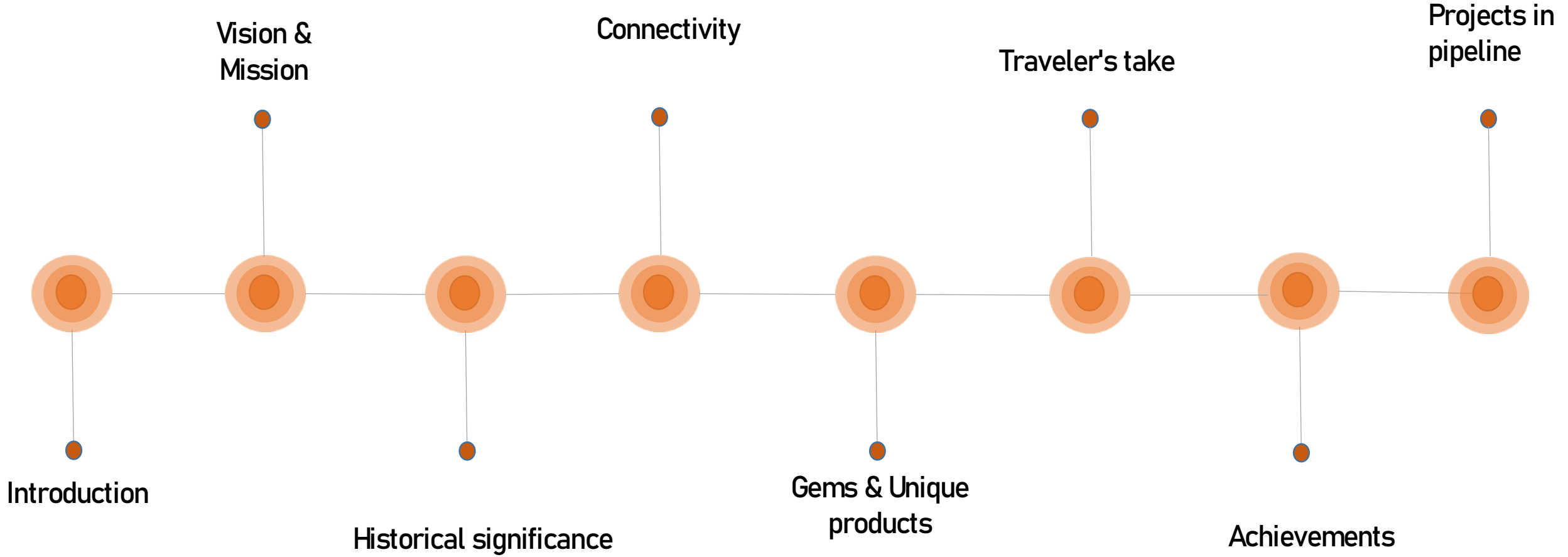




Land of Unlimited Opportunities

Speaker: Dr. Dhananjay Sawalkar
Joint Director- Tourism
Govt. of Maharashtra



Introduction



- Hails from the coastal part of Western India
- 3 lakh sq.km area
- 12.50 crore population
- 15% GDP contribution
- Industrially most developed State



Image: sourced



Vision

Positioning Maharashtra on the World Map as the most preferred destination for tourists

Mission

To showcase and promote various destinations, attractions and experiences in Maharashtra





Historical significance

The rich heritage of Maharashtra dates back to the time when it was ruled by various Hindu kingdoms:

- Mauryas
- Satavahanas
- Vakataka
- Rashtrakutas
- Yadavas
- Mughals
- Marathas



Mural Painting in Ajanta cave



Shivaji Bhosale, fondly known as Chhatrapati Shivaji Maharaj (born in 1630) founded the Maratha empire

- Father of Indian Navy
- Built some of the most strategic and significant forts:
 - Sindhudurg
 - Vijaydurg
 - Jaigad
 - Raigad
 - Pratapgad
 - Rajgad



Image: sourced



Cultural influence from foreign lands

- **Korlai** Indo-Portuguese aka Kristi- a creole language spoken at Korlai village in Alibaug, Konkan
- Base language is Portuguese
- Spoken by less than 1,000 Luso-Indian Christians
- Language also called as Korlai Creole Portuguese, Korlai Portuguese, or Nou Ling



Korlai village

Image: sourced



Image: sourced

- **Himroo fabric** was brought to Aurangabad during Mohammad Tuglaq's reign
- Fabric made of silk & cotton (sarees, shawl, stole etc.)
- Himroo is still weaved in handloom factories of Aurangabad

- **Ganjifa cards** are hand-painted playing cards (circular or rectangular in shape)
- A deck of 96 or 106 cards
- The art was brought to Maharashtra about 350 years ago from Persia
- Art practiced in Kudal village, Sindhudurg



Image: sourced



Connectivity

Maharashtra is the most accessible state in India. It is well connected by roadways, railways, waterways and airways

