



NEWSLETTER

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WORLD TOURISM DAY CELEBRATED

The occasion of World Tourism Day was celebrated with great enthusiasm in the State today. There was free entry for all at every government monument of the State. Tourists were treated to a warm and traditional welcome with garlands and tilak. Apart from this various other activities such as shenaai vaadan and folk dances were held for the tourists. In Jaipur, the celebrations began with a special heritage walk led by Director for Tourism, Government of Rajasthan, Mr. Ashutosh A.T. Pednekar. . Named 'A Walk around the Living Culture of Jaipur',



it commenced from Ajmeri Gate and ended at Jantar Mantar. The route included Kishanpol Bazaar, Rajasthan School of Arts and Manihaar Ka Raasta. Keeping in mind the theme for this year – 'Tourism for All: Promoting Universal Accessibility' – an 'Inclusive Drive' with the differently abled took place after the walk concluded at Jantar Mantar. A large number of tourists and visitors, including 20 special students of Jaipur-based NGO Disha, participated in the event. Two workshops and competitions – postcard making for school students and photo montage for college students were also held at Jantar Mantar. Rajasthan Tourism Secretary, Ms. Roli Singh, encouraged the participants of the workshops and competitions, and also felicitated the winners.



RAJASTHAN SIGNED 56 MOUS DURING INCREDIBLE INDIA TOURISM INVESTORS' SUMMIT - 2016

Rajasthan Tourism signed 56 Memoranda of Understanding (MoUs) at the Incredible India Tourism Investors' Summit 2016 held in September in New Delhi. The MoUs involved a proposed investment of INR Rs.977.57 crore and employment for 4745 people. The event was organised by the Ministry of Tourism, Government of Rajasthan and Confederation of Indian Industry (CII) in association with YES Bank.

A state seminar exhibiting more than 100 investible projects worth approximate INR 4,000 crores to the investors was a major attraction. Rajasthan Tourism Secretary, Ms. Roli Singh gave the presentation while the MoUs were signed by the Director of Tourism, Government of Rajasthan, Mr. Ashutosh A.T. Pednekar. Rajasthan Tourism officials held more than 50 B2B meetings with numerous potential investors of varied interests. The summit proved to be an important milestone, and functioned as a one-stop-shop for any investor entering India.

SELFIESTHAN' AT TOURISM INVESTORS' SUMMIT

The eye-catching 'Selfie Booth' of Rajasthan at the Incredible India Tourism Investor's Summit 2016 in Delhi grabbed the attention of the tourists. A large number of visitors were spotted taking their selfies in the redesigned Tata Nano and auto rickshaw. The interiors and exteriors, done by the team Cartist, gave a glimpse of the rich heritage of the Royal State. The interiors were reflected the beautiful prints and colours of the royal families. While the rickshaw was painted with traditional Kathputli Art of Rajasthan, the Nano was painted with vibrant colours and fascinating puppets.



SKILL DEVELOPMENT TRAINING FOR 'HATHI MAHAWATS'

A skill development training of 60 Hathi Mahawats was conducted by the Tourism Department in the elephant village. During the training, they were briefed about good behaviour, maintaining cleanliness and of oneself as well as environment, good health and providing effective service in order to win the hearts of tourists. They were also informed about the upkeep and maintaining good health of elephants. A cleanliness drive in elephant village was undertaken under the Prime Minister's Swachha Bharat Mission. The training was organized by RITTMAN and Human International Society, Jaipur.

TOURISM DEPARTMENT ORGANIZES 'THE MANGANIYAR SEDUCTION'

A cultural evening of 'The Manganiyar Seduction' was organised exclusively for high-profile delegates who attended the two-day BRICS parliamentarian summit held in the Pink City. The live streaming of the programme was also organised by the Department. Conceived by the Indian director, Roysten Abel, this spectacular 75-minute performance featured around 40 musicians who sat or kneeled in red-draped cubicles. These cubicles were stacked in four tiers and illuminated when their occupants performed, thus creating a dramatic and astounding build-up of musical instruments and voices of the Manganiyar community. The Chief Minister of Rajasthan, Ms. Vasundhara Raje was also present on the occasion.



RAJASTHAN TOURISM PARTICIPATES IN TRAVEL FAIRS IN AHMEDABAD SURAT AND MUMBAI

The Department of Tourism (DOT), Government of Rajasthan participated in the Travel and Tourism Fair (TTF) in Ahmedabad (2-4 September), Surat (9-11 September) and Mumbai (16-18 September). The pavilion, set up in each fair attracted a large number of visitors and participants given its unique architectural design, colourful display, interested marketing videos and publicity material. The participants in Rajasthan pavilion included travel agencies and representatives from the hotel trade industry.

TWO-DAY KAMAN FESTIVAL CELEBRATED IN BHARATPUR

Jointly organised by the Department of Tourism (DOT), Government of Rajasthan, Local Administration of Bharatpur and the Kaman Municipal Corporation, the two-day Kaman Festival (Bharatpur), was celebrated on the eve of 'Shree Krishna Janmotsav'. The festival witnessed a large number of tourists where a variety of cultural dance performances such as Kalbelia, Mayur, Algoza and Chakri, among others were conducted. Other activities, such as Dadhi Dan Leela, Matki Phod, etc. were also organised. This was followed by a procession. This festival led to an increase in arrival of foreign and domestic tourists to the Braj Circuit.



'JAIPUR BY NITE' IN THE PINK CITY

The fourth edition of 'Jaipur by Nite', was organized in the Pink City recently. The objective of the event was to promote Rajasthan during the months of summer and monsoon as a tourism, craft and shopping destination by conducting a gala shopping. Keen interest was also evinced by the various foreign embassies to participate in this colourful festival. The event was attended by ambassadors from Afghanistan and Niger, and senior officers from the embassies of Rwanda, Uganda and the Zambia. The event was organized by Rajasthan Tourism along with Confederation of Indian Industry (CII). It was also supported by the Ministry of Tourism, Government of India. Day one featured performances by the well-known bands Euphoria and Rajasthan Roots at the historic Jaigarh Fort.

Day two saw the Jaipur by Nite Marathon being held for the first time in the city. It was a unique initiative wherein the participants from various parts of the country witnessed and promoted the beauty and heritage of Pink City at night. The marathon was preceded by performance of the internationally acclaimed Kafil band. A Zumba performance along with a variety of activities on JLN Marg along with the performance of talented bands such as Kachhi Ghodi, Dhol and Drum Wale were some of the highlights.

