CHAPTER 14

GENERAL ECONOMIC SERVICES

GENERAL ECONOMIC SERVICES

14.1 General Economic Services are essential to fasten the development processes and effectiveness in different sectors. Some of the economic activities, included under this chapter, are strengthening of state planning machinery, excise administration, public distribution system, consumer awareness, weights and measures, decentralization of planning and district plans, advance training to staff, state employment mission, secretariat economic services, survey and statistics, State renewal fund for public enterprises and tourism development. These have been discussed in this chapter.

PLAN SCHEMES

14.2 To facilitate operation and implementation of Plan schemes under this sector, an outlay of Rs.5,47,76.67 lakh under State Plan including State Share for Central Sponsored Plans has been proposed in the Annual Plan: 2012-13. The details are indicated below.

SECRETARIAT ECONOMIC SERVICES

STATE PLAN

**Strengthening of State Planning Machinery**  
(Rs.170.25 lakh)  
(Planning & Coordination Department)

14.3 Development planning is an elaborate exercise and involves data collection and analysis, coordination, conceptualization, programme formulation, monitoring and evaluation. The State Planning Machinery under the control of Planning & Coordination Department, among other things, looks into formulation of Five Year Plans, Annual Plans, District Plans, Regional Plans, and Manpower Projection and Planning. It undertakes evaluation and monitoring of various development programmes and issues general guidelines for formulation and implementation of development programmes at the District level by District Planning Committees (DPC) and other agencies. It is also responsible for collection and analysis of appropriate data and interpretation of statistics.

14.4 With a view to strengthening planning capabilities, the State Government reorganized the State Planning Machinery in 1979 and created six functional cells, viz., Plan Formulation and Co-ordination Cell, Plan Information Cell, Perspective Planning Cell, Regional and District Planning Cell, Manpower Cell and Evaluation & Monitoring Cell. A Poverty Task Force (PTF) Cell has also been added to provide necessary support to activities undertaken by the PTF constituted for the purpose. Further, one Externally Aided Project (EAP) Cell to monitor and coordinate...
externally aided projects, one Public-Private Partnership (PPP) Cell to coordinate the PPP activities, and one Integrated Action Plan (IAP) Cell have been recently constituted to look into special development interventions for 18 (eighteen) selected Tribal and Backward districts of the State. Besides, one Statistical Cell has been constituted to analyse technical proposals received from Government of India and other quarters. One Section is also responsible for formulation and monitoring of the Long Term Action Plan for expeditious development of KBK districts.

14.5 This Centrally Sponsored Plan scheme, “Strengthening of State Planning Machinery”, was introduced in the year 1989-90. The main objective of the scheme was to provide technical support and to further strengthen sectoral planning capabilities. The scheme has been transferred to “State Plan” since 1992-93. The proposed outlay under this scheme for the Annual Plan: 2012-13 is Rs.170.25 lakh.

Monitoring of Special Plan for KBK Districts. (Rs.41.75 lakh) (Planning & Coordination Department)

14.6 The State Government have been implementing the Special Plan for accelerated development of undivided Koraput, Bolangir and Kalahandi Districts. With a view to ensuring effective implementation of the programme, the State Government have created an Office of the Chief Administrator (KBK) with headquarters at Koraput and have appointed a very senior I.A.S. Officer of the rank of Chief Secretary as Chief Administrator (KBK). His main functions are to monitor and supervise the implementation of entire gamut of development schemes in the KBK districts and to send his assessment reports on the Special Plan along with his suggestions to the Government from time to time. In order to provide secretarial assistance to the Chief Administrator (KBK), this scheme has been conceptualized and operated. A sum of Rs.41.75 lakh for the Annual Plan: 2012-13 has been provided.

State Public Private Partnership (PPP) Cell (Rs.200.00 lakh) (Planning & Co-ordination Department)

14.7 Public-Private Partnership (PPP) is increasingly becoming the preferred mode for conceptualization and implementation of infrastructure projects. It offers significant advantages in terms of attracting private capital for creating public infrastructure as well as improving efficiencies in the provision of services to users. Since private sector is, now-a-days, better equipped in terms of finance, human resources and managerial capabilities, ‘Public Infrastructure with Private Participation’ is a welcome step for development of infrastructure and services sector. The Government of Odisha have formulated a PPP policy: “Policy for Facilitating Public-Private Partnership for Infrastructure Development in the State of Odisha”.

14.8 In order to coordinate the PPP activities in the State, a PPP Cell has been set up under the Planning & Co-ordination Department, and is headed by a Special Secretary as per the recommendations that emerged in the National Level Conference of the Chief Secretaries organized by the Planning Commission on 20th May, 2006. To facilitate different activities in the State PPP Cell, a sum of Rs.200.00 lakh has been proposed in the Annual Plan: 2012-13.

