



Government of Sikkim



**SWADESH**  
**DARSHAN 2.0**  
DEVELOPING SUSTAINABLE DESTINATIONS

Issue No: 001

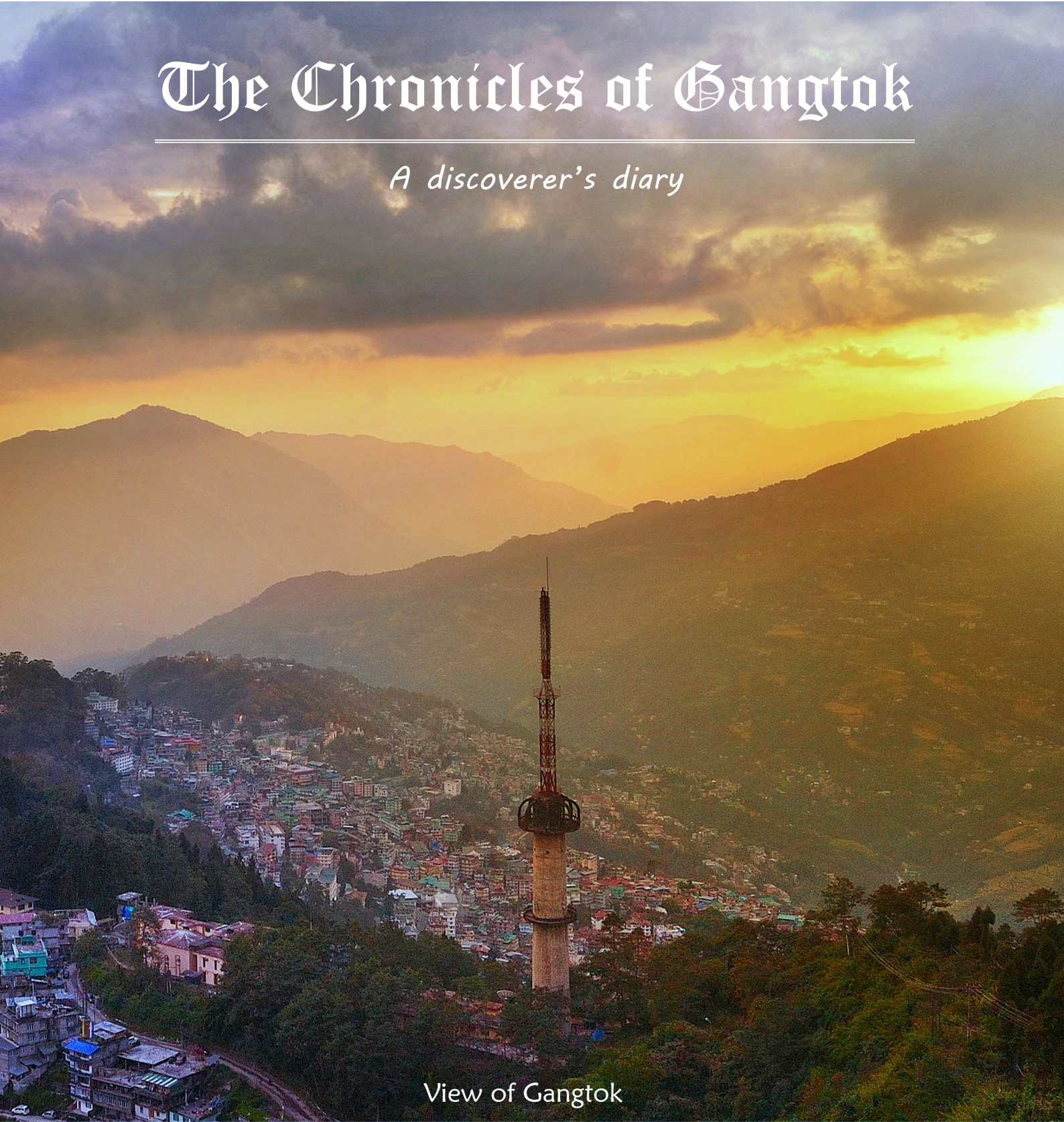
## ***GANGTOK TOURISM NEWSLETTER***

December 2023

(SD 2.0 GANGTOK,SIKKIM NEWSLETTER Issue No: 001, December 2023)

# The Chronicles of Gangtok

*A discoverer's diary*



View of Gangtok



## Destination Management Committee Meeting under Swadesh Darshan 2.0 Project.

The Swadesh Darshan 2.0 Destination Management Committee, led by Gangtok Collector Tushar Nikhare, recently convened to discuss key initiatives for Gangtok's tourism development. Sumit Kuliyaal (From PDMC, IPE Global Team) outlined SDMS strategic goals, emphasizing job creation, skill development, and private sector investment. Initiatives include Cultural Haat events, MG Alleyways renovation, Heritage Walk proposals, and the "Discover Gangtok" tagline/logo competition.

