

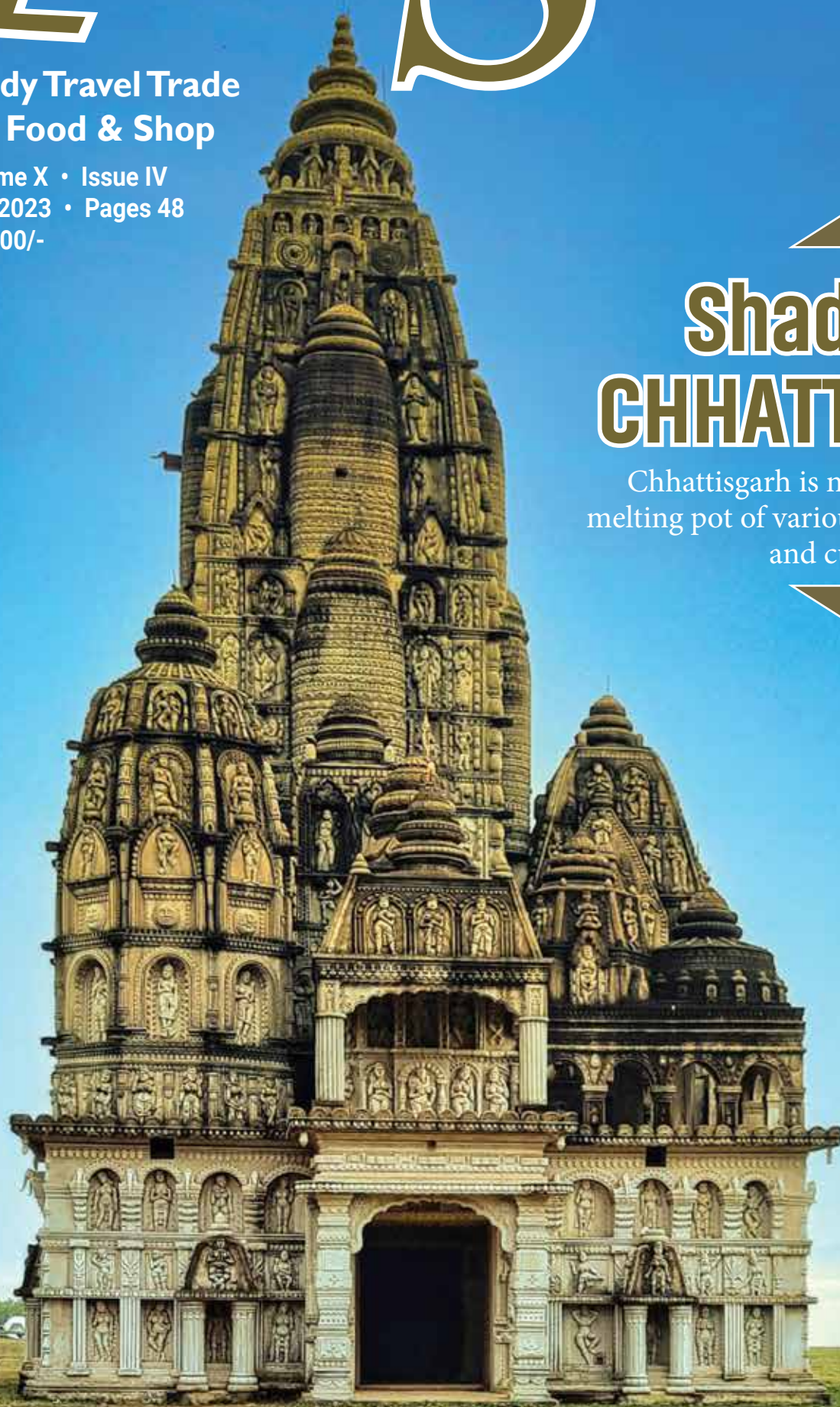
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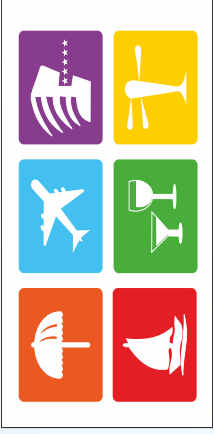
**Trendy Travel Trade
with Food & Shop**

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Shades of CHHATTISGARH

Chhattisgarh is not just a state but a
melting pot of various cultures, traditions,
and customs.





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PUBLISHER'S NOTE

Dear Readers

T3FS May 2023 edition will give you a beautiful tour of Chhattisgarh which is not just a state but a melting pot of various cultures, traditions, and customs. Chhattisgarh is the 10th largest state in India by area. It is known for its rich cultural heritage, natural beauty, and wildlife. The state is also home to a diverse range of tribes and wildlife. In this article, we will explore the various aspects of Chhattisgarh which lure tourists toward its beauty.

Chhattisgarh is known for its rich cultural heritage, which is reflected in its festivals, music, dance, and art. The diverse range of tribes, each with its unique customs and traditions. Amazingly unique music and dance forms, including the Karma dance, the Dandariya dance, and the Jhumar dance are performed during various festivals and celebrations.

In international destination, we focused on the wineries in New Zealand. Autumn marks wine harvest season for New Zealand when the wines are ready for picking the season's vintage. Not only is it one of the busiest times of year for wine producers, it's also one of the most gorgeous – with the vines turning golden-orange and heavy with ripe fruit.

In hospitality, we focused on Shangri-La Muscat. In a continued endeavour to offer authentic experiences and heartfelt hospitality, Shangri-La Muscat recently appointed a frankincense sommelier, Khalid Al Amri. He happens to be Oman's first accredited expert and leads a guided tour of the private frankincense garden at the resort.

Frankincense or luban as it is called in India has a unique history and mystical story behind it. The tale of the



three wise men gifting frankincense to baby Jesus is widely popular, but do you know the origins, mystical story, and its cultural connect? All this and more are revealed during this interesting tour.

In lifestyle, we covered all about "Biohack". Have you ever felt like you could use an upgrade? Maybe you're tired all the time, struggle to focus, or just don't feel like you're performing at your best.

Well, what if I told you there's a way to biohack your body and mind to optimize your performance and achieve a state of optimal health and wellness? Yes, you read it right - biohacking. It's not just a buzzword or the stuff of Instagram. It's a real, scientifically-backed practice that involves using cutting-edge technology, nutrition, and lifestyle changes to hack your biology and achieve peak performance.

Vedika Sharma
vedika@fabianmedia.net



Runway to get the trends of current .scenario



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Philadelphia, the Gateway City, is home to some of the top science museums and attractions

A desirable destination, Philadelphia has never been easier to visit. With nonstop service from hubs across Europe on major international carriers and a central location just over ninety miles from New York City ...

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Bahrain: Hub for International Entertainment

The island destination of Bahrain is gearing up to host several exciting events and concerts in the upcoming months, which will showcase its unique blend of traditional and modern influences.

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VietJet's new direct route to Australia provides connectivity boost to India

Vietnam's leading new-age airline, VietJet, has launched direct flights connecting Australia's largest cities; Melbourne, Sydney, and Brisbane. These new routes will boost tourism and trade between the two continents by facilitating the movement of travelers.

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Chilling Summer Thrillers Hotspots

The JW Marriott Bengaluru Prestige Golfshire Resorts and Spa is excited to announce a new initiative to inspire travellers to take advantage of the weekdays with their loved ones. With the new "Weekdays are the New Weekends" campaign, guests will be able to enjoy the luxury amenities and services of the resort, while also enjoying the benefits of a mid-week escape.

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Enriching Wine Experiences With Atmosphere Core

Atmosphere Core elevates guests' holiday experiences across its portfolio of three brands and eight resorts in the Maldives through Creative New Wine Events and vintages from its third exclusive wine partner, the Glenelly Estate.

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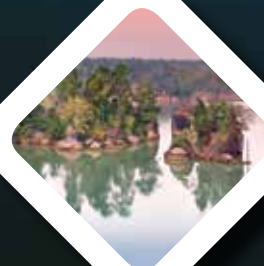
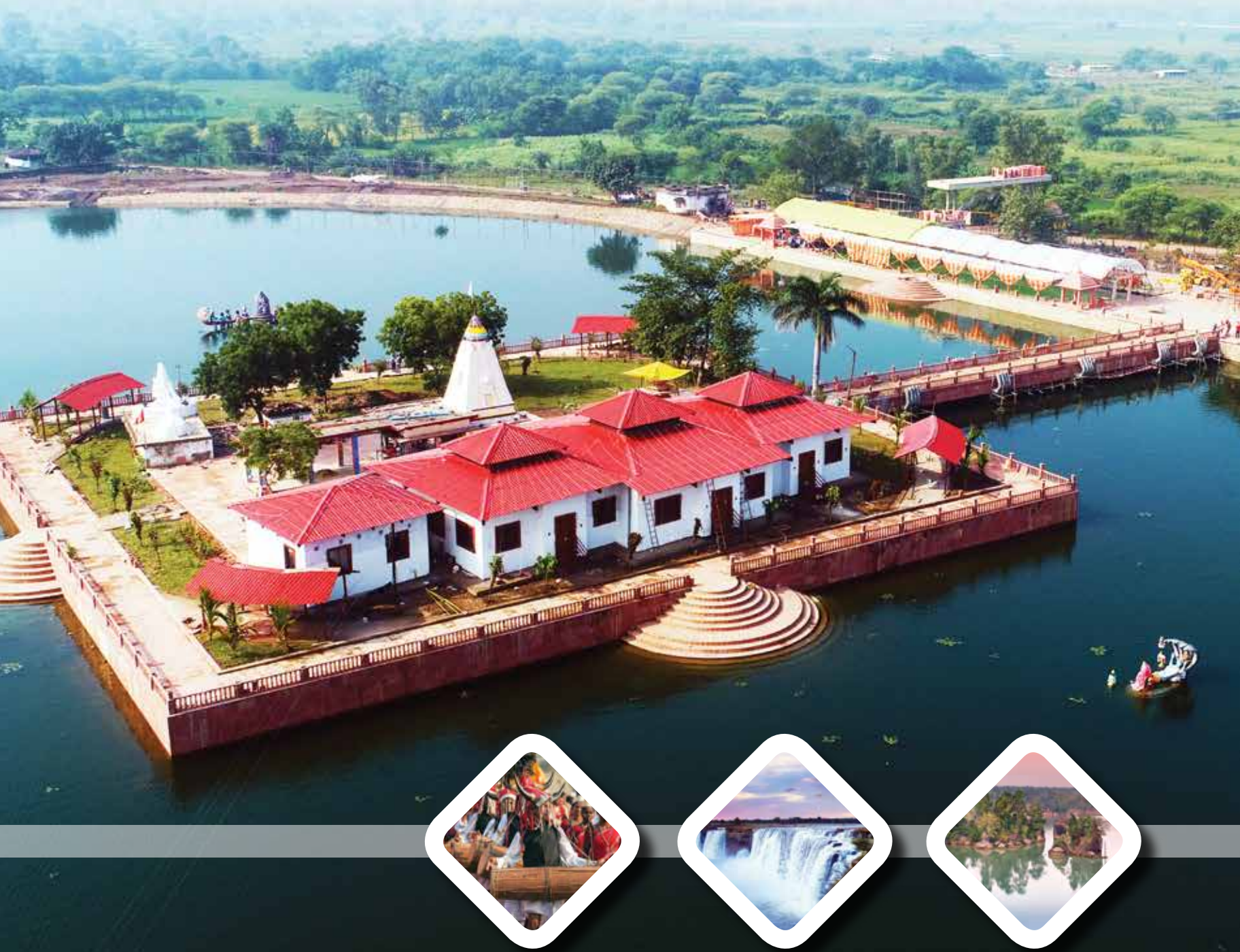
Less is More

Are you the kind of person who can't resist stuffing your suitcase to the brim before a trip? Do you feel like you need to bring every possible outfit, just in case the weather decides to do a 180? Are you the type of traveler who packs for every possible scenario, even if it's highly unlikely to happen? If you answered "yes" to any of these questions, then you, my friend, are an over-packer.

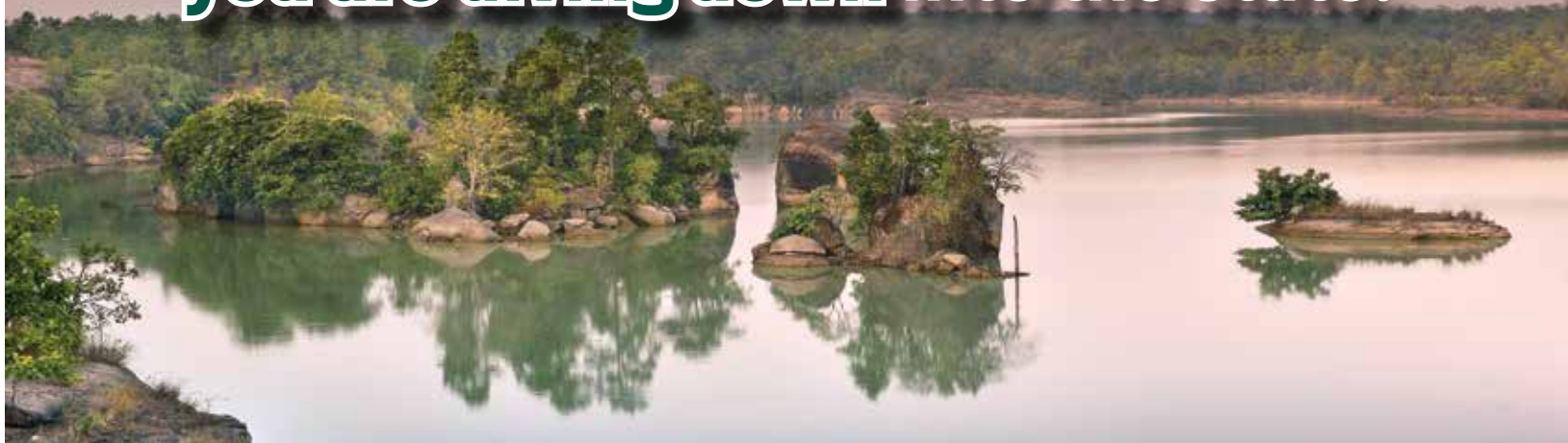
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Shades of CHHATTISGARH

Chhattisgarh is not just a state but a melting pot of various cultures, traditions, and customs.



Let's take a tour of Chhattisgarh as you are diving down into the state.



Chhattisgarh is the 10th largest state in India by area. It is known for its rich cultural heritage, natural beauty, and wildlife. The state is also home to a diverse range of tribes and wildlife. In this article, we will explore the various aspects of Chhattisgarh which lure tourists toward its beauty.

