Chapter - 3

Tourism in Uttar Pradesh
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Uttar Pradesh is one of the largest states of India. It possesses a very rich historical heritage which has given this state a large number of places of tourist attraction.

Taj Mahal, one of the Seven Wonders of the World, is located in the state of Uttar Pradesh at Agra, India. It has a universal appeal and is a part of household vocabulary. The Taj Mahal is a mausoleum of singular beauty dedicated to true and eternal love. Built at the behest of Shahjahan, the Mughal Emperor of India in the 17th century. It took twenty years to build employing a labour force of about 20 thousand. Constructed of pure white marble, its eternal beauty may be likened to a ‘dream in marble’ specially on moonlit nights. People the world over are attracted to it and it is the highlight of Indian tourism, which with other unique features- natural, historical and religious justifies Uttar Pradesh being reckoned as India’s one of the most

* The source of reference of this chapter are indicated in detail in the Bibliography appended at the end of the thesis.

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magnetic region that attracts tourists, both domestic and foreign, in progressively increasing numbers.

**About Uttar Pradesh**

Uttar Pradesh, known as United Provinces before independence, is India’s most populous state with a population, which is more than the combined population of some of the West European nations. Areawise, it is the fourth largest state of India. It is half of the area of France, three times of Portugal, four times of Ireland, seven times of Switzerland, ten times of Belgium and a little bigger than England.

With Uttranchal and partly Nepal to its north, Bihar and Jharkhand to its east, Madhya Pradesh to its south and south-west, Haryana to its west, along with Union Territory of the national capital region of Delhi and some parts of Rajasthan, it has Himachal Pradesh to its north-west. In a manner of speaking, it occupies the central position in India and alongwith some other major states like Madhya Pradesh, Bihar and Rajasthan, it is completely landlocked.
The land of Rama and Krishna, one born and brought up, banished and then crowned and fully established as a king and the other born and brought up here before migrating to Dwarka in Gujrat, has often been at the centre of affairs in India's life. With its holy city of Varanasi, or Benares, with the Lord of the Universe, Kasi-Vishwanath, making his abode close to the great Ganga, with the importance attached to Ayodhya and Mathura as well as Barindavan and with the world famous Taj Mahal at Agra, Uttar Pradesh will always occupy a place of importance in India.

With the mighty Himalayas as its backdrop the land of the huge Gangetic plain connects the north of India to the east. The state is actually divided into three geographical parts: the Himalayan region and some of the foothills areas in the north, the vast plain known as the Gangetic plain, covering much of the state and the Vindhya mountains in the south. Both in terms of geography and in political and administrative terms, the state could also be divided into five zones the western zone, which is comparatively well developed and better off than the rest in terms of agriculture and industry; the eastern zone
which is not so well developed, the central zone, the hills region, which may in fact it has recently emerge as a separate state from the rest of Uttar Pradesh, and the Bundelkhand region in the south close to Madhya Pradesh.

Of its total length of 2525 kms., the Ganga has as much as 1450 kms. of its long run in Uttar Pradesh. The Yamuna, merges with the Ganga from the right side while its tributaries on the left are the Gomti, the river which runs through the capital city of Lucknow, the Ramganga, the Ghaghra and the Gandak.

The Yamuna rises in the Yamunotri glacier in the Uttranchal and then enters Himachal Pradesh from which it flows into Haryana before entering Capital of Delhi. It flows towards Uttar Pradesh and touches the sacred city of Mathura, across which lies Krishna’s Brindavan, and then enters the historic city of Agra which was once the capital of the Mughals. Right on the banks of the river is one of the wonders of the world, the Taj Mahal, and then the Yamuna turns towards the east. One of the great rivers which joins the Yamuna here is the Chambal, flowing from Rajasthan and Madhya Pradesh, at Etawah before the
Yamuna itself merges with the Ganga at Allahabad. The Yamuna is 1376 kms. long much of it in Uttar Pradesh.

Uttar Pradesh has a unique historical background. Even in the prehistoric period of the Ramayana and Mahabharata the region had acquired a significant importance because of the Rama and Krishna legends emerged from its soil. From nearby Bihar, the great figure of the Buddha came to Varanasi and at Sarnath, just outside the eternal city, it was there that he preached his first sermon for which Sarnath is known as the Kanachakrapravartanakshetra. The Buddha moved about between Bihar and Uttar Pradesh and it was in Deoria that he breathed his last. Deoria is a district town in eastern Uttar Pradesh. At Sarnath, Asoka, the great Mauryan emperor who ruled from Patliputra, modern Patna, built one of his beautiful monolithic polished pillars with the ‘four lions’ capital on it. Only three of the four lions are visible in any picture as invariably the fourth lion remains hidden when you take a frontal picture. The Indian government chose the three lions (actually four) as the state emblem of free India with the Satyameva Jayate from the Kathopanishad inscribed on it, meaning ‘truth always
triumphs', something to which the Indian state itself has to live up to.

The entire State, except for the northern region, has a tropical monsoon climate. It could be said that the climate in the state is generally cold, almost alpine in the Himalayan region, and both hot and cold in the rest of the state. In the plains, the bulk of the state, the climate is cool or cold from November to early March although the days are pleasant and often warm. After the middle of March it gets to be hot and in May it could rise to 45°c or even more in the plains. June is both hot and humid until the south-west monsoon breaks in all its fury. The rainfall is more towards the eastern parts of the state and it goes on decreasing as one approaches the western parts. Similarly there is heavy rainfall in the Himalayan region but it goes on decreasing towards the southern parts of the state. Some wide variations could well be imagined to exist in such a vast state.

The forests are thick and deep in the Himalayan region but are sparse in the rest of the state. As against the Indian average of 21.5 per cent of forest area, which itself is less than required, the forest cover in Uttar Pradesh is
17.41 per cent. In two areas, Ballia and Ghazipur, both in the eastern region it is below one percent.

It is only to be expected that such a large state watered by the mighty Ganga and Yamuna and nestling in the Himalaya for a significant part, would have a wide and rich variety of flora and fauna. It has an amazing variety of some 1,000 woody plants, including 3,000 trees, 400 shrubs, and 100 woody climbers. More than 200 species of grasses have been identified in the Gangetic plains along with a rich supply of herbs and valuable medicinal plants. The variegated topography and climate of Uttar Pradesh is conducive for the upkeep of an enormous variety of animal life. Its fauna is among the richest in the country. The jungles of Uttar Pradesh abounds in tigers, leopard, wild boars, sambhar and barking deer rhinos and wild sheep and goats in some parts and snakes everywhere, jungle cats, jackals, foxes, monitor lizards and scores of other species of mammals and reptiles. The birds include dove, pigeon blue jay, peafowl and migratory birds Kingfisher. To preserve its wildlife, the state has established one national park the famed Dudhwa National Park. The Dudhwa
National Park, which is a major tourist attraction, covers 212 sq. km. of land.

