

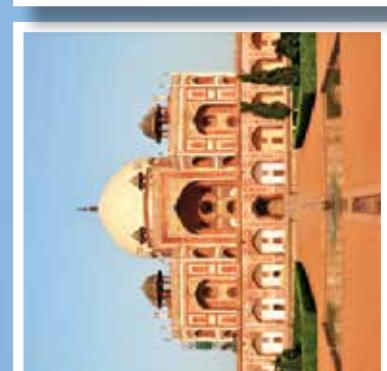
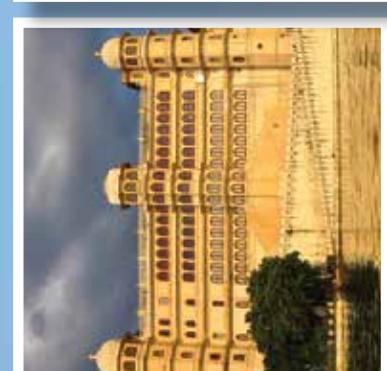
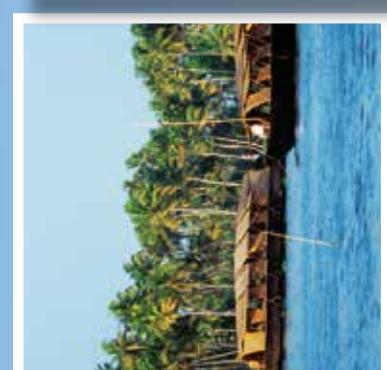
TTS

Trendy Travel Trade with Food & Shop

Volume VIII • Issue X • November 2021 • Pages 48 • Rs.100/-

Burgeoning Travel & Tourism Scope in Uttar Pradesh





Royal Journey of India

18 to 20 Nights

Delhi - Jaipur - Pushkar - Ranthambore
 Sawai Madhopur - Kota
 - Bundi - Chittorgarh - Bijaipur -
 Udaipur - Kunhaigarh - Jodhpur -
 Jaisalmer - Bikaner - Mandawa - Delhi

Archaeological Tour of Rajasthan

21 to 23 Nights

Delhi - Jaipur - Samode - Nawalgarh -
 Bikaner - Gajner - Jaisalmer - Osian
 - Khimsar - Manvar - Jodhpur - Rohet -
 Mount Abu - Udaipur - Dungarpur
 - Deogarh - Ajmer - Pushkar - Pachewar
 - Ranthambhore - Agra - Delhi

Majestic Kerala

14 to 15 Nights

Mumbai - Mangalore - Bekal - Wayanad
 - Kozhikode (Calicut)
 - Cochin - Thekkady - Kumarakom -
 Quilon - Varkala - Kovalam
 Paro - Delhi

Enchanting Himayalas with Taj

13 to 15 Nights

Delhi - Agra - Darjeeling - Gangtok -
 Phuntsholing - Thimphu - Punakha -
 Paro - Delhi

Tribal Trail

15 to 17 Nights

Bhubaneswar - Dangmal - Bhubaneswar
 - Baliguda
 - Rayagada - Jeypore - Rayagada -
 Gopalpur - Puri - Bhubaneswar
 - Kalimpang - Bagdogra - Delhi

Buddhist Temple with North East India Tour

14 to 16 Nights

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 - Kolkata - Bagdogara - Darjeeling
 - Pelling (Pemayangtse) - Gangtok -
 Kalimpang - Bagdogra - Delhi

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PUBLISHER'S NOTE



Dear Reader,

India is a land of marvels where each and every state has a distinct identity of its own owing to its culture, art and regional diversity. This is what makes India rank 7th in the world for tourism which contributes to country's Gross Domestic Product (GDP) approximately Rs.14 trillion which would be equivalent to 9.8%. Here in this November edition of T3FS we will get to know about the burgeoning travel & tourism scope in Uttar Pradesh.

The new government has understood the importance of tourism and its contribution to the state's economic growth. It will also help in employment generation both direct and indirect and the government understanding the criticality of the segment has identified tourism as a priority sector. In its efforts to help tourism grow and thrive in the state, strategic and organized initiatives have been taken up by the Yogi Adityanath government to make the state a major tourist attraction. The state government envisions a new tourism policy for the state , with a focus on establishing Uttar Pradesh as a Brand.

Not only this, we also covered the longest religious trail of India.

Uttarakhand, the holy land, is also known to be an abode of Gods. In Indian mythology and scriptures, Uttarakhand holds reverence as a sacred place for worship for the Hindus. Chardham Yatra is the world's longest pilgrimage trail that attracts pilgrims in such a vast number. The circuit consists of Yamunotri-Gangotri- Badrinath and Kedarnath in the divine state of Uttarakhand. Each Hindu aspires to visit these Dhams at least once in their lifetime to offer their prayers and to experience the sacredness and serenity these places engulf their hearts with.

In addition to its notable work in uplifting tourism, the state tourism department is now hosting a team in association with Trek the Himalayas, a private adventure company that will cover the yatra on foot from Rishikesh to all the Dhams and then return to Rishikesh in 50 days. A walk along those age-old pristine trails will offer a unique opportunity to experience a plethora of landscapes.

Whereas, in lifestyle, we focused on jewellery trends. Art, architecture, technology... are all blending into jewellery designs more seamlessly than ever before.

Vedika Sharma
 vedika@fabianmedia.net



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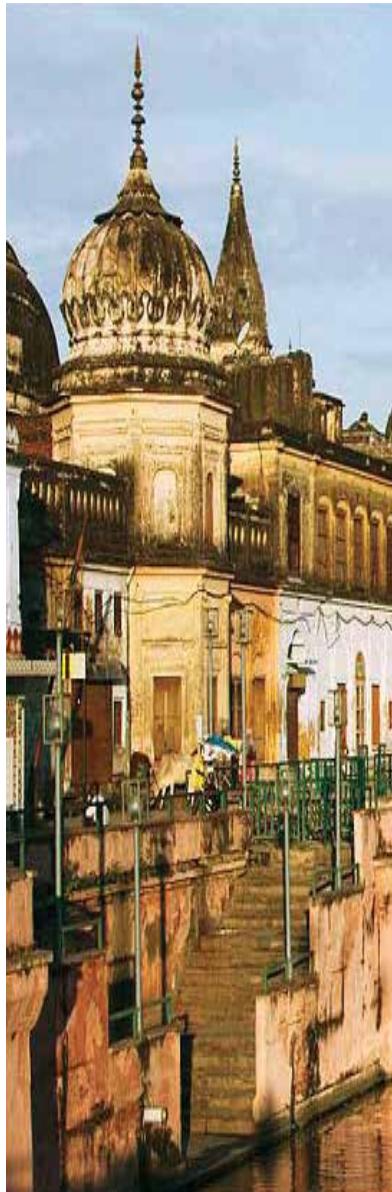
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#ChaliyarRiver Paddle

The 7th edition of Chaliyar River Paddle will be held from November 12th to November 14th, 2021 with a message to go 'plastic negative'.

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Burgeoning Travel & Tourism Scope in Uttar Pradesh

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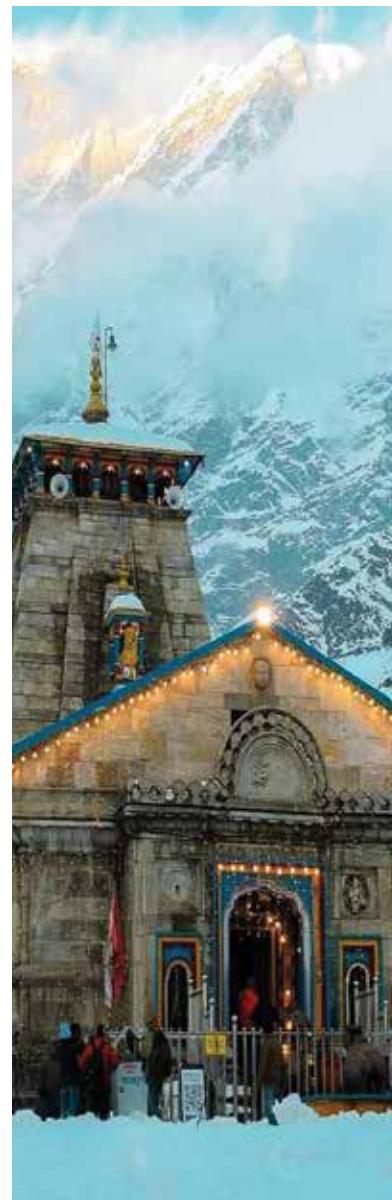
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Allure destinations of Tamil Nadu

The State of Tamil Nadu has a hoary antiquity. Tamil Nadu is renowned for its classical dance forms the Bharathanatyam; rich jewel coloured silks of Kancheepuram, elegant bronzes, brass temple lamps and intricately carved wood and stone pillars. Here through the medium of this story we are exploring the allure destinations of Tamil Nadu.

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Uttarakhand For a pious experience, travel to the Chardham trail

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November 2021



Emirates: Daily flights to Sydney from 2 November

With Australia's borders set to re-open to international travellers from November, Emirates is welcoming the move by enhancing its operations to the country to meet pent up demand for travel into and out of Australia.

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Essence of Luxury

Come experience resplendent regality with Chomu Palace's heritage in class offerings.

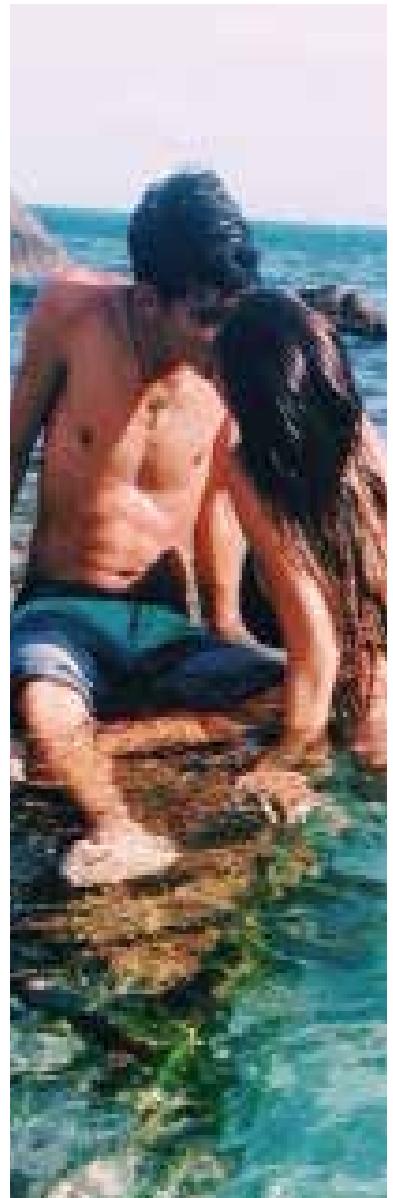
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Razzle Dazzle

Art, architecture, technology... are all blending into jewellery designs more seamlessly than ever before.

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Romantic Atmosphere

Put your favourite romantic music on a playlist, gather candles, massage oil, and room fresheners to create an amazingly romantic atmosphere in room.

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#ChaliyarRiverPaddle

The 7th edition of Chaliyar River Paddle will be held from November 12th to November 14th, 2021 with a message to go ‘plastic negative’.

The three-day paddling event organized by Jellyfish Watersports in association with Kerala Tourism promotes an eco-friendly watersports experience that connects younger and grownups to our waters. The 68 km paddle will start from Nilambur, located on the foothills of Western ghats in Malappuram, and conclude at Beypore in Kozhikode district, where the river meets with the Arabian Sea.

The Chaliyar River Paddle offers opportunities at various levels from beginners to non-swimmers to well-established water sports enthusiasts, nature lovers, tourists, children, and people from all walks of life. The event naturally promotes our rivers, their beauty, authentic Malabar cuisine, and offers a unique opportunity to meet like-minded individuals. Local music bands will be joining hands to promote their talent and offers a relaxing evening to the paddlers. Food will be catered by the best local restaurants such as Calicut Paragon.

Covid safety protocols will be followed throughout the event and a Covid vaccination certificate is a prerequisite to participate in the event. This year, given the situation, this event will be promoted as a phoenix event to boost tourism activities in Kerala. The event will offer an expedition, camping, and a source to the sea paddling experience, using Kayaks, SUP's, Raft and this year on 3rd day, the organizers are introducing sculling (rowers) and dinghy

sailboats making it a wider range of non-motorized, human-powered watercraft used.

“Chaliyar River Paddle has been focused on saving our rivers from urban pollution and promote recreational kayaking for everyone. It is a plastic negative event, hence the paddlers will help clean the river while kayaking. We have partnered with a local NGO, who will provide the participants a collection bags and carry the waste to their recycling and waste management facility. They will also educate participants on proper segregation, responsible consumption, and waste management. It is all about getting the Kerala tourism sector to bounce back from the Covid pandemic along with spreading awareness about the environment and particularly the rampant plastic pollution in the river,” says Kaushiq Kodithodika, Founder, Jellyfish Water Sports.





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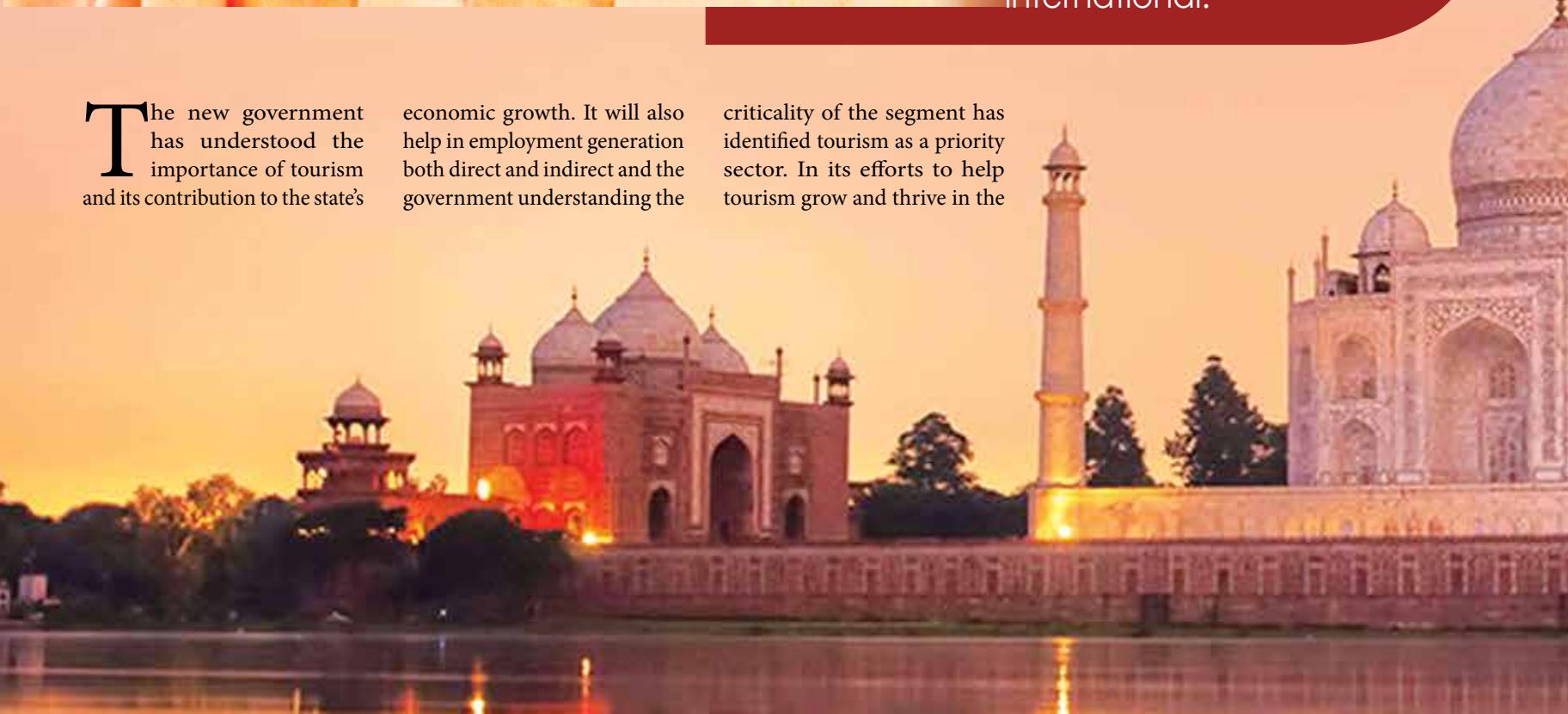
Burgeoning Travel & Tourism Scope in Uttar Pradesh

India is a land of marvels where each and every state has a distinct identity of its own owing to its culture, art and regional diversity. This is what makes India rank 7th in the world for tourism which contributes to country's Gross Domestic Product (GDP) approximately Rs. 14 trillion which would be equivalent to 9.8% of India's GDP. Uttar Pradesh which ranks 2nd in terms of tourists influx in the state both domestic and international.

