# Investment Opportunities in Punjab

# PUNJAB: One of the most preferred Tourism Destination

1. Punjab is among Top 10 states in Foreign Tourist Visits, & Domestic Tourist Visits in 2021.

2. The state has also seen rise in foreign tourists, with 11 lakh foreign tourists visiting the state in 2019

3. The State has seen a growth of domestic tourist footfalls since 2009, 474 lakh domestic tourists in 2019

4. The growth in the sector is sustained by investments from the State Government as well as assistance provided by Asian Development Bank (ADB) through Infrastructure Development Investment Program for Tourism (IDIPT).

5. Schemes of MoT, GoI like Prasad Scheme, Swadesh Darshan - 1, Museum Grant Scheme, etc. are also supporting the Tourism Projects in a big way in the state of Punjab. Other Scheme like Fairs & Festival Schemes, IT Scheme, Border Scheme etc. are also available from MoT, GoI.

***Most visited destinations in 2021 with Tourist Data***

Golden Temple, Jallianwala Bagh, Attari Border, Fort & Museum - Amritsar – 1,97,72,285

Gurdwara Sahib, Temple, Chappar Chiri & Chattbir Zoological Park – SAS Nagar– 18,38,542

Gurdwara Sahib, Museum and Hosiery Market – Ludhiana – 17,64,106

Gurdwara Sahib, Temple & Jang-e-Azadi Memorial – Jalandhar – 15,40,520

Temple, Gurudwara Sahib, Ranjit Sagar Dam & Wildlife Sanctuary – Pathankot – 3,74,857

Source : Statistics Wing, Punjab Tourism

# PUNJAB: Major Tourist's Data & Popular Foreign Tourism Source Markets

## Top 5 visited districts in Punjab in 2021

| S. No. | Destination | Tourist Visits |
|---|---|---|
| 1 | Amritsar | 1,97,72,285 |
| 2 | SAS Nagar | 18,38,542 |
| 3 | Ludhiana | 17,64,106 |
| 4 | Jalandhar | 15,40,520 |
| 5 | Pathankot | 3,74,857 |

## Countries for origin of tourists for Punjab

Source : Statistics Wing, Punjab Tourism

# Gateways to Punjab

## Air

**2 International Airports**

1. Chandigarh International Airport, Mohali
2. Sri Guru Ram Das Ji International Airport, Amritsar

Domestic airports at Ludhiana, Bathinda & Pathankot

## Rail

**Leading Rail Network with all the prominent cities** of India

Amritsar, Jalandhar, Kapurthala, Ludhiana, Fatehgarh Sahib, Patiala, Chandigarh, etc are all well connected by rail

