



Utsav Portal

Why in News?

- Recently, Rajasthan has been chosen as the best state in the list released by the Ministry of Tourism, Government of India on the 'Utsav Portal'. In this list, Kerala has got second place, Uttar Pradesh has got third and Andaman and Nicobar has got fourth place.

Key Points

- Rajasthan has got the first position on the basis of outstanding performance. Rajasthan has uploaded all the information related to maximum 22 fairs and festivals on the Festival Portal website.
- Rajasthan is known in the country and the world for its rich cultural, historical heritage, religious places, famous temples, ancient forts, palaces, delicious cuisine and natural beauty.
- In Rajasthan, apart from live darshan links of several religious places like Shri Govind Devji and Moti Dungri Ganesh Temple (Jaipur), Pushkar Mela (Ajmer), Mewar Utsav (Udaipur), Teej Utsav (Jaipur), Kumbhalgarh Utsav (Rajsamand), Braj Holi Festival (Jaipur) Information of several fairs and festivals like Bharatpur, Gangaur Utsav (Jaipur), Maru Mahotsav (Jaisalmer) have been recorded on the portal.
- It is worth mentioning that the Utsav portal website is a digital initiative. It was launched by the Union Ministry of Tourism in the year 2021 at the time of corona epidemic to bring the tourist places of the country on the global stage and to help the tourists.
- Its purpose is to popularize the famous tourist places of different states of the country and the world, live telecast of worship, aarti in fairs, festivals and major temples, so that people can enjoy them sitting at home. Also, they should be able to prepare the upcoming itinerary easily.
- Complete information related to tourism is easily available on the Utsav portal. Official social media links, official websites, brochures and contact details of the organizing committee and easy access to the destination by air, rail and road are being provided on the portal. This is helping the tourists in planning to reach the tourist destinations.
- Live Darshan of various religious temples, tourist places, events, fairs and festivals are given on the website. The website is constantly being updated keeping in mind the convenience of the tourists. New information related to all upcoming fairs and festivals in the tourism sector is being updated rapidly on the website.