The new government has understood the importance of tourism and its contribution to the state's

economic growth. It will also help in employment generation both direct and indirect and the government understanding the

criticality of the segment has identified tourism as a priority sector. In its efforts to help tourism grow and thrive in the



state, strategic and organized initiatives have been taken up by the Yogi Adityanath government to make the state a major tourist attraction. The state government envisions a new tourism policy for the state , with a focus on establishing Uttar Pradesh as a Brand.

The objective of the policy is to create a long-term, pro-growth and pro-poor ecosystem. The policy is geared toward bold initiatives, attractive incentives and regulatory reforms that will ensure large-scale investment support through private participation, this will also enable valuable partnership between public and private sector and among various sectors for achieving viable and tangible growth in the tourism sector.

The state government's tourism policy is based on inclusive tourism development of the local communities and make optimum use of tourism experiences across vibrant cities, attraction, nature, wildlife, adventure, food, handicrafts (including the promotion of One District, one Product Scheme), heritage, region and culture of Uttar Pradesh.

In this regards, the UP government has set some benchmarks, through which it aims to achieve targets like-

- Become the most preferred tourist destination in the country by 2023
- Achieve an annual increase of domestic tourist by 15% and international tourist by 10%
- Attract investment with a target of about Rs. 5,000 crore per year
- Provide employment to 5,00,000 people of the state per year
- Impart training to 10,000 tourism service providers over the next few years.
- Convert 10 heritage buildings to heritage hotels per year
- Attract 1,00,000 tourists to National Parks and Wildlife Sanctuary per year
- Improve regional connectivity to religious places and cultural centers through road, rail and air.
- Promote the state as leading MICE destination in the country.
- Elevate standards of public service facilities across the state and provide high quality



visitor experience.

- Promote local entrepreneurship avenues through execution of tourism events and festivals

The state government taking cognizance has launched certain schemes like World Bank Pro- Poor Project, which is funded by the World Bank and aims to unlock the potential of unique heritage of Uttar Pradesh through pro-poor tourism development for inclusive growth and poverty reduction in asset rich but particularly low-income areas of the state. This scheme will benefit the state's residents and its poor through provision of jobs. It will enhance the management of states unique natural and cultural

assets as source of inclusive growth. It will enable private investments and associated job creation opportunities especially for youth and women. The other initiative is Braj Teerath Vikas Parishad, earlier known as Braj Planning and Development Board. The objective of this is to coordinate and monitor the implementation of plans for evolving policies for integrated tourism development, heritage conservation and management in the region. It also gives advice and guidance to any local body/ authority/ department in the district of Mathura with respect to any plan, project or development proposal, which affects the heritage resource of the Braj region.

There is a systematic sector-wise infrastructure



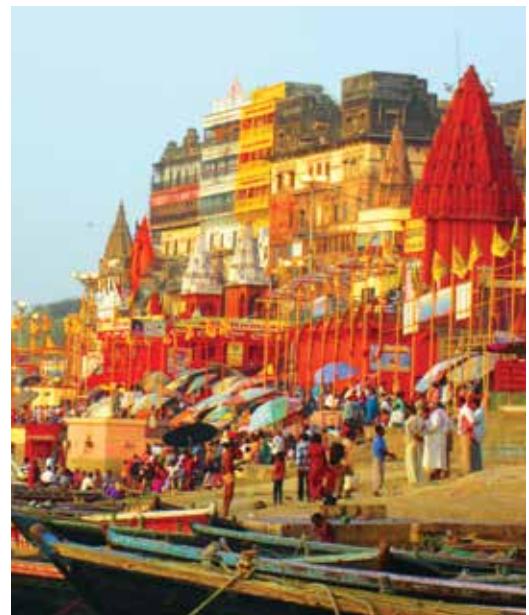
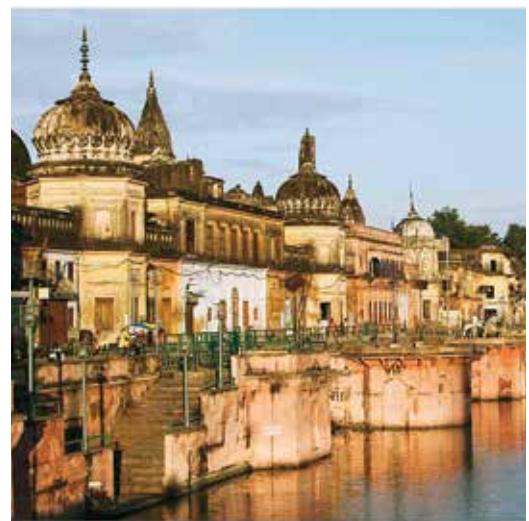


Spiritual & Religious Tourism

For spiritual engagement and a better understanding of Buddha's life & philosophy, the 'Sound and Light Show' has been launched at Dhamek Stupa, Sarnath with a cost of INR 7.88 crore under the Prasad Scheme of the Ministry of Tourism, Government of India. Under the spiritual circuit of Swadesh Darshan scheme, the 'Sound and Light Show' is already running at the Gorakhnath temple which is based on the spiritual journey of Saint Gorakhnath.

Under the Swadesh Darshan scheme, public convenience facilities, development of pathways, tourist facilitation centre are being developed in Gorakhnath temple. Development works at

Kabir Dhuni/Gorakh Taliya, Shaheed Smarak Chauri Chaura, Ramleela Ground, Munjeshwar Nath Temple are underway. An integrated tourism development plan at Kushinagar is under planning stages on a land parcel of 195 acres of the Department of Culture, which will enable a variety of experiences to the visitors at one place resulting in enhanced stay by the visitor. Under the PRASAD scheme, development of ghats, tourist facilitation centre, temple lighting works is underway in Varanasi. Improvement of the pedestrian walkways is being developed for the convenience of pedestrians.



Tourism development works under the Swadesh Darshan scheme include the development of ghats, tourist facilitation centre, last-mile connectivity, solar lighting, signages, etc for providing better experiences to the tourists visiting Shringverpur. Under the Swadesh Darshan scheme in Ayodhya, street rejuvenation work, improvement of pedestrian streets, multilevel car parking, development of Guptar ghat, tourist shelters at Panchkoshi parikrama and improvement of basic tourism infrastructure facilities is in progress. Special focus is on providing the public amenities to the tourist visiting these places.



Heritage Tourism

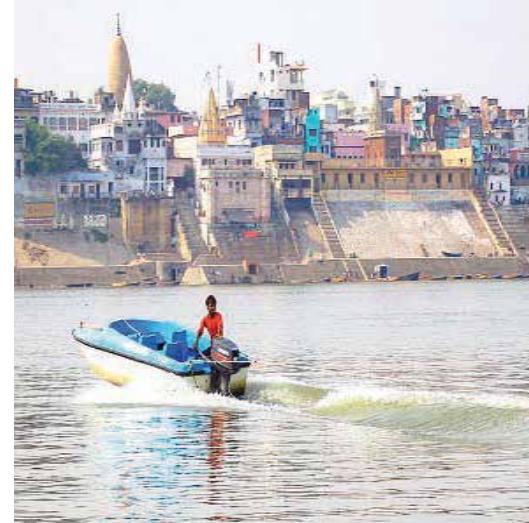
Kumbh which is recognized by UNESCO as the Intangible Cultural Heritage of Humanity, will be promoted extensively in the national and international markets. All UNESCO world heritage sites will be promoted through dedicated marketing channels, including participation in summits, fairs and roadshows in select countries. The Department will work with architects and Archaeological Survey of India (ASI) to undertake restoration projects of sites at Kushinagar, Kapilavastu, Sarnath, Shravasti, Agra, Fatehpur Sikri, Barsana, Gokul, Nandgaon, Vrindavan, Goverdhan, Ayodhya, Kashi, Chitrakoot, Vindyachal, Devipatthan, Tulsipur and other under developed potential tourist sites in state.

Adventure Tourism

The Department will leverage multiple



opportunities arising from the varied topography that Bundelkhand, Sonbhadra, Chitrakoot, Ramgarh Tal etc offer to tourist and create a unique proposition for various adventure sports like hiking, camping, zip-



lining, paragliding etc. The Department is providing assistance in administering all adventure sports and related activities such as registration, planning, promoting, training, regulation, monitoring and providing

Experiential Tourism

Newer experiences to attract tourists are being conceptualized and implemented, like the 'Digital Ramayana Gallery' at International Ram Katha Museum and 'Art Gallery' is being developed in Ayodhya that will depict the story of Ramayana through holographic projections and newer digital interventions. The 'Sound and Light Show' at Gorakhnath temple and Dhamek Stupa (Sarnath) prove to be a major crowd puller.



Modern cruise facilities have been started at the ghats of Varanasi, which offers 30-minute ride covering different ghats with Audio/Video narration of the related stories of the ghats. Under the Prasad scheme, a 20 meters long cruise vessel with a seating capacity of 100 pax is being introduced from Raj Ghat to Assi Ghat that will have Audio-Visual narrations of temples and ghats. Recently, an MoU was signed with 'Inland Waterways Authority of India' (IWAI) for the operation of RO-Pax that will also be run by the ghats of Varanasi. This would be operated on a revenue-sharing basis between IWAI and Government of Uttar Pradesh.

Eco-Tourism

The Department is planning to set up tented accommodation at various sites in Uttar Pradesh, which will include setting up of deluxe cottages near prominent eco-tourism spots, along with offering local cuisines and showcasing the culture. This will be an opportunity for the visitors to experience the culture, cuisine, and at the same time visit the special eco-tourism spots/wildlife sanctuaries. An MoU has been signed between 'Uttar Pradesh Forest Corporation' and 'Uttar Pradesh State Tourism Development Corporation', to promote eco-tourism in the state. Nature interpretation centres, nature camps, boating



and nature tour programmes will be organised and managed at the centralized level. To create the visibility of the prominent eco-tourism sites/wildlife sanctuary, the Department is planning photoshoot & video-shoot, to

disseminate destination information in both the domestic and international market. The Department is also formulating a strategy for engagement of the local community for the socio-economic upliftment of locals. Bird sanctuaries at Nawabganj, Hastinapur, Sur Sarovar, Ranipur Sanctuary (Banda), Kaimoor Sanctuary (Mirzapur), Samaspur Sanctuary (Rae Bareli), Surha Taal Sanctuary (Ballia) and Patna Sanctuary (Etah) to be promoted. Nature Interpretation Centres, Nature Camps, Boating and Nature Tour Programs, will be organized and managed at centralized level in Lucknow.

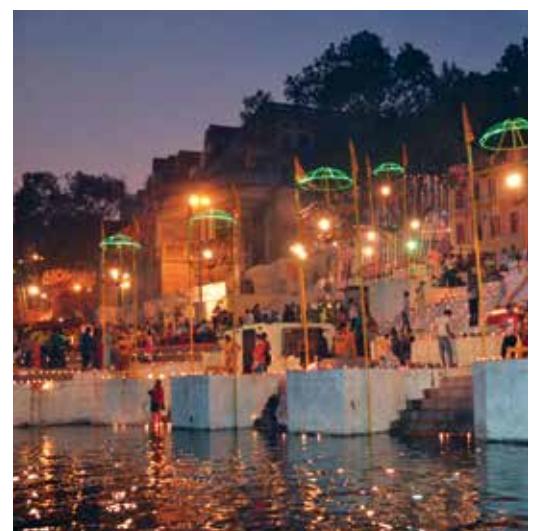


Cultural Tourism

To promote cultural exchanges, the department will release annual calendar for all religious/ cultural events and organize events with the objective to promote tourism and promote Uttar Pradesh as a brand. The Department will form a special task force with experts/consultants to organize cultural events, food festivals and other art based festivals.

Agri Tourism

The Department has set up an interface to cater to the need of agri-tour operators. This interface will coordinate and provide linkages with regional/local/concerned government bodies. The Department with the help of local players of agri-markets and tour operators will develop special tour packages for promoting agri-tourism.



Rural Tourism

The Government's focus is on developing villages known for special form of handicrafts, music, dance and art will be identified and introduced to the urban and foreign tourists to encourage their stay in the state. This will enable tourists to experience village cuisine, art, culture and lifestyle.

Development of local infrastructure, market linkages (both backward and forward integration) and academic centres will be developed with the help of local communities. The government has established the facilitation office to ease the single window clearances for rural tourism growth.



Craft, Handloom and Textile Tourism

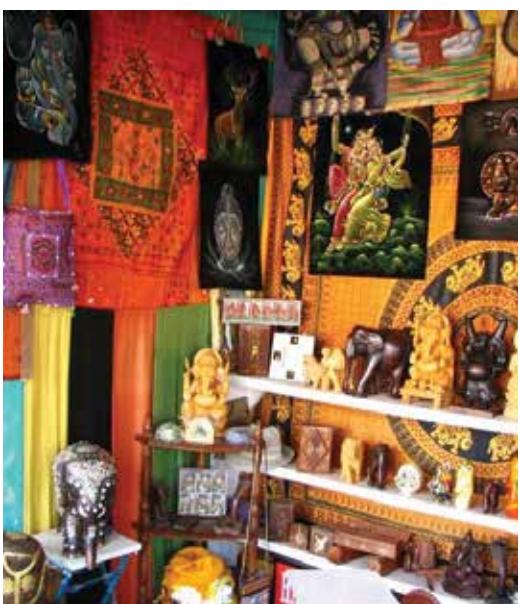
To promote regional crafts industry of various districts like Moradabad's craft, Bhadohi's carpet, Agra's inlay work and Zardoji, Varanasi's silk, Gorakhpur's Terracotta, Nizamabad and Khurja's pottery and Lucknow's Chikan.

Shilpgram and Shilp Bazaar will be established across the state to promote Uttar Pradesh's rich handicrafts legacy. The Department will develop textile tourism circuits including khadi to promote the indigenous art by linking it to major tourist destinations. The Department will organize thematic fairs and exhibitions to publicize the broad variety of handicrafts. Special visits to handicrafts units has been integrated in the itineraries created by travel agents/tour operators.



MICE Tourism

The Government has decided to make special mention of MICE hotels (more than 5,000 sq ft area) in social media and websites to promote these hotels. Initiatives are jointly being undertaken by Department and Industry players to promote UP's business events offerings, conducting of market feasibility studies and bidding activities. The Department will engage and build corporate tie-ups with the companies which organize such meetings and further increase the earnings for the state.



Wellness Tourism

The Department will identify specialized centres for AYUSH- Ayurvedic, Yoga and Naturopathy, Unani, Siddha and Homeopathy



and will collaborate with them for setting up units in Uttar Pradesh.

The Department is focusing on setting up International Yoga Conclave to promote wellness centres and resorts to draw more traffic in order position Uttar Pradesh as a wellness tourist destination.



Sports Tourism

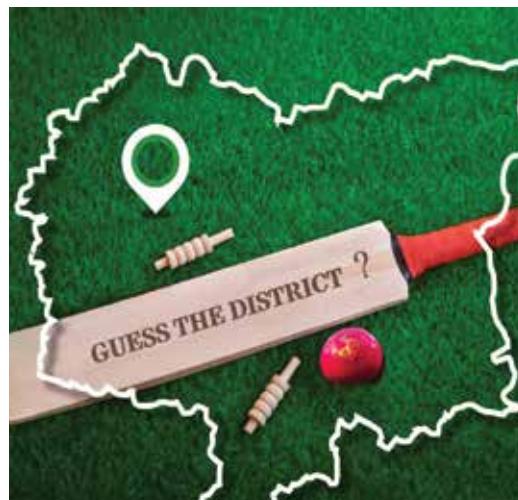
To promote important sports facilities in the state such as Golf Course in Noida and Lucknow, international Cricket Stadium in Kanpur and Lucknow, Badminton Academy in Lucknow have been planned. To promote tourism further ravine Motor Sports will be established in different regions to further attract sports tourism. The Department is also looking to promote different traditional sports like Kushti, Kabbadi etc. The probable sites for developing sports tourism will be Bundelkhand and Vindhya region.

In order to overcome shortage of tourism infrastructure like hotel, resorts, public utilities at tourist places, connectivity, parking etc, the Department has encouraged private sector participation through PPP mode to develop infrastructure and facilities at tourist places.

The Department has also undertaken feasibility study of mythologically significant sites like Hastinapur, Barnava and others in UP to construct permanent structures/installations as mark of identity to the era the city is known for. The Department has planned integrated tourism development of cities by inviting planning and architecture colleges of the country such as National Institute of Design-Ahmedabad, CEPT University, School of Planning and Architecture.

The Department has decided to coordinate with other departments to ensure effective maintenance of water supply, sewage system, approach road and parking facilities in tourist destinations. Apart from this connecting highways to airports with street lighting and public convenience facilities.

