

राष्ट्रीय राजधानी क्षेत्र, दिल्ली सरकार
पर्यटन विभाग
सी-ब्लॉक, दूसरा तल, विकास भवन-2, अपर बेला रोड, दिल्ली-110054

विभाग : पर्यटन
अतारांकित प्रश्न संख्या : 453
नाम : श्री नारायण दत्त शर्मा
दिनांक : 28.03.2018

क्या पर्यटन मंत्री यह बताने की कृपा करेंगे कि:-

क्रम सं०	प्रश्न	उत्तर
क)	दिल्ली सरकार के पर्यटन विभाग ने पिछले 15 वर्षों में क्या-क्या प्रचार सामग्री और पर्यटन सामग्री प्रकाशित कराई;	पिछले 15 वर्षों में प्रकाशित प्रचार सामग्री और पर्यटन सामग्री का विवरण परिशिष्ट-ए में संलग्न है। प्रचार सामग्री और पर्यटन सामग्री के प्रकाशन का खर्च वार्षिक प्लान फंड के अंतर्गत पर्यटन विभाग, दिल्ली सरकार के लिए किया गया। कलेंडर और डायरियों का प्रकाशन डी.टी.टी.डी.सी. द्वारा अपने खर्च पर किया गया।
ख)	कितने कलेंडर, कितनी डायरियां और कितने फोल्डर प्रकाशित कराये;	डी.टी.टी.डी.सी. द्वारा वर्ष 2003 से 2018 तक प्रकाशित किये गये कलेंडर और डायरियों का विवरण परिशिष्ट ए और बी में उपलब्ध है।
ग)	इन सब कुल कितना धन व्यय किया गया;	इन सब का कुल खर्च 3,85,42,448 रुपये है। विवरण परिशिष्ट-बी में उपलब्ध है।
घ)	किस-किस वरिष्ठ अधिकारी की स्वीकृति, अनुसंशा और वित्तीय स्वीकृति से उक्त कार्यों को किया गया ?	सामान्यतः कलेंडर व डायरियों के लिए माननीय पर्यटन मंत्री/ माननीय उपमुख्य मंत्री/ माननीय मुख्य मंत्री अथवा सक्षम अधिकारी की सहमती/स्वीकृति ली गयी थी। पर्यटन विभाग, दिल्ली सरकार की ओर से प्लान फंड खर्चों के लिए व निजी खर्चों के लिए डी.टी.टी.डी.सी. के प्रबंध निदेशक व मुख्य कार्यकारी अधिकारी स्वीकृति, अनुसंशा और वित्तीय स्वीकृति के लिए सक्षम अधिकारी हैं।


सचिव (पर्यटन)
विभागाध्यक्ष

Secretary
Department of Tourism
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Vikas Bhawan-II, Delhi-54

Expenditure Statement of Publicity / Production of Tourist literature (Annexure - A)
(w.e.f. 2003-2018)

S.No.	Publication	Amount (in Rs.)
1	Brochures of Welcome to Asia Campaign (10000)	29,000
2	Miniature Prints: printing of miniature prints in foreign languages for use in foreign trade marts	30,000
3	Brochure on seven different topics like - museums, shopping's, park, art, galleries, metro etc.	2,28,000
4	Folders on Delhi Tours	1,18,576
5	Folders containing information on Lodhi Garden and adjoining areas	2,00,000
6	Brochure on Ho-ho	6,18,000
7	Printing & Designing Ho-ho	2,66,440
8	Brochure on Ho-Ho	19560
9	Printing of Poster - SATTE	5,471
10	Printing of leaflets (Tours) 1,00,000 nos.	47,777
11	Printing of Mango Festival Souvenir	2,69,000
12	Printing of leaflets Itr & Sugandhi Mela-12	49,000
13	Printing of Brochure English Language (B&B)	29,956
14	Printing of Ho-Ho Pamphlet	12,630
15	Printing of leaflets of Garden Tourism Festival - 2012	54,000
16	Printing of Brochures B&B scheme 'German'	42,500 + 24169
17	Printing of Brochure Dilli Hat - JP	14,438
18	Printing of Booklet - Magic Festival - 12	2,69,000
19	Printing of Bed & Breakfast Folder (25000)	87,000
20	Printing of Nature Bazar Brochure (25000)	87,500
21	Printing of Regular tour leaflet (1 lakh) Delhi Brochure (50000)	2,24,720
22	Printing of Ho-Ho leaflets	1,21,810
23	Printing of kite Festival Booklet (10000) Content creation & design	2,69,000 10,000
24	Printing of Dilli Ke Pakwaan Booklet (10000) Design & content creation charges	2,69,000 10,000
25	Printing & Designing Booklet - Hindi Patrika (2500)	1,32,023
26	Printing of Coffee Table Book(500)	6,12,500
27	Printing of Garden Tourism Festival Souvenir (10000) Content & design charges	2,69,000 10,000
28	Printing of Itr & Sugandhi Mela souvenir Content & Design charges	2,69,000 10,000
29	Delhi Tourist Map (1 lakh) Delhi Metro (1 lakh)	13,00,000
30	Delhi Tourist & Metro Map (1 lakh)	13,00,000
31	Designing & Printing Booklet - Hindi Patrika	1,45,023
32	Printing of Souvenir on Mango Festival (10000) Content & Design charges	2,69,000 10,000
33	Printing of Brochure on Dilli Haat - Janak Puri (10000) Designing charges	47,500 44,944
34	Designing charges - Delhi 100 years	20,000
35	Production of Brochure of Dilli Haat - Janak Puri	78,120
36	Printing of publicity material GTB memorial - leaflet, brochures, entry tickets & bookmark	2,25,277
37	Printing of Ticket for GTB Light & Sound Show (10000)	21,000
38	Design & Printing - Hindi Patrika 3 rd edition (2500)	1,32,023
39	Designing & Printing of Manual of Office Procedure (25)	23,125
40	Printing of Ho-Ho leaflets (40000)	39,200
41	Printing of Bookmark with Ribbon (10000)	36,350
42	Printing of Handbills - E-Ticketing (20000)	23,800
43	Printing of Handbill for Dilli Haat - Janak Puri (20000)	23,800
44	Printing of Dilli ke Pakwaan Souvenir Design & supervision	3,51,750 15,000
45	Printing of GTF- 15 Souvenir (5000) Design & supervision	1,96,630 15,000
46	Printing of leaflets on Heritage Walks (10000)	13,388

