

STAY AT  
A DAY IN THE LIFE OF  
LIFESTYLE  
SPOTTED BY SITA  
TOP CHEF RECOMMENDS  
DESTINATION INSIDER  
6 THINGS WE LIKED ABOUT  
FESTIVALS  
INSPIRATION LOCATOR  
TRADE SHOWS





## The Park Holiday Beach Resort, Goa

Its 30 aesthetically designed rooms offer functional as well as exotic services and amenities. All the rooms are equipped with high-speed Wi-Fi Internet access, LCD screen television and an I-pod Docket. The rooms, in cool white with purple hues, bring in fresh concepts and provide guests with an inspiring experience. This seafront property features an open-air lounge where you can unwind with a drink while watching the sunset.

Below the Skybar you will find the restaurant with an open kitchen. This breezy and comfortable restaurant gives direct access to the beach and to the swimming pool. You can also stretch out and relax on the daybeds and cabanas next to the purple pool. Stretch out and relax on the daybeds and cabanas next to the purple pool. Read a book while enjoying a delicious margarita, take a snooze after you've had a swim, or just lay back and people-watch. Treat yourself to a foot rub after a long night out, while you make plans for another one.

# Stay At







## Behind the Scene

“He sulks, and drops his head on my shoulder, acts tough, throws a tantrum sometimes when he is not in the best of moods. They have powerful emotions and are the best companions to have,” says Jasbeer Singh; one of the grooms in the stable of Himmat Singh Bedla. He lives with the horses, feed them, grooms them and takes care of them when they are not well. “They are like children who live every moment in innocence,” he tells us.

We were introduced to Pef Singh who mentors the grooms and was a rider at the 61st cavalry; one of at least three horsed cavalry regiments left of the Indian Army. “Horses are my life; it’s a twenty-four hour job, like taking care of a baby,” he says.

So what is a typical day with the horses? Pef Singh tells that the day starts off very early. About 5am in the morning they would serve barley, oats, brain and gram to the horses. After which they are taken by the grooms to exercise. There are different exercise regimes for old and young horses. This is followed by giving the horses water, grooming and a massage. It takes about 15 to 20 minutes to groom a pony and remove dried mud with a rubber brush. This is followed by a massage which removes dead cells and hair. It also helps the animal relax and increases blood circulation. It was quite interesting to see how using a damp towel the groom would comb and clean the tail and the mane. And then the eyes and the nostrils before picking mud out of the hoofs. In the evening the horses get yet another massage before they are served food. Occasionally the horses are given a bath, mainly in the summers. “When they are in pain or suffering I can feel the pain in my heart. They are like my kids. I get angry with them when they misbehave and sometimes have to be firm..., a no is a no,” says Pef Singh

So how do they feel when their team wins a Polo match after all the hard work? “We cheer and jump with joy. My children back in the village praise me. I feel like a proud father, as if I am their hero,” says Jasbeer with a big smile.

# A Day in The Life Of - The Grooms







## Tête-à-tête with a Polo Player

“Polo is everything to me; it’s made me what I am and given me the loveliest of friends, a wife who is as mad as me about the animal and a family where every body is a horse lover. I call my family a ‘horsey’ family. My mother understood my passion way before I did and always encouraged me, despite the fact that I was compromising on my academics,” says Polo Player Himmat Singh Bedla of Udaipur who we caught up with on the sidelines of the Jodhpur Polo season. Himmat has also played for the India Polo Team a couple of times.

Himmat was 3 when he saw his first horse, one of his grandfather’s last. He was called Naughty Boy. “I become extremely close to him. So much so as I refused to go to school and wanted to spend all my time with him. He was my best friend,” he tells us. Himmat’s mother always encouraged him and used to let him go on the horse to school. The horse was tied along with his friend’s bicycles and during lunch time Himmat would eat with Naughty Boy. “My passion to ride only magnified as I grew. When I was in the 4th 5th and 6th grade I was taking part in horse competitions” Himmat used to wake up in the morning at five and cycle 12kms to Shikarbari and ride. He always got late for school and slept in the classroom tired from all the riding. “My teachers always complained about my sleeping to my folks. It didn’t make any difference to me as I know I was meant to ride,” Himmat tells us with a smile.

