

## GOVERNMENT TOURISM EFFORTS AND REFLECTIONS OF TOURISM IN THE SATARA DISTRICT

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### **Abstract:**

This paper deals with Satara district's alignment with the tourism efforts and consists of two main parts: Part one is account of the Government's approach to the tourism with recent tourism developments whereas second part is account of the tourist arrival trend in respective area. The paper based on two objectives one to analyse the tourist arrival trend and to evaluate efforts of state and district government for the development of tourism. One alternative hypothesis is set to test i.e.  $H_1$ : Government tourism planning and implementation is correlated. The research is mainly based on secondary data as published and unpublished documents of Government and discussion with government officials. Study is confined to Satara district only. Independent sample 't' test was used for testing hypothesis. Percentage is used to understand the gap between funds allotment and actual spending and growth rate of tourist arrival. Study concluded that tourist arrival trends are satisfactory. There is no uniformity in allocation of funds and actual expenditure. Satara district still lags in the development of basic infrastructure. Patan and Khatav taluka have larger share of tourism development funds. Development focus is mainly on museum, historical monuments, and pilgrimage centres. Funds are usually spent on basic and tourist infrastructure at the destinations. Funds are generally considered by influence of political force. The evidence is not sufficient to reject the null hypothesis so the null hypothesis is

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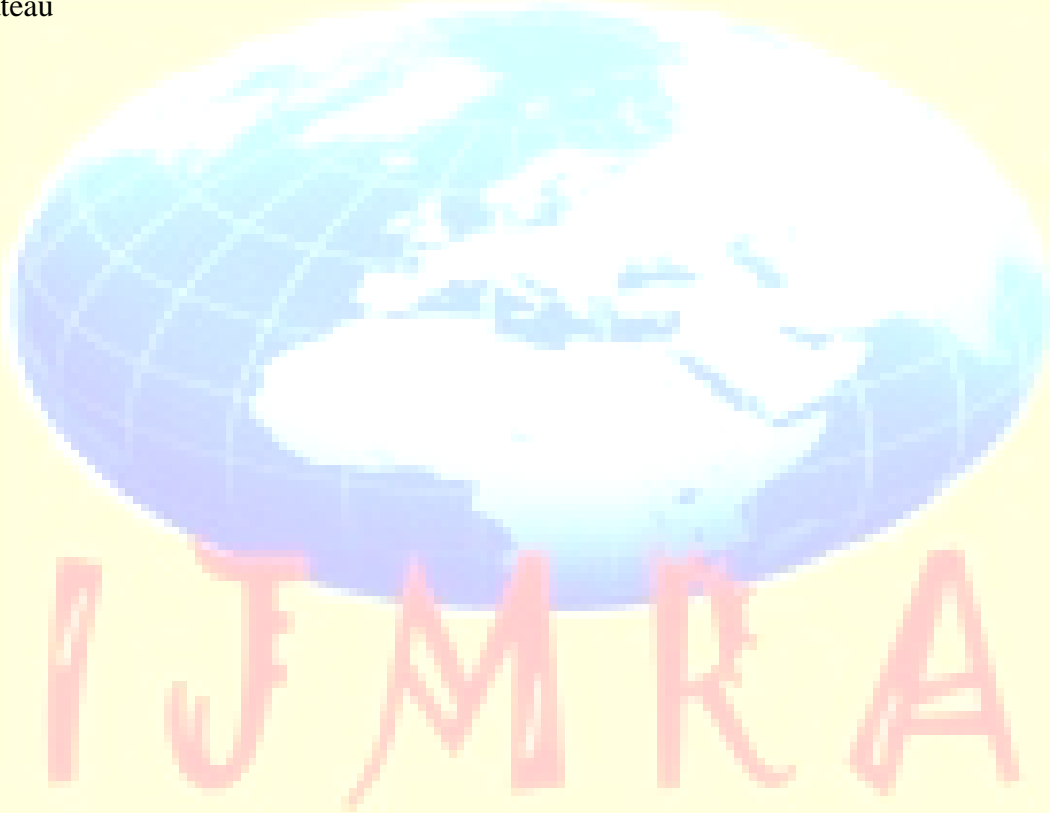
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accepted and alternative hypothesis is rejected i.e. Government tourism planning and implementation is correlated. Study may aware the stipulation for proper marketing policy to develop Satara. However, there is scope for further study to check the feasibility of proposal designed and actual need of location to attract large number of tourist and also for the development of Satara as a multifaceted upcoming tourist destination of the Maharashtra, India.