## Road

**Extremely good road connectivity with other states** to all the cities and villages

Delhi-Amritsar-Katra Expressway under development

All cities have AC & Non-AC bus service with Delhi & other States

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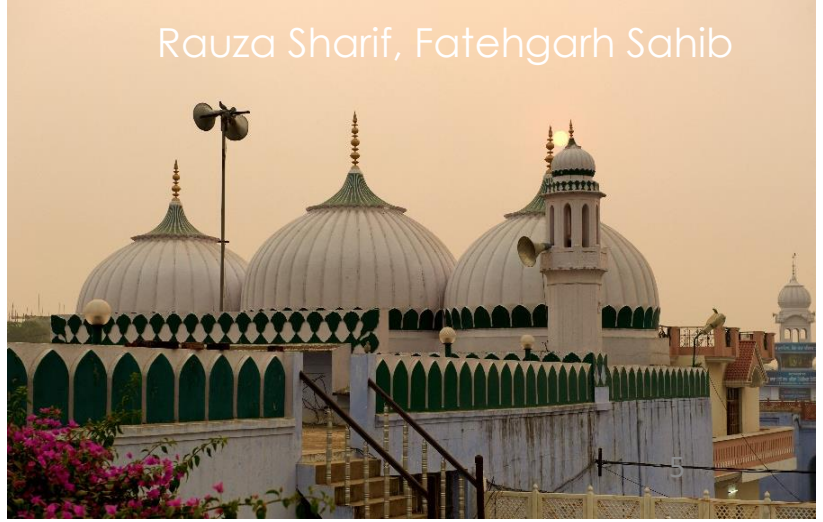
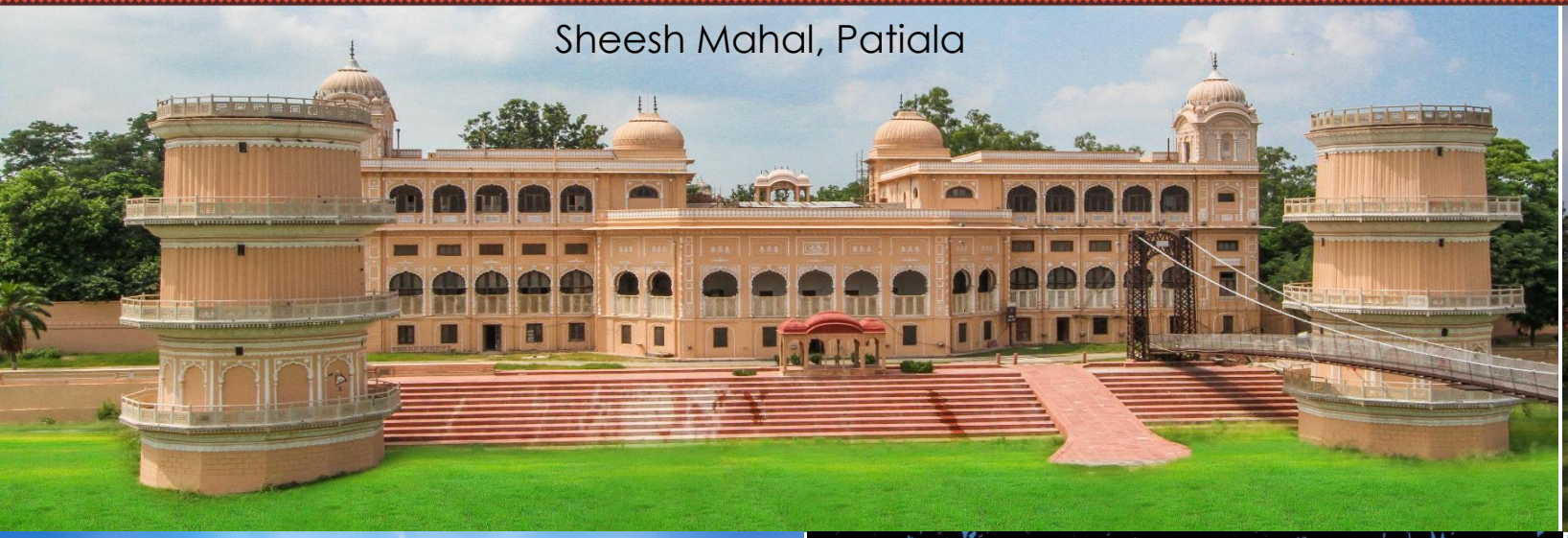
# Punjab's spiritual composite cultures – vignettes

