



Incredible India



UNLOCKING THE POTENTIAL OF
RURAL TOURISM
in **INDIA.**



RURAL TOURISM – THE BEGINNING OF A FASCINATING JOURNEY

Rural India has unparalleled culture, craft, music, dance and heritage to offer to its visitors. Rural Tourism is multi-faceted and entails agricultural tourism, cultural tourism, nature tourism, adventure and ecotourism, which are all closely aligned. The dynamics of Rural Tourism involve tourists' participation in the rural lifestyle.

As being experiential, it includes a slice of the uniqueness of Rural India, and benefits the local community economically and socially. It enables interaction between the tourists and the locals for a more enriching experience. The essence is the uplift of rural areas by attracting a higher inflow of tourists and nature lovers. The concept of Rural Tourism fuels human minds to explore something new and off the track. It is an interaction that visitors can directly have with nature. The present generation tourists are more inclined towards exploring virgin locales in remote areas of the country where nature itself is welcoming with its picturesque bounties. Indeed, the potential for Rural Tourism in India is huge and is a step towards fulfilling the vision of Aatmnirbhar Bharat – the call given by our Prime Minister, Shri Narendra Modi. This will help in the reduction of migration from rural areas, poverty alleviation and sustainable development.

CHIEF GUEST



Dr. Pramod Pandurang Sawant
Hon'ble Chief Minister of Goa

ARGUS

Argus - The True Voice of Odisha

Argus News is a fast moving Odia Satellite News Channel with a strong Digital Presence. As the emerging Voice of Odisha, Argus News believes in The Power of Truth. With a focus on current news, views, and analysis, it is our attempt to cover Odisha like none other. Backed by state-of-the-art technology, this satellite news channel reaches out to the farthest corners of the State and also connects to the Odia diaspora beyond the State and the Country.





THE SIGNATURE CONCLAVE

CHALO Dekhein 2 APNA Desh SEASON 2

After the grand success of the Tourism Conclave 'Chalo Dekhein Apna Desh' in 2022, it is time for Season 2 to be hosted by Argus News in Bhubaneswar, Odisha on 18th March 2023 (Saturday).

The purpose of the Conclave is to assess the current scenario and unlock the potential of Rural Tourism in India. Broadly, the objectives are as below:

1. Initiate a **strategic roadmap** for the development of Rural Tourism in India
2. Plan for the **convergence of activities** and **building of infrastructure** to overcome possible roadblocks
3. Lay a **strong foundation for sustainable** and **responsible tourism**, that is supported by long-term policies/best practices, digital technologies and platforms, development of clusters, marketing support and capacity building

The Conclave is a platform to debate and arrive at ways to accelerate Rural Tourism by defining priorities. It is slated to be attended by policymakers, senior and mid-level officers from state tourism ministries, other government institutions and industry professionals (hospitality and tourism infrastructure) etc.

CONCLAVE IN 2022 - LOOKING BACK



CONCLAVE

SESSION DETAILS

INAUGURAL SESSION

Active Employment Generation and Reduction of Urban Drift – Building an ecosystem that supports diverse skills/capabilities

STATE PRESENTATIONS

SESSION - 2

Rural Tourism – A key factor for Sustainable & Community Development - Preservation of local Culture and Traditions and building Community Pride

SESSION - 3

A focused approach on Rural Tourism Circuits and its Marketing through promotion of localized attractions, experiences, adventure Sports and Art & Crafts

SESSION - 4

Impact of an effective & strategic Rural Tourism by restructuring of Hospitality & Allied Infrastructure and Connectivity in Rural India

VALEDICTORY SESSION

PARTNER STATES



OUR ASSOCIATES



PRATHAM BROADCAST INDIA PVT. LTD.

Corporate Office: 4th Floor, Symphony Mall, Rudrapur National Highway-16, Bhubaneswar - Odisha 752 101 ☎ 7529087000