Annual Plan: 2012-2013
MLA Local Area Development Fund  
(Rs.14,700.00 lakh)  
(Planning & Coordination Department)

14.9 The State Government have been implementing a scheme, “Member of Legislative Assembly Local Area Development (MLALAD) Fund” effective from 1997-98 on the lines of “Member of Parliament Local Area Development (MPLAD) Fund”. Under this scheme, an amount of Rs.100.00 lakh will be provided to each constituency. A sum of Rs.14, 700.00 lakh for the Annual Plan: 2012-13 has been proposed for operation of the scheme.

Special Problem Fund  
(Rs.2, 000.00 lakh)  
(Planning & Coordination Department)

14.10 A “Special Problem Fund” scheme has been in operation to undertake developmental works of urgent and immediate nature. An outlay of Rs.2, 000.00 lakh for the Annual Plan: 2012-13 has been proposed under this scheme.

Strengthening of District Planning  
(Rs.800.00 lakh)  
(Planning & Co-ordination Department)

14.11 District Planning Committees (DPCs) have been constituted and reconstituted as per the provisions of the Odisha District Planning Committees (ODPC) Act, 1998 and Odisha District Planning Committees (ODPC) Rules, 2000 at the district level for formulation of District Plans. For strengthening capacities at district level for decentralized planning, formulation of District Plans and other allied activities, a sum of Rs.800.00 lakh has been proposed in the Annual Plan: 2012-13.

Capacity Building of District Planning & Monitoring Units  
(Rs.1, 500.00 lakh)  
(Planning & Co-ordination Department)

14.12 The State Government are committed for decentralization of planning process as enshrined in the 73rd and 74th Amendments of the Constitution. With a view to encouraging decentralized planning and strengthening the district planning apparatus, the State Government has constituted the District Planning and Monitoring Unit (DPMU) in all districts vide Planning & Coordination Department Resolution No. 8429/DPC dated 29.06.2010. The DPMU is mandated to serve three objectives: (i) collecting, analyzing, updating and maintaining desired district and sub-district level database, and generating useful knowledge for local level planning, (ii) providing secretarial and technical support to DPC, Panchayati Raj Institutions (PRI) and Urban Local Bodies (ULB) for preparing and consolidating local level plans, and (iii) assisting DPC in monitoring and evaluating the implementation of developmental programmes. For capacity building of DPMU and other related activities, a sum of Rs.1, 500.00 lakh has been proposed in the Annual Plan: 2012-13.
Other Development Programmes (Rs.400.00 lakh) (Planning & Co-ordination Department)

14.13 These programmes are aimed at supporting innovative schemes under both State Sector and District Sector. Formulation of Draft District Development Plans, involving the three tier Panchayati Raj Institutions and Urban Local Bodies, and their integration in the State Plan has been made mandatory from the 11th Five Year Plan. For preparation of meaningful and need based district development plans, different activities are to be organized and coordinated along with provision of technical support to the District Planning Committees (DPC), Panchayats at different levels and Urban Local Bodies. To facilitate people’s participation, capacity building of the stakeholders, decision making, implementation, monitoring and to meet other requirements for formulation of realistic district plans and to undertake other development programmes, a sum of Rs.400.00 lakh has been proposed in the Annual Plan: 2012-13.

Grant-in-Aid to PHDMA (Rs.100.00 lakh) (Planning & Co-ordination Department)

14.14 The Government of Odisha have attached greater focus on faster reduction of poverty and perceptible improvement in Human Development Indicators (HDI) to bring about quick visible impact in the quality of life of people. The State Government has constituted an Agency, called “Poverty and Human Development Monitoring Agency (PHDMA)”, an autonomous registered organization under the administrative control of Planning & Coordination Department. To support and facilitate various activities of PHDMA, an outlay of Rs.100.00 lakh has been proposed during 2012-13.

Self-Employment Mission (SEM) (Rs.5, 000.00 lakh) (Planning & Coordination Department)

14.15 As there is very limited scope for generation of employment in organized sector, the State Government have accorded very high priority to generating self-employment opportunities. The State Employment Policy, 2005 has been formulated and a High Power Employment Mission has been constituted under the Chairmanship of Hon’ble Chief Minister. Five Steering Committees have been constituted under the Chairmanship of Hon’ble Chief Minister to approve action plans for various sectors and set milestones for the Executive Body of the Mission. The State Level Steering Committee on Self-Employment has been constituted to review the progress of achievement under various self employment programmes from time to time. An outlay of Rs.5, 000.00 lakh in the Annual Plan: 2012-13 has been proposed under the State Plan as Grant-in-Aid to the Odisha State Self-Employment Mission for skill development training programme, skill up-gradation and related self-employment
programmes having TASP and SCSP component of Rs.1,106.50 lakh and Rs.826.50 lakh respectively.

