

National Film Awards to Reach the Country's Best Tourist Destinations

Union Minister Ashwini Vaishnaw Invites States to Propose Their Best Tourism Destinations for the Next National Film Awards

National Film Awards Will Move Beyond Conference Rooms and Reach the People: Ashwini Vaishnaw

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Union Minister for Information and Broadcasting, Shri Ashwini Vaishnaw, today said that the National Film Awards are being taken to the country's best tourist destinations, inspired by the vision of Prime Minister Shri Narendra Modi to take national events beyond conventional venues and connect them with destinations across the country.

 Taking the National Film Awards to India's finest tourist destinations! 🇮🇳 ✨

● Guided by the vision of Prime Minister @narendramodi, we are taking the #NationalFilmAwards to some of the finest tourist destinations across the country.

● #EktaNagar is renowned across the... pic.twitter.com/3yqgGjquDd

— PIB India (@PIB_India) September 22, 2026

Interacting with the media, Shri Ashwini Vaishnaw said, "We are taking the National Film Awards to the best tourist destinations in the country, inspired by the Hon'ble Prime Minister Shri Narendra Modi ji."

He said that Ekta Nagar has gained recognition across the world and is a highly attractive destination, home to the world's tallest statue of Sardar Vallabhbhai Patel. He added that when the Hon'ble President of India and leading personalities from the Indian film industry from across the country visit such a renowned tourist destination, it would provide an opportunity for more people to learn about and experience the destination.

The Minister said that the endeavour is to take the National Film Awards beyond a conference room and bring them closer to the people, while promoting and advancing them through tourism.

Shri Ashwini Vaishnaw invited all States to submit proposals identifying their best tourism destinations for hosting the National Film Awards. He said that the proposals should include the best facilities as well as a plan for 360-degree development of the destination. The State whose proposal is selected will host the subsequent National Film Awards at the proposed tourist destination.



The Minister recalled that when Prime Minister Shri Narendra Modi hosted the G20, its events were taken to different parts of the country and held across various States. He said that the National Film Awards are also being taken across the country as part of a larger thought process to explore how film and tourism can be brought together.

Shri Ashwini Vaishnaw said that bringing film and tourism together would benefit the tourist destination as well as enable the National Film Awards to move beyond a conference room and reach real physical destinations across the country.

Mahesh Kumar/ Aparajita Priyadarshini

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