

# Pochampally selected as UNWTO Best Tourism village from India

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**In news**– Pochampally village in Telangana has been selected as one of the 'Best Tourism Villages' by the United Nations World Tourism Organisation (UNWTO).

## **About UNWTO Best Tourism village**–

- The prestigious award will be given on the occasion of the 24th session of the UNWTO General Assembly on 2nd December 2021 in Madrid, Spain.
- **The Best Tourism Villages by UNWTO Pilot initiative aims to award those villages which are outstanding examples of rural destinations** and showcase good practices 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.
- **Best tourism village is a global initiative to highlight those villages** where tourism preserves cultures and traditions, celebrates diversity, provides opportunities and safeguards biodiversity.
- **The Ministry of Tourism recommended three villages** for the UNWTO Best Tourism Village entry from India – Kongthong in Meghalaya, Ladhpura Khas, Madhya Pradesh and Pochampally in Telangana.

## **About UNWTO**–

- **The UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.**
- It promotes tourism as a driver of economic growth,

inclusive development and environmental sustainability.

- It was founded in 1975.
- Its Headquarters: Madrid, Spain

### **About Pochampally-**

- Pochampally, is a town in Nalgonda district of Telangana and 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.
- Ikat is a Malaysian, Indonesian word which means “Tie and Dye”.
- Ikat involves the process of wrapping (or tying) and dyeing sections of bundled yarn to a predetermined colour pattern before they are woven.
- It is also known as **Bhoodan Pochampally** to commemorate the Bhoodan movement that was launched by Acharya Vinobha bhave from this village in 1951.