The western region of the state is far more advanced in terms of agriculture, infrastructure and even industry than the other regions, particularly the eastern region. Together they constitutes the large majority of the state’s area and account for the bulk of the states abundant population. That the farmers are enterprising and progressive goes without saying in the western region. The Ganga Canal, the backbone of the irrigation system, is the gift of the British rulers who developed it in the nineteenth century, but much more has been added by the successive governments in the years of freedom and by the farmers themselves by way of their irrigation pumps.

Uttar Pradesh has an enormous historical legacy. The renowned epics of Hinduism the Ramayana and the Mahabharata were written in Uttar Pradesh. Uttar Pradesh also had the glory of being home to Lord Buddha as stated earlier. It has now been established that Gautama Buddha spent most of his life in eastern Uttar Pradesh, wandering from place to place preaching his sermons.
The empire of Chandra Gupta Maurya extended nearly over the whole of Uttar Pradesh. Edicts of this period have been found at Allahabad, Varanasi and Dehradun. After the fall of the Mauryas, the present state of Uttar Pradesh was divided into four parts: Surseva, North Panchal, Kosal and Kaushambi. The western part of Uttar Pradesh saw the advent of the Shaks in the second century BC. Not much is known of the history of the state during the times of Kanishka and his successors.

The Gupta Empire ruled over nearly the whole of Uttar Pradesh, and it was during this time that culture and architecture reached its peak. The decline of the Guptas coincided with the attacks of Huns from Central Asia who succeeded in establishing their influence right up to Gwalior in Madhya Pradesh. The seventh century witnessed the taking over of Kannauj by Harshavardhana.

In 1526, Babar laid the foundation of the Mughal dynasty. He defeated Ibrahim Lodi in the battle of Panipat. Babar carried out extensive campaign in various parts of Uttar Pradesh. He defeated the Rajputs near Fatehpur Sikri while his son Humayun conquered Jaunpur and Ghazipur, after having brought the whole of Awadh under his control.
After Babar's death (1530), his son Humayun lost the empire after being defeated at the hands of Sher Shah Suri at Kannauj. After the death of Sher Shah Suri in 1545, Humayun once again regained his empire but died soon thereafter.

His son Akbar proved to be the greatest of the Mughals. He established a unified empire over nearly the whole of India. During his period, Agra became the capital of India and became the heartland of culture and arts. Akbar laid the foundation of modern Indian administration in many respects. His reign saw peace, tranquility and progress. He constructed huge forts in Agra and Allahabad. He shifted his capital to a city called Fatehpur Sikri close to Agra, which for some years became the hub of the administration.

In 1605, Akbar died and was succeeded by his son Jahangir. The period of Jahangir saw arts and culture reach a new high. However, politically and administratively, the real power during this time rested with the queen Noorjahan. In 1627, after the death of Jahangir, his son Shahjahan ascended the throne. The period of Shahjahan is known as the golden period of India in art, culture, and
architecture. It was during his reign that the classical wonder Taj Mahal was built in memory of his wife Mumtaz Mahal. He also constructed the famous Red Fort at Delhi as well as the Jama Masjid and Moti Mahal. During his later life, Shahjahan was deposed by his son Aurangzeb. Aurangzeb shifted his capital to Delhi, where he kept his father Shahjahan imprisoned until his death. The régime of Aurangzeb saw innumerable revolts and riots; the whole of Rajputana and the Deccan became restive. However, it was during his reign that the Mughal Empire reached its peak in terms of geographic expansion. But with the death of Aurangzeb in 1707, the Mughal Empire declined at an amazing pace.

Modern day Uttar Pradesh saw the rise of important freedom fighters on the national scenario., Jawaharlal Nehru, Lal Bahadur Shastri, Indira Gandhi, and Charan Singh were only a few of the many patriots from Uttar Pradesh who played a significant role in India's freedom movement and also rose to become the prime ministers of this great nation.

Uttar Pradesh is the prototype of India, multicultural, multiracial, conglomeration of fabulous wealth of nature-
hills, valleys, rivers and vast plains. Viewed as the largest
tourist destination in India, Uttar Pradesh boasts of 35
million domestic tourists. More than a third of the foreign
tourists, who visit India every year, make it a point to visit
this state of the Taj and the Ganga. Agra itself receives
around one million foreign tourists a year coupled with
around twenty million domestic tourists. Its tourism
promotion budget is bigger than that of Government of
India and half of the States of the Indian Union combined.
Uttar Pradesh is studded with places of tourist attractions
across a wide spectrum of interest to people of diverse
interests.

The seventh most populated state of the world, Uttar
Pradesh can lay claim to be the oldest seat of India’s
culture and civilization. It has been characterized as the
cradle of Indian civilization and culture because it is
around the Ganga that the ancient cities and towns sprang
up.

**Tourism in Uttar Pradesh**

Uttar Pradesh has enormous natural resources and
potential for Tourism Industry that can make considerable
impact on the economic development of the state. In order to highlight the tourism potential of Uttar Pradesh it may be mentioned that it has been home to the cultures of Hinduism, Jainism and Islam. Innumerable monuments, most beautiful carved temples of interest to tourists. From the point of view of tourism, Uttar Pradesh has a special place in India. This state abounds with places of historical, religious and cultural importance and there are innumerable destinations of fascinating natural beauty. For these reasons a great many foreign tourists who come to India visit this state. The Department of Tourism has constantly been trying to maintain and develop places of tourist importance and to make necessary facilities available to tourists. With this role in view tourist houses and wayside facilities provided by the Department of Tourism, has been reassessed. Attention is being focused on the speedy completion of programmes relating to the provision of infrastructural facilities.

With its fascinating beauty in diversity, Uttar Pradesh offers, perhaps, the richest tourism potential. Snow clad mountains, thick forests and wild life. Also shrines and temples, glorious forts and monuments. There is ample
scope for breath taking adventure and sports; trekking, skiing, hand gliding, water and aero sports etc. Uttar Pradesh has a reputation for its beautiful arts and handicrafts, traditional cuisine, and costumes and varied culture.

**Present Scenario of U.P. Tourism**

According to an estimate one foreign tourist from every three and one from every four domestic tourists visits Uttar Pradesh. It is estimated that in 1998 about 846.55 lakh domestic tourist and 7.83 lakh foreign tourist visited Uttar Pradesh which was 10 per cent more as compared to those in the preceding year.

In 2000, domestic tourists accounted for 648.30 lakhs and foreign tourist 10.2 lakhs, Domestic tourists were less than in 1998 but foreign tourist arrivals were more than in 1998.

In 2001 domestic tourists were estimated at 680.30 lakhs and foreign tourist arrivals 7.95 lakhs. In this year the number of domestics tourist increased but foreign tourist arrivals decreased in compared to last year.

