.34. To formulate a mechanism which shall enhance the involvement of the local population in tourism related enterprises so as to enhance ownership of the tourism economy of the State.



Jonha Falls, Ranchi



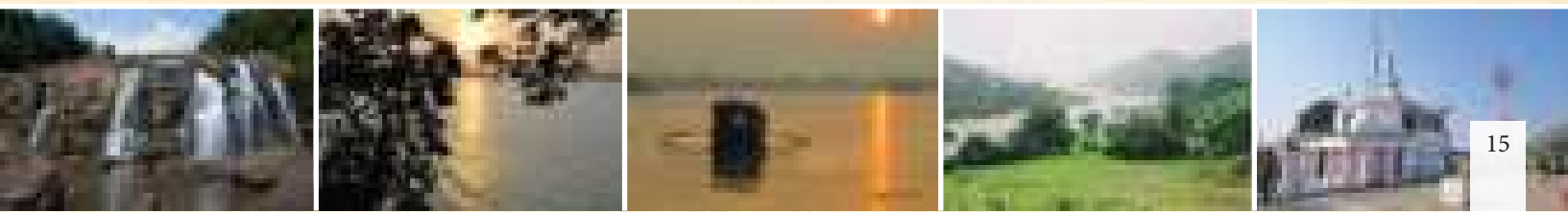


4. INFRASTRUCTURE

- 4.1. Infrastructure is the most critical component for ensuring holistic tourism development. Accordingly necessary steps would be taken to provide an appropriate framework for private sector participation in infrastructure development in the State so as to supplement the efforts made by the Government in this regard.
- 4.2. The State Government would actively encourage both-Indian and foreign private investment in tourism infrastructure projects. The Government may also participate in joint ventures for such infrastructure development projects.
- 4.3. The Government would take measures for the development of various tourist destinations, taking into account the infrastructural requirements and aspirations of the tourists. The State government would formulate guidelines for funding and operating such tourism infrastructure development projects with private investment. The enabling provisions would suitably be incorporated in legislations, wherever required.
- 4.4. Efforts would be made to establish world-class infrastructure by mobilizing institutional resources and private sector investment participation.

5. LAND

- 5.1. All Government lands identified for promoting tourism development activities would be allotted to Industrial Area Development Authorities, of the Department of Industries. The Industrial Area Development Authorities will strengthen and expand their land bank by identifying barren, un-irrigated land and unutilized of government departments and corporations in their respective areas.
- 5.2. The Government Land would be allotted to the Tourism Units as per the availability and Policy of the Department of Revenue, Registration & Land Reforms, Government of Jharkhand.
- 5.3. In case of land acquisition, it would be executed by the competent authority and Department of Tourism would monitor and expedite the process.
- 5.4. The Department of Tourism would, as far as possible, take appropriate steps to provide employment opportunities to people affected by land acquisition.
- 5.5. In case of tourism development on Government land, efforts would be made to generate maximum employment opportunities to the local youth by appropriate training and skill development.
- 5.6. Direct Purchase of Land for Tourism Enterprises shall be done as per the legal provisions and policies/guidelines of Department of Revenue, Registration and Land Reforms.



Palamau Tiger Reserve



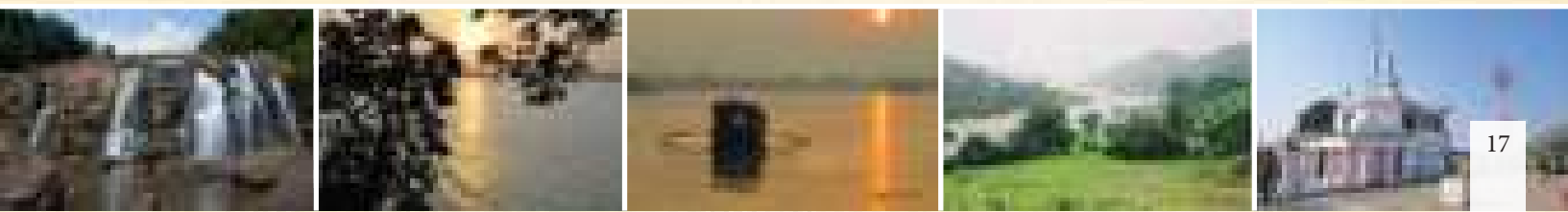


6. ROAD TRANSPORT

- 6.1. Priority is accorded to the development and construction of roads and ensuring maintenance and improvement of existing roads to provide accessibility to identified destinations of tourist importance.
- 6.2. An efficient road network equipped with modern tourist facilities would be developed to connect the important pilgrimage and tourist destinations in the State. A master plan for upgradation of facilities on important pilgrimage routes would be drawn which would be implemented in a time bound manner.
- 6.3. Roads linking important tourist destinations would be equipped with petrol pumps, motor garages, snacks centres, toilet facilities, medical facilities, parking facilities etc. Private sector participation shall be encouraged for this purpose.
- 6.4. The State would take steps to provide adequate support to boost transport services to cater to the needs of the various categories of tourists. The private sector would be encouraged to invest. Road permits would be issued liberally by the Regional Transport Authorities (RTAs) in favour of the tour operators/aggregators for the operation of deluxe and air-conditioned coaches and cars on the identified tourist circuits. Operation of three wheelers and car-van rental service would also be encouraged.
- 6.5. Private entrepreneurs operating tourist taxis/aggregators would have to use meters in accordance with the rules prescribed by the transport department. Rates would be fixed distance wise, from point to point. Auto rickshaw would also have meters.
- 6.6. For promoting investment in the field of tourist transport services, support of banks and financial institutions would be taken.
- 6.7. Roads, ownership of which is not with Road Construction Department, would be developed after obtaining No Objection Certificate from the concerned departments by the Road Construction Department. Funds for the same shall be provided by the Department of Tourism, Art Culture, Sports and Youth Affairs Department.

7. AIR CONNECTIVITY

- 7.1. Air link is vital to attract investors and also to promote commercial activities and tourism. The State Government would endeavor to have connectivity with important cities of the country. Air taxi services linking Ranchi, Jamshedpur, Deoghar, Bokaro, Dhanbad, Palamu, Dumka etc. would be encouraged.
- 7.2. The State Government would take steps to strengthen and improve the air strips located in the State as per the standard norms. These air strips would be up-graded in a preferential manner and would be allowed to be used by private air taxi operators on payment basis.
- 7.3. Existing nominal rate in fees/charges for using the state-owned landing facilities shall not be revised upwards for the next five years or during this policy period whichever is earlier. Facilities shall be provided to oil companies/aircraft operators to establish refueling facilities for their operations.



Chandil Dam, Jamshedpur





8. RAIL TRANSPORT

- 8.1. The State Government would pursue with the Union Ministry of Railways for expansion of the railway network within Jharkhand and for operating train links to important locations outside the State, including super-fast/ luxury train service.
- 8.2. The State Government would make efforts to complete the on-going railway projects within the State.

9. POWER

- 9.1. Power is an important lifeline for tourism development of any State. Efforts would be made to provide quality power at affordable cost.
- 9.2. Fiscal incentives would be admissible to tourism units whether public or private.
- 9.3. The utilization of non-conventional sources of energy, such as-solar power, wind power, biomass gas power, geothermal energy etc. would be encouraged at various tourism destinations.

10. HYGIENIC CONDITIONS AND CLEAN DRINKING WATER

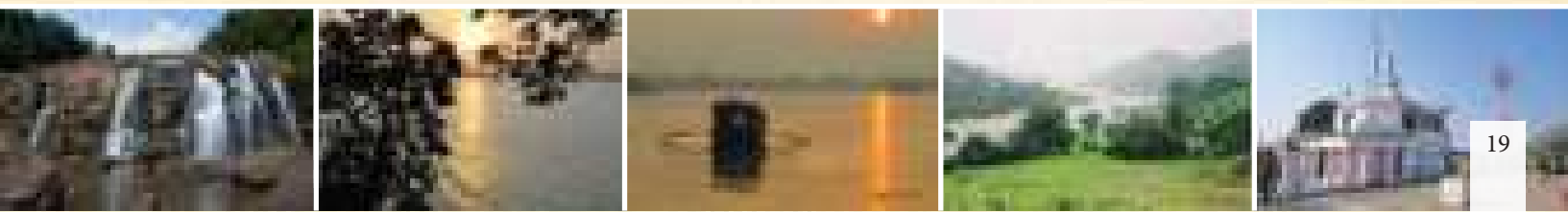
- 10.1. Special efforts would be made to ensure healthy sanitary conditions and safe drinking water supply in all important towns, major pilgrimage destinations and tourist centres in the State.
- 10.2. Effective supervision in this regard would be provided by the Drinking Water and Sanitation Department, Health authorities and local bodies with the help and involvement of voluntary organizations and local citizens.
- 10.3. Steps would be taken to establish water conservation facilities in the tourism units.

11. ACCOMMODATION

- 11.1. Special efforts shall be made to develop and upgrade tourism accommodation at important tourist destinations in the State, keeping in view the requirements.

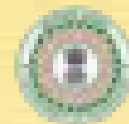
12. MODERN TELECOMMUNICATION FACILITIES

- 12.1. With the help of the private sector, wherever feasible, all possible modern telecommunication facilities would be made available so as to connect even the remotest areas of the State.



Parasnath, Giridih



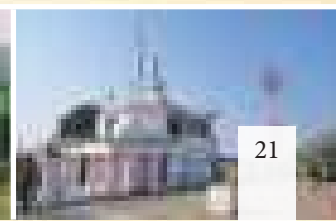
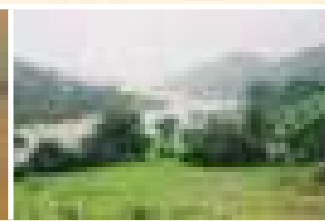
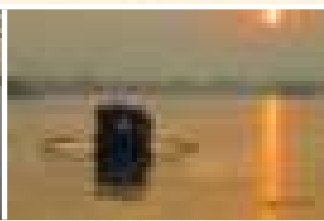
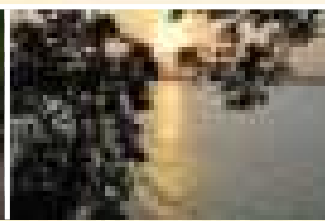
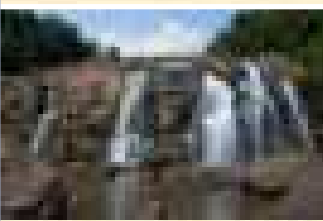


13. PRIVATE TOURISM ZONES

- 13.1. The establishment of private tourism zones would be encouraged by acquiring and making available land as per the legal provisions.
- 13.2. The Government would also strive to provide required infrastructural facilities, such as water, electricity and roads at such Private Tourism Zones.

