



RAJASTHAN TOURISM

NEWSLETTER

AUGUST 2016



TRADITIONAL POMP AND PAGEANTRY MARKED THE TEEJ PROCESSION

The traditional Teej procession took place with regal pomp and pageantry in Jaipur. Starting from the Tripolia Gate (City Palace), it meandered across Tripolia Bazar, Chhoti Chaupar and Gangauri Bazaar to wind up at the Paundrik Park near Chaugan Stadium. Organised with great verve and enthusiasm, the procession was witnessed by tourists, the travel fraternity and local populace. Camels, horses and cultural performances such as Kachchi Ghodi, Gair, Kalbaliya and Chakri dances formed an integral part of the procession. It also included the cannon carriage, bullock carts, horse buggy and decorated rath. A number of bands also accompanied the procession. The sawari of the Goddess Teej was followed by chobdar and women with 'kalash' in traditional dresses.



LIVE VIDEO STREAMING OF THE TEEJ PROCESSION

For the first time, there was live video streaming of the procession on both, the official website and the Facebook page of the Department of Tourism. The trendy webcast received an amazing response. On day one, as many as 8300 enjoyed the live stream of the Teej Procession while around 160 shared the link and 765 liked it. The total outreach was around 45,000. The total reach of the video is likely to cross the 5 lakh mark in the forthcoming days. The Department intends to webcast all major events, fair and festivals in coming months to generate fresh excitement about them. It is worth mentioning that few festivals have been up scaled by organising them under PPP model.



PLANTATION DRIVE AT THE ELEPHANT VILLAGE

As many as 1100 saplings were planted at the world renowned Elephant Village – popularly known as 'Hathi Gaon'. The plantation drive began with the Rajasthan Minister of State for Tourism (Independent Charge), Smt. Krishnendra Kaur (Deepa) planting a sapling at the village. Later, more saplings were planted by senior officers of the Department and members of the 'Elephant Welfare Association' (EWA). On this occasion, the

minister directed the officials and members of the EWA to ensure proper upkeep of the saplings. Currently, 51 elephants are housed in the village, with 12 more being added later. The director assured everyone that appropriate steps are being taken to develop the Elephant Village as a tourist site in Jaipur.

SAWAI MADHOPUR RAILWAY STATION BAGS NATIONAL TOURISM AWARD

Sawai Madhopur Railway Station of the Kota Railway Division in Rajasthan bagged the 'Best Tourist Friendly Railway Station Award' recently. The award was given at a ceremony at Vigyan Bhawan in New Delhi on the occasion of the Union Tourism Ministry's 'National Tourism Awards for the year 2014-2015'. It is to be noted that the Sawai Madhopur Railway Station

(SMRS) is renowned in the world as the gateway to Ranthambhore Tiger Reserve. Recently, with the help of World Wildlife Fund (WWF), 7000 sq. feet area at the station was painted with the objective of creating awareness on wildlife. These paintings have made the railway station a living art museum. The station has also received the 'First Heritage Railway Station' award. The idea behind the art in public spaces was the brainchild of the Hon'ble Chief Minister, Smt. Vasundhara Raje.



RAJASTHAN TOURISM PARTICIPATES IN BENGALURU, CHENNAI AND KOLKATA TRAVEL MARTS

The Department of Tourism showcased its prowess and potential in the sector of tourism at the India International Travel Marts (IITM) in Bengaluru and Chennai as well as Travel and Tourism Fair (TTF) in Kolkata. At IITM in Chennai, Rajasthan received the 'Best Decorated Stall Award', while at Kolkata's TTF, it received the 'Best Print Promotional Award'. The tourism officers also provided consultancy to the travel agents and tour operators at the fairs.

DISCUSSION FOR INCREASING AIR CONNECTIVITY IN THE STATE

To increase air connectivity in the State with different cities as well as countries, a meeting was held in Jaipur recently with various representatives of different airlines under the chairmanship of Director Tourism, Mr. Ashutosh AT Pednekar. The meeting was held to discuss how the main tourism destinations such as Jaipur, Jodhpur, Udaipur, Bikaner, Jaisalmer, Ajmer, etc. can have better air connectivity with cities such as New Delhi, Mumbai, Kolkata, Chennai, Goa, Pune, Hyderabad, Bengaluru, etc. Representatives of Air India, Indigo, Spice Jet, Air Asia and Air Costa were also present at the meeting. They gave assurance of providing necessary coordination and facilitation in this regard.

CHANGE IN GUIDELINES FOR GOVERNMENT OWNED HERITAGE PROPERTIES

The Department of Tourism has amended the guidelines issued on 2.06.2016 relating to applying for conversion of land of heritage properties for hotels or tourism units. As per these guidelines the applicant has to apply on the prescribed application form and pay an application fee of Rs. 21,000 (non-refundable) along with the requisite documents. The guidelines have now been amended on 15.07.2016 whereby the heritage buildings owned by the State Government, a State Body or Local Self Government Bodies need not to pay required application fee. It will, however, be applicable for the privately owned heritage properties.