**Advanced Training of Officers from Technical Services in Institutes of International Repute** (Rs.50.00 lakh)

(Planning & Coordination Department)

14.16 The public sector functions have become increasingly specialized. Therefore, the need for highly specialized training for officers of various technical services in institutions of international repute/foreign universities has been considered desirable. The objectives of such technical training are to: (i) impart necessary high-end skills, (ii) develop right type of attitudes, (iii) increase in decision making abilities, and (iv) stimulate critical and innovative thinking leading to human resources development. Therefore, it has been proposed to impart advance training to officers of technical services in institutions of international repute/foreign universities during the year, 2012-13. For the purpose, a sum of Rs.50.00 lakh has been proposed in the Annual Plan: 2012-13.

**Management Development Programmes** (Rs.50.00 lakh)

for Officers of General /Technical Services

(Planning & Coordination Department)

14.17 In order to formulate and manage development programmes, there is a need to expose officers of general and technical services to Management Development Programmes (MDP) in Management Institutions of repute. For this purpose, a sum of Rs.50.00 lakh has been proposed in the Annual Plan: 2012-13.

**Special Development Programmes** (Rs.15,300.00 lakh)

(Planning & Coordination Department)

14.18 The State Planning & Co-ordination Department pursues new and innovative projects / programmes / schemes keeping in view the need of the State from time to time. To accommodate such initiatives during the 2012-13, an outlay of Rs. 15, 300.00 lakh has been proposed in the Annual Plan: 2012-13.

**Project Preparation Fund for Different Departments** (Rs.1,000.00 lakh)

(Planning & Coordination Department)

14.19 A new Scheme namely, “Project Preparation Fund for Different Departments” has been proposed in the Annual Plan: 2012-13 with the financial proposal of Rs. 1,000.00 lakh. This investment will support formulation of new and innovative projects to be implemented by different development Departments of the State Government. The object will be to renew or better utilize an existing capital asset or a new one to provide immediate benefit. To meet investment of aforesaid nature at the State level, a sum of Rs. 1, 000.00 lakh has been proposed in the Annual Plan: 2012-13.
14.20 With the objective of bridging up critical gaps in investment and timely completion of projects taken up in PPP mode in the State, the State Government has introduced a new intervention namely, **Viability Gap Fund (VGF)** from the year 2011-12. To accommodate such initiatives during the current year, an outlay of Rs.4,000.00 lakh has been proposed in the Annual Plan: 2012-13.

**Odisha Modernizing Economy Governance & Administration (OMEGA)**

(Planning & Coordination Department)

14.21 This is an Externally Aided Project (EAP) under DFID programme with project period from 2012-13 to 2016-17. The project objective is to enhance the capacity of the State Government to maintain sustainable growth for poverty reduction, increase in capacity to attract private investment, generate revenue and ensure improvement in service delivery. Some of the major outputs of the programme would be growth in industries and infrastructure with environmental safeguards, increased revenue mobilization, employment generation in non-farm sector, promotion of MSMEs, development of clusters, improvement in inter agency coordination, strengthening of PPP policy, skill development, transition from VAT to GST, increase in Tax / GSDP ratio, modernizing internal audit, revision of financial rules and codes, improving public expenditure review and improving capacity for planning, better delivery in PDS, support women’s access to participation, empowerment and strengthening accountability. For implementation of such initiatives during the current year, an outlay of Rs.2,000.00 lakh has been proposed in the Annual Plan: 2012-13.

**SURVEY AND STATISTICS**

**STATISTICAL SERVICES**

14.22 In order to bring about qualitative improvement in the formulation of plans and to evaluate alternative development strategies, Surveys and Studies need to be conducted. The Directorate of Economics and Statistics under the Planning & Coordination Department is mandated to cater to data needs of various government organisations and academic institutions. It is currently engaged in conducting various studies and surveys including state income estimation, capital formation, employment, national sample survey, annual survey of industries, census of state government employees, manpower studies, socio-economic studies, economic survey and preparation of analytical reports. These activities are funded under State Plan and Central Plan Schemes. The scheme details are given below.
Upgradation of Regional Institute of Planning, Applied Economics and Statistics (RIPAE&S) (Rs.7.99 lakh)

14.23 The Regional Institute of Planning, Applied Economics & Statistics (RIPAE&S) functions under the Directorate of Economics and Statistics. It imparts in-service training to statistical personnel working in different Departments of Government of Odisha as well as Public Sector Undertakings. A sum of Rs.7.99 lakh has been proposed in the Annual Plan: 2012-13 for this scheme, to take up training programmes.

