



सत्यमेव जयते

**GOVERNMENT OF WEST BENGAL**

**ADMINISTRATIVE  
CALENDAR**

**2017**



## Department of Tourism

Month	Activities	Time Schedule	Status
<b>January</b>			
	Participation in Travel India organised by ICC		
	Organisation of FAM Trip for the Chinese delegation		
	IITM Kochi	2nd Week	
	TV Campaign - National & International Channels		
	Publicity through social media	Through out the month	
	Trident light at Gangasagar		
	Campaign through Metro Railway - Mumbai		
	Publicity through Google joint campaign SOTC - The Travel Co.		
	Construction of Batabari & Tilabari Tourist Cottages		
	Tree House at Malancha Tourist Lodge, Barrackpore - Initiation of Project		
	Opening of F/L off Shops at Teesta Paryatak Abas, Jalpaiguri & at Malda Tourist Lodge		
	Opening of 24×7 Control Room-cum-Helpline number (033-2334-4062) by WBTDCL		
	Arrangement of Toll Free number by WBTDCL		
	Publicity through airing of commercial featuring Mr. Shah Rukh Khan (Brand Ambassador of W.B. Tourism) during interval of cinema		
	Participation in Holiday Expo, Coimbatore	Last Week	
	Travel and Tourism Bazar-Ranchi	Last Week	
<b>February</b>			
	Participation in TTF, Mumbai	2nd Week	
	Participation and patronage of Destination East", Kolkata		
	Participation ITM, Chandigarh	2nd Week	
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Participation in Bengal Travel Mart in Siliguri		
	Publicity through social media		
	Publicity through FM outstation	Throughout the month	
	Publicity through Outdoor Hoarding in different metros & B-category towns		
	Publicity through different magazines in domestic and international sector		
	Publicity through T.V. and print Campaign		
	SATTE participation in Delhi.		
	Inaguration of High Tech Luxury buses for Puri, Konark and Chilka circuit by WBTDCL		

Month	Activities	Time Schedule	Status
	Opening of F/L Off Shop at Shatiniketan Tourist Lodge & Diamond Harbour Tourist Lodge		
	Inaguration of revamped website of WBTDCL		
	Notification of new Home Stay Policy of Tourism Department		
	Publicity through airing of commercial featuring Mr. Shah Rukh Khan (Brand Ambassador of W.B. Tourism) during interval of cinema		
	Review of performance vis-a-vis Administrative Calendar - 2017		
<b>March</b>			
	Participation in Isale Sawab Furfura Sharif	1st week of March	
	Participation in IITM, Kolkata		
	Participation in IITE, Raipur	2nd Week	
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Construction of Hoarding at the Junction of VIP Road & Jessore Road near Netaji Subhas Chandra Bose International Airport	3rd Week	
	Publicity through different magazines in domestic and international sector		
	Publicity through social media		
	Participation in Urs Utsav		
	Tourist Lodge and Youth Hostel at Puri by WBTDCL - Initiation of project		
	Publicity through airing of commercial featuring Mr. Shah Rukh Khan (Brand Ambassador of W.B. Tourism) during interval of cinema		
	Tourist Cottages at Tiger Hill - Initiation of Project	Last Week	
	Co-ordination meeting with WBTDCL	Last Week	
<b>April</b>			
	Review Meeting with District Level Officer/ Other Implementing Agency	2nd Week	
	Preparation in GITB, Jaipur	3rd Week	
	Publicity through outstation FM Channel		
	Publicity through social media		
	Publicity through different magazines in domestic and international sector		
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Banquet Hall at Udayachal Tourist Lodge, Salt Lake - Initiation of project		
	Review of performance vis-a-vis Administrative Calendar - 2017	Last Week	

Month	Activities	Time Schedule	Status
<b>May</b>			
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Publicity through different magazines in domestic and international sector		
	Publicity through social media		
	Co-ordination meeting with WBTDCL	Last week	
<b>June</b>			
	Participation in Paryatan Mela, Kolkata		
	Publicity through different magazines in domestic and international sector		
	Publicity through regional and national TV channels		
	Publicity through social media		
	Participation of West Bengal Tourism in Ramkeli Mela, Malda	Middle of the month	
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Review of performance vis-a-vis Administrative Calendar - 2017	Last Week	
<b>July</b>			
	Participation in IITM, Chennai		
	Participation in IITM, Bangalore		
	Publicity through different magazines in domestic and international sector		
	Publicity through social media		
	Publicity through FM outstaion		
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Co-ordination meeting with WBTDCL	last week	
<b>August</b>			
	Review Meeting with District Level Officer/ Other Implementing Agency	1st Week	
	Participation in TTF, Kolkata	31st July to 2nd August	
	Publicity through different magazines in domestic and international sector		
	Puja Campaign through FM stations		
	Participation in Holiday Expo, Vadodera		
	Publicity through social media		
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Review of performance vis-a-vis Administrative Calendar - 2017	Last Week	
<b>September</b>			
	Observance of World Tourism Day	Last Week	
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Participation in TTF, Ahmedabad		

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	Participation in TTF, Surat		
	Publicity through social media		
	Publicity through different magazines in domestic and international sector		
	Participation in IATO Convention		
	Participation in IITM , Guragaon		
	Participation in Buddhist Conclave, Budhgaya & Sarnath		
	Installation of temporary signages for Durga Puja in association with Kolkata Police		
	Sharadotsab Puja packages by WBTDCL		
	Immersion programme of Durga Puja on Red Road, Kolkata		
<b>October</b>			
	Participation in TTF, Pune		
	Publicity through social media		
	Publicity through different magazines in domestic and international sector		
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Review of performance vis-a-vis Administrative Calendar - 2017	4th Week	
	Participation in ITM, Lucknow		
	Participation in IITE, Indore		
	Participation in Holiday Expo, Nagpur		
<b>November</b>			
	Review Meeting with District Level Officer/ Other Implementing Agency	1st Week	
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Participation in IITF, Delhi	14-27 November	
	Publicity through national & local TV Channels		
	Publicity through outstation FM Channels		
	Publicity through social media		
	Publicity through different magazines in domestic and international sector		
	International Travel Mart organised by Ministry of Tourism, Govt. of India.		
	Co-ordination meeting with WBTDCL	Last Week	
	Banquet Hall at Pathik Motel at Durgapur - Initiation of project		

Month	Activities	Time Schedule	Status
<b>December</b>			
	Publicity through different magazines in domestic and international sector		
	Publicity through social media		
	Publicity through regional and national TV channels		
	District Tour for Scheme visit by the Senior Officers	3rd Week	
	Review of performance vis-a-vis Administrative Calendar - 2017	Last Week	
	New Tourist cottages at Jayanti, Alipurduar - Initiation of project		
	Additional unit at Bakkhali Tourist Lodge - Initiation of project		
	Participation in Dooars Utsav in Alipurduar		
	Organization of Christmas Festival in Kolkata		
	Illumination in Siliguri on the occasion of Christmas & New Year		