myGov task

10 measures (mantras) to make India the hub for “Spiritual Tourism”
India is home to a rich culture and legacy. It celebrates diversity and embraces plurality. Hon. Prime Minister Shri Narendra Modi has time and again emphasised on building “Brand India” with a special focus on Spiritual Tourism.

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Suggest 10 measures to support spiritual tourism in the country and compile them in a document.
Main aspects of Task

- What’s Spiritual Tourism?
- Journey of Spiritual Tourism
- 10 Measures/Mantras to promote Spiritual Tourism
- Effect of 10 Measures/Mantras on Spiritual Tourism
- 10 Measures /10 Mantras, in detail
- Few Innovative ideas extracted from 10 Mantras to promote Tourism – Most Imp.
- Final word - Last but not the least……
What’s Spiritual Tourism?

- At best, ‘Spiritual Tourism’ can be called as a journey undertaken by people / group, to a place of utmost sanctity having ‘importance & significance’, in search of moral or religious or SPIRITUAL fulfillment!

- It’s a memorable journey of unflinching faith and personal belief, in search of divine awakening & commitment to what one believes !!

- Often, this journey is equated to PILIGRIMAGE or YATRA !!!
A journey of Spiritual Tourism

- The place of spiritual Tourism could be a journey to ……..
  - a place of worship such as Tirupatii or Rameshwaram
  - a place of birth of divine power such as Ayodhya or Mathura
  - a place of religious significance Varanasi or Vaishnodevi
  - a religious event such as Kumbh Mela in Allahabad or Ujjain
  - an annual event of grandeur such as Dussera in Mysore
  - a place of important history such as Bodh Gaya / Somanath
  - a life time memorable journey to Amarnath Yatra / Kailash Maanasa Sarovar Yatra

and much more, as one can find so many such examples !!
The ultimate objective of this spiritual journey could be in search of ......

- Fulfillment of a commitment / mannat
- Divine Happiness ....Pure Khushi
- Abundant Prosperity & above all.....
- Above all, Peace / Moksha

...often guided by self commitment and unflinching belief, unquestionable faith & PURE BHAKTI towards what people truly believe!
Well, Not just that.....

Spiritual Tourism is much more too the nation

Apart from Spiritual values associated with Spiritual Tourism, it also give us our country ........

- Job Creation/Newer Opportunities
- Employment to locals / youth
- Growth of Economy / GDP
- Earning of precious Foreign Exchange
- Image building of BRAND INDIA – Incredible India

And, above all, an opportunity to make to our place ‘clean & green’, thereby ‘presentable’, ‘friendly’ & ‘hospitable’ to all!
How to Promote Spiritual Tourism?

10 measures to Promote Spiritual Tourism?
Well, No need to look around for measures!

“ANSWER LIES WITHIN”

- Be Spiritual
- Believe in Spirituality
- Follow Spirituality….Rest follows automatically!

Because, 9 mantras are within “SPIRITUALITY ITSELF”, Add the most important mantra, ONE GETS 10 MEASURES OR 10 MANTRAS TO PROMOTE SPIRITUAL TOURISM.
9 Nava Mantras, in brief,
to promote spiritual Tourism

1. S - Spirituality / Sanctity / Security
2. P - Place / Policy / Promotion
3. I - Information / Integrity / Initiative
4. R - Rights / Recreation / Responsibility
5. I - Importance / In heritance / Indian-ness
6. T - Transport / Treatment / TV
7. U - Uniqueness / Unity / Utilities
8. A - Accessibility / Ability / Amiability
9. Y - Yoga / Youth / Yield
10th & MOST IMPORTANT MANTRA or ‘call it MOTTO in TOTO’ to promote Spiritual Tourism

10th Mantra / Motto in Toto

अतिथि देवो भवः
10 Mantras ..... 10 Measures to improve / promote Spiritual Tourism

Take care of these 10 Mantras...10 measures

- Follow it detail....with care & devotion
- Nurture it ....with sincerity & dedication

Then see the results.....

- Tourism would grow....multi-fold
- Tourism promoted....Tourism unlimited
10 Mantras ….. 10 Measures to improve / promote Spiritual Tourism

- Let’s Examine now....

- Each & Every Mantra / Measure in detail....