Capacity Building of Regional Institute of Planning, Applied Economics and Statistics (RIPAE&S) (Rs.50.00 lakh)

14.24 The Regional Institute of Planning, Applied Economics & Statistics (RIPAE&S) is the only training institute of its kind in the eastern region of India. It is proposed to impart training to elected representatives of Panchayati Raj Institutions and conducts training programmes sponsored by the Government of India from time to time. RIPAE&S has been selected as the Centre of Excellence. Trainees from outside the country also take part in the training programmes conducted in the institution. To increase the capacity of the institution in different fields, a sum of Rs.50.00 lakh has been proposed in the Annual Plan: 2012-13.

Construction of Office Buildings and Staff Quarters. (Rs. 242.00 lakh)

14.25 A sum of Rs. 242.00 lakh has been proposed as lump provision for construction of different offices and residential buildings of Planning & Coordination Department in the Annual Plan: 2012-13.

Sample Survey on Financial Inclusion (Rs.0.01 lakh)

14.26 A token provision of Rs. 0.01 lakh has been proposed in the Annual Plan: 2012-13 to undertake sample survey on financial inclusion.

CENTRAL PLAN

Rationalization of Minor Irrigation Statistics (Rs.41.07 lakh)

14.27 This scheme has been in operation in the State from the year 1988-89 to collect quarterly and annual progress reports on different minor irrigation...
schemes from concerned executing agencies and Regional Rural Banks. A consolidated report for the State on different Minor Irrigation Projects describing projects completed, irrigation potential created and potential utilised is then prepared. An outlay of Rs.41.07 lakh has been proposed in the Annual Plan: 2012-13 to conduct and complete the 4th Minor Irrigation Census with reference year, 2006-07 covering all villages of the State for collection and compilation of quarterly progress report for submission of the same to Government of India.

Indian Statistical Strengthening Project
(Planning & Co-ordination Department)

14.28 This scheme has been implemented from 2009-10 fully financed by the Ministry of Statistics and Programme Implementation, Government of India to prepare a Strategic Statistical Plan (SSP) which would seek to address not only the current operational requirement, difficulties and professional bottlenecks but in fact also those which can be anticipated in the years to come by Statistical Organisations in the States. The SSP would strive / endeavour to set out a medium strategy to produce comprehensive and relevant socio-economic data for the country. An outlay of Rs.20.03 lakh has been proposed in the Annual Plan: 2012-13.

Fifth Census of Minor Irrigation
(Planning & Co-ordination Department)

14.29 An outlay of Rs. 83.50 lakh has been proposed in the Annual Plan: 2012-13 for Fifth Census of Minor Irrigation.

Sixth Economic Census
(Planning & Co-ordination Department)

14.30 To ascertain the basic economic standards of the people of the State, another census is being undertaken namely the Sixth Economic Census after successful completion of the Fifth Economic Census. A token provision of Rs. 0.05 lakh has been proposed in the Annual Plan: 2012-13.

Basic Statistics for Local Level Development
(Planning & Co-ordination Department)

14.31 Achievement of balance development of all regions is the goal of a welfare State. But due to several barriers and constraints this has not been achieved. In order to know the level of development of an area, it is required to know the gaps in development indicators based on the basic statistics of different regions for bringing about suitable measures. For collection and compilation of basic statistics on local level development, this new scheme is being funded by Government of India. For this scheme, a provision of Rs.0.05 lakh has been proposed in the Annual Plan: 2012-13.
TOURISM

14.32 The State of Odisha offers a variety of tourist attraction ranging from sculpture and cultural heritage to varied natural attractions including wildlife and it is comparable to any top tourist destination of the country. Tourism holds the promise of prosperity for a fast developing economy. This sector has great potential to stimulate growth of economy and employment. Accordingly high priority has been accorded for development of tourism which is one of the critical sectors of the State Economy in terms of foreign exchange earnings as well as creation of employment opportunities. It induces generation of employment in a wide spectrum of activities like hotels, transport, shopping, food, entertainment, guiding and other activities. It can have strong backward and forward linkages. Though Odisha has vast potential for development of tourism, much of this potential has remained untapped so far. For tourism prospects in Odisha, thrust is also given to implement projects under Public Private Partnership mode and development Human Resource by appropriate training.

