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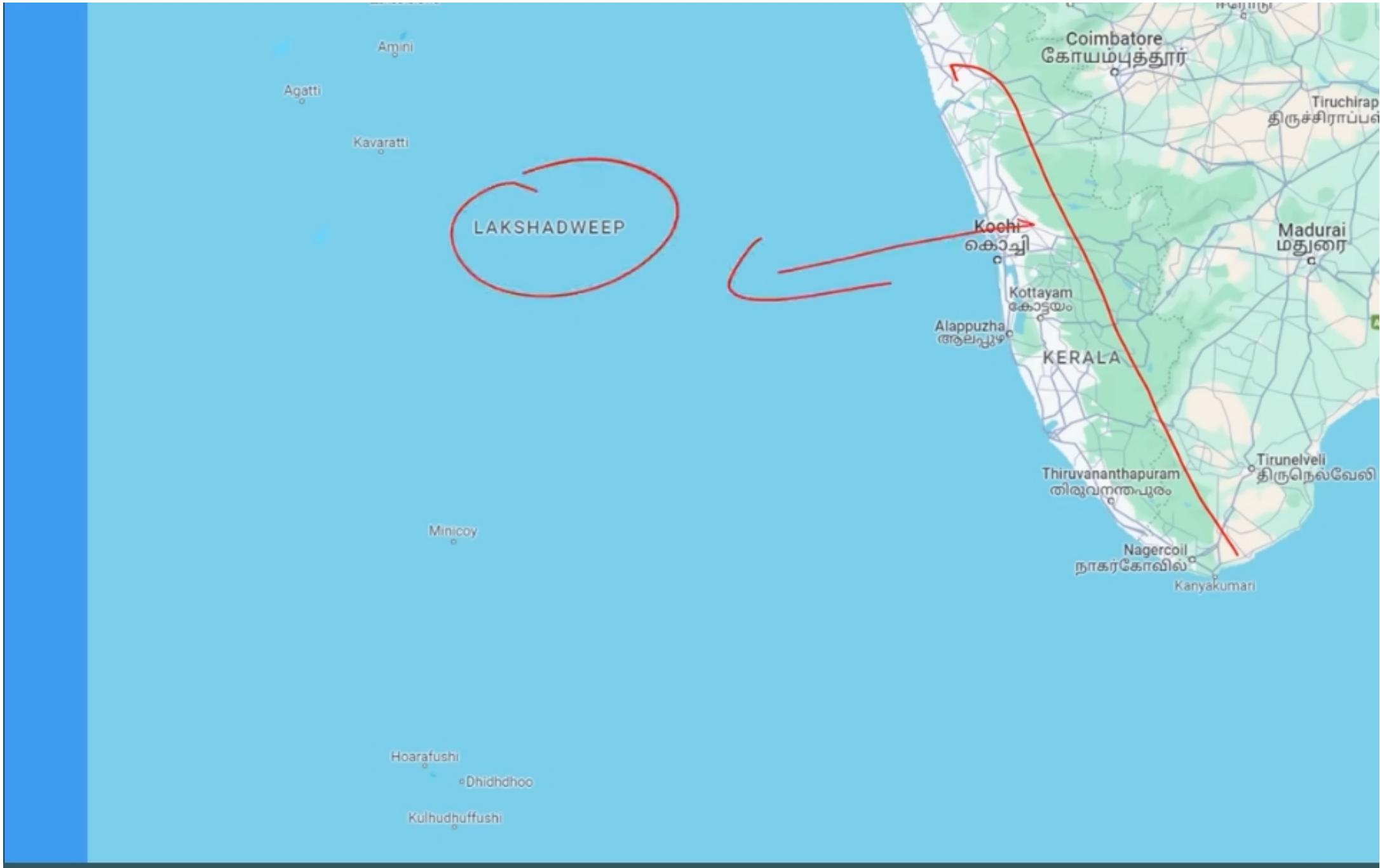
SSB -GD TOPIC