14. PRIVATE SECTOR PARTICIPATION

- 14.1. Tourism has emerged as an economic activity where private sector has to play a leading role. The private sector has to consider investment in tourism sector from a long-term perspective and create the required facilities, including accommodation etc. in areas identified for tourism development.
- 14.2. Non-core activities at airports, railway stations and Inter-State bus terminals, such as cleanliness and maintenance, luggage transportation, vehicle parking facilities etc. would be opened for private operators to increase efficiency and viability in performance.
- 14.3. The role of private sector is contemplated to be to:
 - 14.3.1. Build and manage the required tourism units.
 - 14.3.2. Assume collective responsibility for laying down industry standards, ethics and fair practices.
 - 14.3.3. Ensure preservation and protection of tourist attractions and provide leadership in green practices.
 - 14.3.4. Sponsor maintenance of monuments, museums and parks and to make provisions of public conveniences and facilities.
 - 14.3.5. Involve the local community and ensure that the benefits of tourism accrue to them in right measure.
 - 14.3.6. Undertake training and skill development to achieve high standards in quality of services.
 - 14.3.7. Participate in the preparation of investment guidelines, marketing strategies and to provide assistance in data-based research.
 - 14.3.8. Facilitate safety and security of tourists.
 - 14.3.9. Endeavor to promote tourism in a sustained manner.
 - 14.3.10. Collaborate with the State Government in the promotion, branding and marketing of destinations.
- 14.4. A constructive and mutually beneficial partnership between public and private sectors would be promoted to ensure sustained growth of tourism. Steps would be taken to encourage emergence of such partnership through various models of BOT (Build Operate-Transfer), BOOT (build, own operate transfer), BLT (Built Lease Transfer) etc.
- 14.5. The private sector investment and all such partnerships as per para 14.4 above, in the tourism sector, would be entitled to all admissible incentives under the State Tourism policy.



Swami Vivekananda Statue, Ranchi





15. FOREIGN DIRECT INVESTMENT

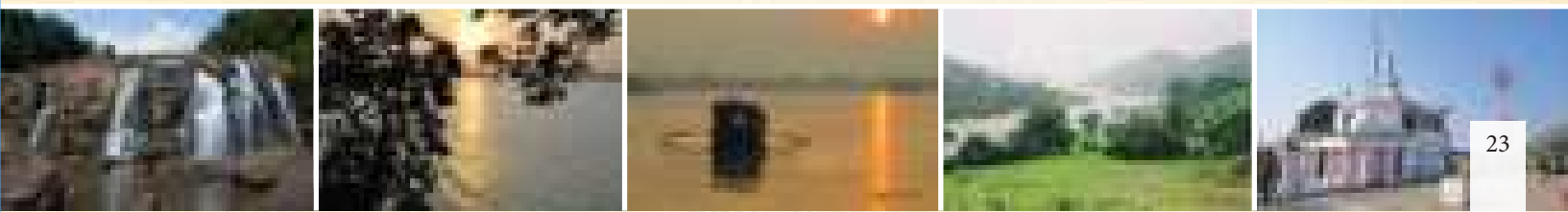
- 15.1. Keeping in view the large investments required in the tourism sector and the need for maintaining high quality standards in services, tourism related industries have been included in the priority list of industries for foreign investment.
- 15.2. Export house status has been accorded to hotels, travel agents, tour operators and tourist transport operators vide notification 33 (RE-98) 1997 – 2002 dated 26/11/1998 of the Ministry of Commerce, Government of India.
- 15.3. The State Government would extend all possible assistance and support to attract foreign direct investment in building and maintaining the tourism infrastructure and facilities in the State.
- 15.4. Foreign investments and technological collaborations by Overseas Corporate Bodies (OCB) and NRI'S would be encouraged in tourism.

16. THRUST AREAS

In order to achieve the objectives of this policy, following thrust areas have been identified for the prioritized action and follow up:

16.1. Religious Tourism

- 16.1.1. Jharkhand has large number of religious places of national importance. The holy city of Deogarh is the abode of Baba Baidyanath Dham Temple, one of the 12 Jyotirlingas scattered across the country. The sacred pilgrim place for Jains, Parasnath, where 20 out of the 24 Tirthankars attained Mahaparinirvana, is situated in Jharkhand. One of the most revered shaktisthals- Rajrappa and Ma Bhadrakali Temples are located in Ramgarh and Chatra district respectively. A large number of tourists visit these sacred places throughout the year.
- 16.1.2. The State Government would take steps to provide civic amenities like parking, landscaping and beautification of areas of religious importance. Toilets, safe drinking water, garbage disposal etc. would be given special emphasis at these religious places in coordination with the various management bodies.
- 16.1.3. During important festivals, measures would be taken to ensure safety and security of the tourists by setting up information centres, tented colonies to accommodate pilgrim tourists and to deploy additional police force so as to inculcate a sense of security and augment the local security arrangement.
- 16.1.4. Parasnath, Madhuban and Itkhori would be developed and promoted as places for religious pilgrimage for the Jain community. Basukinath would be developed along the lines of Deoghar.
- 16.1.5. The number of pilgrims visiting the Baba Baidhyanath Temple at Deoghar is increasing every year. Steps would be taken to make the stay of pilgrims comfortable.
- 16.1.6. Religious tourism units and tour packages would be developed and publicized to promote religious tourism in a professional manner.
- 16.1.7. Development of Religious Tourism Circuits like Buddhist Circuit (Itkhori-Kauleshwari) would be undertaken.



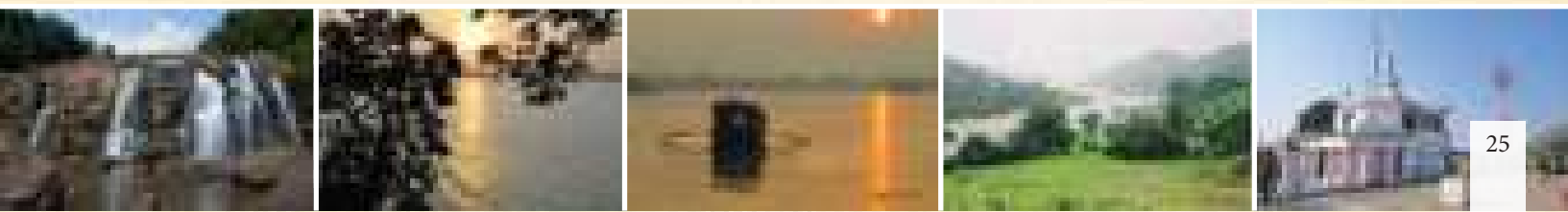
MAA Chhinna Mastika Mandir, Rajrappa, Ramgarh





16.2. Eco-Tourism

- 16.2.1. Jharkhand has a large forest cover where there is immense scope of developing eco-tourism. The lush green jungles, water falls, terrain, moderate climate, rich wildlife makes it an ideal destination for developing eco-tourism activities like forest trails, nature walks, jungle safaris, trekking, rock climbing etc.
- 16.2.2. Such activities would be conducted in a planned and professional manner which would promote awareness regarding the environment and help maintain the ecological balance.
- 16.2.3. The Government would harness the tourism potential of the forests in the State by developing camping sites with basic infrastructure facilities and public convenience services. Public Private Partnerships shall be encouraged for setting up camping sites at various suitable locations on an environmentally friendly basis in compliance with provisions of Forest (conservation) Act, 1980 and Wildlife (protection) Act, 1972.
- 16.2.4. The Government will take steps to provide accommodation to the tourists in Forest Rest Houses.
- 16.2.5. Wildlife tourism is an integral part of eco-tourism. Jharkhand has a varied topography, unlimited forest cover and is endowed with a vast variety of flora and fauna. There are a number of sanctuaries, national parks and wildlife reserves, which would be utilized for the purpose of promoting eco-tourism.
- 16.2.6. The Department of Tourism would actively work with the Department of Forest and Environment to further develop and improve wildlife parks/zoos, bird watching towers and other public utility services for tourists.
- 16.2.7. The wildlife sanctuaries and national parks would be integrated as an integral part of Jharkhand tourism product and priority would be given for professional visitor's management. The quality of tourist facilities available at the parks would be enhanced and steps would be taken to improve the visitor's information network.
- 16.2.8. Tree plantation as a tourism linked activity would be given special attention and efforts would be made in a planned manner to deal with the problem of non- biodegradable wastes. Intensive campaign to regulate plastic waste would be launched with the assistance of the private sector and Non-Government Organizations (NGO's).
- 16.2.9. Development of Eco-Circuits like Latehar-Netarhat-Betla-Chandil-Dalma-Mirchaiya-Getalsud circuit would be undertaken.
- 16.2.10. Eco-Tourism Advisory Board would be set up under the chairmanship of the Chief Minister, which would be the highest authority for all project approvals in eco-sensitive zones. This Advisory Board would also comprise of the Secretaries from the related departments and Principal Chief Conservator of Forest cum Executive Director, Barren Land Development Board. Guidelines issued by the Ministry of Environment & Forest, Government of India shall be adopted for the purpose.



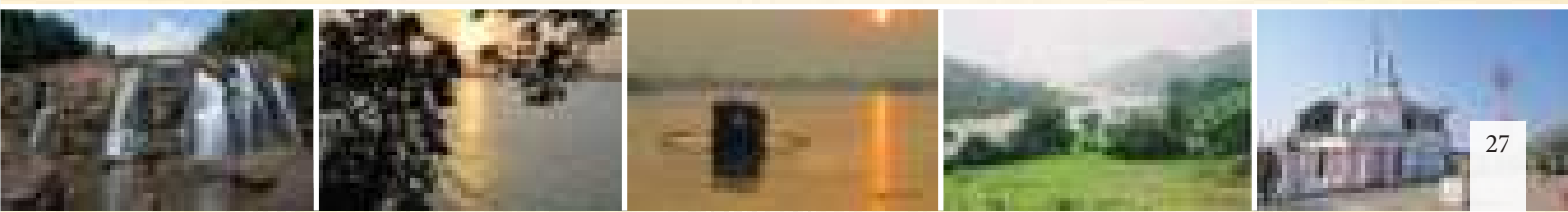
Palkot, Gumla





16.3. Cultural Tourism

- 16.3.1. Efforts shall be made to promote various fairs and festivals, traditional lifestyles and customs, dress and food habits of the people of Jharkhand so that tourists and visitors get a chance to see and cherish the rich and varied cultural heritage of the State.
- 16.3.2. Efforts would be made to develop local fairs and festivals as tourism events and attractions. A calendar of events would be prepared indicating the events throughout the State.
- 16.3.3. The Indian Council for Cultural Relations (ICCR), the Sangeet Natak Academy, the Zonal Regional Cultural Centres and other Organizations would be encouraged to organize various cultural events of national and international standards in Jharkhand.
- 16.3.4. Inter State Cultural Exchange Program would be organized so as to provide exposure to the artists of the state and promote cultural activities in other States and abroad.
- 16.3.5. Handicrafts of Jharkhand would be promoted. The Tourist Information Centres, Hotels, Airports, Railway Station and other public places of importance would showcase such handicrafts within and outside the State.
- 16.3.6. Efforts would be made to promote handicrafts through various Tourism Promotion marts/exhibitions etc. within and outside the State.
- 16.3.7. The hosting of conferences at hotels would be encouraged to promote performance of local cultural expressions such as dances, songs, puppetry etc. on a regular basis so that tourists could witness the cultural diversity and vibrancy of the State.
- 16.3.8. An integrated tribal complex shall be developed that would provide tourists with an experience of Jharkhand's culture, history, heritage and cuisine all in one place.
- 16.3.9. The rich heritage of Jharkhand in Crafts & Cuisine would be leveraged for promoting sustainable livelihoods and generating self-employment.
- 16.3.10. The rich tradition of handicrafts of the State would be promoted and marketing platforms would be developed in consonance with the Department of Industries.
- 16.3.11. Cuisines of Jharkhand would be promoted through food festivals and gourmet cuisine trails.