Mayo College was a life changer for Himmat as horses were introduced in 1994. He made it to the ridding team and soon was playing polo. His first official game was in Jodhpur was in 1997 where Mayo College played against the Jodhpur Polo Team. “The perks we guys got as riders in school were good, missing the assembly, late breakfast, and owning a polo stick, keeping it in class as we had to go ridding after that. It was cool!”

Himmat bought his first horse in college with the money meant for his motorcycle. He convinced the man who was selling the horse that he will pay him the rest when he had the money. So how did it feel to have your own horse? “Well I guess I was meant to have that horse and I got him, just like that! I called him Naughty Boy.” .... [click here to read more](#)







“”

## India Tailors: Jodhpur in Jodhpurs

Head to India Tailors in Jodhpur for your best Jodhpurs. “I am 82 years old and whatever I know about making breeches I owe it to my mentor and master, Arjun Lalji, the personal tailor of the late Maharaja of Jodhpur Umaid Singh and his family. My family has been in the business for five generations and the art of making breeches has been handed down from father to son. I am a proud man today as I see my great grand son showing the same level of enthusiasm and passion in learning from me, as I did when I was a young boy,” says Moolraj ji who is the patron of India Tailors in Jodhpur. Moolraj ji has over six decades of experience in making breeches for not only the royal family of Jodhpur but also for whosoever wants to wear a pair fit to him right.

Sohanlal Goojar, Moolraj ji's son, runs the show with his son and a team of tailors personally trained by his father and him. “It's a pleasure to make a pair of breeches when you know you are the man behind somebody's fashion ego,” says Sohanlal. Speaking to the father-son duo about Jodhpurs it didn't take us time to realize that they were hugely passionate and proud of their art.

“It's my meditation, my mantra to feel blessed and it all begins the minute someone enters my shop, seven measurements from ankle to waist, I can feel myself enter the first level of trance when I touch the ankle of the customer to take the measurement. Moving to size the calf, knee and behind the knee, hip, waist and the length, I find my self driven with immense passion. The next thing I want to do is grab the cloth chosen and cut it into the specified requirements, by this time the urge to sit and sew is such that I forget to eat and drink;” says Sohanlal.

And why is that we asked? “Every pair of Jodhpur I stitch is so unique. Hand made and costumed just for those calves, it won't fit anyone else so beautifully the way it will fit the person who it's really meant for and that's the biggest high for me.”

Jodhpurs are not only a fashion symbol but it is every Rajput men's pride to have a snug pair. Intimidating and historic, ordering a pair won't be such a bad idea after all during your Rajasthan holiday. So if you think your visit to Jodhpur in Jodhpurs sounds very Jodhpur, take your measurements and send it to India Tailors. You will have a pair waiting for you when you arrive.

# Spotted By Sita



Call Sohanlal Goojar at India Tailors for the best Jodhpurs in Rajasthan:  
+91- 291-2547075



## Manali Trout with ginger sesame by Chef Elam Singh Rana

Manali Trout with ginger sesame sauce is a true example of subtle and yummy food. Trout is a light and mild fish infused with fresh herbs coated with fresh thyme and basil, grilled in choice of glazing: citrus butter, herbed butter or saffron sauce, accompanied by fruit. Best taken in the company of Beurre blanc and red wine. Enjoy our food in an open garden area with the best selection of wine by glass, from a 16 tap wine machine.

Manali Trout with ginger sesame is priced at ₹ 900 + taxes at the Lodi - The Garden Restaurant.

Recipe available on [request](#).

# Top Chef Recommends







Thank You

Dear Friends,

We are having a great start to 2012 at the Destination Knowledge Centre.

With an eye to capture the imagination of our customers, the Destination Knowledge Centre was set up in late 2009. It has evolved over this short time and is perceived today as a pioneer in this field. Many competitors have tried to follow pursuit, only to find that it's just not the same.

The Destination Knowledge Centre creates experiences which act as innovative tools in the hands of our Sales Teams and in creative minds of our overseas Product Managers. And it's a great feeling to have been recognized. We were honored at the CNBC AWAAZ Travel Award 2011 for our innovative efforts in marketing India as a destination.