- How to use these Mantras to ..... ‘promote Spiritual Tourism’
"Spirituality / Sanctity / Security"

Discover the SPIRITUALITY of each place & share it

- Most important tool to promote spiritual tourism

- Spiritual significance of every place / spot needs to be studied / researched in depth and be documented in the public domain for the information of one & all

- Measures to improve the awakening of spirituality at the tourist places & adjoining locales need to taken up eg. Recent introduction of “jai mata di” songs in the Mata Vaishno Devi Route from Katra
1st Mantra
“Spirituality / Sanctity / Security”

Enhance the SPIRITUALITY of each place

- Authorities concerned shall try to enhance the spirituality of each place by what ever possible measures which helps to do that, such as ....
  - Introduction of light devotional songs / music in the area of Q hall so that, people do not indulge in idle talk due to boredom, which might reduce the spiritual importance of the place
  - Display of Video visuals of place of worship in the waiting hall / Q hall
  - Surrounding area / ambience of any place of importance / significance should not have distraction elements around
1st Mantra
“Spirituality / Sanctity / Security”

Preserve the SANCTITY of each place

- Environment in and around Spiritual Tourist Spot should be preserved in a way that, it should rekindle the spiritual awakening of tourists without affecting the SANCTITY of the place.

- Sanctity of each place & around should be preserved to ensure that, in no way, the spirituality & sanctity of the place are harmed. Eg. One cannot have indecent film posters just outside the four walls/car street of temple/religious place.

- A clean / tidy and well kept area / ambience is very much responsible for enhancing the sanctity of the place.
1st Mantra
“Spirituality / Sanctity / Security”

Take care of the Safety / Security aspect of each place

- This is a new dimension / factor which needs to be taken care in view of the few recent incidents / disturbances such as stampede during the temple festivals, Uttarakhand Calamity / Amarnath Yatra Casualty etc..

- Any fear of Calamity or Casualty will have an impact on tourist flow & hence confidence building measures shall be taken & publicised through media/net to assure the tourists about the plans taken for their safety & security – so that tourists are fearless to plan their tour
1st Mantra

“Spirituality / Sanctity / Security”

Take care of the Safety / Security aspect of each place

- Safety / Security of the tourists taking part in yatra such as Amarnath / Kailash Manas sarovar Yatra would ensure more inflow of spiritual tourists

- More Tourists flow can happen if there’s full assurance of Safety & Security for the Tourists taking part in many YATRA / PILIGRIMAGE

- Better Crowd management at Tirupati / Shirdi is classic case / example to prove the above
Let’s have a clear Tourism Policy, ideally, spot specific Policy

- Policy Shall also give broad directions addressing the following key aspects:
  - Enhancement of Spirituality / Sanctity of the spot
  - Development of spot
  - Facilitation of better connectivity to spots
  - Provision of essential facilities at the Spots
  - Creation of Tourist friendly environment in the spots
  - Maintenance of clean & green surroundings
  - An action plan to address all the issues covered in 9 manthras
  - Above all, make all that possible to give every tourist a feeling of being true “Athithi”, - Who’s treated like a GOD!
Let’s be specific on Tourism Policy

- Yes, first & foremost, we need India Specific Spiritual Tourism Policy so that all stake holders work towards the common goals set for promotion of spiritual tourism, all over India.

- But, Let also have State, and if possible, area specific spiritual Tourism Policy as well, so that, local stake holder also are aware of their goals and direction through which they need to work.

- This is essential, as at times, spiritual policy guidelines may have to be varied, keeping in view of the specific needs & significance of the tourist spots which may not be alike every where!
2nd Mantra

“Policy/ Place/ Promotion”

Let’s spread the awareness about the PLACE

- India is undoubtedly the world’s largest hub of spiritual tourism, with countless important & significant shrines / places of divine spirit and cultural value.

- Almost every state has so many tourist spots of spiritual significance, place of full of divinity, serenity and importance........yet ............

- Yet, if you ask any aam admi, on an average, 7 to 8 out of 10 people, may not be aware of more than 10 places of such importance in India.

- Above all, Let’s have Sanskrit tagline for every spiritual Tourist spot – Eg : NAMO Venkatesha for Tirupati ; Jai Mata Di for Vaishno Devi ; sharanam Aiyyappa for Sabarimala
Let’s spread the awareness about the PLACE

- India has more than 100 shrines of divine importance and supreme significance, virtually in every state / every region / every religion / every significance!

