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Festivals

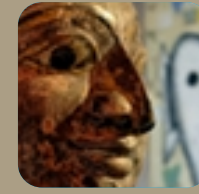
Madurai Vizha is being organized in Madurai to showcase the importance of rich heritage and culture of the region. Madurai Vizha will focus on the ancient... [read more](#)

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Impressions

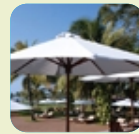
The trip was spectacular!!!! There are great tour group providers and super fantastic tour group providers. Your organization is great in the way we were exposed... [read more](#)



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From the CEO's Desk



Dear Partners,

What a year twenty ten has been.

Travel to India showed positive signs by the beginning of 2010, it was reassuring to see that holidaymakers, wherever they were from, did not show a trend of unwillingness to give up holidaying.

Travellers today are seeking a deeper meaning to what they do and how they explore the many facets of India.

For these experiential travellers, we are offering tours based on principles of Responsible Tourism, Social Consciousness, Environmental concerns, Unique Cultural Experiences that bring diverse communities together and increase understanding. It is interesting to see how experiential travel is fast catching on in India, a destination that delivers a very high level of "Experience" and offers impression of a particular intensity.

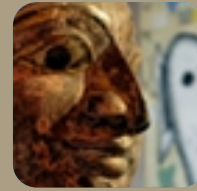
As I told you in our first issue of the year, Corporate Responsibility is and will continue to be a part and parcel of our core business activities. We organized the second series of Child Protection Workshops in Goa and Cochin and are extremely happy to see our hotel partners willing to take the next step for this cause.

How can I not mention, The US President, Barack Obama who charmed India with his Namaste, made a strong positive statement by staying at Taj Mumbai and addressed businessmen at Hotel Trident. Both these hotels were targets of Mumbai terror attacks in 2008.

As we step into the next year, I look forward for the Indian growth story to remain strong with your continuous support and cooperation. My best wishes for a successful 2011. Come explore with us.

Regards,

Dipak Deva



8 December 2010

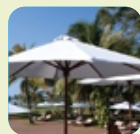
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Stay at



The Old Lighthouse Bristow, Cochin

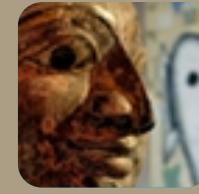
The property was originally a Dutch Bastion in the 1700's that served to preserve the Dutch supremacy in the Fort Kochi area amidst the British and the Portuguese. The British emerged victorious in the battle and eventually the bastion became the bungalow of the founder and first chairman of Cochin port, Sir Robert Bristow. The residence also doubled up as the lighthouse from where Sir Bristow would watch ships sail by. Till the late 1980's the bungalow served as a residence for the senior officers of the port before maintenance and other issues left it abandoned. Now an 11-bedroom boutique hotel and the only hotel in Fort Kochi with beach access. There are 3 categories of rooms - 6 Garden View rooms, 3 Deluxe Suites with attached balconies overlooking the Arabian Sea, and 2 Poolside Villas. The facilities include in-house spa – Spa Deha, swimming pool with Jacuzzi, and three dining areas namely the Bristow's Bistro, Lighthouse Lounge & The Vinocean Bar.

Fragrant Nature Retreat & Resorts, Kollam

Fragrant nature is an exclusive resort offering the ultimate in relaxation and seclusion from the hustle and bustle of city life. The property has 29 Premium luxury lakeside accommodations (4 Categories); the resort lies nestled amongst graceful palms, on over five acres of beautifully landscaped, waterside land, on the breathtakingly beautiful and serene Mala Lake near Paravur, in Kollam district. In addition to the mesmerizing beautiful surroundings, this luxury lake resort caters to all your needs with world class facilities, delicious dining, entertainment and a host of enjoyable leisure activities. The natural rural village setting of this luxury hideaway, gives you the chance to see and experience the authentic Kerala lifestyle. The resort is also well located for traveling and exploring the excitingly diverse wildlife, geography and rich culture of Kerala.

Crowne Plaza Okhla, Delhi

Crowne Plaza New Delhi Okhla promises to provide a memorable stay experience with a range of products and services designed with the discerning business traveler in mind. Located 40 min from Indira Gandhi International Airport (DEL), the hotel is conveniently in business districts of Okhla, Nehru Place, New Friends Colony, Noida and Faridabad. Its unique location allows guests staying at this hotel easy access to their offices in the business districts located close to the hotel. Nearby attractions include: Lotus Temple, Humayun Tomb, Dilli Haat, India Gate , Garden of Five Senses , Khan market and the Connaught Place. The property consists of comfortably appointed guest rooms including Crowne Plaza Club lounge, wi-fi connectivity, health club, spa, swimming pool and business center. It has two dining experience Chao Bella, which offers Italian-Chinese cuisine and Edesia, an all day dining restaurant.



