

Press Release Issued by:

Jorethang Maghey Sankranti Mela 2026

Collaborative Meeting with International Travel Agencies for Jorethang Maghey Sankranti Mela 2026

Jorethang 18th November, 2026: A high-level collaborative meeting was convened on 18 November 2025 at the State Institute of Rural Development & Panchayati Raj (SIRD & PR), Karfectar, Sikkim, as part of the preparations for the Maghey Sankranti Mela 2026. The meeting was held under the visionary leadership of Shri Prem Singh Tamang (Golay), Hon'ble Chief Minister of Sikkim, and in accordance with the guidance of Shri Madan Cintury, Hon'ble Area MLA and Chief Patron of the Maghey Mela.

The programme was attended by representatives from esteemed international travel agencies from Ireland, Korea, Germany, and Poland, along with Shri Yogen Syangden, SDM Jorethang and President of the Organizing Committee, Shri Rudra Gurung, Incharge Tourism Sub -Committee of Jorethang Maghey Mela, 2026, representatives from the Tourism Department, Govt. of Sikkim and other executive members of the Organizing Committee.

The meeting aimed to strengthen global outreach and position the Jorethang Maghey Sankranti Mela as a prominent international cultural tourism event. A detailed presentation on the upcoming 2026 edition of the Mela was delivered by Shri Bishal Mukhia, Director, SIRD & PR and General Secretary of the Organizing Committee, highlighting its cultural significance, attractions, and new features.

The primary objective of this collaborative engagement was to discuss strategic approaches to promote the Maghey Sankranti Mela 2026 at the international level. International travel partners were requested to encourage tourists visiting India to travel via or through the Jorethang Maghey Sankranti Mela, thereby creating a distinctive cultural tourism circuit.

Key information highlighted during the open discussion:

- The Maghey Sankranti Mela has been recognized as annual state festival, showcasing the vibrant culture and traditions of Sikkim.
- The Organizing Committee is working to elevate the Mela from a national-level celebration to a globally recognized international cultural event.
- Several new features are planned for 2026, including tourist homestays, a vibrant Teen Street, a dedicated Organic Lane, and Help Desks at Bagdogra Airport, NJP Railway Station, and the Mela venue for visitor support.
- The Mela will introduce the Maghey Fiesta Walk and will offer expanded overnight stay options to enhance the visitor experience.
- Post-Mela tourism opportunities will be promoted, encouraging international visitors to explore nearby attractions such as natural hot springs, bird sanctuaries, and rafting at Melli.

Additional insights and suggestions by the delegates

- Delegates recommended enhancing tourist facilities and creating more opportunities to attract passersby to visit and experience the Mela.
- A suggestion was made to create an ethnic showcase to represent the state's vibrant cultural heritage and diverse communities on the international stage.
- Plans were discussed to extend promotional activities across major tourism markets including Goa, Kerala, and Maharashtra.
- Discussions also covered expected climatic conditions, the potential introduction of helicopter services from Bagdogra, and assurances of safety, hospitality, and a high-quality experience for international visitors.

The meeting concluded with a shared commitment to collaborate for the successful global promotion of the Maghey Sankranti Mela 2026, thereby strengthening Sikkim's presence on the international cultural tourism map. International travel agencies expressed strong enthusiasm and support for partnering in this endeavour.