### **Gangtok DC chairs Swadesh Darshan 2.0 meeting**

**GANGTOK, November 23 (IPR):** Gangtok collector Tushar Nikhare chaired a meeting with the Destination Management Committee of Swadesh Darshan 2.0 in his office at the district administrative centre, at Sichey today.

The meeting was convened to discuss destination development activities including destination promotion, skill development, IT intervention and others. The primary focus of the meeting was to discuss and strategize the achievements of destination development activity targets set by the Ministry of Tourism for the District Management Committee and Project Development & Management Committee.

During the meeting, progress on the short-listed projects for Gangtok destinations was discussed



mainly Cultural Haat, MG Alley ways upliftment and heritage walk proposals.

A power point presentation was made by Sumit Kuliyaal, assistant manager, PDMC, Swadesh Darshan 2.0. He highlighted that the main purpose of the

destination management project is to create a robust framework for the integrated development of tourism destinations in partnership with the States/ UTs and local governments for promoting sustainable and responsible tourism in the country. He

also informed about the strategic objectives of the scheme is to enhance the contribution of tourism to the local economies.

He added that the projects will create jobs including self-employment for local communities, to enhance the

skills of local youth in tourism and hospitality. Further, he said that these projects will increase private sector investment in tourism and hospitality and preserve and enhance local cultural and natural resources.

In the presentation, many awareness activities to spread this concept in the State were discussed.

The tagline and logo competition symbolising the natural beauty of the State on the theme "Discover Gangtok" has been rolled out. Similarly, many plans and exercises will be organised to incorporate this concept in future courses.

SDMs and the representatives from GMC, Tourism & Civil Aviation department, IPR department, Skill Development department and Sikkim Hotel & Restaurant Association were also present at the meeting.

## Discover Gangtok - Logo and Tagline Competition

Unveiling the essence of Gangtok, Logo and Tagline Competition Launched for 'Discover Gangtok' Theme. As part of the Swadesh Darshan Destination Management initiative, the design competition seeks a captivating logo and tagline reflecting Gangtok's natural beauty. This initiative aims to foster community engagement in tourism, inviting creative contributions to enhance the destination's identity. Details available on the destination website





### "Logo & Tagline Competition"

Theme

"Discover Gangtok!"

**Win Exciting Prizes !**

Cash Prize/Certificate for winners

<b>First</b>	<b>Rs. 10,000/-</b>	Winner entries get published on the Sikkim Tourism Website <b>Submission deadline: 15:12:2023</b>
<b>Second</b>	<b>Rs. 7,500/-</b>	
<b>Third</b>	<b>Rs. 5,000/-</b>	

**"Create a captivating logo & Tagline symbolising the natural beauty of Gangtok!"**

**How to Submit**

Scan the QR Code for Submission form

or

Send through email: [gangtokdestination@gmail.com](mailto:gangtokdestination@gmail.com)



For submission guideline refer QR code or <https://gangtokdistrict.nic.in/logo-and-tagline-competition/>

For any query refer [skuliyaal@ipeglobal.com](mailto:skuliyaal@ipeglobal.com) | PH: +917907619653

**Losoong Festival: Celebrating Harvest, Culture, and Tradition**

Experience the enchanting Losoong Festival, Sikkim's New Year celebration on the 18th day of the 10th lunar month which usually falls in the month of December. Marking harvest's end, it brings joy to hardworking farmers and showcases Bhutia culture.

**Embrace the Vibrancy: Sikkim Red Panda Winter Carnival**

Gangtok's Sikkim Red Panda Winter Carnival, held in December and January, showcases the state's charm. This cultural extravaganza, named after the iconic Red Panda, unites diverse communities through exhibitions, parades, adventure sports, and ethnic foods. It not only enriches Sikkim's cultural tapestry but also boosts the state's economy.

***Know Your District*****Experience the Tranquility of Lingdum Monastery**

Nestled amid lush hills, Lingdum Monastery, a 14th-century wonder of Zurmang Kagyu sect, overseen by Gharwang Rinpoche, offers a profound spiritual experience. Admire the Buddha statue, explore the retreat center, and revel in Tibetan New Year's Lama dance and dusk prayers' enchanting Buddhist chants. The monastery's allure is enhanced by breathtaking Himalayan views and mesmerizing sunsets.

