



The Ministry of Tourism, Government of India, in collaboration with other Central Ministries, State Governments and Stakeholders, is organizing a “**Paryatan Parv**” across the country from the **5th to 25th October 2017**. The programme is being organized with the objective of drawing focus on the benefits of tourism, showcasing the cultural diversity of the country and reinforcing the principle of "Tourism for All".

Paryatan Parv will have three main components:

- ***Dekho Apna Desh*** : To encourage Indians to visit their own country.

This will include Video, Photograph and Blog Competitions of sites visited during the Event, Stories of India through Travelers’ Eyes, on Social Media, Tourism related Quiz, Essay, Debate and Painting Competitions for Students, Television Campaigns to promote travel to J&K and N.E. States.

- ***Tourism for All*** : Tourism Events at thirty sites across States in the country.

The activities at these sites will include illumination in and around the Sites, Cultural Programmes of Dance, Music, Theatre, Story Telling, Sensitisation Programmes for Stakeholders around the Sites, Tourism Exhibitions, Showcasing Culture, Cuisine and Handicrafts / Handlooms, Guided Heritage Walks, etc. These will be “People’s Events” with large scale public participation.

- ***Tourism & Governance*** : Interactive Sessions & Workshops with Stakeholders on following themes :
 - Skill Development in Tourism Sector
 - Innovation in Tourism
 - For inducting Ex-servicemen as service providers for Taxi Operation
 - Developing Rural Tourism in locations near established Destinations
 - Community Sensitisation Workshops on Home stay and B&B Opportunities

The Parv will be inaugurated at the Humayun’s Tomb on 5th October 2017. Heritage Walks are being organized at the monument from 8 AM to 4 PM along with a Painting Competition for students. The formal inauguration of the event will be held at 5:30 PM at the venue which will include a cultural programme with Meera Bhajans by Vidya Shah and Dastan-e-Amir Khusrau presented by Dr. Syeda Hameed, Zakia Zaheer & Rene Singh.

The Paryatan Parv will culminate in a 3 day event in New Delhi from the 23rd to 25th October 2017 which will showcase the cultural diversity of the country, with cultural performances, crafts bazaar, food court showcasing folk and classical dance & music, handicrafts & handlooms and cuisine from all regions and States of the country.

Ministry of Tourism would like this event to be promoted across the world and use it as a platform to encourage travelers from world over to visit India. They have added that India is one of the pioneers in recognising the importance of its overseas population and establishing an institutional framework for a sustainable and mutually beneficial engagement with its Diaspora. The Overseas Indian community estimated at over 25 million is spread across every major region in the world, with a presence in 189 countries across the globe. The Indian Diaspora forms a significant and influential group in their respective country of residence. The outreach of the Incredible India brand can be further expanded, through pooling of resources and synergised efforts of all stakeholders including the Indian Diaspora. The Overseas Indian community can, in fact, be the real Ambassadors for Indian Tourism and can contribute significantly to promoting the visit of an increasing number of tourists to the country.