As a result of new incentives proposed in the new policy, a phenomenal increase is expected in the number of
tourists, in the current new millennium year foreign tourists 30 lakh and domestic tourists 10 crore.

Since long Uttar Pradesh due to its unique geographical location has been the centre attraction for tourists. The trend of tourist growth is given in the table below:

**Tourist Visiting Uttar Pradesh**

<table>
<thead>
<tr>
<th>Year</th>
<th>Indian Tourist</th>
<th>Foreign Tourist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984</td>
<td>179.34</td>
<td>1.22</td>
<td>180.56</td>
</tr>
<tr>
<td>1985</td>
<td>169.33</td>
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<tr>
<td>1987</td>
<td>242.93</td>
<td>1.98</td>
<td>244.91</td>
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<tr>
<td>1988</td>
<td>245.74</td>
<td>3.35</td>
<td>249.09</td>
</tr>
<tr>
<td>1989</td>
<td>251.32</td>
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<tr>
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<td>341.85</td>
<td>4.53</td>
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<td>370.36</td>
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</tr>
<tr>
<td>1993</td>
<td>407.23</td>
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<tr>
<td>2001</td>
<td>648.80</td>
<td>10.20</td>
<td>659.00</td>
</tr>
</tbody>
</table>

Source: Annual Statistical Report, Deptt. of Tourism, Lucknow
There has been a steady increase in the number of domestic tourists visiting Uttar Pradesh except in the year 1985, 1986, 1999, 2000 and 2001.

The Tourism Development Policy has been framed in Uttar Pradesh under which Tourism is being developed in the following nine Circuits. Buddhist, Bundelkhand, Braj (Agra-Mathura), Awadh, Vindhya, Water Cruise, Jain Shrines, Sikh Panth and Eco-Tourism.

The principal aims and objectives may be listed as under:

1. To publish and circulate literature which highlights features of sport tourist interest and cultural and historical importance and other associated details, and make such literature available to tourists both foreign and domestic;

2. To maintain the historical, religious and cultural traditions of Uttar Pradesh and to promote them;

3. To provide cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation;
4. To earn income including foreign exchange;

5. To contribute their share in the removal of poverty by accelerating local economic growth;

6. To help in the removal of regional disparities by developing tourism in rural and remote areas.

7. To enhance and encourage the participation of the private sector in efforts of the State Government for providing necessary facilities to domestic and international tourists;

8. To promote regional national integration by attracting persons from different regions, speaking different languages and adopting different customs;

9. To promote youth tourism;

10. To encourage the home tourists by providing cheap accommodation, and to increase facilities for the budget tourists; and

11. To organised cultural shows on occasion of different fairs and festivals and seminars with a view to attracting more and more tourists.
U.P. Tourism Policy Redefined

The Chief Minister of Uttar Pradesh announced a new tourism policy for the state in a well attended meeting in The Federation of Indian Chambers of Commerce and Industry (FICCI) auditorium, New Delhi on January 10, 1999. All were very impressed by the liberal and progressive policies announced by Uttar Pradesh and the package of incentives announced for hotels and other tourism units. The highlight of the incentives announced by Uttar Pradesh and other significant features of the new policy are detailed below:

- Tourism has been given the status of industry and government orders will be issued to accord all benefits of industry to the eligible tourism units.
- Luxury tax will be exempted for a period of 5 years on all new tourism units/hotels.
- Sales tax (now called trade tax in U.P.) exemption for hotels and restaurants (in hotels) for a period of 5 years.
- U.P. Finance Corporation and PICUP will extend loans to tourism related activities.
- Upto 3-star hotels will be allowed to be built in residential areas.
• Free lease of Government land adjoining hotels and other tourism units for beautification and landscaping.

• Hotels and tourism units which have independent 33/11 K.V. feeders will be exempted from power cuts for a period of 5 years.

• Setting up of tourist police and stationing of five Chetak Gypsies at Agra and Varanasi in the first phase.

• Providing for single table, single roof facility for clearance of all permissions and licences at State and District level.

• Setting up a Coordination Committee called 'Friends of Tourism' for inter departmental coordination under the Chief Secretary.

• Setting up of District Tourism Councils as societies under the Charitable Trust Act to enable them to raise and spend funds. Grants will also be given to them by the Tourism Department.

• 15% capital investment subsidy, with a maximum of Rs.7.50 lacs for eligible heritage hotels.

• 10% capital investment subsidy with a ceiling of Rs.5.00 lacs to tourism units investing in specified Circuits for approved projects.
• Area Development Funds to be set up for major tourism centres. The Agra Heritage Fund has already been set up with initial seed capital from the State Government.

• Identified of major thrust areas.

• A master plan would be prepared for providing quality services and ensuring integrated development and marketing of all the Circuits.

• Creation of a special fund to finance state of the art tourist infrastructural facilities in each Circuit.

• Co-operation of private sector and NRIs for financing projects at various tourist places.

• Increasing the number of approved hotels in the State from 80 to 300 and the bed capacity from 5,000 to 15,000 in the next decade.

• Raising the level of foreign tourists arrival to the State from 7.2 lakh to 30 lakh per annum and domestic tourists arrival from 360 lakh to 1000 lakh.

• Investment of Rs. 10,000 crores at current prices to be made in tourism industry from the public and private sector in the next decade in the State as against Rs. 350 crores per annum at present.
• Provision of additional employment to 5 lakh persons directly and to another 50 lakh persons indirectly in the State in the next decade.

• Provision of attractive tax benefit package for the tourism units. They would get the same benefits as are given to the industrial units in the State.

• Exempting hotels from the levy of luxury tax below a rental of Rs.1000/-, facility of exemption/deferment from levy of luxury tax to the new recognised tourism units for a period of five years from the date of commencement of operations. Exemption/deferment of levy of entertainment tax to new ropeways for a period of five years, exemption/deferment of trade tax on restaurants in the new recognised tourism units for a period of five years. Compounding system to assess the levy of entertainment tax on tourism units for the display of television programmes in their rooms using the services of a Cable operation or through a Dish Antenna

• Exemption from trade tax and entertainment tax on all units recognised under the paying guest scheme with a capacity of upto five rooms (maximum ten beds) and
exemption from entertainment tax to all existing and new amusement parks U.P.F.C. and PICUP will extend loans to tourism projects.

- Tourism Self Employment Scheme with financial assistance of up to Rs. 10.00 lacs for all kinds of tourism related outlets including small hotels and restaurants.

- Beer bar licences will also be granted to recognised private hotel units having restaurant facilities, apart from units of ITDC and UPSTDC.

- The procedure to get various approvals will be simplified and the criteria to assess luxury tax will be rationalised.

- Necessary infrastructure facilities will be developed through private-public partnership and special importance would be given to facilitate investment by NRIs.

