

Achievements/Activities of Tourism Department, Chandigarh Administration in last 1 year:

Department of Tourism, Chandigarh Administration is developing New Gardens like Garden of Palms, Sector 42, Garden of Conifers, Sector 52, Japanese Garden Sector 31 and Garden of spring Sector 53 to promote Garden Tourism. Garden of Animals, Sector 49 has also been inaugurated recently. Work is in full swing for the New Tourist Information Centre that is coming up shortly at the Capitol complex, Sec-1, to facilitate the interested Tourists to take permission for visiting the Capitol Complex buildings. Some of the major achievements of Tourism Department/ STEPS during the last one year are as under:

Conference on "Integrated Tourism Development in Northern India"
(21st May, 2013)

Attended by renowned personalities of the Tourism & Travel Trade across the country, even, Bollywood celebrities including Kabir Bedi and Kirron Kher. It was a proud privilege to have H.E. Shri Shivraj V. Patil, Governor of Punjab & Administrator U.T. as the Chief Guest for the Tourism Conference scheduled at 10-00A.M. on 21st May, 2013 at Hotel Shivalikview. The conclave included Presentation by North Indian States Govt., addresses/speeches by MD, HPTDC, MD & CEO, DTTDC, HRANI (Hotel and Restaurant Association of Northern India), ATOAI (Adventure Tour Operators Association of India), ADTOI (Association of Domestic Tour Operators of India), Indian Railway Catering and Tourism and Corporation, Session on CINEMATIC TOURISM (Interface with Mr Kabir Bedi & Mrs Kiron Kher -Bollywood Celebrities).

Launch of Tourist Information Kiosk
(19th March 2013)

The Tourist Information Kiosk installed at Le Corbusier centre, Sector-19, Chandigarh has a strong metal body and touch screen facility and is installed with user friendly android based smart application "Chandigarh city Guide" to assist the Tourists and general public to get instant information about the Hotels, Tourist Attractions, Restaurants and other general information about the City. It is an important step in realizing the dream of developing Chandigarh as a smart city.

Launch of New Range Of Souvenirs
(19th March 2013)

A range of new Souvenirs inscribing various city based heritage buildings, manholes and reproductions of master architect, Le Corbusier drawings, paintings and photographs including Acrylic Plates, Acrylic Tray, Shot Glasses, Bone China Cone Mug, Framed Pictures, Crystal Glass Frame, Soap dispenser, tooth brush, I Phone Covers, etc. have been introduced. Special features of these souvenirs are that they have different tourist spots of city printed on each of them. These Souvenirs are available at the Souvenir Shop, Le Corbusier Centre as well as at Souvenir Shop, Sukhna Lake.

This effort of the Chandigarh Administration will facilitate the Tourists take away a pleasant memory of the City Beautiful!

Annual Events Calendar

(April 2013-March 2014)

Annual Events Calendar of combined activities of the Department of Tourism, Department of Cultural Affairs, Tagore Theatre society and the three academies i.e. Sangeet Natak Akademi, Chandigarh Sahitya Akademi and Lalit Kala Akademi for the year April 2013 – March 2014 has been launched. This Events Calendar enables everyone to look through the kaleidoscope of celebrations round the year in City Beautiful.

World Music Day

(21st-22nd June 2013)

In order to spread the message of peace and harmony throughout the region, Chandigarh Tourism celebrated World Music day on 21st June with an extraordinary performance by SHABD – the band from Shimla followed by live performance by renowned Panjabi singer Diljit Dosanjh at Plaza, sec-17, Chandigarh. In continuation, upcoming singer Rahul Sharma enthralled the visitors with songs like Tum he ho, alvida, jiyen kyun, gulabi aankhen in his soothing voice at Sukhna Lake, Chandigarh on 22nd June, 2013.

Chandigarh Marathon

(14th April, 2013)

The Chandigarh Marathon was a huge success with the participation of Eminent Personalities like Milkha Singh along with sports persons of National and International repute from all over the country with wide spectrum of fitness freak coming especially for Chandigarh Marathon from far off metropolitan cities like Hyderabad, Pune, Calcutta, Chennai, Mumbai etc. These runners had a wonderful wholesome experience to run in the most picturesque environs encompassing the running track which had all full and Half Marathon participants having memorable moments while running on the lake promenade with fresh air breezing from all sides.

Rose Festival

The Most awaited Mega Annual Event – was celebrated from 22nd to 24th February 2013. Approximately 45 stalls were put up in the hanger as well as in the open area of Leisure Valley, Sector 10, also. The CIHM, IHM, CITCO and other reputed agencies put up their eatable stalls at Leisure Valley. All trees of the Rose Garden as well as Leisure Valley were illuminated/ decorated. Apart from the amusement park, stalls, camel riding and other activities of fun n frolic, following three Mega Musical Nites were also arranged which gathered a big response from the visitors: Live Performance by Kunal Ganjawala, Punjabi singer sarabjeet cheema along with a fashion show.