47	Printing of leaflets on Heritage Walks	21,263
48	Printing of Brochure on Nature Bazaar (10000)	21,263
49	Printing of Tourist Map – Delhi Heritage & Tourist Map (3000)	36,000
50	Printing of Ho-ho leaflets (4000)	45,360
51	Printing of leaflets for DITTM (5000)	15,696
52	Printing of Poster E-Ticketing online Booking	6,930
53	Printing of Citizen Charter (2000)	9,240
54	Printing of Brochure – Heritage & City walk	26,000
55	Printing of Brochure on Garden Tourism Festival -2016	35,700
56	Designing & printing of Brochure – Heritage & City walks	26,000
57	printing of brochure of DH- Janak Puri & Pitam Pura (25000)	3,62,000
58	Printing of brochure of Dilli Haats – INA, JP & PP (10000)	3,12,000
59	Designing of Booklets of Garden of Five Senses	5,62,000
60	Printing of Brochure on Kalam Memorial (10000) Designing charges	47,200 46,000
61	Printing of Brochure on Delhi Cinemagic (10000)	7,59,360
62	Printing of Brochure on MICE Destination	98,858
63	Printing of Brochure – Cycle Tours (12000)	1,58,400
64	Mango Festival – 2004 Entry Ticket, Invitation cards (2000) Brochure (1500), Placards (1500), duty pass (300)	76,070
65	Chhawla Kanganheri- Invitation card (1200)	10,787
66	Mango festival – 2007 Entry Ticket (20000), Invite (5000), Leaflet (5000), Placards (1500), duty pass (300)	83,821
67	Mango Festival – 2006 Entry Ticket (20000), Invite (5000), Brochure (10000), Placards (1500), duty pass (300), Digital Panel (10)	1,42,600
68	Garden Tourism Festival – 2008 Entry Tickets (7500) Invitation Cards (2500), Poster (200) Production of Schedule (500), Leaflets (15000)	53,320
69	Garden Tourism Festival – 2009 Invitation Cards (5000), Leaflets (10000)	31,000
70	Garden Tourism Festival – 2010 Invitation Cards (4000), Poster (400)	80,579
71	Inauguration of Madhuban Chowk Underpass Invitation cards (1000)	4,212
72	Foundation Stone Laying Ceremony - Prem Bari Underpass Invitation Card (3000)	11,489
73	Dilli Haat Laying Ceremony Pitam Pura Invitation cards (800)	3,615
74	Guru Teg Bahadur Memorial Foundation Laying Stone Ceremony - Invitation Cards (110000), Stickers (1500)	63,270
75	Qutub Festival – 2005 Entry Tickets (8000), Invitation Cards (2000), Poster	31,200
76	Qutub Festival – 2006 Invitation Cards, Posters, Flyers	1,76,800
77	Qutub Festival – 2007 Artist Profiles (3000), Invitation Cards (10650), Poster (50)	54,985
78	Printing of Booklet on Qutub (2000)	3,60,984
79	Basant – 10 Invitation cards	11,583
80	Sharad Utsav & Holi Milan 2006 Invitation card (1000), Poster (100)	2,142
81	Blue Band Performance Invitation, Poster & Hand Bills	27,500
	Total Amount (Folder & Tourist Literature)	1,28,55,227
	Total Amount of Calendars & Diaries	2,56,87,221
	Grand Total	3,85,42,448

Year wise printing / production cost of Calendars & Diaries

Years	Calendars Qty. Printed	Diaries Qty. Printed	Printing / Production Cost in Rs.
2003	6000	5000	5,98,998
2004	9271	9271	6,30,022
2005	6500	8200	7,84,596
2006	8000	8000	11,16,600
2007	8000	7000	11,96,512
2008	8970	6,000	11,43,734
2009	7118	12000	9,73,947
2010	12490	9508	15,79,068
	2000 Special Calendar to (Commemorate CWG)	---	16,63,050
2011	11500	7000	15,79,068
2012	Not Printed		
2013	23000	10000	41,01,745
2014	6500	7000	18,64,500
2015	6000	5500	19,41,195
2016	6000	5500	34,46,769
2017	6000	6500	17,03,462
2018	7000	7500	13,63,955
Total	1,32,349	1,13,979	2,56,87,221