

# T3FS

Trendy Travel Trade with Food & Shop

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## Explore the Rich Tapestry of Heritage

Heritage properties around the world serve as windows to the past, preserving the diverse history and culture of humankind. These invaluable sites are not only tourist attractions but also crucial repositories of our collective history and a testament to human creativity and innovation.



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## PUBLISHER'S NOTE

### Dear Readers

With the T3FS November 2023 edition you will learn more about the Heritage sites round the globe. Heritage properties around the world serve as windows to the past, preserving the diverse history and culture of humankind. These invaluable sites are not only tourist attractions but also crucial repositories of our collective history and a testament to human creativity and innovation.

Moving ahead we will acknowledge you with the biodiversity of the heart of India. Madhya Pradesh, often referred to as the "Heart of India," is a treasure trove of natural beauty and biodiversity. Its extensive and well-preserved forested areas are home to a remarkable array of wildlife species, making it a prime destination for wildlife enthusiasts, photographers, and nature lovers.

Wildlife tourism in Madhya Pradesh has gained popularity for its incredible national parks, sanctuaries, and a diverse range of flora and fauna.

In hospitality, we explored a grand journey through time: the world's best heritage hotels. Heritage hotels, often housed in historic castles, palaces, mansions, and forts, offer travelers a unique opportunity to step back in time and experience the grandeur of a bygone era. These architectural gems are meticulously preserved, offering a glimpse into history while providing the comfort and luxury of modern accommodations.

In lifestyle, we focused on Glittering Tapestry of Tradition and Craftsmanship. India has a rich and millennia-old tradition of adorning oneself with exquisite jewellery,



reflecting the country's cultural diversity, history, and craftsmanship. Indian heritage jewellery is not just an accessory; it is a symbol of status, tradition, and an embodiment of artistry. Here we will explore the mesmerizing world of heritage jewellery in India.

Indian heritage jewellery has a profound historical significance. It has been worn for centuries as a symbol of wealth, power, and social status. The roots of this tradition can be traced back to the Indus Valley Civilization, where intricate jewellery pieces made of gold, silver, and gemstones were discovered. Over the centuries, various dynasties and rulers patronized the art of jewellery making, resulting in diverse styles and designs.

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India has a rich and millennia-old tradition of adorning oneself with exquisite jewellery, reflecting the country's cultural diversity, history, and craftsmanship.

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## MoT Government of India participates in ITB Asia

Ministry of Tourism, Government of India along with various stakeholders including tour operators and state tourism departments participated in one of the important international travel exhibitions held at Singapore with an objective to promote inbound tourism to India globally including the Asia Pacific region. The exhibition – ITB Asia started on 25th October 2023 and is on till 27th October. Ministry of Tourism is leading the participation of the Indian industry at the exhibition, which draws the travel trade business and stakeholders from across the globe and particularly from the Asia Pacific region, to showcase varied tourism products and series of transformative experiences for travellers to India under the theme ‘Incredible India! Visit India Year 2023’. The Incredible India pavilion was inaugurated by H.E. Dr Shilpak Ambule, the High Commissioner of India to Singapore. As a part of its promotional efforts in conjunction with the Indian Missions overseas, the objective of the participation of Ministry of Tourism at the exhibition, is to garner attention of both the media and the industry towards India as a lucrative destination with various different thematic products of adventure, wellness, Himalayas, eco tourism, sustainable tourism and exotic wildlife. Within Incredible India pavilion at ITB Asia there were Destination Management Companies (DMCs) including Indian Railways Catering and Tourism Corporation (IRCTC) and Hyderabad International Convention Centre who showcased their products and services and had fruitful interactions with potential clients and partners. The State Government of Goa as well UT administrations of Ladakh, Jammu and Kashmir and Puducherry also participated to showcase their respective tourism products.

## Panama: Host Destination for Adventure Travel World Summit 2024

Adventure Travel Trade Association™ (ATTA), the world's largest network of adventure travel professionals, revealed that Panama will be the next host destination for the annual Adventure Travel World Summit™ (ATWS) to be held on 7-10 October 2024. This will mark the first time that the ATWS will be held in Central America. “Since 2017 ATTA has been working with partners in Panama to increase community-based travel in the country,” explains **Gabi Stowell, ATTA's Vice President, Regional Development**. ATTA has conducted research, and held more intimate events like AdventureWeek, AdventureEDUs, and AdventureNEXT Latin America, which took place in Panama City in 2022. “Along the way I learned so much about this amazing destination and discovered that Panama is truly a gem, filled with diverse culture and biodiversity, and endless adventure. In 2024, the entire ATTA community will gather for the first time in Central America, and I can't wait for the world to see and experience all the things that made me fall in love with Panama.” “Since we have been honored to be chosen as the host country for the next Adventure Travel World Summit, we are delighted to extend a special invitation, especially to our esteemed friends from Asia,” said **Denise Guillén Zúñiga from the Minister of Tourism of Panama**. “Panama has so much to explore, with hidden treasures waiting to be discovered and enjoyed! We have been curating this event to welcome intrepid travelers from over 60 countries across the globe, and we eagerly anticipate your arrival in 2024!”

## Partnership between Noida International Airport and TajSATS

TajSATS, India's industry leader in inflight catering and Noida International Airport (NIA) signed a concession agreement for the development of an in-flight kitchen facility. NIA is the upcoming greenfield airport at Jewar, which will enhance connectivity to and from Delhi NCR, Noida and Western Uttar Pradesh.

Speaking on the occasion, **Mr. Manish Gupta, Chief Executive Officer, TajSATS** said, “The pace of addition of airports in India, which include marquee developments such as NIA present a tremendous growth opportunity for airline catering. We are delighted that TajSATS has partnered for this prestigious project with NIA. TajSATS with its strong network and market leadership will deliver premium in-flight and lounge catering, leveraging its four decades of experience. This signing strengthens our presence in Delhi NCR as this will be the second facility in the region.”

TajSATS, will develop the In-Flight Kitchen facility on a design, finance, build, operate and transfer (DBFOT) model for a period of 37 years. The mandate will include passenger and crew meal services, in-flight catering equipment handling, loading and unloading of meals.

**Mr. Christoph Schnellmann, Chief Executive Officer, Noida International Airport**, said, “We are pleased to welcome TajSATS to build and operate an In-Flight Kitchen at the NIA. This partnership is a key milestone for us toward developing a modern, consumer-centric culinary experience for our customers. We believe meals are an integral part of a distinguished in-flight and airport experience. TajSATS comes with a vast experience in serving numerous airports and we feel that their offering will synergize with ours to provide a thorough world-class experience to our customers.”

## International Exhibition on Ancient Sculptures

The International Exhibition on Ancient Sculptures - Egypt, Assyria, Greece, Rome and India is set to be conducted at the Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS) in Mumbai on 1st December where prestigious archaeological sculptures from all corners of the world will be exhibited.

The Adi Varaha Idol from the District Archaeological Museum, Vidisha will become the only sculpture from Madhya Pradesh to be exhibited at the exhibition. The monument is carved out in red sandstone with the carvings of numerous Gods and Goddesses and Sages. According to ancient mythologies like Bhagwat-Puran and Mahabharata, Lord Vishnu incarnated as Varaha and rescued the submerged earth Goddess. The sculpture possesses a very high artistic value in iconographic studies and serves as one of the best examples of Adi Varaha.

**Principal Secretary Department of Tourism and Culture, Madhya Pradesh Mr. Sheo Shekhar Shukla** said ‘Madhya Pradesh houses countless archaeological wonders and is home to 3 UNESCO World Heritage sites like Sanchi, Bhimbetka and Khajuraho Group of Monuments. The state has yielded the remains of great dynasties over the centuries and the earliest representation of sculptural art is dated around 2nd Century BC.’

The Directorate of Archaeology Madhya Pradesh has always been in limelight for the commendable work done in the fields of Archaeology. The main function of this Directorate is to conduct village to village survey, excavation, collection, display, prevention, compilation, publication and protection of the cultural heritage spread across the state.



## Veena World participates in ITB Asia 2023 and the LCC Regional Meeting APAC; SunilaPatil imparts insights on Indian travellers

Veena World, a renowned name in the travel industry, actively participates in travel fairs around the world. It recently made its presence felt at the prestigious ITB Asia 2023, a prominent global travel trade show held at Marina Bay Sands in Singapore from October 25 to 27. The event brought together stakeholders from the tourism industry from across the Asia-Pacific region, showcasing a plethora of opportunities for the travel sector's growth.

Veena World, a consistent participant at ITB Asia, had its booth at the event, graced by SudhirPatil, Founder and Chairperson of Veena World, and SunilaPatil, Founder, Chief Product Officer, and Chief Networking Officer. They were joined by Mohan Redkar from Veena World's India Inbound Team.

During the event, Veena World's management emphasized the vast array of tourism products India has to offer, observing the fact that Southeast Asian travellers still remain fairly unaware of the diversity awaiting them in India. While the Buddhist circuit has traditionally been a significant attraction for South East Asian visitors, India boasts numerous other captivating experiences, from snow-capped mountains to the world's tallest statue, and from thrilling desert safaris to tranquil backwaters.

In the wake of their successful participation at ITB Asia, Veena World continued its engagement with SunilaPatil participating in the LCC Regional Meeting APAC in Bangkok. SunilaPatil took centre stage at this essential gathering, where she shared her insights and best practices in a panel discussion on 'Understanding the Chinese and Indian Traveller'. Her presentation delved into the unique characteristics and preferences of Indian travellers from an industry perspective, shedding light on the evolving trends and opportunities in the global travel landscape.

Veena World's active participation in ITB Asia and SunilaPatil's impactful contribution at the LCC Regional Meeting APAC solidify the company's commitment to promoting India as a top destination for international travellers and fostering greater understanding of Indian travellers in the global context.

Being one of the oldest civilizations on earth and a melting pot of cultures, India truly opens up a treasure trove of sights and experiences for passionate travellers to indulge in. With a profound connection to their homeland, Veena World, with its India Inbound division, takes immense pride in showcasing and sharing the magic of incredible India with its guests globally. From spirituality to adventure, culture to culinary delights, they tailor the perfect holiday experiences to their guests' tastes.

As the travel industry continues to evolve, Veena World remains at the forefront, driving innovation and awareness and making India and the Indian subcontinent a more accessible and enriching place for world travellers.

## DU Digital Global Limited: New Thai Visa Application Center in New Delhi

DU Digital Global Limited, a distinguished global service provider, proudly announces its recent achievement: becoming the official partner for Thailand's sticker visa processing at the Royal Thai Embassy in New Delhi. Commencing from 01 October 2023, DU Digital Global will oversee the meticulous management and submission of sticker visa applications for travelers aspiring to visit Thailand.

With a vast international presence, DU Digital Global is a leader in administrative tasks, including visas, passports, and identity management. Its expertise has earned the trust of governments worldwide, establishing its reputation for delivering streamlined processes, top-notch security, and exceptional service quality.

During a recent visit, Mr. Thirapath Mongkolnavin, Hon'ble Deputy Chief of Mission (DCM) of Thailand, and Mr. PhanuwitVejsamphan, Hon'ble Second Secretary, expressed admiration for DU Digital Global Limited's services. Their visit highlighted DU Digital's exceptional capabilities and marked a significant milestone in the company's journey. The appreciation from the Hon'ble DCM and Hon'ble Second Secretary underscores DU Digital's growing reputation as a leading provider of digital services for governments, reinforcing its commitment to excellence and efficiency in handling official tasks, including visas and administrative processes. This recognition further solidifies DU Digital's position as a trusted partner in delivering high-quality services to governments and individuals alike.



## UNWTO General Assembly Endorses Growing Presence on the Ground

At the 25th UNWTO General Assembly (16-20 October 2023, Samarkand, Uzbekistan), Secretary-General Zurab Pololikashvili set out his leadership vision for the Organization, including the aim of adding to the growing network of Regional and Thematic offices. At the Assembly, Mr. Pololikashvili signed an agreement with Minister of Tourism of Brazil, Celso Sabino, to open a Regional Office for the Americas in Rio de Janeiro. Alongside this, UNWTO continues to work closely with the Kingdom of Morocco to establish a Regional Office for Africa in Marrakesh.

Reflecting the clear aims of the leadership vision for both UNWTO and the global tourism sector, Regional Offices will focus on one or more of the Organization's priorities. The planned Regional Office for Africa will focus on the priorities of innovation and investments in tourism, while the Regional Office for the Americas will also be focused on investment. They will join the Regional Office for the Middle East, opened in Riyadh, Saudi Arabia, in May 2021, which is now a hub for tourism education and tourism for rural development, and the UNWTO Regional office for Asia and the Pacific in Nara, Japan.

Secretary-General Pololikashvili's leadership vision for expanding and enhancing UNWTO's presence on the ground also includes a commitment to new and more diverse Thematic Offices. At the 119th session of the UNWTO Executive Council, also held in Samarkand, the Government of Uzbekistan presented its proposal to establish a Thematic Office for Tourism on the Silk Road in the city of Samarkand.



# Explore the Rich Tapestry of Heritage

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• Tarsh Sharma

Let's go on a global journey to some of the top heritage properties that have earned their rightful place on the world stage.



Spanning over 13,000 miles, the Great Wall of China is a monumental testament to human engineering and determination. Built over centuries, this UNESCO World Heritage site offers a glimpse into ancient Chinese civilization while providing breathtaking panoramic views.

The Great Wall of China is one of the most iconic and awe-inspiring architectural wonders in the world. This colossal structure, which spans thousands of miles across northern China, stands as a testament to human determination, engineering prowess, and an enduring symbol of the nation's rich history.

## A Historical Marvel

The history of the Great Wall dates back over two millennia. Construction began in the 7th century BC during the Warring States period, and it continued for centuries, primarily during the Ming Dynasty (1368-1644 AD). The wall was constructed to protect China's northern borders from invasions by nomadic tribes, such as the Xiongnu and Mongols.

The wall is not a single continuous structure but

a series of walls, fortifications, and watchtowers built and rebuilt by different dynasties over the centuries. It meanders through diverse landscapes, including deserts, mountains, and grasslands, showcasing the adaptability and ingenuity of its builders.

## Architectural and Engineering Marvel

The Great Wall is a masterful example of ancient engineering and architecture. It was built using various materials, including earth, wood, bricks, and stone, depending on the location and the era. The most famous sections, like the one at Badaling, are constructed with large stone blocks and are meticulously designed to withstand the test of time.

