

# PRESS INFORMATION BUREAU IMPHAL

PIB/Imphal/Webinar/2020/4

## REPORT FOR WEBINAR ON EK BHARAT SHRESTRA BHARAT WITH SPECIAL FOCUS ON TOURISM BY PIB & ROB OF ADG, MANIPUR REGION

Dated: 12/8/2020

Press Information Bureau and ROB under ADG, Manipur Region hosted a webinar on Ek Bharat Shrestha Bharat with special focus on tourism on 12<sup>th</sup> August 2020 at Imphal. This webinar was held with special focus on Madhya Pradesh as our pair state.



Tourism has the potential to change the lives of the people of North East since the region has an immense potential to attract the tourists in huge numbers. This view was expressed at the Webinar organized by Press Information Bureau and Regional Outreach Bureau, Imphal under the platform of Ek Bharat Shreshtha Bharat programme.

In his welcome address, Additional Director General (Region), Shri S N Pradhan said that cultural exchanges during the past few years due to Ek Bharat Shreshtha Bharat initiative has increased manifold. This has the obvious economic benefit through tourism, and this benefit will continue to accrue to the states in years to come, but much more important is the creative use of official machinery to contribute to the unity of the country, he said.

The guest speaker from Bhopal at the Webinar, Prof. Pushendra Pal Singh, Chief Editor, `Madhya Pradesh Madhyam`, said that infrastructure development of Manipur is vital for the development of tourism in the state. He pointed out that whenever we organize multi-state cultural programmes anywhere in the country, Manipuri music and dance are always highly appreciated by the people. He said that natural beauty and other advantages can only be converted into larger tourism returns if it is organized properly. He informed the participants of the several tourist circuits of Madhya Pradesh which are now world famous.

In his address, Shri Yumnam Suraj Singh, Deputy Secretary, Department of Tourism, Government of Manipur summed up the efforts of state government to develop the Krishna circuit and nature-tourism. He informed the meeting about the war-tourism which is attracting the Japanese tourists as we are giving out information about important battles involving allied troops and the Japanese army that took place here during the Second World War. He said there is a steady increase in foreign and domestic tourist numbers in the state. Cultural exchanges under EBSB have been very useful in creating awareness about Manipur in Central India. This is expected to give long term fillip to our efforts, he added.

Director of PIB Imphal, Shri Abhishek Dayal, thanked the participants and said that if media of the two states participate in this movement of promoting the tourist circuits of each other states, both the states will hugely benefit. He said that Madhya Pradesh took a lead in promoting its tourism and this experience of tourism promotion can be utilized by Manipur officials in the ways in which it can be done effectively.

The webinar was attended by 35 persons including media persons and officials of PIB of Imphal, Kohima, Aizawl and Itanagar and RoB Imphal region.

## PRESS CLIPPINGS



## **Tourism has the potential to change the lives of people of North East**

Giving the welcome address, Additional Director General (Region), S N Pradhan said that cultural exchanges during the past few years due to Ek Bharat Shreshtha Bharat initiative has increased manifold.

[NEA News Service](#)



Photo Credit: Senator Angom

**Imphal:** Tourism has the potential to change the lives of the people of North East since the region has an immense potential to attract the tourists in huge numbers, was the dominant view expressed at the Webinar organized by Press Information Bureau and Regional Outreach Bureau, Imphal under the platform of Ek Bharat Shreshtha Bharat programme Wednesday.

Giving the welcome address, Additional Director General (Region), S N Pradhan said that cultural exchanges during the past few years due to Ek Bharat Shreshtha Bharat initiative has increased manifold. These exchanges if it leads to tourism will have obvious economic benefit, and this benefit will continue to accrue to the states in years to come, but much more important is the creative use of official machinery to contribute to the unity of the country, he said.

Pushpendra Pal Singh, Chief Editor, Madhya Pradesh Madhyam, Government of Madhya Pradesh, said that infrastructure development of Manipur is vital for the development of tourism in the state. He pointed out that whenever a multi-state cultural programmes is organized anywhere in the country, Manipuri music and dance are always highly appreciated by the people. He said that natural beauty and other advantages can only be converted into larger tourism returns if it is organized properly. He informed the participants of the several tourist circuits of Madhya Pradesh which are now world famous.

Yumnam Suraj Singh, Deputy Director, Tourism, Government of Manipur summed up the efforts of state government to develop the Krishna circuit and nature-tourism. He informed the meeting about the war-tourism which is attracting the Japanese tourists as we are giving out information about important battles involving allied troops and the Japanese army that took place here during the Second World War. He said there is a steady increase in foreign and domestic tourist numbers in the state. Cultural exchanges under EBSB have been very useful in creating awareness

about Manipur in Central India. This is expected to give long term fillip to our efforts, he added.