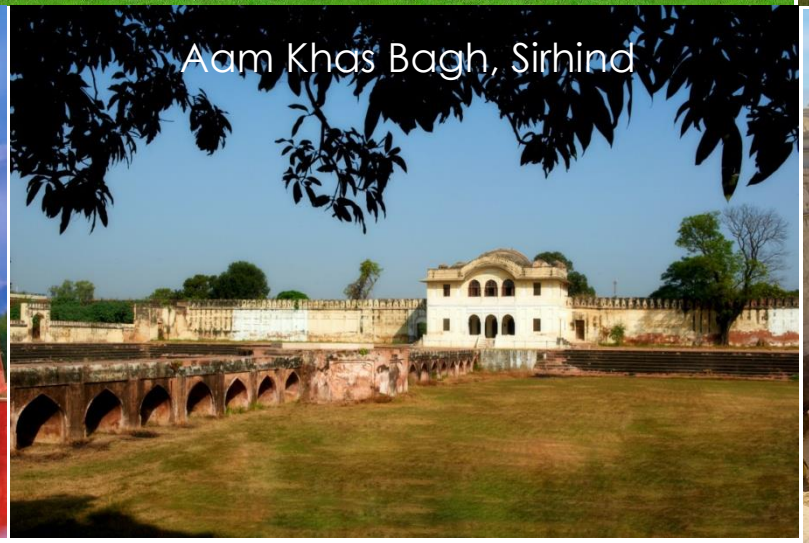


# Our Forts and Palaces


Sheesh Mahal, Patiala

Jagatjit Palace, Kapurthala

Gobindgarh Fort, Amritsar


Aam Khas Bagh, Sirhind

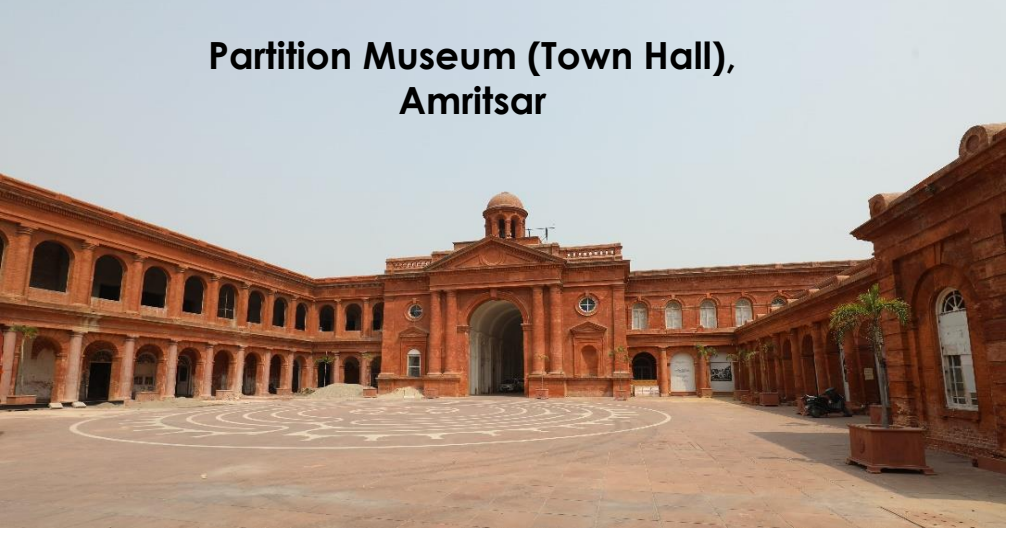
Qila Mubarak, Patiala

# Our Museums

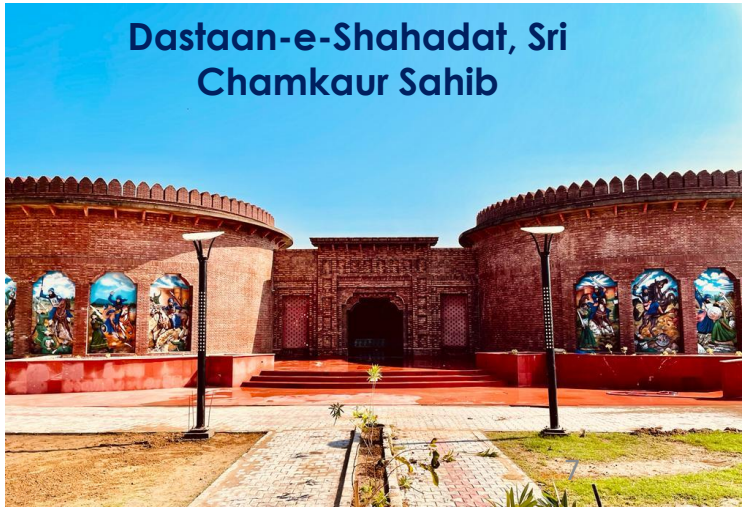
Virasat-e-Khalsa Museum, Sri Anandpur Sahib

