

Kashi tourist nos top 10cr, big boost to economy: PM

It's Result Of Our Collective Cultural Awakening: Modi

TIMES NEWS NETWORK

New Delhi: Tourist footfall in Varanasi have crossed 10 crore a year, heralding not only a “cultural renaissance”, but also creating a cascading effect across the temple town’s economy and generating significant employment for the poor, PM Narendra Modi said on Sunday.

In his ‘Mann Ki Baat’, Modi said, “The number of devotees visiting Ayodhya, Mathura and Ujjain is also increasing rapidly. All these are the result of our collective cultural awakening. Now, people from all over the world are thronging our pilgrimage sites for ‘darshan’.”

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Calligraphy turns women of Mana, Niti into entrepreneurs

Kautilya.Singh@timesgroup.com

Dehradun: During the visit of Prime Minister Narendra Modi to Mana in October 2022, the tribal women of Mana and Niti valley gifted him a message written on Bhoj-Patra. Found at 3,000 metres or higher, Bhoj-Patra (Himalayan Birch) is a tree, whose skin on the stem acts as a medium on which special messages are written. Following the gift, the concept got wide coverage and sensing an opportunity to provide earning opportunities, the

Himanshu Khurana, told TOI, “The earning opportunities in these two areas located at over 10,500ft are limited and most people are dependent on the Badrinath yatra. After the PM’s visit and his appreciation, we decided to promote the Bhoj-Patra and after discussing it with district officials, we started calligraphy training sessions for women. Better written text with proper framing will attract more people and get a better price.”

He added that Chamoli district officials were tasked with training

TOI was among the first to highlight how women in Mana, regarded as the last village before the India-China border in Uttarakhand, began using calligraphy on bhoj-patras

A destination that has always attracted domestic and foreign tourists, the record breaking increase in tourists to Varanasi in recent years is attributable to the opening of the revamped Kashi Viswanath corridor, as well as the government’s fresh impetus to religious tourism.

► **8-fold increase, P 6**

Modi lauds UP govt’s mega plantation drive

The UP government’s initiative of planting 30 crore trees in the state on July 22 found a mention in the ‘Mann Ki Baat’ programme of PM Modi. Describing the drive as an example of public participation and awareness, the PM said that everyone should be a part of plantation and water conservation efforts. **P 4**

PM hails women for biz of calligraphy

In his ‘Mann ki Baat’, Prime Minister Narendra Modi on Sunday lauded the women of Mana for commercialising calligraphy on bhoj-patra (birch bark), calling the effort a means of “preserving our tradition” and furthering “economic progress”. **P 6**