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***“We must preserve our environment, our real heritage for sustainable future,” said  
Mr. Rajendra Vishwanath Arlekar, Hon’ble Governor of Himachal Pradesh***

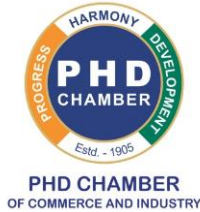
***PHD Chamber of Commerce and Industry (PHDCCI) organized its flagship event – 11<sup>th</sup> International Heritage Tourism Conclave with the theme ‘Heritage as a key driver of Sustainability’ on 22 April 2022 at WelcomHeritage Elysium Resort & Spa, Shimla.***

*Building on the previous 10 editions, the Conclave deliberated on how tourism and culture sectors can work together more collaboratively and increase public-private partnerships to ensure the protection of Cultural and Natural Heritage while extending benefits to local communities.*

*Inaugurating the Conclave, H.E. Shri Rajendra Vishwanath Arlekar, Hon’ble Governor, Government of Himachal Pradesh, said, “Himachal Pradesh is a rightly chosen destination for heritage conclave. He mentioned that he has himself explored some scenic and picturesque destinations in the state and said that every place he visited has potential to be the heritage site. He said heritage does not exist only in buildings, but also rivers, lakes, forests, temples and culture.*

*He further added, “For promoting tourism in the state, the idea of bird festival should be started in Himachal Pradesh which will invite bird watchers, bird photographers and bird lovers not only from India but worldwide. To solve the problem of rough terrain and connectivity, sustainable infrastructure development is an important element. Not only sustainable infrastructure but also environment friendly practices and activities are required to support sustainable tourism. We must preserve our environment, our real heritage for sustainable future.”*

*In his presidential address, Mr. Pradeep Multani, President, PHDCCI, said, “PHDCCI stands committed towards strengthening the Tourism sector in India, especially Heritage Tourism. The idea of Heritage Tourism Conclave was conceived in the year 2011. With our collective efforts and your constant support, we continued the series successfully, year after year. Past 10 Heritage Tourism Conclaves held in different parts of the country speak volumes about our commitment to boost the sector.”*



*Mr. Multani further added that Tourism and Hospitality are very important components of the economy and we need to ensure it bounces back and thrives. “I am quite certain that the next half of 2022 will see a turnaround in the Tourism and Hospitality industry,” he said.*

*PHDCCI and its **Knowledge Partner – ORG India** jointly released a Knowledge Report titled ‘Heritage as a key driver of Sustainability’. The report gives a holistic view on heritage tourism across the world and in the country. The report provides ample scope and opportunities towards preservation of world’s cultural and natural heritage.*

***Mr. Dhian Chand, Managing Director, Kufri Hotels Pvt Ltd,** said, “Tourism creates immense opportunities for inclusive growth and sustainable development through job creation, regeneration of rural and urban areas and appreciation and protection of natural and cultural heritage. Heritage Tourism in India is a real treasure as there are numerous cultural, historical and natural resources. Some cities have become famous due to the presence of these heritage sites.”*

*While setting the theme of the Conclave, **Mr. Narender Bhardwaj, Chair – Himachal Pradesh Chapter, PHDCCI,** said, “Himachal Pradesh has something in store for all aspects of tourism; its beauty lies in its diversity. Cultural Heritage – both tangible and intangible are resources that need to be protected and carefully managed. It is fundamental that tourism authorities study how best to develop these cultural heritage sites while protecting and preserving them for the long-term.”*

***Mr. Rajan Sehgal, Co-Chair – Tourism & Hospitality Committee, PHDCCI,** said, “A great deal of tourism relies on places with natural, indigenous and historic significance which tourism products are based. In order to respect the cultural significance of the destination, people involved in tourism industry need to be sensitive to cultural groups who have a special interest in them and they need to be directly involved in the planning and promotion of the destination.”*

*The **Valedictory Session** had the presence of **H. H. Maharaja Gaj Singh**, President of Honour, Indian Heritage Hotels Association; **H.E. Mr. Alejandro Simancas Marin**, Ambassador, Embassy of the Republic of Cuba in India; **Mr. Iliya Dekov**, Minister Plenipotentiary & Head of Trade and Economic Affairs, Embassy of the Republic of*



*Bulgaria to India; **Dr. Laszlo Makk**, Economic and Commercial Counsellor, Embassy of Hungary to India; **Mr. Yawo Edem Akpemado**, Second Counsellor, Embassy of Togo in New Delhi, India; **Ms. Maalvika Pathania**, Convenor– Himachal Pradesh State Chapter, Indian National Trust for Art and Cultural Heritage.*