The wall's construction incorporated several defensive elements, including watchtowers for surveillance and signal communication, beacon towers to relay warnings, and gates to control access. Its sheer scale, with walls that can reach heights of up to 26 feet and widths of 16 feet, is a testament to the effort and resources dedicated to its construction.

## Cultural Significance

The Great Wall of China holds immense cultural significance for the Chinese people. It represents a symbol of national pride and unity, a vivid reminder of their shared history and the trials they endured. It has even been likened to a dragon winding its way across the landscape, a mythical creature representing strength and resilience in Chinese culture.

## UNESCO World Heritage Site

In 1987, the Great Wall was designated as a UNESCO World Heritage Site, recognizing its outstanding universal value. It is now a protected cultural monument that serves as a global symbol of human achievement, history, and cross-cultural appreciation.

## Modern-Day Attraction

Today, the Great Wall is one of China's most visited tourist destinations, attracting millions of travelers from around the world. Visitors can explore well-preserved sections of the wall, such as Badaling and Mutianyu, or choose to trek along wild and less-visited stretches, offering a unique adventure and breathtaking vistas.



# The Pyramids of Giza: A Timeless Marvel of Ancient Egypt



**T**he Pyramids of Giza are iconic symbols of ancient Egypt's glory. The Great Pyramid, in particular, stands as a marvel of architecture and engineering, showcasing the sophistication of an ancient civilization that thrived more than 4,500 years ago.

The Pyramids of Giza, located on the outskirts of modern-day Cairo, Egypt, are a testament to the enduring power and architectural brilliance of ancient civilization. These colossal structures have captivated the imagination of people worldwide for centuries and stand as an indelible symbol of Egypt's rich history and the marvels of the ancient world.

## A Monument to Immortality

The Pyramids of Giza were constructed during the Old Kingdom period of ancient Egypt, primarily during the reign of Pharaohs Khufu, Khafre, and Menkaure, in the 26th century BC. These pyramids were built as monumental tombs to house the pharaohs in the afterlife and ensure their immortality. The most famous of these, the Great Pyramid of Khufu, is the largest and most enduring.

## Architectural Marvel

The architectural precision and engineering marvel of the Pyramids of Giza are awe-inspiring. The Great Pyramid of Khufu, in particular, is a masterpiece of ancient engineering. It was constructed using millions of precisely cut limestone and granite blocks, some weighing as much as 80 tons. The pyramid originally stood at 146.6 meters (481 feet), making it the tallest man-made structure for nearly 4,000 years.

These structures were built with remarkable precision. The sides of the Great Pyramid are aligned to the cardinal points of the compass

with incredible accuracy, and the construction methods, particularly the exact positioning of the enormous stones, remain a subject of fascination and debate among historians and archaeologists.

## Cultural Significance

The Pyramids of Giza hold immense cultural significance in Egypt and around the world. They are seen as symbols of Egypt's grandeur during ancient times, as well as the connection between the pharaohs and the divine. These pyramids were constructed with meticulous attention to detail, and the inscriptions and artifacts found within provide valuable insights into the religious beliefs and daily life of ancient Egyptians.

## UNESCO World Heritage Site

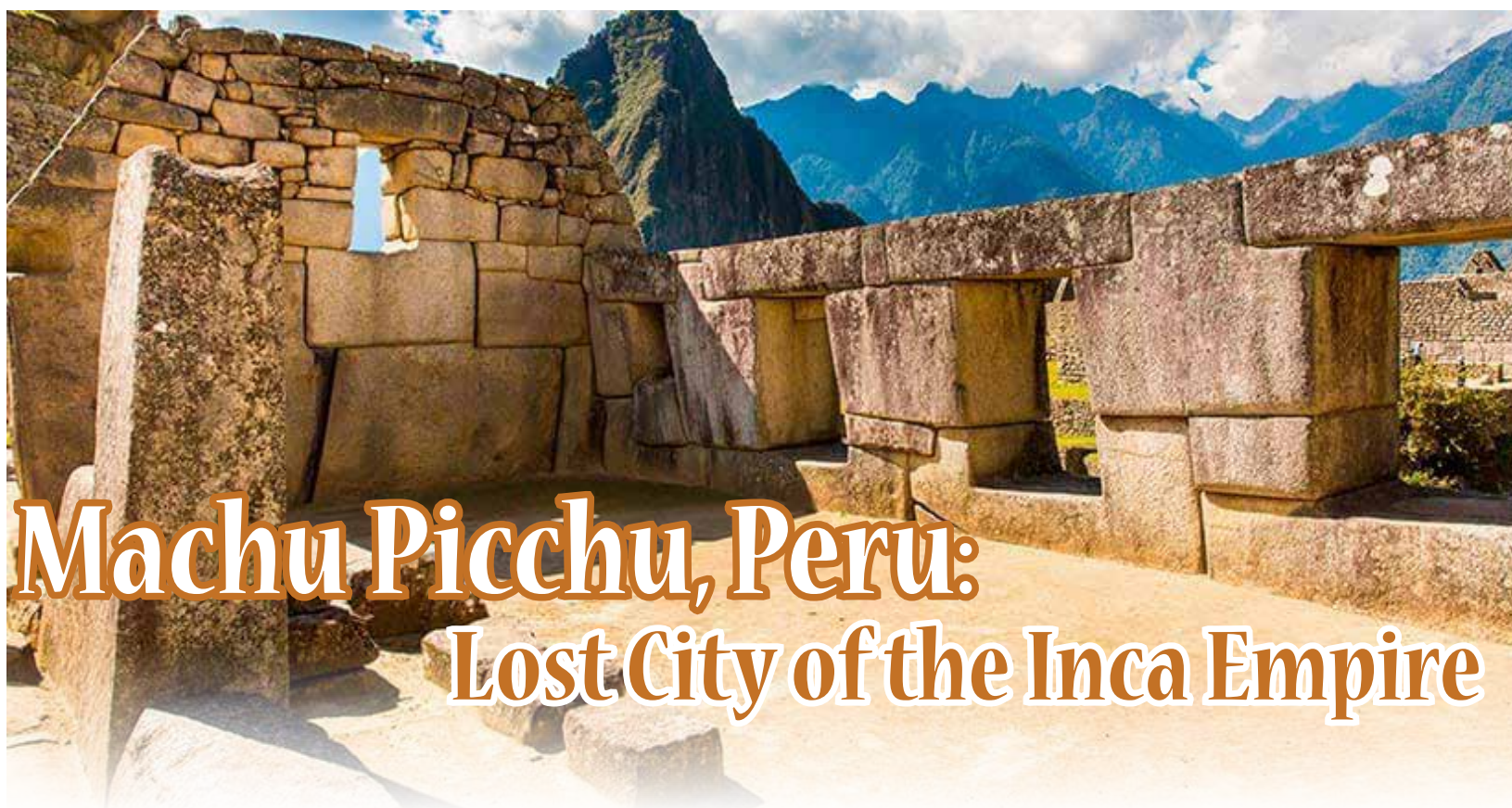
In 1979, the Pyramids of Giza were designated as a UNESCO World Heritage Site, recognizing their exceptional historical and architectural value. This status ensures their protection and preservation for future generations, highlighting their importance as part of humanity's collective heritage.

## Modern-Day Attraction

The Pyramids of Giza are among the most visited and photographed tourist destinations globally. The site continues to draw millions of travelers each year, who come to marvel at the sheer scale and history of these ancient monuments. Visitors can explore the pyramids, venture inside the chambers, and admire the Sphinx, another iconic symbol of Egypt.







# Machu Picchu, Peru: Lost City of the Inca Empire

Nestled high in the Andes, Machu Picchu is a mysterious Inca citadel that offers an extraordinary glimpse into pre-Columbian history. This city in the clouds, surrounded by breathtaking scenery, is often described as one of the most beautiful archaeological sites in the world.

Nestled high in the Andes Mountains of Peru, Machu Picchu is an archaeological treasure and a symbol of the Inca Empire's grandeur. This ancient citadel, perched amidst stunning natural beauty, has captured the world's imagination and continues to be a testament to the incredible architectural and cultural achievements of the Inca civilization.

## A Hidden Treasure Rediscovered

Machu Picchu, often referred to as the "Lost City of the Incas," was constructed during the 15th century at the height of the Inca Empire's power. It is believed to have served as a royal estate or a sacred retreat for the Inca ruler Pachacuti. Located at an altitude of approximately 2,430 meters (7,970 feet), Machu Picchu's remote location high in the Andes Mountains contributed to its obscurity. The site was virtually unknown to the outside world until its rediscovery by American historian and explorer Hiram Bingham in 1911. The sudden revelation of this hidden city to the modern world created an enduring sense of awe and wonder.

## Architectural Brilliance

Machu Picchu is renowned for its impressive and precisely constructed architecture. The city features a remarkable combination of perfectly cut, dry-stone construction, terraced agriculture, and an intricate network of roads and water management systems. The city's design seamlessly integrates with the surrounding landscape, making it both functional and aesthetically



pleasing.

The precise alignment of structures with astronomical events and the strategic use of natural features like the Intihuatana stone as a sundial reflect the Inca's deep understanding of celestial mechanics and their reverence for the natural world.

## Cultural Significance

Machu Picchu is steeped in cultural significance, offering valuable insights into the daily life, religious practices, and architectural sophistication of the Inca people. The site features a range of buildings, including temples, plazas, terraces, and residential areas, highlighting the intricate planning and organization of Inca society.

## UNESCO World Heritage Site

In 1983, Machu Picchu was designated as a UNESCO World Heritage Site to safeguard its historical and architectural value. This recognition highlights the importance of preserving this unique archaeological site for future generations and its status as a cherished world heritage.

## Modern-Day Attraction

Machu Picchu has become one of the most visited and revered tourist destinations worldwide. Visitors from around the globe come to marvel at its beauty and historical significance. The breathtaking panoramic views of the Andes, combined with the sense of mystery surrounding the site, continue to draw explorers, historians, and nature enthusiasts alike.



# Petra, Jordan: Rose-Red City of Ancient Wonders



**K**nown as the Rose City due to the color of its stone, Petra is a marvel of ancient architecture. Carved into the rose-red cliffs of southern Jordan, this UNESCO World Heritage site is an archaeological treasure, once the capital of the Nabatean Kingdom.

Nestled in the rugged mountains of southern Jordan, Petra is a UNESCO World Heritage Site and an archaeological marvel often referred to as the "Rose-Red City." This remarkable desert city is renowned for its intricate rock-cut architecture, its historical significance, and its unique blend of natural beauty and human ingenuity.

## A Rose-Red Enigma

Petra's history dates back to around 300 BC when it was the capital of the Nabatean Kingdom. The city was established at the crossroads of important trade routes, enabling it to flourish as a center of commerce, culture, and religious activity. Petra's most iconic structures, such as Al-Khazneh (The Treasury) and Al-Deir (The Monastery), were

carved into the rose-red sandstone cliffs and became symbols of the city's unique architectural achievements.

## Architectural Wonders

One of the most remarkable aspects of Petra is its rock-cut architecture. The city's structures were carved directly into the solid rock, utilizing the natural hues of the sandstone to create an otherworldly landscape. Al-Khazneh, with its intricate façade and mysterious interior, is the city's most famous monument, while the Monastery, perched high in the mountains, offers a sense of awe and wonder.

The ingenuity of the Nabateans is evident in the design of Petra, featuring an intricate water management system that allowed the city to thrive in the arid desert environment. Elaborate rock-cut channels, cisterns, and dams harnessed precious water resources for the population.

## Cultural Significance

Petra is a cultural treasure, offering insights into

the trade, religion, and daily life of the Nabateans. It served as a hub for caravans traveling along the Silk Road, facilitating the exchange of goods, ideas, and culture. The city was also known for its religious diversity, with temples dedicated to various deities, including the famous Dushara and Al-Uzza temples.

## UNESCO World Heritage Site

In 1985, Petra was designated as a UNESCO World Heritage Site, recognizing its historical, cultural, and architectural significance. This status ensures its protection and preservation, highlighting its importance as part of humanity's shared heritage.

## Modern-Day Attraction

Today, Petra continues to draw travelers from around the world. Visitors can explore the intricate carvings, monumental facades, and rock-cut tombs that make up this ancient city. A walk through the Siq, a narrow and winding sandstone gorge, adds an air of adventure to the journey. The shifting colors of the sandstone throughout the day add to the site's mystique.







# Angkor Wat, Cambodia: The Jewel of Khmer Architecture

**A**ngkor Wat, an intricate temple complex in Cambodia, is the largest religious monument in the world. Its stunning architecture and richly adorned sculptures are a testament to the Khmer Empire's grandeur, dating back to the 12th century.

Angkor Wat, located in the lush jungles of Cambodia, stands as one of the most magnificent and enduring architectural treasures of the ancient world. It is not merely a temple complex; it is a living testament to the artistic and engineering brilliance of the Khmer Empire.

## A Historical Marvel

Built during the first half of the 12th century by King Suryavarman II, Angkor Wat is the centerpiece of the larger Angkor complex, which was the heart of the Khmer Empire. This awe-inspiring temple complex was initially dedicated to the Hindu god Vishnu but later transformed into a Buddhist site. The grandeur of Angkor Wat is unmatched. Its name means "City of Temples," and it's a sprawling complex that covers over 400 acres. The main temple is an architectural masterpiece, known for its central tower, which represents Mount Meru, the mythical home of the gods in Hindu and Buddhist cosmology.

## Architectural and Artistic Brilliance

Angkor Wat's architectural precision and artistic grandeur are unparalleled. The temple features intricate bas-reliefs that narrate stories from Hindu epics like the Ramayana and the Mahabharata. These carvings showcase the skill and craftsmanship of the Khmer artists.

The temple's layout is designed according to Hindu cosmology, with a series of moats, galleries, and towers. The central tower rises to a height of 65 meters (213 feet) and is surrounded by four smaller towers and a vast courtyard.

## Cultural Significance

Angkor Wat has deep cultural and historical significance. It reflects the Khmer people's religious and artistic achievements, as well as their shifting beliefs from Hinduism to Buddhism. The temple continues to be a place of worship and pilgrimage for Buddhists, drawing visitors from around the world.

## UNESCO World Heritage Site

In 1992, Angkor Wat and the surrounding Angkor Archaeological Park were designated as a UNESCO World Heritage Site, recognizing their exceptional cultural and historical value. This status underscores the importance of preserving this unique site and its legacy for future generations.