Let's start with a bit of the past, when and how was this state (Chhattisgarh) formed?

Chhattisgarh has a rich history that dates back to ancient times. The region was ruled by various dynasties, including the Maurya, Gupta, and Satavahana dynasties. It was also part of the Kalachuri and Rajput kingdoms. In the 16th century, the region was conquered by the Mughals and later by the Marathas. In the 19th century, the British East India Company established its rule over the region. After India gained

independence in 1947, the region became part of the state of Madhya Pradesh. In 2000, Chhattisgarh was carved out of Madhya Pradesh and became a separate state.

Where is Chhattisgarh located on the map of India?

Geographically, Chhattisgarh is located in central India and shares its borders with Madhya Pradesh, Uttar Pradesh, Jharkhand, Odisha, Maharashtra, and Telangana. The state covers an area of 135,194 square kilometers and is divided into 28 districts. The state is known for its diverse topography, which includes forests, hills, plains, and plateaus, and provides a home to several rivers, including the Mahanadi, the Indravati, and the Godavari. The Mahanadi River is the lifeline of the state and provides irrigation to the agricultural lands.

Time to dip down into the ocean of Chhattisgarh Cultural Heritage to feel its beauty

Chhattisgarh is known for its rich cultural heritage, which is reflected in its festivals, music, dance, and art. The diverse range of tribes, each with its unique customs and traditions. Amazingly unique music and dance forms, including the Karma dance, the Dandariya dance, and the Jhumar dance are performed during various festivals and celebrations. Chhattisgarh is a state that boasts of a rich cultural heritage. The state has a vibrant culture and is home to several indigenous tribes, each with its unique customs, traditions, and art forms. *Some of the must-visit heritage sites in Chhattisgarh are:*

BASTAR PALACE: The Bastar Palace, located in Jagdalpur, is a magnificent palace built by the rulers of the Bastar kingdom. The palace is an example of the traditional architectural style of Chhattisgarh.

CHITRAKOTE FALLS: The Chitrakote Falls, also known as the Niagara Falls of India, is a majestic waterfall located in the



Bastar district. The waterfall is surrounded by lush green forests and is a sight to behold.

SIRPUR: Sirpur is an ancient city located in the Mahasamund district. The city was once a prominent center of Buddhism and has several Buddhist monasteries and stupas.

RAJIM MAGHI PUNNI MELA: The Rajim Kumbh Mela is one of the largest religious congregations in Chhattisgarh. The festival is held in Rajim, a small town located near Raipur.

BHORAMDEO TEMPLE: The Bhoramdeo Temple, located in Kabirdham district, is a beautiful temple dedicated



to Lord Shiva. The temple is known for its intricate carvings and is a popular destination for devotees.

DANTESHWARI TEMPLE: The Danteshwari Temple, located in Dantewada district, is a popular temple dedicated to Goddess Danteshwari. The temple is an important pilgrimage site for devotees and is known for its unique architecture.

BASTAR DUSSEHRA: The Bastar Dussehra is a unique festival celebrated in the Bastar district. The festival is known for its vibrant celebrations, with several cultural programs, fairs, and processions.



Dive a little more into the diversity of Chhattisgarh (Wildlife)



Chhattisgarh is a treasure trove of wildlife, flora, and fauna. The state has a wide number of wildlife sanctuaries and national parks that provide habitats for several species of animals and birds. Kanger Valley National Park is one of the most famous wildlife destinations in the state. The park is spread over an area of 200 square kilometers and is known for its dense forest cover, unique geological formations, and underground limestone caves. The park is home to several species of animals including tigers, leopards, deer, monkeys, and wild boars. Another famous wildlife sanctuary in Chhattisgarh is the Barnawapara Wildlife Sanctuary. This sanctuary covers an area of 245 square kilometers and is home to several species of animals and birds, including leopards, tigers, sloth bears, sambar deer, and chinkara. The state is also known for its diverse flora and fauna, with several species of plants and trees found here. The state tree of Chhattisgarh is the Sal tree, which is found in abundance in the forests of the state.

Snorkel in the world of Chhattisgarh to explore the magnetizing Coral reef (Handicraft)

In addition to its wildlife and flora, Chhattisgarh is also known for its handicrafts and art forms. The state has a rich cultural heritage, which is reflected in its handicrafts, paintings, and sculptures. The tribal communities of the state are particularly known for their artistic skills and craftsmanship. Exquisite handicrafts, which are made using traditional techniques passed down from generations include a variety of items made from bamboo, wood, and metal. The Bastar Dhokra is a form of metal casting that is practiced by the tribal artisans of Bastar. Kosa Silk is a type of silk that is produced in Chhattisgarh. The silk is known for its fine texture and is used to make a variety of clothing items. Chhattisgarh's handicrafts are a testament to the state's rich cultural diversity and creativity. The handicrafts are made using traditional techniques and materials, passed down from generation to generation. The state's handicrafts are primarily made from natural materials like bamboo, wood, metal, and clay.



The state's handicrafts are varied, and each region has its unique style and technique. Some of the popular handicrafts of Chhattisgarh are: **BAMBOO AND CANE CRAFTS:** Bamboo and cane crafts are one of the most popular handicrafts of Chhattisgarh. The state's artisans

make a wide range of products like baskets, mats, furniture, and toys using bamboo and cane. The handicrafts are not only aesthetically appealing but also durable and eco-friendly.

TERRACOTTA CRAFTS: Terracotta crafts are another popular handicraft of Chhattisgarh.

The state's artisans make a wide range of products like pots, vases, and figurines using terracotta. Handicrafts are known for their intricate designs and vibrant colors.

METAL CRAFTS:

Metal crafts are a unique handicraft of Chhattisgarh. The state's artisans make a wide range of products like statues, utensils, and jewelry using metal. The handicrafts are known for their intricate designs and excellent craftsmanship.

DHOKRA CRAFTS:

Dhokra crafts are a unique handicraft of Chhattisgarh. The state's artisans make a wide range of products like statues, figurines, and jewelry using the lost-wax casting technique. Handicrafts are known for their unique designs and rustic look.

WOOD CRAFTS:

Wood crafts are another popular handicraft of Chhattisgarh. The state's artisans make a wide range of products like furniture, toys, and home decor items using wood. The handicrafts are known for their intricate designs and excellent craftsmanship.

Chhattisgarh's handicrafts not only represent the state's culture and heritage but also provide employment opportunities to its artisans. The state government has taken several initiatives to promote and preserve the state's handicrafts. One such initiative is the establishment of Chhattisgarh Haat, a platform for artisans to showcase and sell their products. Chhattisgarh's handicrafts are not only popular in India but also have gained recognition globally. Several international organizations have recognized Chhattisgarh's handicrafts and have helped promote them globally. The state's handicrafts have also won several awards and recognition, including the UNESCO Seal of Excellence for Handicrafts.



Encounter the **various species** (Tribes)

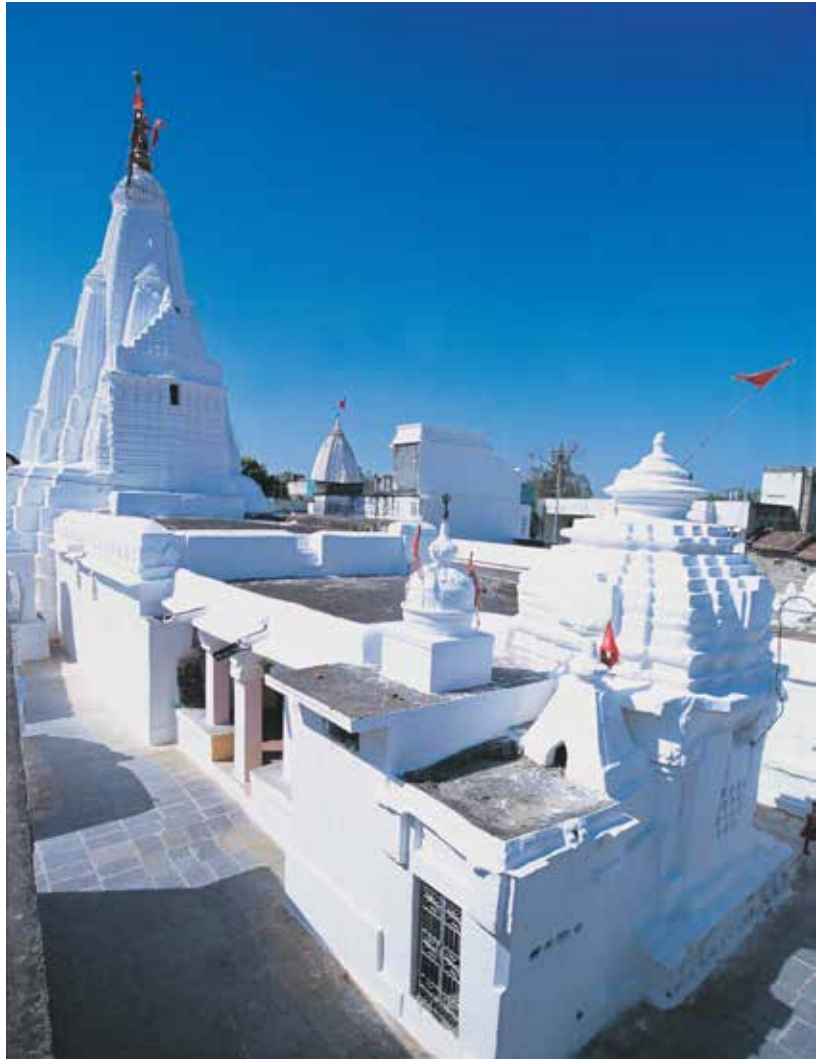
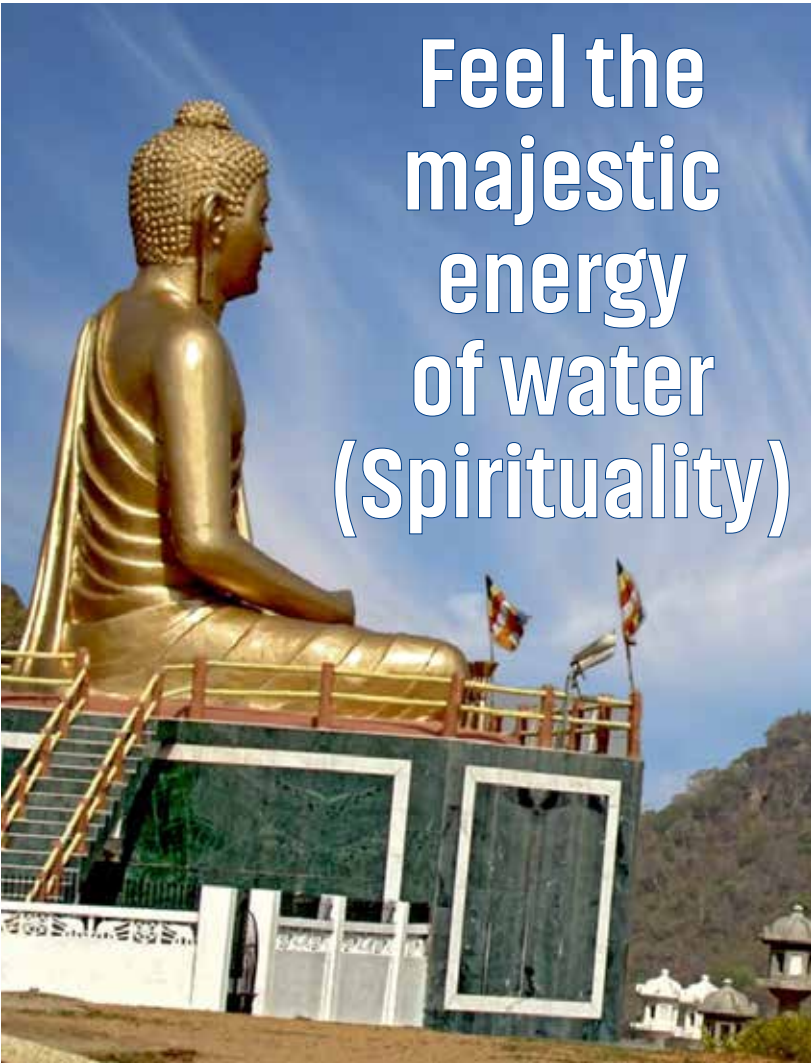


Chhattisgarh is home to several tribes that have been living in the region for centuries. These tribes have a rich and diverse cultural heritage, which is reflected in their language, music, dance, art, and handicrafts. Some of the major tribes in Chhattisgarh include the Gond, Baiga, Oraon, Kondh, and Bhil. These tribes have their own unique traditions, customs, and beliefs, which are deeply rooted in their connection to nature and the environment. The Gond tribe is one of the largest tribal group in Chhattisgarh and is spread across several districts of the state. They are known for their rich tradition of painting, which is done using natural colors and motifs. The Baiga tribe, on the other hand, is known for its knowledge of herbal medicine and its close association with the forests.

The Oraon tribe, also known as Kurukh, are primarily farmers and are known for their traditional dance forms like Karma and Saila. The Kondh tribe, on the other hand, is known for its vibrant costumes and unique musical instruments like the tar shehnai and dhak. The Bhil tribe is

another major tribe in Chhattisgarh, and they are known for their expertise in making bows and arrows. The tribal communities in Chhattisgarh face several challenges including a lack of education, health facilities, and employment opportunities. The state government has taken several initiatives to address these issues, including providing education and healthcare facilities to these communities and promoting their traditional handicrafts and art forms. In recent years, there has been a growing interest in the cultural and spiritual heritage of the tribal communities in Chhattisgarh. Several initiatives have been taken to promote tourism in the tribal areas like first tribal circuit project in Chhattisgarh connecting 13 tourism sites, showcasing the state's rich cultural heritage and natural assets. The project was inaugurated by the Minister of State for Tourism, K J Alphons, and implemented under the Swadesh Darshan scheme. The circuit connects various destinations including Jashpur, Kunkuri, Jagdalpur, and Chitrakoot, among others.

Feel the majestic energy of water (Spirituality)



Chhattisgarh's spirituality is deeply ingrained in its culture, traditions, and natural beauty, providing a unique and enriching experience for visitors seeking spiritual fulfillment. The state boasts of numerous ancient temples, pilgrimage sites, and religious festivals that form an integral part of the spiritual beliefs and practices of its people.

Raipur, one of the popular spiritual destinations in Chhattisgarh, is renowned for its shrines. The city is home to the Mahamaya Temple, the Rajiv Lochan Temple, and the Hatkeshwar Mahadev Temple. Jagdalpur is another city that

attracts spiritual seekers. The nearby village of Dantewada houses the Danteshwari Temple, which is a major pilgrimage site for Hindus and is considered one of the 52 Shakti Peethas in India.