Shaheed Bhagat Singh Museum, Khatar Kalan

Jang-e-Azadi Memorial (Kartarpur), Jalandhar


Partition Museum (Town Hall), Amritsar

Archaeological Museum, Sanghol
SANGHOL ARCHAEOLOGICAL MUSEUM


Dastaan-e-Shahadat, Sri Chamkaur Sahib

# Our Memorials

War Memorial, Amritsar

National Martyrs Memorial, Hussainiwala

Wadda Ghallughara, Malerkotla

Fateh Burj, Chapparchiri – SAS Nagar

Saragarhi Memorial, Ferozepur

Chhota Ghallughara, Gurdaspur

Jallianwala Bagh, Amritsar

Barki Memorial, Ferozepur

# Our Wetlands (Ramsar Sites)

Harike

Beas Conservation Reserve

Keshopur

Kanjli

Nangal

Ropar

# Accommodation Facilities from Punjab Tourism

## Farm Tourism Scheme

**49 Farm Houses**

1. Excellent Experience of Punjab Farm Life
2. Very Safe, Comfortable & off-beat
3. Scattered all across Punjab
4. Variety of Farm House like Organic Farm, Bee Farm, Diary Farm, Poultry Farm etc.

## Bed & Breakfast Scheme

**90 Bed & Breakfast**

1. Amazing Experience to live with a family in Punjab
2. Personalize & Memorable Experience
3. Come as a guest, go as a friend
4. Home like experience for your family

## Tented Accommodation

**7 Tented Accommodation**

1. Off-beat tent living experience
2. Opportunity living close to nature
3. Swiss Tents, with attached washrooms
4. All facilities & access to field.
5. Safe & secure

# Glimpses of our Farmstays

Barota Farm, Ropar

Citrus Country, Hoshiarpur

Mayfair Farms, Fatehgarh Sahib

Hunsali Farm, Fatehgarh Sahib

Farmers Villa, Amritsar

Chahal Tree House Farm, Amritsar

Punjab Village farm, Gurdaspur

# Some Upcoming Initiatives of Department

Dept. of Tourism & Cultural Affairs, Punjab has a Tourism & Culture Policy, covering the various aspects of Tourism in the state, but with the changing and developing scenario of Tourism Industry. Many new amendments & advancements have been incorporated in the said policies keeping in view of the new trends & demands of the industry.

- Revision of Tourism & Culture Policy
- Development of Tourism Service Provider Registration Scheme
- Launching of Adventure Tourism & Water Tourism Policy
- Launching of Caravan Tourism Scheme