- Yet, 7 to 8 people out of 10, may not have visited more than 10 shrine so far & this factor should help to grow the spiritual tourism in the days to come

- Many in the South are not aware of such places beyond the Vindhyas and same way, people in the north, are not aware of places of spiritual significance below the Vindhyas

- Hence, there’s a need to increase / spread the awareness of the importance & spiritual significance of the spots all over
2nd Mantra
“Policy/ Place/ Promotion”

Let’s PROMOTE the awareness about the place

- We need to have better TOURISM PROMOTION activities

- Today, Tourism Promotion Development Corporation is most active only in capital cities and they are almost non-existent in many places

- Tourism Development Corporation office / personnel should have office not just in their mother state, but they should also have an active office / at least resident tourist officers, in other state centers too, to promote the spiritual tourism of their home state

- These officers need to be active with visit of various corporate / banks / industries with presentation & promotional schemes etc..
3rd Mantra
Information / Integrity / Initiative

Let’s give RIGHT INFORMATION

- Information about every place of spiritual importance is there in the net.....but there’s a need to disseminate RIGHT INFORMATION!

- RIGHT INFORMATION ABOUT THE PLACE IS VERY IMPORTANT & KEY TO PROMOTE SPIRITUAL INFORMATION!

- Today, when we google any place, one would get hundreds of pages / site, but one hardly knows, which is authentic and which’s not!

- Authorities should therefore spread the INFORMATION ABOUT THE AUTHORISED WEB PAGE WITH REAL TIME UPDATES, so that, no tourist is misguided with false / misleading information.
3rd Mantra
Information / Integrity / Initiative

Let’s give RIGHT INFORMATION, in GRAPHIC DETAIL

- In the net, we may have lots and lots of information about any place of spiritual significance, but let us go deeper and explain the significance of even smaller details such as….
- (Examples, to mention a few, but not limited to….)
  - History of Kailash Manas Sarovar / Amarnath Yatra with statistics
  - Reasons behind famous Deepa – Aaradhana in Kashi Varanasi & Origin/significance of Diya / lamp for religious / imp. ceremonies
  - Sanctity/sacredness of River Ganga or any other river
  - Why in India, we have this tradition of worshiping Rivers / Cows
  - Significance of wearing Rudraksha or Tulasi mala – why / what ?
  - In sum, dissemination of finer details of above kind, helps to promote spiritual tourism – Let’s spread this awareness!
3rd Mantra
Information / Integrity / Initiative

Let’s have Integrity

- Integrity of the people / firm / authority in any business is important for its promotion as well as survival.
- Tourism business is no different & we need to have people with integrity, sincerity & dedicated to handle this.
- The Authorities involved with promotion as well as Tourism activities should be guided by the motive of serving the nation through this job.
- A bad case / display of integrity by the people concerned can have a discouraging impact on the tourists (domestic / international), and a tourist might take a vow not to return to this place, in case of bad experience; Let’s take care of this!
Let’s take INITIATIVE to promote

- All Tourism related bodies should take novel / innovative initiatives to promote tourism, including spiritual tourism
- Audio / Video / Media visuals through famous celebrities / brand ambassadors have helped many states and it’s worth emulating
- Any initiative, backed with solid planning, hard work would definitely yield results.

ABOVE ALL, LET’S TAKE INNOVATIVE INITIATIVES TO ENSURE GOOD PUBLICITY TO ALL OUR TOURIST SPOTS THROUGH TV/SOCIAL MEDIA / YOUTUBE ETC..
Let’s understand the RIGHTS / RECREATION of Tourists

Let’s be responsible for their welfare!

- Tourists are like Guests and Guests are to be treated with unwritten rules and rights; Guests, regardless of their stature, have to be respected & treated alike.

- Let’s follow and respect the rights of Tourists and treat him with respect, no matter, poor or rich, tourist is a tourist!

- Guests should be treated in a way that, they should recommend their near & dear ones to visit the place, rather than discourage due to any ill treatment.
Let’s understand the RIGHTS / RECREATION of Tourists

Let’s be RESPONSIBLE for their welfare while on tour!

- At any locations, Tourists need proper amenities including recreation facilities such as proper hotels / decent food / rest rooms / toilets etc.. So that, they can feel @ home, even when they are away from home; they do not have to run around for any immediate needs such as drinking water, lunch/dinner / medicines etc..

