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## *Inspiration Locator*

Come explore with us and locate the destinations mentioned in this edition of Art of Travel... [read more](#)

## *Festivals*

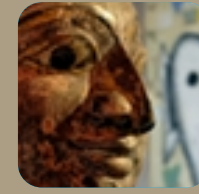
Tarnetar Mela is held annually at the Trineteshwar temple, Saurashtra region of Gujarat. The festival is celebrated as a commemoration of the wedding of India's legendary hero... [read more](#)

## *Trade Shows*

Meet us at the following upcoming trade shows... [read more](#)

## *Impressions*

It was a pleasure meeting you again in Jaipur. The dinner event on the 18th was quite enjoyable and unique with the Elephant Polo matches and all the Camels... [read more](#)



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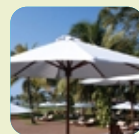
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## From the CEO's Desk



Dear Partners,

The monsoons have arrived in the south west part of India bringing relief from the soaring temperatures. Washed anew each year by the monsoon, the colours of India are an artist's delight during this time. This is a season to explore, quite unlike any in the world. India has a monsoon special for just about anything and everything. There are monsoon specials on the menu, tea time specials, holiday specials and of course the exclusive monsoon sport..to know a little more..do read on.

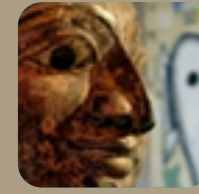
I hope the inspirational locator, introduced in the last issue is helping you locate the destinations mentioned in Art of Travel.

Come Explore With Us.

Happy Reading.

Regards

Dipak Deva



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## Stay at



### *Kanha Earth Lodge, Kanha*

The Lodge is tucked in a forested area of 16 acres adjoining the buffer zone of Kanha in a small tribal hamlet. The architecture has been inspired by the stunning Gond tribal villages situated on the fringes of Kanha, making it blend effortlessly with the forest and rural architecture. There is good opportunity to view variety of mammals and birds around the lodge itself. Local material and manpower has been used extensively in building the lodge, many construction co-workers have been trained and are now part of the permanent lodge team. The lodge offers 12 beautiful open fronted bungalows with en-suite bathrooms, dressing room and large open verandas. All bedrooms have split air conditioners and full power back up for the erratic rural supply. The lodge is rustic yet deluxe, built mainly with local stone, logs, baked tiles, tribal artefacts and done up with fine rustic furniture and cotton upholstery.

### *The Oberoi, Gurgaon*

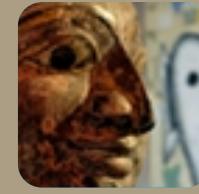
Featuring the most spacious accommodation in any business hotel, the 202 guest rooms and suites are planned with a host of innovative features. The room features landscape windows that bathe every room with abundant daylight, offering a view of the serene reflection pools and landscaped gardens. Personalized 24 hour butler service in select suites with private heated swimming pools are some of the features unmatched amongst other luxury hotels in Delhi. The hotel is well designed to be the only choice for conferences and meetings in Delhi and in Gurgaon with extensive conference and banqueting facilities that can accommodate up to 1000 guests in a range of indoor and outdoor settings.

Some of the recreational opportunities at The Oberoi, Gurgaon include larger than an Olympic size outdoor pool, heated in winters and the first 24 hours spa in Delhi to revitalise your body and soul at any time during the day or night. Space, serenity and par excellence service delivered by caring staff seamlessly makes you feel special.

### *Purity, Muhamma, Alleppey*

Overlooking Lake Vembanad at its widest point, Purity is 50 km from The Malabar House and 70 km from Cochin International Airport. Purity has 4 unique deluxe rooms and 2 suites, all rooms have terraces and a view overlooking the lake. Facilities include a spa, swimming pool and a separate kitchen for cooking demonstrations. Purity has been built in an Indo-Italian style adding a distinct style to its spacious rooms and large verandas. Mouth watering local cuisine and homely hospitality makes it a perfect choice for anyone visiting or planning to visit the backwaters of Kerala.





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## Lifestyle



### *Circa 1193, New Delhi*

Circa 1193 is situated in the heart of Delhi's heritage area, overlooking one of the city's most iconic monuments, the Qutub Minar. The restaurant has a deck area, with an outdoor bar, a ground floor and first floor indoor dining and a rooftop, which has stunning views of the many monuments in the vicinity. A tremendous amount of attention has been paid to its aesthetics. Rather than conform to the clichéd look of a typical oriental restaurant, with an ornamental look, they have chosen materials and surfaces that are earthen, rustic, and elegant. Like the cuisine, their design brings together concepts from various cultures, resulting in a timeless space that is both bucolic and chic.

