



Bharat Parv 2021

Why in News

The **annual event Bharat Parv** was celebrated from 26th to 31st January, 2021 on a virtual platform created by the **Ministry of Tourism**.

- On the occasion, the Ministry dedicated three virtual pavilions - **Dekho Apna Desh, Statue of Unity & Incredible India.**

Key Points

▪ About the Bharat Parv:

- It **envisages generating patriotic fervor and showcases the rich and varied cultural diversity of the country.** This event celebrates the “**Essence of India**”.
- The **Ministry of Tourism organizes Bharat Parv every year since 2016** in front of the ramparts of the Red Fort on the occasion of Republic Day Celebrations from 26th to 31st January.
- **Bharat Parv 2021** showcased many pavilions of Central Ministries, State Theme Pavilions, Handicrafts, Folk performances from various states and UTs etc.

▪ 'Dekho Apna Desh' Campaign:

- It was **launched by the Ministry of Tourism** in 2020.
- It is an **initiative to encourage the citizens to travel widely within the country** and explore the wonders of India thus **enabling the development of Domestic Tourism tourist facilities and infrastructure** in tourism spots in the country.
- The Ministry has also organised **a series of webinars** on various cities, states, cultures, heritage, wildlife, adventure, etc.

▪ Statue of Unity:

- It is the **Sardar Vallabhbhai Patel monument** in the Narmada district of Gujarat.
- The **Statue of Unity**, designed by the Indian sculptor Ram V. Sutar is the world's tallest statue, with a height of 182 metres.
- Statue of Unity pavilion also exhibited the idea of '**Ek Bharat Shreshtha Bharat (EBSB)**' which aims to:
 - **Enhance interaction & promote mutual understanding** between people of different States/UTs through the concept of State/UT pairing.
 - **Promote a sustained and structured cultural connect** in the areas of language learning, culture, traditions & music, tourism & cuisine, sports and sharing of best practices, etc.

▪ Incredible India Pavilion:

- It comprised information on **UNESCO World Heritage Sites**.
- India has **38 world heritage sites**, including 30 cultural properties, 7 natural properties and 1 mixed site. The **latest one included is Jaipur city, Rajasthan.**

Source:PIB

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