MALDIVES

CONTROVERSY

By Kr. Aditya





HOME » INDIA » DID PM MODI JUST CHECKMATE HOSTILE MALDIVES? GOOGLE SEARCHES FOR LAKSHADWEEP SKYROCKET

4-MIN READ

Did PM Modi Just Checkmate Hostile Maldives? Google Searches for Lakshadweep Skyrocket

• Reported By: [Anindya Banerjee](#) • Edited By: [Nitya Thirumalai](#) • [News18.com](#) • Last Updated: JANUARY 05, 2024, 10:10 IST • Lakshadweep, India



On Wednesday, 'Lakshadweep' was the ninth most searched word on Google in India. There were more than 50,000 searches that day. If Prime Minister Narendra Modi's appeal along with the viral photos indeed drives Indians to visit Lakshadweep, it will directly cost Maldives, eating from its market share

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WHAT'S HAPPENING?



On Friday, January 5, Zahid Rameez, a Council member of the ruling Progressive Party of Maldives (PPM) **took to the microblogging site X to mock Indians.**

Outraged by the contemptuous remark made by the politician from the Maldives, **Netizens resolved not to go to the Maldives for vacations in the future.**



Zahid Rameez ✓ @xahidcreator · Jan 5



The move is great. However, the idea of competing with us is delusional. How can they provide the service we offer? How can they be so clean? The permanent smell in the rooms will be the biggest downfall. 🙄

Mr Sinha @MrSinha_ · Jan 4

What a great move! It's a big setback to the new Chinese puppet gvt of Maldives.

Also, it will boost tourism in #Lakshadweep 🔥



PM MODI'S IMPACT?



The year was 2021 and the effect of the Covid-19 pandemic **was still visible on India's tourism business.**

Prime Minister Narendra Modi took to Twitter urging everyone to visit the tulip garden located at the foothills of the Zabarwan range in Jammu and Kashmir, **and enjoy the warm hospitality of the people of the Union Territory.**

That one tweet on Kashmir tulips would open **a floodgate of visitors to the tourist-starved Valley.**



Narendra Modi ✓
@narendramodi · [Follow](#)



Tomorrow, 25th March is special for Jammu and Kashmir. A majestic tulip garden on the foothills of the Zabarwan Mountains will open for visitors. The Garden will see over 15 lakh flowers of more than 64 varieties in bloom.



In the beginning of 2024, the PM seems to have done the same, this time for Lakshadweep — a tropical **archipelago of 36 atolls and coral reefs in the Laccadive Sea, off the coast of Kerala.**

The name '*Lakshadweep*' in Malayalam and Sanskrit means '**a hundred thousand islands**'.

Serene beaches, blue water, white sands, friendly people, and nature preserved from the exploits of **extreme commercialization** makes it one of the most beautiful places in India.



Capital

Kavaratti

Government

- **Administrator**
- **MP**

Praful Khoda Patel
Mohammed Faizal P. P. (NCP)



Area

- **Total**

32.62 km² (12.59 sq mi)

Area rank

36th

Population (2011)

- **Total**
- **Density**

64,473

2,000/km² (5,100/sq mi)

Languages^[2]

- **Official Languages**
- **Spoken**

Malayalam, English

Jeseri, Dhivehi

Ethnicity

- **Ethnic groups**

≈83% Malayali
≈17% Mahls



Narendra Modi ✓

@narendramodi

...

In addition to the scenic beauty, Lakshadweep's tranquility is also mesmerising. It gave me an opportunity to reflect on how to work even harder for the welfare of 140 crore Indians.



Narendra Modi ✓ @narendramodi · Jan 4

...

For those who wish to embrace the adventurer in them, Lakshadweep has to be on your list.

During my stay, I also tried snorkelling - what an exhilarating experience it was!





Restrictions on visits, cumbersome processes, and little knowledge had kept tourists away, so far.

Data suggests that Lakshadweep received 1,00,000 foreign travellers in 2022.

This record is an increase from the previous number of just 4,000 in 2021.

Domestic visitors have also not been very forthcoming when it comes to Lakshadweep.

GOOGLE SEARCHES



On Wednesday, when Prime Minister Modi was on the island, India was busy googling the **relatively new travel destination**.