Apart from its temples, Chhattisgarh is also famous for its tribal festivals, which form a crucial part of the state's spiritual and cultural heritage. The Bastar Dussehra, celebrated in the Bastar region, is one of the most popular tribal festivals in the state. It is a 75-day-long festival that commemorates the victory of good over evil and involves the worship of the Goddess Danteswari.





Time to finish snorkeling and offer yourself a good food treat

Chhattisgarh is a state with a rich culinary heritage. The cuisine of Chhattisgarh is a blend of traditional tribal dishes and regional specialties that have been influenced by neighboring states like Madhya Pradesh, Maharashtra, and Orissa. Rice is a staple food in Chhattisgarh and is served with a variety of side dishes. Some of the popular side dishes include dal, sabzi (vegetable dishes), chutneys, and pickles. The state is also known for its use of locally grown millets like Kodo, Kutki, and Jowar, which are used to prepare traditional dishes like Dhuska, Fara, and Chila.

One of the most famous dishes from Chhattisgarh is the Bore Baasi. This dish is made by soaking rice and lentils overnight and then grinding them into a coarse paste. The paste is then spread on a cloth and steamed. The steamed paste is then cut into small pieces and fried until crispy. Bore Baasi is usually served with chutney or tomato sauce. Another popular dish from Chhattisgarh is the Chila, which is a savory pancake made with rice flour and urad dal. The pancake is cooked on a griddle and served with chutney or a spicy curry. One of the most famous meat dishes from Chhattisgarh is the Murg Nisha, a chicken dish cooked in a spicy tomato-based gravy.

In addition to its savory dishes, Chhattisgarh is also famous for its sweets and desserts. The Til Barfi is made with sesame seeds, jaggery, and ghee. Other popular desserts include Ladoo, Petha, and Malpua. Overall, the cuisine of Chhattisgarh is a delightful blend of traditional tribal dishes, regional specialties, and neighboring influences. From savory pancakes to spicy meat dishes and delicious sweets, the state's culinary offerings are sure to leave any food lover satisfied.

Best time to snorkel into the ocean (state) of Chhattisgarh

Chhattisgarh experiences a tropical climate, which can be classified into three distinct seasons: summer (April to June), winter (October to March), and monsoon (July to September). The ideal time to visit Chhattisgarh is during the winter season when the weather is typically dry, and the lush green landscapes, rejuvenated by the preceding monsoon showers, make for a stunning sight. With temperatures ranging between 19°C to 35°C, the climate is much more comfortable than the scorching summer months when temperatures can soar up to 45°C.

Moreover, winter is the season for many tribal festivals and cultural events, which

provide a unique opportunity for visitors to immerse themselves in the local culture and traditions. Additionally, the reopening of the famous caves at Kanger Valley National Park during this time is another highlight for nature lovers and adventure enthusiasts.

Despite being the peak tourist season, Chhattisgarh never gets overcrowded, allowing visitors to explore the state's natural and cultural wonders at their own pace.

Chhattisgarh is a state that has a lot to offer to its visitors. The state has something for everyone. Whether you are a history buff, wildlife enthusiast, or simply looking for a place to relax and rejuvenate, Chhattisgarh has it all. So, pack your bags and get ready to explore the beautiful state of Chhattisgarh.

How to get to the beautiful gem of India: Chhattisgarh

Chhattisgarh is well connected by air, rail, and road. Raipur is the capital city of Chhattisgarh and has an airport with direct flights from Delhi, Mumbai, Kolkata, and other major cities. Several trains run through the state, connecting it with other parts of the country. The state is also well connected by road with several national and state highways passing through it.



DO YOU KNOW???

Chhattisgarh is also one of the fastest-growing states in India, with a gross state domestic product (GSDP) of US\$45 billion in 2020-21. The state's economy is primarily driven by agriculture, mining, and manufacturing. Chhattisgarh is indeed blessed with its abundant mineral resources, including coal, iron ore, and bauxite. Several large industries, including steel, cement, and power plants like The Bhilai Steel Plant, which is located in Chhattisgarh, are one of the largest steel plants in India.

G20 Presidency to Put India on World Tourism Map

India's G20 Presidency, under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, coinciding with celebration of Azadi Ka Amrit Mahotsav – Amrit Kaal, is likely to boost India's tourism sector in a big way said Shri Arvind Singh, Secretary, Ministry of Tourism, Government of India.



Delivering his key note speech on the inauguration session of 12th edition of the 'Great Indian Travel Bazaar' (GITB) being organized by Ministry of Tourism, Government of India along with FICCI and Tourism Department of Rajasthan, Shri Arvind Singh said, "India's G20 Presidency has offered unparalleled opportunities to tourism sector. We are already in the middle of G20 Presidency and next meeting in Kashmir - India's crown jewel is likely to bring huge tourism inflow in India, thus helping India gain credence on the world tourism map."

"As a part of India's G20 Presidency, India will receive more than One Lakh foreign delegates this year and they will be able to witness the variety richness and diversity of our culture including monuments and festivals. We have also been making concerted efforts to promote inbound tourism recognising its potential as a key driver of economic growth and employment generation and we are in the process of taking further steps to increase the inflow of tourists into the country. GITB – conceived, launched and nurtured by the trio of Chief Secretary of Rajasthan Government Smt. Usha Sharma, Past President of FICCI Dr. Jyotsna Suri and former Tourism Secretary of Rajasthan Smt. Mira Mehrishi is one of such platforms that add strength to our efforts," said Shri Arvind Singh.

Stressing upon the potential of tourism for job creation, Smt. Usha Sharma, Chief Secretary, Rajasthan said that Tourism sector generates a large number of jobs and create ample employment opportunities which played

a major role in assigning Industry status to the sector.

Speaking during inaugural session, Smt. Usha Sharma said, "Some people think that tourism is a glamorous sector, whereas the truth is that the sector provides huge job opportunities. And, we endeavor to fully utilized its potential. For this purpose, Rajasthan government has accorded industry status to the tourism in the state. The move will help us attract much more investment."

Recounting her experience of conceptualizing GITB way back in 2007, Smt. Usha Sharma said, "We felt the need to make B2B a very much intrinsic part of this platform where there are absolutely gainful tangible outcomes."

Describing GITB as a "Perfect example of Public Private Partnership", Smt. Gayatri Rathore, Principal Secretary – Tourism, Art & Culture, Government of Rajasthan said that GITB aims to boost inbound tourism in India while providing a strong platform to tourism stakeholders for exchange of ideas and networking to understand the market expectations.

"Rajasthan government has taken plethora of revolutionary initiatives to boost tourism in the state – from full industry status to launching of Rural Tourism Policy and Film Promotion Policy – with budgetary support. These steps are bound to not only provide boost to tourism but also will create a large number of job opportunities."

Delivering his address at GITB inaugural session, Shri Dharmendra Singh Rathore,



Hon'ble Chairman, Rajasthan Tourism Development Corporation said, "During Covid, our Bhilwara model saved the life of people, in the same way, our Hon'ble CM has provided a booster dose to tourism sector by giving it an industry status. With hospitality as our core and easy policy to back us, hotels are opening in rural areas, which are providing impetus to job creation in villages of Rajasthan."

On the occasion, a Knowledge Paper prepared by FICCI and Nangia Anderson titled 'Inbound Tourism in India – Unlocking the Potential' was also released.

The report highlights the present scenario of inbound tourism in India, the initiatives being undertaken by the Central & various State Governments to boost the sector, various niche tourism products introduced by Government of India, India's G20 Tourism priorities and Vision 2047 with respect to tourism sector.

During the inaugural of GITB, several dignitaries, including Ambassador of Republic of South Korea to India His Excellency Mr. Chang Jae-bok, government officials from Union Tourism Ministry and Government of Rajasthan, besides industry leaders from Hotel & Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and Rajasthan Association of Tour Operators (RATO) were also present.

The GITB, one of the biggest events of inbound tourism in India, is being organized simultaneously with the G20 Tourism Expo.

Being held after a gap of three years, GITB will witness over 11,000 B2B meetings of 283 tour operators from 56 countries, including 150+ from G20 countries, with the representatives of Tourism Boards from 10 states namely – Chhattisgarh, Kerala, Karnataka, Odisha, Madhya Pradesh, Punjab, Tamil Nadu, Uttarakhand, and Uttar Pradesh, apart from Rajasthan along with more than 290 Indian Exhibitors.

The premier tourism event is supported by leading national and regional associations- Hotel & Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and Rajasthan Association of Tour Operators (RATO).

Madhya Pradesh

A DESTINATION OF SAFE TOURISM EXPERIENCES



THE HEART OF INCREDIBLE INDIA, ONE OF THE SAFEST TOURIST DESTINATIONS IN INDIA

The eclectic state of Madhya Pradesh, the region that lies in the centre of India has swiftly surfaced as one of the most sought-after destinations in India. MP offers a varied range of verticals that can quench the thirst of any traveller from wildlife to culture to heritage or be it pilgrimage. What makes Madhya Pradesh so unique is the fact that it is one of the biggest states of the country and still a major part of it left undiscovered. The very fact that the majority of the state is covered in forests provides a more 'closer to nature experience' for visitors and at the same time it opens the door for a question like, is it safe to travel in Madhya Pradesh?

Madhya Pradesh Tourism Board, under the Responsible Tourism Mission (RTM) has been aggressively working on the safety of the tourists and especially solo women travellers. MP is a state that is dedicated towards the involvement of women in the tourism industry be it from Gypsy drivers and Forest guides from Shivpuri, Pachmarhi and Tamiya, Boatmen and Story tellers



from Jabalpur and Gwalior, Women Safety guards from pilgrimage places like Ujjain, Chitrakoot or Maihar and Segway Drivers to Hospitality professionals in Khajuraho. The government of Madhya Pradesh works closely with several other departments like Police, Women and Child Development, Urban Administration Department, Transport, Education and Skill Development to create a more accommodating atmosphere for the people of the state and the tourists visiting the state. MP Tourism conducts safety audits and infragap assessments at every tourist destination with the coordination of local bodies and district authorities which ensures the safety of women service providers and tourists.

The idea is to make safer tourist destinations for women where even a solo female traveller can feel at home. Tourism is one of the key drivers of socio-economic development and its integral for tourists to have a safe and secured environment. Madhya Pradesh Tourism Board has nominated several bodies to support in the conduction of baseline surveys and situation analysis under the "Safe Tourism Destinations for Women" project which is a part of Responsible Tourism Mission of Madhya Pradesh Tourism Board. It includes the following activities –

- Capacity building, orientation & training and sensitization
- Strengthening of safety mechanism
- Skill and Employment generation
- Safety audits and fulfilment of infrastructural gaps at the tourism destinations with regard to women safety



- Self-defence training
- Community participation and awareness
- Formation of legal bodies and federations
- Monitoring and evaluation

MP Tourism Board works in convergence with other departments including NGOs and CSRs to ensure women safety and in fact Madhya Pradesh is the pioneer state in India to take efforts for women safety and upliftment in the tourism industry. It also inspires local youth of the villages and suburbs to make a career in the hospitality industry and contribute to the development of their local region.

Enjoy your visit to Madhya Pradesh with a sense of freedom and security and embrace the state's unique wildlife, heritage, pilgrimage and culture. Blend in with local cultures and rejoice the uniqueness of the Heart of Incredible India.

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.

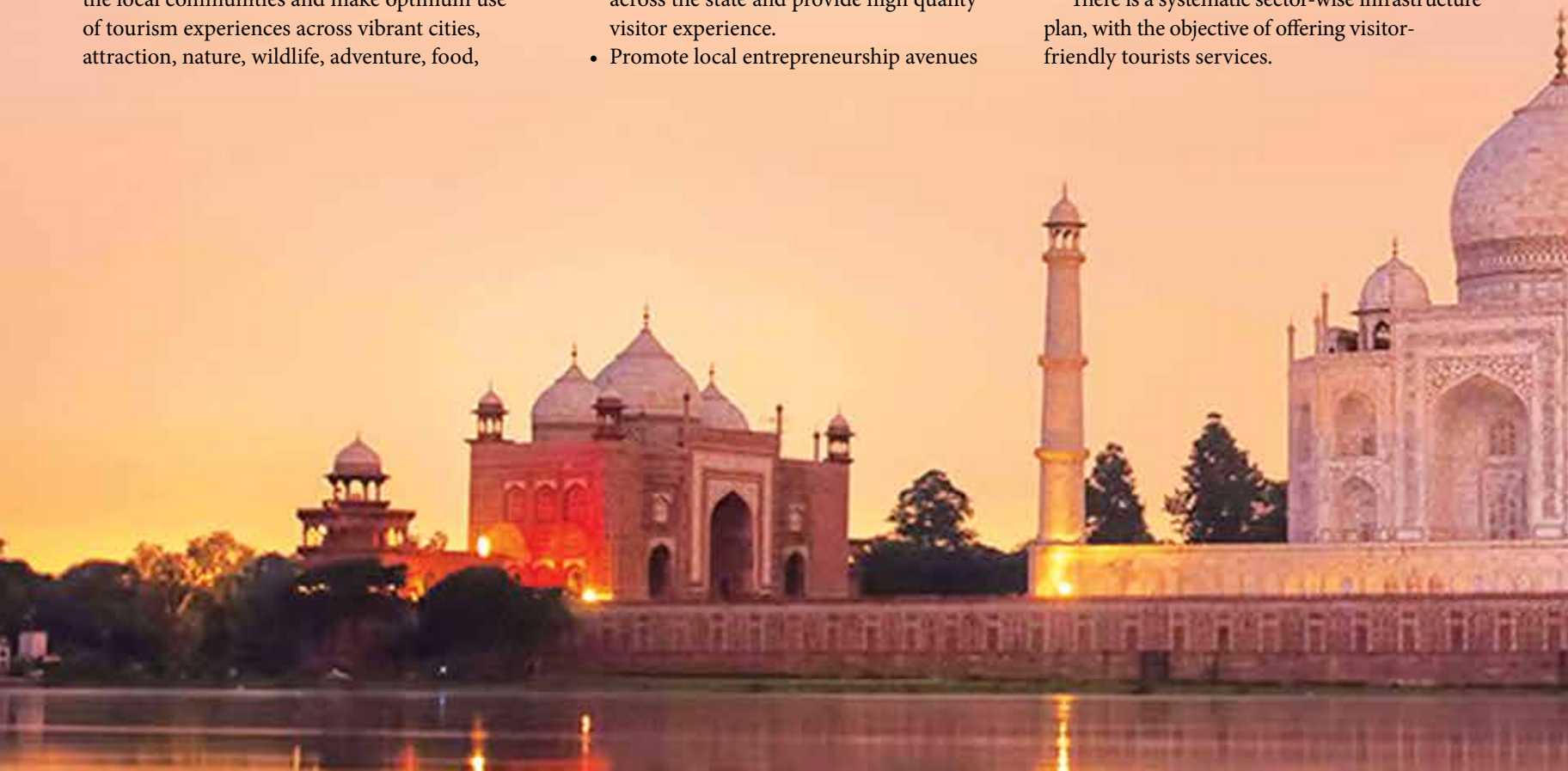
In this regards, the UP government has set some benchmarks, through which it aims to achieve targets like-

- 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 plan, with the objective of offering visitor-friendly tourists services.