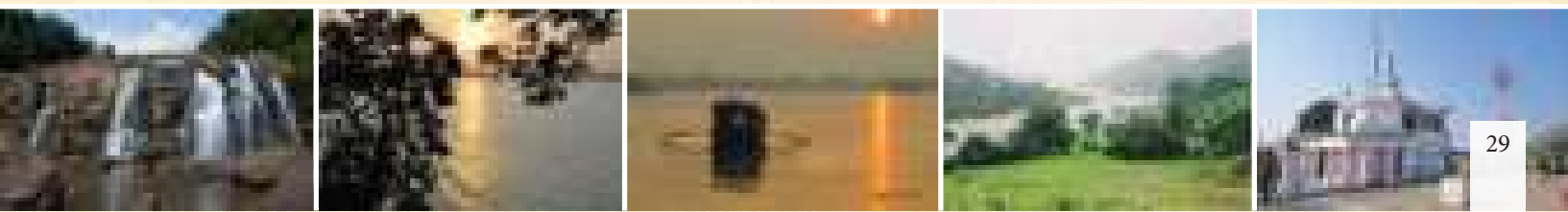
Hundru Falls, Ranchi





16.4. Rural Tourism

- 16.4.1. Jharkhand has rich cultural traditions and customs. To ensure that the fruits of tourism promotion reach the rural areas and to show-case the rich cultural heritage of the State, the following initiatives would be taken:
- 16.4.1.1. Identified rural tourism villages would be notified by the department. The precondition for declaring such villages as rural tourism villages, would be that they must predominantly have traditional art and culture. The Village Tourism Committees (VTC) would be constituted in such villages to promote mutual cooperation and sustenance. Self help groups shall be promoted for the purpose.
 - 16.4.1.2. The identified villages in the first phase would be those, which are near the existing tourist centres so as to develop an attractive tour package. There would be efforts to link artisan clusters and craft hubs to develop them as Rural Tourism Hubs.
 - 16.4.1.3. Such identified villages would be developed as model villages and infrastructure like roads, streets, drainage, parking, bus stand, lighting, sanitation, drinking water supply, tourist information centre, open air theater, landscaping, craft bazaar, nature trails would be provided.
 - 16.4.1.4. Such notified villages would not be charged any commercial rate for electricity.
 - 16.4.1.5. Appropriate synergies would be ensured with financial institutions to provide funds for renovating the rural homes so as to ensure attractive, clean and comfortable stay of visiting tourists.
 - 16.4.1.6. Local cuisines would be promoted in such villages. Linkages would be developed to promote local handicrafts and cultural aspects.
 - 16.4.1.7. The Department of Tourism would take appropriate steps for wide publicity and promotion of such rural tourism destinations.
 - 16.4.1.8. Private entrepreneurs would be encouraged to promote and showcase the rural life of Jharkhand.
 - 16.4.1.9. For effective management and support “Rural Tourism Subcommittee” comprising of Panchayati Raj Institution members shall be formed.



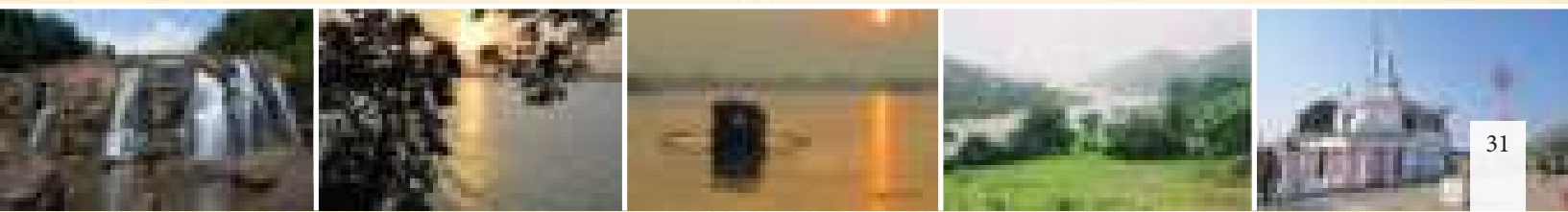
Dalma Wildlife Sanctuary, Jamshedpur





16.5. Adventure Tourism

- 16.5.1. Jharkhand has a number of big water bodies, enthralling terrain, hills, dense forests, which are the pre-conditions for promoting adventure tourism activities. Comprehensive adventure tourism promotion plan for the State would be prepared to lay down the regulatory framework for the enforcement of safety standards.
- 16.5.2. The Jharkhand Adventure Tourism Institute would not only provide services for adventure tourism to the visiting tourists but also would impart training to the local youths, who in turn would provide such adventure tourism activity services to the tourists.
- 16.5.3. Efforts would be made to promote adventure tourism activities such as paragliding, water sports, rock climbing, gliding, motor gliding etc.
- 16.5.4. Annual adventure sports events would be organized at various locations to promote adventure tourism activities. Private sector participation in adventure tourism would be encouraged to seek latest technologies and the equipment related to adventure tourism.
- 16.5.5. There is great potential for trekking in Jharkhand. A master plan for the development of trek routes would be prepared and implemented. Water sports activities, like river rafting, canoeing, kayaking etc. would be promoted.
- 16.5.6. Guides would be trained and employed from among the locals. Steps would be taken to notify standards and regulations for this purpose. Other water sports activities would also be developed and extended to various water bodies in the State like Tilaiya, Masanjore, Chandil, Pataratu, Getalsud, Kelaghagh, Kanke dam, Hatia dam, Chharwa Dam, Topchanchi, Maithon, Burudih dam etc. The prior permission of the Department of Drinking Water and Sanitation shall be taken in this regard with respect to the water bodies under the control of the Department of Drinking Water and Sanitation.
- 16.5.7. There is a great potential for promoting aero sports related activities, like hang gliding, paragliding, hot air ballooning, etc. which would be developed in a planned and systematic manner to provide thrill and adventure to the visiting tourists, while taking care of the safety requirements. Joy ride activities carried out on Gliders and Motor Gliders shall be promoted with strict adherence to the related SOPs issued by the Civil Aviation Division of the State Government.
- 16.5.8. Adequate facilities shall be developed to provide a rescue system for adventure sports and other tourism related activities. This would include provision of various rescue equipment like recovery vans, medical support, communication system etc.
- 16.5.9. Location for adventure sports activities would be identified near all religious tourist places.



Tagore Hill, Morhabadi, Ranchi





16.6. Water Sports and Amusement Parks

- 16.6.1. Identification of tourist places suitable for Water Tourism across different water bodies like dams, lakes and reservoirs would be undertaken.
- 16.6.2. License to private investors for house boats, cruise, hovercraft, fly boarding, motor boat and water sports activities, would be given.
- 16.6.3. The Tourism Department shall take necessary steps for comprehensive tourism planning and infrastructural development of such areas suitable for water tourism.
- 16.6.4. Amusement Parks as tourist attractions would be established.

16.7. Youth Hostels and Tents

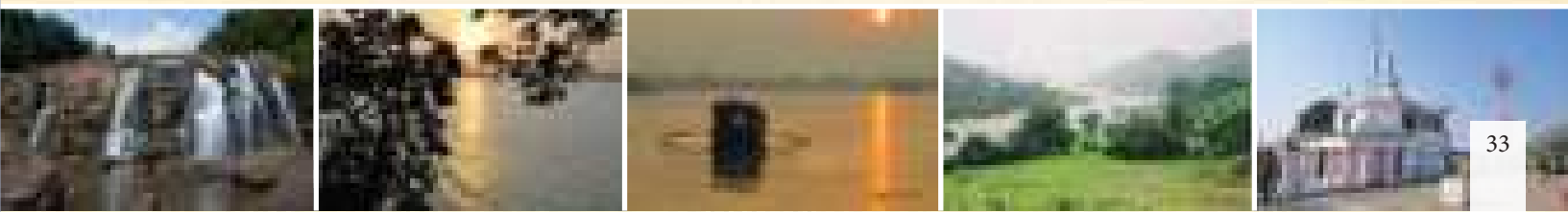
- 16.7.1. The youth look for low cost accommodation during their excursion and visit to different places. The state would encourage the establishment of such low-cost accommodation at various places.
- 16.7.2. Efforts would be made to establish youth hostels as per the Union Government guidelines in the proximity of important and popular tourists' destinations.
- 16.7.3. There are certain places, where demand for accommodation is not continuous but rises during certain special occasions, particularly during tourist seasons or during fairs and festivals. In order to meet such short duration demand, the State would take suitable initiatives and encourage tent tourism at the selected camping facilities.

16.8. Wellness Tourism

- 16.8.1. Jharkhand would be promoted as a 'Rest and Recuperate' brand by participating in leading travel trade road shows.
- 16.8.2. Hospitals and Ayurveda centres would be graded and listed in consultation with the Health Department.
- 16.8.3. Holistic Therapy Centres which provide physiotherapy, ayurveda, naturopathy, yoga and herbal treatment would be promoted.
- 16.8.4. Events based on Spiritual/ Medical/ Wellness Tourism would be conceptualized and promoted.