The Government has established 10 helipads each worth of Rs. 2 crores in the state to promote regional connectivity. In consultation with the Ministry of Civil Aviation, new air sectors will be identified to and from Agra,



Lucknow and Varanasi to destinations within the country and also overseas to facilitate the movement of inbound tourists. All major tourists destinations will be connected to quality four lane highways and where needed the existing four lanes will be upgraded to six laned highways. The Government has decided to actively pursue this with Public Works Department (PWD), Uttar Pradesh Expressway Industrial Development Authority (UPEIDA) and Uttar Pradesh State Highways Authority (UPSHA)

Brand Uttar Pradesh Tourism will be promoted through strategic tie-ups with the Indian Railways and Airports to instill positioning of Uttar Pradesh as a progressive tourism destination through dissemination of tourism communication.

To attract investment, Uttar Pradesh Tourism Policy was launched in February 2018. The state has attracted various proposals for Hotels, Resort, Convention Centre, Adventure Tourism across different regions of the state with investment intent of around INR 18,500 crore. The policy has categorized the destinations in 12 tourism circuits like Ramayana, Mahabharat, Jain, Buddhist, Wildlife and Eco-Tourism,

Swatantrata Sangram, Bundelkhand, Craft, etc. Under these circuits, more than 245 tourism investment proposals have been received.

Under the tourism policy, one of the major incentives/subsidies being offered is capital investment subsidy, which is being provided in the range of 10%-20% of the investment, depending upon the type of tourism units. In addition, the Department is also providing fiscal incentives to the investors for setting up of tented accommodation within 20 kms of all the notified wildlife sanctuary, and such units will be eligible for 20% of capital subsidy on the fixed capital investment up to a maximum of 50 lakh. This gives huge spur to the private investment in the state as well as assists the state government in creating quality accommodation for the visitors.

In addition, the Ministry of Civil Aviation has already approved 18 new air routes in Uttar Pradesh under the UDAN Scheme. The Kushinagar International Airport will enhance connectivity in the entire eastern region of the state which has major Buddhist sites like Kushinagar, Sravasti and Kapilavastu, which will in-turn boost inflow of foreign tourists and subsequent increase in tourism and hospitality in the region. This airport will also facilitate NRIs in reaching their destinations. Similarly, the Jewar Airport will boost the tourism and hotel industry in Mathura, Agra and other cities in the western part of Uttar Pradesh.

With the view to improve the basic tourism infrastructure at all tourism destinations, development projects to the tune of INR 630.45 crore are being implemented under the Swadesh Darshan & PRASAD Scheme, in addition to the projects of INR 857.20 crore from the state government funding. The projects sanctioned under the Swadesh Darshan Scheme sector include the development of Sravasti, Kapilavastu and Kushinagar under the Buddhist Circuit; development of Kalinjar Fort (Banda), Maghar Dham & Chauri Chaura under the Heritage Circuit; development of Ayodhya, Chitrakoot & Shringverpur under the Ramayana Circuit; development of Gorakhpur, Devipatan, Dumariyagunj, Banda & other tourist sites across the state under the Spiritual Circuit.



Allure destinations of Tamil Nadu

The State of Tamil Nadu has a hoary antiquity. Tamil Nadu is renowned for its classical dance forms the Bharathanatyam; rich jewel coloured silks of Kancheepuram, elegant bronzes, brass temple lamps and intricately carved wood and stone pillars. Here through the medium of this story we are exploring the allure destinations of Tamil Nadu.

• Tarsh Sharma

As Tamil Nadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad flock the tourist spots throughout the year.

Tamil Nadu is a state with several distinguished tourism genres. The state is covered with breezy beaches of the Arabian Sea, enthralling peaks of Nilgiri Mountains, cascading waterfalls and densely coveted forest areas.

Tamil Nadu breaks all the clichés and has emerged as a state that has bounty and diversity. State undoubtedly blessed with both natural and cultural aspects. Hence, it is an ideal tourist haven for one and all.

Due to its culture, Tamil Nadu is a particularly hassle-free destination to visit, especially for women.

Here let us explore Tamil Nadu for your next travel plan to India.

What to Explore: Tourist Hotspot

Pondicherry

If peace and a break is the most sought after, then Pondicherry is surely one of the choicest holiday destinations in South India. The town offers a unique experience with its mix of modern heritage and spiritual culture. With a predominantly historical background, Pondicherry takes one century back in time.

Kanyakumari

Situated at the tip of the Indian Peninsula, Kanyakumari is the southernmost point of mainland India. Kanyakumari is located near the Western Ghats and bordered by the Laccadive or the Lakshadweep Sea at the southwest, southeast and south of the city. Kanyakumari has been one of the major centers of arts, culture and religion since ancient times. The city's beaches are also the only beaches in the world where you can experience both the sunrise and the sunset. The various temples in this beautiful city of Tamil Nadu are frequented by thousands of pilgrims and the pristine beaches attract a huge no. of tourists to the city.

Beaches

Marina Beach

It lies on the eastern side of the city, bordering the Bay of Bengal. It is one of the most renowned beaches of Tamil Nadu. It is the longest beach in India and also the second longest beach in the world. Here, one can experience the most captivating view of scenic beauty and the life of its marine locals.

Covelong Beach

It is situated at a distance of 40 km from the capital city. It is one of the most captivating and beautiful beaches. Here, one can engage in adventurous water sports like swimming and windsurfing. Don't forget to soak in the beach shacks beneath the cool shade of the palm trees.

Elliot's Beach

Elliot's beach is located on the eastern coast of Tamil Nadu. It is one of the cleanest beaches in the capital city and is lined with several cafes and restaurants. This beach is also famous as the night beach, as it is the most preferred spot for youngsters to gather and enjoy in the evening.

Hill Stations

Yelagiri Hill

It is one of the most popular hill stations of Tamil Nadu. The Yelagiri village is surrounded by orchards, rose-gardens, and lush green valleys. Travel by the winding Ghat-road that has 14 hairpin bends to reach the Yelagiri hilltop. The ride offers panoramic breath-taking views of the hills and its surroundings. The seventh bend is significant since it offers a panoramic view of the slopes of the mountain and the luxuriant green forests. The highest point in Yelagiri is the Swamimalai Hill, standing tall at 4,338 ft and a popular destination for trekkers and tourists alike.

Kodaikanal

The name 'Kodaikanal' literally translates 'Gift of the Forest', but more commonly known as a Princess of Hill stations. Its meadows, long stretch of forests, wood slopes, mighty rocks, bowers and creeks charm the tourists in a magical way. Kodaikanal is famous for the kurinji – flowers that blossom once in twelve years. It is a favourite among honeymooners. This charming place is one of the most visited tourist destinations which

offers its visitors an array of activities like boat rides, nature walks, hiking, trekking and rock-climbing.

Ooty

It is truly referred to as 'The Queen of Hill Stations'. Picturesque and green, 'Udhagamandalam' better known, as Ooty is the most popular hill station in the South. 'Udhagamandalam' is the headquarters for the Nilgiri district, where the two ghat-ranges meet. Nature has been generous with this region, which is by far the most beautiful in the state. Apart from lush coffee and tea plantations, trees like conifers, eucalyptus, pine and wattle dot the hillside in Udhagamandalam and its environs. Ooty with smaller hill stations of Coonoor - 19 kms and Kothagiri- 31 kms are the two other scenic hill stations of this district. Nilgiri is India's first biosphere. It has been declared as one of the 14 'hotspots' of the world because of its unique biodiversity. Nilgiri truly presents itself as a kaleidoscope of visual treats and guarantees a soul-stirring experience.

Heritage

Chennai

Formerly known by the name Madras, Chennai is the Capital City of Tamil Nadu. The city has been surrounded by the South Indian Kingdoms since ages, thus it has always been the forefront of all cultural, economical, social, commercial and industrial development in the south of India. The city houses more than 20 heritage structures including railway stations, Museums, Book Shops, Cinema halls and many more. Chennai is also famous for its clean sandy beaches, parks, temples and cultural centers. There are various shopping attractions here and most sorts for Modern Day Activities one can name.

Mahabalipuram

Also known as Mamallapuram, the city of Mahabalipuram is famous for its ancient and cultural heritage. The city of Mahabalipuram was a prominent seaport dating back to 7th century AD and was ruled by the Pallava Dynasty. The place is famous for its monuments and is classified among the UNESCO world heritage sites. Almost all of the monuments are carved out of Granite and display the brilliance of Dravidian style architecture. The city is bustling with tourists most times of the year except monsoons. The amazing location of this place adds to the charm of the monuments and the intricate carvings.

Madurai

The 3rd largest city in Tamil Nadu, Madurai is also one of the oldest inhabited cities in the world. The place has been mentioned by many such as Kautilya and Megasthenes. The city has been ruled by both the Pandya and the Chola dynasties. The city houses many number of important and magnificent temples that it is built around. The majority of tourists who come to Madurai come to visit the various temples that enshrine this ancient city. The Meenakshi Ammam Temple is of prime importance here as it has been mentioned in almost all the ancient texts and is considered as the prime pilgrim spot for the Tamil people.

Vellore

Also known as, the Fort city, Vellore is located at the banks of Palar River at the North-eastern part of Tamil Nadu. The place has a lot of historical relevance as well, as the fort of Vellore is said to have housed Tipu sultan's family during the British Rule. Apart from the fort, there are several other attractions that have made it an important





tourist destination. The various temples with a brilliant display of carvings and Dravidian Style architecture, the picturesque hill station of Yelagiri, the churches and mosques and various shopping hotspots have made it a must-visit place in Tamil Nadu.

Kanchipuram

The city of Kanchipuram is located on the shores of the Vegavathy River. The city has seen many number of ruling dynasties and monarchies such as the Pandya, Cholas, the Vijaynagar Empire, the Carnatic kingdom and the British monarchy. Kanchipuram since medieval times has been significant as the educational center and was known as the place for learning. The city is also famous for its various temples that are built in the Dravidian style of architecture and display amazing stone carvings.

Kanchipuram apart from its various temples is also known for its medicinal herbs, this fact has been vouched for by the ancient texts as well. One of the major products of Kanchipuram is its specialized silk and more than 5000 families residing here are involved in silk weaving and famous for the "Kanchipuram silk Saris".

Tirunelveli

Another ancient city in Tamil Nadu, Tirunelveli is famous for its temples. The city is a religious and agricultural hub and thrives on tourism. The place is abundant in natural resources and has a diverse range of physical features like mountain ranges, rivers, sea coasts and forests. The temples here are of special significance as they were created in medieval times by the ruling dynasties of that era and display some brilliant architecture and stone carvings. Apart from being a monumental hub of Tamil Nadu, the city holds numerous undiscovered spots which make it a tourist haven.

Wildlife

Annamalai (Indira Gandhi) Wildlife Sanctuary

Annamalai also popularly known as Indira Gandhi wildlife sanctuary was set up in the year 1976. Now the sanctuary covers up a massive land area of 108 sq. kms and has acquired the status of a National Park. This moist and deciduous wet park gives you the perfect ambience of being in the lap of nature and restraining you to go back to your hustle routine. The wildlife sanctuary experiences different patterns of rainfall which is the sole reason for its diverse variants.

In the sanctuary, there are a rich number of Elephant, Leopard, Gaur, Wild boar, species of birds like Grey jungle fowl, Malabar and Great pied hornbills, Ceylon frogmouth and Malabar trogon Chital, Sambar, Muntjac and Giant Squirrel.

Mudumalai Wildlife Sanctuary

Mudumalai is edged by the Wynad Wildlife Sanctuary and Bandipura Tiger Reserve. Mudumalai holds a prestigious and heritage importance as it was once a part of the temple (the Raja of the Nilambur) property of Tamil Nadu. Mudumalai is abundant with vegetation types ranging from moist deciduous to dry deciduous and dry thorn forests. Being situated in the Nilgiri hills, the place will give you the perfect set up of escapade from city noise directly to nature's best.

It is commonly popular for Asiatic Elephants and herds of these can be commonly seen along the National Highway enrooting the park. While tigers and leopards are occasionally seen here along with the varied varieties of slothed bear, barasingha, chital, gaur, wild dog, Malabar squirrels, etc.

Kanyakumari Wildlife Sanctuary

Situated close to the town of India's terminating point Kanyakumari, this wildlife sanctuary is a heavenly treat for those who are an ardent lover of nature. This sanctuary is widespread in a massive area of approximately 402 sq. kms. The enchanting and delightful views from Keeriparai and Maraimalai Hills are surely to hold your breath and let you have the most precious memoir for your lifetime. The scenic beauty of the landscape of sanctuary soothes soul and eye of one who is on the hunt of flee from his hectic life.

This virgin environment of sanctuary is affluent in the variants of blackbuck, Indian wild dog (dhole), Bonnet Macaque, small Indian civet wild boar, jackals, Slender Loris, Jungle Cat, Sloth Bear, mongoose, Indian fox, Flying Fox, pangolin, Common Langur or Hanuman Langur, Indian Porcupine, India Hare, Nilgiri Tahr and Sambar, Nilgiri Langur Otter, Large Brown Flying Squirrel, Indian Giant Squirrel. Feel yourself lucky enough to spot rock python enroute your expedition.

Gulf of Mannar Marine National Park

The gulf of Mannar marine national park is a must-have a bucket list for the marine fervent, it is no less than a wonder comprising a group of 21 Islands covering almost 8 KMs length of coastal lines of Tamil Nadu state in the southern part of India. The marine park established in the year 1986 attained the status as of a national level biosphere reserve in the year 1989. This biosphere is a unique marine national park which covers more than 11 species of seagrass, 3600 variants of flora and fauna including more than 100 species of hard coral. The marine lives fondly inviting you to live their blue life are the





pearl oysters, dolphins, sea-horse and many of turtles, sea cucumbers, barracuda, sprats and herrings can be found enroute the diving or snorkeling. One who loves cuddling the turtles then you can find them on the seashores. These islands are also visited by migratory birds.

Festivals

Pongal

The most common festival in the southern part of the Indian continent is Pongal which is a symbol of celebration and happiness of harvesting crops. The joyous celebration is a four-day-long festival wherein the state is full of enthusiasm and festivity over crop cutting which they worship like god since they earn their livelihood out of it. Agriculture is the main source of income in a nation and every corner of nation, it is celebrated with a different styles but with uniform spirit; be it Bihu, Baisakhi or Pongal. In January or sometimes in February, peasants from the state harvest their staple crop rice and others like cereals, sugar-cane and turmeric (a prime spice of the state). It is celebrated of January.

Puthuvarusham

India is a land of a diverse culture where festivity holds great value and New Year is one such celebration. Each of the demography has its variant of months and festivity dates, and in Tamil Nadu alike any other Hindu believer observes it New Year by of April. April month here is known as the month of Chittirai, and Puthandu which falls on 14 April is the date to celebrate Puthuvarusham, a day of new beginning and year of hopes to be in. As per the festival rituals, three major fruits namely mango, banana and jack fruit, betel leaves (which has pious values in Hindu rituals), flowers, gold/silver jewels with few coins/money. One significant aspect of this festival is placing a mirror along with other articles, the mirror is placed considering the tray to be the first vista upon waking up the next day for the new beginning of another prosperous year.

Natyajali Dance Festival

Art and culture is an inseparable part of state heritage and lineage. Dance is one such form of art which is considered a symbol of homage and respect paid to almighty in the Tamil Nadu state. Natyanjali Dance Festival is a major festival of state wherein a huge number of people from all around the world solicits their presence. This dance festival takes place in February or March as per the calendar scheduling of India's greatest and auspicious festival "MAHA SHIVRATRI". As per the beliefs it is said that on the 13th/14th day of lunisolar month of the Hindu calendar, Lord Shiva performed the heavenly dance of creation, preservation and destruction to

overcome the darkness.

Thaipusam

It is not only limited to celebrating birth and anniversaries of human but in Indian culture, the birth ceremonies of their Lord is even bigger and significant. Tamil Nadu state is no exception to that and Thaipusam is one such festival. This festival is observed on the full moon day in the month of Tai as per the Tamilian calendar which lies between January mid to February mid. It is the birthday of Lord Subramaniam, who is said to be the younger son of Lord Shiva. A perfect day marked to seek forgiveness from almighty for all the misdeeds and sins conducted the entire year considering his clemency being it their birthday. With the rooted faith and belief of people upon their Lord, they take vows to be true to their spirit and afresh the start of a new chapter of life.

Thiruvaiyaru Festival

Music is the essence of life and an integral part of every person's feelings and emotions which let him connect the soul to that supreme power on earth. Music holds immense benefaction in the state of Tamil Nadu. The music which rooted in the state during the ancient period was Pann which was mistakenly named Carnatic and is now popular as the latter only. Thiruvaiyaru is one such festival which is themed on Music and is celebrated in the honor of Saint Thyagaraja celebrated on the Pushya Bahula Panchami (in January). It is said that Pushya Bahula Panchami, Saint Thyagaraja attained Samadhi in the thiruvaiyaru town of the district of Thanjavur, Tamil Nadu. The Samadhi of this famous saint is situated on the banks of river Cauvery. Being a major musical treat to watch and pay respect to the saint, ardent music lover not only from the southern part of the country but also a nation and international democrats also attend the festival. This is a two-day festival conducting many musical sessions along with worshipping Saint Thyagaraja.-

What to eat?

