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As part of our Corporate Social Responsibility, we support some projects and are happy to share and recommend the few we feel could give our mutual clients a meaningful experience in India.

From the CEO's Desk We bring to you our first issue of the year which features new and innovative topics pertaining to the essence of travel in India. This year we will be concentrating on varied topics... [read more](#)

Stay At Amarya Shamiyana, a beachside hideaway on Asvem Beach, Goa, offers lavish Moghul inspired tents with all the comforts of a modern luxury hotel while indulging the guests... [read more](#)

Lifestyle Emperor's Kitchen a new exotic venue in Delhi offers exquisite Pan Asian cuisine against the magnificent view of the Qutab Minar and lush green foliage. Designed... [read more](#)

Responsible Tourism India is a growing economy which very recently entered the 12 economies to have crossed a company sensex mark of 20,000. However, it is still a highly fragmented society... [read more](#)

Festivals The Surajkund Crafts Mela is an annual event that highlights some of the finest handloom and handicraft traditions of the country. From 1st to 15th February... [read more](#)

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Impressions I am John Kuhns, the Great Rail Journeys Tour Manager who came to India with group INJ 915, having arrived on 26th. November and departed on 9th... [read more](#)



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From the CEO's Desk



Dear Partners,

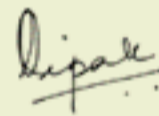
We bring to you our first issue of the year which features new and innovative topics pertaining to the essence of travel in India. This year we will be concentrating on varied topics, one such being, responsible tourism. We take innovative action to always ensure that each element of travel service provided, respects the land and its people and falls under the overall mandate of responsible tourism. Corporate Responsibility is part and parcel of our core business activities.

An element of lifestyle has also been included from this issue onwards which will highlight not only the cuisine of India but also its art and cultural.

Next issue onwards we will bring to you a destination insider aspect of cities which can be explored in a unique yet accessible manner. As the year progresses we will continue to reinvent ourselves and bring to you different aspects of travel in India.

I do hope you enjoy reading this issue and look forward to receiving some valuable feedback.

Regards,



Dipak Deva



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Stay At *Amarya Shamiyana*

Amarya Shamiyana, a beachside hideaway on Asvem Beach, Goa, offers lavish Moghul inspired tents with all the comforts of a modern luxury hotel while indulging the guests with a sleep closer to the shores and to the stars. Each of the tented suites is replete with its own veranda. Designed in individual & bold colour palates, modern funky décor, hand painted tapestry murals, plush fabrics and comfy furnishings, all the suites at Amarya Shamiyana are made fit for a modern-day royal stay.

Flame of the Forest

Located in the beautiful Kanha National Park, Flame of the Forest is a dream hideaway for nature enthusiasts with an extra inch of style. Nestled right next to the Banjar River, the lodge offers absolute privacy with a stunning view over the river, deep into the jungles. Away from the man-made noise listen to the calls of various nocturnal animals and birds and stargaze into the clear night skies. There are four exclusive cottages, each cottage has a deck with a stunning view overlooking the river and the forest beyond. The en-suite bathroom contains an AI fresco bath which is yet another interesting feature. The cottages are airy and eco-sensible designed. One cottage has been designed disable friendly without compromising on luxury or style.

Blue Mango in The Himalaya

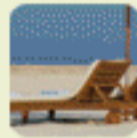
Blue Mango in The Himalayas, is the highest spiritual retreat in the world. Its location has been carefully chosen to provide seclusion, peace and solitude right in the heart of the Trans Himalayan Range, bordering Tibet. The retreat is an opportunity to deepen your awareness of yourself, of other people, and the world around you. It is a challenging, life changing experience. An expedition into your inner soul. The Retreat is in Spiti which is also known as 'the roof of the world'. It lies isolated in deep valleys, where its unique culture has developed undisturbed. Home to some unimaginable topography - enthralling peaks, gorges, rivers and lakes.



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Lifestyle



Emperor's Kitchen Restaurant

Emperor's Kitchen a new exotic venue in Delhi offers exquisite Pan Asian cuisine against the magnificent view of the Qutab Minar and lush green foliage. Designed and styled by Mike Knowles, Emperor's Kitchen takes pride in serving the most sumptuous Oriental (Thai & Chinese) with an extensive Dim Sum menu. The plush tents amidst the green canopies of trees offer a special terrace grill menu. The restaurant offers varied dining experience specified spaces like the veranda, the courtyard, the fine dining space and the bar.



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Responsible Tourism



Responsible Tourism

India is a growing economy which very recently entered the 12 economies to have crossed a company sensex mark of 20,000. However, it is still a highly fragmented society with more than 65% of its population living in Rural India, which is not showing the spectacular growth as yet. Even the basic services like sanitation, education, health services, issues like women empowerment and livelihood generation can use positive interventions in rural India. In the last one decade, a lot of good NGOs / Corporates / Institutions and even government have started working on improving the quality of some of these basic services. However, there is a scope for significant improvement and these institutions are in continuous search for good quality human resources (full time/part time/ interns /volunteers) and finances to help them in building a stronger India.