## Modern-Day Attraction

Today, Angkor Wat is one of Cambodia's most visited tourist destinations. Visitors from across the globe are drawn to the majestic temple complex, where they can explore the intricacies of its architecture,



appreciate the mesmerizing carvings, and take in the serene surroundings. Sunrise and sunset views over the temple have become iconic experiences, casting an ethereal light on the ancient stone structures.



# The Eternal Charm of Rome, Italy: Exploring its Historic Center



**T**he historic center of Rome is a living museum, encompassing landmarks such as the Colosseum, Roman Forum, and the Pantheon. These remnants of a once-mighty empire provide invaluable insights into ancient Roman life and culture.

The Historic Center of Rome, Italy, is a treasure trove of history, art, and culture that encapsulates the heart and soul of this ancient city. From the grandeur of the Colosseum to the splendor of the Roman Forum, Rome's historic center is a living testament to its rich and enduring legacy.

## A Historical Marvel

Rome's historic center is a living museum, a palimpsest of history that dates back over two millennia. This area served as the heart of the Roman Republic and Empire, and it is home to some of the world's most iconic historical landmarks. The Colosseum, the Roman Forum, the Pantheon, and the Circus Maximus are just a few of the architectural marvels that have survived through the ages.

Roman Forum, often referred to as the "heart of Rome," was the civic and political center of ancient Rome, while the Colosseum, a monumental amphitheater, hosted gladiatorial contests and other public spectacles. The Pantheon, a temple dedicated to all the gods, is celebrated for its engineering and architectural brilliance, with a perfectly preserved dome.

## Cultural Significance

The Historic Center of Rome is steeped in cultural and historical significance. It was at the Roman Forum where the great orators of antiquity, such as Cicero and Julius Caesar, delivered speeches and debated the future of the Republic. It was within these ancient walls that pivotal events in world

history unfolded, from the rise and fall of empires to the spread of Christianity.

## UNESCO World Heritage Site

In 1980, the Historic Center of Rome, including the properties of the Holy See in the city and the Basilica of Saint Paul Outside the Walls, was designated as a UNESCO World Heritage Site. This recognition acknowledges the unique and universal value of the historic core as a repository of human history and culture.

## Modern-Day Attraction

Today, the Historic Center of Rome is not just an archaeological site but a living, thriving city. Visitors from around the world come to marvel at the well-preserved remnants of the past, stroll through cobblestone streets, and enjoy the vibrant culture and cuisine. The city's churches, palaces, and museums are repositories of some of the world's greatest artistic masterpieces.

Rome's historic center is a place where the past seamlessly merges with the present. The historic charm, combined with the exuberance of modern Roman life, creates an enchanting experience that is as captivating as it is educational.







# Exploring the Heart of India's Biodiversity



**Madhya Pradesh, often referred to as the "Heart of India," is a treasure trove of natural beauty and biodiversity. Its extensive and well-preserved forested areas are home to a remarkable array of wildlife species, making it a prime destination for wildlife enthusiasts, photographers, and nature lovers.**

**W**ildlife tourism in Madhya Pradesh has gained popularity for its incredible national parks, sanctuaries, and a diverse range of flora and fauna. Here we will delve into the experiences and significance of wildlife tourism in Madhya Pradesh.

## **Biodiversity Hotspot:**

Madhya Pradesh boasts a diverse range of ecosystems, from the tropical forests of Kanha and Bandhavgarh to the grasslands of Pench and the lush greenery of Satpura. This diversity has earned the state the status of a biodiversity hotspot, making it one of the most biologically rich regions in the country. The abundance of wildlife in Madhya Pradesh includes tigers,



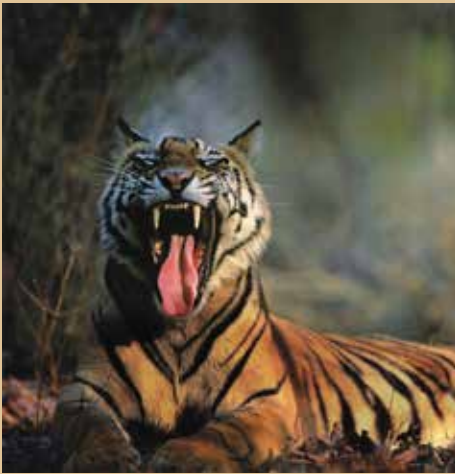
leopards, elephants, deer, and over 300 species of birds. The state is also home to several critically endangered species, such as the barasingha (hard-ground swamp deer) and the gharial (a type of crocodile), making it a critical conservation area.

## **Top Wildlife Destinations:**

◆ **Kanha National Park:** Known as the inspiration for Rudyard Kipling's "The Jungle Book," Kanha is famous for its dense sal and bamboo forests and is one of the best places to spot tigers in the wild. The park also hosts a thriving population of leopards, sloth bears, and barasinghas.







#### ◆ **Bandhavgarh National Park:**

This park is renowned for its high density of tigers and is considered one of the best places for tiger sightings in India. It also features historic forts and stunning landscapes.

◆ **Pench National Park:** The inspiration behind Kipling's "The

Jungle Book," Pench is a blend of teak and bamboo forests, offering an excellent chance to spot tigers, leopards, and a variety of bird species.

◆ **Satpura Tiger Reserve:** Located in the Mahadeo Hills, Satpura offers unique activities like walking safaris and boat safaris. It's a paradise for birdwatchers and is home to leopards, sloth bears, and various primates.

◆ **Bori Wildlife Sanctuary:** A lesser-known gem, Bori is a remote sanctuary rich in biodiversity. It's a paradise for those who seek solitude and wish to explore the untamed beauty of nature.

### **Significance of Wildlife Tourism:**

◆ **Conservation Efforts:** Wildlife tourism plays a crucial role in funding conservation efforts. The revenue generated from tourism is often reinvested in protecting and preserving these fragile ecosystems.

◆ **Awareness and Education:** Visitors to these parks and sanctuaries gain a greater understanding of the importance of preserving natural habitats and the biodiversity they host. This awareness can lead to more widespread conservation efforts.

◆ **Economic Benefits:** Wildlife tourism generates revenue for the local communities surrounding these reserves, fostering economic growth



"MP, the heart of India, is a treasure trove of natural wonders. Our state's breathtaking landscapes and incredible biodiversity make it a true paradise for wildlife enthusiasts. Explore the untamed beauty of our national parks and sanctuaries, where every moment is a chance to witness the majestic creatures that call this land home. From the regal tigers of Bandhavgarh to the graceful leopards of Satpura, Madhya Pradesh offers a front-row seat to the wonders of the wild. Come, and immerse yourself in the splendor of our rich natural heritage. Experience the thrill of a lifetime and discover the enchanting world of wildlife in Madhya Pradesh."

#### **Sheo Shekhar Shukla, IAS**

Principal Secretary,  
Tourism & Managing Director,  
Madhya Pradesh  
Tourism Board,



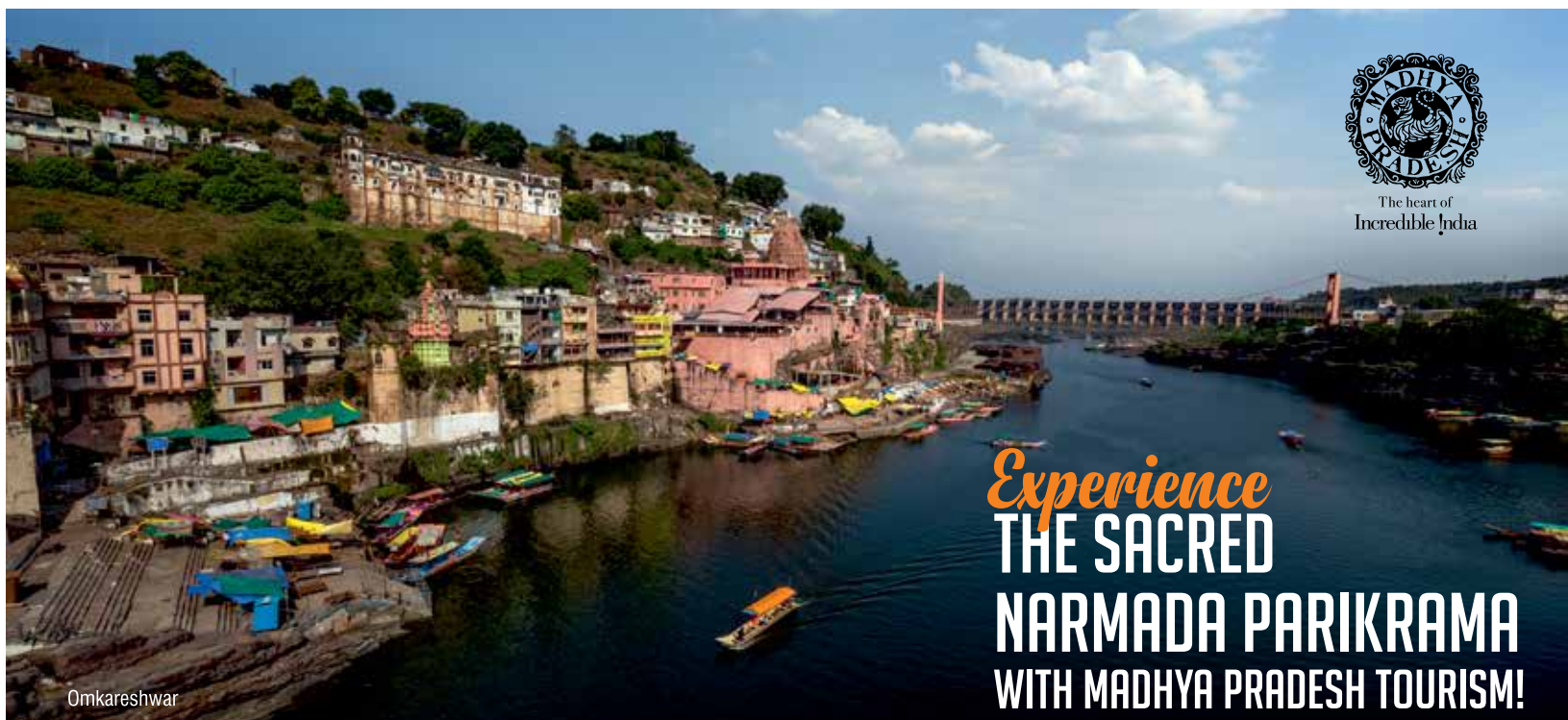
and employment opportunities. It often supports the livelihoods of indigenous communities.

◆ **Research and Monitoring:** Tourism facilitates research and monitoring efforts, as scientists and conservationists often work closely with tourists to gather data and understand the behavior of wildlife.

No doubt, Madhya Pradesh is a haven for wildlife enthusiasts, offering a unique opportunity to experience the splendor of India's diverse flora and fauna. The state's commitment to conservation and sustainable tourism ensures that future generations can also witness the majestic creatures that call this "Heart of India" their home. By fostering an understanding of the significance of these ecosystems and supporting their protection, wildlife tourism in Madhya Pradesh is not just a journey into the wild but also a journey towards a more harmonious coexistence with nature. ■







Omkareshwar

## Experience THE SACRED NARMADA PARIKRAMA WITH MADHYA PRADESH TOURISM!

In the tapestry of Hindu mythology, the Narmada River weaves a sacred narrative that transcends time. Born from the sweat of Lord Shiva's celestial dance (The Tandav), this mystical river embodies purity and spirituality. Often personified as the goddess Narmada, the water of the river is believed to cleanse the soul and wash away sins. As you embark on your journey along the banks of this revered river, you'll discover a profound connection between nature and spirituality, an experience that has beckoned pilgrims for generations. Welcome to the enchanting realm of the Narmada, where legends come to life: Welcome to Madhya Pradesh!

Are you ready to embark on a spiritual journey like no other? Madhya Pradesh Tourism invites you to join our exclusive 13 Night/14 Day Narmada Parikrama Tour Package, where you can traverse the holy banks of the Narmada River as it flows through the heart of Madhya Pradesh. Get ready for a soul-enriching adventure that will leave you with memories to cherish for a lifetime.

### DESTINATIONS THAT AWAKEN THE SOUL

Our meticulously crafted Narmada Parikrama Tour will take you on a captivating voyage with 2 flexible itineraries including the following enchanting destinations.

#### Itinerary 1 (Jabalpur to Jabalpur)

Jabalpur – Amarkantak – Mandla – Kareli – Hoshangabad – Handia – Omkareshwar – Badwani – Rajpipla – Kathpor – Mithi Talai – Barodra – Jhabua – Maheshwar – Ujjain – Salaknpur – Budni – Jabalpur – Amarkantak

#### Itinerary 2 (Indore to Indore and Bhopal to Bhopal)

Indore/Bhopal- Ujjain – Omkareshwar – Badwani – Rajpipla – Kathpor – Mithi Talai – Jhabua – Mandu – Maheshwar – Salaknpur – Jabalpur – Amarkantak – Mandla – Kareli – Hoshangabad – Omkareshwar – Indore/Bhopal

#### Activities to Elevate Your Journey

Throughout the Narmada Parikrama Tour, Madhya Pradesh Tourism will facilitate a range of activities to enhance your experience:

**Narmada Aarti:** Witness the mesmerizing Narmada Aarti, a spiritual ritual that will leave you enchanted.



Gwarighat, Jabalpur



Ahilya Ghat, Maheshwar

**Boat Rides:** Enjoy peaceful boat rides along the Narmada River, allowing you to connect with nature and spirituality.

**Sightseeing:** Explore all the major pilgrimages of Madhya Pradesh and immerse yourself in their sacredness.

**Worship at Omkareshwar Temple:** Seek blessings at the Omkareshwar Jyotirlinga Temple, a significant pilgrimagesite.



**Holy Dip:** Take a dip in the purifying waters of the Narmada River and cleanse your soul.

**Maheshwar Delight:** Enjoy a sightseeing tour of Maheshwar, where history and spirituality blend seamlessly. Interact with Rehwa society of weavers and buy authentic Maheshwari silk sarees.

**Jabalpur City Tour:** Discover the charm of Jabalpur

and witness the stunning Kapildhara waterfalls.



