

May 1, 2023

Press Release

### **JMI's Yuva Tourism Club explores Rural Tourism Destination**

Yuva Tourism Club (YTC), Jamia Millia Islamia (JMI) in collaboration with the Ministry of Tourism, organized a three-day study tour to Sarna/Sharana village in Dhari block, Nainital District, Uttarakhand from April 28-30, 2023. The study tour aimed at exploring, developing, and promoting Sarna Village as a future rural tourism destination.

The tour was flagged off from the JMI campus by Mr. R.K. Suman, Regional Director (North), MoT, Govt. of India, Prof. Sarah Hussain, Head, Department of Tourism and Hospitality Management, JMI along with Prof. Nimit Chowdhary, Department of Tourism and Hospitality Management, JMI. The tour was led by Dr. Vijay Kumar Dev, Faculty Member, Department of Tourism and Hospitality Management and coordinated by Mr. Mudassir Khan, Dr. Mohd Wasif, Ms. Sarah Chauhan and Mr. Abhisek Porya.

Sarna/Sharana village is located 22 km from Bhimtal, 37 km from Nainital, and 49 km from Haldwani. The road conditions to the village are good, and students visiting the village in 12 and 18-seater travellers, were enthralled by its beauty. The hospitable villagers along with the Sarpanch and Pradhan welcomed the YTC members. YTC members discovered that the village has the potential to attract tourists who are seeking to escape the hustle and bustle of their daily lives with cool weather and clean air.

During their visit to Sarna, YTC members observed the step farming used for cultivating vegetables like potatoes, wheat, coriander, cauliflower, cabbage, and lemons using only organic farming methods. The village's primary fruits are apples, oranges, walnuts, apricots, and pears. YTC members observed walnuts on the trees, while apple trees are slowly becoming green. The villagers export their produce to the Mandi and earn their livelihood from it.

After exploring and gaining insights from the village, the YTC members have also taken a pledge for a commitment towards safe, honourable tourism and sustainable tourism. The members of YTC also explored Naukuchiatal, a pristine hill station near Nainital also known as 'The lake with Nine Corners'.































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**YUVA TOURISM CLUB**

with



**JAMIA MILLIA ISLAMIA**  
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