

Village which organised 'Bakri Swayamvar' wins global travel award

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DEHRADUN: The Goat Village, originally named Pantwari near Nag Tibba in Uttarakhand, where unique 'Bakri Swayamvar' or goat marriages are organised, was recognised at a global platform and won a gold award at the World Travel Mart recently held

World Travel Mart recently held in London.

The village won the award under the World Responsible Tourism Awards.

State based organisations named Green People and Bakri Chhap Natural Products working towards rural development in the hill state are the brain behind organising the Bakri Swayamvar. It is a symbolic event done with the purpose of gene pool improvisation of cattle and also women empowerment in the state.

The community organisation caught attention globally by organizing these Swayamvars in the remote village.

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Mani Mahesh, co-founder of Bakri Chhap Natural Products said, "The turnaround of tourists and social impact of this event has garnered interest among both domestic and foreign tourists. In the first season of the Swayamvar, goat brides Deepika, Priyanka and Katrina were married and in Season 2 Alia, Shraddha and Kangana got married. The third season which will be organised next year will see Maya, Mamta and Mehbooba getting hitched."

He further said that this social engineering event played a very important role for boosting tourism in the area and "indirectly resulted in activation of more than 109 community run homestays along with revival of traditional architecture and traditional farming practices." The

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Mahesh also said that Bakri Swayamvar Season 2 was also a hundred percent zero waste event, with even the dining plates and other cutlery for over 3000 people being made of compostable material.