The courtyard that meets visitors serves as a welcoming glimpse into the venue with the backdrop of the soothing sound of water. Walking through the front of the property sets a note of calm, as one walks past an avenue of beautiful palms, to the deck. The Deck offers those seated two complimenting views; the first a canopy of greenery seemingly suspended in the air and the other, an adequate view of one of Delhi's most iconic monuments, The Qutub Minar.

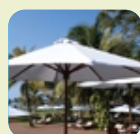
Circa 1193 serves ancient Asian culinary art for a modern-day demand.



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## Responsible Tourism



### *Sita's New Corporate Social Responsibility Initiative*

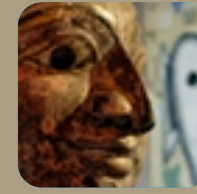
Corporate Responsibility is a core of Sita's business operations. It is the moral attitude the Company brings to its activities.

Sita has tied up with a non-profit organization, Literacy India as an extension of its Corporate Social Responsibility initiative. Literacy India is a non-profit organisation, with the objective of empowering underprivileged children and women by making them self-sufficient. They focus on bringing about a qualitative change in the lives of underprivileged children by giving a different meaning to education.

Dipak Deva, CEO Destination Management, India & South Asia along with some members of the management team visited Literacy India and spent time understanding their environment. The team members visited the school, interacted with students and with women who work there to contribute more effectively to the development of their communities by adapting to various skills.

The Company has extended its support to Literacy India's noble cause by giving them a project to help empower women. Through this project, underprivileged women were given an opportunity to gain employment and develop their skill further to sustain their livelihood. These women have created handmade bags from recycled paper for the company. Each bag has a small note attached to it that highlights the concept behind the bag which reflects on the Companies CSR initiative. These bags carry the travel collateral.

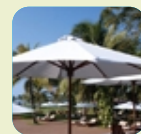
Sita is proud to be associated with Literacy India by supporting this cause of empowering women.



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## Interesting India



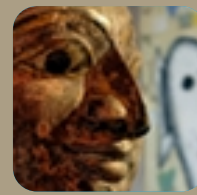
### *Mud Football - A favourite pastime of Rural Kerala during Monsoons*

For sheer fun and novelty, nothing can beat the unique pastime of Mud Football in rural Kerala during Monsoons. Take a muddy paddy field, throw in a bunch of soccer crazed youth and a host of supporters on a lazy afternoon - and an exciting new sport is born.

Mud football is as exciting for the participant as it is entertaining for the audience. Mud Football Tournaments during Monsoon in Kerala are total crowd pullers. The players wallow in shin deep mud, where every step takes enormous effort. They chase a soggy ball, which becomes heavier with the sticky mud. It is a complete chaos yet completely fun – for instance a powerful kick can land the attacker deep in mud while splashing mud into the face of the defenders while the ball reluctantly hops all of six inches in any which direction.

Participating or simply watching a Mud Football game is an experience that you will recount and chuckle about for a long time.





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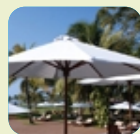
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## Destination Insider



Dear Friends,

I experienced a really funny incident in Hampi last year. We were at the stunning Vithalla temple of Hampi, considered one the finest of Hindu Temple Architecture. The guide screamed at me that I wasn't paying any attention to him. I was into my 3rd week of travel in the region and by then was utterly bored of this pattern that had emerged ever since I started travelling in search of inspiring stories for your clients.

The pattern I am talking about is, as soon as you enter a place of interest in any destination most guides will take you to a designated corner (they have separate designated corners for FITs and Groups) and start rattling off the history of the place. Most of it scripted as I have seen the same guide with different travellers rattling off the same story word for word. You are not allowed a moment to soak in the brilliant sights unfolding in front of you. There is no attempt to gently lead you into it. Perhaps there is always a second assignment lined up after yours, during the busy ...season ...maybe. I apologised and asked my guide to continue but was again distracted by the Vithalla Temple's magnificent pillared hall, with its corner piers cut out into clusters of numerous colonettes. My guide had enough. He left.

This is why I like Audio Tours. I can shut it off when I don't want to listen. Audio Tours in India are still at its nascent stage. And the best I have experienced so far was in Ahmedabad. This particular Audio Tour is the brain child of Abhay Mangal Das who owns the House of MG, a colonial vernacular private home, lovingly converted into a heritage hotel suffused with the charm of a bygone era.

This Audio Tour of the House of MG is a cool way to experience old Ahmedabad's vibrant lanes and neighbourhood. A heady sonic mix of architecture, history and folklore laced with interviews of locals; famous residents, Bollywood movie sound bytes and music; you go walking in the walled city of Ahmedabad with a MP3 player and headphones plugged to your ears, listening to a voice which takes you through an immaculately timed journey that lasts about 2 hrs. It is real and unfiltered and the content original. You get to know from locals and famous residents the history behind the 15th century Indo-Islamic gems such as the Sidi Saiyad Mosque, the Bhadra Fort, Teen Darwaja, and the Juma Masjid, moving onto the more recent one, Harkunvar Sethani's five storied wooden mansion. Truly Unique. Just ask the friendly front office executive of House of MG if you are there.