- 18 National highways
- 720 kms of coastline
- 2 main Ports- Mumbai Port Trust and JNPT



Mumbai-Nagpur expressway

Image sourced



- Central & Western railway link Maharashtra with rest of India
- Chhatrapati Shivaji Maharaj Terminus (CSMT) station of Central railway, with its head office located in Mumbai, connects Maharashtra to eastern, central and southern regions
- 14 airports including 3 international airports
- Deccan odyssey (to resume post November)



CSMT building

Image: sourced



Accommodation

- Ranging from super luxurious hotels and resorts to agro tourism centres, home stays and B&B, Maharashtra offers a wide range of accommodation options as per requirements.
- NIDHI- 4,700 registered accommodation units



Image sourced



Gems of Maharashtra

Stone-age rock art (Petroglyphs/Geoglyphs)

- Oldest art of Maharashtra
- Material proof of Indian civilization being 10,000 years old
- Rock carvings found on coastline lateritic plateau discovered in the south of Ratnagiri district



Geoglyph site in Ratnagiri

Image: sourced



- Over 140 sites in 92 villages on Konkan belt
- Over 1700 figures and motifs
- 8 geoglyph sites are in UNESCO's tentative list (7 from Ratnagiri and 1 from Sindhudurg)



Image: sourced



Hill Stations

- Coolest places- Mumbai, Kolhapur, Nasik and Pune
- Pleasing weather, thrilling activities like valley crossing, zip-lining, paragliding etc.
- Most popular- Mahabaleshwar, Panchgani, Matheran, Lonavala, Igatpuri, Amboli, Jawhar, Gaganbawada, Chikaldhara and Toranmal



Gaganbawada

Image: sourced



Caves

- Some of the most interesting caves sites
- Aprox. 800 caves at 65 different locations
- Bhaje caves in Pune excavated between 2nd century BCE to 2nd century CE
- Karla caves, Pune excavated between 1st century CE to 6th century CE
- Pandavleni at Nasik is from as early as 1st century BC
- Ajanta, Ellora and Elephanta caves are UNESCO heritage sites



Karla caves

Image: sourced



Religious structures

- Min. 100 to 150 years old Hindu temples, Jain temples, Mosques, Churches and Dargahs
- Three and a half shaktipeethas
- Ashtavinayak
- 5 of 12 Jyotirlingas in India, are in Maharashtra
- 12th century old Daitya Sudan temple in Lonar, Aurangabad



Trimbakeshwar Jyotirlinga

Image: sourced



Forts

- Maximum number of forts in India are in Maharashtra
- Around 400 majestic forts
- Architectural marvels Eg. Murud Janjira
- **Sea Forts**- Strategically built in the midst the Arabian Sea (350 to 400 years old)





Wildlife

- Home to 49 marvelous Wildlife sanctuaries
- 6 National Parks
- 10 Conservation Reserves
- Tadoba-Andhari - largest National park of Maharashtra with 80 tigers
- Shekru or Giant flying squirrel is the state animal
- Yellow footed green pigeon is the state bird



Tadoba

Image: sourced



Giant flying squirrel

Image: sourced



Beaches

- Coastline of 720 kms along the Arabian Sea known as Konkan belt
- Home to some of the most pristine, clean and virgin beaches
- Temple and beach combinations
Eg. Ganesh temple at Ganpatipule beach, Lord Shiva temple at Harihareshwar beach etc.





Cuisine

- Vidarbha
- Khandeshi
- Konkani
- Marathwada
- Puneri



- Distinctive cuisine: thecha, bhakri, ukdiche modak, thalipeeth, rassa, tarri poha, solkadhi, kokam sarbet etc.
- Modern inventions: Vada pav, missal pav etc.



Bollywood tourism

- Maharashtra is the birthplace of Indian cinema
- Dadasaheb Phalke Chitranagari- Film City
- Built in 1977 by Govt. of Maharashtra to provide facilities to film industry
- 521 acres of lush green picturesque land
- Iconic TV serials and films are shot here



Image: sourced



Image: sourced



Medical & Wellness Tourism

- Among top 3 medical tourism destination
- 500+ Yoga and Wellness Centers
- 1400+ Hospitals across the state
- 100000+ highly qualified doctors
- 10 JCI & 250+ NABH accredited hospitals in India
- One of the oldest Vipassana centre & the leading state with highest Vipassana centres
- Several wellness centres are set up in Sahyadris



Image: sourced



6 UNESCO HERITAGE SITES

Natural

Western ghats (Sahyadri range)

- ⇒ Kaas plateau
- ⇒ Radhanagri wildlife Sanctuary
- ⇒ Chandoli wildlife sanctuary
- ⇒ Koyna Wildlife sanctuary

Man-made

- ⇒ Ajanta caves, Aurangabad
- ⇒ Ellora caves, Aurangabad
- ⇒ Elephanta caves, Mumbai
- ⇒ The Victorian and Art Deco Ensemble of Mumbai (87 buildings)