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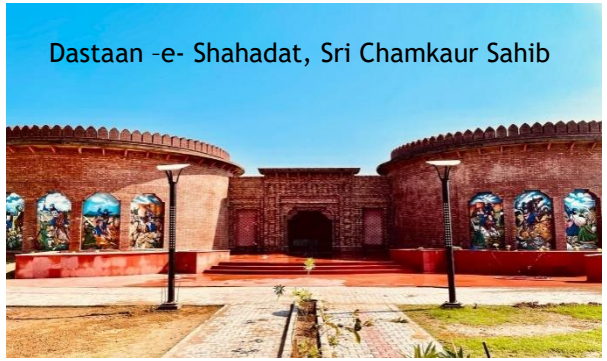
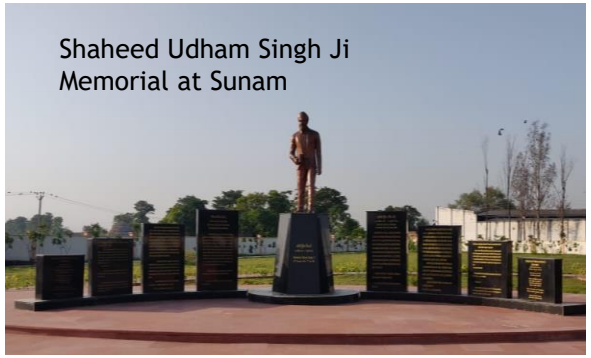
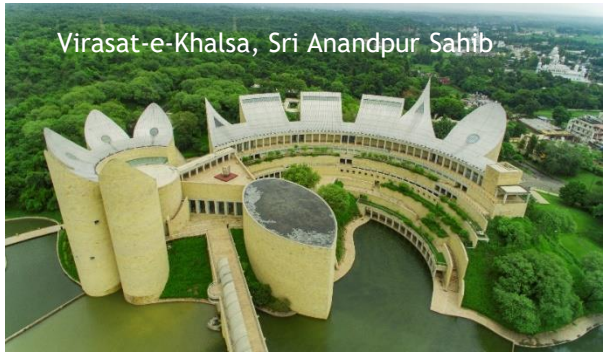
# Major Completed/On-going/Up-coming Projects of Dept. of Tourism & Cultural Affairs, Punjab