**Key Word**

Basic Infrastructure, Tourist Infrastructure, Tourist Arrival, Tourism Development Funds and Kas Plateau



**Introduction:**

Satara is districts place in Maharashtra so the places having local importance at District level, developed through the funds of Zilha parishad Planning Department under 'C' category. Satara has rich history where decedents of Shivaji Maharaj settled. During Peshawa's rule almost three fourth of India was ruled from princely state of Satara and Pune being administrative capital. Mahabaleshwar was the summer capital of Bombay presidency during British rule that was developed as hill station.

However, along with Mahabaleshwar, Panchgani, Wai and Pratapgarh are well-known places preferred by domestic and international tourists. Mahabaleshwar 10 lakh tourist arrival, Wai 4 lakh, Panchgani 1.50 lakh and Pratapgarh 2.50 lakh during Marhc 2003. Nowadays other destinations of Satara district are started attracting tourist from neighbouring metro towns.

Kas Plateau is one of the site in the cluster of Sahyadri which is stretch in area of 1142 hectares. As well as Koyna Wild Life Sanctuary is also the site in the cluster list which is spread in 42355 hectares in Satara district. This is a good travel for Natural Tourism Development in Satara district.

During 2012 monsoon, the state forest department has been constructing barricades along the road to Kas plateau, to restrict the movement of tourists and avoid trampling of flowering species.

**Methodology**

Paper is descriptive inferential in nature. The objectives are set to study to analyse the tourist trend of the 7 tourist destinations of Satara district viz. Kas, Thoseghar, Aundh, Pratapgarh, Panchgani, Mahabaleshwar and Koyna and to evaluate state and district government efforts for the development of tourism. One hypothesis is set to test i.e. Government tourism planning and implementation is correlated. The research is mainly based on secondary data and discussion with government officials in Satara district viz. Archaeological, District Tourism Planning, Forest offices, Irrigation and District Forest Office. To draw the inferences data are analysed and presented as viz. Analysis of Tourist Arrival, Analysis of allotment tourist fund year wise, Analysis of Talukawise Funds allotment and Actual Spent, Analysis of Funds Allotment and Actual spent on Tourism product wise and category wise like basic and tourist infrastructure analysis. Collected data were analysed with the help of simple statistical tools and hypothesis is tested with Independent Sample 't' test.

### Data Presentation and Analysis

Documents are studied, analysed and presented with suitable form of tabulation and interpretation

### Analysis of Tourist Arrival

Table 1

Following table shows the number of tourists visited in last three years.

Tourist Arrival at Kas

Sr.	Year visited	Domestic Tourists	Foreign Tourists	Total No. of visitors	% change over previous year
1.	2008-09	8972	-	8972	0
2.	2009-10	49347	-	49347	550.01
3.	2010-11	129927	43	129970	263.37
4.	2011-12	350000	-	350000	269.30

Source: Figures available from Deputy Conservator of Forest office, Satara

Table 1 show that tourist flow is increasing in last three years. Majority of them are domestic and very few are foreign tourists. It may be due to UNESCO officials visit. Researcher did not found any scientific system or procedure to record the tourist's visits.

Table No. 2 Tourist Arrival Figures at Following Destinations of Satara

Table 2 orates that in 2011-12growth rate of tourist arrival at Thoseghar is 33.33%, Aundh