Tamil Nadu is an important part of South India and home to a potpourri of vegetarian as well as non-vegetarian cuisines. It is famous for its exclusive food culture and traditional range of cuisine, which is more commonly referred to as the 'South Indian cuisine'. The common vegetarian cuisine is Idli, sambar, vada, dosa, upma, rasam, kottu, buttermilk, chutney and curry. The non-vegetarian meal comprises of curry-based dishes of chicken, mutton or fish. The South Indian cuisine culture also has a whole array of different dishes such as 'Parota' - made of maida with kothu, 'Puliyyodarai' - also known as 'Puliyyogare',



'Thayirsadam', 'Thogayal', 'Appam', 'Pongal', 'Aviyal' etc. The famous sweet dishes of Tamil Nadu are Payasam, Kesari, Sweet Pongal, etc. which form a major part of the South-Indian cuisine. Whereas, among the Non-Vegetarians- The famous 'Chettinadstyle -Pepper Chicken' is very popular and is one of the best dishes of the city.

What to shop?

Tamil Nadu is a storehouse of exuberant and famous hand-embroidered sarees of various materials and patterns. Almost each district in Tamil Nadu has its own distinctive style of sarees, which can range from cotton to the most glamorous silks. Chennai is known worldwide for its silk, embroidered sarees, hand-woven garments and other handicraft items. 'Poornpuhar', the Tamil Nadu Emporium and the 'Khadi Gramodyog Bhawan' have their shops in all major cities of the state and the country as well. These two agencies extensively promote the handicraft items of Tamil Nadu. They sell exquisite handicrafts of the state and make it available to a wider berth of buyers. Mahabalipuram is quite popular with people who are fond of collecting fine pieces of sculptures. It is also known for its ancient arts and crafts including carved sculptures of Hindu deities, exquisite woodcarvings and jewellery.

How to go?

By Air

The most convenient way of reaching Tamil Nadu is by air and the most important airport is located in the capital city Chennai. The airport serves domestic as well as international airlines with ample number of flights in and out of the state on a regular basis.

By Rail

Tamil Nadu is easily accessible by railways and the two important railway stations of the state are 'Chennai Central' and the 'Egmore Station.'

By Road

Tamil Nadu flaunts an excellent road network and is well-connected by the services of private and government buses.

Uttarakhand

For a pious experience, travel to the Chardham trail



Uttarakhand, the holy land, is also known to be an abode of Gods. In Indian mythology and scriptures, Uttarakhand holds reverence as a sacred place for worship for the Hindus. Chardham Yatra is the world's longest pilgrimage trail that attracts pilgrims in such a vast number. The circuit consists of Yamunotri-Gangotri- Badrinath and Kedarnath in the divine state of Uttarakhand. Each Hindu aspires to visit these Dhams at least once in their lifetime to offer their prayers and to experience the sacredness and serenity these places engulf their hearts with.

In addition to its notable work in uplifting tourism, the state tourism department is now hosting a team in association with Trek the Himalayas, a private adventure company that will cover the yatra





Shri Yugal Kishore Pant (IAS), Additional CEO, Uttarakhand Tourism

A pilgrimage opportunity: The Chardham Trail offers trekkers the chance to learn valuable history, breathe enchanting landscapes, experience rich culture and traditions along this 1200 km journey. Rishikesh will be the starting point of the Chardham Trail. After connecting the ancient pilgrimage sites of Yamunotri, Gangotri, Kedarnath, and Badrinath, the route will end in Rishikesh.

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on foot from Rishikesh to all the Dhams and then return to Rishikesh in 50 days. A walk along those age-old pristine trails will offer a unique opportunity to experience a plethora of landscapes.

The thrill of hiking a trail that is more than 1200 km long is unmatched. This promotes multi-tourism options like Religious Tourism, Adventure Tourism, Cultural Tourism, Heritage Tourism and Rural Tourism. Religious Tourism because it's a journey of the highly religious Char Dham Yatra, Adventure Tourism as it involves trekking and new outdoor experiences, Cultural Tourism as you pass through remote and culturally rich local villages and towns, Heritage Tourism as it's a trail from ages back, something that our forefathers did. It's also counted under Rural tourism as not always one gets a chance to enjoy the quaint villages and experience the remote life by staying in homestays modified for comfort, ashrams and dharmashalas, making you live the rural life to its best.

Besides just the religious reverence, Uttarakhand - a pristine Himalayan state - has something to offer to each family member. It provides adventure sports opportunities, family getaways, picnic spots, and a relaxed vacation destination for those looking for a break from their mundane daily routines. In addition to being religious destinations, all these places offer more to tourists than just sightseeing.

The Chardham Yatra circuit consists of Puri, Dwarka, Badrinath and Rameshwaram across the length and breadth of the country. However, we will give you a glimpse of the most beautiful



religious Chardham in Uttarakhand, which will leave you swooning and make you want to pack your bags right away!

The destinations are spread across and are dedicated to different gods and goddesses. Here is a guide on how to plan your trip through the wondrous mountain trails and cover the historic Chardham circuit consisting of Yamunotri-Gangotri-Kedarnath-Badrinath. The trail is well laid out & monitored by the state government, and many tourists use it to go on this yatra on foot. It begins in the yoga city of Rishikesh.

Yamunotri is the source of the River Yamuna and is also known as the seat of

Goddess Yamuna. This is the westernmost shrine in the Garhwal Himalayas and is situated at an altitude of 3293 mt atop Bandarpunch Parvat. Geologically, River Yamuna originates from the Champasar Glacier, which is located below Bandarpunch Mountain at an altitude of 4421 m. Champasar Glacier is about 1 km upstream from the riverbed near Yamunotri Temple; however, in order to reach the glacier, one needs to trek for 10 km from the temple. There is a 5-kilometre trek from Janki Chatti, the closest road point to the Yamunotri Temple.

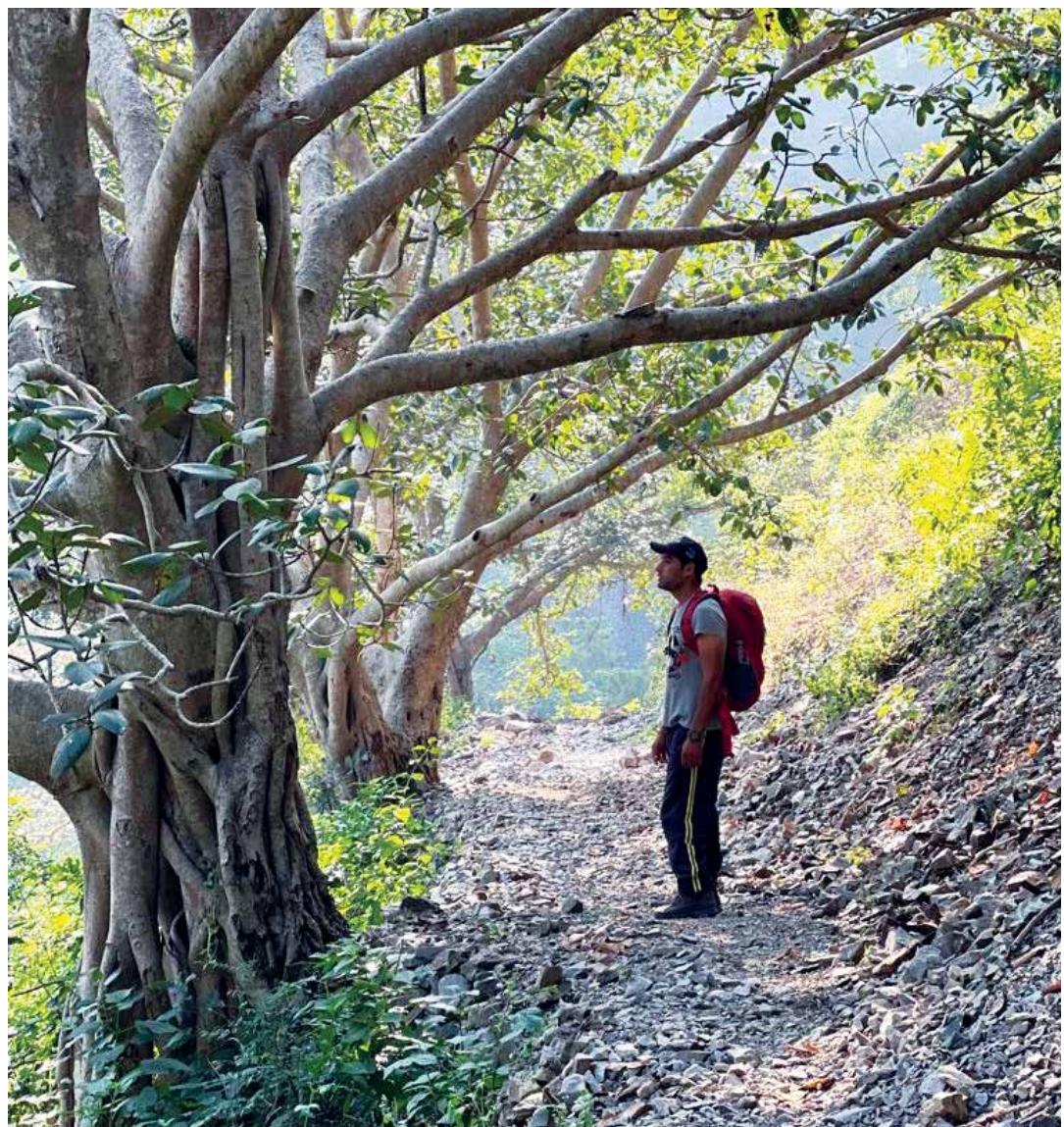
According to ancient legend, Yamunotri is

also believed to be the residence of sage Asit, who is believed to have bathed in the Ganga and Yamuna rivers every day. Unable to reach Gangotri during his old age, a stream of the Ganga appeared opposite Yamunotri for him. According to mythology, Goddess Yamuna is the daughter of Lord Surya (Sun God) and Devi Sandhya and is a sister to Lord Yama. The main attraction is the temple dedicated to Goddess Yamuna. Maharaja Gularia of Jaipur first built the temple in the early 19th century. Earthquakes damaged the temple in 1923 and 1982, but it was subsequently rebuilt by Maharaja Pratap Shah of Tehri Garhwal, the region's ruler. Janki Chatti, Kharsali, Saptarishi Kund, Barkot and Hanuman Chatti are other prominent attractions.

Located 46 km from Uttarkashi and 178 km from Dehradun, it is accessible by air. It is approx. 288 km from Delhi, making it easy to reach by road. Getting to the destination by train is also easy, as the nearest station is Uttarkashi, and there are taxi services available at any time. From Delhi or Dehradun, you can easily reach Yamunotri with multiple transportation options.

Gangotri is a popular pilgrimage town in the Uttarkashi district of Uttarakhand. It is situated at an altitude of 3100 m in the Garhwal Himalayan Range on the banks of the holy Bhagirathi River. It is 98 km from Uttarkashi and 242 km from Dehradun, and the distance between Yamunotri and Gangotri is 46kms.

Gangotri is the origin of the holy river Ganga. It originates at Gaumukh in Gangotri



and Gaumukh are the other religious attractions in Gangotri.

There is a railway station and an airport in Dehradun, and the distance to Gangotri via Dehradun is 241 kilometres. If you are coming via Delhi directly to Gangotri, the distance is 543 kilometres. It is essential to keep in mind the terrain as the actual distance may take longer because of the mountainous terrain. On top of that, taxis to the ferry are available for tourists and can also be booked in advance, offered by the state tourism, which makes the process very convenient.

Kedarnath is a popular pilgrimage destination for Hindus and is one of the four significant shrines to visit in Uttarakhand. It is dedicated to Lord Shiva. It lies at an altitude of 3584 m near Chorabari Glacier, the head of the river Mandakini. It is the most remote of the four Char Dham sites and is flanked by breathtaking snow-clad peaks.

Kedarnath is named after King Kedar. According to mythology, King Kedar ruled Kedarnath during the Satya Yuga. It is believed that the temple existed even during the time of Mahabharata. It is where Lord Shiva absolved the Pandavas of the sin of killing their cousins, the Kauravas, in the battle of Kurukshetra. The famous Kedarnath temple is one of the twelve Jyotirlingas and is thronged by thousands of tourists each year. Other than the Kedarnath temple, Bhairavnath temple, Chorabari Tal, Shankaracharya Samadhi and Hans Kund are



Glacier, which is located about 19 km away from Gangotri town. As per legends, Goddess Ganga took the form of a river in order to absolve the sins of King Bhagiratha's ancestors after his severe penance. Lord Shiva received River Ganga in his thick hair locks to reduce the impact of her fierce flow.

Gangotri is famous for its ancient temples and

religious significance. The present Ganga Temple at Gangotri was built by Gorkha General Amar Singh Thapa in the early 18th century. It is one of the most important temples of the River Ganga. The river is called Bhagirathi at its source and acquires the name Ganga from Devprayag, where it meets Alaknanda. Jalamagna, Shivalinga, Bhavishya Badri Temple, Bhairavnath Temple



other religious places near Kedarnath.

Kedarnath is approximately 32 km from Gangotri. This distance is best travelled by taxi. It is 109 km from Dehradun and 260 km from Delhi. While the distance between Kedarnath and Badrinath is 218kms.

The nearest railway station to Kedarnath is Rishikesh, after which one can avail of taxi services, which are readily available. Dehradun is the nearest airport, and there are frequent bus and cab services available.

Badrinath, located in the ancient holy town in the Chamoli district, lies along the banks of the river Alaknanda. It is famous

for the Badrinath Temple that houses Lord Badrinarayan, an incarnation of Lord Vishnu. The present temple is believed to have been established by saint-philosopher Adi Shankaracharya in the 8th Century. Adi Shankara discovered a Saligram idol of Lord Badrinarayan in the river bed of Alaknanda. He installed this in a cave nearby Tapt Kund, which was later shifted to the present temple by King Garhwal in the 16th Century.

It is surrounded by the Nar and Narayana mountain ranges and the Nilkantha peak. Badrinath has great mythical significance too. This holy town is mentioned as Badari

or Badrikashram in many ancient texts and scriptures. According to the epic Mahabharata, Badrinath is where Nara and Narayana meditated, the dual forms of Vishnu. It is also believed that the Pandavas passed through Badrinath on their way to heaven. Legend has it that Sage Vyasa authored Mahabharata in a cave in Mana, about 4 km from Badrinath.

Badrinath is also famous for Panch Badri temples: Yoga Dhyan Badri, Bhavishta Badri, Adi Badri and Vriddha Badri, and Badrinath Temple. Some of the other attractions of Badrinath include Tapt Kund, Narad Kund, Brahma Kapal, Sheshanetra, Charan Paduka, Neelkanth and Mana village. Devprayag, Rudraprayag, Karnaprayag, Nandaprayag, Vishnuprayag and Pandukeshwar are among the other pilgrimage sites on the route to Badrinath.

This is the last destination of the Chota Chardham if you are planning to explore the circuit. Getting to Badrinath by road is the most convenient and easiest option. Kedarnath is 218 kilometres away. It is approximately 333 km from Badrinath to Dehradun, which also has the closest airport. The distance from Badrinath to Delhi is approx. 547kms. The nearest railway station to Badrinath is in Rishikesh, which is approx. 295 km.

Again, while planning your trip, you must keep in mind the mountainous terrain and the distance to travel may require a longer duration. It will also be advisable to pre-book your boarding and taxi services well in advance. The Uttarakhand government provides taxis and accommodations which are safe, ideally located, and easily accessible.

Aucklanders Diwali Festival

Kiwis love celebrating the festival of lights. Since 2002, the Auckland Diwali Festival has grown to be a hugely popular, family friendly event showcasing traditional and contemporary Indian culture and Auckland's diverse Indian communities.

This year was supposed to be Auckland's 20th Diwali Festival, but unfortunately, Covid-19 has hampered the organizers' best-laid plans. Though the Auckland Diwali Festival is cancelled, one can still celebrate Diwali with a range of entertaining and informative content to enjoy from the comfort of their home and like every year, this year too one can witness Auckland's key landmarks being lit up in bright fuchsia and yellow to showcase the Festival of Lights. The festival will seem a little different this year with online celebrations. Auckland Mayor Phil Goff said, "Diwali is one of Auckland's most popular festivals and a really important celebration for the Indian community.

It is disappointing that the usual celebration has again had to be cancelled due to the COVID-19 crisis. However, we want Diwali to still be a special time for Aucklanders, with the online

programme providing opportunities for families at home to enjoy Indian culture and celebrate the Festival of Lights together."

Leilana Meredith, Festival Producer, said: "While the tens of thousands of Aucklanders who normally attend our major event aren't able to this year, we still wanted to support Aucklanders to celebrate Diwali, learn more about Indian culture, enjoy and try something new at home with their family. Tasty Indian dishes and treats are a firm festival favourite, so we have fantastic at-home recipes and cooking demonstrations; music, crafts and dance are always hugely popular, so we have dance classes, henna and craft templates, videos to learn more about Diwali and Indian culture, and a playlist of music from DJs that would usually perform at the festival."