World Tourism Week

Tourism Department, Chandigarh Administration organized World Tourism Week from 26th to 30th September based on the **theme "Tourism & Water: Protecting Our Common Future"** by organizing various cultural activities, competitions and musical evenings at different venues in the city beautiful Chandigarh. These events included **Sculptures/3D Installation** competition, light and soothing classical programme "**Su**

Prabhat” to refresh the morning walkers, **Heritage Walk** at the Capitol Complex, **free local sightseeing tours on Hop On Hop Off bus**, Special discounts at all CITCO Hotels/outlets and other hotels/restaurants in Chandigarh, illumination of prominent buildings viz-a-viz Open Hand Monument, Le-Corbusier Centre, Museum & Art Gallery & UT Secretariat Building, **“Tourism Walk”**, **“Photo Exhibition”** of the shortlisted photographs of Photography Competition, International Dances by the foreign students and two Live Musical Performances by renowned Bollywood Singer Kavita Kirshnamurthy and renowned Punjabi singers Jassi Gill & Babbal Rai. The week long celebrations concluded with Lively Folk Dances of Punjab and a **Prize Distribution Ceremony** to felicitate the winners of the various competitions.

Apart from the above celebrations during the World Tourism Week an **International Coffee Festival** having live musical performances, fashion shows, live Piano performance, Coffee tasting related to professional coffee making, Live painting by professional artists on the theme “Different Colours of Coffee” were organised at Hotel Shivalikview and Hotel Mountview. Road Shows with the decorated tableau were a part of attraction, highlighting the celebrations of International Coffee Festival throughout the city.

Le-Corbusier Birthday Celebrations

Chandigarh Tourism in association with Chandigarh College of Architecture celebrated 125th Le Corbusier Birth Anniversary from 4th till 6th October by holding **Heritage Walk**, “Treasure Hunt” - a fun filled activity having participation from more than 250 participants including families, friends and individuals and a **Cake Cutting Ceremony** (Cake in the shape of Open Hand) at the beautifully decorated Le Corbusier Centre.

Chandigarh Carnival

The Chandigarh Carnival based the theme “100 Years of Indian Cinema” was celebrated from 22nd – 24th November. The Carnival Parade with decorated tableaux based on the theme which pass through the city was the most awaited attraction for the people. Cut-outs of popular film actors/actresses and famous movie characters were installed all over the leisure valley.

Apart from the food stalls by CITCO, CIHM etc. various other culture activities including three Mega Musical Nites by Amit Sana (Singer of Indian Idol Fame) and Rajan Srivastava (Comedian), renowned Punjabi Singer “Amrinder Gill” and renowned Bollywood playback singer K.K were organized.

CII International Tourism Fest 2013

With a view to enhance the visibility and capabilities in the Tourism and Hospitality Industry by involving private sector, institutions, entrepreneurs, infrastructure companies related to this sector and to attract the international as well as domestic tourists, Chandigarh Tourism in association with Confederation of Indian Industry (CII) organized Tourism Fest 2013 - An International Fest on Tourism & Hospitality from 5th – 7th December. The CII Tourism Fest was inaugurated by H.E. Sh. Shivraj V Patil, Governor, Punjab & Administrator, U.T, Chandigarh. Spread over 10000 Sqms, the three day event included International Food Festival, International Chef Meet, Golf

Tournament and International Dance Festival, thus making it the biggest and the most anticipated event of the region.

Launch of Online Application for Film shooting Permissions

The Tourism Department, Chandigarh Administration runs 'Single Window System' under one roof to facilitate film makers to get prompt permissions for shooting under the jurisdiction of Chandigarh and has set up Bollywood Facilitation cell at the most suitable & convenient location at U.T. State Guest House, Sector 6, Chandigarh.

With a view to encourage and facilitate film and TV Serial makers to shoot in the green and serene environs of the City beautiful, Chandigarh, the Tourism Department, Chandigarh Administration, launched ONLINE application for the grant of Film Shooting Permissions on 5th December 2013 at Shiwalik View during the inaugural day of CII Tourism Fest. The Online application system was formally inaugurated by Sh. Anil Kumar, IAS, Secretary Tourism, Chandigarh Administration, in the presence of Director Tourism and other senior officers of the Administration. The permissions for shooting films, TV serials and other various short movies etc., can now be applied for, by visiting the "Bollywood Facilitation Cell" section of official website www.chandigarhtourism.gov.in. The introduction of online facility for seeking permission for shooting in Chandigarh is a step towards achieving one of the ongoing objectives of the promotion of Cinematic tourism in the City Beautiful.

New Year Extravaganza

New Year CELEBRATIONS were organized from 29th till 31st December 2013 with three Musical Nites i.e Sufiana Performance by Kumar Bandhu, Live musical performance by Roshan Prince and Local Band performance by Rudraksh to enthrall the general public at Shopping Centre, Sector 17.

Pre arrangements for the Rose Festival 2014 to be held from 21st to 23rd February 2014 are in full swing.

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