S r.	Ye ar	Thoseghar		Aundh		Pratapgarh		Panchgani		Mahabaleshw ar		Koyna	
		Touris t Arriva l (Estim ated)	% of Gro wth over prev ious year	Touris t Arriva l (Estim ated)	% of Gro wth over prev ious year	Touris t Arriva l (Estim ated)	% of Gro wth over prev ious year	Touris t Arriva l (Estim ated)	% of Gro wth over prev ious year	Touris t Arriva l (Estim ated)	% of Gro wth over prev ious year	Touris t Arriva l (Estim ated)	% of Gro wth over prev ious year
1.	1999-											13232	0
2.	2000-							10325	74	0	13436	74	0
3.	2001-	500- 600	0					68954	4	-49.75	87664	5	-53.27
4.	2002-	750- 800	25			35601	0	79456	4	13.22	901,11	0	2.71
5.	2003-	000- 1100	27.27			90220	60.54	777987		-2.13	931210	901,11	3.23
6.	2004-	1300	15.38			69083	-30.60	84590	8	8.03	98380	0	5.35
7.	2005-	800- 2000	35			34298	-	71398	7	-18.48	90101	8	-9.19
8.	2006-	3300- 3500	42.86			49979	31.38	812654		12.14	923100		2.39
9.	2007-	5000- 6000	41.67			45310	-10.30	909321		10.63	1127960		18.16
10.	2008-	8000- 8500	29.41			34709	-30.54	114419	0	0.53	134360	3	16.05
11.	2009-	12000- 13000	34.62	88778	0	50645	31.47	1262700		9.39	1467702		8.46
12.	2010-	17000- 18000	27.78	80988	-9.61871	23290	-117.45	1378655		8.41	1576465		6.90
13.	2011-	25000- 27000	33.33	82474	-0.0178	32955	9.33	NA	NA	NA	62765		6.91
													12999
													2435

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1.80%, Pratapgarh 29.33% and at Mahabaleshwar 2.91% and Panchgani 8.41% compared to previous year. However, at Koyna tourist arrival rate declined to -24.35% during 2011-12. The overall tourist arrival has been increased to these destinations.

Table 3

Forest Department Satara had designed a proposal of Rs. 929.52 lakhs for Kas Plateau Natural Bio-diversity Protection and Conservation to Indian Ministry of Tourism for 2011-12 the details are as follows

(Rs. in lakhs)

Sr	Description	Propose	%
1.	Survey and Demarcation	292.10	31.42
2.	Chain link Fencing for block ABC for protect	210.75	22.67
3.	Appointment of guide	11.52	1.24
4.	Nursery and Green house	12.60	1.36
5.	Soil and Moisture Conservation works	80.66	8.67
6.	Plantation –local species, road side	55.93	6.02
7.	Protection and maintenance	42.51	4.57
8.	Forest Protection	131.00	14.09
9.	Training, Workshop	10.00	1.08
10.	Awareness	10.00	1.08
11.	Parking Hackers Zone	5.07	0.55
12.	Office and other equipment	15.05	1.62
13.	Contingency	52.63	5.66
14.	Total	929.82	100.00

Source: Figures available from Satara Forest Dept on 20 Aug 2011, figures may change.

Table 3 depicts forest department has proposed large amount of development expenses on survey, demarcation, chain link fencing, forest protection, plantation, soil and moisture conservation which is essential. Amount 1.08% proposed to spend only on awareness which is important thing in conservation and protection of any destination. The forest department has issued a Kas brochure worth of Rs.10/- . Parking and Hackers Zone construction work is in progress. Pay parking has been proposed. At present there is no Guide facility but department has proposed to appoint local people as a guide. Appointment of guide would be on seasonal remunerative basis and not for permanent.

Similarly Government had also one more proposal for Satara District of Rs. 3123 lakhs for the construction and development of Agashiv caves at Karad and the details are as follows.

Table 4

Agashiv Eco-Tourism Project, Karad District Satara

(Rs. in lakhs)

Sr.	Category of work	Amount
1.	Infrastructure Development	867
2.	Forestry works	1715
3.	Soil and Moisture Conservation	257
4	Contingencies 10%	284
Total		3123

Source: Deputy Conservator of Forests, Satara Forest Division, Satara, 2012

Table 4 depicts that under this project development many things are planned like hanging pool, star hotels, toilets, entrance gate, water supply scheme, watch towers, helipad, resorts, car parking, Pagodas, labour shade, administrative office, Balodhyan, fencing and the like for which 5 crores rupees only are sanctioned claiming that should conserve and protect this destination under Eco-tourism without much distraction.

On the contrary, there is other worth seeing places in Satara district. Maharashtra state government emphasized for tourism development in a district by providing regional level state development funds as well as local level funds. These funds are distributed through Zillha Parishad Planning Department under 'C' category tourism development

Government of India, Government of Maharashtra and local bodies is putting efforts in the promotion of tourism. Government is assigned the funds for the tourism development of Satara. The detail analysis is as follows

#### **Allotments of Tourism Development Funds under 'C' Class to Satara District.**

Following table shows Tourism Development Funds allotment and actual expenditure since 1999-2000 to 2010-2011 at Satara district under 'C' class, column number 7 shows percentage of change from previous year.

