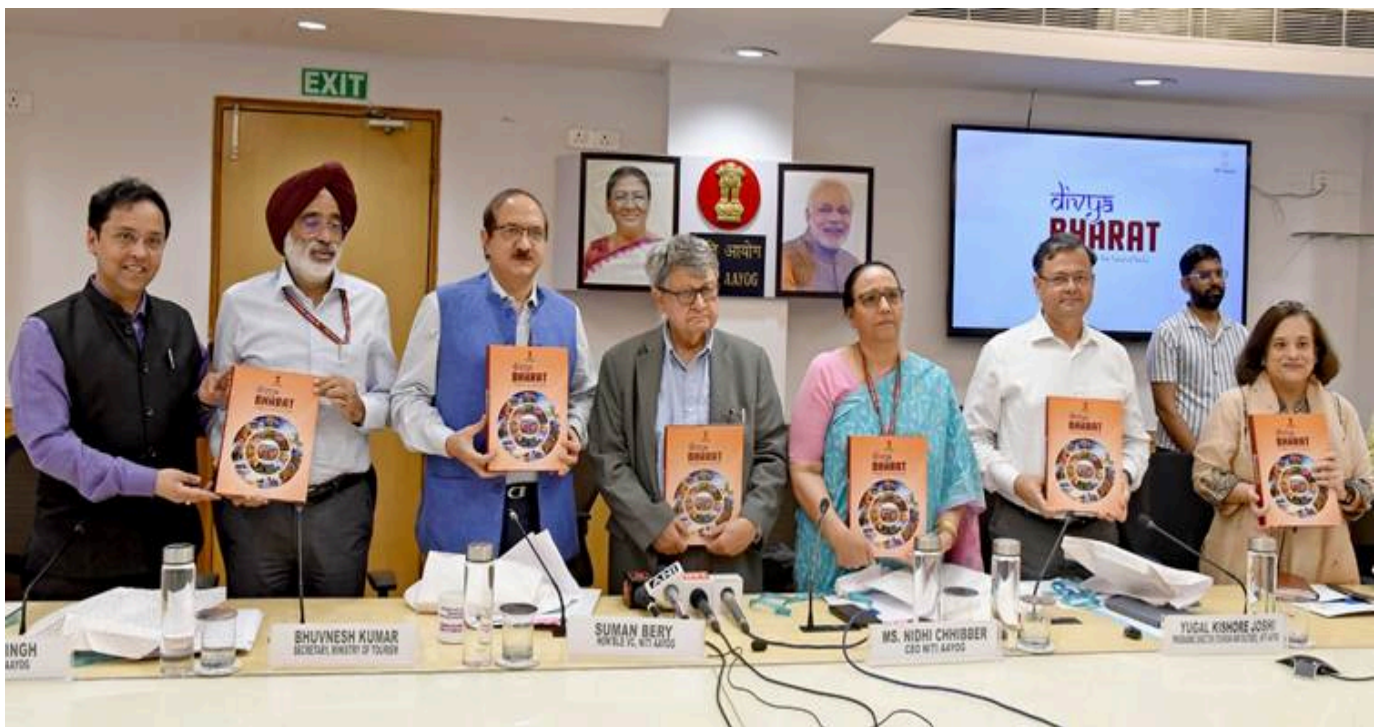


NITI Aayog Launches Anthology “Divya Bharat: A Window to the Soul of India” to Strengthen India’s Tourism Ecosystem

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NITI Aayog today launched an anthology titled “*Divya Bharat: A Window to the Soul of India*”, a comprehensive initiative aimed at inspiring citizens and global travellers to explore India’s diverse tourism landscape through a structured and immersive approach.

The anthology was released by Shri Suman Bery, Vice Chairman, NITI Aayog, in the presence of Smt. Nidhi Chibber, CEO, NITI Aayog; Shri Bhuvnesh Kumar, Secretary, Ministry of Tourism; Shri Yugal Joshi, Programme Director, NITI Aayog along with the senior officials from the Ministry of Tourism, Ministry of Culture and NITI Aayog.



On the occasion, Shri Suman Bery spoke that, “Tourism is a key growth driver in line with the vision of the Hon’ble Prime Minister. There is a need for each State to develop a world-class destination and promote longer tourist stays, especially in domestic and religious tourism. According to me, there should be more focus on the Centre-State collaboration, data-driven policymaking and improved infrastructure. While at the same time, I would also like to appreciate the efforts to create a unified platform to boost domestic awareness and global appeal of India’s tourism sector.”

Conceived as a year-round companion for travellers, Divya Bharat presents India’s tourism offerings through a unique seasonal lens, aligning destinations with the rhythm of the months. It brings together a rich mix of iconic landmarks, heritage sites, cultural traditions, festivals, cuisines and lesser-known

destinations across all States and Union Territories, enabling a more holistic and engaging travel experience.

Drawing upon India's long-standing tradition of travel and cultural exploration, the anthology reflects the evolving nature of tourism in the country. It highlights the growing importance of experiential journeys that go beyond conventional sightseeing, encouraging deeper engagement with local communities, traditions and ways of life.

The anthology is not just a guide for travellers, but also an initiative to promote balanced tourism by encouraging people to travel across seasons and regions. In addition to popular destinations, it highlights lesser-known attractions, thereby supporting local economies, preserving cultural heritage and fostering greater community participation.

The launch was attended by representatives from industry and academic institutions, including Airbnb; Atithi Foundation; Indian School of Public Policy (ISPP); Indian Institute of Tourism and Travel Management (IITTM); and Internet and Mobile Association of India (IAMAI) underlining the importance of collaboration among government, industry and knowledge partners in strengthening India's tourism ecosystem.

The initiative builds on India's ongoing efforts to promote tourism as a key pillar of growth, cultural exchange, and national identity. By offering a structured and accessible view of the country's tourism landscape, Divya Bharat is expected to serve as a valuable resource for travellers, policymakers and stakeholders alike.

Developed through extensive research and curation, the anthology aims to inspire people to travel more widely across India to discover new destinations and experience the country's diversity in a more meaningful manner.

The anthology "*Divya Bharat: A Window to the Soul of India*" reflects the continued commitment of NITI Aayog to promoting tourism as a driver of inclusive growth, cultural pride and sustainable development.

The full publication can be accessed on the NITI Aayog website:

<https://niti.gov.in/sites/default/files/2026-04/Divya-Bharat-A-Window-to-the-Soul-of-India-Web.pdf>

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