

# **CHALO CHAMBA CAMPAIGN-2021**

## ***Chalo Chamba: The Unexplored Destination***

### **I. CONCEPT NOTE:**

The district administration, Chamba has launched '**Chalo Chamba**' campaign to promote tourism and allied activities with special focus on the new un-explored areas and attractions in the district. The idea is to chalk out a long term plan to make tourism a thriving industry in the district. The sole aim is to make local economy self-sustainable by making Chamba district a top destination by attracting not only the domestic tourists but also the foreign visitors within next 5 to 10 years. The campaign also aims at promoting local Culture, Crafts and Cuisine and links these with tourism promotion.

### **II. OBJECTIVES:**

- To promote tourism and allied activities to generate employment and boost up the economy of the locals.
- Three Cs - To promote local culture, crafts and cuisine of the district
- To identify and promote unexplored sites/areas of the district.
- To promote rural and agro-based tourism by emphasizing on home-stays/tented accommodation/camping sites in unexplored interior areas.
- To promote eco-tourism (Nature parks and Wildlife sanctuaries).
- To promote religious tourism
- To promote local cuisine
- To promote adventure sports like Tandem Paragliding, Rafting, Boating, Zip-line, Rappelling, trekking, Hot Air Balloon ride, motorbike riding/cycling etc.
- To promote walking trails along the river bed, stargazing, bird watching etc

### **III. AGENDA**

1. Funds/grants/sponsorships:
  - a) Governments funds and grants
    - Department of Tourism & Civil Aviation, H.P,
    - Convergence of funds (meant for tourism and allied activities) of various departments in the district
  - b) Red cross funds

- c) Funds generated through sponsorships and advertisements by business houses, Hotel Associations, Banks, NHPC & other big projects
- d) Tagging 'Incredible India' with Chalo Chamba campaign to get funds/sponsorships
- e) Associating HIMCOSTE, Patent Information Centre
- f) Preparation of 'Chamba Tour Guide' by including photos/maps of places of tourist interest and its sale to generate funds
- g) Printing of Souvenir in the shape of Book

**2. Promotion & marketing:**

- a) Special reserved counter/s for district Chamba in Himachal Pradesh pavilion during various TTFs (Travel & Tourism Fairs)
- b) Inviting Social Media personalities/Vloggers as guests
- c) Invitation to leading 'Tour & Travel Operators' from outside the state as guests
- d) Aggressive marketing through print & electronic media/ Internet/ Youtube etc.
- e) Promotion by installing big hoardings at Dharamshala, Dalhousie, Pathankot, various entry points of District Chamba and Himachal Bhawan/ Sadan at Chandigarh and Delhi
- f) Special invitations to Rock climbing /Paragliding/ wildlife/ nature/ photography enthusiasts/ lovers
- g) Early teaser Campaign through videos/advertisements
- h) Special discounts up to 50 % by Hoteliers/ Home stay owners/ Guest houses/ B &Bs
- i) Special discounts up to 30-40 % on handicrafts and other made in Chamba products.

**3. Organizing special Cultural shows:**

- a) Organising cultural shows in the evenings by inviting eminent local artists, singers, instrumentalists, dance groups with special focus on the traditions of Chamba, Bharmour, Pangi & Churah
- b) Invitation to cultural show groups from NZCC, Patiala etc

**4. Dedicated display-cum-shopping Stalls/ galleries in the Chougan area (Utsav/Carnival ground):**

- a) Local cuisine ( Chambyali, Bharmouri, Pangwali & Bhatyali Dham)
- b) Traditional sweets
- c) Showcasing and sale of local agro products viz Chukh/other pickles, honey, almond, walnut, hazelnut, Rajma, Lentils like mash daal etc.
- d) Showcasing and sale of local handicrafts viz silver jewellery, Chamba Rumaal, Chamba Chappals, Chamba thaal, idols/statues,

herbal soaps /dhoop, handmade woolens/dolls/ bags etc. Linkage of the same with **“Project Chambyal”**

- e) Showcasing of wildlife/natural beauty/history & culture of district Chamba jointly by Forest department, Tourism department, District language Officer and Incharge Bhuri Singh Museum Chamba in coordination with district administration
- f) Red Cross stalls/ sale of tickets/ lucky draw/ attractive prizes
- g) Stalls for Adventure Sports Associations viz. Paragliding Assn., Rafting/Boating Operator etc

5. Management, monitoring and supervision:

- a) Overall supervision by district administration as is done at the time of Minjar fair
- b) Red Cross to sponsor stalls
- c) Maintenance of Law & Order, Traffic control by Police Department in coordination with Incharge NCC/NSS, RTO Chamba and RM Chamba
- d) Parking of vehicles in Police ground. Control by Police Department
- e) Installation of decorative Lightings/cleanliness of Chaugan and Chamba Town/toilet provisions- to be done by EO, MC
- f) DPRO, Chamba and DLO, Chamba to conduct auditions and ensure quality in the selection of Cultural troupes/individuals
- g) PO, DRDA and General Manager (Industries), District Chamba to coordinate with local artisans involved in the production of handicrafts and other local products
- h) Plying of light vehicles/taxis to carry tourists/visitors/locals from Police ground to Chamba Chaugan and back on reasonable rates. Monitoring by RTO Chamba and RM Chamba in coordination with Police.