Amarkantak

**Day Trip to Amarkantak:** Visit the birthplace of the Narmada River and experience its spiritual significance.

**Bhasma Aarti (Optional):** Participate in the sacred Bhasma Aarti at the Mahakaleshwar Temple, a profound spiritual experience and a must do for any spiritual devotee.

#### Tailored for All Age and Income Groups

Our Narmada Parikrama Tour is designed to cater to individuals of all age groups and income levels. Whether you're a seasoned traveler or embarking on your first spiritual journey, we ensure that this experience is accessible to all.

#### Comfortable Travel

Travel in style and comfort with our well-equipped Semi Luxury AC and NAC buses and sports utility vehicles (Toyota Innova Crysta) that will take you comfortably from one destination to another, ensuring a hassle-free and enjoyable journey. Don't miss this unique opportunity to embark on a transformative spiritual journey along the sacred Narmada River. Join us on the Narmada Parikrama Tour and let the divinity of Madhya Pradesh's holy sites rejuvenate your soul. Reserve your spot today and prepare for an unforgettable adventure with Madhya Pradesh Tourism!

#### For booking contact:

MPSTDC Head Office - Marketing Hub 0755-4027132

Regional Offices - 0761-2677290 (Jabalpur), 0731-2499566 / 2499466 (Indore)

Toll Free -1800-233-7777

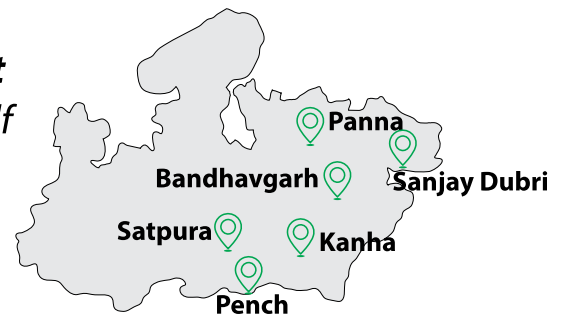


# MADHYA PRADESH THE TIGER STATE OF INDIA



Picture: @sheetalmisty

**Madhya Pradesh's National Parks are open throughout the year.** Take the route less travelled and surround yourself with the harmony of nature.



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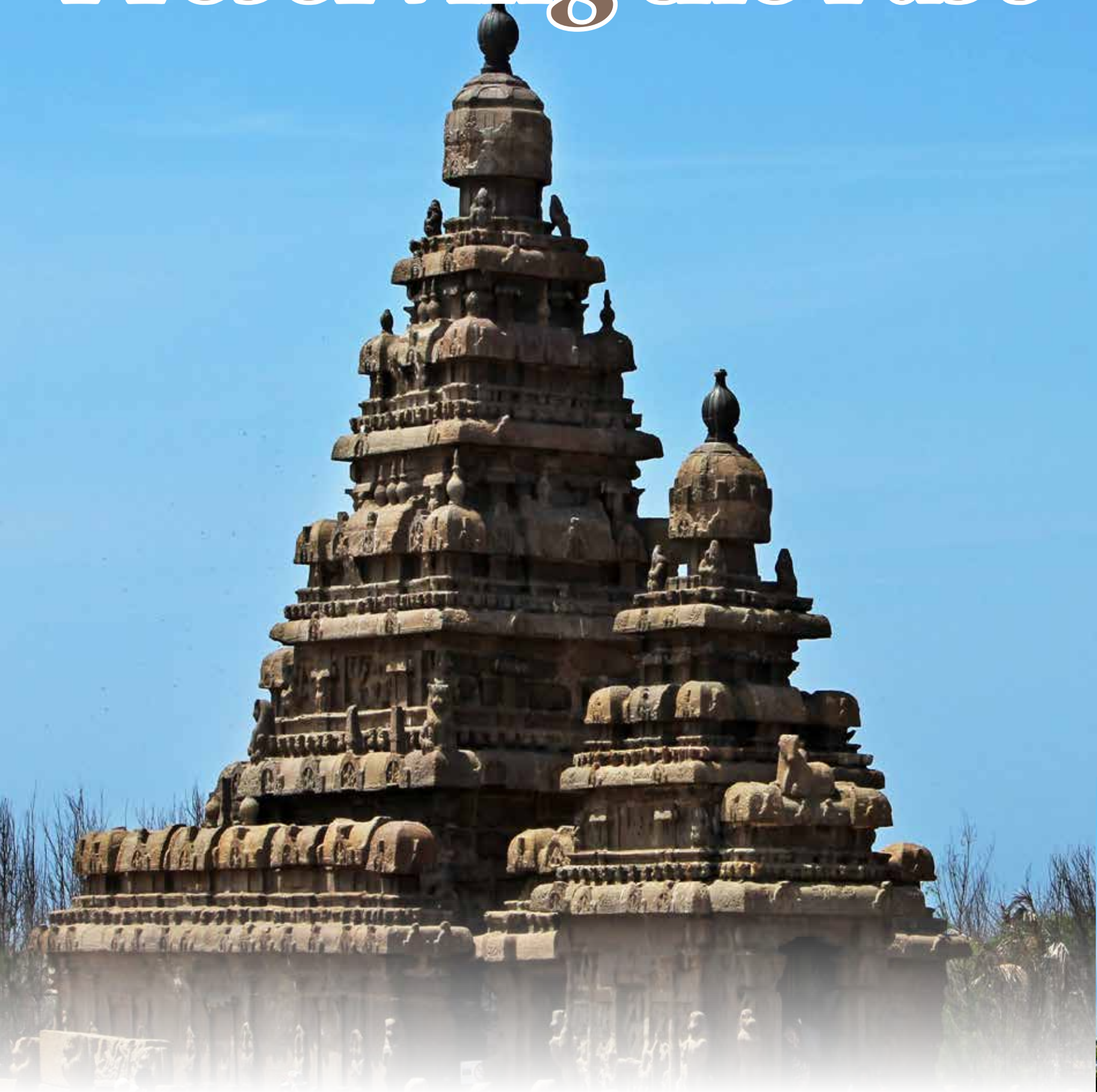
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# Preserving the Past



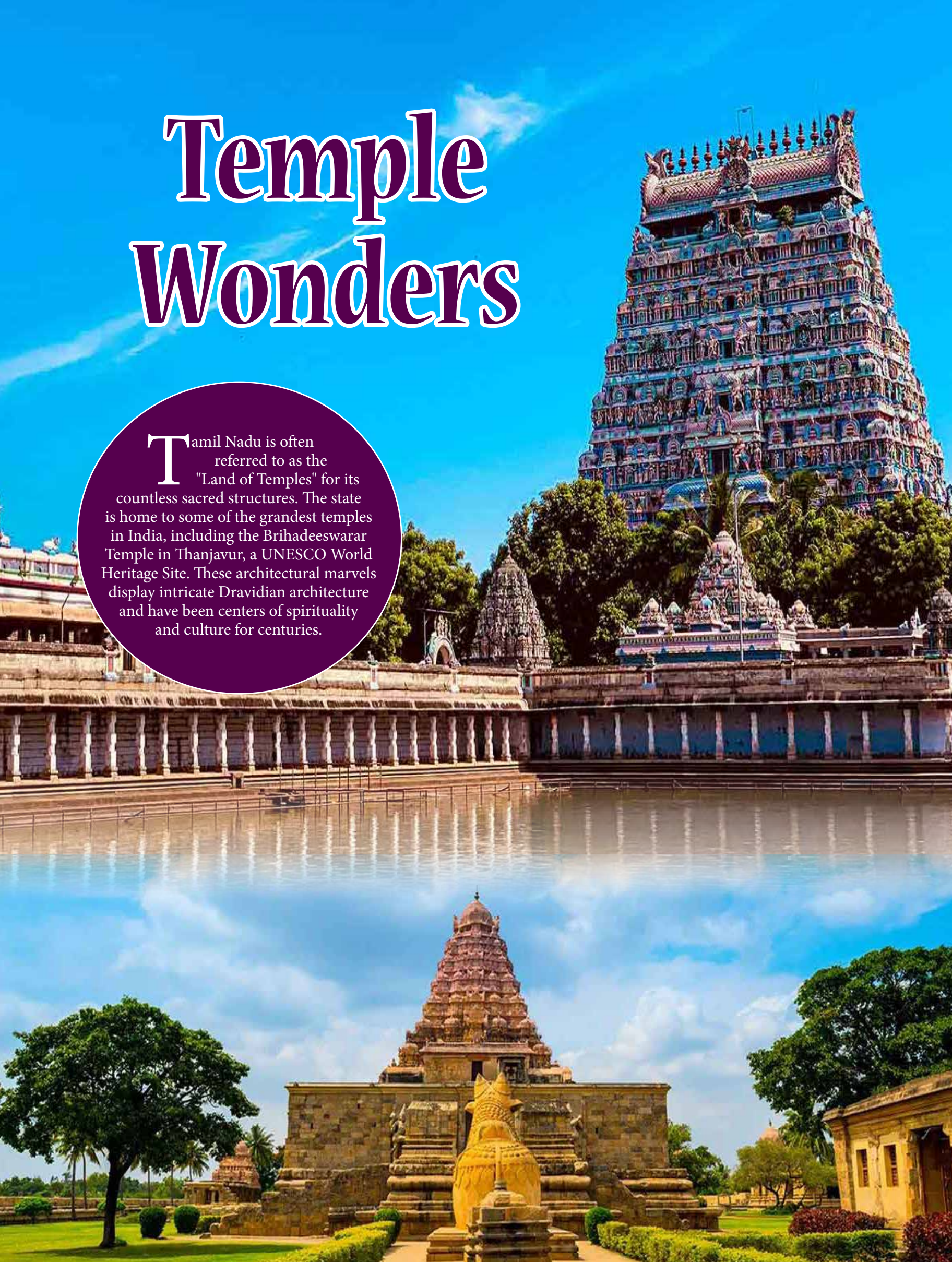
Tamil Nadu, a southern state in India, is a treasure trove of cultural and historical heritage. This region, renowned for its rich history and vibrant traditions, boasts a myriad of architectural marvels, ancient temples, classical arts, and unique customs that have been passed down through generations.

• Vedika Sharma



# Temple Wonders

Tamil Nadu is often referred to as the "Land of Temples" for its countless sacred structures. The state is home to some of the grandest temples in India, including the Brihadeeswarar Temple in Thanjavur, a UNESCO World Heritage Site. These architectural marvels display intricate Dravidian architecture and have been centers of spirituality and culture for centuries.





# Classical Arts



Tamil Nadu is celebrated for its classical arts, including Bharatanatyam (a classical dance form), Carnatic music, and the Tamil classical literature of Sangam poetry. These art forms have a deep connection with the state's heritage, and performances and music festivals are a common sight throughout the year.





# Chettinad Mansions

The Chettinad region of Tamil Nadu is famous for its opulent mansions that are a unique blend of Dravidian, Colonial, and Art Deco styles. These elaborately decorated and spacious mansions reflect the prosperity of the Chettiar community and showcase their artistic and architectural sensibilities.





# Tanjore Paintings



**T**hanjavur Paintings are a traditional style of art work with its origin in Thanjavur or Tanjore. This art form dates back to the Maratha court of Thanjavur (1676-1855). Thanjavur paintings have been recognized as a Geographical Indication by the Government of India in 2007-08. Tanjore paintings are characterized by rich, vivid colors and ornate detailing. These paintings often depict deities and scenes from Hindu mythology and continue to be a cherished form of art.





# Pongal Festival:



Pongal, the state's harvest festival, is a significant cultural event celebrated with great fervor. During Pongal, people express gratitude to nature for a bountiful harvest, cook the famous dish "Pongal," and engage in various traditional activities.





# Diverse Cuisine:



Tamil Nadu's culinary heritage is renowned for its rich flavors and diverse offerings. From the iconic dosa and idli to Chettinad cuisine's fiery curries, the state's food culture is a testament to the fusion of flavors and cooking techniques passed down through generations.

***Tamil Nadu's heritage is a testament to the state's enduring cultural and historical richness. Its temples, classical arts, architectural wonders, and vibrant traditions offer a glimpse into a civilization that has thrived for thousands of years. Preserving this heritage is not only a matter of pride for the people of Tamil Nadu but also a source of inspiration for the world, inviting all to explore the incredible tapestry of history and culture that this region has to offer.***





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# INDIA NAHI DEKHA TO KYA DEKHA IN INDIA







# RENAISSANCE OF INDIA'S *Spiritual* LANDSCAPE

In the heart of India, a spiritual renaissance is unfolding, and at its epicenter stands Yogi Adityanath.





**Y**ogi Adityanath's journey from a humble priest to the Chief Minister of Uttar Pradesh, India's most populous state, has captivated the nation and sent ripples across the spiritual landscape. In this article, we delve into the life, history, and impact of Yogi Adityanath's transformative leadership, reshaping India's spiritual identity.

## The Rise of Yogi Adityanath

Yogi Adityanath, formerly known as Ajay Singh Bisht, was born in 1972 in the hilly town of Panchur, Uttarakhand, India. From an early age, he displayed

the lower house of India's Parliament, representing Gorakhpur. Over the years, his charisma and dedication to the welfare of the people propelled him to the forefront of the Bharatiya Janata Party (BJP), India's ruling political party. His ascension to the position of Chief Minister of Uttar Pradesh in 2017 marked a pivotal moment in his life, as well as in the spiritual and political history of India.

## Spiritual Renaissance

Yogi Adityanath's leadership as Chief Minister of Uttar Pradesh has been marked by an unwavering commitment to the revival and preservation of India's spiritual and cultural heritage. Under his



a profound interest in spirituality and Hinduism. Yogi Adityanath eventually joined the Gorakhnath Math, a revered monastery in Gorakhpur, Uttar Pradesh. His dedication and ascetic lifestyle endeared him to the religious community, leading to his appointment as the head priest in 1994. It was here that he earned the title 'Yogi' and began his spiritual journey.

## The Political Calling

Yogi Adityanath's spiritual leadership soon transitioned into the political arena. In 1998, he was elected to the Lok Sabha,

leadership, the state has witnessed a surge in the promotion of Ayurveda, Yoga, and Vedic education. His administration has invested in the renovation and restoration of ancient temples and pilgrimage sites, fostering a renewed sense of pride and spirituality among the people.