16.9. Weekend Getaway Tourism

- 16.9.1. Jharkhand has the advantage of having tourist spots in close proximity to major towns and cities of states of Bihar, West Bengal and Odisha.
- 16.9.2. Department of Tourism, Arts, Culture, Sports and Youth Affairs would identify such places in proximity to inter-state borders and aggressively market and promote them on all media platforms.
- 16.9.3. An infrastructure gap study would be undertaken for such destinations and special efforts will be made to improve road connectivity and last mile connectivity.



Sita Falls, Ranchi





16.10. Heritage Accommodation

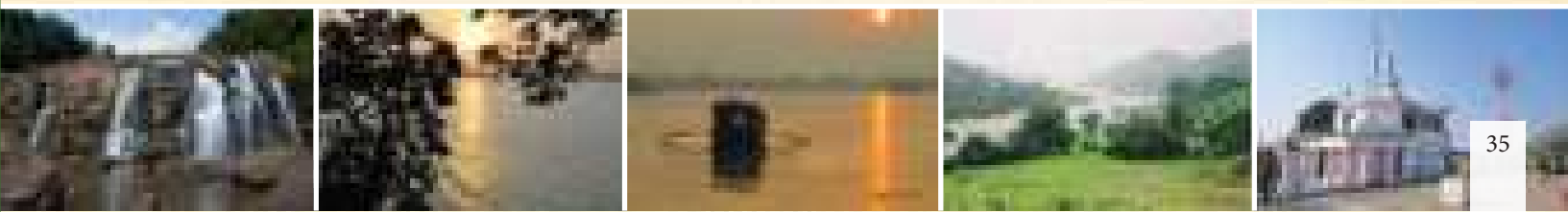
- 16.10.1. The Government would make efforts for the utilization of old mansions and heritage buildings. The façade, architectural features and general construction should have the distinctive qualities and ambiance in keeping with the traditional way of life of the area.
- 16.10.2. Necessary steps would be taken to ensure conservation and maintenance of such heritage accommodation. Archaeological Survey of India may be engaged for the purpose of conservation of such heritage sites.

16.11. Mining Tourism

- 16.11.1. The State of Jharkhand is the one of the largest store-house of mineral reserves. A large number of mineral based industries are located in the State and large-scale mining operations are being carried out in the State.
- 16.11.2. Promotion of Mining Tourism is an upcoming concept in the country, though it is a very popular sector in certain other mineral rich countries such as South Africa, Japan, Germany, Brazil, etc. To utilize the tourism potential of closed and abandoned mines in the State, Mining Tourism would be promoted where various activities relating to the mining and processing along with other tourist recreational facilities would be provided. In this regard, Joint Venture with mining companies in public and private sectors would be set up. Mining tourism would not only showcase the mineral strength of the State but would also educate the tourists regarding various mining and mineral-based activities. This would also provide employment to the local inhabitants residing in and around such mineral bearing areas. the Department of Tourism would take all steps to provide financial support to encourage tourism activities in the mining sector by providing a comprehensive package to promote the growth of mining tourism in the State.

16.12. Wayside Amenities

- 16.12.1. With a view to provide basic amenities like restaurants, parking, toilets on the national / state highways, wayside amenities would be established with emphasis on public-private-partnership.
- 16.12.2. Apart from providing basic amenities, these amenities will also endeavor to provide other services, like-petrol pumps, small automobile garages, ATM counters, telephone and fax facilities, souvenir shops and other related transit facilities.



Masanjore Dam, Dumka



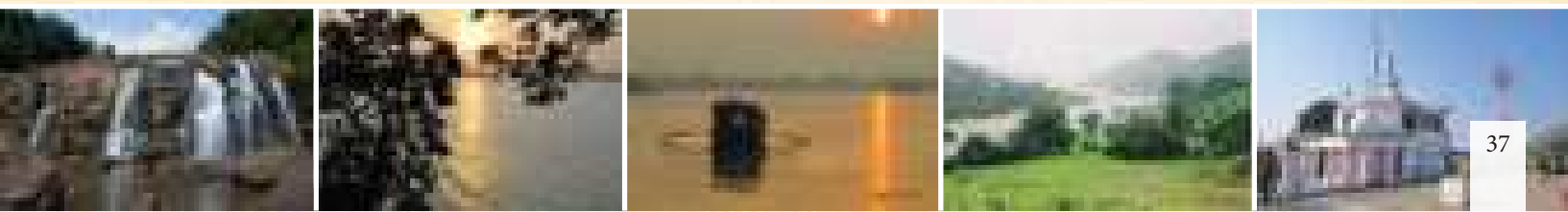


17. JHARKHAND TOURISM HOME STAY SCHEME

- 17.1. With the aim of providing comfortable and standard home stay facilities for the tourists and to supplement the availability of accommodation at various tourist destinations, the State Government would introduce the Jharkhand Tourist Home stay Scheme on the pattern of Incredible India, Bed and Breakfast scheme of the Ministry of Tourism, Government of India.
- 17.2. The aim is to provide a clean and affordable place for foreign and domestic tourists alike, including an opportunity for such tourists to stay with local families to have a feel of the local hospitality, local customs, traditions and local cuisine.
- 17.3. Such home stay units, once approved by the Department of Tourism, would be duly publicized. A directory of all such approved establishments would also be prepared so as to enable domestic as well as foreign tourists to live in a homely environment and to take advantage of the scheme.
- 17.4. Efforts would be made by the department to organize short term training in hospitality for such home stay unit owners.
- 17.5. A mobile app may be developed for the purpose.
- 17.6. Home stays shall be registered through the website of the Department of Tourism.
- 17.7. Incentives and Financial Assistance would be notified separately by detailed guidelines in this regard.

18. TOURISM ECONOMIC ZONE

- 18.1. Tourism economic zones would be developed in public-private partnership based on the intrinsic attraction, potential for development and availability of resources in these zones. Air, road and rail connectivity to these areas would be established to facilitate access to these zones.
- 18.2. Appropriate backward and forward linkages would be established to ensure flow of benefits to the local community.
- 18.3. The development of such zones would be guided by master plan and executed by specially created Tourism Development Authorities, which would be created by the Government involving other stakeholders.
- 18.4. Steps would be taken towards the integrated development of all the tourist's circuits of the State with the involvement of various departments, non-governmental organizations and the private sector.



Bhadrakali Mandir, Itkhor, Chatra





19. ADOPTION OF NEW TECHNOLOGIES

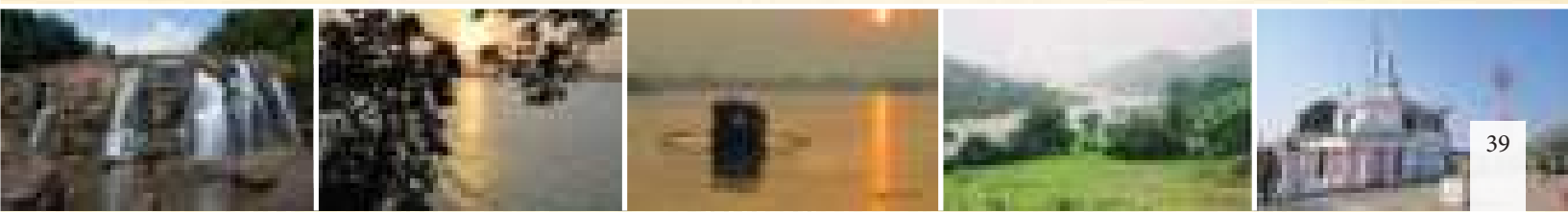
- 19.1. Efforts would be made to adopt the latest technological advances in the tourism sector to provide better facilities and services to the tourists and to effectively market the tourism products to ensure that benefits percolate to all concerned stakeholders.
- 19.2. Utilization of Information with Technology (IT) shall be accorded high priority in the efforts to promote Jharkhand Tourism. All the endeavors in this regard would focus on optimal utilization of e-commerce, mobile-commerce, use of internet for dissemination of tourism related information, use of portals as gate-way to improve accessibility to tourism information, development of Handy Audio Reach kit tourist guidance system at important tourist destinations, setting of tourist information kiosks, encourage private sector to use information technology and eco-friendly practices and taking advantage of the latest global technologies for promoting tourism products.
- 19.3. The State Government would take steps to utilize mobile connectivity to disseminate information regarding various tourists' destinations and provide assistance to the tourists.
- 19.4. A state-of-the-art website would be developed by the Department of Tourism, Jharkhand to provide all desired information to the tourists.

20. PROMOTING BETTER FACILITIES THROUGH TOUR / TRAVEL AGENCIES

- 20.1. A professional, experienced and dedicated network of Tour/Travel agencies is a vital ingredient for boosting tourism.
- 20.2. A list of accredited travel agencies would be prepared and exhibited on the web-site of the Department. Assistance to the tourists through such accredited agencies would be encouraged.
- 20.3. Local residents and youth would be encouraged to set up tour / travel agencies which would provide opportunities for self-employment. Such applicants would be provided assistance under various self-employment schemes of the State Government/Central Government and would be accorded priority in sanction and disbursement of such financial assistance.
- 20.4. The Department would formulate a simple and transparent system for registration of such travel agencies/tour operators. On-line registration facilities would also be provided in this regard.

21. PACKAGE TOURS

- 21.1. With the objective of boosting tourist traffic to Jharkhand and enriching the quality and content of tourism products, attractive package tours would be developed and promoted with the help of private sector tour operators and travel agencies.
- 21.2. Business to Business meets and road shows would be held across the country with industry partners and other travel and tourism organizations to develop customized package tours for tourists based on preference.



Jami Masjid, Sahibganj





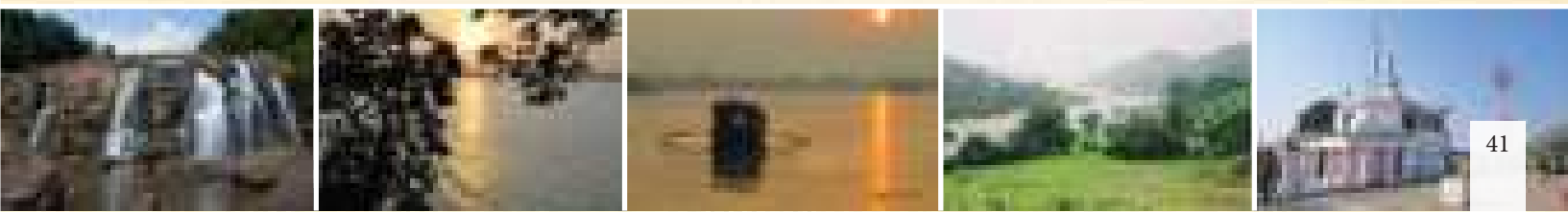
22. FISCAL INCENTIVES

22.1. Fiscal incentives are to be provided for the promotion of tourism in Jharkhand:

- 22.1.1. To stimulate the growth of the tourism sector for creating employment opportunities.
- 22.1.2. To provide incentives so as to attract investors to prefer Jharkhand over other states.
- 22.1.3. To remove dis-incentives in the existing system.
- 22.1.4. All the fiscal incentives shall be routed through the Single Window System of the Department of Industries.