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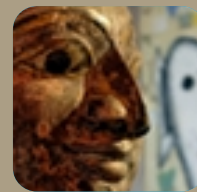


Lifestyle



Gargoti, The Mineral Museum

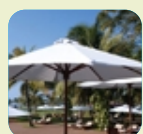
Gargoti museum houses extremely rare and unbelievable handy work of nature that India has been privileged to inherit. Their discoveries are purely accidental. Each piece is unique and is of immense value because of their metaphysical, medicinal and aesthetic worth by making it an exclusive collector's item. The collections include some of the rarest and most delicate range of Zeolites found in the Deccan trap. They also have on display some of the finest stones from Brazil, Russia, USA, Zambia, Afghanistan and even rock samples from the Moon and Mars! The museum encourages visitors to re-discover the treasures buried deep in the sand of time.



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Responsible Tourism



Majestic Marwar - Rural Villages of the Desert

Partly in the Thar Desert, suffering from extreme temperatures and paltry rain fall, the Marwar region in south west Rajasthan has the largest arid zone population in the world.

Throughout history, the indigenous people of Marwar managed the availability of water using various water harvesting techniques. These included ponds, seepage wells and underground tanks. The era of the municipal water provision lead to the loss of these traditional methods, a false sense of security and terrible suffering through drought.

The Jal Bhagirathi Foundation, a Jodhpur based NGO was established to revive these traditional methods and encourage conservation of water. There are now many rainwater harvesting structures in the villages, hamlets, schools and community centres throughout the region. The Jal Bhagirathi Foundation also has a programme in place which gives villages, ownership of projects that improve hygiene and ensure each household has access to clean and functioning toilet facilities.

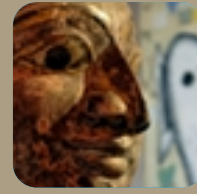
Sita has partnered with the Jal Bhagirathi Foundation and has developed a fascinating half day tour to the villages of the Marwar region that are a little over an hours drive away from Jodhpur. Carefully designed to offer rewarding and enriching experiences for guests and villagers, a typical half day tour would be to a village of the Banjara community. Homes are set in small compounds which are well ordered and clean. Guests are invited in to these houses to see various aspects of everyday life

To see these villages is a rare privilege - the villagers warmth is contagious, their pride in their clean well-ordered homes is evident and it is fascinating to get an insight into how these dignified and graceful people live their lives.

From seeing the churning of butter to the grinding of flour; to marvelling at the women's exquisite jewellery and colourful clothes, to sharing a chai and trying their bread, this tour is a sensory experience that anyone interested in the real Rajasthan will find unforgettable.

Experience the warmth of the locals as you tour villages and the surrounding desert area. Learn how the Jal Bhagirathi Foundation is improving life for these rural communities and interact with the villagers at their homes.

Come Explore with us



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Interesting India



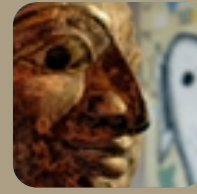
The Desert Museum of Rajasthan

Arna-Jharna, the desert museum of Rajasthan is an attempt to re-imagine what a museum could be. Instead of being enclosed in a box, it celebrates the open spaces of the desert, as part of a larger holistic exploration of the museum as a place of learning. The 10 acre site of the museum is located in the village of Moklawas, which is approximately 23 kilometres outside Jodhpur. The museum is built on land which has rich historical associations.

Envisioned by the late Komal Kothari, one of India's leading folklorists and oral historians, the Arna-Jharna Museum can be described as a process of interactive learning experiences linked to traditional knowledge systems.

All aspects of biodiversity, geology and water-harvesting are part of an interactive learning process. The outside and inside of the museum are interrelated.

In its attempt to re-imagine the function of the museum, Arna-Jharna has consciously prioritized social relationships generated by objects, rather than a purely aesthetic or ethnographic focus on the objects themselves. Therefore, in its first exhibition relating to the broom, it is not just the broom that matters but its multiple relationships to ecology, agriculture, the caste formations of broom-makers, civil society and public culture.



