

## Press Release

- On the theme ‘Universal Accessibility’
- Heritage Walk, Folk Dance, Shehnai Vaadan, Photography and Post Card Making Competitions

## **‘WORLD TOURISM DAY’ CELEBRATED WITH VERVE AND GUSTO TODAY IN RAJASTHAN**

Jaipur, 27 September: The ‘World Tourism Day’ was celebrated with verve and gusto in the State today. In Jaipur, the celebrations began with a 2.5 km Heritage Walk entitled ‘A Walk around the Living Culture of Jaipur’ led by Director, Tourism, Government of Rajasthan, Mr. Ashutosh A.T. Pednekar. The walk began from Ajmeri Gate and ended at Jantar Mantar via Kishanpol Bazaar, Rajasthan School of Arts and ‘Maniharon Ka Raasta’. The participants also saw some old havelis like ‘Lightwali Haveli’ and ‘Gatewali Haveli’ during the walk.

The aim of the walk was to highlight the charismatic tuning of tangible and intangible while acknowledging the built and the cultural heritage within the buildings, ‘raastas’, temples and gates of the historic Pink City. The walk was jointly organized by the Department of Tourism; Department of Archaeology & Museums, Rajasthan; Jaipur Municipal Corporation as well as Dronah Foundation.

Keeping in mind the theme for this year – ‘Universal Accessibility’ – an ‘Inclusive Drive’ with the differently abled took place, after the walk concluded at Jantar Mantar. Around 20 students of Jaipur-based NGO Disha participated in the Inclusion Drive.

Two workshops and competitions – post card making for school students and photo montage for college students/ other participants also took place. Apart from this various other activities there was also traditional floral welcome for the tourists, Shehnai Vadan, Kacchi Ghodi Dance were also held.

Rajasthan Tourism Secretary, Ms. Roli Singh participated in the 'World Tourism Day' organized at Jantar Mantar. She also encouraged the participants of the workshops and competitions and felicitated the winners. On the occasion the Secretary said that the monuments give us knowledge about history. The theme this year – Universal Accessibility is apt since differently abled children also have the right to know about history. She also introduced the Beta trial version of Rajasthan Tourism Mobile App 'Trip My Way'. Jantar Mantar and Amber fort have been included in the app for now.

In the Postcard Making competition the first prize and second prize were bagged by Aadya Sharma and Mannat Shandilya of the Palace School respectively. The third prize was shared by Rahul Mishra and Manish Sharma of Manak Chowk School.

In the Photo Montage competition the first and third prize were bagged by the students of Aayojan School of Architecture and the second prize was given away to the students of Manipal University.

There was free entry in all the Government monuments of the State. The tourists were also greeted with traditional floral welcome. Shehnai vadan was organized at Hawa Mahal and Albert Hall as well.

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**Photo Captions:**

DSC\_0128: Secretary Tourism, Government of Rajasthan, Ms. Roli Singh distributing awards to the prize winners of different competitions

DSC\_0109: The tourists at Jantar Mantar being accorded the traditional welcome

DSC\_0106: School children taking part in the Postcard Making competition at Jantar Mantar

DSC\_0102: College students participating in the Photo Montage Competition

DSC\_0075: A performance of Kachchi Godhi folk dance at the Jantar Mantar

DSC\_0026: Performance of Shehnai at Jantar Mantar

DSC\_0012/0004:: A view of the Heritage Walk today