**Press Release (Press Backgrounder disseminated at the Press Conference today is also attached.)**

**‘Jaipur by Nite’ on 16 & 17 September**

**“NIGHT TOURISM SHOULD BECOME A REALITY”**

Secretary, Tourism

Government of Rajasthan

Jaipur, 13 September: Night tourism should not just be a concept but a reality in Rajasthan, said the Secretary, Tourism, Government of Rajasthan, Ms. Roli Singh at a media briefing today on ‘Jaipur by Nite’, scheduled to be held in Pink City on 16 and 17 September. The 4th edition of the event is being organized by Confederation of Indian Industry (CII), which in turn, has joined hands with Young Indians (YI); the Department of Tourism (DOT), Government of Rajasthan and Ministry of Tourism, Government of India. The event is also being supported by Rajasthan Association of Tour Operators (RATO).

Ms. Roli Singh further added that there is no dearth of places in Jaipur and ‘night tourism’ should take place organically. There is a dire need to create a conducive atmosphere for ‘night tourism’ in such a manner that it should be sustainable and thrives on its own. She went on to say that Rajasthan, especially Jaipur, has a huge potential for ‘night tourism’ for both foreign and domestic tourists. To tap this potential it is necessary for the people to make efforts to create pedestrian-friendly areas as well as keep the city clean and safe. Security is of paramount importance for night tourism – and both Rajasthan and Jaipur, in terms of security, are safe.

Earlier, Chairman, CII Rajasthan, Mr. Rajat Agrawal said that the concept of ‘Jaipur by Nite’ has been designed to promote the long weekend and summer and monsoon tourism as also to showcase it as an option for short breaks, specifically in Jaipur. With the mornings and evenings being pleasant during the summer and monsoon months and the hotel rooms being available at reasonable rates is yet another factor for promoting this happening now in Jaipur.

On the occasion the Director & Head of CII Rajasthan, Mr. Nitin Gupta said that the 4th edition of the programme has received a good response. Many Ambassadors / Senior officials from countries such as Afghanistan, Kazakhstan, Rwanda, Uganda and Zambia are coming to see the Rajasthani tradition which will lead to increased tourism in future.

The President of Hotel & Restaurant Association of Rajasthan (HRAR), Mr. Kuldeep Singh said that this event will benefit tour operators, travel agents, hotels and restaurants, transporters and other stakeholders of the travel fraternity.

The Chair of Young Indians (Yi), Jaipur Chapter, Mr. Ashish Maheshwari said that the Night Marathon on 17 September is a unique initiative that will spread the message of Jaipur being safe and secure.

**About the event:**

**Cultural Evenings:**

The two cultural evenings will be very interesting involving entertainment. Both these evenings will be grand and spectacular in terms of live music, the best of Rajasthani Folk Music and Dance, Sufi music, bollywood performance and sumptuous food.

**Day 1 – 16 September 2016 at Jaigarh Fort starting at 5.30 pm**

The day one will witness a cultural and musical evening at Jaigarh Fort. Performances by two famous and musically acclaimed bands of India will be the highlights of the day.

The evening will begin with various Rajasthani Troupe Performances showcasing the rich culture of Rajasthan – Kachhi Ghodi, Shekhawati Chang Dhap Troupe, Bhope Bhopi, Dhol Wale, among others.

This will be followed by a live performance by renowned Sufi Band from Rajasthan – **Rajasthan Roots.**Their performance will be a mix of popular folk to upbeat originals as well a wide repertoire of timeless Sufi.

Later, another enthralling performance by the popular Indian rock band from Delhi – **Euphoria**– will take place. The band is one of the pioneers of the Indian pop music wave that hit India in the mid 90s.

Other attractions for the visitors on day one will include puppet show, magic show, parrot card reader, live paintings at night, ethnic food, among others. Needless to say, ethnic food will also be a draw for the participants.

**Day 2 – 17 September 2016 at Hotel Clarks Amer from 9 pm onwards**

The second day of the JBN will witness a first of its kind night marathon entitled ‘Jaipur By Nite Marathon’. To begin from Hotel Clarks Amer at 11 pm, there will be two models for the marathon – for 10 kms run (age group 14 years and above with timing chip) and for 5 kms (no age limit without timing chip). The marathon will be a distinct activity and unique initiative wherein the participants are expected to join from various parts of the country to witness and promote the beauty and heritage of Pink City in night.

The marathon will be preceded by performance of Kafila band at Hotel Clarks Amer at 9pm. Kafila is an international name, acclaimed for its unique style fusion of Rajasthani and Sufi music which will string the chords of your memory for the rest of your lives.

Apart from this, there shall be variety of activities on JLN Marg like various music bands, *Kachhi Ghodi, Dhol and Drum wale*, etc.