



Uttarakhand's Wine Tourism Initiative

Why in News?

Recently, the Uttarakhand government inaugurated its **first wine production unit** in **Kotdwar** as part of its **new excise policy** to promote **wine tourism**.

Key Points

- **Wine Tourism Initiative:**
 - The initiative aims to offer **wine enthusiasts the opportunity to tour** the wine production units, learn about the **history of wine**, understand the **production process**, and **taste different varieties** of wine.
 - **Guest houses** are being developed around wine units to enhance the tourism experience, allowing visitors to relax and enjoy the region's **scenic beauty**.
- **Uttarakhand's Agricultural Resources:**
 - Uttarakhand is rich in fruits such as **malta, apples, buransh flowers, pears,** and **galgal**, which can be utilized for wine production.
 - These local resources will help create a unique appeal for **wine tourism**.
- **Expansion Plans:**
 - A private wine unit in **Kotdwar** was established two months ago, producing wine continuously with approval from the excise department.
 - New wine production plants are planned for **Bageshwar** and **Champawat**.
- **Economic and Employment Objectives:**
 - The government seeks to ensure the excise policy **increases revenue** and creates **employment opportunities**.
 - **Small and medium wine production units** will be encouraged in **hilly regions**, using **local fruits** to create jobs and business opportunities for local populations