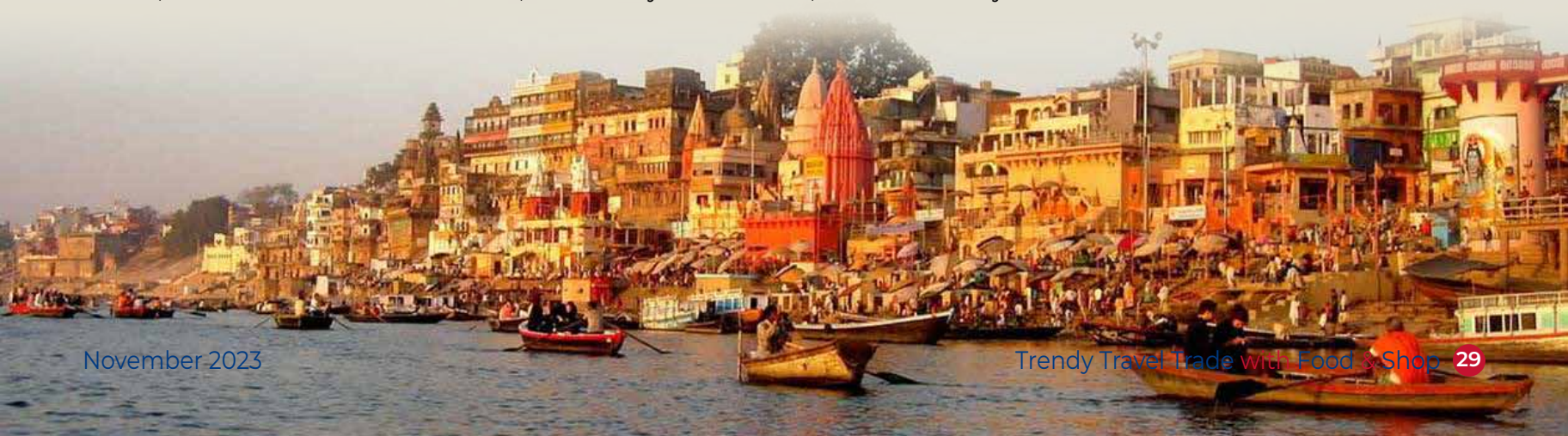
## Yoga: A practice originated in ancient India

Yogi Adityanath's emphasis on Yoga to improve physical and mental well-being has garnered global attention. The "International Yoga Day," celebrated annually on June 21st, was initiated by

Prime Minister Narendra Modi and finds unwavering support in Yogi Adityanath's vision for a healthier and more spiritually connected nation.

## Rural Development and Spiritual Tourism

One of Yogi Adityanath's key initiatives has been the development of "Krishna Circuit" and "Ramayana Circuit," aimed at boosting spiritual tourism in Uttar Pradesh. These circuits have opened doors to pilgrims and tourists to explore the rich history and mythology associated with Lord Krishna and Lord Rama.





# Spiritual Reawakening

**Y**ogi Adityanath's government has emphasized and celebrated India's Hindu heritage. This is seen in his efforts to organize large-scale Hindu festivals and pilgrimages, such as the Kumbh Mela, which draws millions of devotees. These initiatives have reinforced the connection between religion, culture, and the people.

## The Grandeur of

### Kumbh Mela under the Leadership of Yogi Adityanath

The Kumbh Mela, one of the largest religious gatherings on Earth, holds immense significance in Hinduism, drawing millions of devotees to the sacred banks of the Ganges River in India. Under the administration of Chief Minister Yogi Adityanath in the state of Uttar Pradesh, the Kumbh Mela has undergone a



remarkable transformation, exemplifying a harmonious blend of spirituality, culture, and efficient governance.

The Kumbh 2019 was a grand success with visitors included 10.30 lakh foreign tourists. During the 49-day Kumbh Mela 2019 that concluded in March, a significant 24.01 crore people visited the Sangam city. It is said to be not only the highest footfall the mela has ever witnessed in its history but also more than the annual footfall of tourists Uttar Pradesh had between 2014 and 2017.

The Uttar Pradesh government in its budget allocated Rs 2,500 crore for the preparations of Maha Kumbh Mela 2025 against Rs 621.55 crore for the financial year 2022-23. In preparation for Mahakumbh, various project initiated, including the construction of a ring road, ropeway, riverfront development, road widening, flyovers, railways overbridge, a digital kumbh museum, the construction of permanent bathing ghats, high capacity power substations, sewer lines, drinking water tubewells and the installation of drinking water pipelines.

### Historical and Spiritual Significance:

The Kumbh Mela is an ancient pilgrimage rooted in Hindu tradition. It occurs every 12 years, rotating between four key locations in India, including Prayagraj in Uttar Pradesh. During the festival, pilgrims from every corner of







the country and abroad converge to take a ritual dip in the holy Ganges River, believing it cleanses their sins and bestows spiritual enlightenment. Under the leadership of Yogi Adityanath, the Kumbh Mela has not only maintained its historical and spiritual significance but also evolved into an impeccably organized and culturally rich event.

### Infrastructure and Facilities:

One of the notable achievements during Yogi Adityanath's tenure has been the enhancement of infrastructure and facilities. The Kumbh Mela area, which temporarily accommodates millions of pilgrims, has seen a significant overhaul. Roads, transportation, and temporary settlements have all been upgraded to ensure the comfort and safety of attendees.

### Security and Cleanliness:

Maintaining law and order while ensuring a clean and safe environment for the millions of pilgrims is a colossal task. Under the Yogi Government, a robust security apparatus has been put in place, combining technology and personnel to manage crowd control and maintain peace. Additionally, special emphasis has been placed on cleanliness, with extensive cleanliness drives to keep the sacred river and the festival grounds pristine.

### Cultural Showcases:

Yogi Adityanath's government has actively promoted the rich cultural heritage of India during the Kumbh Mela. The festival has become a platform for showcasing

classical music, dance, and other cultural performances. It not only offers spiritual solace but also a cultural extravaganza, attracting art and culture enthusiasts from around the world.

### Technology and Innovation:

Incorporating modern technology, Yogi Adityanath's administration has used various apps and digital platforms to provide essential information to pilgrims, ensuring their safety and convenience. This technological leap has made the Kumbh Mela experience more accessible and efficient for attendees.

### Global Attention:

Under Yogi Adityanath's leadership, the Kumbh Mela has gained international attention, attracting visitors from all over the world. The focus on organization, cleanliness, and security has made it not only a spiritual event but also a global cultural phenomenon.

The Kumbh Mela in the Yogi Adityanath



era stands as a testament to the successful fusion of tradition, spirituality, culture, and modern governance. It exemplifies the government's dedication to preserving the rich heritage of India while efficiently managing one of the most massive gatherings of humanity on the planet.



# Dev Deepawali in the Yogi Adityanath Era: A Grand Celebration of Light and Spirituality



**D**ev Deepawali, a festival celebrated with unmatched enthusiasm, is not just a festival in Varanasi but an embodiment of the spiritual and cultural heritage of this ancient city. Under the leadership of Chief Minister Yogi Adityanath, the festival has been revitalized and amplified, making it a beacon of unity, culture, and devotion.

Dev Deepawali falls on the fifteenth

day of Kartik, coinciding with the full moon, and it marks the grand culmination of a month-long celebration. It's a day when the ghats of Varanasi come alive with millions of clay lamps and diyas, adorning the steps that lead to the sacred Ganges River. The shimmering reflection of countless lights in the holy waters creates a mesmerizing sight that truly feels divine.

The Yogi Adityanath government has

taken several initiatives to ensure the grand success of Dev Deepawali. These initiatives include:

- ◆ **Illumination of Ghats:** The ghats of Varanasi, including the prominent Dashashwamedh Ghat, are illuminated with thousands of lamps, transforming the entire city into a magical realm of light and spirituality. Yogi Adityanath has been personally involved in this initiative to ensure the grandeur of the event.

- ◆ **Cultural Programs:** The government encourages various cultural programs and performances during Dev Deepawali. These programs showcase the rich cultural heritage of the region, including classical music and dance performances.

- ◆ **Heritage Walks and Tours:** Special heritage walks and tours are organized for tourists, allowing them to explore the history and significance of Varanasi's ghats and temples. These tours offer a deeper understanding of the spiritual importance of the city.

- ◆ **Cleanliness and Security:** The Yogi Adityanath government has placed a strong emphasis on cleanliness and security during Dev Deepawali. Measures are taken to ensure that the event is







conducted smoothly, and the pilgrims and tourists feel safe and comfortable.

◆ **Promotion of Spiritual Tourism:** Varanasi, with its spiritual and historical significance, has been promoted as a major spiritual tourism destination under Yogi Adityanath's administration. Dev Deepawali plays a crucial role in this promotion.

Dev Deepawali in the Yogi Adityanath era has not only preserved the traditions and customs but also added a new dimension to the festival. It has transformed into an event of international importance, attracting visitors from across the globe. This annual celebration is not just about

lighting lamps but also about lighting up hearts with a sense of unity, devotion, and cultural pride. The festival's grandeur under

the Yogi Government is a testament to the dedication to preserving and showcasing India's rich cultural and spiritual heritage.





# Reviving Ayodhya

The construction of the Ram Mandir in Ayodhya: a religious and architectural marvel is profound. Undoubtedly, with the construction of Ram Mandir the exact future of tourism is speculative. However, it's plausible to consider potential trends and changes in tourism following the completion of the Ram Mandir:



**Religious Tourism Boom:** The Ram Mandir is expected to become a significant pilgrimage site for Hindus worldwide. This will lead to a surge in religious tourism, with devotees and tourists flocking to Ayodhya to visit the temple, partake in rituals, and witness the grandeur of the architectural masterpiece. Such an influx will potentially boost the local economy, creating jobs and encouraging the development of infrastructure to accommodate tourists.

**Cultural and Historical Interest:** The construction of the temple will also pick the curiosity of tourists interested in Indian culture, history, and architecture. Ayodhya, already a place of historical significance, will see an increase in visitors wanting to explore not only the temple but also the broader cultural heritage of the region, including other historical sites, museums, and cultural events.

**Infrastructure Development:** The surge in tourism will trigger a need for improved infrastructure in Ayodhya. This will include better transportation facilities, accommodations, restaurants, and other tourist amenities. Local businesses and entrepreneurs will see this as an opportunity to invest in hospitality and tourism-related services.

**Economic Impact:** The increased tourism will significantly impact the local and regional economy. It will create jobs, foster the growth of businesses, and potentially raise property values, benefiting the local community and region.

**Challenges and Management:** Balancing the surge in tourism with the preservation of the city's cultural heritage and maintaining the sanctity of the

religious site will be a significant challenge. Proper management strategies will need to be in place to ensure sustainable and responsible tourism that respects the environment, local culture, and religious sentiments.

**Promotion and Marketing:** The Indian government and local authorities will leverage the temple's completion to promote not only Ayodhya but the broader region as a tourist destination. Collaborative efforts could be made to attract both domestic and international tourists, promoting Ayodhya's rich cultural and religious significance.

**Cultural Exchange and Understanding:** The influx of tourists, both domestic and international, could foster cultural exchange and understanding. This can lead to a more diverse and global perspective, potentially fostering tolerance and understanding among different cultures and traditions.

The future of tourism in Ayodhya following the completion of the Ram Mandir is poised to be transformative. It will have significant economic, cultural, and social implications, turning Ayodhya into a vibrant destination for both religious and cultural tourism.





**Y**ogi Adityanath is a devoted supporter of the inspirational leadership of Prime Minister Narendra Modi. In a recent address, Yogi Adityanath focused on PM Modi's commitment to the idea of "One India Great India." The synchronicity of Lord Vishwakarma's birth anniversary, the cosmic architect, and the birthday of India's illustrious Prime Minister, the architect of a better India, is a testament to the profound alignment of values reflects the vision of PM Narendra Modi "One India Great India".

Yogi Adityanath noted that great leaders not only dedicate themselves to a higher purpose but also institute the systems and institutions to attain it. In this regard, he praised PM Modi's transformative leadership during the past nine and a half years, characterized by a resolute commitment to wiping out corruption, nepotism, and appeasement.

**Under Modi's leadership, India underwent a remarkable renaissance across social, economic, political, and cultural dimensions. His leadership united the diverse fabric of the nation, transcending religious, linguistic, and cultural divides, to realize the vision of 'One India Great India.' This accomplishment has seen India making significant strides towards progress, with the scrapping of Article 370, the empowerment of Muslim sisters by abolishing triple talaq, and comprehensive farmer support through crop insurance.**

Yogi Adityanath highlighted the essence of "SabkaSaath, Sabka Vikas, Sabka Vishwas, SabkaPrayas" as the driving force behind this new work culture. He underscored that the government, under this ethos, prioritizes the welfare of the most marginalized individuals in society. The Chief Minister also invoked the vision of 'Ram Rajya,' a society akin to Lord Ram's ideal kingdom, where every citizen thrives.

Notably, PM Modi's leadership is characterized by a remarkable blend of practicality and idealism. He possesses the

statesmanship of a seasoned leader while maintaining the innocence and purity of a child. Facing numerous challenges throughout his journey, he has consistently turned obstacles into opportunities to achieve his objectives.

Yogi Adityanath acknowledged PM Modi's commitment to harmonizing development and heritage, exemplified by the upcoming inauguration of the Shri Ram Janmabhoomi temple in Ayodhya, the Kashi Vishwanath Dham in Varanasi, the restoration of Kedarnath Dham, and 'Mahakal ka Mahalok' in Ujjain. These projects rejuvenate centuries-old faith and contribute to India's rich heritage.

The past decade, under PM Modi's stewardship has witnessed a restoration of India's glory, including the inauguration of a new Parliament building. India's presence and influence in space exploration and global humanitarian efforts have also surged under his leadership.

The world looks to PM Modi in times of humanitarian crises, and his visionary leadership at the G-20 has positioned India as a central player in the emerging world order. The 'Amrit Kaal'

resolutions, symbolized by the 'PanchPran,' have unified India, propelling the dream of a self-reliant and developed nation closer to reality.

Under Yogi Adityanath's inspired leadership, PM Modi's vision has become a beacon of hope, lighting the way towards a reinvigorated India, transcending boundaries on Earth and even reaching Mars, Moon, and Sun, as the nation continues to evolve and rise.

Yogi Adityanath says, People had lost trust in governance. Getting back that trust, instilling a sense of hope and belief that good governance and development would be back on track, is my biggest achievement.

### Transforming Uttar Pradesh into a Vibrant Tourism Hub:

Yogi Adityanath's government in Uttar Pradesh has made significant efforts to promote tourism in the state, especially focusing on religious and cultural tourism.