Abhishek Dayal, Director, PIB Imphal thanked the participants and said that if media of the two states participate in this movement of promoting the tourist circuits of each other states, both the states will hugely benefit. He said that Madhya Pradesh took a lead in promoting its tourism and this experience of tourism promotion can be utilized by Manipur officials in the ways in which it can be done effectively. The webinar was attended by 35 persons including media persons and officials of PIB and RoB Imphal region.

PRESS INFORMATION BUREAU  
GOVERNMENT OF INDIA  
IMPHAL

1	Title of the Story/Report	PIB and ROB Imphal host Webinar under EBSB
2	Name of the publication	Manipur Chronicle
3	Page No.	3
4	Date	12/08/20
5	Language of publication	English
6	Place of publication	Imphal

## Tourism has the potential to change the lives of people of North East

PIB and ROB Imphal host Webinar under Ek Bharat Shreshtha Bharat programme

**IMPHAL, 12 AUG:** Tourism has the potential to change the lives of the people of North East since the region has an immense potential to attract the tourists in huge numbers. This view was expressed at the Webinar organized by Press Information Bureau and Regional Outreach Bureau, Imphal under the platform of Ek Bharat Shreshtha Bharat programme today.

In his welcome address, Additional Director General (Region), S N Pradhan said that cultural exchanges during the past few years due to Ek Bharat Shreshtha Bharat initiative has increased manifold. This has the obvious economic benefit through tourism, and this benefit will continue to accrue to the states in years to come, but much more important is the creative use of official machinery to contribute to the unity of the country, he said.

The first guest speaker at the Webinar, Pushpendra Pal Singh, Chief Editor, Madhya Pradesh Madhyam, Government of Madhya Pradesh, said that infrastructure development of Manipur is vital for the development of tourism in the state. He pointed out that whenever we organize multi-state cultural programmes anywhere in the country, Manipuri music and dance are always highly appreciated by the people. He said that natural beauty and other advantages can only be converted into larger tourism returns if it is

organized properly. He informed the participants of the several tourist circuits of Madhya Pradesh which are now world famous.

In his address, Yumnam Suraj Singh, Deputy Director, Tourism, Government of Manipur summed up the efforts of state government to develop the Krishna circuit and nature-tourism. He informed the meeting about the war-tourism which is attracting the Japanese tourists as we are giving out information about important battles involving allied troops and the Japanese army that took place here during the Second World War. He said there is a steady increase in foreign and domestic tourist numbers in the state. Cultural exchanges under EBSB have been very useful in creating awareness about Manipur in Central India. This is expected to give long term fillip to our efforts, he added. Abhishek Dayal, Director, PIB Imphal thanked the participants and said that if media of the two states participate in this movement of promoting the tourist circuits of each other states, both the states will hugely benefit. He said that Madhya Pradesh took a lead in promoting its tourism and this experience of tourism promotion can be utilized by Manipur officials in the ways in which it can be done effectively. The webinar was attended by 35 persons including media persons and officials of PIB and RoB Imphal region.



PRESS INFORMATION BUREAU  
GOVERNMENT OF INDIA  
IMPHAL

1	Title of the Story/Report	Webinar explores tourism potential in NE
2	Name of the publication	The People's Chronicle
3	Page No.	5
4	Date	13/08/20
5	Language of publication	English
6	Place of publication	Imphal

## Webinar explores tourism potential in NE

### CHRONICLE BUREAU

**IMPHAL:** As a part of the series of programmes under Ek Bharat Shreshtha Bharat, Press Information Bureau and Regional Outreach Bureau, Imphal organised a Webinar on potentials of tourism sector in the north-eastern states on Wednesday.

Delivering the welcome address, Additional Director General (Region), S N Pradhan said that cultural exchanges during the past few years due to Ek Bharat Shreshtha Bharat initiative has increased manifold.

"This has the obvious economic benefit through tourism; and this benefit will continue to accrue to the states in years to come, but much more important is the creative use of official machinery to contribute to the unity of the

country," he said.

According to a PIB release, the first guest speaker Pushpendra Pal Singh, who is Chief Editor of Madhya Pradesh Madhyam, Government of Madhya Pradesh, said that infrastructure development of Manipur is vital for the development of tourism and pointed out that whenever multi-state cultural programmes are organised anywhere in the country, Manipuri music and dance are always highly appreciated by the people.