So when I was told about the Audio Tours of the Taj Mahal and the Agra Fort I was excited and couldn't resist having a chat with Gautam Shewakramani, the man behind these tours. Here's what conspired:

[Interview with Gautam Shewakramani - Click Here](#)

Cheers

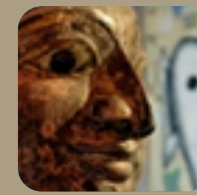
Kuntil Baruwa



MAP REFERENCES

Agra.....C4	Chandigarh.....C3	Halebid.....C8	Kochi.....C9	Mysore.....C9	Sarnath.....E4
Allahabad.....D4	Chennai.....D8	Hampi.....C8	Kodaikanal.....C9	Nainital.....D3	Shillong.....G4
Amritsar.....B2	Chittaurgarh.....B5	Haridwar.....C3	Kolkata.....F5	Nalanda.....E4	Shimla.....C3
Aurangabad.....B6	Dalhousie.....C2	Hyderabad.....C7	Konark.....F6	Panaji (Goa).....B8	Srinagar.....C2
Bangalore.....C8	Darjeeling.....E4	Jaipur.....C4	Kovalam.....C10	Pondicherry.....D9	Thanjavur.....C9
Belur.....B8	Dehradun.....C3	Jaisalmer.....A4	Kullu.....C2	Port Blair.....H9	Thiruvananthapuram C10
Bharatpur.....C4	Delhi.....C3	Jammu Tawi.....B2	Leh.....C2	Pune.....B7	Tiruchirapalli.....C9
Bhopal.....C5	Diu.....A6	Jodhpur.....B4	Lucknow.....D4	Puri.....E6	Udaipur.....B5
Bhubaneshwar.....E6	Gangtok.....F4	Kanchipuram.....D8	Mamallapuram.....D9	Rajgir.....F5	Udagamandalam.....C9
Bodh Gaya.....E5	Guwahati.....G4	Kanyakumari.....C10	Mumbai.....B6	Rameswaram.....D10	Vaishali.....E4
Chamba.....C2	Gwalior.....C2	Khajuraho.....D5	Mussoorie.....C3	Rishikesh.....C3	Varanasi.....E4





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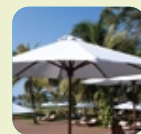
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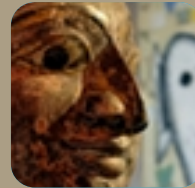
## Festivals



### *Tarnetar Mela, Gujarat 1st -3rd September 2011*

Tarnetar Mela is held annually at the Trineteshwar temple, Saurashtra region of Gujarat. The festival is celebrated as a commemoration of the wedding of India's legendary hero, Arjuna to Draupadi. Arjuna performed the Mastsyavedh, a supreme feat of archery and won himself a wife. After which his marriage to Draupadi was celebrated. Besides this, the temple itself is regarded as a sacred 'kund' (reservoir) known as 'Papanshu' (the destroyer of sins). Devotees believe that a dip in the holy water of this reservoir holds as much significance as the dip in the holy water of the Ganges.

**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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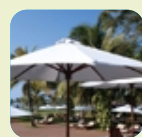
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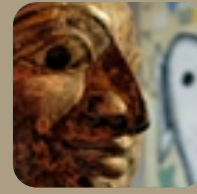
## Trade Shows



### *Meet Us At The Following Upcoming Trade Shows*

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

Trade Show	Place	Date	Booth No	Whom To Meet
PATA Road Show	Dublin	13th June	Sita Desk	Neeraj Bhatt
PATA Road Show	Birmingham	15th June	Sita Desk	Neeraj Bhatt



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## Impression



**From:** Tara Sharma  
**Sent:** Wednesday, May 04, 2011 7:37 AM  
**To:** Verma, Prabhat

**Subject:** Re: SITA @ G.I.T.B Jaipur

Dear Prabhat,

Greetings for Toronto!

It was a pleasure meeting you again in Jaipur. The dinner event on the 18th was quite enjoyable and unique with the Elephant Polo matches and all the Camels so brightly decorated. I am sure it was a first for many. It was the first time I saw one of the matches even though I saw it on the itinerary for the GITB in the past years.

As usual you and your team must be commended on well organized events.

Thank you for Inviting me and introducing me again to all your colleagues in India and around the world. We look forward to meeting you in June in Toronto.

With warm regards,

Tara

Travel Jet Inc