**Thoughts of PM Narendra Modi, "Today, the development of tourist centers is not just a part of the government schemes, but a campaign of public participation. The country's heritage sites and the development of our cultural heritage are great examples of this".**

One  
India  
Great  
India





## Air India Announces Senior Management Appointments

Air India announced the appointment of Capt Klaus Goersch as in a newly created role of Executive Vice President and Chief Operations Officer that will oversee Flight Operations, Engineering, Ground Operations, Integrated Operations Control (IOCC) and Cabin Crew functions.



Capt Goersch is a licensed B777/787 pilot who has previously held similar positions in both British Airways and Air Canada, and will be based out of Air India's new headquarters in Gurugram. Incumbent Chief of Operations Capt RS Sandhu, who had already extended his service with Air India beyond his superannuation date, will transition to an advisory role with particular focus on the harmonisation of the four Tata airlines' operating procedures, the Airbus A350 entry-into-service program and assisting the team establishing Air India's new Training Academy.

Welcoming Capt Goersch onboard, **Campbell Wilson, CEO & Managing Director of Air India** said, "We are pleased to have Klaus join the Air India family. Having worked at some of the best airlines in the world, he brings a wealth of knowledge and experience that is valuable to the ongoing transformation at Air India. At Air India, we remain committed to building top leadership as we continue to invest in all the resources that are required to take the airline to the upper echelons of global aviation."

Air India also announced other senior announcements to further strengthen its management team. Capt Manish Uppal, who transitioned from Air Asia India a few months ago, has been appointed as Senior Vice President Flight Operations, while Capt Henry Donohoe's Corporate Safety, Security and Quality role will be expanded to include Emergency Response, and be retitled Senior Vice President Safety, Security and Quality.

Mr Pankaj Handa joins to lead Ground Operations, Mr Choorah Singh joins as Divisional Vice President Integrated Operations Control and Ms JuLi Ng joins as Divisional Vice President Cabin Crew. Mr Handa, Mr Singh and Ms Ng will report to Capt Goersch, as will Capt Uppal and Mr Sisira Kanta Dash, Senior Vice President Engineering.

Concurrently, the Inflight Product & Service Design functions headed by Mr Sandeep Verma will move to Mr Rajesh Dogra's Customer Experience portfolio so that the latter has oversight of all customer interfaces.

Capt Goersch, Mr Dogra and Capt Donohoe will report directly to Mr Wilson, as will existing Management Committee members Mr Nipun Aggarwal, Dr Satya Ramaswamy, Dr Suresh Dutt Tripathi and Mr Vinod Hejmadi, whose roles remain unchanged.

"These changes have been made with a view to managing succession, streamlining the organisation, optimising talent from within the Tata airline group and positioning it strongly for future growth and success," Mr Wilson added.

## AISATS Delivers 100 Automated Aircraft Exterior Cleanings for Vistara

Air India SATS Airport Services Private Limited (AISATS), India's leading airport services management company celebrated its 100th Robotic Aircraft Exterior Cleaning for Vistara at Indira Gandhi International Airport (IGIA) on October 11, 2023, using its automated aircraft cleaning service 'AeroWash'.

AISATS launched this service in June 2023 for Vistara and is the first and only ground handler in India to introduce such an innovative and sustainable aircraft exterior cleaning solution. Through these 100 aircraft exterior cleanings AISATS has helped Vistara save 1,000 tons of CO2 emissions and 120,000 litres of water. This 100th aircraft wash milestone is a testament to AISATS's drive for providing innovative and tech-savvy airport services and encapsulates how this game-changing tech is being adopted as a new benchmark in aircraft exterior washing across the Indian aviation landscape.

AeroWash harnesses state-of-the-art robotic technology, delivering precise and efficient exterior cleaning while upholding the highest safety standards for both the aircraft and the equipment operators. This system minimizes the use of water during the cleaning service and reduces aerodynamic drag on aircrafts leading to lower fuel consumption and lower CO2 emissions for airlines. It not only reduces aircraft ground time and lessens human intervention during the washing process but also cleans critical areas of the fuselage (crown, elevator, rudder) that manual cleaning might overlook. Furthermore, the eco-friendliness of this technology underscores that environmental sustainability and operational efficiency are not mutually exclusive goals for the aviation industry and can be achieved by utilizing the right equipment and green alternatives.

Commenting on this milestone, Sanjay Gupta, CEO of AISATS, said "AISATS is proud to undertake its 100th robotic aircraft exterior cleaning for Vistara. This technology represents a paradigm shift in the aviation industry's approach to maintaining aircraft cleanliness and appearance and sets new benchmarks for aircraft washing standards. AISATS remains steadfast in its commitment to sustainability, consistently striving to provide advanced, eco-friendly solutions to the aviation sector and introducing AeroWash to our industry is a testament in this direction."

AISATS has been at the forefront of introducing sustainable solutions to the Indian aviation sector, further solidifying its position as an industry leader. Recent initiatives, such as the introduction of solar-powered passenger ramp bridges and electric buses at various airports, underscore the company's unwavering commitment to environmental sustainability.



## 84th destination of Indigo: Jharsuguda

IndiGo, India's preferred carrier, is delighted to announce upcoming connectivity to and from Jharsuguda, also known as the 'powerhouse of Odisha'.

The introduction of these daily-direct flights will seamlessly connect Jharsuguda to Kolkata from November 05, 2023 and to Bengaluru from November 15, 2023, making it the 84th domestic and 116th overall destination in the 6E network. With the launch of these new routes, IndiGo is set to enhance mobility, accessibility, and interstate connectivity, providing connectivity to an important industrial and business hub.

Jharsuguda is a city located in the western part of the Indian state of Odisha. It is an emerging industrial hub, particularly in the metal and cement sectors. It has a thriving industry, mostly centered around thermal power plants and mining. Jharsuguda has often been referred to as "Little India" due to its diverse demography, languages, and cultures. The culture of Jharsuguda is influenced by the various communities residing in the city. The city also boasts a rich tradition of folk music and dance. Jharsuguda offers several tourist attractions, including waterfalls, temples, wildlife sanctuaries, and natural parks in the surrounding region. While it may not be a typical tourist destination, it has its own charm for those interested in nature and cultural exploration. Places like Koilighughar waterfall, Ram Chandi Temple, Jhadeswar Temple, Pikolghughar Stream, Guja Pahad, Ulapgarh Hill forts, Babadera cave, etc., are some of the notable tourist attractions.

**Mr. Vinay Malhotra,**  
**Head of Global Sales,**  
**IndiGo**

We are pleased with the addition of Jharsuguda to our comprehensive 6E network. The introduction of these new connections from Jharsuguda is aimed at enriching domestic connectivity. Recognized as an emerging industrial hub and the powerhouse of Odisha, its linkage with major metropolitan cities like Kolkata and Bengaluru will undoubtedly catalyze trade and commerce. As we constantly venture into new skies, bridging people with their favored destinations, we are committed to delivering on our promise of providing affordable, on-time, courteous, and hassle-free travel experiences across our extensive network.



## Jazeera Airways reduces in-flight single use plastic

Jazeera Airways, Kuwait leading low cost carrier, recently introduced sustainable food service ware on all flights across its network of 64 destinations. By changing from plastic cutlery to 100% biodegradable spoons, forks, knives and napkins, Jazeera reduces 300 kilograms of plastic on its flights each month.

The cutlery manufactured by Dubai based Palmade® is made from natural materials including leaves of the date palm trees. All of these materials are certified biodegradable and compostable. Earlier in the year, Jazeera also switched from plastic stirrers to wooden ones as a part of its sustainable practices.

The airline is the first low cost carrier in the Middle East to switch from plastic to eco-friendly food service ware in-flight.

In 2021, Jazeera Airways placed an order for 28 new A320neo and A321neo

aircraft, an investment in the excess of US\$3.4 billion. The A320neo aircraft provide an 18% reduction in fuel burn and CO2 emissions, and cut NOx emissions and noise pollution by 50% each. For customers, Jazeera runs CHOOOSE™, a carbon offset program providing them with the option to reduce their flight's environmental footprint by choosing to contribute to climate projects.

The airline has also invested in 2,000+ units of the new ExpliseatTiSeat E2 model, the world's lightest aircraft seat. Roll out of these seats on Jazeera Airways' aircraft is expected to begin in 2024. With the Expliseat lightweight seats, Jazeera will deliver a substantial weight saving of 1.2 metric tons per aircraft, reduce jet fuel consumption and increase passenger capacity.



**Rohit Ramachandran,**  
**Chief Executive Officer,**  
**Jazeera Airways**

As a low cost carrier, we have to be cost conscious in our business, but we are also mindful of our ethical, social and environmental accountability. In the last few years, we have taken small steps towards sustainability and continue to stay focused on reducing or offsetting our carbon emissions. Changing to biodegradable service ware is another small initiative that we are hoping will contribute to a larger impact. Our ultimate goal is to achieve net-zero emissions by 2050.



## Malaysia Airlines Organized Networking Events



In a bid to promote its new routes to India, Malaysia Airlines organized networking events in Jalandhar, Trivandrum, and Ahmedabad with its regional trade partners.

In September 2023, the airline announced the commencement of three new services between Kuala Lumpur (KUL) to Amritsar (ATQ), Trivandrum (TRV) and Ahmedabad (AMD) effective 8 November, 9 November, and 1 December 2023 respectively.

The networking events attracted more than 200 trade partners, providing an opportunity for agents to discuss the airline's latest plans and products. These events fostered better communication and understanding among participants.



**Dersenish Aresandiran, Chief Commercial Officer of Airlines from Malaysia Aviation Group (MAG)**

India, a key international market for Malaysia Airlines, occupies a pivotal position in our strategic initiatives. The introduction of new routes underscores our steadfast commitment to serving the Indian market with excellence.

We deeply value the instrumental role played by our travel trade partners in India, who have contributed to our success, and through these engagements, we aim to strengthen our partnerships and express our sincere gratitude for their unwavering support.

## Maldivian announces Inaugural flight to Bangaluru

Maldivian, the national airline of the Maldives, has announced the launch of new flights to Bangaluru, India.

Starting from October 30th, 2023, the airline will operate two weekly flights on every Mondays and Thursdays using its Airbus A320 aircraft. The Male-Bangaluru flight will leave from Velana International Airport at 9:35 and fly down to KIA at 12:15. The flight flying from Bangaluru will leave KIA at 13:15 and reach Male at 14:50.

The new route will provide travellers with a convenient and direct connection between the Maldives and Bangalore, one of India's major cities. Tickets for the flights has gone live for sales on August 16th. The schedule has been designed to cater to the needs of both leisure and business travellers, providing options for mid-week and weekend trips. Travelers can conveniently connect to onward destinations within the Maldives using Maldivian domestic network consisting 17 destinations.

This new service is part of Maldivian's ongoing efforts to expand its network and provide its customers with more travel options. The airline is committed to providing high-quality service and a comfortable travel experience for its passengers.

As a full-service carrier, Maldivian's will offer 138 economy class seats and 14 premium economy class seats. This further promises the commitment Maldivian has for all the travel segments. Premium economy class travelers can enjoy complimentary lounge access in both Bangaluru and Male' in the departure phase with a great product onboard the aircraft.

Maldivian held the route launch event in Bangaluru's Chancery Pavilion hotel on 9th October, attended by over 100 travel trade professionals across India.

Other dignitaries at the launch event in Bangaluru included Ibrahim Hamdhan – General Manager, Commercial – Maldivian, Mohamed Rishan, Manager – Route Development and Revenue Management, Nazeera Shihab – Commercial, Ajay Udeshi – Director Passenger Sales and Gita Menon – Regional Director, South India.



**Mohamed Mihad, Managing Director – Maldivian**

Bangalore is one of India's leading markets for high-quality leisure travel to the island nation of the Maldives. The Maldivian with its high-quality service and perfect scheduling will further help to bring in more tourists from India to Maldives and vice-versa.



# Saudia Provides Special In-flight Experience for Families and Children

Saudi Arabian Airlines (Saudia), the national flag carrier of the kingdom of Saudi Arabia, believes in keeping families happy on board with a special in-flight experience for children. If the children are happy and satisfied, parents can also enjoy a relaxed time on flight.

Last year, Saudia revealed its brand-new in-flight entertainment system "Beyond" that is meant to transform Saudia's onboard experience with over 5000 hours of HD content, including, but not limited to, Western and Eastern films and tv shows, as well as a library of E-books, weather reports, shopping, meal ordering, flight information and agenda timeline.

Beyond also features the largest Islamic content in the skies. Passengers can be notified to the prayer times throughout the journey. A distinct Kid Mode allows younger passengers to enjoy a selection of their favorite cartoons, movies, and games.

In addition to entertainment, Beyond offers a range of other practical features, such as the ability to check the status of

the flight while en route; a real-time view of the sky during take-off and landing from cameras. Passengers onboard can also enjoy shopping and browsing the latest products from the comfort of their seat.

Saudia was also granted Canadian publication Pax Magazine's award for The Best Children Amenities, underlining its objective to provide the best flight experience to all passengers, regardless of age. Saudia won the prestigious accolade for the bag full of children's entertainment items that the airline offers on all its international flights.

Lightweight, thoughtfully designed to be child-friendly, and made of safe, eco-friendly materials, the kit contains various items that children love while featuring a colorful cast of Saudia-themed cartoon



characters. The on-flight goody bag is designed to entertain children during long flights and include coloring books, crayons, sleeping masks and volume-controlled earbuds.

The children's amenity kit is one of the many products that Saudia offers to kids, in addition to kids' meals, child-specific in-flight entertainment content, and play areas within the Alfursan lounges.

# SriLankan Airlines Crowned the Leading International Airline

SriLankan Airlines was crowned the Leading International Airline - South Asia at the South Asian Travel Awards (SATA) in Bangalore, India on 10 October 2023.

SriLankan further secured the title of Leading Airline Class- Business Class at the awards ceremony. Touted as the most prestigious travel industry awards in the region, SATA recognizes the most outstanding performers in South Asia's hospitality and travel industry annually based on the votes of industry professionals and passengers.

Having also received the accolade of 'Visitors Choice - Airline of the Year' at last year's SATA, SriLankan Airlines continues to prove its enviable position in South Asia with this year's dual wins. SriLankan currently operates 140 flights between Colombo and multiple South Asian cities across India, the Maldives, Pakistan, Bangladesh and Nepal on a weekly basis.