Table 5

Year-wise Funds Allotment and Actual Expenditure on Tourism Development from 1999 to 2011.

(Figures are in rupees lakhs)

Sr	Year	Funds Allotted For Tourism Development In Year (Rs. In Lakhs)	% Growth	Expendit ure	% Growth	Gap	% Chan ge
	1	2	3	4	5	6	7
1	1999-2000	15.00	-	15.00	-	-	-
2	2000-2001	17.00	13.33	16.80	12	0.20	-
3	2001-2002	-	-	-	-	-	-
4	2002-2003	-	-	-	-	-	-
5	2003-2004	18.03	-	18.03	INF*	-	-
6	2004-2005	-	-	-	-	-	-
7	2005-2006	25.45	-	24.39	INF*	1.06	-
8	2006-2007	83.50	228.09	77.96	219.63	5.54	448
9	2007-2008	30.00	-64.07	30.00	-61.51	0.00	0.00
10	2008-2009	125.94	319.8	120.22	300.73	5.72	419.8
11	2009-2010	114.06	-9.43	66.41	44.75	47.65	733.0 4
12	2010-2011	110.00	-3.56	68.83	3.64	41.17	13.60
	Total	488.95		387.81		101.14	

Source: District Planning Department, Satara

\* INF-infinite

Table 5 depicts the allocation of funds from the district authority for the development of tourism places of 'C' class from 1999 to 2011.

Except the year 2001-2002, 2002-2003 and 2004-2005 the funds has been allocated for the development of tourism places.

There is no uniformity in allocation of funds and actual expenditure.

The allotment of funds for tourism development has risen substantially from 2008-2009. Until date, government has spent almost 80% of sanctioned amount for the tourism development. Both



budget allotment and actual expenditure is increasing at greater space since 1999 to 2011. In 2009-10 and 2010-11 gap is higher i.e. 47.65% and 41.17% respectively. In those years' Government spent only 60.36 % of sanctioned amount on tourism development. This leads to find out the reason behind less spending as compare to budget.

Funds to be utilized to improve basic and tourist infrastructure at tourist destinations in Satara reflects in following table.

Table 6

Actual amount spent on basic and tourist infrastructure in Satara District since 1999 to 2011

Sr.	Nature of Infrastructure	Amount (in Rs. lakhs)	Percentage
1.	Basic Infrastructure	332.64	76.31
2.	Tourist Infrastructure	103.24	23.69
Total		435.88	100

Source: (District Planning Department, Satara, documents translated and compiled by researcher)

Table 6 depicts that 76.31% of tourism funds spent on basic infrastructure and only 23.69% spent on tourist infrastructure. It can be concluded that Satara district still lags in the development of basic infrastructure.

### **Distribution of Tourism Development Funds on the Basis of Taluka**

Following table shows the budget sanctioned and actual spending on different tourist destinations talukawise in the year 1999 to 2011. In Satara district, 11 Talukas viz. Satara, Karad, Phaltan, Wai, Mahabaleshwar, Koregaon, Jaoli, Maan, Khatav Khandala and Patan where the funds are sanctioned and spent to make available facilities for tourist that depict in the following table.

Table 7

Talukawise Distribution of Funds for Tourism Development in Satara District

(Rs. in lakhs)

Sr.	Taluka	Destination Development	Budgeted Amount	Actual Expenditure	Facilities Made Available for Tourist
1.	Satara	oseghar,	22.11+17.00*	22.08+17.00	Road, Public

		jjangarh	32.39	26.85(WP)	Toiletries, Maintenance Of Surroundings, Renovation
		wateshwar	11.24	10.7	
		awadshi	15	14.47	
		s	25.00*	15.8	
Total			122.74	106.9(87.48%)	
2.	Karad	Agashiv	40	35.69	Road, Renovation
		Pal	40.00*	39.08	
Total			80	74.77(93.46%)	
3.	Phalatan	toshgad	10.66	10.42(WP) (97.74%)	Road
4.	Wai	Menawali			Road, Renovation And Maintenance
		Vagheshwar Temple	5.56	5.25(WP)	
		Nana Phadniswada	5.56	5.29(WP)	
		Narsinh Mandir, Dhom	19.1	3.32(WP)	
Total			30.22	13.86 (45.86%)	
5.	Mahaba leshwar	Pratapgarh	47.99+25.00*	9.73(WP)+24. 80	Road, Boating, Safety Wall, Fortification, Repair And Renovation
		Tapola	18	18	
Total			90.99	52.53 (57.73%)	
6.	Koregaon		47.17	37.15	Rest House, Road, SPV Solar System, Garden
			15.32	12.21(WP)	
Total			62.49	49.36 (78.99%)	