Along with stating that natural beauty and other advantages can only be converted into larger tourism returns if it is organised properly, Pushpendra Pal also informed the participants about tourist circuits of Madhya Pradesh which are now world famous.

In his address, Deputy Director (Tourism) Yumnam Suraj Singh summed up the efforts of the government of Manipur to develop the Krishna circuit and nature-tourism as well as conveyed that war tourism has been attracting the Japanese tourists as the government is giving out information about important battles involving allied troops and the Japanese army that took place in Manipur during the Second World War.

He said there is a steady increase in number of foreign and domestic tourists in the state. Cultural exchanges under EBSB have been very useful in creating awareness about Manipur in Central India. "This is expected to give long term fillip to our efforts," he added.

While thanking the partic-

ipants, PIB Imphal director Abhishek Dayal said that if media of the Madhya Pradesh and Manipur taking active role in promotion of tourist circuits then both the states will be hugely benefitted.

He noted that Madhya Pradesh has taken a lead in promoting its tourism and this experience of tourism promotion can be utilised by Manipur officials in the ways in which it can be done effectively.

The webinar was attended by 35 persons including media persons and officials of PIB and RoB Imphal region with many expressing that tourism has the potential to change the lives of the people of North East since the region has an immense potential to attract the tourists in huge numbers.

Name of Newspaper: The Sangai Express

Language: English

Date: 13/08/2020

Place of Publication: Imphal

## PIB and ROB Imphal host webinar on tourism in NE

IMPHAL, Aug 12

A webinar was organized by Press Information Bureau and Regional Outreach Bureau, Imphal under the platform of Ek Bharat Shreshtha Bharat programme today on "Tourism and people of North East". The view of today's webinar was that tourism has the potential to change the lives of the people of North East since the region has an immense potential to attract the tourists in huge numbers. The webinar was attended by 35 persons including media persons and officials of PIB and RoB Imphal region.

In his welcome address, Additional Director General (Region), SN Pradhan said

that cultural exchanges during the past few years due to Ek Bharat Shreshtha Bharat initiative has increased manifold. This has the obvious economic benefit through tourism, and this benefit will continue to accrue to the States in years to come, but much more important is the creative use of official machinery to contribute to the unity of the country.

Guest speaker Pushpendra Pal Singh, Chief Editor, Madhya Pradesh Madhyam, Government of Madhya Pradesh, said that infrastructure development of Manipur is vital for the development of tourism in the State. He pointed out

that whenever organising multi-States cultural programmes anywhere in the country, Manipuri music and dance are always highly appreciated by the people. He also said that natural beauty and other advantages can only be converted into larger tourism returns if it is organized properly.

Yumnam Suraj Singh, Deputy Director, Tourism, Government of Manipur summed up the efforts of the State Government to develop the Krishna circuit and nature-tourism.

He informed the meeting about the war-tourism which is attracting the Japanese tourists. There is a steady increase in foreign and do-

mestic tourists visiting the State. Cultural exchanges under EBSB have been very useful in creating awareness about Manipur in Central India. This is expected to give long term fillip to our efforts, he added.

Abhishek Dayal, Director, PIB Imphal said that if media of the two States participate in this movement of promoting the tourist circuits, both the States will hugely benefit.

He also said that Madhya Pradesh took a lead in promoting its tourism and this experience of tourism promotion can be utilized by Manipur officials in the ways in which it can be done effectively.

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Name of Newspaper: The Imphal times  
Language: English  
Date: 12/08/2020 (Evening)  
Place of Publication: Imphal

## Tourism has the potential to change the lives of people of North East **PIB and ROB Imphal host Webinar under Ek Bharat Shreshtha Bharat programme**

**PIB  
Imphal, Aug. 12:**

Tourism has the potential to change the lives of the people of North East since the region has an immense potential to attract the tourists in huge numbers. This view was expressed at the Webinar organized by Press Information Bureau and Regional Outreach Bureau, Imphal under the platform of Ek Bharat Shreshtha Bharat programme today.

In his welcome address, Additional Director General (Region), Shri S N Pradhan said that cultural exchanges during the past few years due to Ek Bharat Shreshtha Bharat initiative has increased manifold. This has the obvious economic benefit through tourism, and

this benefit will continue to accrue to the states in years to come, but much more important is the creative use of official machinery to contribute to the unity of the country, he said.

The first guest speaker at the Webinar, Shri Shri Pushpendra Pal Singh, Chief Editor, Madhya Pradesh Madhyam, Government of Madhya Pradesh, said that infrastructure development of Manipur is vital for the development of tourism in the state. He pointed out that whenever we organize multi-state cultural programmes anywhere in the country, Manipuri music and dance are always highly appreciated by the people. He said that natural beauty and other advantages can only be converted into larger

tourism returns if it is organized properly. He informed the participants of the several tourist circuits of Madhya Pradesh which are now world famous.