The airline's extensive South Asian network covers key points pan India including Chennai, Mumbai, Bangalore and Delhi; Karachi and Lahore in Pakistan; Kathmandu in Nepal; and Dhaka in Bangladesh. SriLankan Airlines is moreover the only international carrier to operate to both Male and Gan Island in the Maldives to date, making it a preferred choice of passengers heading from Europe, the Middle East, India and the Far East to the picturesque Maldives.



**Ravindran V, Regional Manager  
India, Bangladesh & Nepal of  
SriLankan Airlines**

We are profoundly happy to have our efforts valued by our South Asian associates. This region has been key to our progress and represents a significant percentage of SriLankan Airlines' operations. Being recognized inspires us to remain and grow as a trailblazer in South Asia and give our customers the best in Sri Lankan service and connectivity as we move forward into the future.



## Uganda Airlines Selects Çelebi India as Its Preferred Ground Handling Services



Çelebi India adds another milestone by announcing its latest partnership with Uganda Airlines to deliver exceptional ground handling services in the country.

**T**his significant union displays the unwavering commitment by Çelebi to raise the Indian aviation service standards and continuously deliver global standards ground and cargo handling services.

Çelebi India commenced supporting the ground handling services for Uganda Airlines' with its inaugural direct flight from Entebbe to Mumbai on Saturday, October 7, 2023. Uganda Airlines has launched three weekly flights connecting Entebbe and Mumbai and has expressed its intention to further expand its presence in India.

With a proven track record of over a decade, Çelebi has established a culture of excellence in ground handling services at Mumbai Airport, catering to both domestic and international airlines.

Mr. Tauseef Khan, CEO, Çelebi Ground Handling - India, said, "We are delighted to bring our ground handling expertise to Uganda Airlines in Mumbai. We anticipate a long-term partnership as Uganda Airlines expands its footprint in India. Our commitment remains steadfast in providing seamless services and contributing to the growth of aviation in India."

Speaking on the occasion Ms. Jenifer Bamuturaki, Chief Executive Officer, Uganda Airlines, said, "Uganda Airlines is proud to strengthen the business and commercial ties between India and Uganda by launching direct flights from Entebbe to Mumbai. We are also planning to expand our network to other points in India. We extend our congratulations to Çelebi India for supporting the growing demand for air passenger and cargo services in India."

Çelebi India recently commenced ground handling services at Chennai Airport, adding to its portfolio of nine airports in India, including major hubs such as Mumbai, Delhi, Bengaluru, Hyderabad, Cochin, Ahmedabad, Goa (Manohar International Airport, Mopa), and Kannur.

At the forefront of sustainability within the Indian ground handling industry, Çelebi India is dedicated to assisting the Indian aviation sector in achieving carbon neutrality. As part of its sustainability initiatives, the company has introduced eco-friendly services, including 100% electric, air-conditioned tarmac coaches, electric baggage and cargo towing tugs, taxi-bots, and bridge-mounted equipment services.

## Vietjet adds 101st aircraft to its modern fleet

VietJet the Vietnamese new age carrier added its 101st aircraft to its modern fleet that landed at Tan Son Nhat International Airport, Ho Chi Minh City on 26th October 2023.



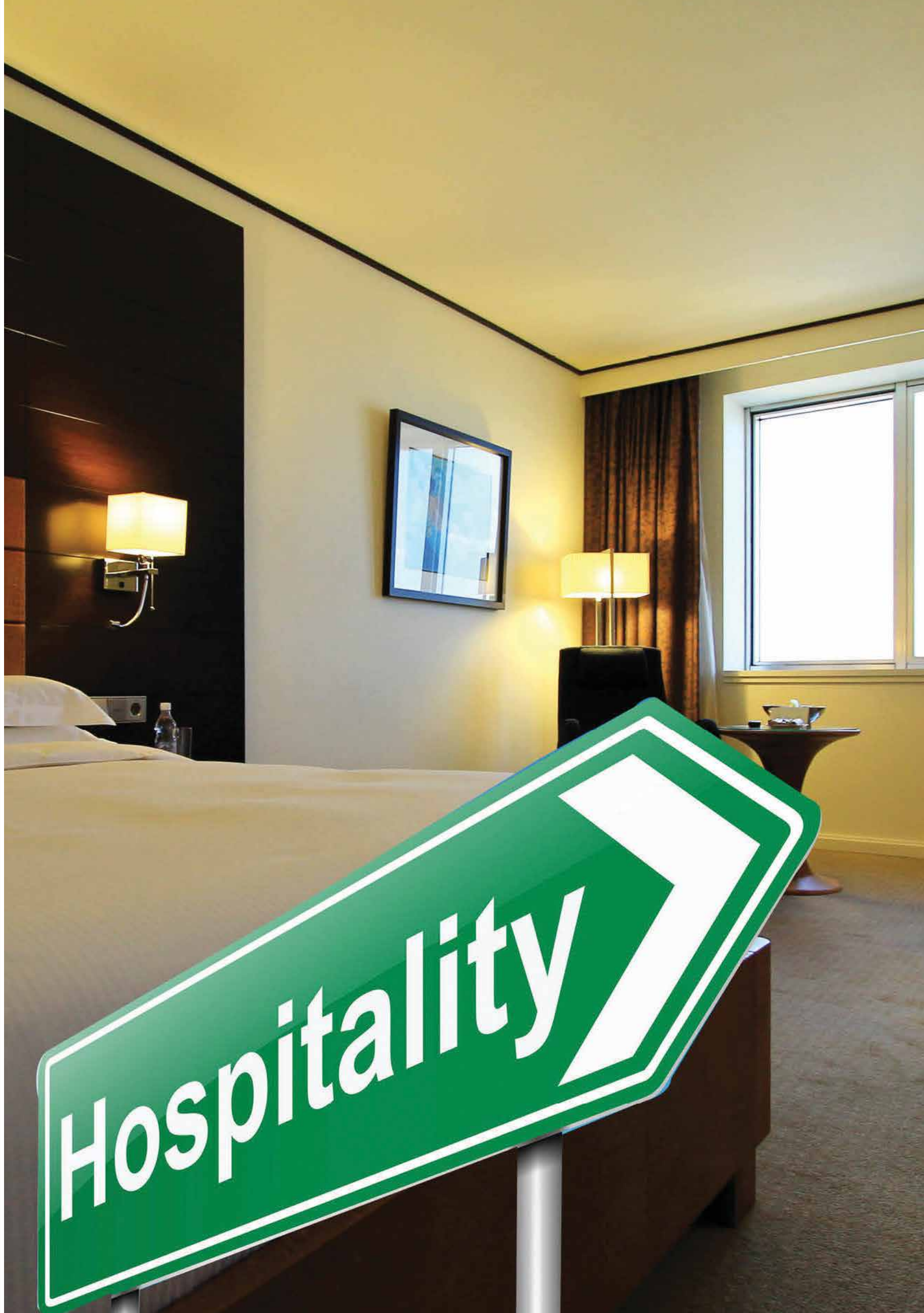
**T**he new A321neo ACF aircraft will help to reduce fuel consumption by at least 16%, reduce noise by up to 75% and cut emissions by up to 50%. Vietjet owns the world's leading modern fleet with optimal operating costs, helping to bring more economical flight opportunities for passengers, environmental protection, and sustainable development. Vietjet is the first airline worldwide to operate the new A321neo ACF 240 aircraft.

The airline has taken off to destinations around the world, overcoming challenges to serve over 178 million passengers, bridging the gap between two countries, peoples, religions and opening up a new future for businesses and people.

Starting from November 2, 2023, the airline will initiate a total of 35 weekly round-trip flights that will establish a direct connection between five key Indian cities – New Delhi, Mumbai, Ahmedabad, Kochi, and Tiruchirappalli – and the Vietnamese cities of Hanoi and Ho Chi Minh City. The airline has effectively solidified its presence and connectivity between Vietnam and India.

Vietjet has been operating for over a decade with around 450 flights daily across 120 routes connecting Vietnam with other countries across Asia and Australia. The airline's international network includes destinations in Australia, Northeast Asia (Japan, Hong Kong, South Korea, Taiwan, mainland China), Southeast China and Kazakhstan.





Hospitality



# A Grand Journey Through Time: The World's Best Heritage Hotels

Heritage hotels, often housed in historic castles, palaces, mansions, and forts, offer travelers a unique opportunity to step back in time and experience the grandeur of a bygone era.

• Tarsh Sharma

These architectural gems are meticulously preserved, offering a glimpse into history while providing the comfort and luxury of modern accommodations. Here we will explore some of the world's most exceptional heritage hotels that stand as a testament to the opulence and elegance of their respective periods.

## The Rambagh Palace, Jaipur, India



Nestled in the heart of the Pink City, The Rambagh Palace is a resplendent palace-turned-hotel that was once the residence of the Maharaja of Jaipur. Its opulent interiors, regal architecture, and lush gardens create an atmosphere of regal grandeur, offering guests a taste of India's royal history.





# Hotel Danieli, Venice, Italy



Venice's Hotel Danieli, with its Venetian Gothic architecture, has welcomed luminaries like Charles Dickens and George Clooney. Overlooking the Grand Canal, the hotel's lavishly decorated rooms and opulent furnishings transport visitors to the era of Venetian splendor.







# The Plaza Hotel, New York City, USA

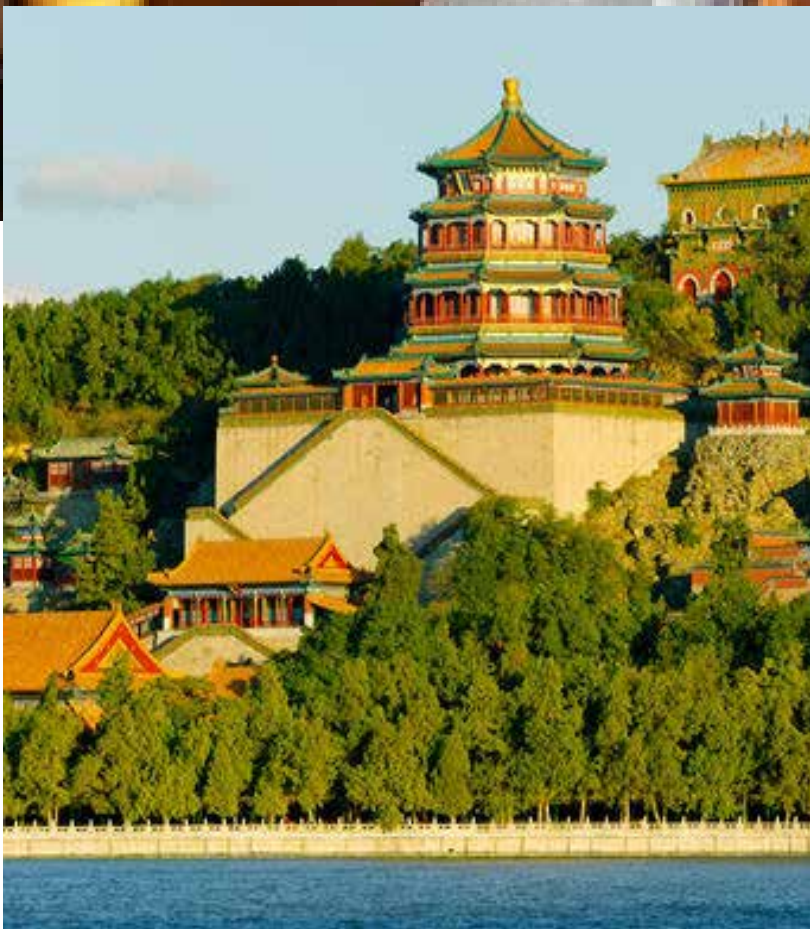
A symbol of luxury in the heart of Manhattan, The Plaza Hotel has been an icon of sophistication since 1907. With its lavish décor and unmatched views of Central Park, it has hosted celebrities, world leaders, and royalty. A stay at The Plaza is an experience like no other.





# Aman Summer Palace, Beijing, China

Located adjacent to the historic Summer Palace, Aman Summer Palace offers a tranquil escape from the bustling city of Beijing. This heritage hotel seamlessly blends Qing dynasty architecture with modern amenities, providing a unique glimpse into China's imperial past.





# The Fairmont Banff Springs, Alberta, Canada



Known as the "Castle in the Rockies," The Fairmont Banff Springs is a majestic château-style hotel surrounded by the stunning Canadian Rockies. Its fairytale-like architecture and the breathtaking backdrop of Banff National Park make it a destination for nature and history enthusiasts alike.



*Heritage hotels provide a gateway to the past, allowing travelers to immerse themselves in the stories and opulence of historical eras. These remarkable establishments not only offer exceptional comfort and service but also provide an unforgettable journey through time.*

*Whether it's the palaces of India, the castles of Europe, or the châteaux of North America, heritage hotels offer an enchanting fusion of history and hospitality, making them some of the most sought-after accommodations in the world. Embrace the charm of a bygone era and create timeless memories at these magnificent heritage hotels.*





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# Diversity diverse than the Ocean

Miss Ocean World and Miss Intercontinental India unfolded against the backdrop of Chomu Palace's heritage, with glittering lights and a bevy of beautiful contestants gracing the ramp.

The event organized by Yogesh Mishra and Nimisha Mishra. The judges were Dr. Pooja Agrawal, MD of Arya Group of Colleges; Dr. Pramila Sanjay; C.P. Rathore, General Manager of Chomu Palace; Yogesh Mishra, International Director of Miss Ocean World; and Atul Dangayach, Managing Director of Chomu Palace.

The finale of Miss Ocean World has been held in India for the first time with the theme clean, pollution-free oceans. Thirteen countries from around the world attended the event. In this, Laura Louise Hudson from United Kingdom won the title. The first runner-up was Adria Dinev from Bulgaria, and the second runner-up was Avanti Shroff from India. Third runner-up was Mercy from Tanzania and fourth runners-up was Jedeli Sumin from Korea.

The prestigious Miss Celeste India pageant saw Nisha Singh crowned as Miss Celeste India 2023, with Nisha Chauhan taking the first runner-up title and Sanjana Shekhar Mantri securing the second runner-up position. Bhavna Vaishnav emerged victorious as Miss Intercontinental India 2023, while Sejal Sharma claimed the honorable title of Miss Intercontinental India runner-up. Aishwarya Patapati earned the distinction of Miss Globe India 2023, with Anusha Anand being named the runner-up.