- Priority to develop basic infrastructure facilities viz. roads, aviation services, rail, surface and water transport assured electrical supply, telecom facilities, drinking water, sewage facilities and accommodation.

- New products like yoga, spiritual, ayurveda, naturopathy, adventure sports, water cruises, film
locales, diverse cuisines, traditional attire, village life etc. will be developed to attract more tourists.

- Eco-tourism will be promoted in hills, forests and water bodies.

- A Heritage hotels subsidy scheme with a subsidy of 10% and ceiling of Rs. 7.5 lakh will be introduced to encourage the conversion of private heritage building into attractive accommodation facilities.

- Restoration of ancient places, havelies, buildings and forts will be undertaken in the State.

- A Capital Investment subsidy scheme with an incentive of 10% and a ceiling of Rs. 5.00 lakh will be introduced to attract more investment in tourism sector.

- For effective co-operation between various departments and to solve problems faced by the entrepreneurs a "Paryatan Mitra" committee will be constituted headed by the Chief Secretary.

- District Tourism Promotion Councils will be constituted as a registered society in all the districts of the State to promote local initiative for the development of tourism.

- Establishment of a Hospitality Management Institute at Varanasi.
• A special "Research Cell" and a "Mahotasav Cell" will be set-up in the directorate of tourism to facilitate collection of data, analytical research and better conduct of festivals.

• Effective marketing will be arranged through participation in domestic and international travel trade conferences, fairs and world tourism marts and by organising an 'Uttar Pradesh Show' every year in some foreign countries.

• An awareness campaign about tourism will be launched in the major tourist centres of the state with the help of the NGO's and travel trade. Uttar Pradesh tourism has started a new scheme this year to advertise through the electronic media.

There have been some further relaxations in respect of the luxury tax. The tax will now be only on room charges and not on Food and Beverage and other charges. The applicability will also be on actuals and not on the published room rates. Separate orders on most of these incentives, including the single-roof, single table facility are being issued by the Government of Uttar Pradesh.
Measures to setup UP Tourism

Uttar Pradesh has the largest number of tourist destinations that are religious, cultural, historical and rich in natural beauty. Uttar Pradesh Tourism Corporation has published literature giving all information about these places. This literature is available at its Head Office, and other Regional Offices, at a nominal cost. Such literature can be sent by post also, provided the interested persons/parties bear the postal charges.

It arranges package tours through its registered agencies. Itinerary and tariff details are available on its website. The citizens can contact its Head Office or Regional Tourist Officer or UPTOURS (the travel division of Uttar Pradesh Tourism Corporation) to get information and have the bookings arranged.

Its hotels at almost all important places provide comfortable accommodation at affordable rates. There is facility of advance booking also. The list of hotels and their tariff is also available on the website. Bookings can be made at the Advance Reservation Centres in cities
namely Mumbai, Delhi, Chennai, Kolkata, Chandigarh, Ahmedabad.

Efforts have been made to arrange high standard accommodation in hotels through the private sector, also and for this a rational tax structure is in place. The Department is trying to provide accommodation at affordable rates to pilgrims at the religious places.

In case tourists face any harassment of any kind at any tourist place, they can lodge their complaint at the Regional Tourist Office or send their complaint to the Head Office by E-mail/Fax. The complaint will be looked into immediately and feedback on the action taken, made available to them.

It has set up a special Tourist Police force comprising of ex-servicemen, which will tackle the problem of harassment/exploitation by the local touts and anti-social elements.

To ensure transparency in administration, a special cell has been set up at the Head Quarter. In case any person wants to see files of the department, he can do so on payment of the stipulated fee. It also invites tenders
for various jobs from time to time. It also organises festivals at different places throughout the year. All such press releases and advertisements are published in newspapers and such information can also be had from the website.

Uttar Pradesh is set to attract more tourists. It is the most populous state in India and receives maximum number of foreign tourists visiting India and is next only to Andra Pradesh in domestic arrivals.

Realizing the potential of tourism industry in Uttar Pradesh, the Government of Uttar Pradesh has launched a new tourism programme. Its emphasis is on planned infrastructure development and integrated product marketing. In each Circuit Development Committees will be established and a master plan will be designed. More emphasis is being given on middle class tourists and pilgrimage.

An awareness campaign relative to tourism had been launched in the major tourist places of the state with the help of the NGO’s and Travel Trade. Uttar Pradesh Tourism has initiated a new scheme this year to advertise through the electronic media. A major campaign had been
launched to popularise Uttar Pradesh Tourism products through various electronic media.

Overseas marketing for Uttar Pradesh tourism had been reoriented with the help of Government of India Tourist offices abroad. Publicity material on U.P. Tourism had been published in foreign languages and distributed through these offices.

Keeping in view the importance of information technology (IT) and the electronic media, U.P. Tourism had been prepared 8 to 10 films on its major products in various tourism Circuits during ‘Visit India Year’ (The Millennium Year). These films had been released in a sequence. CDs and VHS cassettes of these films had been made available for marketing through overseas offices and in the domestic market. Efforts had also been made to get these films telecast through various television agencies including Doordarshan.

Uttar Pradesh Tourism will have Circuit based advertisement campaign and will also have a few general themes to advertise in print media. Each campaign will be based on a predesigned media plan.
Uttar Pradesh Tourism has launched its website and is preparing a CD-ROM. This website would be hyper linked with all major sites which can increase accessibility. Efforts will be made to provide online information and booking service to the tourists, through this website and also E-mail. A CD-ROM on Uttar Pradesh Tourism had been released during the Visit India Year (The Millennium Year) and had been made available in markets the world over. E-mail address: upstdc@lwl.vsnl.net.in. One can also visit its website at www.up-tourism.com for an up-to-date of required information.

An Ayurveda Week was organised in May '99 to popularise the traditional health care system. Ayurveda believes in the treatment of not just the effected part but the individual as a whole. Thus it is the best treatment to eliminate all toxic imbalances in the body and the natural way to refresh oneself. Thus it becomes easier to regain resistance and good health. It perceives human body as an integral system and goes beyond systematic relief. It is based on the belief that if body, mind and soul work in harmony human beings will have long active and fruitful
life. The programme is designed for the benefit of domestic tourists.

The Indian Railways has a plan to start a Buddha Luxury Train in collaboration with the Uttar Pradesh Government. On the tune of 'Palace on Wheels', this train will be fully equipped with comforts and facilities par excellence. There will also be a BAR in addition to two Dining Cars. The facilities of postal Service, Safe Deposit, Exchange of Foreign Currency, Telephone will be available in this train. Fully equipped with 5-star facilities, the train will complete its journey upto Lucknow in one week via Agra, Allahabad (Kaushambi), Gaya (Rajgiri Nalanda), Patna (Vaishali), Varanasi, Gorakhpur (Lumbini, Kushinagar, Kapilvastu).

