

U.P. Government adopts PPP to promote tourism

- ***RFQ to be issued for Helium balloon ride at three places, possibility to be explored at Lucknow also***
- ***Consultant selected for Ropeways at three places***
- ***Light & Sound show to be restarted at Residency Lucknow***
- ***Roadside public amenities to be developed by private sector***

Lucknow | June 13, 2012

In its bid to unlock immense potential of religious, spiritual, historical and eco-tourism in Uttar Pradesh, **Empowered Committee on Public Private Partnership (PPP), headed by Infrastructure and Industrial Development Commissioner (IIDC), Anil K Gupta** met here today and gave in principle approval for issuance of Request for Qualification (RFQ) document for setting up **Helium Balloon Ride** facility at three places, viz. Agra, Fatehpur Sikri, Varanasi and restarting of **Light & Sound show at Residency, Lucknow**. Further, **Consultant for preparing Detailed Project Report (DPR) for setting up Ropeways at three places was selected** along with in principle approval to encourage development of **roadside amenities** by private developers.

In the first phase, **Helium balloon Ride facility** is proposed at **Shilpgram-Agra; Rahi Gulistan Tourist Complex-Fatehpur Sikri and Sant Ravidas Ghat-Varanasi**. It was also decided that **possibility of Helium Balloon Ride facility at Lucknow will also be explored**. To be developed by the selected private developer, government will facilitate provision of land. It is estimated that around 3000 to 4000 square meter land would be required for each of these projects, while estimate capital cost is **Rs 6 crores**. It was decided that RFQ should be issued after incorporating appropriate provisions.

"Endowed with rich cultural and historical heritage, Uttar Pradesh has enormous possibilities in religious, eco and historical tourism, State government has decided to promote tourism through public private partnership in order to realise this potential," **said IIDC, Anil K Gupta**.

In another important decision, **consortium of UDeC/IDFC/Innovest Dehradun has been selected as consultant** for carrying out necessary studies, prepare both a feasibility report and a master plan for the three projects **involving establishment of Ropeways**. Aimed at promoting religious tourism and providing better transit facilities to pilgrims, Ropeways will be set up at **Radharani temple in Barsana, Mathura; Devangana (valley) in Chitrakoot; and Vindhyavaasani Kali Khoh-Ashtabhujia in Mirzapur**.

Furthermore, hitherto suspended **Light & Sound show at historical Residency building in Lucknow will be restarted under PPP mode**. It may be noted that Light & Sound show at Residency was very popular but had been suspended few years ago. The project has been recently taken over by U.P. Tourism Corporation.

Decision was also taken **to encourage private players to create new public amenity facilities along the State and national highways and other roads** routinely used by travellers and tourists. It was decided that **EoI should be issued** in this regard after specifying minimum standard of quality assurance for developing and maintaining facilities like hygienic public toilets, clean drinking water, etc. along the roads. Signposts will be put up one kilometer from such facilities on either side.