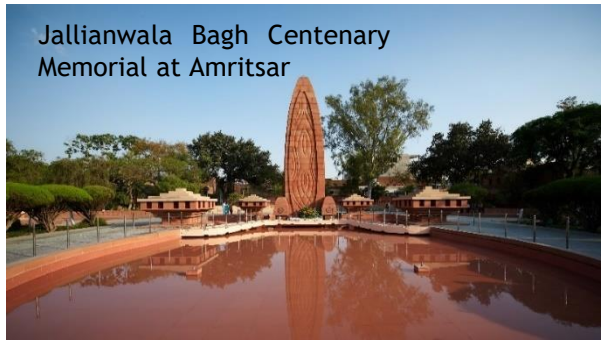
# Punjab: Completed Tourism Projects

Shaheed Bhagat Singh Museum, Khatkar Kalan

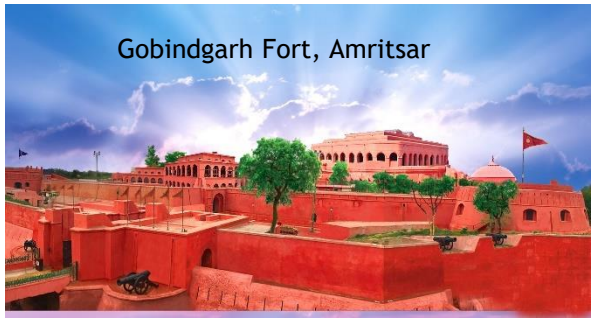

Dastaan -e- Shahadat, Sri Chamkaur Sahib


Shaheed Udham Singh Ji Memorial at Sunam

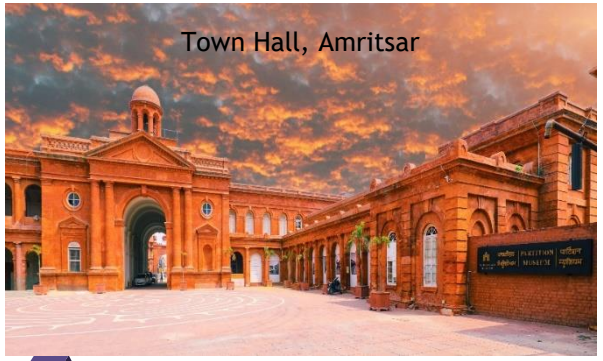

Virasat-e-Khalsa, Sri Anandpur Sahib

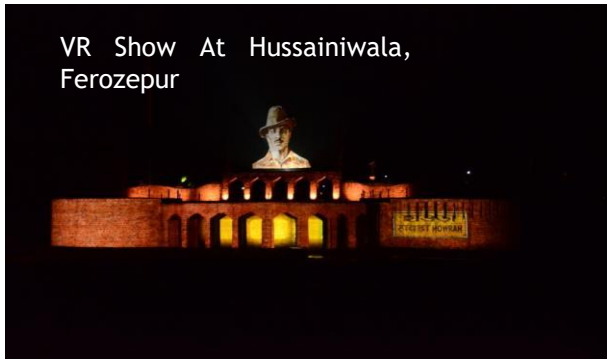

Jallianwala Bagh Centenary Memorial at Amritsar

Jang-e-Azadi, Kartarpur, Jalandhar


Gobindgarh Fort, Amritsar

Shahi Qila, Attari Border, Amritsar


Town Hall, Amritsar


VR Show At Hussainiwala, Ferozepur

Maharaja Ranjit Singh Summer Palace at Amritsar.

Sadda Pind, Amritsar

# Punjab: On-Going Tourism Projects

Bhagwan Sri Valmiki Tirath Sthal , Amritsar

Mohindra Kothi Medal Gallery and Museum.

Bhai Jaita Ji Memorial, Sri Anandpur Sahib

Ranbaas at Qila Mubarak, Patiala as heritage Hotel

Sri Guru Ravidass Memorial, Khuralgarh

# Punjab: Up-Coming Tourism Projects

Ropeway project between Naina Devi Ji and Sri Anandpur Sahib.

Int. Standard Tourism Project
around Ranjit Sagar Dam Project

Pind Babe Nanak Da Museum Project, Sultanpur Lodhi.

Aam Khaas Bagh as Heritage Resort.

# SUCCESSFUL PPP PROJECTS OF PUNJAB TOURISM

Chappar Chiri (Fateh Burj), SAS Nagar

Food Street (Town Hall), Amritsar

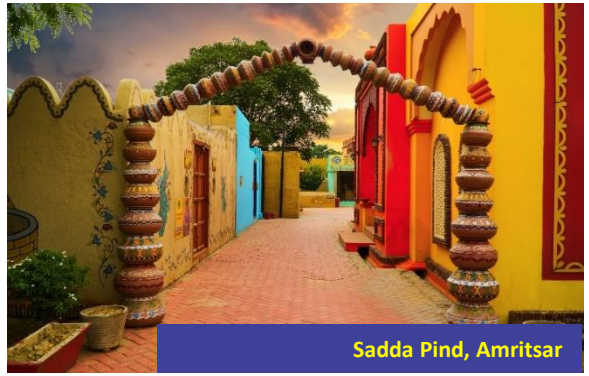
Moulsari at Aam Khaas Bagh, Fatehgarh Sahib

Hop On Hop Off Bus, Amritsar

Water Lily, Ropar

Partition Museum, Amritsar

Gobindgarh Fort, Amritsar



Sadda Pind, Amritsar

Shahi Qila, Amritsar

# PROPERTIES TO BE LEASED OUT

**The Dept. has many state of the art properties available for which the process of leasing out is underway**

# Projects to be leased out on PPP mode

| Sr. No. | Name of the project | Area |
|---|---|---|
| 1 | Aam Khas Bagh Sirhind | 25 Acre |
| 2 | Sarai Lashkari Khan, Khanna | 13.25 Acres 18 Marla |
| 3 | Pinkcassia Tourist Complex at Ropar | 7 Acre 2 Kanal |
| 4 | IHM Boothgarh District Mohali | 7 Acre 3 Kanal 19 Marla |
| 5 | Land at village Treti, Shahpur Kandi, District Pathankot | 6.5 Acres 12 Marla |
| 6 | Amaltas Hotel, Ludhiana | 5 Acre 4 Kanal |
| 7 | Bougainvillea Floating Restaurant, Sirhind | 4 Acres 1 Kanal 10 Marla |
| 8 | Development, Conservation, Restoration, Upgradation, Operation & Maintenance of Quila Manauli at Mohali | 3 Acre 2 Kanal 10 Marla |
| 9 | Sapling Estate Holiday Resort, Mussoorie, Uttrakhand | 2 Acre 1 Kanal 7 Marla |
| 10 | Mountview Holiday Resort, Dharamshala, Himachal Pradesh | 3 Acre |