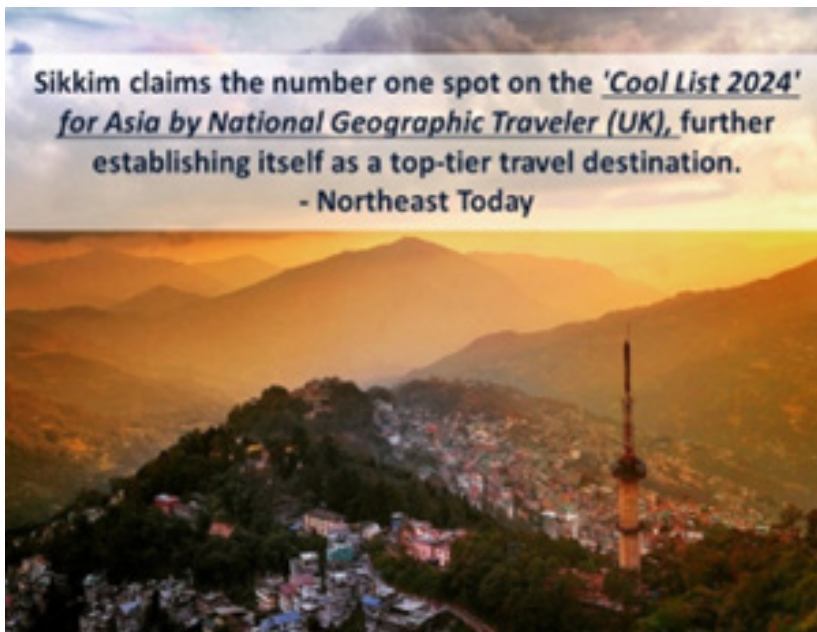
**Tsomgo Lake - A Himalayan Gem at 12,400 ft**

Tsomgo Lake in Sikkim, 38 km from Gangtok, is a sacred gem at 12,400 feet, fed by melting snow. Changing from a winter wonder to vibrant hues in late spring, it's divined by Buddhists. Surrounded by rhododendrons, primulas, and diverse fauna, it offers a Shiva temple, yak rides, and surreal hill reflections. Permits required.



**Revel in Sikkim's Renewed Splendor: A Three-Day Getaway in Gangtok**

Sikkim has happily extended its doors to tourists, encouraging exploration of its stunning landscapes and cultural riches, according to current reports. Popular tourist spots including Gangtok, Namchi, Soreng, Pakyong, and Gyalshing are safe, according to the government's proclamation, which was made by Bandana Chettri\* (Additional Secy, Tourism & civil aviation dept, GoS). After the Teesta River flood, the state is back to normal. To make the most of your trip, we have designed a three-day itinerary just for Gangtok that promises a pleasant combination of spiritual retreats, breathtaking scenery, and delectable food. So gather your belongings and experience Sikkim's revitalised beauty for yourself.

**Sikkim Crowned One of the Coolest Destinations for 2024**

Sikkim takes center stage as one of the coolest destinations for 2024, securing its place on National Geographic's prestigious list. Recognized as the sole Indian entry among 30 global hotspots, Sikkim's pristine landscapes, friendly locals, and vibrant culture beckon travelers seeking peace and adventure. With National Geographic's endorsement and its distinction as a winter wonderland, Sikkim emerges as a must-visit destination for the coming year, offering breathtaking escapes amidst snow-covered mountains, lush valleys, and awe-inspiring trekking routes.



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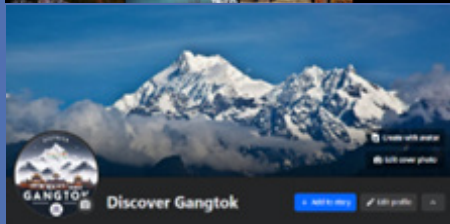
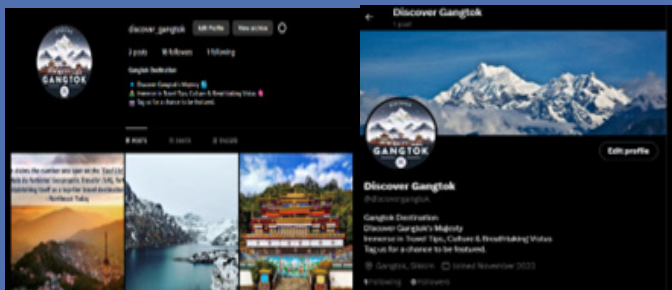


Official Website of Sikkim Tourism  
Tourism and Civil Aviation Department  
Government of Sikkim

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