***Mr. Abinash Manghani**, CEO, WelcomHeritage Hotels gave a detailed presentation on the company's expansion plans while **Mr. Sanjay Kumar**, Head (CPMS), Pawan Hans Limited spoke in length about the scope and need for promotion of Heli Tourism in the country.*

*Over two years being lost and with the pandemic hitting across a number of countries, calls for creation of new partnerships and collaboration which shall reinvent and diversify the offerings of Cultural and Heritage Tourism with larger focus on sustainability. The Speakers highlighted that culture and heritage acts as an engine for tourism development which is truly sustainable and we can look forward to nourishing the balance of universe through tourism and culture.*

*The Conclave was moderated by **Dr. Yogesh Srivastav**, Assistant Secretary General, PHDCCI and attended by over 100 delegates from the travel and hospitality industry.*

*A **Heritage Walk** will be organized on 23 April 2022 from 7:00 AM onwards around the **Queen of Hills** for the delegates to enjoy the heritage city of Shimla, not only as past but as a living tradition.*

*The Conclave was supported by the **Ministry of Tourism, Government of India; Superior Industries; Pawan Hans Limited and Depioneer Holidays India.***

*The soft copy of the Knowledge Report can be downloaded from the below link:  
[https://drive.google.com/file/d/1LDDwQDjZTjbv2PL6uNQBfRmWAIMTgvi6/view?usp=s\\_haring](https://drive.google.com/file/d/1LDDwQDjZTjbv2PL6uNQBfRmWAIMTgvi6/view?usp=s_haring)*

*The event was sponsored by PHDCCI's Annual Sponsors– Multani Pharmaceuticals Ltd; Star Wire; PG Industry; Uflex Ltd; DLF Ltd; Continental Carriers Pvt Ltd; Belair Travel & Cargo Pvt Ltd; Radico Khaitan Ltd; Jindal Steel & Power; MMG Group; Paramount Communications; Superior Industries Limited; JK Tyre & Industries Ltd; SMC Investments and Advisors Ltd; Crystal Crop Protection Ltd; Sagar Group of Industries;*



*Samsung India Electronics; Comtech Interio; R E Rogers; AYUSH Herbs Private Ltd; Apeejay Styra Group; DCM Shriram; EaseMyTrip; Blossom Kochhar Beauty Products Pvt Ltd; Oswal Greentech; Trident Group; MV Cotspin Ltd; Synergy Environics Ltd; Ajit Industries Pvt Ltd; P S BEDI & Co.; Indian Farmer & Fertilizers Corporation Ltd; Jindal Steel; Hindware Sanitary; Modern Automobiles; Livit Ltd; Central Coalfields Ltd; Axa Parenterals; Bhagwati Plastic and Pipes Industries; J K Insurance Brokers Ltd; DD Pharmaceutical Ltd.*

*Ends*

*Media Division*

*PHD Chamber of Commerce and Industry*

### **PHOTO CAPTIONS:**

***Image 1:*** Dignitaries releasing the Knowledge Report titled 'Heritage as a key driver of Sustainability'

***Image 2:*** H.E. Mr. Rajendra Vishwanath Arlekar, Hon'ble Governor, Government of Himachal Pradesh and Mr. Pradeep Multani, President, PHDCCI

*Image 3:* Mr. Yawo Edem Akpemado, Second Counsellor, Embassy of Togo in New Delhi, India; Dr. Laszlo Makk, Economic and Commercial Counsellor, Embassy of Hungary to India; H.E. Mr. Alejandro Simancas Marin, Ambassador, Embassy of the Republic of Cuba in India; Mr. Iliya Dekov, Minister Plenipotentiary & Head of Trade and Economic Affairs, Embassy of the Republic of Bulgaria to India; Mr. Sanjay Kumar, Head (CPMS), Pawan Hans Limited; Mr. Abinash Manghani, CEO, WelcomHeritage Hotels; and Ms. Maalvika Pathania, Convenor – Himachal Pradesh State Chapter, Indian National Trust for Art and Cultural Heritage

*Image 4:* Master Arunoday Singh, Kaun Banega Crorepati Contestant from Himachal Pradesh being felicitated by H.E. Mr. Rajendra Vishwanath Arlekar, Hon'ble Governor, Government of Himachal Pradesh