



KAMARAJ IAS ACADEMY
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Incredible India Campaign

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Why is in news? Azad Bharat Ki Baat- Akashvani Ke Saath: Story of INCREDIBLE INDIA CAMPAIGN

Incredible India is the name of an **international tourism campaign** maintained by the Government of India since 2002, to **promote tourism in India**. The "Incredible India" title was officially branded and promoted since 2002.

With its diverse and colourful geography, India offers its tourists the highest mountains, the deepest ravines and valleys, wide deserts, white sand beaches, coasts, dense forests, flowing rivers, serene ghats, finest architectural heritage, the largest tiger reserve, and many other natural wonders.

The purpose of the campaign started by the **Tourism Ministry** was to make a brand out of India that depicted its history, diversity, religious beliefs, and spirituality, all in all, it showed India as the melting pot of cultures that it was and is to this date.

The impacts of the Incredible India campaign were vast and the entire country reaped profits because of it, and the campaign indeed served its purpose.

In the first year of the launch of this campaign, India witnessed an upsurge of 16 percent in foreign tourist increase compared to the year prior.

The campaign increased tourism, and demands for hotels, restaurants, cafes, and many other things like parks and tourist site activities.

Incredible India proved to be an extremely good opportunity for small-scale businesses to flourish. Demands for handmade pottery, jewelry, artifacts, and many more tangible items have increased.

It has provided the local populations with employment opportunities and better living standards and conditions.

The Incredible India campaign also **changed the perceptions of millions of people regarding India**. When foreigners were introduced to India and its diverse cultures, traditions, and festivals through various means, they started appreciating India. With an area of 3.278 million square Km, India has a mix of forests, rivers, mountains, deserts, and beaches. It has scorching hot and cold places.

The Tourism Ministry launched the '**Incredible India 2.0**' campaign in the Country in September 2017, which marks a **shift from generic promotions undertaken across the world to market-specific promotional plans** and content creation. The campaign focuses on digital and social media and the **promotion of Niche tourism products**, including yoga, wellness, luxury, cuisine, and wildlife.

Incredible India 2.0 represents the **post-pandemic plan for Indians in the sector**. India will grow soon in this sector because it has 38 UNESCO World Heritage sites to the Himalayas to beaches and natural assets. The tiger population also increased to 2,967 in 2018 from 2,226 in 2014, nearly a 25% increment, out of 70% of the world's tiger population.

Indian government **focuses on the plan of launching 100 tourism-oriented trains**.

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