



Government of Nepal
MINISTRY OF CULTURE, TOURISM & CIVIL AVIATION



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**Singhadurbar, Kathmandu
Nepal**

21st September 2018

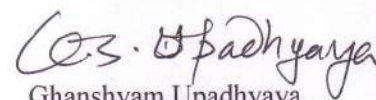
Press- Release

Appointment of Goodwill Ambassador

Government of Nepal, Ministry of Culture, Tourism and Civil Aviation has appointed **Mrs. Jaya Prada**, Former Member of Parliament, Actor of India as **Goodwill Ambassador** for *Tourism and Culture of Nepal to India* for four years by the Minister-level decision on 21st September 2018.

Tourism, being one of the sustainable sources of employment and income generation in Nepal, and India is the largest tourism source market for Nepal. In this regards, this appointment will contribute to further strengthening the age-old cultural ties between Nepal and India and will stand out as a landmark event in promoting tourism of Nepal in India.

The Government of Nepal has declared **Visit Nepal Year 2020 Campaign** with a target of at least two million international arrivals per annum. It is believed that this appointment will be instrumental in substantial increasing of tourist arrival from India.



Ghanshyam Upadhyaya
Joint-Secretary/ Spokesperson