22.2. The following new tourism units/activities which come into commercial operation after coming into force of this tourism policy (Jharkhand Tourism Policy 2021) shall be entitled to the fiscal incentives:

- 22.2.1. Hotels throughout the state with minimum investment of Rs 1000 lacs.
- 22.2.2. Resorts throughout the state with minimum investment of Rs 1000 lacs.
- 22.2.3. Amusement parks with minimum investment of Rs 1000 lacs.
- 22.2.4. Ropeways with minimum investment of Rs 1000 lacs.
- 22.2.5. Hotels of standard category in already notified tourist destinations (under the provisions of notification no. 05, dated 27.04.2016 of Department of Tourism, Art Culture, Sports and Youth Affairs) except the cities of Ranchi, Dhanbad, Bokaro and Jamshedpur with minimum investment of Rs 200 lacs. Wayside amenities with minimum investment of Rs 200 lacs.
- 22.2.6. Water Sports with minimum investment of Rs 100 lacs.
- 22.2.7. Cruise Tourism/House Boats with minimum investment of Rs 100 lacs.
- 22.2.8. Camping sites with minimum investment of Rs 50 lacs.
- 22.2.9. Adventure sports with minimum investment of Rs 50 lacs.
- 22.2.10. Aero sports with minimum investment of Rs 50 lacs.
- 22.2.11. Sound and Light Show/Laser Show with minimum investment of Rs 25 lacs.
- 22.2.12. Rural Tourism Sites with minimum investment of Rs 25 lacs.
- 22.2.13. Other activities related to tourism as notified by the Tourism Department of Central/ State Government from time to time.



Nakta Pahad, Mecluskieganj





22.3 DEFINITIONS

22.3.1 TOURISM UNIT

“Tourism Unit” means a legal entity in the form of a registered company under the Companies Act, or a Partnership firm, a Registered trust or a registered co-operative society or an individual proprietary concern, engaged in or to be engaged in one or more tourism projects.

22.3.2 DATE OF COMMERCIAL OPERATION

Date of Commercial Operation of Tourism Unit is the Date on which the Tourism unit is open to tourists on commercial basis, after due testing, trial running and commissioning under relevant government rules.

22.3.3 HOTELS

(i) WITH MINIMUM INVESTMENT OF 1000 LACS

A Hotel should have air-conditioned rooms to let, reception centre-cum-lounge, restaurant, convention centre and car-parking space. All rooms should be inclusive of separate attached bathrooms and should be well furnished.

(ii) WITH MINIMUM INVESTMENT OF 200 LACS

A Hotel should have lettable rooms, a restaurant, common sitting area and car parking space. All rooms shall have modern sanitation and adequate furniture.

22.3.4 RESORTS

Resorts are hotels that are built specifically as a destination in itself to create a captive trade. Resort should be located near riverside, lakes, hills, forests, waterbody etc; should have lettable air-conditioned well furnished rooms inclusive of separate attached bathrooms; should have a minimum area of 2 acres and should have facilities like dining area, conference room, swimming pool and lounge.

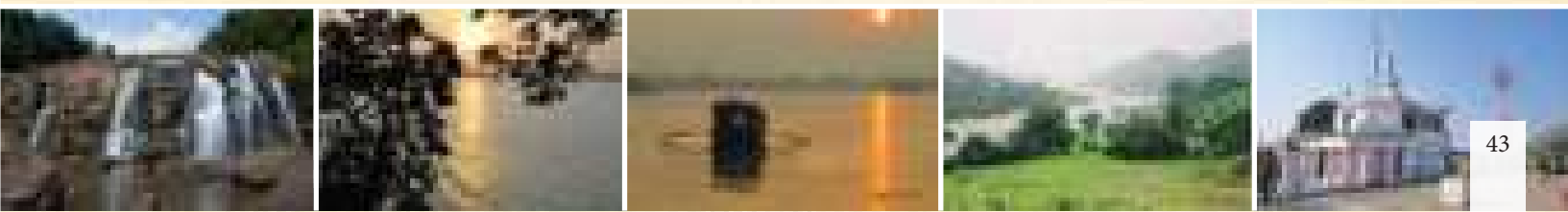
22.3.5 AMUSEMENT PARK

Amusement Parks are commercially operated enterprises that offer rides, games, and other forms of entertainment. They should have minimum area of 5 acres; a food court and should have at least 5 operational rides with a total minimum carrying capacity of 100 persons at a time.

Standalone multiplexes will not be treated as amusement parks.

22.3.6 ROPEWAYS

Ropeways are transport system for people especially in tourist destinations in mountainous areas, or used to reach difficult places / places normally inaccessible by



Tilaiya Dam, Kodarma





road, in which carriers are suspended from moving cables powered by motor. The aerial distance of the rope way between lower station and upper station should be at least 100 m and minimum carrying capacity of 50 tourists per hour. It should have proper terminals at both the ends with waiting lounge, toilet facility, first aid facility etc.

22.3.7 WAYSIDE AMENITIES

Wayside amenities shall be a complex comprising of minimum 2 resting areas, separate toilets for men and women, cafeteria, shops and parking facility located on National Highways, State Highways and other major roads.

22.3.8 WATER SPORTS

Water Sports include water related adventure/leisure activities such as sailing, wind surfing, scuba diving, water skiing, water scooter, river rafting, kayaking, snorkeling, paddling etc. It would be set up near a water body and shall offer at least 4 water sports activities along with a jetty. It shall have adequate changing rooms, showers, lockers and separate toilets for men and women. It shall have a booking counter; trained staff and shall comply to all prescribed norms and regulations.

22.3.9 CRUISE TOURISM

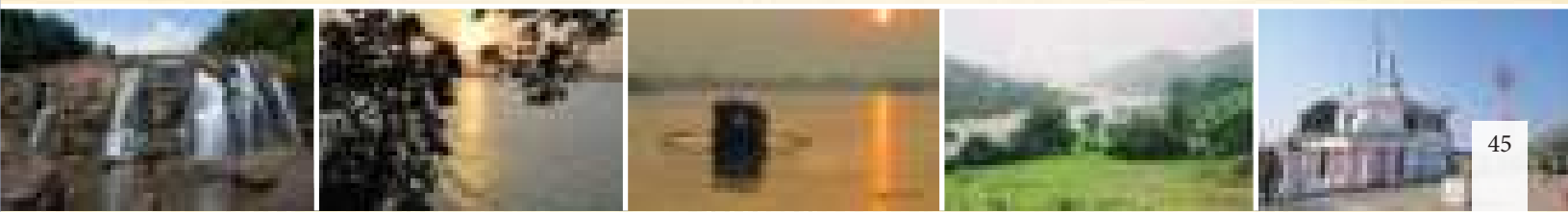
Water cruises are trips taken for leisure in a water body generally for a short duration ranging in hours. It should have a minimum capacity to host 25 passengers plus crew members with facilities for on board dining, accommodation and entertainment. It shall comply to prescribed norms and regulations.

22.3.10 HOUSEBOATS

A houseboat is a boat that has been designed to be used primarily as a human dwelling. Vessels shall be in conformity to the prescribed norms and regulations. Accommodation facilities shall include bedroom with attached bathroom, kitchen and common toilet for staff. 24 hours water and power supply shall be ensured. All the safety norms prescribed in this regard shall be adhered to. Houseboat infrastructure shall include jetty, parking and onshore infrastructure.

22.3.11 CAMPING SITES

Camping Sites on a minimum area of 0.20 acres and at least ten tents with minimum accommodation capacity of 20 persons, put on raised platform shall be eligible. All the tents shall have attached toilets. In addition to this there shall be a kitchen, dining area, and common washroom area. It shall have adequate power supply, water supply, sewerage and security arrangements.



Patratu Dam, Ramgarh





22.3.12 ADVENTURE SPORTS

The adventure sports activities include activities like paragliding, zip lining, bungee jumping, fun adventure rock climbing, gliding, motor gliding, hot air ballooning etc. Necessary infrastructure to perform at least 5 adventure activities shall be available along with trained staff. All necessary norms and regulations shall be complied with.

22.3.13 AEROSPORTS

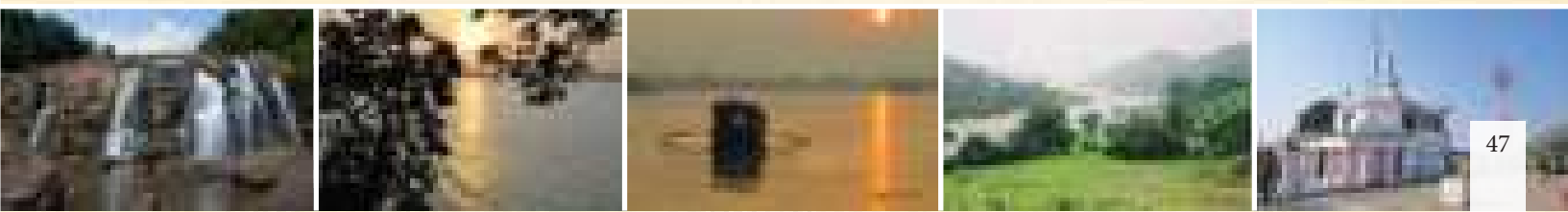
Aerosports centres with capacity of accommodating at least 20 persons at any point of time. Such centres may engage in aerosports activities as well as provide training.

22.3.14 SOUND AND LIGHT SHOW/LASER

A night time spectacle or performance in which illumination is done and the narrative is imparted to spectators by means of audio-visual, digital or electronic medium. It shall have adequate seating arrangement for at least 50 persons, shall have system for controlling lighting and sound and shall have adequate power arrangements and public amenities such as separate toilets for male and female.

22.3.15 RURAL TOURISM SITES

Sites should have a minimum capacity of accommodating not less than 10 tourists at a time. Accommodation shall be in the same pattern as found in the vicinity and should merge with the ambient environment. Preference to be given to local cuisines. It shall showcase local culture, art and craft and lifestyle and have adequate arrangements for food, power supply, water supply and hygienic toilets.



Patratu Resort, Ramgarh





22.4 Following incentives shall be admissible to above mentioned activities as specified in para 22.2 through the Single Window System:

- 22.4.1. Capital Investment Incentive.
- 22.4.2. Captive power generating subsidy.
- 22.4.3. Interest Subsidy.
- 22.4.4. Special incentives for SC/ ST women, ex -service men and handicapped persons.
- 22.4.5. SGST related incentives.
- 22.4.6. Electricity duty related incentive.