While it is 20 years since the first Auckland



Diwali Festival, the celebration of that much-anticipated milestone will be saved for the next in-person festival.

Auckland Diwali Festival is an important opportunity to celebrate traditional and contemporary Indian culture and our diverse Auckland Indian communities. The Auckland Diwali Festival is delivered by Auckland Unlimited, on behalf of Auckland Council. Asia New Zealand Foundation is the festival's founding partner.

Portugal - The Next Big Indian Wedding Destination

Chapter 2 Events, one of India's foremost luxury wedding planning firms, expands their operations to set up a satellite base in Portugal with Martinhal Family Hotels & Resorts.

Based out of Delhi, the brand is known to organize larger-than-life Indian destination wedding experiences in countries such as Switzerland, Azerbaijan, Turkey, Serbia, Oman, and UAE. Europe was the favoured region when it came to setting up a base to complement the interests of the large number of overseas Indians based across UK, the Middle East, Canada and US and to build on the increasing non-Indian clientele. Having a physical presence in Portugal has opened up a wide range of avenues across the European continent not just for family clientele, but for strategic partnerships as well.

Portugal is an unexplored segment for the Big Fat Indian Weddings. The country offers beautiful landscapes and architecture, mountains, wine regions, coastal vibes all mixed in with a rich culture, fantastic food and entertainment and easy accessibility, making it the perfect destination to curate experiences for Chapter 2 Events.

"Whether it's a fairy-tale engagement at a palace in Sintra, a vintage wedding in the vineyards of the Douro Valley or a dreamy beach reception on the coasts of Algarve, Portugal, World's Leading

Destination, offers an unforgettable dream Indian wedding destination. Portugal offers a perfect blend of luxury, history and nature with a refined taste. We are committed to providing support to partners like Chapter 2 Events, to promote unique celebrations in Portugal," said Claudia Matias, Director- India at Turismo de Portugal.

Based at the edge of the Iberian Peninsula, The Martinhal Family Hotels & Resorts in Sagres, stands out as a preferred destination within Portugal, surrounded with carved cliffs and sea, with a rich nautical past, grounded culture and exceptional hospitality.

Speaking on the collaboration, Chitra Stern, Owner and CMO, Martinhal Family Hotels & Resorts says, "We are very happy to welcome Chapter 2 Events to their new base at Martinhal and we also hope to welcome many more family celebrations in our luxury resorts for families across the globe including Portugal! With Chapter 2 Events onboard, we are looking forward to bringing new clientele to Portugal - increasing the awareness about our amazing country in the western corner of Europe".

Since its inception in 2013, the C2E has been



curating world-class bespoke experiences and milestone events across the globe. Chapter 2 Events began their journey with a foresight to make celebrations more experiential and personalized. In a short span of 8 years, they have delivered key firsts and award-winning projects such as the big fat Indian wedding takeover of the top two properties in the city of Baku, Azerbaijan in 2018; the debut transcontinental Indo-Serbian Wedding across Serbia, Turkey & India in 2020, and more. The ongoing pandemic gave the team at Chapter 2 Events the opportunity to reassess and restructure their business model to adapt to the #NewNormal. It led the way to the discovery of newer opportunities by diversifying and recasting themselves.

Germany: Recovery in Incoming Tourism

Germany's tourism industry can once again report a significant increase in international demand. This corresponds directly with the latest studies on Germany's global brand image. This is the result of recent analyses by the German National Tourist Board.

Site Minder's World Hotel Index, for example, registers a share of foreign guests in bookings of German hotels of 30.8 percent across 400 global hotel booking channels for October 2021. According to this, the incoming share on these reservation channels has reached the pre-crisis level again. At the same time, the world's leading market research company Ipsos announced today that Germany has once again taken the top spot in the renowned Anholt-Ipsos Nation Brands Index (NBI) 2021. It is followed in second and third place by Canada (70.64 points) and Japan (70.52 points). Since 2008, Germany has always ranked among the TOP 3 in the NBI, and in 2021 it is in first place for the seventh time.

Petra Hedorfer, Chief Executive Officer (CEO) said, "The latest news demonstrates the direct link between Germany's excellent reputation, growing willingness to travel in our source markets, our countercyclical marketing activities and a successful recovery strategy for restarting incoming

tourism, as well as positioning Germany as a travel destination in the increasingly fierce competition among destinations."

NBI confirms first place for Germany's brand image in global comparison. In the overall NBI 2021 ranking, Germany received 71.06 points, 1.94 more than the previous year and also the highest average score measured in the history of the NBI.

Germany is ranked in the top 10 in five of the six sub-indices that make up the NBI: Exports, Government, Culture, Tourism and Immigration/Investment. In the tourism segment, survey participants rate Germany at 73.24 points, 2.65 points better than in the previous year, which means 10th place in the global ranking. In the subcategories on tourism location, "Historic Buildings" and "Vibrant Cities" in particular enjoy above-average esteem, ranking 7th in each case.

In addition to the general image comparison, the NBI identifies the five most pressing global tasks

in the opinion of the respondents. According to the survey, the most important issue in 2021 is the protection of the environment and natural resources, followed by poverty reduction, improving living conditions and quality of life, dealing with health crises and protecting human rights. In the assessment of the solution concepts for these tasks, Germany is in second place in a global comparison, and even in first place under the aspect of health management.

Market indicators for the restart of incoming tourism According to Forward Keys, international flight arrivals in Germany rose to about a quarter of 2019 levels by July 2021, returning to about a third of pre-crisis levels in August and September 2021. Sales of international train tickets to Germany through Deutsche Bahn's e-commerce sales channels were 37.0 percent of 2019 comparables from January through July 2021, 41.5 percent through August, and 44.3 percent through September 2021.

Jamaica: Experience of the Sights, Sounds, and Tastes

A spontaneous street party in the midst of shipping containers from across the world is giving visitors an unforgettable experience at The World Expo 2020, Dubai that opened on Oct 1, 2021. Some 190-country pavilions are vying for attention, but participants are already rocking to the rhythm of Jamaica.

The Jamaica Pavilion, which has been named as one of the 'coolest' at the global event, reflects the culture of the island and the initiative to transform and introduce it as a logistics hub connecting the Americas to the rest of the world. There are 7 zones providing visitors an immersive experience of the sights, sounds, and tastes of the beautiful Caribbean Island.

Zone one is an introductory space that focuses on connectivity and the map of the country. Zone 2, which displays the Heritage of Jamaica, highlights important dates and events and the tiny nation's big global impact. A diverse nation because of its past Jamaica continues to be a multicultural melting pot offering experiences dipped in unique blends of traditions preserved from centuries ago.

With Jamaica being the land of the fastest runners, Zone Three puts the spotlight on Sports, featuring athletics, cricket, swimming, football

& netball. Zone Four is the Business zone to introduce local and international investors to business opportunities in Jamaica's growing industries. Rocking the expo is our Zone Five on Music, bringing alive sounds that rock the world! As the home of reggae and dancehall, Jamaica is the land of Bob Marley. This zone showcases a scintillating live music studio which spotlights some of the most iconic Jamaican musicians, artists and producers; visitors can listen to Jamaican music, create their own playlist, and catch a vibe of the vibrant island!

"The World Expo 2020 is the first mega-event post pandemic which is truly global in scope and is helping to overcome international reluctance to travel. We hope to connect with people and decision-makers from all over the world here, to put Jamaica top of mind as a destination of choice for travellers," says Minister of Tourism for Jamaica, Hon Edmund Bartlett, "We are here with an optimistic vision of the future, to

forge alliances with strategic partners for global initiatives.

Minister Bartlett also stated, "Our total visitor arrivals were growing exponentially and the numbers had jumped to 4.3 million pre pandemic (2019). With pent-up travel desires as the world reopens to welcome tourists we hope to welcome and host many more happy guests".

For food lovers, Zone Six on Gastronomy is not to be missed. Visitors can savour authentic and traditional dishes from some of the top Jamaican Chefs using special blends of herbs and spices. And get to know all about the world's most expensive Blue Mountain Coffee and also about the internationally famous Jamaican Rum. And for all passionate travellers, Zone Seven is the place to Experience Jamaica, where the Doors App allows visitors to experience a bespoke collection of Jamaican resorts and attractions and here visitors can also take a virtual tour of the Jamaica Pavilion via a special Navigation App!

Emirates: Daily flights to Sydney from 2 November

With Australia's borders set to re-open to international travellers from November, Emirates is welcoming the move by enhancing its operations to the country to meet pent up demand for travel into and out of Australia.

With vaccination rates in New South Wales having reached their target, and Victoria being not far behind, the two states will allow vaccinated travellers to return to Australia without quarantine.

In response to the easing of travel restrictions, from 2 November Emirates is stepping up the frequency on flights EK414/415 between Dubai and Sydney to daily operated by a Boeing 777-300ER. Flights to Melbourne will operate as a four-weekly service as EK408/409, with the potential to increase in line with demand.

In another positive sign that the recovery is well underway for Australia, capacity on flights to Sydney and Melbourne will return to 100%, allowing 354 passengers across all cabins to travel on its flights. Australian citizens, permanent residents and their immediate family members will be able to enjoy unrestricted travel once again to and from the two points for the first time since the pandemic began, whether travelling abroad to global destinations for leisure or finally travelling home to visit family or friends, as long as they are vaccinated against COVID-19 with a TGA-approved vaccine.

From 1 December, Emirates' flagship A380

aircraft, will also return to the Australian skies once again, serving the Dubai-Sydney route, on a daily basis. The much-loved aircraft will offer 516 seats in a three-class configuration, with 426 seats in Economy Class, in addition to its premium cabins, with 76 and 14 seats in Business Class and First Class, respectively.

Commenting on the airline's ramp up of operations to Australia with the easing of travel restrictions, Barry Brown, Emirates Divisional Vice President for Australasia, said: "We are extremely delighted to once again be able to extend our services to Australians, with the capacity and frequency that they deserve. Passengers will appreciate the return to normality – for vaccinated travellers wishing to go home to Australia, this will mean no more restrictions on capacity and no quarantine on arrival into New South Wales or Victoria, ultimately allowing them to see their families sooner."

"Starting November 1st, Australians will also be able to plan a holiday and travel internationally. Of course that's good news for us as we are ready to serve those customers with access to our network spanning more than

120 destinations via our hub in Dubai, which is convenient for those considering a stopover to



embrace the wonders of Expo 2020 Dubai."

"We would like to thank our customers for their loyalty as we navigated the challenges together since the start of the pandemic. We are more than ever committed to Australia and it is especially exciting for us to add Sydney to the growing network of destinations served by our popular A380 aircraft. Our customers appreciate the spaciousness and amenities of the flagship A380 and starting in December they will be able to experience the exceptional product when flying to or from Sydney," added Brown.

Qatar Airways: Beyond Business

Qatar Airways has revamped its "Beyond Business" corporate rewards programme to offer benefits to more businesses.

First launched in January 2019, "Beyond Business" catered mainly to the corporate travel needs of Small and Medium Enterprises (SME). The new and improved "Beyond Business" caters to companies of all sizes, offering greater flexibility and tailored business travel solutions.

Soft-launched in July 2021, feedback on the new "Beyond Business" has been positive, and the updated programme is now officially launched and features five exclusive tiers, Elevate, Accelerate, Ascent, Advance and Achieve. Corporates have the flexibility of enrolling into the programme at the entry Tier Elevate level for free, without annual spend commitments or access higher Tiers and tailored benefits with an annual minimum spend commitment.

Beyond Business members can earn Qrewards and redeem for flights and more, in addition to special savings and flexibility, while employees are concurrently entitled to earn personal frequent flyer points under Qatar Airways Privilege Club. The "Beyond Business" programme also

features dedicated account management and online portal, priority baggage handling for employees traveling in economy class, Privilege Club tier status offers and recognition for a seamless business travel experience.

Qatar Airways Group Chief Executive, His Excellency Mr Akbar Al Baker said: "The Beyond Business programme has been well-received since its launch in 2019. Qatar Airways is proud to be the first airline to roll out such unparalleled flexibility and tailored travel solutions for businesses worldwide. Qatar Airways strives to be the world's best airline offering the best business travel solutions, and the revamped Beyond Business programme is set to be the best in category to all businesses alike."

The national carrier of the State of Qatar continues to rebuild its network, which currently stands at over 140 destinations. With more frequencies being added to key hubs, Qatar Airways offers unrivalled connectivity to passengers, making it easy for them to change

their travel dates or destination as required.

A multiple award-winning



airline, Qatar Airways was announced as the 'Airline of the Year' at the 2021 World Airline Awards, managed by the international air transport rating organisation, Skytrax. It was also named 'World's Best Business Class', 'World's Best Business Class Lounge', 'World's Best Business Class Airline Seat', 'World's Best Business Class Onboard Catering' and 'Best Airline in the Middle East'. The airline continues to stand alone at the top of the industry having now won the main prize for an unprecedented sixth time (2011, 2012, 2015, 2017, 2019 and now 2021). The airline's hub, HIA, was recently recognised as the 'Best Airport in the World 2021', by the Skytrax World Airport Awards 2021.

Boeing Projects Demand for 1,540 New Airplanes

Boeing [NYSE: BA] said that airlines in Russia, Ukraine and the Commonwealth of Independent States (CIS) will require 1,540 new airplanes valued at \$200 billion over the next 20 years, driven mainly by growth in the single-aisle market.

The region also will need aftermarket aviation services such as passenger-to-freighter conversions, maintenance and repair, and digital services worth \$320 billion, according to the 2021 Commercial Market Outlook (CMO), Boeing's long-term forecast of demand for commercial airplanes and services. Global and regional air travel markets are recovering largely as Boeing projected last year. Following a strong economic rebound and large pent-up demand, Russia has led all regions in domestic air traffic recovery, with growth expected to continue, according to Boeing.

"Boeing is ready to support carriers in Russia, Ukraine and CIS as they transform their business models and take advantage of opportunities for

further growth," said Randy Heisey, Boeing managing director of Commercial Marketing for Russia, Ukraine and CIS. "Aviation is vitally important for enabling robust domestic tourism growth and a rebound in long-haul leisure travel while also supporting trade and cargo links across a huge geographic region."

The 2021 CMO for Russia, Ukraine and CIS includes these projections through 2040:

- Air traffic is projected to grow by 2.9% annually, tied to economic growth of 2.1% per year.
- More than half of deliveries to the region will be for growth. The overall fleet is expected to total more than 2,000 airplanes, with demand for

more fuel-efficient models.

- Single-aisle airplanes will represent 75% of deliveries, with demand for 1,150 airplanes. Demand will be driven by growth in the low-cost carrier (LCC) segment, including opportunities for new and expanding low-cost airlines.
- Demand for 160 new widebody passenger and freighter airplanes to serve regional leisure markets as well as long-haul passenger and cargo markets.
- The region will require 83,000 new aviation personnel, including 25,000 pilots, 25,000 technicians and 33,000 cabin crews.

JetBlue: Monster Sale

JetBlue announced its 2021 national 'Monster Sale,' that, for the first time ever, will be available online only on [jetblue.com](#) and the JetBlue mobile app to encourage customers to discover the advantages of booking directly with the airline rather than through a third-party.

JetBlue's 2021 'Monster Sale' features low fares on select routes across the airline's network, including 31 routes at \$31 one-way. 'Monster Sale' fares can also be booked as part of JetBlue Vacations' Flight + Hotel and all-new Flight + Cruise packages, offering customers a unique opportunity to save time and money by bundling their travel purchases. (Graphic: Business Wire)

Starting today through Friday, October 29, travelers can snag low fares on select routes across

JetBlue's network, for travel between November 1 and December 16, 2021 (a), including 31 routes at \$31 one-way. 'Monster Sale' fares can also be booked as part of JetBlue Vacations' Flight + Hotel and all-new Flight + Cruise packages, offering customers a unique opportunity to save time and money by bundling their travel purchases.

Customers searching for air travel options often do not realize the advantages of booking directly with the airline they plan to fly, and may believe

they can get a cheaper fare through a third party. With this sale, available online only on [jetblue.com](#), JetBlue sets out to show customers how booking directly puts them in control of their travel experience with the lowest fare, the airline's award-winning customer service and access to additional benefits. As a travel brand offering flights, vacation packages, car rentals and more, JetBlue brings humanity and flexibility into every step of the journey, including 24/7 direct access to its customer support.

Vistara and Lufthansa: Frequent Flyer Partnership

Vistara, India's finest full-service carrier and a joint venture of Tata group and Singapore Airlines, announced a reciprocal partnership for its frequent flyer program, Club Vistara (CV), with Lufthansa's Miles & More frequent flyer program.