14.33 Tourism related activities not only create direct jobs, but also create opportunities for indirect jobs. The ratio of indirect jobs to direct jobs in the Tourism Sector is approximately 3:1. Proper focus and investment on tourism will have multiplier effects.

14.34 Development of tourism is generally measured in terms of tourist arrivals to the State. The recorded figures during the last 4 years are given below in Table 14.1. It is found that there is growing trend of tourist arrivals to the State due to publicity campaigns. The tourist arrivals in 2011-12 have been of the order of 51.30 lakh (0.35 lakh foreign tourists, and 50.95 lakh domestic tourists) up to November, 2011.

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<td>62,53,897</td>
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<td>65,24,516</td>
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<td>71,04,079</td>
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<td>71,51,184</td>
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<td>77,70,441</td>
<td>53,212</td>
<td>78,23,953</td>
</tr>
<tr>
<td>2011-12*</td>
<td>50,95,654</td>
<td>35,011</td>
<td>51,30,665</td>
</tr>
</tbody>
</table>

* Up to November, 2011

14.35 The growth rate at the National level is around 18%, whereas the growth rate in Odisha has been of the order of 15%. However, the target for the Annual Plan: 2012-13 is set at 125.28 lakh tourists.

Annual Plan: 2012-2013
Chapter-14

14.36 There is a paradigm shift in the policy and planning for development of tourism at the Central vis-à-vis State levels. While Central Assistance was earlier given for individual projects, it is now given for Integrated Development of Destinations and Travel Circuits under different schemes so that the benefit of investment can be reaped to the maximum. Similarly, the Central Financial Assistance is considered more for improvement of infrastructure like approach roads, landscaping, parking space, public convenience, and interpretation centre.

OBJECTIVES & STRATEGY

14.37 The main objective of the development of tourism is to increase the tourist traffic on one hand and extend their duration of stay in the State on the other. Instead of leaving the projects to the private sector investment, thrust is given to projects under Public Private Partnership mode and Human Resource Development by appropriate training. Emphasis is given for appropriate promotion and marketing campaign both inside and outside the country for promoting the State as a favoured tourist destination. In the sector, both Public and Private investments are encouraged along with convergence of activities for development of tourism infrastructure like roads, wayside amenities and renovation of available infrastructure.

14.38 Following strategies have been adopted for development and promotion of tourism during the Annual Plan: 2012-13.

(i) Completion of the ongoing projects.

(ii) Projecting Odisha in the domestic as well as Overseas Markets as a favoured tourist destination through appropriate publicity and marketing including launching of special campaigns through electronic media.

(iii) Creation and upgradation of tourism infrastructure.

(iv) Grant to State Institute of Hotel Management.

(v) Incentive under New Tourism Policy.

PLAN SCHEMES

14.39 An outlay of Rs.5,600.00 lakh has been proposed for implementation of various schemes including Rs.1,000.00 lakh towards State's share for Centrally Sponsored Plan Schemes for the Annual Plan: 2012-13. Scheme-wise details are as follows.

STATE PLAN

14.40 State Government has earmarked the following schemes to be implemented during the year 2012-13.
Tourist Centres (Rs.1,350.00 lakh) (Tourism Department)

14.41 A lot of identified tourist spots have a potential to attract domestic as well as foreign tourists, but are languishing due to non-availability of adequate basic amenities and other infrastructure. Hence, an outlay of Rs.1,350.00 lakh has been proposed in the Annual Plan: 2012-13 to provide aforesaid facilities through development of tourism infrastructure.

Furnishing of Tourism Units (Rs.100.00 lakh) (Tourism Department)

14.42 Development and improvement of Tourism Units is a regular process so as to maintain their presentability. Furnishing of new units and refurbishing the existing units is necessary for running the units successfully. For meeting required expenditure in this sector, an outlay of Rs.100.00 lakh has been proposed in the Annual Plan: 2012-13.

Modernization of Tourist Offices and Tourist Counters (Rs.100.00 lakh) (Tourism Department)

14.43 Tourist offices and Tourist Counters are set up for disseminating information to tourists. These offices and counters serve as mirror images of Odisha Tourism. For refurbishment of these units and their regular upkeep and maintenance, an outlay of Rs.100.00 lakh for the Annual Plan: 2012-13 has been proposed.

Promotion of Wayside Amenities (Rs.100.00 lakh) (Tourism Department)

14.44 Keeping in view the needs of tourists, basic wayside amenities are to be provided in collaboration with Indian Oil Corporation (IOC) under PPP mode. These centers will provide facilities like filling oil, restaurant, toilet block, drinking water facilities, cloak room, parking place and landscaping in uniform pattern. It has been proposed to establish WAC at different places. It will entail an expenditure of Rs.100.00 lakh during 2012-13. Hence an outlay of Rs.100.00 lakh has been proposed in the Annual Plan: 2012-13.