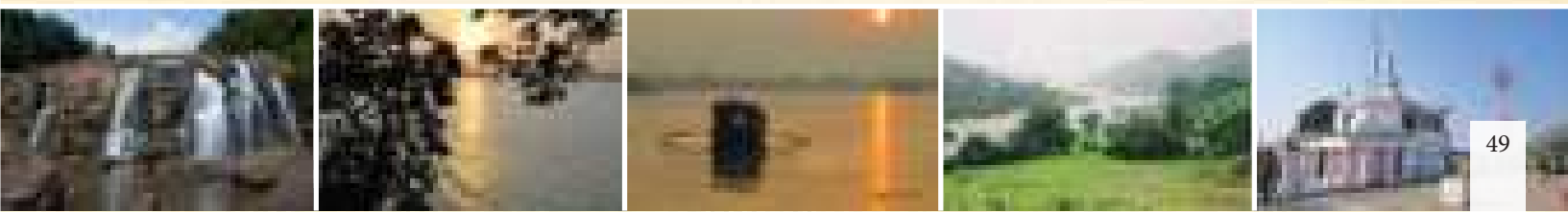
22.5 Capital Investment Incentive:

22.5.1 Expenditure incurred on following shall be considered eligible for Capital Investment subsidy:

- 22.5.1.1 Payment made towards registration charges of land. Building construction for tourism activities/services which includes boundary wall, landscaping and any other project specific construction.
- 22.5.1.2 Plant and machinery.
- 22.5.1.3 Interior Furnishing.
- 22.5.1.4 Electrical Installation.
- 22.5.1.5 Furniture and fixtures.
- 22.5.1.6 Kitchen equipment.
- 22.5.1.7 Sewage treatment plant (STP).
- 22.5.1.8 Generator and AC plant/ AC unit.
- 22.5.1.9 Sanitary fittings.

22.5.2. Expenditure incurred on following shall not be considered eligible for Capital Investment subsidy:

- 22.5.2.1 Cost of land.
- 22.5.2.2 Working Capital.
- 22.5.2.3 Goodwill.
- 22.5.2.4 Commissioning fees.
- 22.5.2.5 Royalty.
- 22.5.2.6 Pre-operative expenses.
- 22.5.2.7 Second hand plant and machinery, furniture, fixtures, electrical installation etc.



Tenughat Dam, Bokaro





- 22.5.2.8 Interest capitalised.
- 22.5.2.9 Trucks, cars, vans, trailers and other transport vehicles.
- 22.5.2.10 Consumables like crockery, utensils, bed linen etc.
- 22.5.2.11 Technical/Consultant fees.
- 22.5.2.12 Any construction which is the nature of real estate development like shops, flats, offices etc. meant for sale/lease/rent.

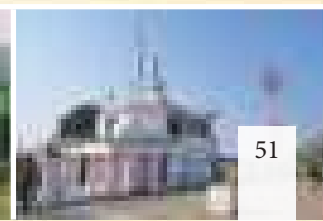
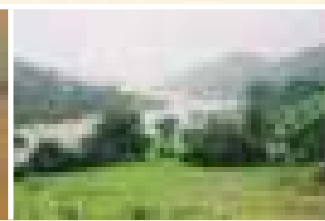
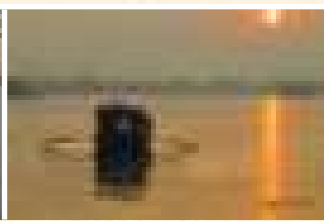
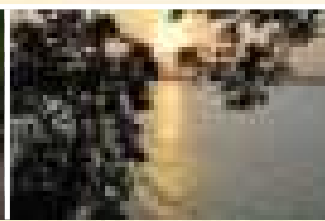
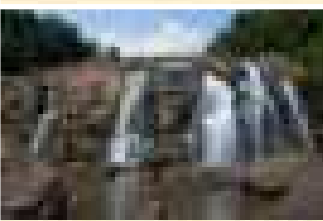
22.5.3. The details of capital investment incentive, admissible to new tourism units(specified in para 22.2), are as follows:

Capital Investment Subsidy (%)	Financial Limit on capital investment subsidy	Special Benefits
For Municipal Corporation Area and Jamshedpur NAC area.		
20%	Subsidy limit of Rs. 7.5 Crores. The subsidy would be reimbursed in the following Slabs: (a) 50% at the time of commissioning for commercial operations. (b) 50% at the end of first year of commercial operations.	Additional 5% incentives over and above Rs. 5 lakhs for SC/ ST Entrepreneurs, Women Entrepreneurs, Handicapped persons and Ex- servicemen shall be admissible.
For Other Areas (Other than Municipal Corporation and Jamshedpur NAC area)		
25%	Subsidy limit of Rs. 10 Crores. The subsidy would be reimbursed in the following Slabs: (a) 50% at the time of commissioning for commercial operations. (b) 50% at the end of first year of commercial operations.	Additional 5% incentives over and above Rs. 5 lakhs for SC/ ST Entrepreneurs, Women Entrepreneurs, Handicapped persons and Ex- servicemen shall be admissible.

22.6 CAPTIVE POWER GENERATING SUBSIDY:

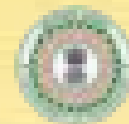
The details of captive power generating subsidy admissible to new tourism units (as specified in para 2.2) are as follows:

Captive power generating Subsidy (%)	Financial Limit on captive power generating subsidy	Special Benefits
30%	Rs. 5.00 Lakhs for all New Tourism Units	Additional 5% incentive over and above with a cap of Rs.0.75 lakhs to SC/ST Entrepreneurs, Women Entrepreneurs, Handicapped persons and Ex-servicemen shall be admissible.



Chhau Dance





22.7 Interest Subsidy

The interest subsidy admissible to new tourism unit(as specified in para 22.2) shall be admissible in the following manner on the interest actually paid to be financial institutions/banks on loans taken by such new tourism units:

Interest Subsidy (%)	Financial Limit on interest subsidy	Special Benefits
50%	The subsidy shall be limited to a sum of Rs.20 lacs for 5 Years.	An Additional Incentive of 5% would be admissible to Tourism Units in Scheduled Areas outside urban limits.

22.8 State Goods and Services Tax

A new tourism unit shall be entitled to reimbursement of 75% of net SGST paid for a period of five years from the date of commencement of commercial operation.

22.9 Electricity Duty

Reimbursement of electricity duty would be admissible to new tourism units for a period of 5 years from the date of commercial operations.

22.10 Stamp Duty

New Tourism units would be eligible for reimbursement of 2% stamp duty to register/ purchase/lease of land or building for the first transaction only.

22.11 Holding Tax

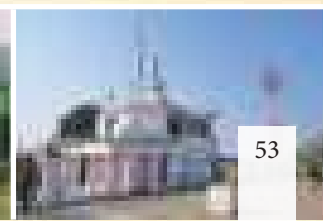
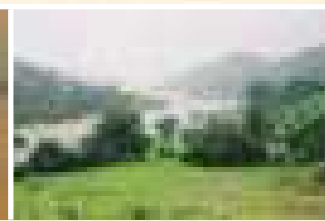
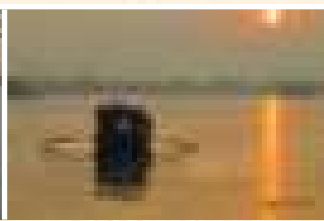
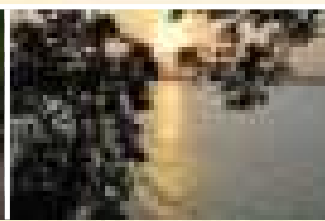
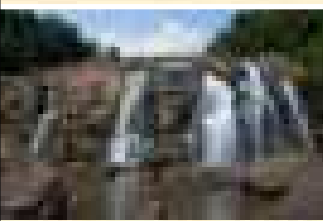
No holding tax shall be charged for new tourism units for the first five years from the date of commencement of commercial operation.

23. PROCEDURE FOR CLAIMING INCENTIVES

23.1. All fiscal incentives shall be disbursed by the Department of Industries.

23.2. Department of Industries shall ensure necessary budgetary provisions for the same.

23.3. Department of Industries shall issue necessary guidelines outlining the procedure of applying for incentives and disbursement of the same.



Saranda Forest, West Singhbhum





24. UPGRADATION OF TOURISM SUPPORT SERVICES

24.1. Human Resources Development

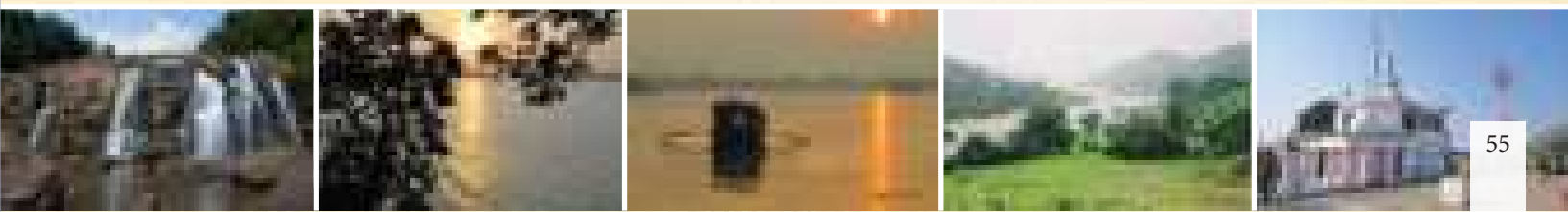
- 24.1.1. Human Resource Development is a vital aspect of tourism. The tourists depend on tour operators, travel agents, guides and other tourism functionaries. Trained manpower is critical for the tourism industry. Professional training creates better employment opportunities.
- 24.1.2. The State Government would encourage and support creation of standard training facilities in the non-government sector, in addition to those available through institutions in the public sector. Tourism hospitality and hotel management courses, courses on mass communication and advertising, courses for guides/travel agents/tour operators/caterers taxi operators/porters and other functionaries would also be introduced in the Universities, colleges and Polytechnics, in addition to dedicated professional institutions.
- 24.1.3. The Institute of Hotel Management (IHM), Ranchi has been set up and developed as a centre of excellence.
- 24.1.4. The State Government would operationalize Food Craft Institute at Deoghar.
- 24.1.5. The Government would encourage the private sector for setting up of institutes on foodcraft, hotel management, travel and tourism management. The State Government would offer land as per the prevalent policy to such reputed, willing and capable institutions, who are already operating such institutions anywhere in the country.
- 24.1.6. The eligibility criteria for direct recruits to State Tourism Department and Jharkhand Tourism Development Corporation Ltd. would be suitably revised to bring in professionalism. Opportunities would be provided to the existing functionaries to acquire higher skills through in-service institutional training or distant learning.