The partnership enables Club Vistara members to earn and redeem CV Points on flights operated and marketed by Lufthansa, covering an extensive network of nearly 200 destinations across the world. Reciprocally, Miles & More members will be able to earn and redeem miles on flights operated by Vistara. The partnership agreement comes into effect on 27 October 2021. Vistara's Chief Commercial Officer, Mr. Vinod Kannan, said: "We are delighted to extend our strong partnership with Lufthansa and bring synergies between our respective frequent flyer programs. I am confident that this will enable

us to provide greater value and convenience to our Club Vistara members on their travels across the world. We are also equally excited to welcome Miles & More members and provide them a consistent, world-class flying experience when they fly 'India's best airline'."

"We are pleased to strengthen the already started codeshare partnership between Vistara and Lufthansa with the start into the Miles & More programme", said Christopher Siegloch, Senior Director Loyalty Programme Development & Service at Miles & More GmbH. "Vistara as a

strong partner and popular airline extends our airline portfolio and therefore offers added value to our Miles & More members which now have the opportunity to earn and redeem miles on Vistara flights."

Vistara's three-class cabin configuration with India's only Premium Economy class provides Lufthansa customers consistency in comfort and overall experience on Vistara's steadily growing domestic and international network. The two airlines had entered into a codeshare partnership in December 2019.

Krishi UDAN 2.0

Union Civil Aviation Minister Shri Jyotiraditya Scindia releases Krishi UDAN 2.0



Union Minister of Civil Aviation, Shri Jyotiraditya M. Scindia, Smt. Usha Padhee, Joint Secretary, MoCA, Shri Rajbir Singh, Joint Secretary, Ministry of Agriculture & Farmers Welfare, Shri Keku Gazder, CEO, AAICLAS, and Shri Dilip Chenoy, Secretary General, FICCI released Krishi UDAN 2.0. Krishi UDAN 2.0 lays out the vision of improving value realization through better integration and optimization of Agri-harvesting and air transportation and contributing to Agri-value chain sustainability and resilience under different and dynamic conditions. The scheme proposes to facilitating and incentivizing movement of Agri-produce by air transportation.

The enhanced version of the Krishi UDAN scheme was formulated with support from AAICLAS - a 100% subsidiary of the Airports Authority of India and Invest India, India's national Investment Promotion & Facilitation Agency, under the Ministry of Commerce and Industry. It offers full waiver of Landing, Parking, TNLC and RNFC charges for Indian freighters and P2C at selected Airports of Airport Authority of India primarily, focusing on NER, Hilly and Tribal region.

The Krishi UDAN 2.0 will be implemented at 53 airports across the country mainly focusing on Northeast and tribal regions and is likely to benefit farmer, freight forwarders and Airlines. The Ministry of Civil Aviation plans to be pilot the scheme for 6 months, and, will introduce amendments based on results of the evaluation & consultations with other stakeholders.

Key Highlights of KRISHI UDAN 2.0:

- Facilitating and incentivizing movement of Agri-produce by air transportation: Full waiver of Landing, Parking, TNLC and RNFC charges for Indian freighters and P2C at selected Airports of Airport Authority of India. Primarily, focusing on NER, Hilly and tribal regions.
- Development of E-KUSHAL (Krishi Udaan for Sustainable Holistic Agri-Logistics). Proposed to develop a platform which will facilitate in information dissemination to all the stakeholders. This will be a single platform which will provide relevant information at the same time will also assist in coordination, monitoring and evaluation of the scheme. Proposed convergence of E-Kushal with National Agriculture Market (e-NAM).
- Facilitating the development of a hub and spoke model and a freight grid (identified locations for cargo terminals)



Shri Jyotiraditya M. Scindia, Union Minister of Civil Aviation

Krishi UDAN 2.0 is an example of this government's collaborative approach towards policy making. This scheme will open up new avenues of growth for the agriculture sector and help attain the goal of doubling farmers' income by removing barriers in supply chain, logistics and transportation of farm produce.

We want to take the Anndata to the highest level, by adopting the model of A2A – Agriculture to Aviation. The convergence between the two sectors is possible because of 3 primary reasons – Evolutionary possible use of biofuel for aircraft in future, use of drones in agriculture sector, and due to greater integration and value realisation of agricultural products through schemes like Krishi UDAN.

A photograph of a modern hotel room interior. In the foreground, a large green arrow-shaped sign with the word "Hospitality" in white, sans-serif font points towards the right. The room features a dark wooden headboard with a built-in nightstand holding a small bottle. A warm-toned wall sconce is mounted on the left. On the right, there's a window with dark curtains, a floor lamp, and a small round side table with a tray. A framed abstract painting hangs on the wall above the window.

Hospitality

Essence of Luxury

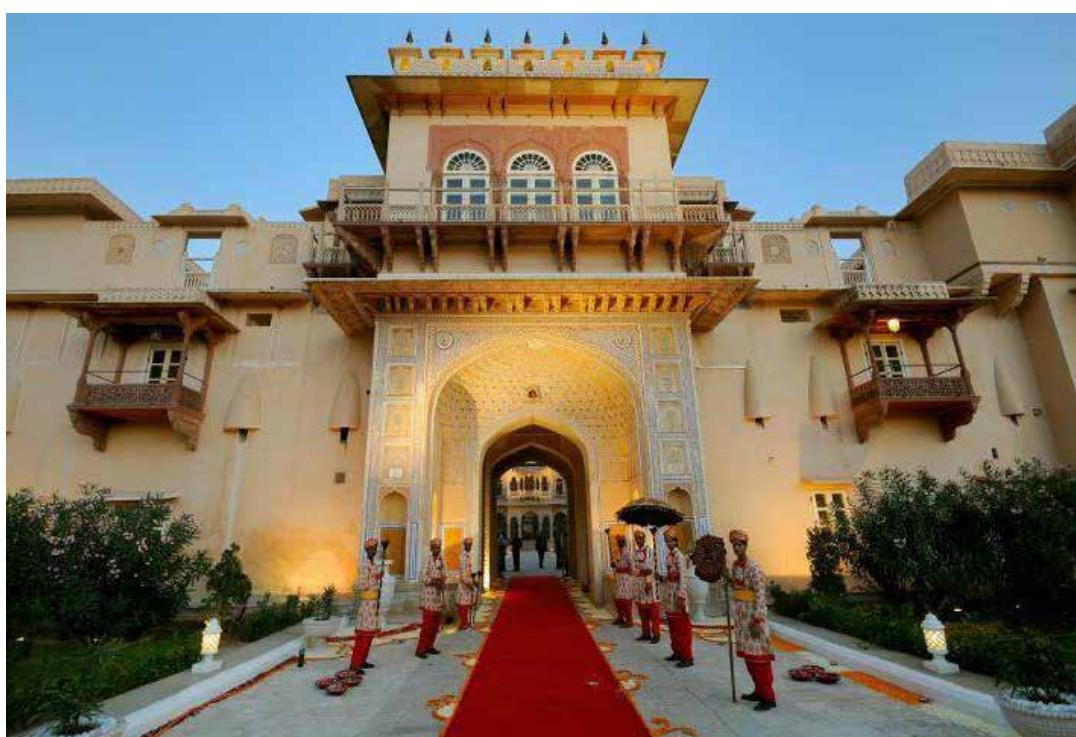


Come experience resplendent regality with Chomu Palace's heritage in class offerings.

The demeanour of royalty is rightly felt the moment you enter the majestic fortress of Chomu Palace nested in the small township of Chomu in Sikar district of Rajasthan. The magnificent décor and architecture of the palace hotel will leave any one visiting the place spellbound of its beauty. The 300-year-old palace echoes the rich past and heritage it has commanded for itself all these years and yet stayed its ground by adapting to modern amenities and trends.

The palace which is converted and uplifted into the hotel stands for the rich history and culture that resonates with Rajasthan. The hotel under the tutelage of Dangayach group has garnered itself the prominence as an ideal destination for any scale of events, weddings, shoots or just an upscale aristocratic stay experience for the hospitality like the Maharaja's.

As the pandemic seemingly is getting on the backfoot, things now fairly seem to





take off which have almost over the past two years take a hit, like the weddings and events which are by far the largest and most awaited events for a large number of Indian's and their families. Let the pandemic no more dull your sparkle if you are looking for an extravagant wedding in regal style, then you may have just hit the right place with the ideal choice. Not only does Chomu Palace make your wedding a grand event of sorts, which will be etched in your memory forever but entrusted to them they can prepare well for you an entire wedding itinerary right from pre-wedding events to wedding and post wedding and that too at exciting offers.

The hotel offers an enchanting view of the property as they offer a range of rooms right from suites to deluxe rooms which are super comfortable and do not compromise on style and luxury which it aims to offer. The hotel décor and interiors are resplendent with burst of colors, motifs, mirror work, jharoka art, artistry and architecture.

The hotel staff which is highly trained and efficient at carrying out events of any scale, they can offer you signature chef's special menu specially curated for your tastes. The staff is very forthcoming with ideas they can incorporate to the best of all what you have planned for your big day that even includes decoration, music, dance and stops at nothing short to make you feel your regal self. The hotel has some good vendors on board with regards to marriage preparations in which case all your marriage requirements can be served under one roof. The hotel has the best-in-class services to offer you for your special day and making it the perfect destination heritage wedding away from the hush-hush of city life.

As the festive fervour is gripping us again and soon life seems to resume back to

normal, it would be an ideal time to either plan your big fat wedding in grand style and aplomb with Chomu Palace or just a seemingly relaxed luxury getaway with your family which will be most loved by all in the family as it has many activities that can be offered to all age groups.

If you want a first-hand glimpse of what you can be offered you can even opt for the virtual tour the hotel that the hotel has been conducting for the potential guests, which can be easily accessed via their website or also upon request from the hotel.

Accommodation

Chomu Palace Hotel has 70 suites that reflect its regal past. Guests will find a good mix of old-world hospitality heritage and modern elegance. A night in this romantic, aristocratic ambience surrounded by antique furniture and grandeur with marble bathrooms and luxurious furnishings makes an experience as memorable as it is inspiring. Each suite is unique, but reflects love of quiet comfort and understated elegance.

Food Zone

The Palace's fine dining Restaurant offers a delightful gastronomic experience. They create something special, blending aromatic Indian spices with modern cooking techniques to produce an eating experience that is recognized as exceptional.

MICE

The Banquet halls reflect a fine blend of aesthetics and shape, practicality and flexibility. Banquet halls have different variations, each one versatile in its own way, to cater to varied needs. The halls ensure uninterrupted free movement.

**C.P. Rathore,
General Manager,
Chomu Palace Hotel**

Luxury & Royal weddings at Chomu Palace

Luxury & Royal weddings at Chomu Palace set a new standard for once-in-a-lifetime occasions. From bridal showers, cultural etiquettes to grand gala dinners to afternoon tea to martini nights for bachelor parties and other ideas you may have only dreamed of, our professionals combine the finest elements with the most beautiful wedding venues to ensure an unforgettable experience. Comprehensive wedding services are our specialty.

Heritage Hotels represent a unique holiday staying experience.

Travel is a profoundly meaningful experience, and are increasingly looking for immersive, authentic travel experiences. As travellers they don't just want to see a place, they want to feel it. Hotel stays are not just about tightly tucked beds, mini fridges and room service anymore; they are about memorable moments that complement and enhance the travel adventure.

It's clear; for hotels to appeal to the modern traveller's desire for authenticity, and to stand out from other hotels offering all the same features and amenities, they should focus on selling an experience, not just a pretty room. In other words, a hotel should be a destination in itself. This is where boutique and other independent properties have the upper hand and position to provide memorable stay experiences that reflect their local destination, the unique character of their property, and the desires of their target demographic. All it takes is a little passion and creativity.



Experience the Desert in Style

Desert Springs is “the” place in Sam Dunes to experience the colorful and valiant history of the Thar Deserts amidst luxury and comfort.

• Tarsh Sharma

A lifetime experience awaits the guests at this exclusive Luxury Resort & Spa nestled in the deep dunes at Kanoi Village in Sam.

This traditional Rajasthani tented camp welcomes you with all the modern amenities to ensure a comfortable and a “Maharaja-like” stay. You can relax at the Spa with a variety of

services to choose from or indulge in capturing the desert in your cameras or simply enjoy in your air conditioned tents with every amenity inside.

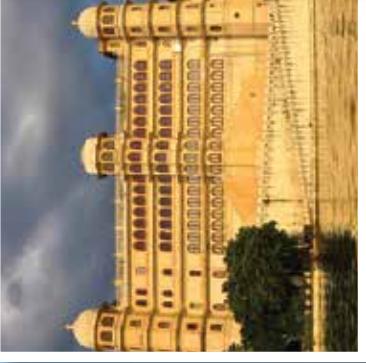
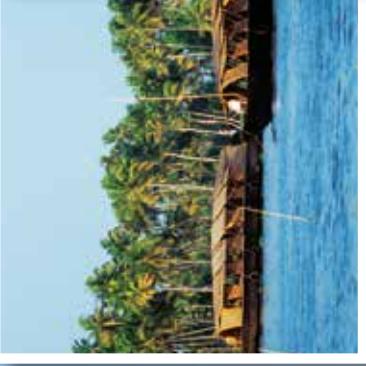
Embark on a Rajasthani journey with the Camel safari upto the sunset point where you get to watch the Sun immerse in the golden sands of the desert. You can also opt for the SUV/

Jeep safari and get into dune bashing to dig into spectacular deep deserts.

As the night winds down, a bonfire lifts up the vast skies, Desert Springs Resort is the only place to experience exhilarating cultural performances and live Rajasthani music with celebrated dancers and expert musicians. There is a variety of alcoholic and non-alcoholic drinks to choose from while BBQ and snacks are served. A ready feast is spread out with Rajasthani delicacies and a lavish buffet right under the moonlight and millions of stars.

Retire to the well decked up tents and tuck yourselves into the bed to start a fresh new day to proceed to the next destination. We assure you that the experience of the Golden Deserts would have never been this luxurious and memorable ever before.





Royal Journey of India

18 to 20 Nights

Delhi - Jaipur - Pushkar - Ranthambore
Sawai Madhopur - Kota
Bundi - Chittorgarh - Bijaipur -
Udaipur - Kumbhalgarh - Jodhpur -
Jaisalmer - Bikaner - Mandawa - Delhi

Archaeological Tour of Rajasthan

21 to 23 Nights

Delhi - Jaipur - Samode - Nawalgarh -
Bikaner - Gajner - Jaisalmer - Osian
- Khimsar - Manvar - Jodhpur - Rohet -
Mount Abu - Udaipur - Dungarpur
- Deogarh - Ajmer - Pushkar - Pachewar
- Ranthambore - Agra - Delhi

Majestic Kerala

14 to 15 Nights

Mumbai - Mangalore - Bekal - Wayanad
- Kozhikode(Calicut)
- Cochin - Thekkady - Kumarakom -
Quilon - Varkala - Kovalam

Enchanting Himalayas with Taj

13 to 15 Nights

Delhi - Agra - Darjeeling - Gangtok -
Phuntsholing - Thimphu - Punakha -
Paro - Delhi

Royal Buddhist Temple with North East India Tour

14 to 16 Nights

Bhubaneswar - Dangmali - Bhubaneswar
- Baliguda
- Rayagada - Jeypore - Rayagada -
Gopalpur - Puri - Bhubaneswar
- Pelling (Pemayangtse) - Gangtok -
Kalimpang - Bagdogra - Delhi
- Ranaghat - Silchar - Guwahati

travok

your journey is safe with us...



Contact @ :+91- 9899359708, 9999683737, info@ travokhoholidays.com, travokhoholidays@gmail.com, www.travok.net

Restorative Powers of the Nature

Established since 1984, Swosti Group today has patrons not only within India, but also in most parts of the world. With the motto 'Once our Guest, Forever our Friend'.

With 305 rooms, 9 Restaurants, Largest Convention Centre in the Eastern Region, Swosti Group is the largest hotel chain of Odisha consisting two majestic hotels in Bhubaneswar namely, Swosti Grand & Swosti Premium, the finest luxury resort at Gopalpur-on-Sea namely, Gopalpur Palm Resort and newly opened the Mega World Class Luxury Resort, "Swosti Chilika Resort", on the banks of pristine Chilika Lake.

All these hotels are competently supported by the largest inbound tour operator of the state Swosti Travels established since 1988.

SWOSTI is an epitome of comfort & leisure – a branded icon of hospitality in the country & abroad. It has received a number of national & international awards during the last 33 years of its dedicated services in hotel & tourism sector.

Swosti Group opens its door to Swosti Chilika Resort, inaugurated on 26th July 2017 by Hon'ble Chief Minister of Odisha Sri Naveen Patnaik, a place for all travel seekers and holiday enthusiasts who revel in the unexplored and untouched tranquility and look to unwind and reconnect in a most spectacular setting one possibly can imagine.

Rooted in the scenic setting of the famed Chilika Lake, the essence of the resort is to unify the mind and the soul with the nature. To allow the restorative powers of the nature harness a tired body and mind delivering pampered serenity in a sanctuary of comfort and wellness.