Acquisition of Land/ Land Bank (Rs.900.00 lakh) (Tourism Department)

14.45 The Department of Tourism shall take steps for identification of land for development of tourism project across the State. These land parcels shall be reserved in the form of a Land Bank for development of appropriate categories of tourism projects as identified by the Department. The Tourism Department will be the facilitator. In order to create such Land Bank by way of acquisition, funds are required to be made available with the Department. For the purpose, an outlay of Rs.900.00 lakh has been proposed in the Annual Plan: 2012-13.
Project Monitoring Unit, Consultancy & Architectural Fees (Rs.100.00 lakh) (Tourism Department)

14.46 It is felt that a project monitoring unit shall be formed in the Department of Tourism comprising of one highly professional consultant/ Architect, one Executive Engineer, Two Assistant Engineers, Two Junior Engineers and Two Data Entry Operators for better formulation, expeditious implementation and timely monitoring of tourism projects in the State. An outlay of Rs.100.00 lakh has been proposed for Annual Plan: 2012-13 for the purpose.

Provisions under New Tourism Policy and Critical Gaps (Rs.49.99 lakh) (Tourism Department)

14.47 The Draft Tourism Policy envisages an aggressive and proactive approach to achieve the growth potential by initiating identified policy measures. The policy aims to streamline and strengthen the Human Resource Development activities which include Capacity Building Programme, Sensitisation of Stake Holders in Tourism Industry and making available trained manpower in hospitality and tourism. Ministry of Tourism, Government of India are funding many projects under the Destination, Circuit and Rural Tourism Scheme in which some components like road, external electrification and water supply are not admissible for which the State Government has to bear the cost to make the projects full-fledged. Similarly the Software components of Interpretation Centres like light and sound show, Laser show with 3D and 4D provisions are required to give better knowledge of heritage sites of Dhauli, Konark, Gandhi Smruti Pitha, Netaji Subash Bose Memorial Hall and others. A provision of Rs.49.99 lakh has been proposed during the Annual Plan: 2012-13.

Clearance of Liabilities (Rs.0.01 lakh) (Tourism Department)

14.48 A token provision of Rs.0.01 lakh has been proposed in the Annual Plan: 2012-13 in order to meet the liabilities.

Promotion and Publicity

14.49 Besides, the State Government have proposed to continue the ongoing promotion and publicity schemes with an outlay of Rs.1,900.00 lakh for the year:2012-13. The details are indicated below:

Grants to State Institute of Hotel Management (SIHM) (Rs.100.00 lakh) (Tourism Department)

14.50 The Food Craft Institute (FCI), Balangir has been set up with joint assistance from the State Government and Central Government with a view to developing and creating skilled manpower for the dynamic Hotel & Tourism Industry. Started in the year 2004, the Institute has been elevated to the status of State Institute of Hotel Management (SIHM) w.e.f. 18.10.2010. The institute is currently offering education at degree level in Hospitality and Hotel Administration, Diploma in Food
Production, Diploma in Food & Beverage Services, Diploma in Front Office operations and Diploma in House Keeping operations. Keeping in view the advancements in the ever evolving hospitality industry, the Institute has been equipped with modern labs to effectively train prospective students on various aspects of Hotel operation. The Institute also provides Hostel facilities for both boys and girls. A team of qualified faculty members have been engaged for the purpose. Therefore, an outlay of Rs.100.00 lakh has been proposed in the Annual Plan: 2012-13 towards grant-in-aid for operation State Institute of Hotel Management (SIHM), Balangir.

**Deployment of Tourist Police Personnel / Beach Cleaning, Life Guard and Safety Equipment.**  
(Tourism Department)

14.51 It is felt necessary for deployment of Tourist Police at different tourist spots for safety and security of tourists. The tourist police can also provide necessary help and guidance to tourists to make their stay pleasurable. Most tourists are fascinated to the beaches of Odisha especially at Puri, Gopalpur, Chandipur and Chandrabhaga. Due to large crowds, the beaches get dirty. Therefore, it is necessary that the beach cleaning equipments should be procured and placed at the disposal of local authorities. Besides, Odisha Human Rights Commission have indicated to augment the strength of Home Guards for Puri to the extent of 60 by recruiting from among Nolia Community to function as Life Guards at the beach at least in 2 shifts. This will help in rescuing the drowning cases. An outlay of Rs.100.00 lakh has been proposed for the purpose in the Annual Plan: 2012-13.