7.	Jaoli	Bamnoli	7.78	7.78 (100%)	Road, Rest House
8.	Maan	Mauje Kharkhel(Sant aji Ghorpade)	9.9	9.90 (100%)	Road, Smarak
9.	Khatav	undh	75.11+166.40*	74.72+163.52	Rest House, Road, Waiting Room, Repair, Renovation And MaintenancMuseum, Tiffney Shade, Toiletries, Multipurpose Hall, Smarak, Garden, Canteen
		ayani	4.62	4.62	
		atgun	25.49	22.91	
		adgaon	36.96	35.07	
		auje Bhosare	30.23	14.12(WP)	
Total		338.81	314.96 (92.96%)		
10.	Khandala	Naygao	3.7	3.35 (90.54%)	Road, Smarak
11.	Patan	Ramghal	16.74	16.74	Road, Repair And Maintenance, Safety Railing
		Shri Shkeshtra Valmiki	6.97	6.57	
		Ozarde	7.41	7.41	
		Marul Haveli		9.34(WP)+2.4 8	
			31.59+2.95		
		Bahuteshwa r Mandir	3.17+ 25*	3.00+24.82	

	MurumKhoti	2.18	2.13
	Koyanagar	12.00*	11.91
	Banpuri	25.00*	24.69
	Dhareshwar	50.00*	34.88
Total		183.01	143.97(78.67%)

Source: (District Planning Department, Satara)

Percentage figures in the bracket drawn on total sanctioned amount to the respective destinations.

\* Shows the funds available from regional tourism development package from state of Maharashtra.

WP- indicates work in progress.

Table 7 inferred Khatav, taluka has received highest share of Rs. 338.81 lakhs to undertake projects like construction of rest house, road, waiting room, repair, renovation and maintenance, museum, Tiffney shade, toiletries, multipurpose hall, smarak, garden, canteen.

The table reveals that Jaoli, Maan taluka utilized entire sanctioned budget, followed by 97.74% of utilization in Phaltan, 92.96% in Khatav, 90.54% in Khandala, 87.48% in Satara, 78.67% in Patan, 78.99% in Koregaon, 57.73% in Mahabaleshwar, 46% in Karad and 45.86% in Wai. The work in taluka viz. Patan, Khatav, Koregaon, Mahabaleshwar, Wai, Phaltan and Satara is in progress.

### Distribution of Funds on the Basis of Nature of Destination

Following table shows allotment and expenditure of tourism budget for the year 1999-2000 to 2010-11 as per nature of different tourist destinations in Satara district.

Table 8

Allotment and Expenditure of Tourism Budget as Per Nature of Destination

(Rs. in lakhs)

Sr.	Type of Destination	Budget Sanctioned	% allotted from total	Actual amount spent	% of sanctioned

			amount		amount spent
1.	Historical Monuments	149.36	15.74	107.19(WP)*	71.77
2.	Forts	57.82	6.09	47.57(WP)*	82.27
3.	Temples	70.45	7.43	31.09(WP)*	44.13
4.	Caves	71.55	7.54	47.90(WP)*	66.95
5.	Pilgrimage Centre	143.5	15.13	134.39	93.65
6.	Museum	241.51	25.46	238.24	98.65
7.	Waterfall	58.52	6.17	58.4	99.79
8.	Lake/Reservoir/Nature	43	4.53	41.58	96.7
9.	Smarak	30.23	3.19	14.42	47.7
10.	Sanctuary	82.79	8.73	67.32	81.31
Total		948.73	100	788.1	83.07

Source: Figures taken from District Planning Department, Satara and organized/compiled by researcher into nature/type of tourist destination

\*WP- work in progress

Table 8 inferred that 25.46% amount sanctioned to Museum, 15.74% to historical monuments, 15.13% to pilgrimage centers, 8.73% to Sanctuary, 7.54% to Caves, 7.43% to temples. Very meager amount is sanctioned for Waterfall i.e. 6.17%, 6.09% to forts, 4.53% to Lakes, reservoir/nature and 3.19 % to Smarak.