On Wednesday, 'Lakshadweep' was the **ninth most searched word on Google in India**.

There were more than **50,000 searches** that day.

Among the phrases India searched the most while seeking more information on Lakshadweep were 'Lakshadweep island', 'Andaman', 'Lakshadweep flight', 'Lakshadweep airport' and 'Kochi to Lakshadweep'.



Modi was in Lakshadweep on January 2 and 3 to inaugurate the Kochi-Lakshadweep Islands Submarine Optical Fiber Connection and **dedicated many developmental projects to the nation.**

During his stay, he soaked in the beauty of the island **and urged travellers to explore it.**

WILL INDIA BOYCOTT MALDIVES?



The sudden rise in online interest in the island among Indians is seen to be an indication that Lakshadweep is seeing a **sudden surge in visitors – both domestic and international.**

Shimmering lagoons, white, virgin beaches, and a **wealth of coral – the similarities between Lakshadweep and Maldives** are surprising.

Yet, increasingly many Indians chose to go to Maldives, **making India one of its biggest markets.**





In 2021 and 2022, India continued as its top market with over **2.91 lakh** and **2.41 lakh** Indian tourist arrivals.

These figures are quite high considering that **Covid-19** was at its **peak in 2021**.

That was **23%** and **14.4%** market share, respectively.

Last year, India with **1,00,915** tourist arrivals (until **June 13, 2023**) remained a sought-after source market for Maldives.



But of late, Maldives has been acting hostile, raising concerns vis-à-vis India's national security.

The new government in Maldives has been perceived to be courting China.

After Turkey, Maldives President Muizzu picked China for a second visit since taking office.

Both Turkey and China are considered to be acting against India's interests.

Last December, Maldives said it would not renew **the Hydrographic Survey Agreement made with India.**

The agreement was signed in **June 2019** during **PM Modi's Maldives visit.**

Muizzu's party had been seeking to remove **Indian troops from 10 island nations even before taking power.**

After coming to power, he did not change his stand.

BUT WHAT ABOUT RESTRICTIONS?



While the bureaucratic ‘permission raj’ to visit Lakshadweep, no direct flights from Tier A cities remain a concern, PM Modi’s long X (formerly Twitter) thread is seen to be a new dawn for the Indian islands where such creases will be ironed out by intervention at the highest level.

The IHCL — the company that owns Taj Hotels — India’s largest hospitality company, announced last year that it will open two Taj properties on two different islands — Suheli and Kadmat in Lakshadweep.

The Greenfield projects are **slated to open in 2026.**

It can't be a mere coincidence that the resorts will also **have overwater villas, something very popular with the resorts in Maldives.**

CONCLUSION



If Modi's appeal along with the viral photos indeed drives Indians to visit Lakshadweep, **it will directly cost Maldives, eating from its market share.**

The fact that Lakshadweep is much cheaper than Maldives will give a **huge impetus to the cost-sensitive Indian travellers.**

That would strike Maldives where it hurts the most — **a nation that heavily depends on tourism for its economy.**



NEWS



EaseMyTrip

Maldives Controversy

EaseMyTrip Suspends Maldives Bookings



#BoycottMaldives



Why should we Indians go to the Maldives when we have [#Lakshadweep](#) It is more beautiful than the [#Maldives](#).

Say No To Maldives 🚫 [#BoycottMaldives](#)

For me My Country First ✓

[#ExploreIndianIslands](#) [#MaldivesKMKB](#)



 **DEFENCE NAGARI**

SSB -GD TOPIC


BRICS

By Kr. Aditya



WHAT IS BRICS

Born out of a vision to challenge Western dominance on the global stage, the BRICS alliance – comprising Brazil, Russia, India, China, and later South Africa – has gradually evolved into a formidable force in the international arena. We take a look at its origins, objectives, and more.



NEWS 10

An infographic titled "WHAT IS BRICS" explaining the alliance. It features a world map with the flags of Brazil, Russia, India, China, and South Africa overlaid. Below the map is the "NEWS 10" logo.



THANK YOU!