Inspired by nature, as one step into the sprawling landscape on the banks of a pristine Chilika Lake, you seamlessly will move from time bound madness to timeless bliss.

Awaiting you would be pure gentle breeze that subtly leaves an intoxicating aroma of a vast salt lake. The very moment can get you discover

a world so different from yours. Few steps more and you won't miss the chivalry of the chirping birds in such natural surroundings. As your head turns for a glimpse of the famed water body, the small fishing boats dancing on what seems like golden hued waves in the reflection of the morning sunlight would be dream like.

Don't be surprised when you find nature enthusiasts describing sightings of dolphins, exotic migratory birds or their trail into idyllic villages or deep forests.

While your thoughts continue to regale in what you have witnessed, the sight of luxurious cottages, squeaky clean beds and impeccable service standards can get you to a higher echelon. Indulgences like game zones, cycling pad, fine dining restaurants will ensure a complete surrender of the mind and soul to the place.

Though nestled in a place away from the modern dwellings, the resort is an embodiment of contemporary design inspired from its natural surroundings – uncluttered and understated. The service is not only efficient but intuitive, charming and warm.

Swosti Chilika Resort extends its guests cottages and presidential suites with breathtaking views, while being elegant and well-appointed for a comfortable stay.

4 types of accommodations namely The Sanctuary-The Presidential Suites (01 key), Millpond- The Pool Villas (05 keys), Windchime- The Quad Villas (36 keys) and Midlake County- The Hotel Blocks (36 keys), are on offer for a luxurious indulgence.

The restaurants at the Swosti Chilika resort offers an incredible array of local delicacies and the choicest of international cuisines with the décor and the ambience just adding to the mood. Centrally located coffee shop with all side open walls and green spaces all around, is a perfect settlement for a tired mind to relax or to catch up with friends or colleagues for some light hearted bonhomie. For the sports enthusiasts, who find contentment being active, loads of options are in store.

Ekayaa, the spa is a world of pure bliss. A world of peace, calm and tranquility awaits as one indulges in traditional Indian wellness therapies. Equipped with single and double treatment suites, beauty treatment rooms, meditation and relaxation decks, the experience can rejuvenate and reenergise the mind, the body and the spirit in equal measures.

As the Sun sets, Swosti Chilika resembles a floating paradise surrounded by the most unique natural magnificence. In a moon-lit night, the aura transcends to a higher echelon. A walk in the lush green stretches meters away from the lake perpetuates the joy of existence.



A stylized illustration of a woman's face and upper body. She has pale yellow skin, dark purple hair styled in a voluminous, layered cut, and dark purple lips. Her eyes are blue with dark purple eyeliner. She is wearing a dark purple top with thin, diagonal white stripes. The background features a city skyline with various buildings of different heights and colors, all rendered in shades of purple and light purple. A large, solid purple cloud shape is positioned in the upper right corner, containing the word "Lifestyle" in a bold, white, sans-serif font.

Lifestyle

Razzle Dazzle

Art, architecture, technology... are all blending into jewellery designs more seamlessly than ever before.

• T³FS Desk





Colours and Rarities

The rise of rare and unusual gemstones is imminent. Multi-coloured gemstones do not offer the same enormous intrinsic value as the rarest diamonds, sapphires, rubies and emeralds, but their allure is in their price and their design potential. Increased demand for individualistic jewellery, coupled with price-consciousness has meant designers are turning to little-known gems for both unusual colour effects and a semblance of affordability. The rising prices of natural precious gemstones have put pressure on jewellers to find alternatives. "Indian cinemas and celebrities bear a greater influence on trends. The movie, Jodha Akbar was entirely decorated with jewellery. Indian manufacturers need to develop more theme-based jewellery pieces, which can work in both Indian and international markets. Amrapali, the Indian jewellery company is using a lot of unusual coloured stones," says Sangeeta Dewan, Senior Design Consultant, Titan Industries. This demand for colour signifies that other gemstones have attracted attention

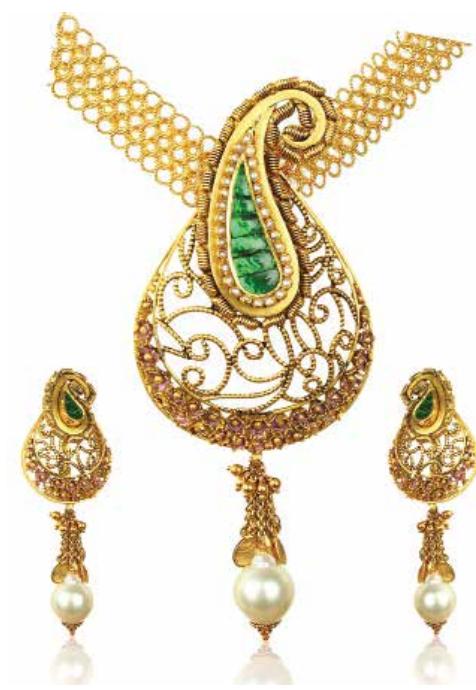


and the likes of paraiba tourmalines, spinels, rubellites, pink sapphires and topaz are now increasingly sought after.

While price and preciousness change with fashion, jewellery moves at a sedate pace. The last decade has seen the art of the jeweller really flourish. Design and narrative have become so important that the unimaginative diamond solitaire is almost a thing of the past. Instead, designers aim to tell a story, create a mood or capture a moment, in the same way a painter would approach his work. In the words of designer Farah Khan, "design is an activity that translates ideas into reality. Design is never singular; it is the effort of



culminated professionals". The younger, urban and fashion-conscious population in India demands exclusivity and style, when it comes to jewellery. Today's jewellery designs reflect the same gems, shapes, and motifs of bygone eras, but with a twist. Toranj Mehta, Head of Marketing at Forevermark, De Beers says, "Too much choice leads to no choice. Designing is imaginary; we need to design, not replicate. We are moving towards designing a new future". With new techniques for mounting gemstones, such as invisible and tension settings for diamonds, a unique mixture of gemstones in pavé settings, motifs of butterflies and dragons, and a slightly less-fantastical version of Art Nouveau—today, innovation in jewellery celebrates inspiration and creativity.





Less is more

With a shift in ethnic influences, economic constraints, macro-market influences and a preference for style over sentiments, the trend is clearly moving towards minimalistic designs. These, in fact, can make bigger statements than one may think. This minimalist trend is contemplative and re-examines the cultural roots of today's rapidly transforming world. "Using soft, subtle tones such as grey-green, borealis greys, fresh jade green and a startling hint of Chinese lacquer red, this trend direction is sophisticated and meticulous in style," says



Vaishali Banerjee, Country Manager-India, Platinum Guild International.

'Me' factor

Individualism and self-expression are the key words, today. Pieces that reflect surrealism, ludicrous fantasy and the imagination of alternative universes are in demand. This exhibits the ever-changing, multi-faceted and complex moods of today's consumerism. It explores the resistance of stereotypes and challenges conventions. "Today, women look for modularity and multifunctionality in pieces; asymmetry and imperfect shapes make for great style statements," says Farah. True luxury, she concludes, is having something not everyone can have.

Jewelry trends are derived from the three Rs: red carpet, runway, and real life. Here's a list of trends

Radiant Orchid - Call it fuchsia or purplish-pink; they're both appropriate names for Pantone colour otherwise known as Radiant Orchid. It has been chosen as the 2014 Color of the Year, so expect to see a surge of the hue.

Orange. It color-blocks beautifully with all the blue we've seen on the runways and in jewelry, as well as with Radiant Orchid.

Blue. Yes, it's still going strong. It was all over the runways for spring and has been abundant in jewelry collections all year. Snap up styles in sapphire, topaz, tanzanite, and any other desirable variations.

Yellow gold. We saw lots of it in dainty pendants, and all year long in, gold plate, and yellow-colored brass and bronze jewels.



Chevrons and pyramids. These shapes are both timeless and trendy. A number of newer designers are using a pyramid as a signature motif, while the chevron, a fixture in heraldry and insignia—and relatable to the pyramid with its triangular point—is appearing more in collections by other up-and-comers. (Chevrons in design are also referred to as zigzag effects.)

Stickpins. Did you see all the lapels in spring lines? They all serve as ideal perches for slim jewels like stickpins. These are—as the name suggests—slender, making them affordable and easy to place in other spots as well, such as in the hair, on a hat, shirt, or even a skirt. Update this old style with modern themes for a newfound collectible.

Body jewelry. Belly rings, body chains, handlets, and ear cuffs aren't for shrinking violets, but they do offer jewelers more opportunities to sell precious jewels—even if they are for places that many aren't accustomed to adorning. The growing popularity of ear cuffs will all help fuel sales of body jewels to a niche of quasi-cosmopolitan customers.

Minimalist jewels and geometric shapes. Think stud earrings, bar or stick motifs, and other sleek, uncomplicated silhouettes that will subtly enhance spring's angular dresses, graphic prints and logos, and menswear-inspired styles. Strong geometric forms (pyramids, circles, etc.) perfectly parallel these designs, further enhancing summer's fashion statements.

Stud earrings. These are an ideal to accent minimalist looks, as well as a favourite among Hollywood stars who often wear them to awards shows. Studs are also inherently wallet friendly, unisex, and available in designs as numerous as the celebrities who walk the red carpet.





your journey is safe with us...



Royal Journey of India
18 to 20 Nights
Delhi - Jaipur - Pushkar - Ranthambore Sawai
Madhopur - Kota
Bundi - Chittorgarh - Bijaipur - Udaipur
- Kumbhalgarh - Jodhpur -
Jaisalmer - Bikanaer - Mandawa - Delhi

Majestic Kerala
14 to 15 Nights
Mumbai - Mangalore - Bekal - Wayanad
- Kozhikode (Calicut)
Cochin - Thrikkakkara - Kumarakom -
Quilon - Varkala - Kovalam

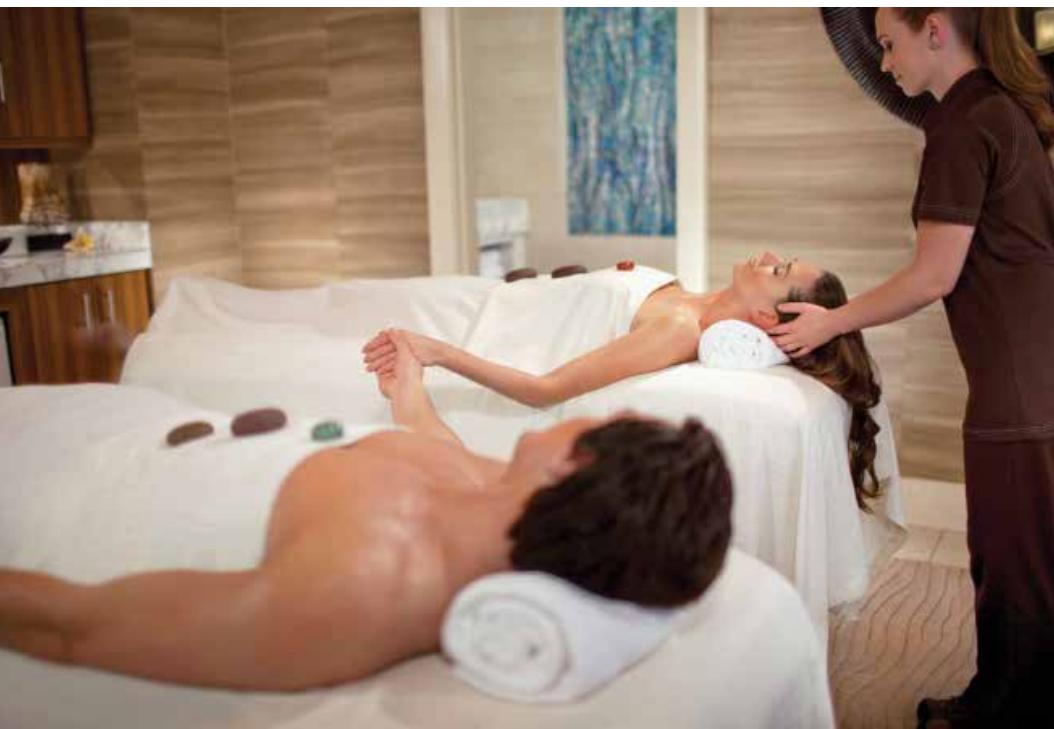
Tribal Trail
15 to 17 Nights
Bhubaneswar - Dangmal - Bhubaneswar -
Baliguda - Rayagada - Rayagada - Gopalpur -
Puri - Bhubaneswar

Buddhist Temple with North East
India Tour
14 to 16 Nights
Delhi - Varanasi - Bodhgaya - Patna - Kolkata -
Bagdogra - Darjeeling - Pelling (Pemayangte) -
Gangtok - Kalimpong - Bagdogra - Delhi
- Ranthambore - Agra - Delhi

Enchanting Himalayas with Taj
13 to 15 Nights
Delhi - Agra - Darjeeling Gangtok -
Phuntsholing - Thimphu Punakha - Paro
- Delhi

Romantic Atmosphere

Put your favourite romantic music on a playlist, gather candles, massage oil, and room fresheners to create an amazingly romantic atmosphere in room.

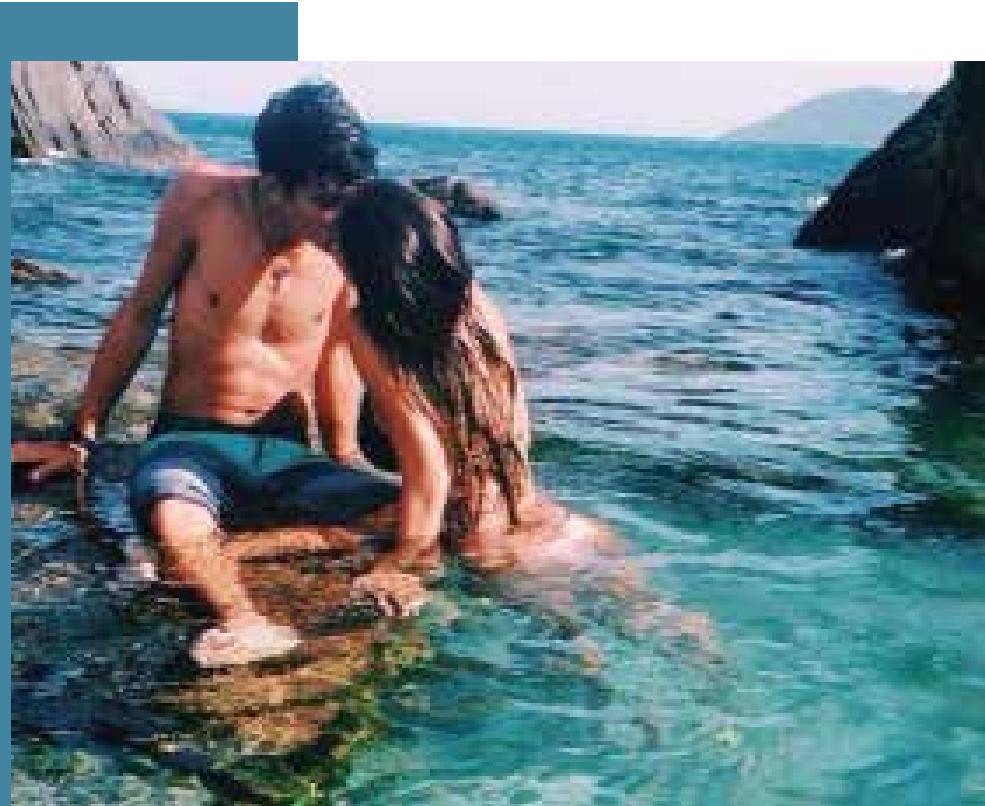


Couple's Massage

Couples massages—they're really romantic – and honeymoon is the best time, convince your partner to head over for one with you. Book a long session so that it takes up the entire evening, and then cuddle up together once both relaxed and rejuvenated.

Go on an Adventure

Everyone have something in mind that they always wanted to try, but never had the courage to do before. Whether it's bungee jumping or something as simple as getting over their fear of roller coasters, both you and your partner should pick one thing to get your adrenaline going. The feeling of overcoming your fears will make you feel exhilarated.



Capture the Moments

Couples are usually big fans of enjoying what's around them instead of going shutter crazy, but when you're on your honeymoon, you can afford to be a little more involved with each other. Take lots of pictures – whether its secret shots of your partner caught in a candid moment or selfies together at cultural attractions. The memories will help you re-live your honeymoon later.



Fantasy

Everyone have fantasy something funny and sexy to do. Let's discuss your fantasy make it come true. Come more close and get to know each other desires.



Music and Dance

If a street performer is putting on a show, grab your partner and have a dance. This is especially fun if it's a cultural performance, and you join in with the musicians or dancers, being a good (if uncoordinated) sport.

Read Book Together

Take a sexy romance novel with you and read out loud to your partner. Maybe this is the perfect time to start "Forbidden". Any romance novels that are pretty steamy can help with setting the mood.