6. Outcome:

After meeting with all the stakeholders on 8-12-2020, following decisions were taken:

- a. It was unanimously decided that the Concept/Agenda of Chalo Chamba Abhiyan must be implemented in true spirit.
- b. Venue will be Chamba Chaugan. District Administration will issue/obtain permissions for the use of Chaugan, if required. Launching event will be organised after 15<sup>th</sup> of April 2021 or afterwards depending upon the time taken for making arrangements, Covid- 19 pandemic situation and Panchayat Elections. Timings will be 9:00 AM to 11:00 PM.
- c. Initially, funds amounting to Rs. 70 Lakh will be requested from Tourism Department as grant and Rs 2.50 Crore as CSR from NHPC Ltd. Other departments will also be requested to contribute/ converge funds if available for the development of Tourism.

- d. Short, Medium and Long term roadmaps for the district would be prepared to promote Tourism and allied activities in the next 5 to 10 years in the following manner:

SHORT TERM	MEDIUM TERM	LONG TERM
<ul style="list-style-type: none"> <li>• Collection/ generation of funds to organise Launching ceremony/ event/s.</li> <li>• Preparation of 'Chamba Tour Guide' by including photos, maps and places of tourist interest and its further sale through TIC Dalhousie/Project Chambyal Outlets/ shops etc.</li> <li>• Constitution of Committees /Sub-Committees for execution of ChaloChamba Campaign-2021</li> <li>• Website Development for the Promotion of ChaloChamba Campaign-2021 through NIC and DIT.</li> <li>• Preparation/documentation of District Tourist Circuits like Religious Circuit, Heritage Circuit/Walk and Adventure Circuit.</li> <li>• Addressing issues related to crowd management/ Jams/ Parking/ Road connectivity/ internet connectivity etc</li> <li>• Preparation of annual Cultural Calendar by DPRO &amp; DLO for promoting local fairs, temples, heritage, cuisine etc.</li> <li>• Branding of Chamba Cuisine and local products.</li> <li>• Associating youth/Students doing Vocational Courses (in Hospitality and Tourism) with the ChalChamba Campaign as Volunteers.</li> <li>• Aggressive Advertisement &amp; marketing through various Social Media platforms, Head Office, /District Office of the Tourism Department. Issuance of early teasers/promos.</li> <li>• <b>State government to sponsor free/special counters for the stakeholders of Chamba</b></li> </ul>	<ul style="list-style-type: none"> <li>• To coordinate with educational institutions /state governments for encouraging frequent visit of Chamba by the students of Himachal Pradesh and other states.</li> <li>• <b>State government to sponsor free/special counters for the stakeholders of Chamba District in TTFs.</b></li> <li>• </li> <li>• Speedy addressing of issues related to crowd management/ Jams/ Parking/ Road connectivity/ internet connectivity etc</li> <li>• Promoting Corporate meetings/ stays in the district</li> <li>• Updation of Website Developed by NIC and DIT.</li> <li>• Continuous coordination with renowned Vloggers/ You-tubers for covering nature, heritage, adventure sports, cuisine and homestays/hotels in district Chamba.</li> <li>• Advertisement &amp; marketing through various Social</li> </ul>	<ul style="list-style-type: none"> <li>• <b>State government to sponsor free/special counters for the stakeholders of Chamba District in TTFs.</b></li> <li>• More and more sponsorships and organisation of tourism related mega events like Car Rallies/Cycle Rallies/ Motor Cycle Rallies/ Paragliding competitions and invitation to big Tour &amp; Travel operators from outside the state and country etc by the interested parties/ stakeholders like Hotel Associations, Tour &amp; Travel Agencies, Taxi Unions, Adventure Sports Operators for the sustainable development of Tourism. District Administration/ Tourism department would only facilitate such activities by means of maintaining Law &amp; Order, traffic Management etc.</li> <li>• Promoting Eco tourism, Fun Parks, community based tourism, agro tourism, snow tourism etc.</li> <li>• Identification and Infrastructural development at potential areas/places like Rang Mahal, Akhand Chandi Palace, Devi Kothi, Sach Pass,</li> </ul>

<p><b>District in TTFs.</b></p> <ul style="list-style-type: none"> <li>• To coordinate with renowned Vloggers/ You-tubers for covering nature, heritage, adventure sports, cuisine and homestays/hotels in district Chamba.</li> <li>• Popularisation of Tourist Spots by means of good quality pictures/hoarding, write ups, use of social /print / electronic media, blogs, websites etc.</li> <li>• Invitation to big Tour &amp; Travel agencies/houses and bearing expenses of their boarding and lodging.</li> <li>• Initial invitation to renowned Motor Cycle groups like Thumpers Café, Chandigarh or any other such group to make the launching event a Mega event. and bearing expenses of their boarding and lodging.</li> </ul> <p><b>Group's Off-roading ride uptoSaach Pass.</b></p>	<p>Media platforms, Head Office, /District Office of the Tourism Department.</p> <p>Issuance of early teasers/promos</p> <ul style="list-style-type: none"> <li>• Invitation to big Tour &amp; Travel agencies/houses.</li> <li>•</li> </ul>	<p>Padri Pass, Taleru Boating Point, Mata Bhalei Temple, Khajji Nag Temple, Khajjiar lake, Chandershekhar Temple at Sahu, Jumhar, Vasuki Nag Temple, Samra, Mehla, Ghared Waterfall, Kugti village, Mindhal Mata Temple, Pidhigarh, taragarh and Lodhargarh forts etc.</p> <ul style="list-style-type: none"> <li>• Increasing the bed capacity in rural areas by promoting houses constructed in local architecture with special focus on Homestay Scheme and Adventure Sports units</li> </ul>
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