8 December 2010

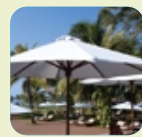
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Destination Insider



Dear Friends,

If your clients are looking to holiday in India and do not want to see another European face apart from their fellow travellers, I would recommend that they book a river cruise with Sita. One of my favourite river cruises in India is the one on the river Brahmaputra in North-east India.

The Brahmaputra is truly North-east India's song of woe; yet from its depth rings forth the hopes of millions, who have made its banks their home. Brahmaputra, the son of the creator in the Hindu pantheon is both life-giver and destroyer, the grim reaper whose scythe year after year rips through the very crops that its waters would have nourished just months before, now turning seed to waste, an annual baptism that is the essence of life by this mighty river.

And yet there's life in the making: even as the locks of the Brahmaputra engrave upon the fields by its banks, the mysteries of the cycle of life and death, creation has been at work leading both saints and sinners to a promised land beyond the east. It is by the banks of the Brahmaputra that all-powerful Mughals of Delhi were defeated as many as 17 times, it is here that the Romans unloaded their goods to be carried through by mountain communities who would set up a silk route to China, it is here that Vaishnavite saint Shankardev, whose ancestors migrated from Kannauj in North India, would sow the seeds of Vaishnavism, where Sikh Guru Tegh Bahadur would one day travel from Punjab to teach the Guru Granth Sahib, where Persian saint Ajan Fakir would settle down to write his devotional jikirs, and the first Baptist missionaries set foot to create what today comprises their largest congregation on earth.

Among the indigenous communities by the banks of the Brahmaputra would grow a civilisation that would stand out in stark contrast to that of those who built by the banks of the Indus, much as the country may be the same. Yet with time its shores would see the coming of the indigenous Santhals, Mundas and Oraons, who were brought from Central India by their British masters to work in tea plantations. With time, the Brahmaputra would embrace the million others who would come from mainland India to make the banks their home, to sow and trade and thrive, to build a unique culture into which would blend the Oriental, the Aryan and the Dravidian. And in recent times, the river would see the influx of hundreds of thousands of people from neighbouring Bangladesh setting up their homes by the river. All without the Brahmaputra ageing-ever!

[Photo Gallery – Brahmaputra River Cruise – to view click here.](#)

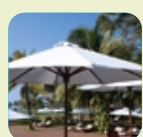
Kuntil Baruwa



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Festivals



Madurai Vizha 28th – 30th January 2011

Madurai Vizha is being organized in Madurai to showcase the importance of rich heritage and culture of the region. Madurai Vizha will focus on the ancient cultural and historical importance of Madurai, Chettinadu and other southern districts of Tamil Nadu in a village type ambience. Among the many programmes organized, there will be a live demo for making handicrafts such as pot making, terracotta, wood work, doll making, palm leaf weaving, six hundred year old tie and dye technology used in making saris, jute products to traditional games, cooking demonstrations and much more. There would also be folk dances in the evening.

Most of the Festival dates are decided by Solar / Lunar calendars practiced in India, due to which the dates are subject to change.

You may plan some special departure based on these festivals. For any assistance please contact us.



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INDIA NEPAL BHUTAN SRI LANKA

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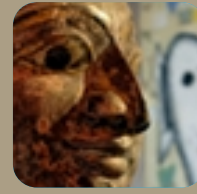
Trade Shows



Meet Us At The Following Upcoming Trade Shows

If you wish to schedule a meeting, do e-mail us at info@sita.in

Trade Show	Place	Date	Booth No	Whom To Meet
USTOA	New Orleans	10th - 12th December	Sita Desk	Neeraj Bhatt



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Impression



From: McGinniss, Vincent
Sent: Wednesday, November 24, 2010 9:07 PM
To: Desmond Saldanha

Cc:: Sharma, Anshu; rk_barua@rediffmail.com

Subject: Re: Welcome back

Hi Desmond,

The trip was spectacular!!!! There are great tour group providers and super fantastic tour group providers. Your organization is great in the way we were exposed to the wonderful places in India and Nepal. But what makes your organization a super fantastic organization was the way in which your entire team in India (Sharma,Ravikaant Barua) and Nepal(Sanjeev shrestna our guide) handled and took care of our crises.

We got the full trip in Nepal, even though we lost a day because of the missed plane, your team rearranged the schedule and a lot of special help coming back to Delhi/Terminal 3 from Sharma and Ravikaant. I will give your name and company to our CEO of Battelle India and a high recommendation.

Thanks for everything.

Vince and Cheryl McGinniss