High court

University of Mumbai

BMC building

Gateway of India

CSMT

CSM Vastu
Sangrahalay (Museum)



UNESCO SITES



Ellora caves

Image: sourced



Kaas plateau

Image: sourced



Unique products

Meteor Crater at Lonar



Image: sourced

- Classified as Geo-heritage monument
- 500 feet and 1.8 kilometres wide
- Result of a meteor collision
- Stands as a wildlife sanctuary for the conservation of animals, plants and the lake water



Nasik-Wine capital of India

- Highest yield of grapes
- Contributes to state's 75% of grape export
- Home to more than 30 wineries
- Over 30 wineries: Sula, York, Soma, Renaissance, Flamingo, Vinsura vinery etc.
- Attracts tourists for vineyard tour, wine making & tasting process and luxury stay.



Image: sourced



Paithani- The queen of silk sarees

- 18th century handwoven sarees named after Paithan town
- Made from fine silk and zari
- Combination of simplicity and grandeur
- Holds the same stunning designs on both sides of the saree
- Staple saree in most Maharashtrian weddings
- Yeola Paithani tourism



Wari

- 21-day pilgrimage procession from Alandi to Pandharpur, the abode of Lord Vitthal
- Undertaken entirely on foot
- Ringan ritual
- Culminates on Ashadi Ekadashi



Wari



Ganesh Chaturthi

- Religious festival celebrated all over Maharashtra by different religion
- 10 days festival begins on Vinayak Chaturthi
- Celebrated individually as well as on a community level
- Lokmanya Tilak's introduction of Sarvajanik pandal to unite Indians against British
- Large procession led celebration





Warli Art

- Tribal & traditional art mostly created by tribes of North Sahyadri range of Maharashtra
- Painting made with natural colours like rice powder and *geru*
- Was made on the walls of houses, *veranda etc.* to celebrate various occasions like birth of a child, marriage etc.
- Inspired by daily activities like hunting, cooking etc.
- Jivya Soma Mashe (1934-2018) exhibited at France, Germany, Paris, Italy, US



Image: sourced



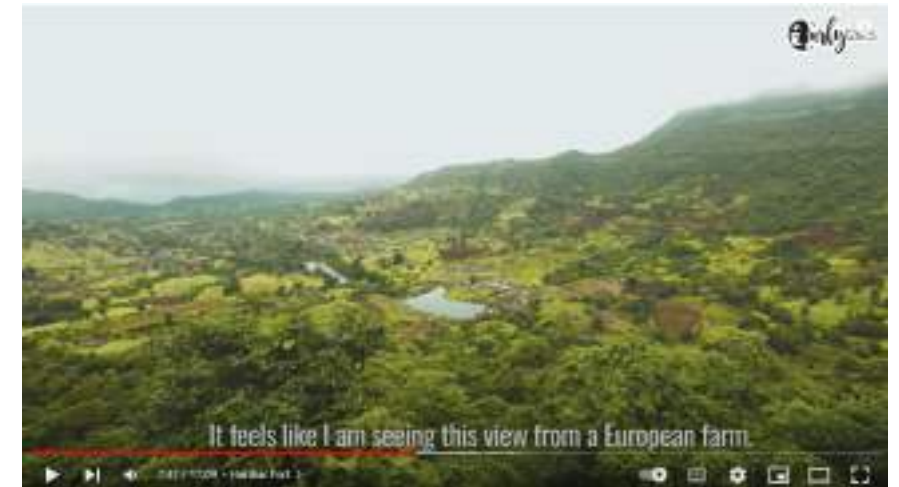
Image: sourced

Traveler's take



I had a great time travelling in Konkan region and have carried along loads of rich travel experiences. I will always cherish these moments for times to come. Non-veg food is delicious and so are the vegetarian dishes.

I love my Maharashtra. Once during one of my treks to Harihareshwar fort, I halted midway and looked down. It felt like I was in a European farm. It was so beautiful.



Achievements



Image: sourced

1st State to implement Industrial status policy to hospitality sector



Image: sourced

1st state to implement the Agro-Tourism Policy



Image: sourced

Successfully introduced and implemented Adventure Tourism policy



Image: sourced

Introduced Caravan Tourism Policy



Image: sourced

Won the prestigious India Today Tourism Awards



Image: sourced

WTM Global Responsible Tourism Awards to private stakeholders

Won the prestigious International Agro Tourism award

Projects in Pipeline



- Shiroda- Taj hotel
- Samruddhi highway (connecting 24 districts)
- Ekvira ropeway project
- Mumbai Trans harbour link road



Image: sourced



- Maharashtra's 1st glass skywalk to be built at Chikhaldara, Amravati
- Policies: homestays & vacation rental home, Tour Operator Accreditation Policy (TOAP)
- International cruise terminal (2023)
- Navi Mumbai international airport (2024)



Glasswalk

Image used for representation

Image: sourced



Image: sourced

THANK YOU