

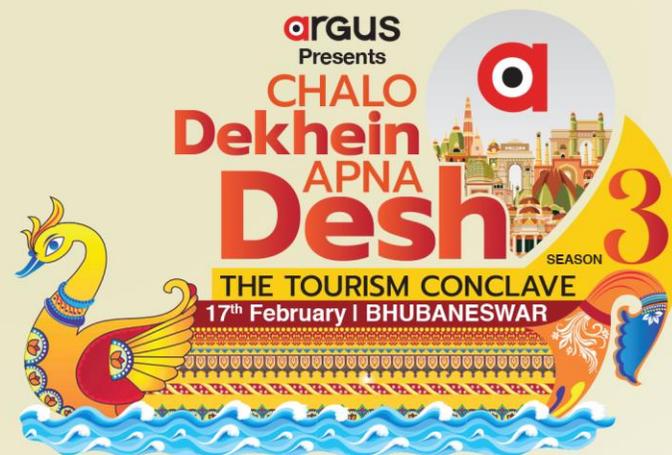
OPENING  
DOORS  
TO THE  
WORLD

Growth in  
Tourism for a  
Rising India



# OPENING DOORS TO THE WORLD

Growth in Tourism for a Rising India



# Argus News

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**24x7**

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## The True Voice Of Odisha

Argus News, a leading Odia satellite News Channel, believes in the power of truth. With a mission to be the most trusted name in the world of news, Argus aims to stand for a responsible, reliable, and responsive approach to reporting. Backed by state-of-the-art technology, Argus reaches out to the farthest corners of the state and Odia diaspora around the country and world with an intent to become Odisha's true voice.



A one-day Tourism Conclave to explore India's rich tapestry of tourist destinations.



# The Conclave

A one-day Conclave scheduled for 09 March 2024 [Saturday] to unlock India's rich tapestry of tourist destinations. It will serve as a dynamic platform for promoting the country's diverse cultural, historical, and natural treasures to the global audience. The intent is to foster collaboration, embrace technology, and showcase the nation's cultural wealth. It will set the stage for a new era of global tourism centered around India's unique and enchanting offerings.

The participants of the Conclave will include key stakeholders from the tourism industry, government officials [policymakers], and international influencers.



OPENING DOORS  
TO THE WORLD



# Indian Tourism – Key Challenges

- **Inadequate Infrastructure:** India's tourism infrastructure, including airports, highways, and public transportation, is inadequate and often outdated
- **Lack of tourist-friendly infrastructure:** Infrastructure support such as well-placed signboards and tourist information centers, makes it challenging for visitors to navigate and explore India's tourist destinations



- **Safety and Security:** India has been grappling with safety and security concerns for tourists, particularly women travellers. Incidents of harassment and violence against tourists have been reported
- **Lack of Skilled Manpower:** Another major challenge facing the tourism sector in India is the lack of skilled manpower



# The Road So Far

Significant development has taken place through initiatives and promotions. The process of image makeover of **Brand India** that is **Bharat** has been initiated in the last few years. To add to this, **Brand Modi** has helped create a positive perception about India. The hosting of G 20 has been a definite boost to tourism at large. Development and promotion of mega tourist attractions like Varanasi, Ayodhya, Sardar Patel Statue at Kevadia in Gujarat and other policy initiatives are going to create a strong buzz in the tourism industry



# Tourism in India

## **Backdrop:**

Tourism is a significant contributor to India's economy, that accounts for 9.2% of the country's GDP and employs over 80 million people. India's rich cultural heritage, diverse landscape, and hospitality make it an attractive destination for tourists.

## **The Road Ahead:**

India's tourism industry has immense potential, but it faces several multifaceted challenges and requires a comprehensive approach to address them. The Government, Tourism Industry Stakeholders, and the Public need to work together to overcome the challenges facing the industry. The need is to adopt sustainable tourism practices, including eco-tourism, community-based tourism, and responsible tourism, to ensure the long-term sustainability of the industry.



# CONCLAVE

## Session details



### **INAGURAL SESSION**

Policies and Practices in Indian Tourism: Analysis and Strategies

#### **SESSION 01**

Sustainable tourism practices and collaborative efforts to boost  
India's global appeal

#### **SESSION 02**

India as a Health and Wellness Destination – Opportunities Unlimited

#### **SESSION 03**

India as a Wedding Destination: Prospects and Promotion





Glimpses  
from  
2022 and  
2023



# Association Benefits

Deliverables		Frequency	Title Sponsorship	Powered By	Special Partner	Partner
O n air	Integrated/ Composite Logo	N A	Y es	Y es	Y es	N A
	Anchor Mention.	2 Time	Y es	Y es	Y es	Y es
	Integrated Logo Countdown.	3 Days	Y es	Y es	Y es	N A
	Integrated Aston Countdown.	3 Days	Y es	Y es	Y es	N A
	Promo	15/ Day	Y es	Y es	Y es	Y es
	O pening and C losing C redit Line	2 Time	Y es	Y es	Y es	Y es
	Break-in/out	Each Break	Y es	Y es	Y es	N A
O n G round	Show backdrop(LED )	N A	Y es	Y es	Y es	N A
	Side backdrop(LED )	N A	Y es	Y es	Y es	Y es
	Composite standee	N A	Y es	Y es	Y es	Y es
	G A T E	N A	Y es	Y es	Y es	Y es
	Anchor mention	N A	Y es	Y es	Y es	Y es
	C heckerboard	N A	Y es	Y es	Y es	Y es
	Registration C ounter Branding	N A	Y es	Y es	Y es	Y es
	W elcome Board	N A	Y es	Y es	Y es	Y es
	Print C ollateral (Tent /Anchor card,etc.)	N A	Y es	Y es	Y es	N A
	H oarding	N A	Y es	Y es	Y es	Y es
D igital	Promo in all digital platform	N A	Y es	Y es	Y es	Y es
	Website Banner	N A	Y es	Y es	Y es	N A
	D igital post	N A	Y es	Y es	Y es	N A

# Channel & Digital Media Performance

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 <b>460</b>		 <b>15</b>

	<b>Instagram</b> 8 Million Reach 148K Followers		<b>Facebook</b> 9.2 Billion+ Impressions 1.9 Million Followers		<b>Website</b> 151 Million Page Views 18.4Million Users
	<b>24x7 Broadcast on almost all leading channels</b> Airtel DTH Tata Play Dish Tv D2H and many more		<b>Twitter</b> 8 Million Impressions 42 K Followers		<b>YouTube</b> 3.616 Billion Impressions 9 Lakh+ Subscribers 500Million Views

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Thank You



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