



Government of Sikkim



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

SWADESH
DARSHAN 2.0
DEVELOPING SUSTAINABLE DESTINATIONS

Issue No: 001

GYALSHING TOURISM NEWSLETTER

December 2023

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

The Chronicles of Gyalshing

A discoverer's diary



View of Gyalshing

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 Kuliyal (From PDMC, IPE Global Team) outlined SDMS strategic goals, emphasizing job creation, skill development, and private sector investment. The "Discover Gyalshing" tagline/logo competition is also live and discussed. Under Gyalshing Destination: Project 1 - Yuksam Eco Wellness Experience that comprised of Yuksam Wellness Hub this proposal would provide an additional advantage to adventure tourists visiting the KNP trek, and Yuksam Art and Insight Center. The concept is well appreciated and principally approved by the SSC.

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.

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



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

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 Gyalshing - Logo and and Tagline Competition



"Logo & Tagline Competition"

Theme

"Discover Gyalshing!"

Win Exciting Prizes !

Cash Prize/Certificate for winners

First	Rs. 10,000/-	Winner entries get published on the Sikkim Tourism Website
Second	Rs. 7,500/-	
Third	Rs. 5,000/-	

Submission deadline: 15:12:2023

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

How to Submit

Scan the QR Code for Submission form

Or

Send through email: gyalshingdestination@gmail.com



For submission guideline refer QR code or <https://gyalshing.nic.in/swadesh-darshan/>
For any query refer npahl@ipeglobal.com | PH: +91-9068087680

Exploring the Charm of Gyalshing, Artistic Creations Sought for 'Discover Gyalshing' Campaign. In continuation of the Swadesh Darshan Destination Management effort, a design contest has been initiated to discover a suitable logo and tagline that mirrors the innate allure of Gyalshing. This endeavor is crafted to encourage local involvement in promoting tourism, welcoming imaginative entries to elevate the town's distinct character. Comprehensive information is accessible on the official destination website.

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.



Pelling Tourism Festival: Unveiling Tranquility Beneath the Shadow of Mt. Khangchendzonga



Discover the picturesque town of Pelling in Sikkim during the annual Pelling Tourism Festival, also known as Kanchenjunga Winter Tourism Festival. Running from December 25th to 31st, this event against the backdrop of Mt. Khangchendzonga offers a five-day blend of adventure activities, cultural showcases, b2b meetings, culinary showcasing, and Sikkimese heritage, rekindling the charm of Pelling after a pandemic-induced hiatus.



Darap Village: Sikkim's Hidden Gem of Cultural Charm

Discover Darap Village, also known as Darap Cherry Village, in Sikkim, which is only 8 kilometers from Pelling, and avoid the crowds of tourists. Lush landscapes and Limboo culture come together in this hidden gem. Explore historic buildings, go on nature hikes, and take part in local life. Local homestays provide a genuine escape and a singular window into the exquisite natural beauty and cultural fabric of Sikkim



Pemayangtse Monastery: Sikkim's Serene Sanctuary of Spiritual Heritage



Discover Sikkim's rich cultural diversity with our "Know Your State" tool. First, take in the spiritual air of the 1705-founded Pemayangtse Monastery, which is located close to Pelling. Beautiful thangka paintings, antiquated texts, and a remarkable seven-tiered architecture that represents the stages of enlightenment are all featured in this "Perfect Sublime Lotus" sanctuary. Experience religious rituals and learn about Sikkim's Buddhist history while surrounded by breathtaking mountains and rhododendron woods.

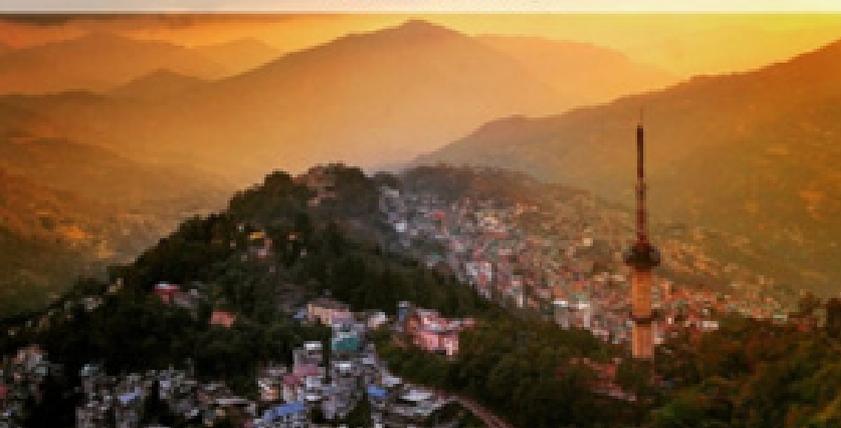


Inauguration of Lhatsun Library: A Literary Landmark in Gyalshing

Gyalshing's literary and artistic environment has witnessed a major turning point with the opening of the "Lhatsun Library and Research Centre" at Rabdentse. Leading the charge was District Collector Ms. Yishey D. Yongda. Dignitaries, such as Honorable MP Dr. Indra Hang Subba, were present to support the effort to create a thriving reading community. The library, located in the peaceful Pemayangtse Sheda grounds, is a testament to the Administration's dedication to improving the district's educational infrastructure. The district collector has highlighted the library's importance as a valuable resource and information centre.

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

Sikkim claims the number one spot on the 'Cool List 2024' for Asia by National Geographic Traveler (UK), further establishing itself as a top-tier travel destination.
- Northeast Today



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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