- Tourist authorities should take the responsibility of safety / security and ensuring the authorized rights of the tourists / groups and work towards achieving that—without hurting them
5th Mantra
Importance / In heritage / Indian-ness

Let’s showcase the IMPORTANCE / INHERITANCE / INDIANNESS of each spot

- Every tourist spot will have some importance on account of certain reasons and these reasons should be projected by Tourism authorities in the public domain TO SHOWCASE THE IMPORTANCE OF THE PLACE

- Similarly, Every Tourist spot of spiritual importance & significance will have some cultural values and historic inheritance of the past, which shall be brought out and showcased;
Let’s showcase the IMPORTANCE / INHERITANCE / INDIANNESS of each spot

- In western countries, people show case even an 100 year old monument or place as historic achievement, where as in India, we have so many historic / spiritual monuments / places of importance with history of even thousand years or more …Let’s showcase this to the world as a POWER HOUSE OF ANCIENT CIVILISATION

- Each spot has an Indian touch and let’s project this INDIANNESS of the spot as well to the entire world;

- One must ensure PROMOTION OF BRAND INDIA through this, and whatever steps taken should not hurt Brand India
Let’s have proper TRANSPORT to each spot

- Every Tourist Spot shall have proper access / transport facility to suit the convenience of tourists / travelers
- Inconvenient / Irregular timings of Trains / Buses etc.. are a big, in fact one of the major deterrent, to most of the tourists
- One must have extra / additional trains / buses during festival / vacation season etc.. to reduce the crowd rush
- Importance should be given to local transporters such as Auto / Taxi / Local Tour Operators etc.. To assist in this process without misleading or taking the tourists for a ride
Let’s have proper TRANSPORT & TREATMENT @ each spot as well

- Just as our Airports have Tourist Information Centers, let’s also have such centers all over our important Railway Stations / Bus – Stations

- Big Stations / Bus Terminals can also have e – portals through which information can be accessed

- In all such cases, e- portals shall be updated regularly to avoid giving misinformation

- Display of basic details of all tourist spots nearby (such as distance, how to reach / bus timings etc. should be made mandatory at the Bus / Railway terminals
6th Mantra
Transport / Treatment / TV

Let’s have proper TREATMENT @ each spot as well

- Tourist Authorities as well as natives of the Tourist Spots should treat the tourists with care, love, affection.

- Every stake holder should assume and think that, prestige of his / her town / city / tourist spot is at stake and their behavior with tourists (domestic or international) will have an impact on the tourist inflow.

- A good treatment to the tourist at the spot / place would result in positive feedback which may result in word of mouth publicity for the spot as well as for the state / country.
Let’s showcase **SPIRITUAL TOURISM** through a T TV

“24 X 7 - TOURISM TV CHANNEL”

- **LET’S EXPLORE THE POSSIBILITY OF SEPARATE FREE TO AIR NATIONAL LEVEL TOURISM TV CHANNEL FOR PROMOTION OF SPIRITUAL TOURISM** as well as tourism related programs, covering each & every state of our country, **IN THE LINES OF DISCOVERY / NAT. GEOGRAPHIC CHANNELS**
Let’s showcase SPIRITUAL TOURISM through a TV channel “24 X 7 - TOURISM TV CHANNEL”

- Through this channel, details / information on any forthcoming festival / programme at any particular spot can be telecast for the benefit of viewers.
- For example, before Annual Amarnath Yatra, details of this yatra can be telecast (with repeat telecast few more times) two – three months before giving the details of tour.
- For example, in Oct., we can cover / telecast any famous events likely to take place in the month of Dec. / Jan.
Let’s project the UNIQUENESS of each spot

- Every tourist spot of spiritual significance has an uniqueness attached to it and enough publicity should be given to showcase / promote that – which can become the USP of that spot

- USP of every tourist spot should get wide coverage in tourism brochure / booklets / media coverage etc..

- Based on this uniqueness of the spot, suitable tagline can also be generated which can underline the promotion further
Let’s UNIFY or try to project UNITY among people through spiritual tourism

- Since tourism of any kind, in particular spiritual tourism, brings people of different area / different background, poor or rich, irrespective of caste, creed or religion TOGETHER, let’s try to unify / unite people through tourism. ONE INDIA – INCREDIBLE INDIA!

- UNITY THROUGH TOURISM should be the new mantra!

- Brotherhood / Neighborhood / Friendship of north – south / east – west should unite to project ONE INDIA THROUGH TOURISM OF ALL KINDS!!
Let’s provide / ensure UTILITIES OF ALL KINDS at every tourist town / city / spot

- Every Tourist town / city of spiritual significance shall have following utilities which can serve the tourists……..