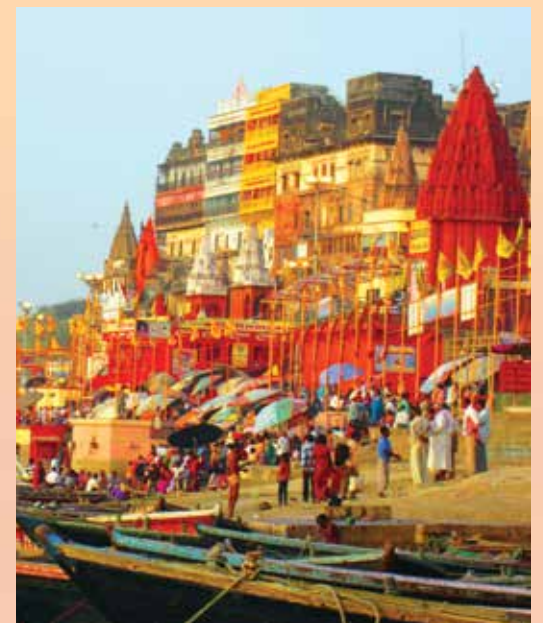
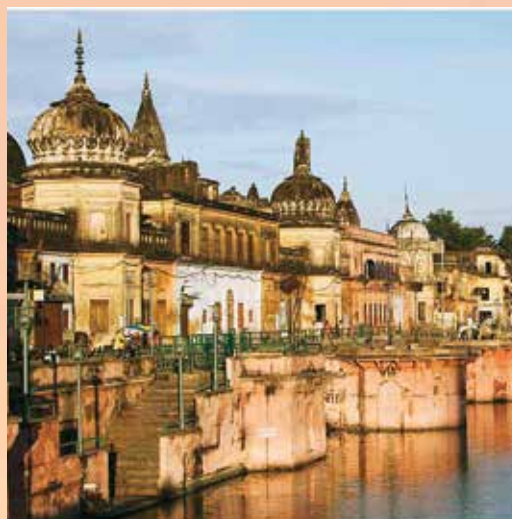


Spiritual & Religious Tourism

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, Kapilvastu, Sarnath, Shravasti, Agra, Fatehpur Sikri, Barsana, Gokul, Nandgaon, Vrindavan, Goverdhan, Ayodhya, Kashi, Chitrakoot, Vindyalachal, Devipatthan, Tulsipur and other under developed potential tourist sites in state.



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.

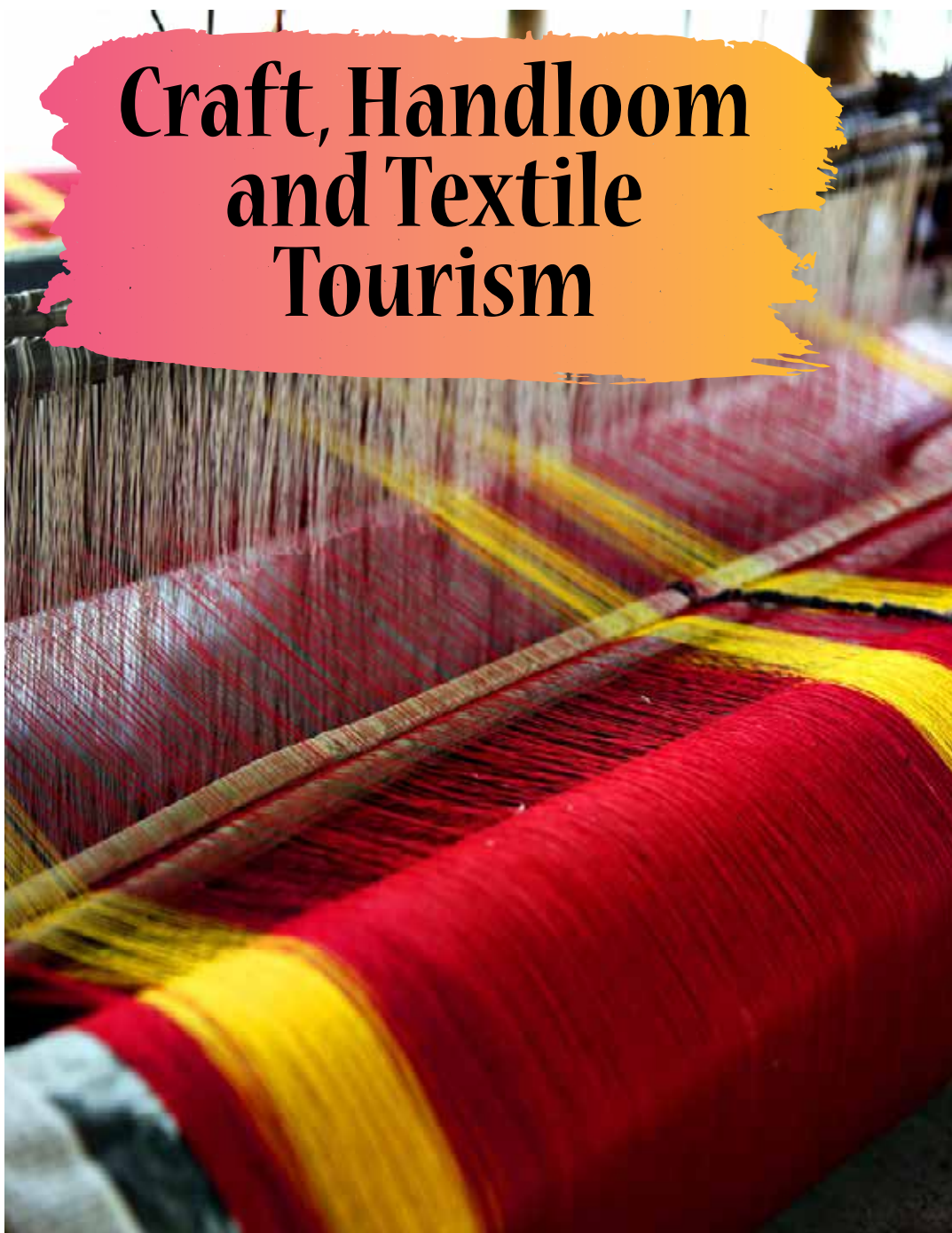
Rural Tourism

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 Zardozi, 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.



Journey of Mechanical Engineer to Travel Agent

“In my 25 years of working experience, I can say everything matters as in how you deal with your clients, your relationships, your price factor, your regular communications, and a showcase of your products. Last but not least; update various products information with changes in time and demand of customers.” said Rajesh Arya, Director, India International Tours & Travels, Travel Division of Royal Holiday Planners Pvt Ltd.

Raise your glass cheers for the silver jubilee of India International Tours & Travels, Travel Division of Royal Holiday Planners Pvt Ltd.

What excites you about being a travel agent?

To begin with, let me start with how I started my company and how it excites me. I am a mechanical Engineer, was working in Bangalore when I started my career. One of my friends, who was a travel agent encouraged me that why you do not start Travel Agency, you are educated and have a prime location. He was sure I will start well initially. I started in the year 1998 month of February with a small counter in my office because at that time there was no infrastructure, no training, and no knowledge of any sort. You will be surprised to know in the whole month of February I sell 4 tickets only which was so disappointing and discouraging for me to continue but then also my friend forced me and encourage me to do it for another one to two months. I accepted his request but again the month of March also left me disappointed, in the whole month I sell 8 tickets. Thereon I decided will try one more month and will take the final decision.

By the grace of god that was a good move for me, got good business due to summer vacations and which encourage me. After that I didn't stop, I Got all the ticket stock and become an IATA agent.

How long have you worked in the travel industry?

It's been almost 25 years of me working in trade. June 2023 is going to be the Silver jubilee of our brand India International Tours & Travels, Travel Division of Royal Holiday Planners



Pvt Ltd. where we believe “we make holidays... that makes memories...” This is my big achievement which makes me feel proud to be a Travel Agent.

In my 25 years of working experience, I can say everything matters as in how you deal with your clients, your relationships, your price factor, your regular communications, and a showcase of your products. Last but not least; update various products information with changes in time and demand of customers.

Today I feel blessed that I have made goodwill and strong PR in the market about myself and my organization. When I started my business my main focus was on ticketing almost 90 % and 10% Hotels but now we expanded it and are more into packages, inbound as well outbound.



Enjoy your hassle-free trip to Dubai with D Travel Across

D' TRAVEL ACROSS PRIVATE LIMITED is a committed company based in Delhi from the last 10 years, Directors Mr.Mohit Virmani & Mrs. Sanya Bhatia has launched their flagship office In Dubai.



Their specialty includes visa facilitation, fleets and excursions as they have in-house fleets and offer an immense variety of tour services.

Mrs. Sanya Bhatia takes care of Sales & Marketing and holds wide experience in sales and Marketing. She firmly believes one needs to be operationally strong to capture the market. She has set a perfect example of the proverb "Your actions speak louder than your words"

D'TRAVEL ACROSS Pvt Ltd & D Across Tourism LLC is the most promising choice for travellers. D Travel's future goal is to add more fleets and infrastructure in Dubai.

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Philadelphia, the Gateway City, is home to some of the top science museums and attractions

A desirable destination, Philadelphia has never been easier to visit. With nonstop service from hubs across Europe on major international carriers and a central location just over ninety miles from New York City and approximately 140 miles from Washington, D.C., Philadelphia's location on the East Coast makes it a preferred entry point for travelers.

Philadelphia is consistently ranked as one of the most walkable cities in the nation. Thanks to founder William Penn's smart and simple grid street design, the heart of the city is easy to navigate. Philadelphia is home to the nation's first hospital, medical school, children's hospital, college of pharmacy, and medical library; it is no wonder that the Brookings Institution has called Philadelphia one of the top Knowledge Capitals in the U.S. and Europe. Explore Philadelphia's distinct, walkable neighborhoods to check out some of the most prestigious and significant museums, attractions, and education centers tailored to suit a variety of interests and age groups.

The Franklin Institute

One of the oldest and premier centers of science education and development in the United States, The Franklin Institute was founded in 1824 and was designed to inspire a passion for science in the spirit and honor

of American scientist Benjamin Franklin. Featuring 12 permanent exhibits, including Your Brain, the signature walk-through 5,000 square-foot Giant Heart, the Fels Planetarium, an IMAX Theater, and much more, the popular museum provides hands-on learning experiences that introduce and reinforce key science concepts in creative and engaging ways.

Academy of Natural Sciences of Drexel University

Explore the oldest natural history museum in the Americas when you dig for dinosaur fossils, stroll among live butterflies, touch live animals and take behind-the-scenes tours at the Academy of Natural Sciences of Drexel University. The Academy's working scientists spend their days focusing on critical global issues in biodiversity, evolution, and environmental science and their research efforts provide accurate, real-time scientific information to the public on environmental and



sustainability matters.

Science History Institute

The Science History Institute holds an outstanding collection of chemistry-related objects, artwork, photographs, and books, illustrating the impact of chemistry and chemical engineering on the modern world. The free-to-visit museum is complete with several engaging permanent galleries in Philadelphia's Old City neighborhood. Visitors to the museum can learn about key figures throughout the history of science, such as the builder of the first electrospray ionization mass spectrometer, Masamichi Yamashita, and discover the interesting history of common objects with the museum's interactive Object Explorer.

Mütter Museum of the College of Physicians of Philadelphia

Examine a collection of fascinating scientific discoveries about the human body with wax models, antique medical equipment, and anatomical and pathological specimens at the Mütter Museum. The College of Physicians of Philadelphia was founded in 1787 and is one of the oldest professional medical organizations in the country, providing a place for both medical professionals and the general public



to learn about medicine as both a science and an art. Until summer 2022, the Historical Medical Library of The College of Physicians of Philadelphia – the oldest independent medical library in the U.S., which is directly above the museum – was only open to researchers by appointment. Now, weekend visitors to the Mütter can explore the Library during select times. Ticket holders will have access to the centuries-old medical library filled with historic treasures, including rare books from the 14th century, first editions, scrolls, stone tablets, artwork, and so much more.

Pennsylvania Hospital

Pennsylvania Hospital, the nation's first hospital, founded in 1751 by Benjamin Franklin and Dr. Thomas Bond, offers tours of the historic Pine Building with stops at a 13,000-volume library (home to a preserved seven-pound tumor) and the oldest surgical amphitheater in the country. Many respected doctors operated on patients in the amphitheater, including Philadelphia native Dr. Philip Syng Physick, known as the "father of American surgery." Pennsylvania Hospital is part of the University of Pennsylvania, whose medical school was the first in the U.S.

Penn Museum

A "must see" destination that invites visitors to uncover the mysteries of ancient Egypt, Rome, Greece, Asia, and the Middle East, Penn Museum's "Ancient Egypt: From Discovery to Display" special exhibition offers publicly accessible "visible storage," allowing visitors the opportunity to follow the path of an artifact in a three-part 6,000 square foot exhibition. See what life was like in ancient Egypt through objects representing gods, royalty, and everyday individuals. Get a closer look at breathtaking artifacts from the Old Kingdom, also known as the "Age of the Pyramids," starting in 2613 BCE, through the time of Cleopatra's death in 30 BCE. Learn more about excavation and observe conservators in action as they work to preserve Egyptian artifacts. See the museum's 3,000-plus-year-old 12.5-ton red granite Sphinx – the largest in the Western Hemisphere – on display in the main entrance hall.

University City Science Center

For over 50 years, the University City Science Center has supported startups, research, and economic development in the life sciences, healthcare, physical sciences, and emerging technology sectors. By providing resources and programming for any stage of a business's

lifecycle, the Science Center helps entrepreneurs and innovators move their ideas and technologies out of the lab, the workshop or the garage, and into the marketplace where they can make a difference. The University City Science Center includes Quorum, an entrepreneurs' clubhouse and event space for the innovation community, Venture Café Philadelphia, a weekly gathering and mini-conference and FirstHand, a program dedicated to introducing middle and high school students to STEM through hands-on project-based learning.

