



'Home of the Himalayas' Initiative

Why in News?

Recently, the Uttarakhand Tourism Development Board (UTDB) has **partnered with Prime Focus Technologies (PFT)** to bolster tourism promotion of the **picturesque Adi Kailash & Om Parvat**. PFT is renowned for its AI prowess and exceptional media services.

- The partnership aims to create videos of the region **under the 'Home of the Himalayas' initiative**.

Key Points

- The collaboration between UTDB and PFT is **expected to give an impetus to position Uttarakhand as a global tourism hotspot**, showcasing its diverse landscapes, rich heritage, and unique tourism experiences.
- The "Home of the Himalayas" initiative, coined by PFT, **focuses on two key areas:**
 - refreshing Uttarakhand Tourism brand identity
 - creating high-quality content to promote tourism.
 - The 'Home of the Himalayas' initiative marks a transformative milestone in Uttarakhand's journey towards global recognition.

Uttarakhand Tourism Development Board (UTDB)

- It **advises the Government on all matters relating to tourism** in the state. The statutory board is chaired by the Tourism Minister, Government of Uttarakhand, and the Chief Secretary of Uttarakhand is its vice chairman.
- The Principal Secretary/Secretary of Tourism acts as Chief Executive Officer. It **also has five non-official members from the private sector** and experts in tourism-related matters.

Adi Kailash & Om Parvat

- Adi Kailash is known as **Shiva Kailash, Chota Kailash, Baba Kailash or Jonglingkong Peak**, is a mountain located in the Himalayan mountain range in the Pithoragarh district of Uttarakhand.
- Om Parvat is also a **part of the Kailash Mansarovar Yatra**, a pilgrimage that includes visiting Mount Kailash and Lake Mansarovar in Tibet.
- The revered mountains of Adi Kailash & OM Parvat are **located on Indo-China border in the Pithoragarh District of Uttarakhand**.
- Both **peaks bear significant religious importance for devotees of Lord Shiva**.