



## PRESS RELEASE

# Introducing India's newest Tourist Destination

## Daman & Diu and Dadra & Nagar Haveli

- *New tourism logo unveiled*
- *Development of the UTs as world class tourist destinations*
- *Outlay for the UTs increased from ₹ 660 crores to ₹1360 crores*

**New Delhi August 6, 2014:** The Union Territories of Daman & Diu and Dadra & Nagar Haveli today unveiled their vision of promoting themselves as activity-filled, world class tourist destinations through a network of projects aimed at promoting infrastructure to attract tourists from India and across the world.

In this connection, a new tourism brand logo, common for both Union Territories was unveiled today by the Honourable Minister of State (Independent Charge) for Tourism and Culture, Shri Shripad Y. Naik and the Honourable Minister of State for Home Affairs, Shri Kiren Rijju.

Built around the tagline of 'Small is Big', the logo encapsulates the core appeal of the Union Territories – while they are small dots on the map, they have so much more to offer in the form of culture, heritage, wild life, architecture and natural wonders.

This will be followed by an extensive 360 degree marketing campaign to promote the varied facets of the Union Territories among tourist audiences. Ogilvy & Mather, who have designed the logo are also the agency that will manage the advertising and digital campaign for the same.

A special publication titled "Vision 2020 - Dadra & Nagar Haveli" was also released today by the Honourable Ministers. It showcases various landmark project plans, the investment and planned completion dates to boost tourism as well as improve infrastructure in the Union Territory. Tourism projects include water front development and establishment of state museums. Also on the anvil is an International Sports Complex at Saily which will boast not only of a 40,000 seat cricket stadium, but also an international standard Olympic pool as well as facilities for football, hockey, volleyball, table tennis and archery. Similar plans are being drawn up for the other Union Territories as well. To support this goal, the Budget outlay for the two Union Territories has been increased from ₹660 crores in 2012-13 to ₹ 1360 crores in the current year.

Mr. Bhupinder S. Bhalla, Honourable Administrator Union Territories of Daman & Diu and Dadra & Nagar Haveli said, *"Our aim is to make Daman & Diu and Dadra & Nagar Haveli amongst the most exciting and activity-filled destinations in the world. Our marketing campaign will present the Union Territories at their finest. In addition, the projects presented here are a result of extensive discussion, dedicated planning and hard work by a large team of public representatives, government officers, architects and designers."*

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