



# Pochampally is One of the Best Tourism Villages: UNWTO

## Why in News

Recently, **Pochampally village in Telangana** was selected as one of the **Best Tourism Villages** by [United Nations World Tourism Organisation \(UNWTO\)](#).

- The **award will be given** on the occasion of the **24<sup>th</sup> session of the UNWTO General Assembly in December 2021** in Madrid, Spain.
- The Union Ministry of Tourism has also drafted a [Rural Tourism Policy](#) which will not only promote tourism within our villages but also revitalise local arts and crafts and promote rural economy.
- Earlier, [Rudreswara Temple](#), (also known as the Ramappa Temple) at Mulugu district, Telangana was inscribed on [UNESCO's World Heritage list](#).

## Key Points

- **Pochampally Village:**
  - Pochampally in **Nalgonda district** is often referred to as the **silk city of India** for the exquisite sarees that are woven through a unique style called [Ikat](#).
    - This style, Pochampally Ikat, received a [Geographical Indicator \(GI Status\)](#) in 2004.
  - Pochampally's **unique weaving styles and patterns** received special focus through the Prime Minister's mantra of **Vocal 4 Local** as a part of [Atmanirbhar Bharat](#).
    - In 2015, to recognise the **diversity of weaving techniques** and our rich handloom tradition, the Prime Minister inaugurated the first [National Handloom Day](#) on 7<sup>th</sup> August as **a tribute to the formal proclamation of the Swadeshi Movement** that was made in a **meeting at the Calcutta Town hall on the same day in 1905**.
  - Pochampally is **also known as Bhoodan Pochampally** to commemorate the **Bhoodan Movement** that was launched by [Acharya Vinobha Bhave](#) from this village on **18<sup>th</sup> April, 1951**.
    - Vinoba Bhave was the first international figure to receive the [Ramon Magsaysay Award](#) in 1958. He was awarded [Bharat Ratna](#) posthumously in 1983.
  - The Ministry of Tourism recommended three villages for the UNWTO Best Tourism Village entry from India. However Pochampally, was awarded as one of the best Tourism Villages by UNWTO.
    - These were **Kongthong in Meghalaya, Ladhpura Khas, Madhya Pradesh and Pochampally in Telangana**.
- **Best Tourism Villages Initiative:**
  - It is a **Pilot initiative by UNWTO** to highlight those villages where tourism preserves cultures and traditions, celebrates diversity, provides opportunities and safeguards biodiversity.

- It aims to **award those villages which are outstanding examples of rural destinations** and showcase good practises in line with its specified nine evaluation areas.
- It also aims **to support villages to enhance their rural tourism** potential through training and access to opportunities for improvement.

### United Nations World Tourism Organisation

- It is the **United Nations Specialised Agency** responsible for the promotion of responsible, sustainable and universally accessible tourism.
- It was **established in 1975** with **headquarters at Madrid**, Spain.
- UNWTO encourages the implementation of the **Global Code of Ethics for Tourism**, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts.

[Source: PIB](#)

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