**Chomu Palace truly reflects the splendor and charms of Royal Palaces of India. This heritage hotel in Jaipur hotel reboots the royal lifestyle of erstwhile rulers of Rajasthan and stands might and proud as a fine example of the country's heritage. This 300-year old heritage hotel is known for its grandeur, hospitality, and extensive history of hosting the most extravagant weddings, events and various Bollywood movie shootings.**



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

Chomu Palace's majestic ambiance provided the ideal setting for this global gathering. The events were made more spectacular by the palace's opulent architecture and rich history, leaving both attendees and participants with unforgettable memories.

In addition to celebrating beauty, the Miss Ocean World 2023, Miss Intercontinental India 2023, Miss Globe India 2023 and Miss Celeste India contest at Chomu Palace in Jaipur encouraged environmental awareness and cross-cultural understanding. It was a major turning point in Indian beauty pageant history, demonstrating the country's capacity to organize international events with elegance and grace.



# Lifestyle





# *A Glittering Art of Tradition and Craftsmanship*

India has a rich and millennia-old tradition of adorning oneself with exquisite jewellery, reflecting the country's cultural diversity, history, and craftsmanship.

• **Vedika Sharma**



Indian heritage jewellery is not just an accessory; it is a symbol of status, tradition, and an embodiment of artistry. Here we will explore the mesmerizing world of heritage jewellery in India.

## **Historical Significance:**

Indian heritage jewellery has a profound historical significance. It has been worn for centuries as a symbol of wealth, power, and social status. The roots of this tradition can be traced back to the Indus Valley Civilization, where intricate jewellery pieces made of gold, silver, and gemstones were discovered. Over the centuries, various dynasties and rulers patronized the art of jewellery making, resulting in diverse styles and designs.

## *Make it Different forms of heritage Jewellery* *Kundan and Polki Jewellery:* *Timeless Elegance from India's Rich Heritage*

Originating in the royal courts of Rajasthan and Gujarat, Kundan and Polki jewellery are known for their intricate designs and use of precious stones. Kundan involves setting gemstones in gold, while Polki uses uncut diamonds. Kundan and Polki jewellery, two exquisite forms of traditional Indian jewellery, have graced the adornments of Indian royalty and aristocracy for centuries. With their intricate craftsmanship, exquisite gemstones, and

unparalleled beauty, Kundan and Polki jewellery remain icons of India's rich heritage and culture.

### **A Glimpse into History:**

The history of Kundan and Polki jewellery dates back to the Mughal era in India, around the 16th century. These jewellery forms found royal patronage and were favored by emperors and queens for their opulence and regal appeal. The term "Kundan" is derived from the Sanskrit

word "Kundana," which means "pure gold," while "Polki" refers to uncut diamonds.

### **Kundan Jewellery:**

Kundan jewellery is characterized by its intricate setting of gemstones in a base of pure, refined gold. The process involves creating small cavities in the gold and embedding carefully cut and polished gemstones, usually precious or semi-precious, such as diamonds, rubies,





emeralds, and sapphires. A lac (resin) is used to secure the stones in place, giving Kundan jewellery its signature look. Kundan jewellery is renowned for its elaborate and artistic designs, often inspired by nature, flowers, and Mughal motifs. It is typically crafted in Rajasthan and Gujarat.

### Polki Jewellery:

Polki jewellery, on the other hand, showcases uncut diamonds, often in their natural form, set in a framework of gold with a foil backing. The foil enhances the brilliance and sparkle of the diamonds. Polki jewellery exudes a vintage charm and a rustic elegance. It is considered the more traditional and rustic cousin of Kundan jewellery. Polki jewellery also features intricate Meenakari (enamel) work on the reverse side, adding to its visual appeal.

### Craftsmanship:

Creating Kundan and Polki jewellery is a painstaking process that requires exceptional skill and precision. Master craftsmen meticulously shape the gold base, carefully set the gemstones, and then use delicate tools to secure the stones in place. The final piece is often polished and given an antique finish to enhance its beauty.

### Enduring Allure:

The enduring appeal of Kundan and Polki jewellery lies in their timeless elegance and versatility. These pieces are not limited to special occasions but are also worn with traditional attire and sarees, enhancing the beauty of the wearer. They continue to be sought after by brides and collectors, symbolizing not just opulence but also a connection to India's rich cultural heritage.

### Modern Adaptations:

In contemporary times, designers have infused Kundan and Polki jewellery with modern elements, making them more accessible to a wider audience. These adaptations often combine traditional techniques with contemporary designs, appealing to both traditional and modern sensibilities.

*Kundan and Polki jewellery represent the pinnacle of craftsmanship and artistry in Indian jewellery-making. As they continue to evolve while retaining their timeless charm, they remain a cherished part of India's heritage, celebrating the country's rich history, culture, and the enduring beauty of these exquisite jewellery forms.*





*Jadau Jewellery:  
A Heritage of Opulence and Elegance in India*







### Meenakari Work:

Jadau craftsmanship with modern designs, making them versatile for both traditional and contemporary attire.

Jadau is a traditional form of jewellery-making that originated in the Mughal era. It involves embedding precious and semi-precious stones into gold, often with Meenakari (enamel) work on the reverse side. Jadau jewellery is a stunning and intricate form of jewellery that has deep roots in India's rich cultural heritage. Known for its exquisite craftsmanship and use of precious stones, Jadau jewellery has been a symbol of opulence and elegance for centuries.

#### Historical Significance:

The history of Jadau jewellery in India dates back to the Mughal era, around the 14th century. This art form found favor with Mughal emperors and royals, who appreciated its grandeur and regal appeal. The term "Jadau" is derived from the Sanskrit word "Jadav," meaning "to embed." It aptly describes the technique of embedding precious gemstones into a base of gold or other precious metals.

#### Jadau Craftsmanship:

The hallmark of Jadau jewellery lies in its intricate craftsmanship. The process involves creating tiny, delicate cups or sockets in the gold base, meticulously setting precious and semi-precious gemstones, and securing them with lac (a natural resin). The use of high-quality uncut and faceted gemstones, including diamonds, rubies, emeralds, and pearls, contributes to the jewellery's opulence and charm. Jadau jewellery often features designs inspired by nature, including floral motifs and intricate filigree work.

Many Jadau pieces also incorporate Meenakari, an enamel-painting technique, on the reverse side. Meenakari adds vibrant colors to the jewellery, enhancing its visual appeal. The combination of gemstones, gold, and colourful enamelling creates a mesmerizing contrast that is a hallmark of Jadau jewellery.

#### Bridal and Traditional Wear:

Jadau jewellery is particularly popular among brides in India. It is considered an essential part of bridal trousseaus, symbolizing not only opulence but also the bride's connection to her cultural heritage. These pieces are often passed down through generations as heirlooms, cherished for their intricate craftsmanship and sentimental value. Jadau jewellery is also worn on various traditional occasions and festivals, adding an aura of grace and grandeur to the wearer's ensemble.

#### Contemporary Relevance:

In modern times, Jadau jewellery has not lost its charm. Contemporary jewellery designers have adapted traditional Jadau techniques to create pieces that appeal to a wider audience. These adaptations often blend classic

*Jadau jewellery is a testament to India's rich cultural heritage and its timeless allure. Each piece is a work of art, reflecting centuries of craftsmanship and tradition. As these exquisite jewels continue to evolve and adapt to contemporary tastes, they remain an integral part of India's cultural identity and a symbol of elegance, opulence, and the enduring beauty of its heritage. Jadau jewellery is not merely an accessory; it is a cherished piece of history and culture, celebrated and revered by generations past and present.*







# *Thewa Jewellery: An Exquisite Art Form Preserving India's Rich Heritage*

Hailing from Rajasthan, Thewa is a unique art form where intricate gold designs are fused onto colorful glass, creating stunning jewellery pieces that depict mythological stories and scenes. Thewa jewellery, an ancient and intricate form of jewellery artistry, is a testament to India's rich cultural heritage. This unique jewellery-making technique, originating in Rajasthan, combines the beauty of finely crafted goldwork with colorful glass and intricate designs.

## **Historical Origins:**

Thewa jewellery finds its origins in the princely state of Rajasthan, particularly in the city of Pratapgarh. The term "Thewa" is derived

from the Rajasthani words "Thad," meaning "to hammer," and "Vada," meaning "to enclose." This aptly describes the process of creating Thewa jewellery, which involves encasing intricately crafted gold designs in colorful glass.

## **Distinctive Features:**

Thewa jewellery is renowned for its distinctive features, making it a unique and cherished art form:

- **Intricate Goldwork:** The hallmark of Thewa jewellery is its intricate goldwork, which involves creating delicate designs by hammering and embossing sheets of pure gold.
- **Colorful Glass:** These gold designs are

then carefully encased in colorful glass, often in shades of green, red, blue, or pink.

- **Detailed Motifs:** Thewa jewellery often features intricate motifs inspired by nature, mythology, and royal palaces. Common themes include peacocks, elephants, gods and goddesses, and scenes from Indian folklore.
- **Versatile Designs:** Thewa jewellery includes a range of pieces, from pendants and necklaces to bangles, earrings, and brooches.

## **Craftsmanship:**

Creating Thewa jewellery is an intricate and labor-intensive process that requires exceptional



skill. Master craftsmen, known as "Thewa artisans," meticulously create the gold designs and hammer them into desired shapes. The colorful glass is then carefully fused with the goldwork, creating a harmonious blend of color and texture. The final piece is often polished to perfection, revealing its radiant beauty.

#### Cultural and Artistic Significance:

Thewa jewellery is not merely an accessory; it is a work of art that reflects the culture and heritage of Rajasthan. These exquisite pieces are treasured for their cultural significance and artistic value. Thewa jewellery often plays a prominent role in Rajasthan's royal weddings and festivals, adorning brides and adding a regal touch to traditional attire.

#### Contemporary Adaptations:

While Thewa jewellery remains deeply rooted in tradition, modern adaptations have made it more accessible and versatile. Contemporary designers often blend traditional Thewa techniques with contemporary designs, making these pieces suitable for both traditional and contemporary occasions. These adaptations preserve the timeless elegance and cultural significance of Thewa jewellery while catering to evolving tastes.



*Thewa jewellery is a living testament to India's rich cultural heritage and artistic traditions. Each piece is not just an ornament but a masterpiece that embodies centuries of tradition, craftsmanship, and creativity. As Thewa jewellery continues to evolve, it remains an integral part of India's cultural identity, celebrated for its exquisite beauty, cultural relevance, and the enduring heritage it represents. Thewa jewellery is a symbol of India's commitment to preserving its rich traditions and sharing them with the world.*





# Navratna Jewellery: The Timeless Heritage of Nine Gemstones in India

**N**avratna jewellery features nine gemstones representing the nine planets in Vedic astrology. It is believed to bring good luck and harmony to the wearer. Navratna jewellery, a dazzling and spiritually significant form of jewellery, showcases the beauty of nine auspicious gemstones set in a harmonious design. Rooted in India's rich cultural heritage, Navratna jewellery carries deep symbolism and is considered a potent talisman. This article takes you on a journey through the captivating world of Navratna jewellery, exploring its history, symbolism, craftsmanship, and cultural significance.

## Historical Origins:

Navratna, which translates to "nine gems," has its origins in ancient Indian astrology

and gemology. It finds mention in various ancient texts, including the Puranas and Vedic scriptures. Each gemstone in Navratna jewellery represents one of the nine celestial bodies, planets, or deities, and is believed to possess unique astrological and healing properties.

## The Nine Gemstones:

Navratna jewellery typically includes the following nine gemstones, each representing a celestial body or deity:

- Ruby (Sun)
- Pearl (Moon)
- Red Coral (Mars)
- Emerald (Mercury)
- Yellow Sapphire (Jupiter)
- Diamond (Venus)

- Blue Sapphire (Saturn)
- Hessonite Garnet (Rahu)
- Cat's Eye Chrysoberyl (Ketu)

## Symbolism and Significance:

Navratna jewellery is much more than an exquisite accessory; it is believed to offer numerous benefits to the wearer:

- **Astrological Harmony:** Wearing Navratna jewellery is thought to balance the influence of the celestial bodies and bring harmony to one's life.
- **Spiritual Connection:** The gemstones also represent various deities, making Navratna jewellery a symbol of spiritual protection and blessings.
- **Healing Properties:** Each gemstone





is believed to have specific healing properties, benefiting both the physical and emotional well-being of the wearer.

- **Talismanic**

Protection: Navratna jewellery is often worn as a protective amulet, guarding against negative energies and misfortunes.

#### **Craftsmanship:**

Creating Navratna jewellery is a meticulous process that requires both gemological expertise and artistic skill. Each gemstone is carefully selected for its quality and compatibility with the wearer's astrological chart. Skilled artisans then design and craft the piece, ensuring that the nine gemstones are set in an aesthetically pleasing and harmonious arrangement. The result is a stunning work of art that reflects the cultural and spiritual depth of Navratna jewellery.

#### **Cultural and Occasional Significance:**

Navratna jewellery holds immense cultural and religious significance in India. It is often passed down through generations as heirlooms



and is worn on special occasions, including weddings, festivals, and important ceremonies. Brides, in particular, adorn themselves with Navratna jewellery to seek blessings, protection, and harmony in their marital life.

#### **Contemporary Adaptations:**

While Navratna jewellery remains deeply rooted in tradition, modern adaptations have made it more accessible and versatile. Contemporary designers often incorporate Navratna gemstones into a wide range of jewellery styles, from traditional to contemporary, catering to diverse tastes and preferences.

Navratna jewellery is a living testament to India's rich cultural heritage, spirituality, and astrological wisdom. Each piece is not just a work of art but a potent symbol of protection, harmony, and cultural identity. As Navratna jewellery continues to evolve and adapt to contemporary styles, it remains an integral part of India's cultural tapestry, celebrated for its exquisite beauty, spiritual

significance, and the enduring heritage it represents. Navratna jewellery is a symbol of India's commitment to preserving its rich traditions and sharing them with the world.

*Heritage jewellery in India is a testament to the country's rich cultural heritage and craftsmanship. Each piece is a work of art, reflecting the history, traditions, and skilled craftsmanship of India. As these exquisite jewels continue to evolve and adapt to contemporary tastes, they remain an integral part of India's cultural identity and a source of pride for its people.*





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