Wagner Free Institute of Science

Founded in 1855, the Wagner Free Institute of Science is dedicated to providing free public education in science and its evening science courses are in their 158th year, making them the oldest program devoted to free adult education in the United States. The National Historic Landmark building houses more than 100,000 natural history specimens including fossils, shells, minerals, and mounted animal skeletons and skins displayed in original wood and glass cabinets.

About the Philadelphia Convention and Visitors Bureau

The Philadelphia Convention and Visitors Bureau (PHLCVB) creates a positive economic impact across the Philadelphia region, driving job growth, and promoting the health and vibrancy of our hospitality industry by marketing the destination and the Pennsylvania Convention Center, and attracting overnight visitors. Our work engages our local community, as well as culturally and ethnically diverse regional, national, and international conventions, sporting events, and tourism customers.

For more information about Philadelphia Convention and Visitors Bureau, go to <https://www.discoverphl.com>.



The island destination of Bahrain is gearing up to host several exciting events and concerts in the upcoming months, which will showcase its unique blend of traditional and modern influences.

Bahrain: Hub for International Entertainment

Bahrain is hosting the second edition of the Manama Gold Festival, which is a month-long celebration of the country's rich heritage and its deep connection to gold. The festival will take place from April 13th to May 27th, 2023, with the participation of more than 300 gold shops in Souq Al Manama. Visitors can enjoy the festival's activations which include weekly, instant, and grand prizes, artistic installations about Bahraini gold history by Bahraini artists and designers, hanging festive elements between gold shops, organizing a gold museum, a pop-up market, live music shows, and much more.

Are you ready for the largest music festival in Bahrain? This year the music festival, Bahrain Rocks 2023 returns even bigger and better than the previous years. The festival attracts music lovers from across the region and around the world, making it a must-attend event for anyone interested in the arts and culture of Bahrain. The two-day festival on the 27th & 28th of April 2023 will offer a wider range of bands, music genres, and fun-filled activities, ensuring an unforgettable experience. Bahrain Rocks is committed to supporting the local music scene, especially the rock and alternative music genres.

We also have an exciting Beach party lined up on the 28th of April 2023. Azul Beach presents DJ Rodge live for the first time in Bahrain! Don't miss out on this incredible opportunity to dance the night away to the hottest beats while enjoying the beautiful beachside atmosphere.

Over the years, Bahrain has become a hub for international entertainment, with world-class venues and a vibrant cultural scene. This year, the legendary boy band The Backstreet Boys will be performing on the 9th of May 2023 at the Al Dana Amphitheatre.

For families traveling to the destination, there are iconic ballets scheduled in the month of May 2023 at the new Exhibition World Bahrain. For the first time in the Kingdom of Bahrain, The Jungle Book comes to life in the form of a ballet performance on the 5th of May 2023. On the 6th of May 2023, we also have the spectacular Cinderella ballet. Children will enjoy watching the vivid characters, while adults will appreciate the choreographic performance and go back down memory lane to this familiar childhood story. The Nutcracker ballet will also be happening in Bahrain in May 2023.



Unique, natural, organic and low intervention wineries to visit in New Zealand

Autumn marks wine harvest season for New Zealand, when the wines are ready for picking the season's vintage. Not only is it one of the busiest times of year for wine producers, it's also one of the most gorgeous – with the vines turning golden-orange and heavy with ripe fruit.

New Zealand has an abundance of wineries embracing innovative and sustainable winemaking, resulting in many unique wines to taste and winery experiences to discover.

Here are some of the most unique wineries forging their own path when it comes to winemaking in New Zealand, and producing stunning natural wines.

Cambridge Road Winery, Martinborough

Winemaker Lance Redgwell's small slice of Martinborough is located just across the road from some of New Zealand's most renowned traditional wineries – but his style is a little different to the usual. Using organic and biodynamic practices, Cambridge Road makes naturally fermented wines with minimal additives except for a small amount of sulphur. Some are aged in barrels, including a native tōtara wood barrel large enough to fit a small car inside – believed to be the only native timber being used to age wine in New Zealand. The result of this approach is beautiful natural wines, with gorgeous names such as 'Down the Rabbit Hole', 'Cloudwalker', and 'Ebb' and 'Flow', and unique bottle artwork designed by different local artists. The Martinborough winery has a decidedly relaxed and casual feel – grab a spot in the sunny courtyard or cosy dining room complete with roaring fireplace, and enjoy a tasting – likely with Lance himself – accompanied by a platter of local cheeses and meats.

Black Estate, North Canterbury

This picturesque organic and biodynamic vineyard offers a full immersive experience – whether you want to pop in for a quick tasting, stay for a long lunch at the winery restaurant, or make a night of it and stay amongst the vines at the Black Estate B&B. Black Estate's three vineyard sites are farmed organically and biodynamically to produce fruit and wines that are expressive of the place and season. Fruit is handpicked and settled in natural oak, tank or clay amphora, with no other fining or filtration processes used – resulting in beautiful examples of natural wines including Pét Nat, Chenin



Blanc, Pinot Noir, Riesling and more. Book a seated wine tasting or enjoy wine by the glass alongside a lunch made with spray-free, organic produce gathered and fished by locals. During June and July, the restaurant menu comes alive with a celebration of truffles, sourced from a neighbouring property.

Greystone Winery, Waipara

With stunning organic wines, a seasonally-focused restaurant, and next-level PurePod accommodation, you don't even need to leave the Greystone Winery property to enjoy a luxury escape. Greystone became New Zealand's first net carbon zero certified winery in June last year, thanks to a number of sustainable initiatives to lower its carbon footprint. From using ducks as a form of pest control over pesticides and sheep as mowers and fertilisers; to planting cover crops that improve organic soil matter and decreasing the glass in their bottles to reduce emissions, the winery regards regenerative viticulture as the way of the future. Sample the fruits of their labour alongside Greystone's famous long lunch, available from Thursday to Monday. The menu changes weekly according to what's in season and available, but always celebrates fresh produce – think Clevedon oysters and Canterbury Wash Creek organic lamb, paired with Greystone Syrah.

Folium Winery, Marlborough

Another winery shaking up the winemaking game is Folium Winery, which implements 'dry farming' or winemaking without irrigation. Winemaker Takaki Okada began dry farming in 2011 for its wine-style and environmental

benefits, including saving significant amounts of irrigation water. The lack of irrigation also allows the winery to create a different style of Sauvignon Blanc, due to lower levels of methoxypyrazines – a chemical compound that contributes to herbaceous flavour. A BioGro certified organic vineyard, Folium also employs the services of several team members including Ponsonby and Archie the sheep, who are responsible for weed control (and great at escaping), free range chickens, and bees to increase the biodiversity of the vineyard.

While this winery doesn't have its own cellar door, you can taste its wines through many of New Zealand's fine wine stores – we recommend grabbing a bottle to share once you arrive at your accommodation of choice.

Churton Wines, Marlborough

Churton Wines has truly gone back to basics when it comes to winemaking – employing the services of gentle giant Clydesdale horses to work between the vines rather than tractors in an effort to become more sustainable and reduce emissions. The 30-year-old vineyard is the first in New Zealand to employ horses for under-vine soil work, an idea sparked by employee Emma Rossignol, who witnessed the technique being used in France. The horses, Gordon and Xena, are much lighter on the earth than tractors, which reduces compaction of the soil, improves soil health, and helps with retaining water. Being smaller than tractors, it also increases access to the under-vine areas. This autumn season, visit New Zealand and check out these innovative wineries producing amazing wines.



FinMont: A New Global Payment Orchestration Platform

The founders of German airline, Hahn Air have announced the launch of a new global payment orchestration platform, FinMont, specifically for Travel Merchants. The new payment platform uses cloud-native technologies to integrate acquiring banks, payment, fraud, forex, and chargeback providers and offer a fully automated and seamless payment solution. It aims to reduce shopping cart abandonment, increase sales conversion, and ensure clear visibility across the payment flow for all payment transactions.

The PayTech firm is offering the travel industry a significantly different solution compared to other options available as it will streamline not only B2C payments but also B2B payments. Combining both payments into a single view will help decision-makers identify and fix any inefficiencies in their current payment processes. The firm's mission is to help travel merchants use payments as a strategic tool to stand out from competitors.

In the B2C payments space, many airlines and agents lose customers in the buying process due to only being able to offer limited payment methods. Some have even relied on only one payment provider, which is a high-risk strategy and can have huge consequences, especially if there is any downtime and by having such a limited solution this can mean higher fees for payments. With B2B payments, merchants historically have struggled to process supplier payments as they all require unique information such as time of payments, payment methods used or invoicing process. Whether travel merchants are pre-paying suppliers, paying them in multiple currencies, paying them on check-out or on receipt of an invoice, FinMont will streamline and automate the whole process. The new payment orchestration platform aims to revolutionise payments by connecting multiple banks and providers seamlessly through one simple gateway. It will also improve payment authorisation and conversion rates, reduce payment costs, and remove historic issues such as downtime or reliance on one payment provider. It will also give travel merchants more freedom in choosing their payment partners and accommodate industry-specific payment flows like IATA NDC. The FinMont ecosystem will not only connect acquiring banks, payment, fraud, forex, and chargeback providers but also integrate with ERP/CRM systems and other travel specific distribution channels offering a complete payment ecosystem for the travel industry. Dr SubyValluri, CEO of FinMont, commented, "Having worked in the travel and payment industry for many years with a software engineering and economics background I have seen first-hand how complex and often archaic payment solutions impact airlines and travel agents. With so many payment methods, banks and card suppliers around the globe managing payments have always been challenging for firms across the travel sector.

To be able to launch our solution with the founders of Hahn Air, we believe FinMont offers a truly unique and cutting-edge solution for the global travel industry to tackle both B2C and B2B payments."

IndiGo Strengthens Connectivity to 16 Countries in Europe

IndiGo, the leading carrier in India, has announced codeshare connections to Sofia and Varna, via Istanbul, effective from April 17, 2023. The 20 weekly connections offer multiple options and easy access to Bulgaria during the upcoming holiday season. IndiGo has previously launched connecting flights to 15 countries in Europe through its codeshare partnership with Turkish Airlines.

Sofia, the capital of Bulgaria, boasts beautiful parks, Viennese-style architecture, museums, and ancient Roman history, as well as a lively nightlife scene and delicious food. Customers can explore the city's popular tourist attractions, such as St. Alexander Nevsky Cathedral, Pirotska Street, Mount Vitosha, Sofia Central Mineral Baths, and Boyana Church.

Varna, Bulgaria's maritime capital, is a hub for commerce, transportation, education, tourism, entertainment, and healthcare, and is known for its year-round artistic and cultural events. Customers can visit the Sea Garden, Cape Galata, Varna Sea Port, Central Beach, and Saint Athanasius Church, among other well-known attractions.

Turkey is a must-visit destination for history enthusiasts, with sites such as the ancient Greek city of Ephesus, the Cappadocia rock valleys, the pure white travertine terraces of Pamukkale, and the ruins of the former Armenian capital Ani. Other popular attractions include the Hagia Sophia Mosque, Dolmabahce Palace, Bosphorus Strait, Istanbul Sea Life Aquarium, Blue Mosque, Grand Bazaar and Spice Bazaar, Turkish and Islamic Arts Museum, and Istanbul Cevahir Mall. The city boasts an excellent mix of Byzantine and Ottoman architecture, Middle Eastern cuisine, and pleasant weather.

These flights cater to both business and leisure travellers seeking affordable flying options to access destinations that offer business opportunities and tourist attractions. Customers can book their tickets through IndiGo's official website, www.goIndiGo.in. These new flights will also boost the airline's domestic connectivity.

Vinay Malhotra, Head of Global Sales at IndiGo



We are delighted to introduce new connections from Istanbul to Varna and Sofia. These connections will not only enhance business connectivity but also provide customers with affordable options to plan travel during the forthcoming summer vacations.

With the addition of this route through Turkish codeshare, IndiGo now connects to 32 destinations in Europe. We will continue to seek opportunities to provide affordable fares, on-time performance, and hassle-free connectivity across an unparalleled network for our customers.

VietJet's new direct route to Australia provides connectivity boost to India

Vietnam's leading new-age airline, VietJet, has launched direct flights connecting Australia's largest cities; Melbourne, Sydney, and Brisbane. These new routes will boost tourism and trade between the two continents by facilitating the movement of travelers.



Celebrating the 50th Anniversary of diplomatic relations between Vietnam and Australia, Senator Don Farrell, Australia's Minister for Trade and Tourism and Special Minister for State, visited Vietnam to congratulate VietJet on the launch of direct routes connecting the two countries. The Minister's visit follows a recent visit to Vietnam by Governor-General of Australia, David Hurley, who also welcomed the new flight routes connecting Australia and Vietnam.

Minister Farrell also welcomed the plans for new routes, including the first ever direct flight to Brisbane from Vietnam, which demonstrates the growing connection between Australia and

Vietnam.

Operating on the new A330 aircraft, the flights from Melbourne to Ho Chi Minh City will be scheduled for Sundays, Wednesdays, Fridays and Ho Chi Minh City to Melbourne on Tuesday, Thursday, and Saturday. Additionally, the route connecting Sydney and Ho Chi Minh City will also operate three return flights per week. Sydney to Ho Chi Minh City on Mondays, Thursdays and Saturdays and Ho Chi Minh City to Sydney on Wednesdays, Fridays and Sundays. The flights duration is approximately 9 hours between destinations.

Indians can now fly to Australia (Melbourne, Sydney, Brisbane), Hong Kong

and all over Asia in Bali, Thailand, Japan, South Korea & Taiwan via VietJet's great and reasonable connecting services. With the expansion of VietJet's flight network to major cities in India, VietJet has emerged as a pioneer airline bridging the distance and travel time between the two countries. VietJet is enabling the carrier to better connect and serve the rise in demand for both leisure and business travel. Further catering to the needs of its Indian customers, VietJet is offering special inflight hot meals with a variety of dishes, both vegetarian and non-vegetarian, served by a dedicated and friendly cabin crew as well as other services.

Aeroporti di Roma, ITA Airways and Trenitalia join forces for a more integrated system of air-train intermodality

For a more integrated and sustainable mobility that puts the customer experience, innovation and environmental protection at the center. This is the scope of the intermodality project promoted by Aeroporti di Roma, ITA Airways and Trenitalia which have jointly developed a new “train plus plane” package that enables passengers to simplify the travel experience by combining rail with air travel on a single ticket with check-in at the train station via the dedicated counters in the Leonardo da Vinci Airport.

