

PHDCCI organizes its 10th webinar under Border Tourism Webinar Series focusing on Mizoram

*PHD Chamber of Commerce and Industry (PHDCCI) organized its 10th webinar under **Border Tourism Webinar Series** on 22 October 2021 focusing on Mamit and Champhai districts for the promotion of **Border Tourism in Mizoram**.*

***Mr. S. S. Dev Barman, Regional Director, Indiatourism North East**, appreciated the efforts of PHDCCI for taking an initiative in highlighting the tourism prospects of Mizoram as well as other North Eastern states of India. He also mentioned that Mizoram's pleasant weather, grand cultural festivals, hilly ranges, lush greenery and exciting outdoor activities make it a versatile tourist destination.*

***Mr. V. Lalengmawia, Director– Tourism, Government of Mizoram**, highlighted the tourist destinations of the state, especially that of Mamit and Champhai districts. He further mentioned that Mizoram has currently 69 total tourist lodges and guest houses, 72 private hotels across the state, 77 rural homestays and 8 approved tour operators. He also encouraged the tourists to explore the unexplored locations of the state and also urged the private players to invest more in Mizoram.*

***Ms. Maria C. T. Zuali (MCS), Deputy Commissioner– Champhai District, Government of Mizoram**, highlighted that the district shares a long stretch of border with Myanmar which is about 300 miles. She said that Mizoram has a large number of natural tourist attractions that are yet to be explored. Champhai district is home to beautiful ranges of Orchids and Cherry Blossom trees along with many heritage sites.*

***Mr. Saurabh Rishi, Joint Adviser, NITI Aayog**, said that there has been a significant growth in the basic infrastructure of Mizoram and its districts that will evidently be of great help in the promotion of Mizoram Tourism. He suggested that the new focus must be towards homestays and bringing other such elements to promote Mizoram's economic development.*

***Mr. Zoliana Chhakchhuak, President, Association of Tour Operators Mizoram**, mentioned that there are immense potential for promotion of Border Tourism in Mamit and Champhai districts provided the infrastructure and awareness is created in the state.*

***Mr. B Zoliansanga, General Secretary, Mizoram Hotel Owners Association**, said that the Mizoram tourism sector is at an infant stage and is still growing. As on date, Mizoram has total 8 official tourism partners. Hence, there is great potential for Border Tourism in Mizoram and districts like Champhai and Mamit.*

*In his presidential address, **Mr. Pradeep Multani, President, PHDCCI**, mentioned that the concept of Border Tourism refers to the notion of visiting border areas in order to experience diverse cultures, acquiring knowledge for trade, or even meeting local communities who are living in border region. Being an ideal tourist destination for family tours, honeymoon tours and the perfect place for adventure enthusiasts, Mizoram offers abundance tour options for travellers of all kind.*

Mr. Pawan S. Jain, Chair – Tourism Committee, PHDCCI, said that with the support of the Ministry of Tourism, Government of India and respective State Tourism Boards, the Tourism Committee of PHDCCI has launched the Border Tourism Webinar Series in the month of June 2021. PHDCCI is committed to create such meaningful platforms to do its bit in enabling all the parameters of the tourism industry to grow and flourish further.

Mr. Rajan Sehgal, Senior Member, PHDCCI, proposed the formal vote of thanks. The webinar was moderated by Dr. Yogesh Srivastav, Assistant Secretary General, PHDCCI, and witnessed participation from senior government officials, tour operators, hoteliers, tour guides, airline professionals, travel and hospitality associations, students from the tourism and hospitality institutes.

PHDCCI's webinar was supported by the Ministry of Tourism, Government of India and Mizoram Tourism.

The next Webinar on Border Tourism with Focus State – Ladakh is scheduled for 12 November 2021 from 3:00 PM – 5:00 PM and shall focus on Leh district.