24.2. Tourist Guides

- 24.2.1. The availability of educated, trained, well-informed and multi-lingual guides with proper motivation is very critical for tourism development. The State Government would take steps to select and train the appropriate number of guides.
- 24.2.2. Courses would also be organized for those who are interested in taking up a career as language guide, especially in the foreign languages, like-Japanese, Chinese, Arabic, Italian, French, German Spanish, English and Indian languages, like-Bengali, Oriya, Gujarati etc.

24.3. Tourist Information Centres

- 24.3.1. Keeping in mind the large traffic of domestic and international tourists, it is necessary to set up modern well-equipped Tourist Information Centres at important destinations.



Jagannath Temple, Ranchi

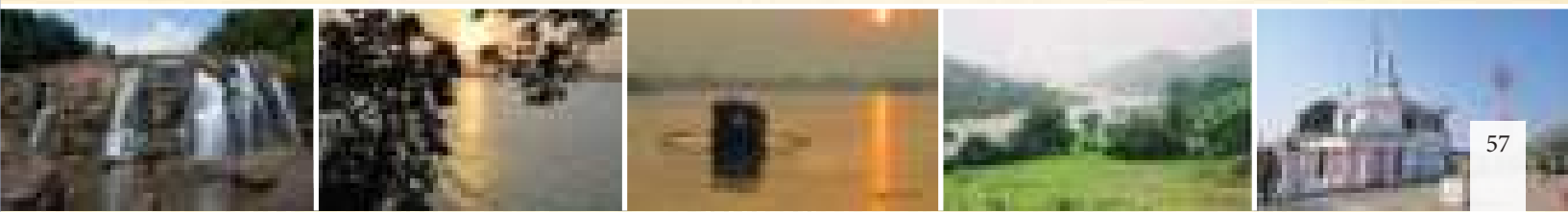




- 24.3.2. Tourist Information Centres would be set up outside the State also. All Tourist Information Centres will be inter-linked through computer network.
- 24.3.3. Apart from offering information to tourists, Tourist Information Centres would also provide reservation facilities for hotels and transportation in Jharkhand.
- 24.3.4. Information through touch screen kiosks and multi-media software would also be made available to the tourists at bus stands, railway stations, airports and at various tourist destinations, etc.
- 24.3.5. Jharkhand tourism would also be publicized by engaging agents in other states on commission basis.
- 24.3.6. Efforts would be made to operate such Tourist Information Centres through public-private-partnership under close monitoring and supervision of the Department of Tourism so as to ensure desired results.

25. PROMOTION AND MARKETING

- 25.1. Promotion and marketing are important components of tourism development and need to be undertaken along with product development in conformity with consumer profiles and product characteristics. The policy of the Government would be to develop and implement cost effective marketing strategies based on market research.
- 25.2. Tourism promotion, publicity and marketing is one of the most critical activities not only to attract a large number of tourists but also to educate the tourists regarding the kind of tourism products which the state offers. It also facilitates the travel and stay of the tourist in the State. To achieve all this there is a need for well-defined advertising and publicity plan. Thus, a separate and dedicated team of professionals on outsourcing basis would be set up to assist the Department in marketing the tourism products of the state in a professional and result-oriented manner to the outside world as well as amongst the domestic tourists.
- 25.3. A multi-pronged strategy would be evolved to make optimal use of media for promoting Jharkhand as an attraction for tourists. Communication strategy and Branding initiatives would be undertaken.
- 25.4. Keeping in mind the above objectives, the following initiatives would be taken:
 - 25.4.1. Strengthen the existing Tourist Information Centres (TIC's) and set up new Tourist Information Centres at desired locations.
 - 25.4.2. Organize familiarization tours and conventions of eminent and renowned travel writers, tour operators and travel agencies.
 - 25.4.3. Production of high-quality informative audio-visuals and tourist literature in English and other foreign Indian languages.
 - 25.4.4. Collaboration with Indian Council for Cultural Relations (ICCR), Overseas Tourism India Office etc. and tapping the Indian and overseas media for organizing publicity campaigns.

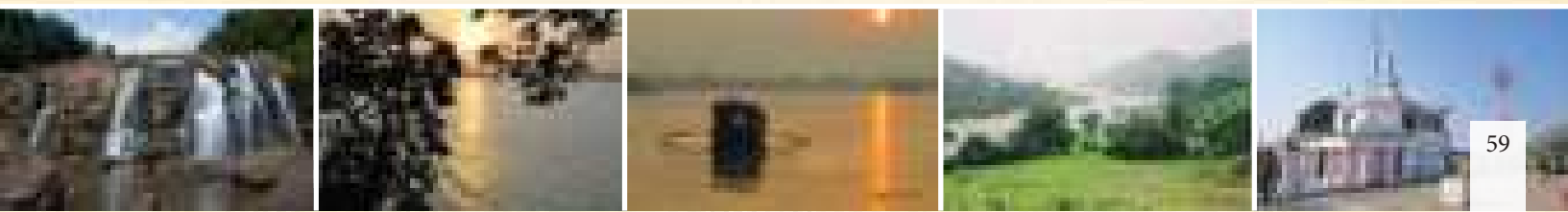


Patratu Valley, Ranchi





- 25.4.5. Organizing Jharkhand festivals inside and outside the country in collaboration with the Indian Council for Cultural Relations (ICCR), Sangeet Natak Academy and other eminent organizations.
- 25.4.6. Participation in exhibitions and festivals organized by various reputed and experienced agencies at state, national and international levels.
- 25.4.7. Encouragement of joint publicity campaigns with private partners.
- 25.4.8. Display of hoardings at strategic locations and in the vicinity of various tourist destinations highlighting their special significance.
- 25.4.9. Display of way indicators on the roads to highlight the location and significance of various tourist destinations.
- 25.4.10. Organizing cultural festivals in different parts of the state.
- 25.4.11. Promotion of various sports events, corporate convention and conferences, youth congregations, academic needs; national and international cultural conferences with the active support of various departments, corporate bodies, universities and other organizations.
- 25.4.12. Organizing various food festivals to popularize ethnic Jharkhand cuisine in different parts of the country and for the tourists visiting the state.
- 25.4.13. Organizing publicity campaigns through print media and the audio- visual media. The private sector would also be motivated to partner with the government to achieve these objectives.
- 25.4.14. Publication of periodicals and telecast of special promotional campaigns of Jharkhand Tourism through sponsorship of private agencies and otherwise.
- 25.4.15. Production of films on tourist locations and facilities, local fairs and festivals, flora and fauna etc. would be encouraged to publicize the tourism potential of the state through television networks and electronic media.
- 25.4.16. Use of electronic, print and cyber media for marketing of Jharkhand as a premier tourist destination.



Jubilee Park, Jamshedpur





26. SAFETY AND SECURITY OF TOURIST

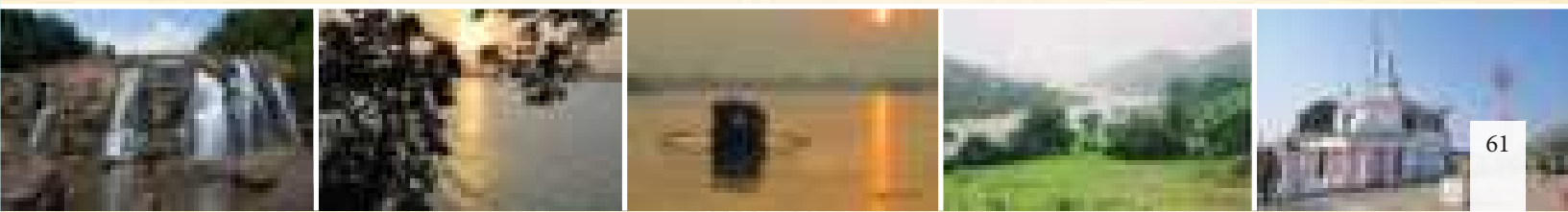
- 26.1. Safety and security of tourists is an extremely important and sensitive factor for the growth of tourism. The State Government accords highest priority to safety and security of tourists.
- 26.2. In order to prevent any inconvenience to the tourists a Tourist Security Force (TSF) would be set up. Such a security force would be deployed at all the places of public convergence, such as bus stands, railway stations, airports and at various tourist destinations.
- 26.3. A 24-hour Tourist Help Line would be set up so as to provide rescue and assistance services to tourists in distress, which includes medical services, transport services, navigation services, security services etc.
- 26.4. A Central Control Room at the Headquarters of the Department of Tourism would be set up to monitor the arrival, travel and the stay of the tourists at various destinations and to provide them assistance, wherever and whenever required.

27. CONSULTANCY SERVICES

- 27.1. To ensure world class infrastructure for tourism promotion and development, services of reputed, experienced and competent consultants would be procured. The State Government intends to utilize the services of such consultants in the promotion and development of tourism infrastructure, conducting necessary techno-economic feasibility studies, carrying out market research, preparation of DPR's, etc.
- 27.2. Consultancy services would also be utilized for professionalization and modernization of Jharkhand Tourism Development Corporation and the Department of Tourism by reforming the procedures and processes, adopting the latest tools and techniques of tourism management, introducing latest concepts and technology, technological up-gradation, skill improvement etc.

28. JHARKHAND TOURISM DEVELOPMENT BOARD

- 28.1. The State Government would set up a Jharkhand Tourism Development Board to facilitate inter-departmental co-operation and coordination to promote tourism in the State. This Board would be set up under the chairmanship of the Chief Minister with the Tourism Minister as Vice-chairman and Principal Secretaries/Secretaries of other relevant departments as members. The Board would also have representatives of the Hotel Association, Travel Agents Association, Adventure Sports Operators Association, NGO's and other non- official members having outstanding contribution or expertise in the field of development and promotion of tourism.
- 28.2. The Board would advise the Government to lay down the policy guidelines for the development and promotion of tourism.