The new product created by the three partners using technology supplied by AccesRail, allows passengers to purchase a combined train + air ticket through all the digital channels of ITA Airways, as well as through qualified travel agencies, ITA Airways ticket offices and the ITA Airways Contact Center. Passengers who choose this intermodal option will also be able to check in for their flight at the dedicated counters available at the train station of Leonardo da Vinci International Airport in Fiumicino.

Passengers who reach Fiumicino airport on board a Frecciarossa or other high-speed train to Roma Termini, in conjunction with the Leonardo Express train to Roma Termini, and continuing with flights on the international and intercontinental network operated by ITA Airways (with the exception of the U.S. and Israel), can check in and check their baggage directly at the station of Fiumicino airport, to collect it at their final destination operated by the Company.

The experience of intermodal travel joins the agreements already signed between Aeroporti di Roma and the Ferrovie dello Stato Group to develop integrated the ‘train + plane’ service and facilitate connections between the main stations, airports and ports



of Italy, also focusing on the development of new forms of urban air travel. In addition, ITA Airways recently initialed a Memorandum of Understanding with FS, with a view to creating multimodal services between plane and train, the basis for establishing business and operational partnerships destined to expand an offering of multimodal mobility capable of responding effectively to the demands of local tourism and business and provide an agile and convenient “end-to-end” travel experience with the aim of implementing shared digital platforms.

The intermodal product further enhances the offerings in connection with the airport at Fiumicino, adding rail connections with the main Italian cities. There will be direct Frecciarossa links with high-speed trains for

Italian cities like Naples, Florence, Bologna, Padua and Venice. Thanks to the High-Speed rail connections from and to Roma Termini, convenient connections to the airport hub are offered with the Leonardo Express, which connects Fiumicino rapidly with Roma Termini.

The President of ENAC, Pierluigi Di Palma was present at the press conference, as was the Vice Minister for Infrastructures and Transportation, Galeazzo Bignami, who concluded the panel.

The check-in service at the railway station of Fiumicino Airport will be active on an experimental basis for the duration of the aeronautical summer season. More information on the intermodal product is available on the websites of Aeroporti di Roma, ITA Airways and Trenitalia, in the specific sections devoted to it.

Marco Troncone, CEO of Aeroporti di Roma

The path toward decarbonization of the aeronautical sector will have to provide significant innovations of service, as well as technological innovations, and can produce important advantages for the passengers and for our country and the Italian transportation system as a whole. It is precisely in this perspective that Aeroporti di Roma has chosen to give the maximum priority, thanks also to ENAC and in collaboration with ITA Airways and Trenitalia, to this new intermodal product, which we consider fundamental to increase the opportunities for connectivity of national passengers, with the goal of making integrated train-plane travel an advantageous alternative. It will therefore be fundamental in the near future to ensure the availability of adequate routes to facilitate its implementation and make this product competitive, guaranteeing rapid connections, short wait times and dedicated service, with check-in even closer to the first departing station and infrastructural works to ensure connectivity with the Leonardo da Vinci airport even for cities in the south of the country.



Fabio Lazzerini CEO and General Director of ITA Airways

Intermodality has always been a focal point for ITA Airways, combining the values and ambitions of the Company: sustainability, innovation and customer centrality, in a view of concrete participation in the development of the national system. The perspective in which the Company is working with the main players in the sector of national transport and with the relative institutions is focused on achieving multimodal connectivity, thanks to integration with surface transport, proving a generally more sustainable offering. Integrated train-plane mobility, through our airport hub, will ensure more efficient connectivity for Italian cities with international destinations. The product we are presenting today proves once again that ITA Airways can team up with the main players in handling passenger traffic, to satisfy the connectivity needs of the individual customer, offering a perfectly integrated and efficient travel experience.





fantasies... of an exotic desert

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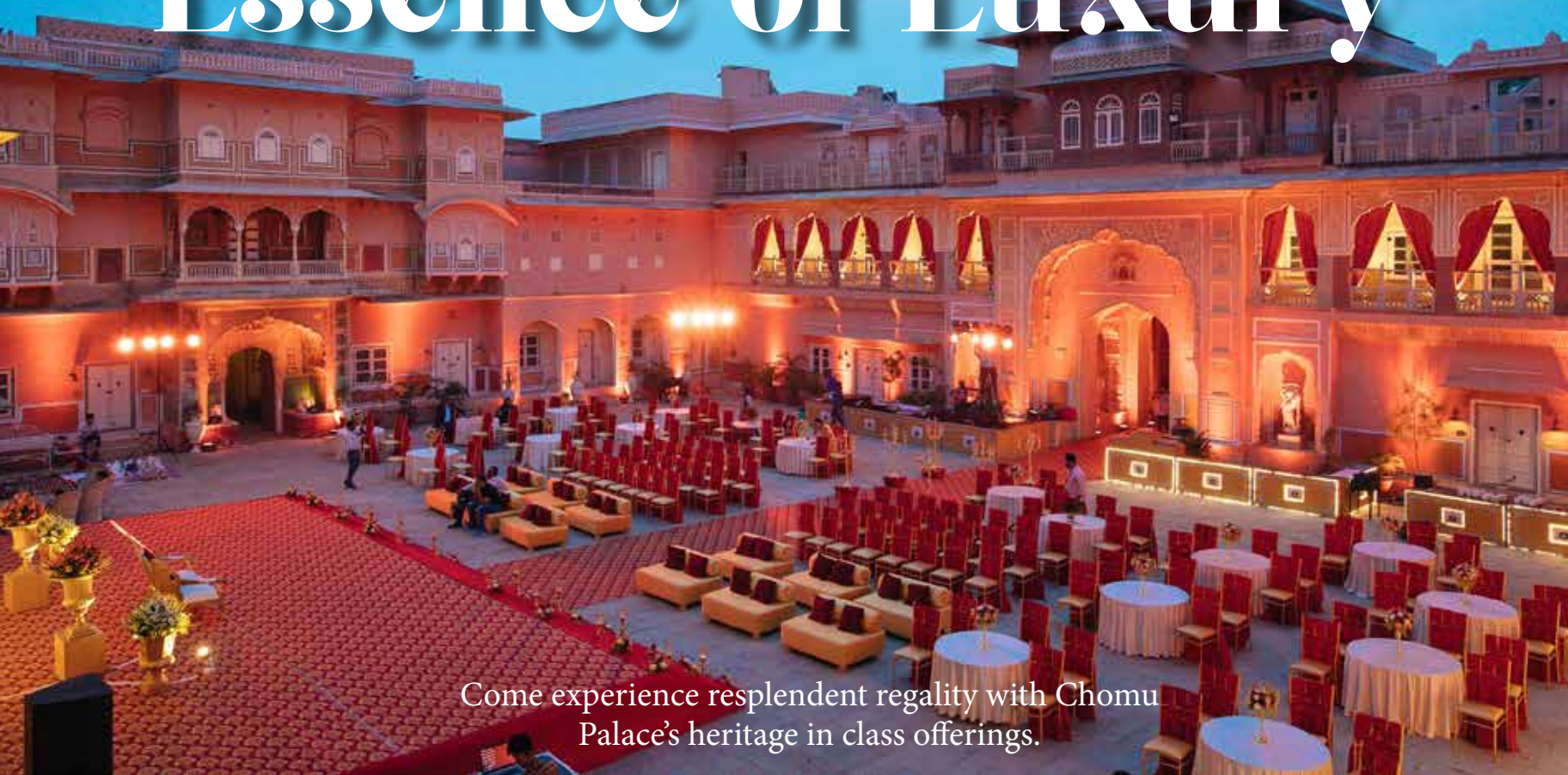

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Essence of Luxury



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

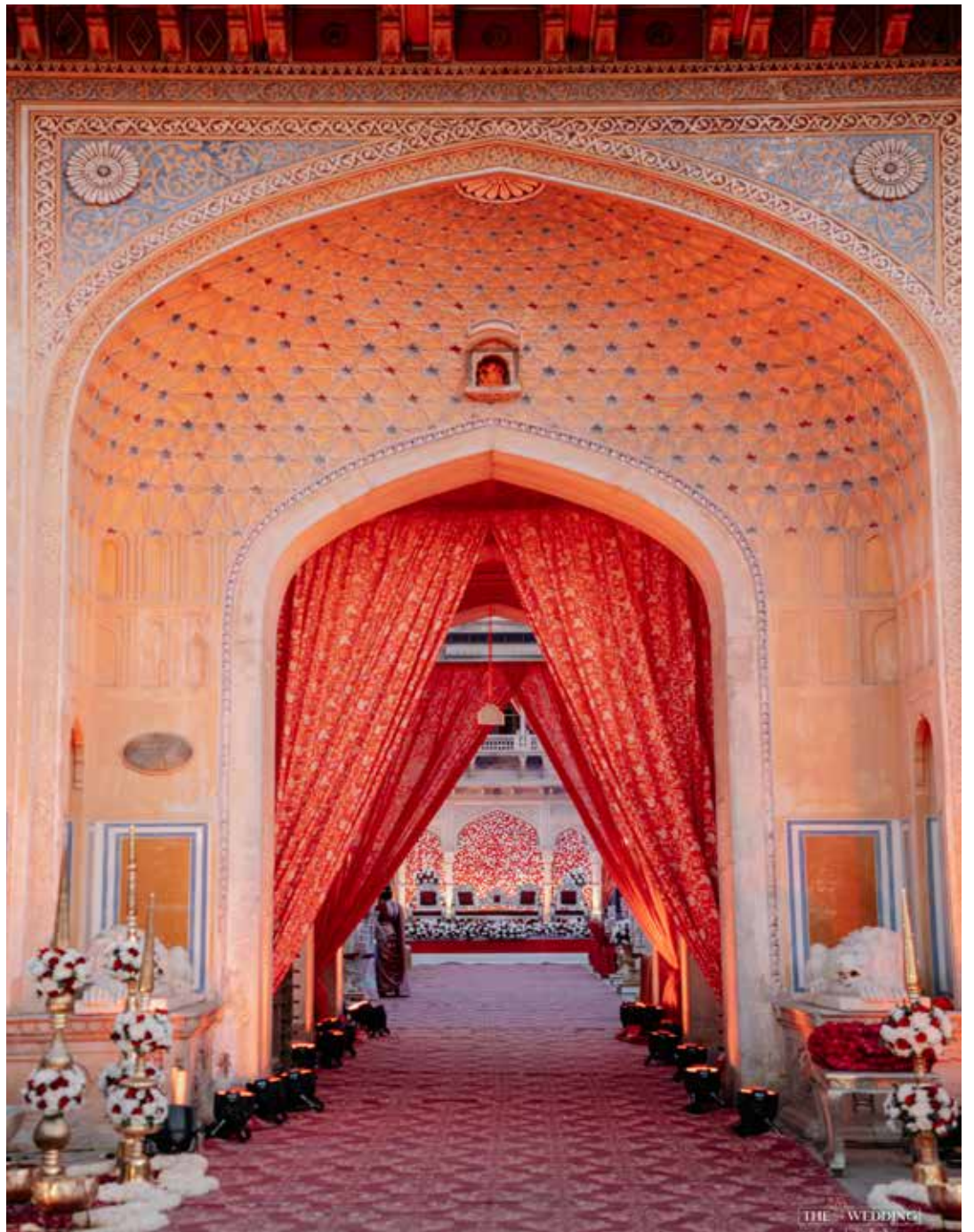
The demeanour of royalty is rightly felt the moment you enter the majestic fortress of Chomu Palace Heritage Hotel is a luxurious and historic property located in Chomu, a small town in the outskirts of Jaipur, Rajasthan.

The fort was originally built in the 18th century and has since been transformed into a stunning hotel, offering world-class amenities and services. The hotel's regal architecture and exquisite interiors make it a popular destination for royal destination weddings and other majestic celebrations.

For those seeking a truly luxurious wedding experience, Chomu Palace Heritage Hotel offers a range of bespoke wedding packages that are tailored to meet the needs and preferences of each couple. Hotel experienced event planning team works closely with the couples to create a memorable and personalized experience for them and their guests.

The wedding ceremonies at Chomu Palace Heritage Hotel are typically held in the hotel's open gardens or the grand Durbar Hall. The gardens are beautifully landscaped and adorned with fragrant flowers, providing a picturesque backdrop for the royal wedding ceremonies. The Durbar Hall, on the other hand, is a magnificent venue with soaring ceilings, intricately carved arches, and ornate chandeliers, giving it a regal and majestic atmosphere.

The hotel offers a range of accommodation options, including luxurious suites and rooms, which are elegantly decorated and equipped with all modern amenities. The suites and rooms are spacious, comfortable, and offer stunning views of the hotel's gardens or the surrounding





countryside.

The hotel's restaurants offer a range of culinary delights, including local and international cuisines, prepared by the hotel's expert chefs. The guests can enjoy sumptuous meals and beverages in the elegant dining rooms or in the garden, under the stars.

Apart from the wedding ceremonies, the hotel offers a range of activities and experiences for the guests to enjoy, such as cultural performances, spa treatments, and excursions to nearby tourist attractions.

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 100 Keys 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

Traditional Dining Experience

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. One can have big fat wedding also in 5000 sq ft ball room of the hotel.



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.



Chomu Palace Heritage Hotel is an ideal destination for couples who are seeking a luxurious and unforgettable wedding experience. The hotel's stunning architecture, exquisite interiors, world-class amenities, and personalized services make it a perfect venue for a dream wedding.

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.

Weekdays are the New Weekends!



The JW Marriott Bengaluru Prestige Golfshire Resorts and Spa is excited to announce a new initiative to inspire travellers to take advantage of the weekdays with their loved ones. With the new "Weekdays are the New Weekends" campaign, guests will be able to enjoy the luxury amenities and services of the resort, while also enjoying the benefits of a mid-week escape.

General Manager Ronan Fearon said, "We know that weekdays can be busy and stressful, but they don't have to be! We want to encourage guests to take a break from the routine and indulge in some much-needed relaxation time. With our exclusive package, we're making it easier than ever for guests to enjoy a memorable and rejuvenating experience with their friends and family."

The "Weekdays are the New Weekends" package includes a lavish buffet breakfast and dinner, welcome amenities, sunrise yoga sessions, complimentary local high tea experience, first round of beer and mocktails at flamingo pool bar, extended checkout time, along with departure gifts to guest. The package is designed to provide a comprehensive experience that guests can enjoy throughout their stay, from the moment they arrive until



their departure.

In addition to the package amenities, the JW Marriott Bengaluru Prestige Golfshire Resorts and Spa offers a range of activities and services that guests can enjoy during their stay, including an 18-hole golf course, a world-class spa, multiple dining options, and much more.