Uttar Pradesh tourism has developed an International Convention Centre at Agra with the help of the private sector.

The Department of Tourism of Uttar Pradesh has been participating in national and international conference/seminars. The Department of Tourism, Uttar Pradesh also organises tourism presentation/seminars at various places in India and abroad. During 1997-98 such presentations
were held at New Delhi, Mumbai, Varanasi, Chandigarh, New York, Chicago, Frankfurt and during 1998-99 they were held at New Delhi, Kolkata, Mumbai, Ahmedabad, Chennai, Hongkong, New York, Chicago and Madrid. Such seminars were well represented by the organisations, and entrepreneurs associated with tourism industry. This helped in projecting Uttar Pradesh as a target region for travel trade.

Special propaganda would be launched to attract domestic tourists to Uttar Pradesh. This aim will be achieved by organising trade presentations, road shows etc. in important towns of the country.

Uttar Pradesh Tourism is already collaborating with CII (Confederation of Indian Industry) and FICCI (The Federation of Indian Chambers of Commerce and Industry) to promote its products and to encourage investment. Special sessions will be arranged with the representative of CII, ASSOCHAM and FICCI to make investors aware of the incentive available.

Special projects have been launched for the development of infrastructure in the Vindhyachal region, Chitrakoot region, Bundelkhand and Ayodhya region.
On occasion of The Millennium Year, celebrations tourism had been successfully publicised to attract foreign tourists to commemorate the beginning of the New Millennium Year on full moon night on New Year Eve at Agra in December 1999.

An International Travel writer's convention had been organised in Uttar Pradesh. This was a two week programme in which 5 to 7 major destinations of Uttar Pradesh had been visited by the writers. 15 writer from foreign languages and 10 from different Indian languages had participated on that occasion.

Two water sports centres have been developed one at Lucknow and the other at Roorkee. Boat clubs have been opened at Allahabad and Lucknow and another run between Chunar and Varanasi.

In order to assure tourist and to build confidence relating to safety and security, Uttar Pradesh Tourism with the help of the Police Department has started services of tourist police at major places like Varanasi, Agra, Haridwar etc.

Nande Raj Jat the traditional pilgrimage of goddess Nande, wife of Lord Shiva, which is organised after every
12 year, was organized in 2000. This attracted a large number of tourists.

It was in the year 1997-98 when construction of wayside amenities was launched in various places of the state along with the flood light of Fatehpur Sikri, Agra Fort and a light and sound show at Agra Fort. Major improvements were made in the facilities for the yatris on Char Dham Yatra and Kailash Man Sarover Yatra routes. Funds were provided to improve facilities at existing units of the Uttar Pradesh State Tourism Development Corporations at Haridwar, Bareilly, Moradabad, Agra, Jhansi, Balrampur and Sonauli. In order to boost pilgrimage tourism infrastructure development programmes costing Rs. 17.50 crores were launched for Ayodhya, Varanasi, Vindhyachal and Braj Sectors.

Year 1998-99 was revolutionary for Uttar Pradesh tourism. A record plan allocation of Rs. 50 crores for plain areas alone was made to initiate a large number of activities relating to basic infrastructure, beautifying tourist centres, refurbishing and beautifying monuments and to launch promotion facilities.
Schemes to develop Patan Bird Sanctuary near Agra and Samaspur, Sandi Bird Sanctuary near Lucknow had been launched to provide more attractions near major tourists destinations. Other major projects taken up in 1998-99 included improvement of Kesi Ghat at Mathura and ghats at Varanasi, beautification of Chaukhandi Stupa at Sarnath, construction of a Tourist meditation Complex at Varindavan other development undertaking included. Parikarma Road in Varanasi, improvement of facilities at Vindhyachal, refurbishing of Baruasagar Fort in Jhansi, flood lighting of monuments at Sarnath and ghats at Varanasi and Mathura, Completion of Ram Kathe park at Ayodhya, Qaiser Bagh Heritage Zone in Lucknow, Ramgarh Tal Tourist Complex at Gorakhpur, a Yoga and Ayurveda centre at Haridwar and development of Bundelkhand and development of shilpagram at Agra.

"Ayodhya package" was an important announcement of the Department of Tourism, sanctioned at a cost of about Rs 21 crores. This project consists of setting up an Ayodhya Nidhi Terth Yatri Niwas, Rain Basera and various other works relating to tourism development, beautification and provision of public amenities.
Under the Buddhist Circuit plan, development of place of Buddhist interest is being carried out with the cooperation of OECF (Japan)

Keeping in view the international importance of Agra a Heritage Fund with a corpus of Rs 4.56 crore had been set up for preservation of environment and development of basic facilities. Apart from this efforts are being made to open Taj Mahal in the night for tourists. The Railway Ministry has also agreed to start “Passage to India” a luxury train, on Mathura – Agra – Corbett, Lucknow route.

Investment Opportunities in U.P

Uttar Pradesh offers a range of exciting options. Each of which is profitable, rewarding and satisfying investment. Choose from: Hotels, resorts, wayside amenities, amusement parks, rope-ways, catering and hotel management institute, golf courses, drive in theatres, heritage hotels, camping sites, tent colonies, manufacturing/marketing of equipment for trekking, river rafting, hand gliding, angling, skiing etc. Infect each of these aspects are related and together constitutes scope for
fruitful investment. This is a progressive approach and should help the State in attracting new investment in hotels and other tourism units. The effective lowering of hotel rates due to lower taxation and provision of additional incentives and infrastructure facilities in the State would certainly help in attracting more tourists. To enjoy unaccountable kilo metres of scenic splendour, centuries of historical legacies, it is essential to provide cosy accommodation facilities to the foreign and domestic tourists. The Uttar Pradesh State Tourism Development Corporation Limited (UPSTDC) offers a host of accommodation options studded with heart-warming facilities at every bend- tourist bungalows nestled in forests; budget hotels/motels at the centre of the city and midway complex on the highways.

Once in Uttar Pradesh the luxuriant rooms drain off all your fatigue. The jiffy room service makes one feel like the privileged one. The appetising plate of traditional cuisine transcends you to the times of Darbars and Baithaks. The vintage of bars have the toast that suits ones mood perfectly. To further make sure that ones stay in Uttar Pradesh is a memorable one, UPSTDC, has a tariff
card that doesn’t make a dent in ones wallet. Just look at the holiday budget once again, chances are the ‘U.P. Break’ will fit the bill. So, make a detour to Uttar Pradesh, the land of lots of adventures, fun and relaxation.

**Tourism for Socio-Cultural Environment**

Although there has been an increasing penetration of tourist contact and culture due to the influx of foreign tourist, the people of this region still retain most of their native cultural values. Tourism tends to affect social change through foreign contacts. The impact is on both foreign, domestic tourist and local inhabitants. It tends to widen people interest in world affairs and diverse cultures. This is a favourable development. However, the World Council of Churches has some reservation. According to is an excessive number of tourist can generate social strains in small and unsophisticated communities.