Maluti Temple, Dumka





29. STRENGTHENING OF JHARKHAND TOURISM DEVELOPMENT CORPORATION

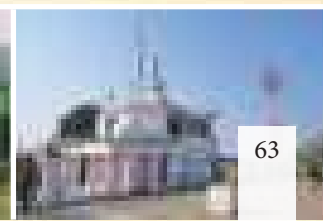
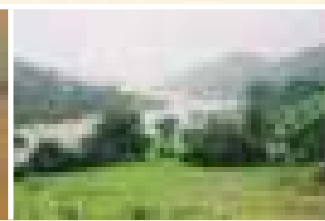
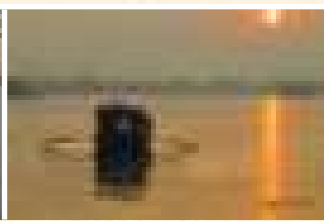
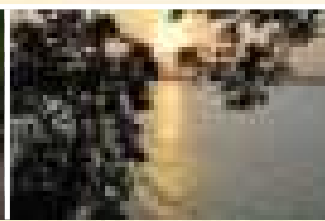
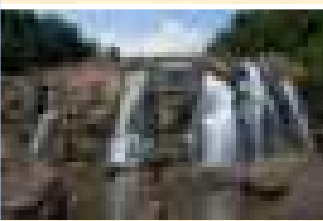
- 29.1. The role of Jharkhand Tourism Development Corporation (JTDC) Ltd, in the promotion and development of tourism in the state is critical, in the light of which the Jharkhand Tourism Development Corporation would be strengthened and modernized so as to enable it to perform in an efficient and professional manner, and deliver the desired results in a time bound manner.
- 29.2. The Jharkhand Tourism Development Corporation would act as a nodal agency in developing tourism at various destinations in the State. It would promote infrastructural development through private sector participation on the land allotted by the department and carry out all required developmental works so as to establish and set up hotels and other infrastructure to augment the tourist infrastructure at various destinations.
- 29.3. The role of JTDC in providing comfortable, efficient and smooth transport services to the visiting tourists in the State is of utmost importance. Accordingly, the JTDC would take steps to strengthen its tourism transport fleet either by purchasing or by acquiring transport vehicles on lease, equipped with various modern facilities.
- 29.4. Jharkhand Tourism Development Corporation would promote public-private-partnership to ensure better management and improved services.
- 29.5. To ensure quality infrastructure at various destinations JTDC would be strengthened to execute the projects.

30. TOURISM DEVELOPMENT AUTHORITY

- 30.1. To ensure focused, systematic, professional and time-bound development of tourist destinations or zones, the Government would set up Tourism Development Authority(s) for such zones/ specific places. Such Authority(s) would comprise of representatives of hotel associations, travel agents' associations, NGOs and non-official members having outstanding contribution or expertise in the field of development and promotion of tourism.
- 30.2. Such tourism development authorities would execute various tourism development projects within their jurisdiction and would also maintain all tourism related activities in such areas and undertake all such initiatives and actions to promote tourism.

31. SINGLE WINDOW SYSTEM

- 31.1. Efforts would be made to facilitate smooth flow of institutional finance for improving, strengthening and augmenting the tourism infrastructure in the state.
- 31.2. A special cell to facilitate and to assist entrepreneurs interested in setting up tourism related projects in the State would be created in the Department of Tourism and all fiscal incentives would be routed through the Single Window System of the Department of Industries.



Palash Tree





32. TOURISM TRADE FACILITATION ACT

- 32.1. To prevent exploitation of tourists by various service providers, a legislation for facilitating tourism trade has been enacted by the Government.
- 32.2. The Department of Tourism would be empowered to license and inspect such establishments, which are engaged in providing various services to the tourists.
- 32.3. Complaints received from the tourists would be redressed on priority basis.

33. COORDINATION WITH NEIGHBOURING STATES

The Government would coordinate with the Tourism Department and Tourism Development corporations of the neighbouring states like West Bengal, Orissa, Chhattisgarh, Madhya Pradesh, Uttar Pradesh and Bihar to promote package tours on reciprocal basis and take up relevant common issues of tourism promotion and development.

34. AWARDS FOR OUTSTANDING PERFORMANCE

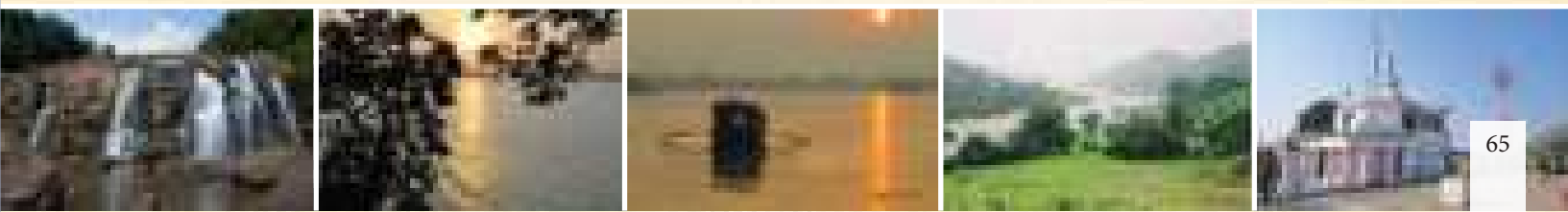
Performance of Tourism units would be evaluated regularly and on the basis of objective evaluation criteria awards would be given to them by the State Government for outstanding achievement in various sectors of tourism.

35. MONITORING AND REVIEW

- 35.1. A Monitoring Committee under the Chairmanship of Chief Secretary/Development Commissioner shall be set up, which shall have the Secretaries of various departments as its members. The Secretary, Tourism shall be the member secretary of this Monitoring Committee.
- 35.2. This Monitoring Committee shall also look into the hurdles/problems, if any, with respect to the implementation of this policy.
- 35.3. All concerned Departments shall issue follow-up notification to give effect to the provisions of this policy within 30 days of declaration of this policy.
- 35.4. The State Government would carry out annual/midterm review of this policy.

36. POWER OF THE STATE GOVERNMENT

Notwithstanding anything contained in the foregoing paragraphs the State Government by issuance of notification in the official gazette may amend or withdraw any of the provisions and / or the schemes mentioned herein above.



Paragliding Khandoli, Giridih





37. VALIDITY OF PROVISIONS OF TOURISM POLICY 2015

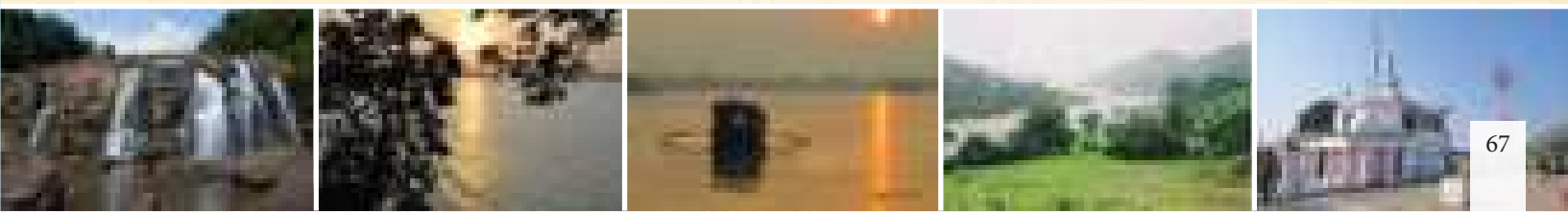
If any establishment is availing of any of the fiscal benefits of Jharkhand Tourism policy 2015, it would continue to avail of the same for the period specified in the Jharkhand Tourism policy 2015.

38. EFFECTIVE DATE

This Policy shall come into force with effect from the date of gazette notification.

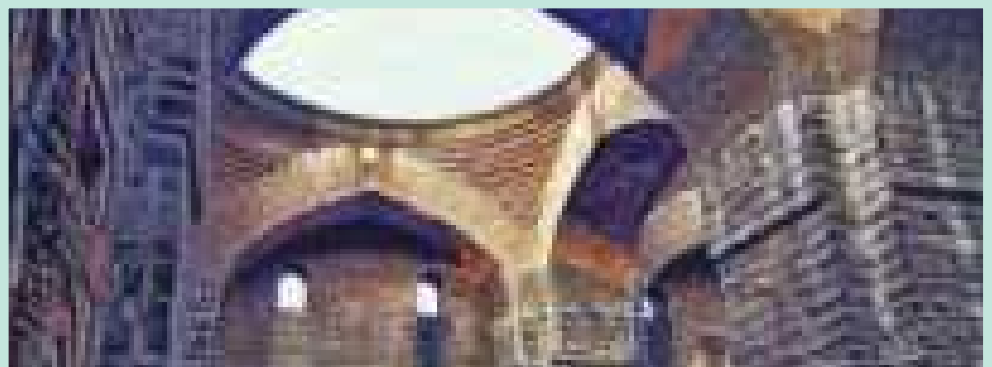
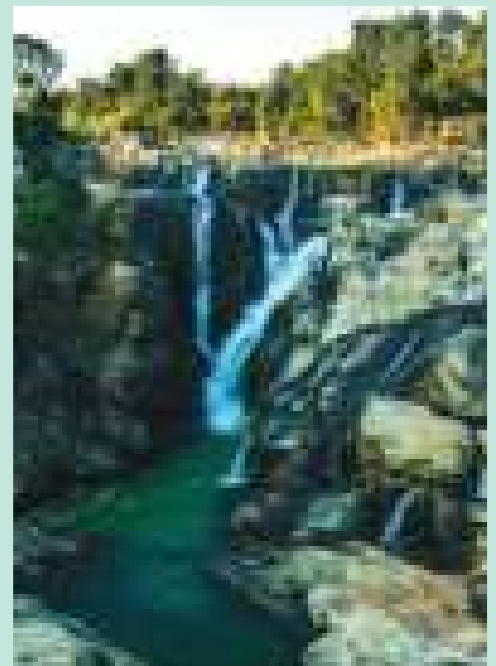
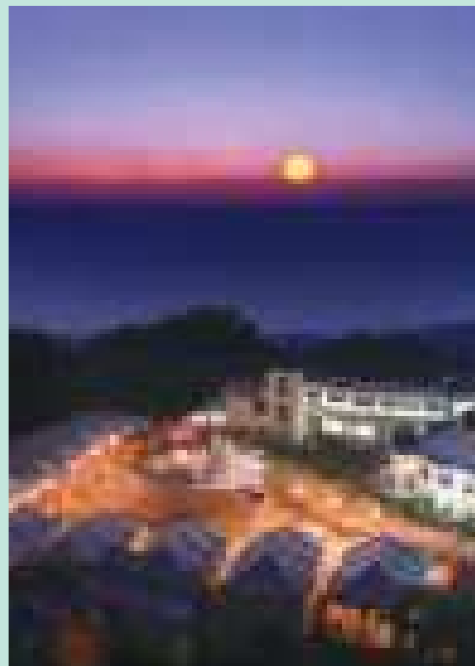
39. VALIDITY OF TOURISM POLICY 2021

This Policy shall remain in force for a period of five years from the date it comes into force or till the declaration of a new or revised Policy, whichever is earlier.



Moti Jharna, Sahibganj





**GOVERNMENT OF JHARKHAND
DEPARTMENT OF TOURISM, ARTS, CULTURE, SPORTS AND YOUTH AFFAIRS**

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