**Organisation of International Events, Fairs, Festivals and Advertisement through Electronic Media**  
(Tourism Department)

14.52 In order to attract more foreign tourists to the State, vigorous publicity campaigns including organisation of road shows is required to be made on a regular basis in overseas countries to promote Odisha as a tourist destination. Participation of Odisha Tourism in different Travel Marts and Exhibitions outside the Country such as WTM, London, ITB, Berlin, Asia, PATA, Arabian Travel Mart, Dubai, Eco Tourism Festival, USA will provide good opportunities to sale Odisha as a Tourist Destination abroad. Konark Festival, ShreeKshetra Utsav, Toshali National Craft Mela, Mukteswar Dance Festival, Raja Rani Music Festival, Satkosia Eco Festival and Ekamra Festival have been identified as State Level Festivals by Government of India.

14.53 To attract more tourists both international and domestic, emphasis has been given for placing advertisements in electronic media which is a more effective method of selling tourism products. Electronic Media plays an important role in marketing a destination for its visual impact as well as wider global reach. For telecasting Odisha’s Destinations in India, South East Asia, Asia Pacific, Europe, USA and Australia and New Zealand important TV channels like Discovery, National Geography and BBC (World) are identified to promote Odisha as a special campaign on a regular basis. It has been decided to place tourism advertisements in Print Media and also through display of pictorial hoardings and signages during 2012-13. Besides,
tourism maps, folders, brochures, posters and stickers are important tools of publicity. The Department of Tourism is planning to develop indigenous design souvenirs of International/ National standard. Hence, an outlay of Rs.1,700.00 lakh has been proposed for the purposes of organization of international events, road shows, State and National level fares and festivals, support to district level festivals, advertisement through electronic media (overseas and domestic), print media, hoarding, signage, design and development of souvenir, in the Annual Plan: 2012-13.

CENTRALLY SPONSORED PLAN

Development of Destination Tourism, Circuit
Tourism, Eco-tourism and Mega Tourism
(Tourism Department)

14.54 A good number of projects have been sanctioned by Government of India under Circuit Development, Destination Development and Mega Tourism Development Schemes. For completion of continuing projects and implementation of new projects under such schemes, a sum of Rs.1,000.00 lakh for the Annual Plan: 2012-13 has been proposed towards State Share of CSP.

CIVIL SUPPLIES, WEIGHTS AND MEASURES

STATE PLAN

14.55 The State Food Supplies and Consumer Welfare Department is responsible for procurement, distribution and supply of essential commodities to consumers at fair prices. This Department executes the following State Plan Schemes under this sector: (i) Public Distribution System (PDS), (ii) Consumer Awareness and Consumer Welfare, (iii) Weights and Measures, and (iv) Strengthening Legal Metrology.

STATE PLAN SCHEMES

14.56 An outlay of Rs.1,122.66 lakh has been proposed under different State Plan Schemes to be funded in the Annual Plan: 2012-13. Details of the schemes under this sector are highlighted below.

(i) Public Distribution System (PDS)

22.1 For implementation of the following State Plan Scheme, an outlay of Rs.980.00 lakh has been proposed during the Annual Plan: 2012-13. Details are given below:
Chapter-14

**Consumer Protection**

(Rs.980.00 lakh)

(Food Supplies & Consumer Welfare Department)

14.57 The Consumer Protection Act, 1986 aims at providing simple, speedy and inexpensive redressal of grievances of consumers. It also seeks to promote a broad-based consumer movement in the State. For implementation of the provisions of the Consumer Protection Act, the State Government have constituted thirty-one Consumer District Redressal Fora (District Fora) and a State Consumer Dispute Redressal Commission at Cuttack.

14.58 In order to provide pre and post purchase service counseling to consumers, Consumer Counseling Centres are proposed to be set up in all 31 District Forums. To make Counseling Centres functional and viable, there is a proposal to provide financial assistant to Consumer Counseling Centres. Besides, various activities for improving the consumer awareness like production, publication and dissemination of publicity materials, mass media campaigns, organizing seminars, and workshops at district and block levels have to be undertaken. Further, essential commodities are being distributed to Below Poverty Line consumers at subsidized prices under the Public Distribution System (PDS). Generation of public awareness about the PDS schemes and rights of consumers under PDS is essential for protecting the rights of consumers. It is proposed to take up campaign for promoting consumer awareness for PDS consumers through mass meeting, publication of posters, production and telecast of programmes in electronic media, outdoor advertisements, seminars and workshops. For this purpose, an outlay of Rs.980.00 lakh has been provided for the Annual Plan: 2012-13. This includes Rs.5.00 lakh and Rs.3.00 lakh towards TSP and SCSP respectively and Rs.9.00 lakh towards digitization of ration cards.