Cultural tourism covers different aspects of travel whereby people learn about each other’s way of life and thought. It thus plays a major role in strengthening national as well as international goodwill and understanding.
The socio cultural attractions of Uttar Pradesh are manifold, such as: fairs and festivals; arts, crafts and painting; folk lore and folk traditions; educational and commercial institutions, places of historical, religious and archaeological interest.

Uttar Pradesh is rich in culture, both of the folk variety and the classical. The classical form of dance, the kathak, flourish in Lucknow and other centers of the state. Young girls and boys come to the state from all over India and abroad to learn the art from the great masters. The popular form of dance and song persists in nautanki and the annual Ramlila which is celebrated with a great fervour all over the state generally in the month of October during the autumn navratre. The entire story of Ramayana is brought before the people by professional as well as amateur artists for nine nights and on the tenth day the tall states of the demonking Ravana, his brother Kumbhakarna and son Meghanada are burnt and a dazzling display of fire works follows

The genius of the artisans and craftsmen is apparent in their creations. Their worn hands deftly seem to infuse life into cold stone, wood and metal. Along side the much
famed marble inlay creations one will also find on display a plethora of other crafts such as wood carving from Shaharanpur, brass and other metal ware from Moradabad, hand woven carpets from Bhadohi, blue pottery from Khurja, chiken embroidery from Lucknow and silk sarees from Varanasi to name a few.

The multidimensional life style and vigour of the people of Uttar Pradesh is reflected in the colorful vibrancy of their fairs and festivals. Whether it’s the village, still steeped in tradition, or the town, tentatively modern, an awareness of one’s roots is deeply ingrained in each and is outwardly manifested through festivities the year round. Fairs and festivals are celebrated with traditional gaiety and fervour to invoke divine blessing as well as for the sheer joy of living. To understand the regional character, customs and traditions, perhaps the festivals are the best media.

Karand Mela (Haridwar), Latthmaar Holi of Braj, Mandati Ramlilas (Ayodhya), Varanasi Ramlila, Rathka Mela (Vrindavan), Nag Nathaiya Leela (Varanasi) Ramnavmi Mela (Ayodhya), Devi Patan Mela (Tulsi Pur) Kumbh Mela (Allahabad), Kampil Fair (Kampil),
Bateshwar Fair, Kailash Fair (Agra), Deva Mela at occasion of urs Haji Waris Ali Shah (Barabanki), Sravan Jhula Mela (Ayodhya) Shakambhari Devi Fair (Shakambhari), Dadri Mela (Balia) Kartik Poornima and Lolark Shasthi (Varanasi) are the most important festivals and fairs of Uttar Pradesh region which attract large numbers of domestic as well as foreign tourists. These colorful cultural features attract tourists from far and near. The main purpose of these fairs and festivals is not only to attract and amuse but also to enlighten the tourists on the character of the art, culture and folk lore of Uttar Pradesh.

Experiencing the richness of the delectable cuisine of Uttar Pradesh is a joy in itself. You can savour the unique flavour lent to the cuisine by ‘Dunm Pukht’ cooking in earthen pots over slow heat. You can relish the richness of Mughlai cuisine that tantalised the palates of kings and experors.

Role of Infrastructure for Development of U.P Tourism

The State Government had laid emphasis on providing the necessary tourism infrastructure through the
public sector. However, with the fast changing economic scenario there was need to involve the private sector in the development of tourism infrastructure and adopt an approach that would ensure the best possible utilization of resources of the state in the long run. This generation of infrastructure will not only cater to the needs of the tourists but also create direct and indirect employment. The tourism policy takes note of the above and provides a comprehensive package of incentives/facilities to the private entrepreneurs for rapid development of the tourism infrastructure in the State.

There is always a strong correlation between infrastructure available and the number of tourists expected to arrive. Until and unless the required infrastructure is in place tourists should not be invited to visit a destination. It is obvious that building of basic infrastructure and staffing of it are the first priorities for development of tourism in Uttar Pradesh. A number of measures have now been taken to provide adequate infrastructural facilities for tourism promotion in Uttar Pradesh.
Railway, road and river transport development are major infrastructure items. These have been dealt with later in this chapter.

Accommodation constitutes the most significant segment of the infrastructure facilities for tourists in a country. Accommodation is of two types:
(a) Organised accommodation, which includes hotels and resorts (b) supplementary accommodation, which would include private guest houses, tourist bungalows, youth hostels forest lodges.

The new tourism policy seeks to increase the number of approved hotels from 50 to 300 in the state of Uttar Pradesh and number of available beds from 500 to 1500.

Modern tourists often prefer fast and comfortable journey so that less time is consumed during the travel. Uttar Pradesh has four domestic airports such as Agra, Kanpur, Lucknow, and Varanasi but has no international airport. However, the commencing of international air service operated by the Indian Airlines from Lucknow to Sharjah is a significant happening and proved to be a bonanza for tourism in Uttar Pradesh. More tourists are expected to avail of this facility. For increasing the
number of tourists in Agra, Varanasi and Lucknow, special efforts are a foot to provide national and international air services to these cities. Uttar Pradesh Tourism Department had requested the Government of India to permit landing and taking off facility, in the night to foreign chartered airplanes at Agra airport, also to convert airport of Agra, Varanasi and Lucknow into international ones by adequately developing them and connect Dehra Dun by air service with Delhi, Agra, Varanasi, Kolkata etc. Arrangement of domestic flight between Goa, Jaipur and Agra is sought. Also to extend Kolkata bound flight from South East Asia to Varanasi and connect Varanasi to Chennai and Colombo. Air services from Lucknow to Tehran, Dubai, Abudhabi and Tashkant are also contemplated.

**Mode of Finance for Infrastructure Development**

Since most of the tourist attractions and delivery systems are within the purview of the State/UT Governments, a large part of the Central Government investment for the improvement and creation of tourist facilities is channelised through the State Governments on
a cost sharing basis. The state Governments generally meet the cost of land and its development while the central department meets the cost of construction etc. This method of central assistance has been continuing since the second five year plan and is most popular with the State Governments. It is found to be very useful in achieving a co-ordinated development of tourist facilities; The schemes assisted through this method include; construction of budget accommodation Tourist Complexes, Yatri Niwases, wayside amenities, forest lodges, tented accommodation, Tourist Reception Centres etc; refurbishment of monuments and heritage buildings; development of special tourism areas, pilgrim centres and other centres identified for intensive development; development of adventure and sports tourism facilities; sound and light shows and floodlighting at monuments; promotion of fairs, festivals, rural craft melas and production of literature and publicity material.

