

**Office of the
Public Relations Officer-
Media Coordinator
Jamia Millia Islamia**

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Press Release

**Colours of rural India at ‘Jamia Village’ setup as part of International Conference on
Rural Tourism Development at JMI**

Traditional Indian cuisines and delicious food served in earthen and wooden pots, tea in earthen cups, handicraft, traditional clothes...one can find these things at ‘Jamia Village’ setup as part of ongoing three days international conference at JMI on “Rurality, Ruralism, and Rural Tourism: Challenges and Coping Strategies”. Beautifully decorated Jamia Village has been setup by the student volunteers who have decorated the whole area with natural and traditional items like lanterns, kites, sarees and wooden baskets etc. The Department of Tourism and Hospitality Management, JMI has organised this conference which they claim is 100 percent ‘Green Conference’ as no amount of plastic has been used in organising it.

In order to plan, promote and address challenges faced by rural tourism enterprises, policy planners, entrepreneurs and academics related to rural tourism have decided to form an Association for Rural Tourism in India (ARTI). Mr.Satyajeet Rajan, Director General of Tourism, GoI inaugurated the ARTI at JMI.

A cultural night with performances like Kathak, Cheraw dance of Manipur and folk dances from Maharashtra and other states were showcased for the guests specially International dignitaries who have come in large number to attend this conference from every corner of the world.

A Yoga session was also organised for the International delegates which will again be held tomorrow. Delegates were also taken to the Akshardham Temple for light and sound show.

The conference is being sponsored by Ministry of Tourism, GoI. Delegates from more than 25 countries are attending this conference.

The conference was inaugurated by Mr. Vinod Zutshi, Ex Secretary, Ministry of Tourism, GoI and Mr. Nagesh Singh, Ex Additional Secretary, Ministry of Rural Development, GoI while Mr. M. P Bezbaruah, Ex Seceretary, Tourism, GoI, Mr. S.K Sharma, Ex Secretary, Tourism, GoI, Mr. Sujeet Banerji, Secretary General, WTTC India,Ex Secretary , Tourism, GoI attended the inaugural session as speaker.

The industry around rural tourism could generate additional revenue of around Rs.4300/- Crores. The main objective of this conference is to discuss the contemporary research in the area of rural tourism.

Ahmad Azeem
PRO-Media Coordinator









A photograph of an outdoor area, possibly a school courtyard, decorated for an event. A wooden sign with the word "Welcome" is mounted on a tree trunk in the foreground. The path is lined with colorful triangular flags and potted plants. A person is visible in the distance walking along the path. The background features a large building and more trees.

Welcome