"We're thrilled to offer this package to our guests and invite them to discover the beauty of a mid-week escape. We're confident that this package will appeal to all types of travelers, whether they're seeking a romantic getaway, a family vacation, or a relaxing solo trip," said Ronan Fearon, General Manager of JW Marriott Bengaluru Prestige Golfshire Resorts and Spa.

The "Weekdays are the New Weekends" package is available for booking now at the JW Marriott Bengaluru Prestige Golfshire Resorts and Spa.

Latest Trends and Expectations for Inbound Tourism into the Maldives



In anticipation of the summer travel season, global hospitality development company Pulse Hotels & Resorts has highlighted the latest trends expected to be the key drivers for increasing travel demand to the Maldives.

Maldives remains to be a year-round destination of high interest with travellers from around the world visiting for leisure including families with children, couples and solo travellers, groups of friends or corporate retreats and MICE travel.

Pertinent trends and insights that make the summer months look very promising for travel to the Maldives, as shared by Mr. Althaf Mohamed Ali, Chief Operating Officer at Pulse Hotels & Resorts:

Asian countries, especially China and India try becoming top source markets for summer 2023: India has consistently been a primary source market for the Maldives and expected to continue topping the list for this summer season as well, with high interest from other countries especially in Asia including China. Last year, India took the leading 14.4% market share with 241,369 tourist arrivals into the destination.

Spike in last minute holiday planning with short to long duration bookings: Since the start of 2023, the Maldives has seen a spike in last minute holiday bookings from across countries, and with summer season on, this trend is expected to continue picking up in a big way. Vacationers are also increasingly cashing in on



last minute travel deals from flight operators, online travel companies, hotels and resorts, as well as destination-led promotions.

Although typical leisure holidays in the Maldives tend to last between six and seven nights, the country's idyllic private island resorts have recently attracted a growing number of long-stay travellers who seek to blend work and leisure. With an increasing number of companies worldwide, particularly in Asia, adopting remote work policies, the

Maldives has become a haven for those looking to escape the daily grind while still staying connected. In addition, families with school-aged children from countries like India are opting for longer stays of seven to ten nights or more during the holiday season.

Fuelling a sustained travel demand to unlock the tourism potential for Maldives as the preferred destination in 2023 and beyond: With other destinations around the world opening up back to pre-pandemic levels, there is immense potential for the Maldives to maintain its positioning as the top private island paradise.

MMPRC (Maldives Marketing and Public Relations Corporation) already has several destination marketing and promotional initiatives in place to drive higher numbers, including partnerships with resorts and travel brands, digital and social media campaigns, participation in major trade events, media engagement programmes and beyond. Some other key contributors are various global flight carriers servicing major cities with multiple weekly flights, and continued flexible travel policies by the Maldivian government are only going to be added incentives for travel to increase to the sunny side of life, Maldives.

Meet the First Ever Frankincense Sommelier of Muscat

In a continued endeavour to offer authentic experiences and heartfelt hospitality, Shangri-La Muscat recently appointed a frankincense sommelier, Khalid Al Amri. He happens to be Oman's first accredited expert and leads a guided tour of the private frankincense garden at the resort.



Frankincense or luban as it is called in India has a unique history and mystical story behind it. The tale of the three wise men gifting frankincense to baby Jesus is widely popular, but do you know the origins, mystical story, and its cultural connect? All this and more are revealed during this interesting tour.

The Frankincense Sommelier

Khalid has trained under Dr. Patricia Groves who has spent over 20 years researching and writing books about Oman's heritage, art, and culture. Khalid embarked on a quest to visit Salalah in the Dhofar region, to learn how frankincense is grown and harvested, and to meet with local villagers to understand its purpose. He also underwent an intensive training programme at the National Museum of Oman and Bait Al Zubair Museum to earn the official title of Culture and Heritage Ambassador at Shangri-La Muscat. His role involves bringing guests moments of joy by sharing stories and his knowledge of frankincense.

Frankincense Garden Tour

Khalid oversees the traditional Omani welcome and takes guests on an incredible route discovering the

history, architecture, and art of the hotel that's deeply rooted in Oman's cultural heritage and resort's private frankincense garden. Guests can touch, smell, and see frankincense in its natural form. The tour is complimentary for guests staying at Shangri-La Muscat and

held every Tuesday, Thursday, and Friday. The architecture tour is held every Tuesday and Friday, and art tour is held every Thursday.

The resort's restaurants and bars feature cocktails and dishes infused with frankincense. Khalid recommends tasting Phoenix from the Flames cocktail that has limoncello, pastis, bourbon, orange and frankincense. At the Luban Spa, guests can indulge in Arabian-Oriental treatments and massages that use frankincense oil.

Traditional Omani Welcome

The guests are welcomed in an authentic Omani way at the resort. As soon as they enter one of the two resorts – Shangri-La Barr Al Jissah and Shangri-La Al Husn – which are side by side on Oman's beautiful coast, they can smell the sacred scent of frankincense wafting through the grand lobbies. They are greeted with Arabic coffee and dates.

The Origin of Luban

Frankincense is an aromatic resin that originates from two main species of trees, Boswellia sacra and Papyrifera. Used widely in making incense and perfumes, it has an ancient origin when Egyptians called it the 'sweat of the Gods'. In the ancient world, Frankincense was more valuable than gold, and southern Oman just happened to be rich in Frankincense.

The word for frankincense in Arabic is luban, which is an integral part of Oman's heritage dating back to the 16th century. Decades ago, a mountainous area called Dhofar in southern Oman was renowned for its thriving import

and export trade, exporting Arabian horses and frankincense. In ancient times the frankincense trail was the most important commercial route throughout southern Arabia. Frankincense was transported by camel along the spice trails from east to west and on to other empires across the globe.

The Connection to Oman

Oman is home to the finest frankincense globally and it's also one of the most respected exporters of top-quality frankincense. Khalid grew up in Seeb, which is a coastal fishing village near Muscat, about a 10-hour drive to Salalah. It produces the finest frankincense in Oman. Salalah is shielded by a mountain that has created a wadi (dry valley or ravine) rich in minerals and soil, creating optimum conditions for the Boswellia sacra and papyrifera trees to grow. There is a special technique used to harvest the frankincense with a knife called a Manqaf. The Manqaf is used to make a cut in the tree's trunk and the sap slowly oozes from the cut and drips out in tear-shaped droplets. The aromatic resin then hardens and is cut from the tree bark.

One Luban, Many Uses

Luban is used as a room scent and ward off any negative energy. It is well known for its healing and restorative properties as well as a perfume note and an aphrodisiac. The aromatic resin is also used for ceremonial and celebratory occasions such as during prayer and at weddings, and to ensure good health for a mother and child during childbirth. Khalid remembers his mother would burn half a kilogram of frankincense daily to create a warm and welcoming atmosphere in their house. She would boil Al Hojari frankincense in warm water, which is a high grade of frankincense that can be ingested for medicinal purposes.

Luban is commonly burnt at sunrise and sunset and is a key part of the welcome experience in an Omani household. Guests are offered Arabic coffee and dates amid wonderful scent of frankincense, which is recreated at the resort.

Shangri-La Muscat extends a heartfelt Omani hospitality to each of its guests and offers unique experiences that stay with them for years to come.



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Enriching Wine Experiences With Atmosphere Core

Atmosphere Core elevates guests' holiday experiences across its portfolio of three brands and eight resorts in the Maldives through Creative New Wine Events and vintages from its third exclusive wine partner, the Glenelly Estate.

Sun, sand, and sea with some exquisite vino. While wine may not be the first thing that springs to mind when you think of a Maldives getaway, Atmosphere Core is turning heads with their innovative approach to cultivating an authentic in-house wine culture.

Following inspiring in-resort events with Champagne Guy Charbaut in 2021 and 2022 and Bodegas Viñátigo in 2022, Atmosphere Core announces exclusive wine experiences across its portfolio of eight resorts and three brands. Woven into the holiday plans, sybarites cansavour sublime terroir wines while basking in the sheer bliss of the Maldives' idyllic isles.

Free-flowing champagne and fine winesets a celebratory note at THE OZEN COLLECTION. Now, wine lovers can challenge their palate

with sophisticated weekly Blind Wine Tasting sessions, held at both OZEN RESERVE BOLIFUSHI and OZEN LIFE MAADHOO.

At VARU By Atmosphere, a part of the Atmosphere Hotels & Resorts brand, gourmet 'Moonshine Wine & Dine' experiences are hosted at the Charcoal restaurant on full moon nights. It is a symphony of flavours with a special wine for every culinary creation of the three-course dinner.

COLOURS OF OBLU brand adds an engaging, exuberant touch, for unforgettable memories with loved ones. OBLU SELECT Lobigili offers special Honeymoon Wine events. OBLU SELECT Sangeligoes beyond traditional wine pairings, inviting guests to relish their tipples with quirky fusion canapés featuring local



dishes as toppings. The refreshing Wine Not?! events are organized every week. A variety of old and new world wines are presented during the weekly World-Wine Xperience held at La Promenade at OBLU Xperience Ailafushi.

Three Wine Partnerships Driven by Shared Values

Atmosphere Core has partnered with three family-owned wineries- Champagne Guy Charbaut, Bodegas Viñátigo, and the newest addition, Glenelly Estate. Each of their three wine partners were carefully chosen based on years of research and consideration of their authenticity, family-owned values, and unique expressive terroir wines that cannot be found elsewhere in the Maldives.

Owners and winemakers of Champagne Guy Charbaut and Bodegas Viñátigo travelled to THE OZEN COLLECTION resorts in 2022 for inspiring wine soirees and masterclasses. In early 2023, a team of frontline F&B professionals from Atmosphere Core were hosted at the Bodegas Viñátigo winery in Canary Islands for an immersive, week-long educational tour. They gained a true appreciation of the craft, evident through the sparkling, genuine guest interactions.





Beyond the Grain

Taj Hotel & Convention Centre, Agra is thrilled to announce the Millet Food Festival with the theme “Beyond the Grain.” The ten-day festival, starting on April 26th, will aim to provide unique dining experience featuring the extensive variety of superfood curated by the culinary experts.

The United Nations General Assembly (UNGA) has declared 2023 as the International Year of Millets with approval by the Food and Agriculture Organization (FAO), and Taj Hotel & Convention Centre is proud to be part of this initiative.

The hotel's chefs have undertaken a series of initiatives to explore the usage of millets in traditional cooking, including the visit to village Tundla near Agra to learn about growing the crop and cooking recipes with millets. The result is a menu that showcases millet's versatility as an ingredient and highlights its nutritional benefits.

Speaking about the initiative, Mr. Rahul Joshi, General Manager, Taj Hotel & Convention Centre, Agra said "As we celebrate the International Year of Millets, IHCL takes pride in running this initiative successfully across several regions. Millets are an essential part of our traditional Indian cuisine and have



tremendous nutritional benefits. By organising the Millet Food Festival, we are not only celebrating our rich culinary heritage but also contributing towards sustainable agriculture and healthy living. Our efforts align with our commitment to responsible hospitality and building a better tomorrow. We hope to inspire more people to adopt a millet-based diet and contribute towards a healthier, happier India for generations to come."

"In the food festival, we are featuring extensive variety of cuisines including millet salads, millet burgers, millet porridge, and even millet-based desserts. 'Beyond the Grain' is all about experiencing the variety Millet can offer while also highlight the nutritional benefits of this grain. Millet is rich in fiber, protein, and important vitamins and minerals. Along with the dining experience at our fabled Daawat – E – Nawaab, we will have our team talk to our guests on how to incorporate millet into a healthy diet," said Palash Ghosh, Executive Chef at Taj Hotel & Convention Centre, Agra.

The festival will take place at the hotel's celebrated specialty restaurant Daawat-E-Nawab, and will be open between 6:30 pm to 11:00 pm. Guests can relish dishes such as Bajra ke Raab with jowar crisp (broth of pearls millet with sorghum crisp), Jowar sabz ki seekh kebab (sorghum coated vegetable kebab on skewers cooked in charcoal tandoor), and Ragi crusted fish with Alleppey curry (finger millet crusted fish served with raw mango coconut curry). The "Beyond the Grains" Millet Food Festival promises to be a unique and exciting culinary experience, highlighting the potential of millets in traditional and innovative cuisine.



Upgrade yourself with BIOHACK

Have you ever felt like you could use an upgrade? Maybe you're tired all the time, struggle to focus, or just don't feel like you're performing at your best.

Well, what if I told you there's a way to biohack your body & mind to optimize your performance and achieve a state of optimal health & wellness? Yes, you read it right - biohacking. It's not just a buzzword or the stuff of Instagram. It's a real, scientifically-backed practice that involves using cutting-edge technology, nutrition, and lifestyle changes to hack your biology and achieve peak performance.

But what does that even mean? Well, think of it like this: you know how you upgrade your phone's operating system to make it faster and more efficient, biohacking is like upgrading your body's operating system to make it perform at its best.

Sounds too good to be true, right? The idea of biohacking can be a little intimidating or even ridiculous to some. I mean, who needs to hack when you've got a cup of coffee to get you going in the morning, right?

But the truth is we live in a world where stress, poor nutrition, and lack of exercise have become the norm. And that can take a toll on our bodies and minds. So, why not take advantage of the latest science and technology to optimize our health and wellness?

In this article, we'll explore the science behind biohacking, the benefits and risks of this practice, and some popular biohacking techniques that you can try for yourself.



What is Biohacking?

Biohacking is essentially the practice of "hacking" your biology to optimize your health and well-being. This can involve a variety of approaches, including dietary changes, exercise routines, and the use of supplements and wearable devices. Some people may even go so far as to use gene editing technology to modify their DNA to enhance their physical or mental abilities. While the idea of biohacking may seem like something out of a science fiction novel, there is a growing body of scientific research that supports the practice of biohacking. For example, studies have shown that optimizing your diet and exercise routines can improve your overall health and reduce your risk of chronic diseases like heart disease and diabetes. Similarly, using wearable devices like fitness trackers can help you monitor your physical activity levels and improve



your fitness over time.

Benefits of Biohacking

One of the main benefits of biohacking is that it can help you optimize your health and well-being in a way that is tailored to your individual needs. For example, if you have a genetic predisposition to a certain condition, you can use biohacking techniques to help mitigate your risk of developing that condition. Similarly, if you have a specific health goal, like improving your athletic performance or reducing your stress levels, you can use biohacking techniques to help you achieve that goal.

