



## Paryatan Mitra and Paryatan Didi

**Source: PIB**

Recently, the Ministry of Tourism highlighted a national [responsible tourism](#) initiative called **Paryatan Mitra/Paryatan Didi** in the Lok Sabha.

- Paryatan Mitra/Paryatan Didi launched in September 2024, aims to provide a better tourist experience through training local stakeholders to be **tourist-friendly ambassadors and storytellers**.
  - It Special emphasis on training women and youth to create innovative tourism products like heritage walks, food tours, and nature treks.
  - The initiative was piloted in **6 tourist destinations across India namely** - Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh), Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan) and Sri Vijaya Puram (Andaman & Nicobar Islands).
  - 3,000 individuals trained so far with a focus on digital literacy to make local experiences visible globally. Paryatan Mitra/Paryatan Didi is expanded to 50 tourist destinations as of [World Tourism Day 2024](#).

**Read more:** [Experiencing India's Diverse Tourism Offerings](#)

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