(ii) Weights and Measures

**Legal Metrology Laboratories**

(Rs.19.36 lakh)

(Food Supplies & Consumer Welfare Department)

14.59 The Legal Metrology Laboratories need to be upgraded and modernised with facilities for inspection of electronics / digital equipments for weights and measures, with introduction of new technology and wide range of electronics / digital equipments for weights and measures in the market. Strengthening of infrastructure of the Legal Metrology wing and capacity building of enforcement officers of Legal Metrology Organisation is essential to protect the interest of consumers. There is necessity to modernise legal metrology for conducting training by introduction of latest testing equipments and programmes to upgrade skills of the officers of Legal Metrology Organisation. A provision of Rs.19.36 lakh has been proposed in the Annual Plan: 2012-13 for the purpose.
Chapter-14

**Strengthening of Legal Metrology**  
(Rs.120.00 lakh)  
(Food Supplies & Consumer Welfare Department)

14.60 For construction of 5 office buildings of Assistant Controllers of Legal Metrology (ACLM) at Dhenkanal, Keojnjhar, Baripada, Sambalpur, Jeypore, Bhawanipatna, Rourkela and Bhubaneswar an amount of Rs. 120.00 lakh has been proposed in the Annual Plan: 2012-13 @ Rs.15.00 lakh for each district.

**CENTRALLY SPONSORED PLAN (CSP)**

**Consumer Awareness Programme**  
(SS: Rs.3.30 lakh)  
(Food Supplies & Consumer Welfare Department)  
(CS: Rs.3.30 lakh)

14.61 Activities are undertaken for consumer awareness generation by organizing seminars, and workshops. The facilities in Consumer Forums are also proposed to be upgraded. It is also proposed to strengthen the Public Distribution System (PDS) so as to ensure that benefits of PDS reach genuine consumers. Activities for consumer protection of PDS and other generation consumers are proposed to be undertaken. An outlay of Rs.3.30 lakh is proposed during the Annual Plan: 2012-13 towards State Share of CSP.

**EXCISE**

**STATE PLAN**

**Strengthening of Excise Administration**  
(Rs.342.00 lakh)  
(Excise Department)

14.62 At present, 60 Excise Range Offices and 185 Charge Offices are functioning in the State. For proper functioning these offices and strengthening of excise administration, suitable buildings, model excise stations, mobility to excise personnel and other related activities are imperative. To streamline these activities relating to excise administration, a sum of Rs. 342.00 lakh has been proposed for the year 2012-13.

**GENERAL ADMINISTRATION**

**STATE PLAN**

**District Innovation Fund**  
(Rs.0.01 lakh)  
(Planning and Coordination Department)

14.63 A new Scheme namely, “District Innovative Fund” has been introduced from the year 2011-12 with the financial assistance from the 13th Finance Commission which aims at increasing the efficiency of capital assets already created.
Chapter-14

This investment will be used to fill in vital gaps in public infrastructure already available in the district, which is not being fully utilized for want of a relatively small investment. The objective will be to renew or better utilize an existing capital asset and provide immediate benefit. To meet investment of aforesaid nature at the district levels, a token provision of Rs.0.01 lakh has been proposed in the Annual Plan: 2012-13.

PUBLIC ENTERPRISES

STATE PLAN

Odisha State Renewal Fund (Rs.100.00 lakh)
(Public Enterprises Department)

14.64 Public Enterprises Department has been mandated by the State Government for implementation of public and cooperative enterprises reforms as per the reform policy spelt out in the “White Paper on Public Enterprises Reform” presented in the OLA in April, 2012. After completion of two phases of reform programmes through the DFID assisted Odisha Public Sector Reforms Programme (OPERP) and to carry forward the same in the State PSUs like implementation of the Corporate Governance Manual, listing of the PSUs in the stock exchange, reconstitution of the Boards of the PSUs by induction of independent Directors and categorization of PSUs etc., the Odisha State Renewal Fund Society (OSRFS) has been set up vide Government Resolution No. 8459, dated the 26th December, 2008 having its tenure till 31.03.2014. So far, the State Government have supported Rs.29,72,45,914.00 till 2011-12. The Public Enterprise Department would release corpus funds to OSRFS for implementation of the reform programmes as per the modern VRS Scheme, SSNP for VRS retires of the State PSUs, technical assistance in shape of consultancy support to the PSUs through OSRFS consultants. To support these initiatives, a sum of Rs.100.00 lakh has been proposed as corpus fund for Odisha State Renewal Funds Society during 2012-13 for continuance of Public Enterprise Reform Programmes.

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