Another benefit of biohacking is that it can help you stay motivated and engaged in your health and fitness journey. By using tools like fitness trackers and genetic testing, you can get real-time feedback on your progress and make adjustments to your routine as needed. This can help you stay on track and reach your health and fitness goals more quickly and effectively than you would otherwise.

Risks of Biohacking

While there are certainly many benefits to biohacking, there are also some potential risks and drawbacks to consider. For

example, some biohacking techniques may be expensive or time-consuming, and may not be accessible to everyone. Additionally, some techniques, like gene editing, can carry ethical concerns and potential long-term health risks.

Another potential risk of biohacking is that it can be easy to become obsessed with optimizing your health and well-being to the point where it becomes unhealthy or even dangerous. This is known as orthorexia, and it can lead to disordered eating habits, obsessive exercise routines, and other unhealthy behaviors. It's important to approach biohacking with a balanced and realistic mindset and to always prioritize your overall health and well-being over any specific goal or objective.

These famous biohackers have used their expertise and experience to explore new technologies and techniques to enhance their physical and mental performance. Here are some of the most famous biohackers you can look up to for inspiration:

1 Dave Asprey: Asprey is considered one of the pioneers of biohacking, also known as 'lifestyle guru' and is the founder of Bulletproof, a company that specializes in performance-enhancing products. Asprey is known for his popular book



"The Bulletproof Diet," which advocates for a high-fat, low-carbohydrate diet that can help improve mental clarity and energy levels. He is also known for his experimentation with nootropics, which are supplements that can improve cognitive function.

2 Tim Ferriss: Ferriss is a well-known entrepreneur, author, and podcaster, and he has also made significant contributions to the field of biohacking. He is the author of "The 4-Hour Body," which is a comprehensive guide to optimizing the human body through various techniques, such as cold therapy, intermittent fasting, and strength training. Ferriss is also a proponent of nootropics and has experimented with various supplements to

improve his cognitive function.

3 Ben Greenfield: Greenfield is a biohacker, author, and podcast host who has dedicated his life to optimizing his health and performance. He is known for his expertise in fitness and nutrition, and he has written several books on the subject. Greenfield has experimented with various biohacking techniques, such as cryotherapy, cold exposure, and infrared saunas, to improve his physical and mental performance.

4 Dr. Jack Kruse: Kruse is a neurosurgeon and biohacker who has focused on optimizing the body's natural rhythms to improve health and performance. He is known for his work on the "quantum biology" of the human body,

which involves using light, magnetism, and other natural forces to enhance the body's functions. Kruse is also a proponent of cold therapy, and he has experimented with various techniques to improve his health and performance.

5 Max Lugavere: Lugavere is a filmmaker, author, and health advocate who has dedicated his life to understanding the connection between nutrition and brain health. He is the author of "Genius Foods," a book that explores the science behind how certain foods can improve cognitive function and prevent cognitive decline. Lugavere is also a proponent of nootropics and has experimented with various supplements to improve his cognitive function.



6 Molly Maloof: Maloof is a physician and biohacker who focuses on using technology and data to optimize health and wellness. She is a leader in the field of personalized medicine and has worked with several Silicon Valley startups to develop innovative health solutions. Maloof is also a proponent of nootropics and has experimented with various supplements to improve cognitive function.

7 Angela A. Stanton: Stanton is a biochemist and author who has dedicated her career to understanding the relationship between nutrition, health, and disease. She is the author of "Fighting the Migraine Epidemic," a book that explores the science behind migraines and provides practical advice on how to prevent and treat them. Stanton is also a proponent of ketogenic diets and has written extensively on their potential benefits for health and wellness.

How to start?

Biohacking is a personal and individual

journey that strives to achieve better performance and well-being. However, with so much information out there, it can be challenging to know where to start. To make things easier, let's break down biohacking into three categories: habits & behavior, diet & supplements, and technical gadgets.

Habits and Behavior: Meditation is a simple and effective biohacking tool that can improve your physical, mental, and emotional health. If you're new to meditation, start by dedicating at least 10 minutes each morning to practice. Sleep optimization is also crucial for your well-being. Besides eating healthily and exercising regularly, you can improve your sleep quality by supplementing melatonin, optimizing your sleep environment, and using blue light filter glasses to protect your melatonin production.

Diet and Supplements: Your diet plays a vital role in your health and well-being. Biohackers often follow specific diets like paleo or keto, depending on their goals.

Intermittent fasting is also a popular biohacking tactic that involves cycling between periods of fasting and eating. Supplements are another way to optimize your body and mind, but be cautious and listen to your body to avoid overdoing it.

Technical Gadgets: Technology can also help you hack your way to better health. A walking pad is a simple yet effective way to stay active even when you're working from home. Blue light filter glasses can improve your sleep quality, while cryotherapy or ice baths can help with muscle recovery and discomfort.

Remember, biohacking is not a one-size-fits-all solution, and what works for someone else might not work for you. The first rule of biohacking is to pay attention to yourself, your reactions, and your well-being. Start small and take things at your own pace. Biohacking should be an enjoyable journey of discovery, not a source of pressure or stress.

Less is More



Are you the kind of person who can't resist stuffing your suitcase to the brim before a trip? Do you feel like you need to bring every possible outfit, just in case the weather decides to do a 180? Are you the type of traveler who packs for every possible scenario, even if it's highly unlikely to happen? If you answered "yes" to any of these questions, then you, my friend, are an over-packer.



Overpacking is the art of stuffing your luggage with unnecessary items that you probably won't even use during your trip. It's a skill that's been honed over years of travel, and it's hard to break. But fear not, dear reader, you are not alone.

Packing light is a mantra among experienced travellers. The idea is to pack

only what you need and not to burden yourself with unnecessary weight. This not only saves you time, money, and energy, but it also makes your travels more enjoyable.

Many famous travellers have spoken about the importance of packing light. Rick Steves, the travel writer and television host, is a strong advocate of traveling light. He once said, "You can't travel heavy, happy,

and cheap. Pick two." Another famous traveler, Anne Lamott, has also spoken about the benefits of packing light. In her book "Traveling Mercies," she writes, "I don't pack a lot. I don't see the point. It's just more to drag around."

So, how can you pack light? Firstly, Before you start packing, make a list of all the items you will need for your trip. This will help



you avoid packing unnecessary items. One strategy is to pack only what you know you'll need, rather than bringing extra items "just in case." As travel writer Pico Iyer once said, "Pack "must-have," not "just in case." This means that you should pack for one average week, not for every possible scenario. Don't bring items that you might need, but probably won't use.

Another strategy is to use packing cubes, which can help you stay organised and maximise space in your luggage. Travel writer and photographer Dan Bailey recommends using compression packing cubes to save even more space.

When packing for a trip, it's important to consider the weather conditions you'll be facing. Check the weather forecast for your destination and pack accordingly. If it's going to be hot and humid, pack lightweight and breathable clothing. If it's going to be cold, pack layers that you can easily remove or add as needed. It's also a good idea to choose versatile items, such as clothes that



It's also important to keep in mind that a person's packing style can be a reflection of their personality. Some people may prefer to pack light, focusing on only the essentials and enjoying the freedom of traveling without heavy baggage. Others may prefer to pack more, finding comfort in having everything they may need "just in case". According to Fielding, a travel expert, your packing habits reflect your anticipation of what lies ahead in terms of safety and comfort. Thus, whether you tend to pack light or heavy is not a personality flaw but rather a safety prediction based on your needs.

can be mixed and matched, and to wear

bulky items. This can help you save space and weight in your luggage. As travel writer Rolf Potts recommends, don't pack to capacity. Leave some room in your bag for souvenirs or other items you might pick up along the way. Don't go into 'survival' mode to avoid overpacking for every possible scenario. It's important to pack only the essentials and focus on the items that will make the trip comfortable and enjoyable. This can include solid toiletries, and lightweight packing cubes to keep things organized.

According to Fielding, a travel expert, your packing habits reflect your anticipation of what lies ahead in terms of safety and comfort. Thus, whether you tend to pack light or heavy is not a personality flaw but rather a safety prediction based on your needs. It's important to find a style that works for you and your travel preferences.

Choose the right bag, when it comes to luggage on a long trip, Lugging around a heavy suitcase or backpack can be exhausting and stressful, making it difficult to fully enjoy the trip. It's important to choose the right kind and size of bag depending on the various factors of your travel.

Rolling your clothes instead of folding them can also help save space and prevent wrinkles. Lastly, it's crucial to consider safety when packing for a trip. Products such as money belts, luggage locks, AirTags, and RFID-blocking wallets can help keep both you and your belongings safe while traveling.

But why is it so important? One, it's much more convenient. Carrying around a heavy bag can slow you down, make it difficult to manoeuvre through crowded areas, and add unnecessary stress to your travels. It can also be costly, as many airlines now charge extra fees for overweight or oversized luggage. Additionally, overpacking can be a safety risk. The more you pack, the more you have to keep track of, and the greater the risk of losing something valuable or having it stolen.

The question of whether to pack light or heavy when traveling remains subjective, with no definitive answer. However, airlines' recent adoption of low-cost ticket tiers, such as basic economy, which limits passengers to a small bag, and the increase in checked-bag fees have prompted the travel industry to encourage people to travel with less. As a result, striking a balance between packing just enough and overpacking can be challenging. It's always advisable to pack only what is necessary, 'Less is more' in terms of luggage.



Transformation of Indian Hospitality Industry

“In addition to domestic tourism, many international hotel chains are also expanding their presence in India, attracted by the large and growing market for hospitality services. Today, hotels are increasingly investing in technology solutions to keep up with the experiential tourist.” said Mr. Chander K. Baljee, Chairman & Managing Director, Royal Orchid Hotels Limited

What are your expansion plans?

Royal Orchid Hotels Limited (ROHL), the fastest-growing Indian hospitality chain recently announced a strategic expansion of its Regenta brand across India. As per company reports, 26 new properties are slated to open in 2023 targeting leisure and business guests alike. ROHL will add to its list of properties across India with new openings in Tier 2 and 3 cities such as Coorg, Gulbarga, Gangtok, Digha (West Bengal), Nellore, Jhansi, Raipur, and Pune among many others.

The openings are slated across different sub-segments across Indian cities. The list includes three Regenta Resorts, nine Regenta Central properties, seven Regenta Inn properties and seven Regenta Place properties.

How you will focus on Skill Training Programs for the upcoming students in Hospitality Industry?

We will collaborate with industry partners to ensure that skill training programs are relevant and up-to-date. With the collaboration, industry partners can provide valuable insights into workforce skills, knowledge and the designing of training programs.

The next step is aligning with industry standards by designing courses focusing on skill training. This can be working with industry associations or regulatory bodies to ensure that the content of courses meets industry requirements.

Experiential learning is also an effective way to develop skills and knowledge within the hospitality industry. This can focus on internships, apprenticeships, or other forms of work-based learning that provide hands-on experience.

Our next focus would be online and blended learning options making skill training programs accessible to students. These formats are effective for working professionals who need flexibility in their schedules. We also pay keen emphasis

on providing students with career guidance and support throughout their training programs. This can involve connecting students with industry professionals, mentorship opportunities, and placements.

What is your opinion about the overall Hospitality Sector? How they have revived? Is it flourishing?

The Indian hospitality industry is on a revival path but in most cases with demand rising, more recovery. It can be safely said that one of the key drivers of demand for the hospitality sector in India is domestic tourism. This sector has shown tremendous potential and steady growth. Domestic tourists are increasingly looking for high-quality hospitality services, and this has led to a surge in demand for hotels and other hospitality services in popular tourist destinations.

In addition to domestic tourism, many international hotel chains are also expanding their presence in India, attracted by the large and growing market for hospitality services. Today, hotels are increasingly investing in technology solutions to keep up with the experiential tourist.

Are you planning to expand in International Market? If yes, which all?

Yes, we are in talks with multiple country property owners, especially in countries like Maldives, Thailand, Sri Lanka, Nepal and Bangladesh.

How is the Indian Hospitality Industry is Transforming Through Innovation & Technology?

The Indian hospitality industry is rapidly transforming through innovation and technology, which will likely continue in the coming years. Below are some ways in which the industry is changing:

1. Contactless check-in and check-out: Many hotels are implementing these

processes to reduce the need for physical interaction between guests and staff. This is implemented through mobile apps, self-check-in kiosks, and other technology.

2. Digital Concierge: Guests can procure instant access to information and assistance such as recommendations for local restaurants and attractions, room service requests, and more. This is being achieved through the use of chatbots, mobile apps, and voice-activated assistants.
3. Smart Rooms: These rooms are equipped with IoT (Internet of Things) devices, such as smart thermostats, lighting, and appliances that can be controlled by guests through their mobile devices or voice assistants. This not only improves guest experience but also helps hotels to save energy and reduce costs.
4. Virtual and Augmented Reality: Being used by hotels to provide guests with immersive experiences, such as virtual tours of hotel facilities, attractions, and destinations. This technology is also being used to enhance training and development for hotel staff.
5. Predictive Analytics: Hotels are using predictive analytics to better understand guest preferences and behaviour which allows them to personalize the guest experience and improve customer satisfaction. This technology is also being used to optimize pricing and revenue management.
6. Cloud-based solutions: Being used by hotels to improve efficiency and reduce costs. This includes cloud-based property management systems, customer relationship management systems, and other software solutions.

Overall, the Indian hospitality industry is embracing innovation and technology to provide a better guest experience, improve efficiency, and stay competitive in a rapidly changing market.

Inviting All to demonstrate their creative potential.

We're providing a fantastic opportunity
to be the **Logo & Tagline Designers**
for **Uttar Pradesh Tourism**



Uttar Pradesh - world's most favourite tourist destination, a diverse state well-known as a traditional state of festival & festivities. The pious land on which God appeared in various Avatars, the nature adorned this land with its abundance of greenery, natural beauty, historical heritages, unique culture, various art forms, handicrafts, exceptional cuisines etc., which are an attraction for travellers from around the globe.

To create a new identity for the state and ensure the transformation it has undergone is known to all, a Logo and Tagline Creative Competition is being organized.

Required Features for the Logo/Tagline

- Fresh and simple
- Impactful and memorable
- Uttar Pradesh should be a reflection of the uniqueness of tourism
- Logo Resizable and Flexible/Transferable

2 Design options are required.
one in single color & the other in multicolor.

For more details, please visit our website
www.uptourism.gov.in

Send your entries at our E-mail
uptourismgov@gmail.com

Prize Money
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It is required that the hardcopy and softcopy of the design should reach
the following address upto 4:00 PM **on or before 20th May, 2023**

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DIRECTORATE OF TOURISM
Government of Uttar Pradesh
Paryatan Bhawan, C-13, Vipin Khand, Gomti Nagar, Lucknow-226010, U.P.(india)
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