The Destination Knowledge Centre's milometer stands close to 70,000 kms covering 47 destinations across India in search of compelling stories for our customers in a little over two years. It wouldn't have been possible without the support of the Core Team who has brilliantly chalked out the road map for the Destination Knowledge Centre. Thank you Lovleen Sagar, Philip Thomas, Harpreet Bhatia and Ravindra Bhandari for your continued support and inspiration. The Destination Knowledge Centre also cannot forget the precious technical support from Lata Chauhan, Monika Mathur, and Soumya Mukherji. Thank you guys; particularly Lata for your patience when it came to deadlines that were mostly never met. We promise to be better this year.

With the idea of taking it to the next level; the team at the Destination Knowledge Centre has been extended to facilitate faster and quicker sharing of knowledge. The extended team now has 15 members who will work in tandem. I have a new friend in this amazing journey of discovery and knowledge gathering for our customers. Padmaja Kumari Rathore from Jodhpur has joined me recently and I am positive that together we will be able to continue the robust interest that we have all stirred in our customers towards destination India.

Padmaja was in Jodhpur recently and has returned with some wonderful stories which we have shared in this special edition of Art of Travel.

# Destination Insider



I am hoping you will enjoy going through them as much as I did.

Cheers

Kuntal Baruwa





## Le Méridien, New Delhi

**The Design from Top** - Generally when you talk about art and aesthetic beauty, one thinks about paintings on the walls or sculptures. But at the [Le-Meridien](#) there is another innovative art. Look down from the top. You see a picture unravelling below you depicting earth, water and sun. Even the carpets of all the floors give the effect of framing this vivid imagery. So unless you have Acrophobia, don't forget to look down.

**LM 100 Artist** - Le-Meridien's experiences are defined and enriched by a group of cultural innovators and artists called Le Meridien 100. The group comprises a global array of visionaries, from painters to photographers, musicians to designers, chefs to architects. The room key of the hotel is similarly not just a key but an art work of [Michael Lin](#), which gives you unrestricted access to the Palette Art Gallery, New Delhi.

**Liquid Pan** - We loved the little surprises which kept coming between our meals at their fusion restaurant called 'Monsoon'. We especially liked the 'Liquid Paan' which is a befitting end to a wonderful meal.

**ILLY Coffee** - The hotel serves only illy Coffee at all its outlets. Illy is known for producing the world's finest coffee requiring an exacting balance of subtle, aromatic nuances; a blending of acidic, sweet and bitter notes, in order to create the distinctive illy taste. Don't forget to get your tongue painted in the words of Ernesto Illy.

**LM Eye Openers, Morning Shots** - A sensory awakening. A vibrant stimulus. Flavours, aromas and colours of fresh fruits, aromatic vegetables and species combine to provide your first discovery of the morning. Three-star Michelin Chef Jean-Georges Vongerichten has created these LM Eye Openers for us to explore. Shots are complimentary.

**Evening ceremony & Tom & Jerry next to Elevators** - Around six every evening the hotel lights up the lobby area with diyas (oil lamps) enveloping the reception area in a warm glow. Also while waiting for the elevator on any of the floors, unwind yourself watching Tom & Jerry playing silently.

# 6 Things We Liked About







# Festivals



## Dangs Durbar, Ahwa (South Gujarat) 8th Mar 2012

Dang Darbar is normally held in March-April every year just a few days before Holi, the festival of colours. It honours a tradition that began in British times when the rulers and leaders of villages got together for gatherings called 'darbar' or audiences. The tradition still continues today in the Dangs, a tribal dominated district, as many of the former Rajas and Naiks are still accorded status, unlike the princely families whose titles and privy purses were abolished. This is the time for great festivity at Ahwa, the district headquarters and at the hill resort of Saputara. For visitors, it is a rare opportunity to see tribal communities like Bhils, Kunbis, Warlis and Gamits in their traditional attires. Traditional dances of the region are spectacular to watch as the people move in concentric circles to the beat of percussion and wild instruments. Many of these musical instruments are typical of south Gujarat.

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.









Meet us at the  
Upcoming  
Trade Shows

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

Trade Shows

**SATTE**  
New Delhi  
10th -12th February

Booth No.

Booth No. 0924,  
Hall No 9

Whom to Meet

Philip Thomas &  
Neeraj Bhatt

**BIT**  
Milan  
16th -19th February

India Tourism Matteo Pennacchi  
Stand No B1 C10, & Philip Thomas  
Pavilion 2

# Trade Shows

