



HIMACHAL  
TOURISM  
कभी भुला न पाओगे

*Unforgettable Himachal*

## **Har Gaon Ki Kahani**

### **Introduction:**

Having extra-terrestrial geography and enticing natural beauty Himachal Pradesh is a synonym of 'Tourism'. In order to exploit the tourism potential of culturally rich rural areas of the State, the Government of Himachal Pradesh has commenced a new scheme namely "**Har Gaon Ki Kahani**" (*story of every village*). The objective of the scheme is to diversify the tourism product and increase the stay of tourists in the State. Every year, various tourist places of the state are being visited by large number of tourists and the figure of visitors is more than the total population of the State. Keeping in view the large number of tourists visiting the State, and to present a new facet of tourism and to attract the tourists to the villages, the new scheme has been started so that the tourism remains an attraction in the State throughout the year. The interesting stories of villages will help to attract the tourists to those areas and as such the State will get benefited.

### **Objective:**

The main objective of the scheme is to develop a village having tourism potential from tourism point of view and basic amenities to the tourists will be provided. In fact, every village of this hilly State has its own history, religious stories, customs, traditions, diversity in culture and cuisines, but under this new scheme the village's historical events, heritage, stories of gods and goddesses, prevalent religious beliefs, interesting anecdotes, local customs,

rituals followed on the occasion of marriage and festivals etc. will be made a special attraction to the tourists through such stories.

Such prevalent stories, anecdotes will be publicized by compiling in the form of a book under the scheme “**Har Gaon Ki Kahani**”. The concerned Panchayats may send such stories/anecdotes, incidents directly to the office of Deputy Commissioner or concerned District Tourism Development Officer.

If the story of a village is interesting as well as historical then it will be helpful in attracting the tourists to that village. The village will be developed into a ‘Tourism Village’ in order to sustain the tourists’ attraction. For the development of infrastructure/basic amenities in the village, Tourism Department will help in more than one way. The activities such as improvement of paths, upkeep of water Bowlies, water conservation etc in the village will be undertaken under the MNREGA scheme because it is a programme of every villager and participation of every Himachali is solicited.

When tourists will visit the villages, it could provide means of self-employment to the people of that area and their economic condition will also improve. The calm and clean environment of a village attracts tourists of all categories. The Villagers play an important role in environment conservation. People of rural areas ensure safety of trees and plants, and conservation of their culture effectively. One can get the real experience of ‘**Atithi Devo Bhava**’ only in a village.

### **Procedure for Implementation:**

1. For the implementation of “**Har Gaon Ki Kahani**” scheme, a committee will be constituted under the chairpersonship of Deputy Commissioner which will comprise of concerned District Tourism Development Officer, District Language Officer, District Public Relations Officer, District Panchayat Officer and any other member (Non-official). The committee

will be notified by the Deputy Commissioner. The scheme will be promulgated through out the State so that tourism in the State can be given a new direction. For wide publicity of the scheme, publicity material will be provided to the Panchayats. In addition to this, the Public Relations Officers of concerned districts will make people aware of the scheme “**Har Gaon Ki Kahani**” through different awareness campaigns. The villagers will send the stories to the office of concerned Deputy Commissioner through their Pradhan.

2. The works required for developing tourist places can be executed under MNREGA scheme.
3. Whatever will be required for the development of a tourist place in all respects, Tourism Department would make that possible.
4. The responsibility to look after the developed tourist places in different villages and *malkiyat* will lie on the concerned village. To link with two or more tourist places, Tourism Department will also coordinate with other departments.
5. In the scheme, amendments can be made according to the local requirements, and the stories received under “**Har Gaon Ki Kahani**” will be evaluated on the basis of interest and other concerned points. A provision for attractive reward amount will also be made for strengthening of tourism infrastructure at the tourist places.