A new method of funding by way of grant in aid towards project cost was introduced during 1992-93. As per the scheme, 28 per cent of the project cost is provided by the Central Government and 12 per cent is provided by
the State Government. The balance 60 per cent has to be raised as loan from financial institutions or banks. This method of funding is applicable to bankable projects requiring large investments. It is expected that the State Government would be able to mobilise more resources from financial institution for investment in tourism projects through this method. In the initial years, the State Government did not show much interest in this method of funding, as they were generally not interested in availing loan facilities for putting up developmental projects. It was, therefore, proposed to reallocate a major part of the funds provided for the scheme to normal funding schemes. The remaining budget was proposed to be used to meet the committed liabilities in respect of already sanctioned projects. However, some of the State Governments became aware of the significance of the scheme and came up with new project for financial assistance. The scheme is, therefore, being continued along with the normal funding scheme. All bankable projects with substantial financial requirements are funded under this scheme while the developmental projects not requiring heavy investments are funded under the normal scheme.
The State Government desirous of availing central assistance prepare a list of projects proposed to be taken up during a particular year and discuss the same with the Central Department of Tourism during the beginning of each financial year. On the basis of these discussions, a number of projects which conform to the norms of approved schemes and useful from the point of view of tourism are short listed or prioritised.

The State Government / Union Territory Administrations are required to submit the project proposals in prescribed ‘C’ form along with following documents

(i) Estimates, prepared/ vetted by the CPWD / State PWD (approved Civil Engineering Wing), as the case may be.

(ii) Description about the tourist centre along with tourist traffic for the previous years, facilities already available, if any and full justification for creation of the proposed facility.

(iii) Location map of the proposed project along with tourist map of the state.
(iv) A certificate to the effect that the developed piece of land is readily available and the same is in possession of the State Government (State Tourism Department) and the land/title of the land will be transferred in favour of Government of India free of charge and free of cost. The certificate should also indicate the exact location of land with site measurement, name of the place and district, etc. along with an undertaking in prescribed format from the State Government, as given in ‘C’ form.

(v) Blueprints, drawings, details of the proposed facilities to be created with rate per sq. m. and estimated cost of each of the facility.

The projects and proposal received with the above details are scrutinised with reference to the norms of approved schemes, their desirability and availability of resources. The projects satisfying the existing guidelines are then approved for financial assistance.

The actual releases against the sanctioned projects are made in 3 to 4 instalments. The first instalment is normally released as an advance and the subsequent instalments are released on submission of utilisation
certificates in respect of the funds already released. The total release made to any State Government in a year thus depends upon the efficiency of the state in executing the project.

Projects related to Transport Activity

The Department of Tourism has a number of prestigious projects lined up for implementation, which are aimed at an all round development of the transport sector in the state both institutionally as well as a service sector industry.

The area of coverage includes bus station management, development of inland water transport, establishment of a Research & Training Institute, Computerisation and Networking of the Department, introduction of Integrated Mass Rapid Transport System in Lucknow and Kanpur, and preparation of a comprehensive Transport Plan for the Agra-Taj Trapezium Area, to safeguard the world heritage site of Taj Mahal from the ill-effects of vehicular pollution.

In view of the rapidly growing vehicular population and travel demand in the twin cities of
Lucknow and Kanpur, the department has embarked on the plan of providing an Integrated Mass Rapid Transport System in these cities. The preliminary study for both cities had been conducted by Rail India Technical & Economic Services (RITES), a Ministry of Indian Railways undertaking.

Based on recommendations forwarded in the study report, two separate Steering Groups have been constituted for each city under the chairmanship of the Divisional Commissioner. Both have agreed upon the preliminary proposals regarding the implementation of MRTS contained in the Study Report. It had also been proposed by the two groups that an Apex Body, under a full time Executive Head be constituted, which would be responsible for the planning, finance mobilization, preparation of Detailed Project Report (DPR) and its implementation.

A brief outline of the proposals forwarded is given hereunder:

**Lucknow**

A total cost of Rs 1483 crores is envisaged in the establishment of the following infrastructure;
Light Rail System from Sarojni Nagar to Telco factory, Length: 26.9 kms, Cost: Rs 1261 crores.

Rail corridor from Lucknow Junction to Malhaur Length: 20 kms, Cost: Rs 169 crores

Inland Water Transport on river Gomti from Gaughat to Gomtinagar, Length 10 kms, Cost: 8 crores

Kanpur

A total cost of Rs 443 crores is envisaged in the first phase for the establishment of the following infrastructure;

Rail Corridor 1: Mandhana to Kanpur Central via Kalyanpur, Rawatpur, Anwarganj (18.7 kms on NER)

Rail Corridor 2: Panki to Dhakkanpurwa via Govindpuri (9.66 kms on NR)

Bus Corridor 3: Dedicated busway from Rawatpur station to Bhingwan via Ambedkar Road, Mall Road, Canal Road (19.6 kms)

Computerisation & Networking of the Transport Department

In order to computerize all its functions and records, the Department had retained the Government of India
undertaking NIC to implement the project in the transport department. NIC has done the study to ascertain the hardware and software requirements for the 72 regional and sub-regional offices located in the plains of UP. A total cost of Rs 12 crores has been estimated for this project.

In the first phase, the Transport Commissioner's office at Lucknow, the Regional Transport Office (RTO) at Lucknow, ARTO offices at Unnao and Lakhimpur have been computerised. The second phase of computerisation will cover 11 other offices, out of which the transport offices located at Moradabad, Meerut, Noida and Ghaziabad are being taken up immediately.

The requisite software being used for the various functions like registration of vehicles, issue of permits, enforcement, pollution control, technical fitness of vehicles, collection of Road Tax, Goods Tax and Passenger Tax etc, has been developed by NIC. The hardware is being procured by NICSI, which is a subsidiary of NIC.

The cities of Agra, Mathura, Fatehpur Sikri and Ferozabad together constitute the Agra-Taj Trapezium
area, which is important in view of the growing industrialization within the area, and its close proximity to the national capital New Delhi. It is also a world heritage site since the Taj Mahal is located here.

The requirements of an integrated transport system have to be identified in this area for which detailed studies have been conducted by RITES at an estimated cost of Rs 36 lakhs. The Government of India's Ministry of Urban Development will bear 40% (Rs 14.40 lakhs) of the cost of this study while the UP state government will bear the remaining 60% (Rs 21.60 lakhs). The study has been completed, and the recommendations have been communicated to the implementation agencies.

**Inland Water Transport**

The Government of India has declared the Allahabad-Haldia section of the river Ganga as National Waterway No 1. The Inland Waterways Authority of India (IWAI) is the apex body that is responsible for the development and maintenance of the National Waterways, while the responsibility of cargo movement
through the IWT is also shared by the Central Inland Water Transport Corporation (CIWTC), Kolkata.

