

PRESS NOTE

As ordered by Hon'ble Chief Minister of Tamil Nadu the first meeting of State Level Steering Committee on Asian Development Bank supported Tourism projects for Tamil Nadu was held today, 8-8-2012

Tamil Nadu is one among the four States selected by Asian Development Bank for Infrastructure Development Investment Programme for Tourism. It is the only Southern State selected for ADB support. The other States being Punjab, Himachal Pradesh and Uttarakhand.

The Investment Program targets enhanced economic growth and provision of livelihood opportunities for local communities through tourism infrastructure development. **Hon'ble Chief Minister** has already ordered to take action on preservation and development of natural and cultural heritage.

Today 8.8.2012, the State Level Steering Committee meeting was chaired by Hon'ble Minister for Tourism. The Chief Secretary, Principal Secretary-Tourism and Culture, Principal Secretary – Finance, Principal Secretary/Commissioner of Tourism and other Secretaries to Government who are Members of the Committee attended the meeting.

The Principal Secretary-Tourism and Culture welcomed the Members and outlined the objectives of the meeting.

Hon'ble Minister for Tourism mentioned that the project will cover two major circuits

- 1) **East Coast Circuit** (Pilgrimage and Heritage Circuit) covering Kancheepuram, Cuddalore, Nagapattinam, Tiruvarur and Thanjavur Districts.
- 2) **Southern Circuit** (Pilgrimage and Eco Circuit) covering Pudukottai, Sivaganga, Madurai, Theni, Ramanathapuram, Tirunelveli, Tuticorin and Kanniyakumari District.

The ADB project will ensure enhanced tourist arrivals through quality infrastructure. The project will be implemented over a period of five years with a total outlay of Rs.450

crores approximately. In the first phase the East Coast Circuit is taken up and Southern Circuit will follow.

The targeted output of the ADB project are -

- i) Improved basic urban infrastructure and incidental services at existing and emerging tourist destinations and gateways;
- ii) Improved connectivity to tourist attractions focusing on the improvement of last mile connectivity;
- iii) Enhanced quality of natural and cultural tourist attractions to ensure convenience and safety for visitors;
- iv) Greater participation by local communities in tourism-related economic and livelihood activities; and
- v) Strengthened capacity of concerned sector agencies and local communities for planning, development, management and marketing of tourist destinations and attractions and promoting private sector participation and small businesses.

The Steering Committee approved the following :

- 1) Setting up of Project Management Unit at Chennai and Project Implementation Unit at Poompuhar in Nagapattinam District with necessary infrastructure.
- 2) The Committee authorized Tamil Nadu Tourism to take necessary steps to appoint Project Management Consultant, Design and Supervision Consultant for the project.
- 3) The Committee authorized Tamil Nadu Tourism to take all measures to speed up implementation of the project and follow the time frame.

The Hon'ble Minister for Tourism and the Chief Secretary advised that the project work should commence quickly and the preliminary works should be done expeditiously.

**Principal Secretary to Government,
Tourism & Culture Department,**

Issued By:-

DIPR, Secretariat, Chennai - 9.