Tourism world-wide has become more responsible and locally sustainable. We are very aware of the conditions of the country we work in and try to do our little bit!

As part of our Corporate Social Responsibility, we support some projects and are happy to share and recommend the few we feel could give our mutual clients a meaningful experience in India.

Our involvement in the recent Ganges Expedition shows our keen commitment to developing and maintaining responsible tourism in India. The expedition saw an international team of specialists travel the length of India's holiest rivers, the Ganges from source to the mouth, on foot and by boat, in 35 days. The venture was intended to highlight the many environmental threats to the river and its surroundings, to emphasise the kind of sustainable solutions that might be adopted, and to illustrate the possible form and feel of tomorrow's tourist travel.

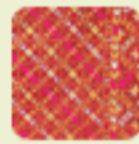
We will continue to bring to you ideas and our initiatives every month. Please write to us if you wish to participate with us in any of our projects.



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Festivals



Surajkund Crafts Mela, Haryana 1st - 15th Feb

The Surajkund Crafts Mela is an annual event that highlights some of the finest handloom and handicraft traditions of the country. From 1st to 15th February, rural India basks in the warmth of admiration at Surajkund mela village that lies some 8 km from South Delhi. The Mela also celebrates the rhythms of folk theatre.

Elephanta Festival, Mumbai 15th -16th Feb

The Elephanta Festival is organized every year in the month of February by the Maharashtra Tourism Development Corporation. The festival is held at Elephanta Island, which is popular for a cave shrine of Lord Shiva. These caves were formerly known as Gharapuri, meaning the tranquil abode of Lord Shiva. Later on, they were renamed as Elephanta caves by the Portuguese. The shrine is decorated with large pillars and nine fabulously sculptured panels. These sculptures demonstrate the varying moods of Lord Shiva. The major attraction of the Elephanta Festival of Mumbai consists of the elegantly illuminated Maheshmurti, the Shiva idol in the main cave of the Elephanta island. Other attractions include the folk dances of the local fishermen and exotic local cuisine. Distinguished dancers and musicians from all over the country take part in the Elephanta Festival and perform outside the caves.

India International Leather Fair, Chennai 31st Jan-3rd Feb

The Indian Leather Industry has been touching new heights of anticipated success in the past and is expecting a great high in the nearing future as well. No wonder that this industry has US\$4 billion share in the market worldwide. The second largest manufacturer of leather garments and footwear, this industry has remarkably maintained its performance consistently. This has hastened the growth of business to such an extent that acclaimed international and national clients are looking forward to trade with India.

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.



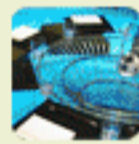
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Networking



Meet us at the following upcoming trade shows in 2010

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

Trade Show	Place	Date	Booth No	Whom to Meet
EMITT	Istanbul	11th -14th Feb	Trade Visitor	Prabhat Verma
BIT	Milan	18th -21st Feb	Awaited	Philip Thomas & Sanjeev Ticku



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Impression



From: john kuhns

Sent: Wednesday, January 20, 2010 5:09 PM

To: Info Sita

Subject: Great Rail Journeys Group INJ 915.....Letter of Appreciation !

Dear Arun Kundu and all the members of your helpful team !

I am John Kuhns, the Great Rail Journeys Tour Manager who came to India with group INJ 915, having arrived on 26th. November and departed on 9th. December for the ' India and the Palace on Wheels ' tour. I am just writing to thank you all so very much for all the preparation and organizing that was done to give our group such a wonderful and memorable time in India. For me, and for many of the group too, it was our first time to India, and I think I can say, without exception, that we found it such an unforgettable experience to see such a different country, people and culture. Indeed, I did not realize that India had so much history, and it was just fascinating to learn so much about it and see the many forts, temples and old buildings.

The whole of the tour.....our time in Delhi and Shimla and the Palace on Wheels.....was all so well planned, the guides we had were all very good, and each day we were able to look forward to something new. The only things I would like to mention for some improvement are as follows.....

1. I think that if the packed food provided on the Toy Train from Kalka to Shimla was more European style then the English groups would find it more acceptable.
2. On the day we join the Palace on Wheels train, bearing in mind that this is not until 4pm., I feel that this day should be more structured.
3. Likewise on the day we leave the Palace on Wheels train, ie. at 7.30am., then for the 2-3 hours we have spare before we need to be at the airport should be allocated to doing something specific, not just wandering around at India Gate.

These are only minor suggestions and should not be taken as ' criticism ' !

On a more light-hearted note I would like to say thank you to Sudeep Gaur for his help at New Delhi railway station.....leading us to the platform for our train to Kalka and leading us from the platform on our return. This is normally my job for the group, but alone.....at this station.....I could not have done it. That was an experience in itself.....I'm just thankful we did not have 34 suitcases to carry as well !!

So, once again, very many thanks indeed to you all, and hopefully I will have the pleasure of visiting India and meeting up with you all once again.

Cheers, and with all good wishes, from John.