Actual total amount spent is 83.07% of total allotted tourism budget on tourism development on various types of destinations in Satara district. Temples, Forts, Smaraks have been sanctioned lesser amount. i.e. 44.13 % on Temples, 66.95% on Caves and 47.70% on Smarak. The work is in progress at Forts, temples, caves and historical monuments.

### Allotment of Regional Tourism Development Funds to Satara District

The funds have been allotted to respective destinations since 1999 and/or to 2011. However the status for the development is equally important to expect the potential of tourism.

Satara district received Rs. 385.40 lakhs for tourism development, Out of this Rs. 347.40 received in 2004-2005 and Rs. 38.00 lakhs in 2007-8. There is gap in budgeted amount and actual expenditure. It depicts that tourism development funds are regularly allotted to Satara district through Zilha Parishad under 'C' category being Satara as a district place. Funds are usually spent on basic and tourist infrastructure of the destinations.

### Hypothesis

The hypothesis put to test was  $H_1$ : Government tourism planning and implementation is correlated.

For this hypothesis researcher has tested the gap between amount sanctioned for the development of a tourist destination and the amount actually spent.

Following table, preach the mean and standard deviation of budgeted amount and amount spent for basic and tourist infrastructure in Satara.

Table 9

Group Statistics of Amount Budgeted and Amount Spent

Group Statistics						
Sr.	Particulars	Gap	N	Mean	S.D.	Std. Error Mean
1.	Amount budgeted	1	15	37.78	56.68	14.63
2.	Amount Spent	2	15	29.06	43.46	11.22

Source: Compiled by Researcher

Table 9 discourse the mean of budgeted amount and amount spent on basic and tourist infrastructure. Amount budgeted is higher than amount spent since the mean score is 37.78 and 29.06 respectively with more S.D.

Following table discourse about the independent sample 't' test of amount budgeted and actual amount spent on infrastructure in Satara.

Table 10

Hypothesis Test with Independent Sample 't' Test

Independent Samples Test										
	Levene's Test for Equality of Variances			t-test for Equality of Means						
	F	Sig.	t	df	sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Amount budgeted and actual Spent	Equal variances assumed	.68	.42	.48	28	.640	8.72	18.44	-29.05	46.50
	Equal variances not assumed			.47	26.23	.640	8.72	18.44	-29.17	46.61

Source: Compiled by Researcher

The test is insignificant at 95% confidence interval with 28 df the t statistics is 0.47, with 'P' value 0.42 that is not significant at 0.05 level. Both Government tourism Planning and implementation are different and they are not correlated. It is proved that evidence is insufficient to reject the null hypothesis. Hence **the null hypothesis is accepted and the alternative hypothesis i.e. Government tourism planning and implementation is correlated is rejected.**

**Conclusion:**

To conclude that tourist arrival figures are satisfactory at different destinations of Satara district. Growth rate of tourist arrival is increasing. Government's proposal viz. 929.52 lakhs of Kas and 3123 lakhs at Agashiv, Karad were not much successful in implementing the plans. Except the year 2001-2002, 2002-2003 and 2004-2005 the funds has been allocated for the development of tourism places. There is no uniformity in allocation of funds and actual expenditure. Satara district still lags in the development of basic infrastructure. Patan and Khatav taluka have larger share of tourism development funds. Development focus is mainly on museum, historical monuments, and pilgrimage centres in allotment of tourism funds. Funds are generally not sanctioned by considering the need of destination but are through influence of political force.

Absence of marketing planning funds allotment is not worthwhile. Thus, need arises to design proper marketing policy to develop Satara. The evidence is not sufficient to reject the null hypothesis so the alternative hypothesis is rejected i.e. Government tourism planning and implementation is correlated. There is further scope to study the feasibility of designed proposal and actual requirement of location to attract large number of tourist arrival and also to develop Satara as a multifaceted upcoming tourist destination of the Maharashtra, India.

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