



Pochampally is One of the Best Tourism Villages: UNWTO

Why in News

Recently, **Pochampally village in Telangana** was selected as one of the **Best Tourism Villages** by [United Nations World Tourism Organisation \(UNWTO\)](#).

- The **award will be given** on the occasion of the **24th session of the UNWTO General Assembly in December 2021** in Madrid, Spain.
- The Union Ministry of Tourism has also drafted a **Rural Tourism Policy** which will not only promote tourism within our villages but also revitalise local arts and crafts and promote rural economy.
- Earlier, **Rudreswara Temple**, (also known as the Ramappa Temple) at Mulugu district, Telangana was inscribed on **UNESCO's World Heritage list**.

Key Points

▪ Pochampally Village:

- Pochampally in **Nalgonda district** is often referred to as the **silk city of India** for the exquisite sarees that are woven through a unique style called **ikat**.
 - This style, Pochampally Ikat, received a **Geographical Indicator (GI Status)** in **2004**.
- Pochampally's **unique weaving styles and patterns** received special focus through the Prime Minister's mantra of **Vocal 4 Local** as a part of **Atmanirbhar Bharat**.
 - In 2015, to recognise the **diversity of weaving techniques** and our rich handloom tradition, the Prime Minister inaugurated the first **National Handloom Day** on 7th August as a **tribute to the formal proclamation of the Swadeshi Movement** that was made in a **meeting at the Calcutta Town hall on the same day in 1905**.
- Pochampally is **also known as Bhoodan Pochampally** to commemorate the **Bhoodan Movement** that was launched by **Acharya Vinobha Bhave** from this village on **18th April, 1951**.
 - Vinoba Bhave was the first international figure to receive the **Ramon Magsaysay Award** in 1958. He was awarded **Bharat Ratna** posthumously in 1983.
- The Ministry of Tourism recommended three villages for the UNWTO Best Tourism Village entry from India. However Pochampally, was awarded as one of the best Tourism Villages by UNWTO.

- These were **Kongthong in Meghalaya, Ladhpura Khas, Madhya Pradesh and Pochampally in Telangana**.

▪ Best Tourism Villages Initiative:

- It is a **Pilot initiative by UNWTO** to highlight those villages where tourism preserves cultures and traditions, celebrates diversity, provides opportunities and safeguards biodiversity.

- It aims to **award those villages which are outstanding examples of rural destinations** and showcase good practises in line with its specified nine evaluation areas.
- It also aims **to support villages to enhance their rural tourism** potential through training and access to opportunities for improvement.

United Nations World Tourism Organisation

- It is the **United Nations Specialised Agency** responsible for the promotion of responsible, sustainable and universally accessible tourism.
- It was **established in 1975** with **headquarters at Madrid, Spain**.
- UNWTO encourages the implementation of the **Global Code of Ethics for Tourism**, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts.

Source: PIB

PDF Refernece URL: <https://www.drishtias.com/printpdf/pochampally-is-one-of-the-best-tourism-villages-unwto>