- Enough rest rooms / lodgings (eg. Tirupati / Vaishnodevi)
- Enough clean & well maintained Toilets / Bathrooms / wash rooms / water taps etc..
- Availability of ATM Counter at walkable distance
- Essential item shop for mineral water / eateries etc..
- Decent & clean Hotels for boarding / refreshments / Tea / Coffee
- Reasonable shops where one can buy specialties of the place
Let our Utilities of Tourist Spots be Spotless in Cleanliness!

- Cleanliness at every tourist spot, more so at spiritual tourist spot is absolutely essential and authorities should work towards ensuring this without fail.

- SWACHH BHARAT Abhiyan applies to Spiritual Tourist spots (inside / outside / in & around) as well and all the people concerned (both authorities as well as Tourists) should ensure cleanliness of the area.

- CLEANLINESS SUCCEEDS CLEANLINESS & DIRTINESS BREEDS DIRTINESS – Let’s understand this and follow it.
7th Mantra
Uniqueness / Unity / Utilities

Let our Utilities of Tourist Spots be
Spotless in Cleanliness!

- Display of quotable quotes, catchy slogans on cleanliness / necessity to maintain the area & clean in strategic locations of the tourist spot, without spoiling the sanctity of the area / tourist place should be done.

- Some of these instructions / importance of cleanliness to maintain the area clean & green can be printed on the back of entrance ticket, if any, in Hindi/English/Regional lang. of that state.

- Let’s instill the discipline & sense of maintaining cleanliness in one & all at the entrance of spots itself!
Let our Utilities of Tourist Spots be Spotless in Cleanliness!

- Entrance of any tourist spots is key, if we maintain it clean, it’s the way forward to keep the area neat.

- In addition, if we maintain cleanliness inside all our tourist spots, every tourist will be forced to maintain that...take for instance, two model places.....of spiritual significance......

Swami Narayan Temple in Delhi – North India or Vivekanand Rock Memorial in Kanyakumari – South India, both places are maintained spick and span & nobody dares to make it dirty.....as,

“CLEANLINESS SUCCEEDS CLEANLINESS !”
“DIRTINESS BREEDS DIRTINESS ! !”
Let’s follow SWACHH BHARAT @ SPIRITUAL TOURIST SPOT TOO

“SWACHH TOURISM”

Regardless of Domestic or International Tourists, there are certain basic requirements, which must be adhered to promote tourism of all kinds at all our tourist spots:

- Better cleanliness around / maintenance throughout
- Zero tolerance towards littering by tourists of any kind
- Easy availability of dust bins for use
- Clean & well maintained Toilets at all Tourist spots
- Availability of Fresh Air / Water for drinking / gardening
- Tourist friendly staff/guides/direction arrow at all places

7th Mantra
Uniqueness / Unity / Utilities
Let’s make our TOURIST SPOTS / UTILITIES easily accessible

- Infrastructure of all tourist spots of spiritual significance should be improved such as good approach roads, wide roads, enough parking space, clear signage etc..

- All these may be small issues, but helps in the long run to promote tourism as good roads saves time, energy, money and fuel and more places can be covered, which in turn helps the tourism economy to grow

- Bad facilities / infrastructure are a big deterrent to tourist flow – SO, LET’S MAKE IT EASY – ACCESSIBLE!
Let’s entrust the management of the SPIRITUAL TOURISM in ABLE hands

- Inspite of all these good facilities / infrastructure etc., the end result could still be naught, if the works are not assigned to able hands which is very important.

- People who are really interested in working for the cause of TOURISM PROMOTION should be entrusted with the responsibility.

- Local authorities, each & every person, assigned with a particular job in the tourist spot is brand ambassador of that particular place & his/her behaviour matters & this should be kept in mind and be conveyed to one & all in clear terms.

8th Mantra
Accessibility / Ability / Amiability
8th Mantra
Accessibility / Ability / Amiability

Display of affection / Amiability in handling / treating the spiritual tourist is the Hall mark of SPIRITUAL TOURISM

- People who’re entrusted with any kind of responsibility in Tourist spot (including the religious shrines / temples / places of worship) should be affectionate, AMIABLE and shall not be rude to the tourists, who have come from far off distances.

- People should be trained to be positive with loads of patience to handle any kinds of tourists and the situation shall be handled with care, without hurting anybody
Let’s promote YOGA which should be an integral part of SPIRITUAL TOURISM

- YOGA is INDIA’S ANCIENT GIFT TO THE MANKIND & LET’S PROMOTE SPIRITUAL TOURISM BY SHOWCASING YOGA

- It’s the capacity to turn the entire world into a HEALTHY WORLD – INDIAN YOGA FOR THE HUMANITY OF WORLD!