| Projects to be leased out on PPP mode | | |
|---|---|---|
| **Sr. No.** | **Name of the project** | **Area** |
| 11 | Kadamba Tourist Complex, Nangal | 2 Acre 2 Kanal 7 Marla |
| 12 | Tourist Reception Centre Anandpur Sahib | 1 Acre |
| 13 | Tourist Oasis, Ludhiana | 5 Kanal 16 Marla |
| 14 | Hotel Blue Bell, Phagwara | 5 Kanal 16 Marla |
| 15 | Land at Manali, Himachal Pradesh | 4 Kanal 14 Marla |
| 16 | Lajwanti Filling Station Hoshiarpur | 4 Kanal 4 Marla |
| 17 | Ethnic Centre at Chamkaur Sahib | 2 Kanal |
| 18 | Surajmukhi Tourist Complex, Khanauri | 1 Kanal 18 Marla |
| 19 | Management & operation of Restaurant/Food Court at Shaheed-Udham Singh Memorial at Sunam District Sangrur | 6 Marla |

# Projects to be leased out on PPP mode

| Sr. No. | Name of the project | Area |
|---|---|---|
| 20 | Darbar Hall, Kapurthala | 88 Kanal 19 Marla |
| 21 | Old PWD (Public Health), Headquarter Building Patiala | 83 Kanal 5 Marla |
| 22 | Banasar Ghar, Patiala | 12 Kanal 5 Marla |
| 23 | Gol Kothi, Kapurthala | 6 Kanal 13 Marla |
| 24 | Sangrur Kothi, Sangrur | 1 Kanal 10 Marla |
| 25 | Magnolia Tourist Complex, Kartarpur | 4 Kanal, 17 Marla |
| 26 | Tourist Complex-Chohal Dam, Hoshiarpur | 4 Kanal 18 Marla |
| 27 | Siver Oak Tourist Complex, Malout | 4 Acre 12 Marla |

# Investment Opportunities in Mega Projects



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# PIND BABE NANAK DA PROJECT

# Brief About Setting up of Heritage Complex "Pind Babe Nanak Da" at Sultanpur Lodhi, Distt. Kapurthala .

- In-principle approval for the project costing to Rs. 503.00 Crore was given by Ministry of Culture, GOI on 10.03.2021.
- Rs. 29.24 Cr. for acquisition of Land has already been released to DC Kapurthala.
- DNIT by transaction advisor has been prepared and is under approval.



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# Ropeway Project between Sri Anandpur Sahib to Sri Naina Devi Temple



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# Development of Ropeway Project Between Sri Anandpur Sahib Ji and Sri Naina Devi Ji

PROPOSED ALIGNMENT FROM RAMPUR TO NAINA DEVI TEMPLE

Rampur Base Station Area – 108 Kanal 13 Marla
Project Cost : Rs. 278.46 Cr.

TOTAL LENGTH 3850 Mtr
VERTICAL RISE 745 Mtr

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# Partner in Conservation

- We invite you to Punjab, the Land of 5 Rivers, to come and partner with the State Government in our heritage conservation efforts.

- Your Investments will be utilized into various heritage conservation projects, mutually discussed with the concerned officials & authorities of Punjab.

For any Investment Query, one may contact:

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Tel.: 0172-5042969
Email: directorculture@yahoo.com

**Website : punjabtourism.punjab.gov.in**

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# Thank You...!!!