As far as the development of IWT in UP is concerned, the Department of Transport had forwarded the following proposals to the Government of India for initiating IWT in the state:

<table>
<thead>
<tr>
<th>River</th>
<th>Section</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ganga</td>
<td>Allahabad to Kanpur</td>
<td>250 kms</td>
</tr>
<tr>
<td>Jamuna</td>
<td>Allahabad to Mathura</td>
<td>500 kms</td>
</tr>
<tr>
<td>Gomti</td>
<td>Lucknow to Aurihar</td>
<td>300 kms</td>
</tr>
<tr>
<td>Ghagra</td>
<td>Faizabad to Ballia</td>
<td>300 kms</td>
</tr>
</tbody>
</table>

Out of these, the proposal for IWT on river Ghagra has been taken up and the preliminary hydrological study, as well as the detailed techno economic and transportation study has been conducted, which indicates strong possibilities for the development of IWT on this section. As a next step, the DPR for infrastructure development and subsequent IWT operations on river Ghagra has to be prepared, for which an agreement with RITES is being actively considered by the Govt.
Simultaneously, the UP IWT Rules had framed under the Indian Steam Vessels Act, 1917 which will govern the registration and operation of all motorised water vessels sailing in the state's rivers.

As a part of the introduction of MRTS in Lucknow, the development of IWT on river Gomti from Gaughat to Gomtinagar barrage, is also covered in the project. This is aimed at providing an alternative and eco-friendly urban transport mode to the commuters of Lucknow.

State Transport Research & Planning Institute (STRAP)

In order to cater to the various demands that the road transport industry is faced with in areas like research, studies, data generation and dissemination, training of personnel, and quality certification etc, the Government of Uttar Pradesh has decided to establish a scientific and modern institute in the field of road transport. Consequently, the State Transport Research and Planning Institute (STRAP), has been registered under provisions of the Societies' Registration Act, with the following objectives:
- To promote and establish a scientific and modern research, planning and development institute in the field of road transport.
- To create and establish all necessary infrastructure, both in terms of equipment and expertise, in various facets of road transport and allied subjects, including for study and research.
- To undertake studies and consultancy services the Central and State Governments, Public and Private Sector undertakings and allied industries.
- To impart training to officers and staff engaged in road transport organisations.
- To establish a Data Center and library, and to publish journals, periodicals and research papers on related subjects.
- To organise seminars, workshops, lectures and conferences etc on various related subjects with the purpose of educating and training of transport personnel as well as the user public.
- To provide testing and trial facilities, and quality certification of machines, equipment and spare parts being used in the transport sector.
The Detailed Project Report (DPR) of STRAP has been prepared by RITES, which envisages the requirement of Rs 18.64 crores for the establishment of STRAP.

**Bus Terminal Authority (BTA)**

The state of Uttar Pradesh has about 88000 Kms of motorable roads, out of which 22323 Kms are nationalised. The UPSRTC is operating about 7500 buses on nationalised routes, while the private sector is engaged in operating about 22000 buses on the remaining road length. Whereas the private sector is catering to an estimated 65 crore passengers, the UPSRTC’s annual share of passengers is about 40 crores.

As far as passenger amenities in terms of bus stations is concerned, the UPSRTC has 417 bus stations out of which 242 are housed in its own buildings, while the remaining 175 are located in rented premises. In the private sector also, there is a need to establish a chain of bus stations for private buses.
In view of the lack of passenger amenities in the private road transport sector, and their inadequacy in the UPSRTC, the state transport department mooted the idea of establishing a Bus Terminal Authority of UP (BTA), which would work as an independent body for the operation, maintenance and development of bus stations in the state - both for the private and public sector. The decision to establish BTA has been taken by Government of Uttar Pradesh.

The objectives of Bus Terminal Authority will be to construct and establish a viable, and well-managed bus station network in the state, to bring all existing bus stations under the unified command of BTA and to facilitate the operation of both private and public transport vehicles from these bus stations.

"Discover Your Roots" Scheme

Of the numerous schemes of the Uttar Pradesh Department of Tourism described in some detail in the next chapter 4, mention needs to be made, here and now, of the "Discover Your Roots" Scheme launched by the department. It is a novel scheme, aptly named as "Discover
Your Roots" in which the Department on receiving inquiries from NRI's, Britishers and others whose ancestors had once lived/worked in Uttar Pradesh, will make efforts to locate their places of birth, origin through the letters, school certificates, passports, land records and through personal inquiries. The Department will also provide all necessary facilities in India for their visit to such places where they would be accorded a warm traditional welcome. It would be a great event for them to meet old acquaintances or their descendents. To get to see the remnants of the house where their forefathers or ancestors lived, schools they visited, wells where they bathed, fields which they tilled and temple/mosque/church where they prayed would be a nostalgic experience for them. The NRI’s, whose roots are discovered and could also be named after them, may adopt the birth place, villages of their forefathers for development activities, thus immortalizing the memories of their forefathers for all times to come. The Department of Tourism, calls upon all such Non Resident Indians and nationals of their countries interested in India to send their queries with all details.
It is anticipated that they cherish a desire to visit the motherland of their ancestors, acquaint themselves with the heritage and see the present day living conditions of India. They also presumably crave to see those particular places where their forefathers lived before they migrated. As their ancestors migrated more than 100 years before, the present generation sometime knows very little about the birth places of their ancestors. They do not have proper documents also to trace the place of their origin as quite a few of these original migrants were illiterate. Through their toil and labor, they or their children have now acquired places of importance in political, social and business circles of the countries of their migration.

‘Discover Your Roots’ Scheme, it seems, has already taken its roots deeply among the NRIs, British and others, whose ancestors had once lived/worked in Uttar Pradesh. As soon as this novel scheme hit the website, queries begun to pour in. One such query was of Mr. Mahadeo Prasad residing in 8928, 210th St Queens Villa, Queens Village New York 11427, U.S.A. He informed that his forefathers had migrated from some village near Gurbakhshganj in Distt. Raibereli. Working on this
information the Uttar Pradesh tourism immediately did the necessary research work and found the place and even located some family members of Mr. Prasad. After getting this pleasant news, Mr. Prasad is now planning to visit Uttar Pradesh in the near future.

Another novel scheme is the Special Package Ganga - Varanasi Tourist income’s. Twenty percent of the income emanating from the implementation of the scheme is given to the Little Stars School established by Asha Pandey to provide free education for 75 poor and deprived children of Varanasi aged 4-14 years.

For successfully promoting tourism in as large a region as Uttar Pradesh, the Uttar Pradesh Tourists Development Department has divided the state into the following nine Circuits: Buddhist Circuit, Bundelkhand Circuit, Braj (Agra - Mathura) Circuit, Awadh Circuit, Vindhya Circuit, Water Cruise Circuit, Jain Shirines Circuit, Sikh Panth Circuit and Eco-tourism Circuit.

These Circuits are dealt in some detail in the next Chapter Four.