

## BRAC launches community-based tourism initiative 'Otithi'

- A Monitor Report

Date: 16 November, 2024



Dhaka : BRAC has formally launched a community-based tourism initiative called 'Otithi' through an inauguration ceremony held in Rajshahi on November 3, 2024.

The move follows efforts to promote sustainable travel by showcasing the people, history, culture, natural beauty and archaeological treasures of various regions in Bangladesh to both local and international tourists.

The event was attended by Abu Taher Muhammad Jaber, Chief Executive Officer of Bangladesh Tourism Board; Asif Saleh, Executive Director of BRAC; and Tamara Hasan Abed, Managing Director of BRAC Enterprises, among others.

Speaking on the occasion, Abu Taher Mohammad Jaber, CEO, BTB, said, "We have developed a master plan for tourism in Bangladesh, set to be

fully implemented in 2040. The plan will target generating five billion USD from the sector with a focus on community-based tourism. We will be delighted to work with BRAC in developing this further."

Addressing the ceremony, Asif Saleh, Executive Director, BRAC, mentioned, "Those of us who work at BRAC, travel all over the country, and we know there is so much in Bangladesh that deserves to be seen and experienced. If curated well, we could truly reimagine our tourism industry in ways that benefit local communities. This vision inspired the creation of 'Otithi'. Starting here in Rajshahi, we aim to spotlight our unique cultural diversity and history across Bangladesh, presenting them anew to locals and the foreign tourists while ensuring that local communities benefit from tourism."