- Through YOGA, let’s spread PEACE, SERENITY, PURENESS, HAPPINESS & HEALTH to the HUMANITY – Let’s promote it in a big way – which can bring lots of people from all over to our country. INDIA CAN BE A YOGA GURU TO THE WORLD!

- YOGA alone can bring LOTS OF INT. TOURISTS TO INDIA – Let’s realize this & do all that possible to achieve it!!
Let’s encourage our interested YOUTH to BECOME TOURISM GUIDES

Which should help to promote SPIRITUAL TOURISM

- Abroad, Tourism Guides have lot of demand, respect and job at hand – which is well utilized

- Tourism can create lot of job opportunities for many of our youngsters in famous tourist spots as TOURISM GUIDES & AS WELL AS TOURISM RELATED JOBS.

- Guides should be trained in each & every finer detail of spiritual tourism, covering A to Z aspects of it.
Let’s encourage & train our interested YOUTH to BECOME ‘PROFESSIONAL TOURISM GUIDES’
Which should help to promote SPIRITUAL TOURISM

- India needs to take up this aspect seriously & train / mentor our Tourist Guides through Tourism Development Councils, reg. do’s and don’ts, PR / HR & Communication skills & ofcourse, with the good brush / knowledge of spiritual history of the area / spot / significance etc..

- Local artists / artisans / talented individuals / groups can also be asked to display their talents in the tourist spots on special occasions to showcase not only their talent but also the great Indian talent
Let’s also keep a watch on YIELD to the ECONOMY through Spiritual Tourism

- Spiritual Tourism brings lots of Spirituality and helps the nation to grow, not just spiritually but ECONOMICALLY too.

- One cannot therefore ignore need of TOURISM for its YIELD to our ECONOMY & ONE THING FOR SURE, TOURISM CANNOT GROW ON LOSS

- At times, some places of importance / significance may involve heavy investments make it attractive from Tourism angle, and yield from the TOURISM cannot be overlooked.

- All Tourists should have kind understanding of the above, and help to promote the same without being negative on account of such situation
Above all, 10th & MOST IMPORTANT MANTRA or ‘call it MOTTO in TOTO’ to promote Spiritual Tourism is अतिथि देवो भवः
Let’s follow this ancient scripture / guideline given by India to the world ……

Atithi Devo Bhavah [Atithi devo bhavaḥ] (Sanskrit: अतिथि देवो भवः; English: 'The guest is God' or 'Guest become God') which is a Sanskrit verse, taken from an ancient Hindu Scriptures which became part of the "code of conduct" for our society.

Atithi devo bhav regards a procedure of the Host-Guest relationship.

Let’s follow this main motto in true letter & SPIRIT……..SPIRITUL TOURISM WILL GROW MULTIFOLD IN LEAP & BOUNDS – LET’S BE SPIRITED ABOUT IT !!
An Idea can change our outlook on Spiritual Tourism

- Let’s have SANSKRITISED TAGLINE for every Spiritual Tourist Spot
- Let’s have T – TV …Tourism based 24 x 7 free to air channel in the lines of Discovery / National Geographic Channel
- Let our Banks give / sanction Loans for undertaking spiritual yatra at subsided rates for the needy people - Most Important
An Idea can change our outlook on Spiritual Tourism

- Let’s have a TOURISM UNIVERSITY (may be @ Goa!) to teach all aspects of Tourism to those who’re interested to make a career in Tourism including career guiding on “how to be an effective Professional Tourist Guide” in all needy foreign languages.

- For Govt. Servants & Private Cos, firms have once-in four-year All India LTC scheme. Can Govt. think of similar scheme with sponsored or subsidy to needy ordinary citizens below BPL, i.e. ALL INDIA LTC scheme to SELECTED SPIRITUAL TOURISM SPOTS, once in 5 or at least 10 years with subsidy or benefits of tour ticket going straight to ADHAAR LINKED BANK ACCOUNT! IT’S WORTH A TRY, AS IT MIGHT HELP TO BOOST TOURISM!!
Last, but not the least …..

Let’s make our Spiritual Tourism …..

- **T** - Tourist Friendly for one & all
- **O** - Opportunity generator for one & all
- **U** - Universally acceptable for one & all
- **R** - Recreation event for one & all
- **I** - Income earner for one & all
- **S** - Spotless in cleanliness for one & all
- **M** – Memorable for one & all
So, Let’s all join to make our Incredible India......

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