



## Chief Minister's Secretariat

### PRESS RELEASE

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### **# Jharkhand Positions Itself as a Nature–Culture Tourism Destination Rooted in Continuity and Coexistence**

**Ranchi**

Jharkhand is emerging as a distinctive tourism destination in India, one where travel is shaped not by spectacle, but by a deep and enduring relationship between land, people, and tradition. From forested plateaus and waterfalls to living indigenous cultures and historic landscapes, the state offers visitors an immersive experience rooted in continuity rather than contrast.

As Jharkhand marks 25 years of statehood, the State is reimagining its development narrative from one historically associated with extraction to one increasingly defined by attraction in the future. Under the leadership of Hon'ble Chief Minister Shri Hemant Soren, tourism is being positioned as a key pillar of this next phase, unlocking infinite opportunities for sustainable growth, local livelihoods, and responsible investment.

Located largely on the Chotanagpur Plateau, Jharkhand's geography defines its tourism character. Forests edge close to highways, villages emerge from clearings, and rivers cut through rocky terrain to form some of eastern India's most striking waterfalls, including Hundru, Dassam, Jonha, and Lodh. These

landscapes are not isolated attractions but part of everyday life, shaping movement, agriculture, belief systems, and seasonal rhythms across the state.

Ranchi, the state capital, serves as the gateway to this experience. Often called the City of Waterfalls, it combines administrative importance with a terrain where hills, lakes, and forests remain woven into the urban fabric. Well connected by road, rail, and air, the city offers travellers a practical base while retaining close proximity to nature.

Beyond its natural landscapes, Jharkhand's tourism offerings are deeply rooted in its indigenous heritage. Nearly two-fifths of the state's population belongs to indigenous communities whose languages, festivals, art forms, and rituals continue as living practices. Celebrations such as Sarhul, Karam, Sohrai, and Tusu reflect seasonal cycles and community life, while art traditions like Sohrai, Kohbar, Paitkar painting, Dokara metalwork, and Chhau masks link creativity directly to land and belief.

The state's spiritual and historic landscapes further expand its tourism map. Sacred sites such as Baidyanath Dham in Deoghar, Rajrappa, Deori Mandir, and Pahadi Mandir coexist with ancient forts, megalithic sites, and village-centred heritage clusters like the Maluti temples and Palamu Fort, where history blends seamlessly into forested surroundings.

Adding to this layered heritage is McCluskieganj, a rare Anglo-Indian settlement nestled amid forests and rolling hills. Known for its colonial-era architecture, tranquil landscapes, and old-world charm, McCluskieganj has emerged as a distinctive heritage destination, drawing visitors seeking scenic retreats, quiet exploration, and a lesser-known chapter of India's cultural history.

Adventure and experiential tourism are emerging as a strong pillar of Jharkhand's travel ecosystem. The State's varied terrain supports trekking, trail cycling, rock climbing, waterfall rappelling, paragliding, river-based activities, and nature trails across forested and plateau regions. Jharkhand is also nationally recognised for its sporting culture, particularly in hockey and archery, alongside growing interest in aviation sports and outdoor endurance activities. These experiences are increasingly supported by grassroots institutions, local guides, and community-led initiatives, allowing adventure tourism to grow in a manner that is inclusive, safe, and rooted in local livelihoods.

At this 25-year milestone, Jharkhand is actively inviting investment into its tourism sector, across eco-tourism, heritage conservation, adventure infrastructure, hospitality, and community-led experiences. The State's approach prioritises sustainability, cultural sensitivity, and long-term value creation, ensuring that tourism growth strengthens both local economies and ecological balance.

Together, these elements position Jharkhand as a destination with something for every kind of traveller, from nature enthusiasts, spiritual seekers, and heritage explorers to adventure lovers, culture-focused travellers, families, and those seeking slower, more meaningful journeys. As Jharkhand looks ahead to its next chapter, tourism stands as a powerful bridge between its past and future, transforming landscapes of legacy into landscapes of opportunity.

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