In his address, Shri Yumnam Suraj Singh, Deputy Director, Tourism, Government of Manipur summed up the efforts of state government to develop the Krishna circuit and nature-tourism. He informed the meeting about the war-tourism which is attracting the Japanese tourists as we are giving out information about important battles involving allied troops and the Japanese army that took place here during the Second World War. He said there is a steady increase in foreign and domestic tourist numbers in the state. Cultural exchanges

under EBSB have been very useful in creating awareness about Manipur in Central India. This is expected to give long term fillip to our efforts, he added.

Abhishek Dayal, Director, PIB Imphal thanked the participants and said that if media of the two states participate in this movement of promoting the tourist circuits of each other states, both the states will hugely benefit. He said that Madhya Pradesh took a lead in promoting its tourism and this experience of tourism promotion can be utilized by Manipur officials in the ways in which it can be done effectively. The webinar was attended by 35 persons including media persons and officials of PIB and RoB Imphal region.

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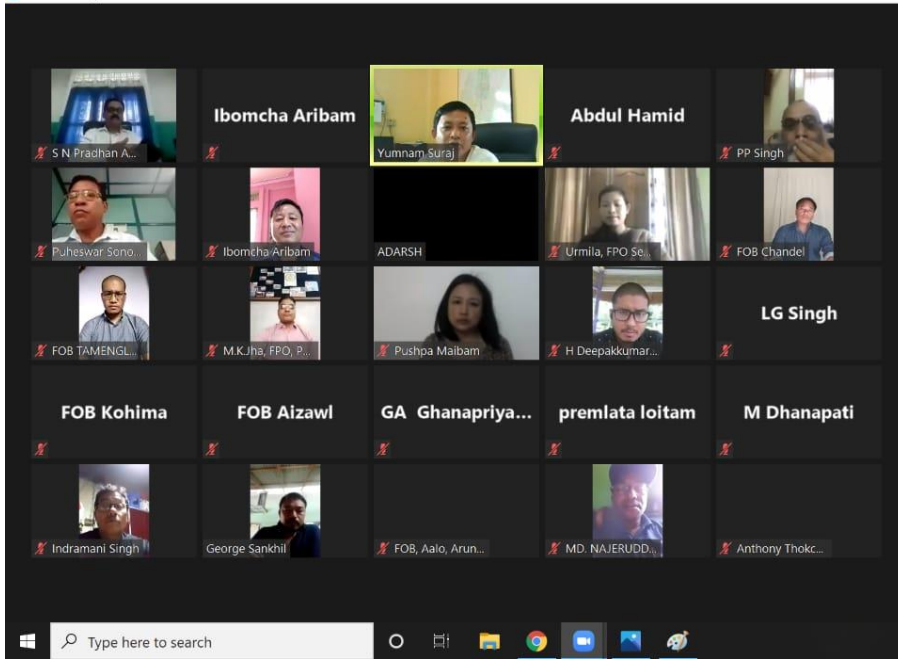
# PHOTOGRAPHS











A grid of 25 video thumbnails in a Zoom meeting. Each thumbnail shows a participant's video feed with their name overlaid. The names are: S N Pradhan A..., Ibmcha Aribam, Yumnam Suraj, Abdul Hamid, PP Singh, Puheswar Sono, Ibmcha Aribam, ADARSH, Urmila, FPO Se..., FOB Chandel, FOB TAMENGLON, M.K.Jha, FPO, P..., Pushpa Maibam, H Deepakkumar..., LG Singh, FOB Kohima, FOB Aizawl, GA Ghanapriya..., premlata loitam, M Dhanapati, Indramani Singh, George Sankhil, FOB, Aalo, Arun..., MD. NAJERUDD..., and Anthony Thokc... The grid is arranged in 5 rows and 5 columns.

Participants (32)

Find a participant

- IA Ibmcha Aribam (Me)
- AT Anthony Thokchom (Host)
- YS Yumnam Suraj
- AH Abdul Hamid
- AD Abhishek Dayal
- FA FOB Aizawl
- FC FOB Chandel
- FK FOB Kohima
- FT FOB TAMENGLONG
- FA FOB, Aalo, Arunachal Pradesh.
- FR FPA, ROB IMPHAL
- GG GA Ghanapriya Devu
- HD H Deepakkumar Sharma IIS

Invite Unmute Me Raise Hand

12:31 PM  
12-08-2020