Pamper your skin with Derma Essentia

Derma Essentia is committed to make a profound difference in the lives of their customers and is one of the niche premium skin & hair care brand which believes in nature inspired innovative and quality products for the protection, nourishment & treatment of your skin and hair. At Derma Essentia, the products are synergistically developed with secrets of natural, proven skin bio-actives, and science to work on a deeper cellular level which protects against external aggressors.

Vitamin C Facewash

Derma Essentia vitamin C face wash is an amazing cleansing formula that deeply cleanses your skin to clear clogged pores, removes dirt, grime and excess oil from the face, leaving supple, soft, clean and refresh skin behind.

Vitamin C serum 7%

A novel antioxidant formula for beginners who just stepped in the arena of skin care.

Mattifying Moisturiser

For those who loves mattifying, oil-free hydrating skin, Derma Essentia mattifying moisturizer is a ultimate skincare essential.

Anti Acne gel

Want a healthy and effective formula for your acne? Derma Essentia anti acne gel is perfect for active acne, acne marks and maskne.

Matte Sunscreen

This sunscreen not only provides you broad-spectrum protection but also gives you triple antioxidant defence along with cellular protection from xenobiotics and oxidants for longer hours without producing any tackiness and greasiness.

TE Hair smoothening serum

It is an ideal serum for those who have curly, frizzy, dull and damaged hair.



TE Shampoo

This mild hair cleansing formula leaves your all-natural scalp and hair satin-soft, bouncy, sleeky.

Rating: 8/10

Comment: This festive season glow with Derma Essentia.

#ForMen

ForMen products are for Vitamins, endurance, destress, sleep, Skin, Energy and many more.

Holistic Weight Loss Kit



Be Healthy! Be Happy!

Vandelay is one of the most reliable self-care brands. For consumers, whether it's weight loss, well-being, or health care products are an essential part of daily routines and Vandelay is a choice of millions of people globally to keep their home and family safe. Vandelay Brands focus on research, innovation and distribution of personal and health care items. The major factors which attract consumers towards online shopping from the Vandelay website are Free shipping for all orders above 999, fast delivery, 1-3 years of warranty (depending on the product) and gift wrapping options. Vandelay has its presence in India, UK, USA and EU.

Mr. Kunal Saha, Director and Co-founder, Vandelay said "When COVID-19 hit us, there was a sudden surge in demand for protective gears such as masks as well as medical devices. However, due to supply shortage and lockdown restrictions, people were not able to buy these from chemist shops, as they usually do. That is when we decided to step ahead to ease their



problems and ensure availability of critical healthcare supplies at their doorstep. In the past one year, Vandelay has fulfilled an average of 1369 orders a day that include N95 masks, pulse oximeters, oxygen concentrators, steamers, ear plugs, multivitamin tablets, and nutrition supplements. Despite the looming threat of the resurgence of COVID-19, we are constantly augmenting our capability and reach to ensure people get what they need."

Rating: 9/10

Comment: A brand to rely on for healthy you.

Old is Gold

Ancient Egyptians kept their skin vibrant and flawless with the use of Face Oils. The oils not only keep the skin glowing, radiant but also prevent signs of ageing. Vedas Cure, an online Ayurveda clinic headquartered in Noida, with a pan India customer base of 5 lakh has a range of face oils made from natural herbs, flowers and elements like Jojoba, Neem, Kumkumadi, Lavender etc. Each face oil comes with its unique benefits and qualities. To begin with, Kumkumadi Oil has 24K Gold Dust which reduces dark spots, brightens skin tone, removes fine line and wrinkles and fights acne scars. Jojoba Oil improves the skin barrier, and has qualities of deeply hydrating the skin. It also delays signs of aging and fights cold sores. Neem Oil is made of 100% natural and can be used on hair &



skin. Due to the healing qualities of Neem, it is effective in dry scalp, dandruff, and can also be used to treat minor cuts and wounds. Lavender Oil from Vedas Cure promotes good sleep, control acne and lightens blemishes, this can also be applied on hair for controlling dandruff. Vitamin E oil is plant based oil with natural antioxidant properties, no parabens, no sulphates and 100% chemical free. Red Onion Oil helps to control Hair fall, strengthens hair roots, gives natural shine to skin and hair.

Rating: 9/10

Comment: Natural Skincare ingredients

Rating: 8/10

Comment: Solution for men's health & wellness.



Dole: India's Organic Utsav Pack

Tis the season of many, many happy celebrations. Along with the festive season comes the search for the perfect festive gift. And Dole Sunshine India offers an excellent solution. Instead of the same old traditional mithai, the brand unveils its Dole Utsav pack. Filled with premium soft dried fruits, this pack serves as a wonderfully healthy gifting option this season.

The wholesome Dole Utsav pack comes with organic dried Mediterranean figs, dates and apricots that are handpicked and pasteurized to preserve the goodness of nature. What's more, they do not contain any added sugar, preservatives, colours or flavours, making them ideal gifts for the health-conscious. These rehydrated, juicy dried fruits are also rich sources of Vitamins A, C, D & K and contain minerals that boost immunity, gut

and bone health.

MuditMathurof Dole Sunshine India says, "Our Utsav pack is a great gift to give your loved ones during the festive season. Each piece of dried fruit in these packs is freshly picked from Mediterranean farms and is naturally dried, providing good nutrition. And since dried fruits have always been associated with luxury and are healthier than traditional mithai, they make for a highly unique and thoughtful gifting option."

Dole Sunshine India's distinctive offerings, including the Utsav pack, are additive-free and ethically-sourced, thereby adding a little bit of sunshine to every celebration. Its available to buy on amazon.com.

Rating: 8.5/10

Comment: Give the gift of goodness this festive season with Dole

SA-2 Helmet: Ensuring a Comfortable Ride

Steelbird Hi-Tech India limited, Asia's largest Helmet manufacturer has launched their new 'SA-2' helmets, which combines superior design packed with safety features. The SA-2 range is starting from INR 3849/- and comes in vibrant and classy decals.

SA-2 helmet is injected with comfort and hygiene elements. It comes with multiple air vents for an outstanding air flow ventilation system ensuring a comfortable ride during long hours. Also keeping the hygiene factor in mind, these helmets boast of removable & washable interior padding and cheek pads.

Furthermore, the inclusion of metallic quick release buckles meeting European Standards makes it one of the safest retention systems in the helmets. The vortex generators on the visor helps reduce air friction that allows the riders to ride with ease. To reduce the wind noise in the helmet it is provided with a wind deflector.

Other distinctive features of SA-2 are that its visor comes with an anti-fog shield holder and the helmet has a visor locking mechanism.

Moreover, to ensure complete safety on road the model is made from a high impact thermoplastic material shell; SA-2 also comes with a high-density EPS and Polycarbonate (PC) visor with an anti-scratch coating.

Rating: 8/10

Comment: Enjoy your comfortable ride with SA-2



Glow with Vedix

Vedix has launched 2 limited edition festive gift boxes:

Vedix Festive Glow kit: Products worth Rs. 1600 being give in a gift pack priced at Rs.999 (~40% discount)

Anagh De-Pigmentation Face Oil with Kumkuma + Arjun + Manjishta

The perfect solution for pigmented skin as it evens out the skin tone & protects the skin. Having natural glow restore properties, the face oil repairs skin from pigmentation damage & also brightens & lightens spots.

Shweth Glow Restore Exfoliating Face Scrub With Musta + Sariba

This face scrub made with herbs like Musta, Amla & Sariba is suitable for all skin tones & types. It repairs and rejuvenates your skin ensuring a healthy & flawless glow.

Rejat Brightening Clay Mask For Tanned Skin With Masoor + Peppermint + Kaolin

This face mask with the goodness of Masoor dal, Peppermint oil and Kaolin clay thoroughly cleanses off dirt and harmful pollutants from skin while restoring damage caused due to sun tan.

Saday Gentle Glow Hydrating Face Toner For Normal Skin With Rose + Niacinamide + Cucumber

This facial toner with niacinamide, rose and cucumber extracts gently removes dirt and leftover impurities from skin. It keeps skin well

hydrated while balancing the natural pH level of skin, leaving skin feeling healthy, glowy and supple.

Vedix Aromatic bath ritual kit: Products worth Rs. 2500 in gift box priced at Rs.1499(~Rs.1000 off)

Mridula Sacred Lotus Hydrating Bodywash With Aloe Vera + Lotus + Coconut

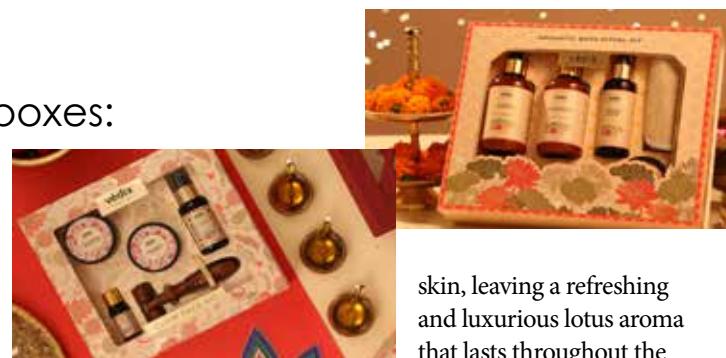
This Ayurvedic bodywash is enriched with a unique blend of Aloe Vera, Neem, Tulasi and fragrance of Lotus flowers, which helps give a soothing and luxurious bathing experience while offering rich moisturization and a healthy glow after every wash.

Shvidi Sacred Lotus Body Lotion With Lotus + Grapeseed + Vitamin E

This Ayurvedic body lotion is enriched with a unique blend of Peach, Grapeseed, Vitamin E and fragrance of Lotus flowers, which helps provide a long lasting softness while improving your overall skin texture. It makes your skin appear supple and glowy.

Aruksha Sacred Lotus Water Body Mist With Lotus

This soothing Body Mist is enriched with pure Lotus water that helps hydrate & nourish your



skin, leaving a refreshing and luxurious lotus aroma that lasts throughout the day.

Uchika Plumped Up Berry Lipbalm With Shea Butter + Vitamin E + Almond Oil

This Ayurvedic lipbalm is enriched with a unique blend of Shea Butter, Vitamin E and Almond Oil, which help hydrate and soothe dry, chapped lips, resulting in softer and plumper lips.

Jatin Gujarati, Business Head, Vedix said

"Vedix is the perfect gifting option for this festive season because we have introduced two natural & Ayurvedic Festive kits for the face (Vedix festive glow kit) and body (Vedix aromatic bath ritual kit). The kits contain interesting products like face rollers, brightening masks, glow oil, scrubs and more. All the products are approved by Ayurvedic doctors and are free of toxic ingredients. So gift your near and dear ones a beautiful festive glow this

Diwali"

Rating: 9/10

Comment: Customize Ayurvedic Brand.

Enchanting Tamil Nadu

Thiru. Sandeep Nanduri - The proud and devoted Managing Director of Tourism and TTDC said “Tamil Nadu takes pride in being a top priority tourist destination of the country as the state has been a witness to one of the highest domestic and foreign tourist arrivals every year.”



Q. Tell us about TTDC potential business prospects and expectations under consideration from this year 2021?

TTDC is responsible for conducting package tours, operating hotels (Hotel Tamil Nadu), restaurants, boathouses, telescope houses and other activities that aid in promoting and developing tourism. The prime focus of TTDC is on strengthening the brand through various initiatives on three major verticals, namely, enhancement of tourist experience by upgradation of existing TTDC products and services, new product development and introduction of mutually profitable collaborations with leading industry partners. Major projects introduced in this regard include the development of a floating restaurant at TTDC Boathouses at Muttukadu and Mudaliarkuppam and the creation of tourism infrastructure at the island near Mudaliarkuppam Boathouse. A breakthrough initiative of TTDC is the unveiling of the listing of Hotel Tamilnadu properties on the websites of leading travel aggregators for seamless booking of TTDC hotels. As social media has proved to be an effective tool for facilitating tourism recovery, especially during the COVID-19 pandemic, TTDC has given great impetus to incorporate social media marketing as a key strategy for its marketing campaigns. Immense focus is given to social media promotions in order to facilitate profitable exposure and audience engagement. TTDC has launched social media handles to promote hotels, boathouses, telescope houses and tour packages operated by the organization.

Q. What makes TTDC a strong and splendid trademark for excellence?

A. Tamil Nadu Tourism Development Corporation strives for perfection by providing remarkable hospitality services to tourists. Efforts are underway to provide the best of comfort and convenience through the various centrally located hotel properties of TTDC. With strict compliance to COVID-19 protocols and implementation of the latest technology trends, TTDC attempts to redefine the tourist experience in Tamil Nadu through the provision of a hassle-free splendid experience.

Q. With the pandemic affecting the tourism industry, what is your secret behind being the second most popular tourist destination in the country as per the 2020 Ministry of Tourism Report?

Tamil Nadu takes pride in being a top priority tourist destination of the country as the state has been a witness to one of the highest domestic and

foreign tourist arrivals every year. In 2020, Tamil Nadu emerged as the top state for Domestic Tourist Visits, accounting for 23% of the total domestic tourist visits. The state also occupied the second spot for Foreign Tourist Visits for 2020, accounting for 17.1% of the total foreign tourist visits to India. It has been the constant endeavour of the Department to work towards strengthening tourism growth in the state with the objective of increasing tourist footfalls and tourist spending and making a conscious effort to increase the average length of stay of tourists in Tamil Nadu. It is the variety of tourist experiences that attracts tourists in huge numbers to the state. Furthermore, it is the ease of access, provision of tourist-friendly infrastructure and frequent connectivity to the destinations that aid in retaining the top spot. Tamil Nadu has a well-developed road network and an extensive rail network providing excellent connectivity to all major tourist destinations.

A noteworthy project taken up for destination development is the preparation of Master Plans for 300 tourist destinations to develop amenities on par with international standards. This will aid in strengthening the tourism infrastructure in the state. The state also plans to launch a Tourism Policy that aims to confer an industry status to the tourism sector, thus contributing immensely to the development of the sector. The Department is also working on the introduction of a Tourism Destination Development Scheme that will focus on the comprehensive development of various tourist destinations in the state. Also, the Department of Tourism has launched many social media campaigns to engage the public and showcase the hidden tourism potential of the state and promote many emerging tourist segments. Dedicated efforts are being taken to position Tamil Nadu as a state where stories never end with unique tourism offerings.

Q. We are curious to know about your new projects under the pipeline to welcome back the inbound tourists.

The Department of Tourism is focussing on facilitating the creation of a safe environment for the conduct of tourism activities. Immense focus is emphasized on social media promotions to create awareness about the tourist destinations of the state and various tourism services offered by TTDC. The idea is to position Tamil Nadu as a state with unlimited tourism offerings. The Department of Tourism strives to provide enhanced tourism experiences through innovative projects like the introduction of helicopter services at Rameswaram

and Kodaikanal, setting up of adventure and eco-camp at potential sites in the state, upgradation of popular tourist destinations, development of dam sites and reservoirs, illumination of major monuments like Ayyan Thiruvalluvar statue using state-of-the-art technology and introduction of cable car facilities at potential sites and development of niche tourism avenues like rural and plantation tourism, just to name a few noteworthy initiatives. Various promotional videos will be launched for highlighting the attractiveness of tourist destinations by showcasing mesmerizing landscapes, splendid cultural heritage, stunning architecture, pristine beaches, mesmerizing waterfalls, traditional art forms, renowned crafts and cuisine. These videos will be helpful for effective social media promotions and position Tamil Nadu as a high-priority tourist destination across the globe.

Q. Share with us the lessons you learnt on your journey to magnificent success?

The biggest lesson that my journey has taught me is that hardwork never fails. The key is to set goals in life and keep putting in dedicated efforts for achieving the same.

Q. Disclose your motto in life which reflects in your professional establishment?

For any activity or initiative that I take up, I ensure that I give my 100% because the fruit of success is best enjoyed only when you're fully involved in the task.

Q. How do you define failures? What advice would you give to the youth to be able to handle rejections and failures well in order to succeed?

I see failure as an opportunity for self-improvement and betterment. Failures let us introspect and take up necessary measures for reworking on our strategies for achieving our goals. It is important to learn from our failures and stay focussed on the path of success.

Q. T3FS caters to travel, tourism, hospitality and lifestyle sector that connects a wide variety of spectrums together with versatility. As a dedicated reader of T3FS magazine, what message would you like to convey to its readers?

The tourism sector has been one of the worst affected sectors that witnessed huge losses due to the outbreak of pandemic. With the gradual lifting of travel restrictions, it's time to explore the various domestic tourist destinations while following COVID protocols strictly.

Book Your Romantic Destination

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Travok

Your Journey is safe with us...



BALI
5 N / 6 D



THAILAND
4 N / 5 D



EUROPE
10 N / 11 D



DUBAI
&
ABU DHABI
6 N / 7 D

& Many More Destinations



BRIHADEESWARA TEMPLE



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Majestic

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