

- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)

Solita takes one to the other side of Goa and offers a unique experience. The yacht combines beauty, luxury and style with comfort and seaworthiness to give you an unparalleled experience in Goa.

From the CEO's Desk

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Stay At

Bangalore's first business resort, Alila Bangalore beautifully captures the spirit and the vibrancy of the city, yet giving it the edgy... [read more](#)

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Festivals

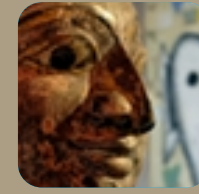
The Champakulam Boat Race is held every year at the Champakulam Lake in Alappuzha, Kerala. This is the first boat race of the harvest season of the state... [read more](#)

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Greetings from Moscow's snow and cold!
We have safely returned to Moscow with the group... [read more](#)



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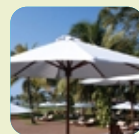
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- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



From the CEO's Desk



Dear Partners,

Our Destination Knowledge Centre has been continuously travelling, meeting locals and initiating partnerships which help clients experience the great outdoors, local customs and charming hospitality, flavourful traditional cooking, stimulating art and music and intriguing architecture in a unique yet easily accessible manner. These locals love their mythology, history and folklore and brilliantly weave them into their narratives, the end result being a true local experience.

We share one such experience in our Destination Insider section of this issue.

As the Destination Knowledge Centre travels across the country, they put up regular posts and pictures on facebook and twitter.

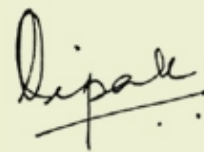
To know more, do follow us on:



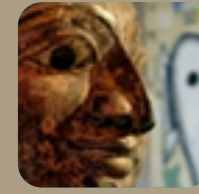
Come explore with us.

Happy Reading.

Regards,



Dipak Deva



14 March 2011

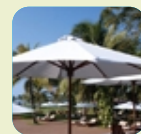
ART OF TRAVEL



- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



Stay at



Alila Bangalore

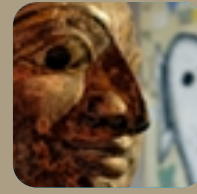
Bangalore's first business resort, Alila Bangalore beautifully captures the spirit and the vibrancy of the city, yet giving it the edgy and sophisticated design innovation to make one feel at home. Set in a tranquil location within Bangalore's business district, the hotel is distinguished by design innovations and the latest lifestyle trends combined with tailored work experiences. Accommodation at the resort includes 101 elegantly designed rooms and an exquisite bath experience. Stay plugged-in with WiFi connection and unwinds with the latest in entertainment technologies including a LCD TV and DVD player.

Fortune JP Palace

The Fortune JP Palace is set amidst landscape gardens with breathtaking views of the famous Chamundi hills of Mysore. It is also centrally situated opposite the Government House in Mysore. The property offers a comfortable and pleasant ambience in a modern surrounding. The hotel is a true delight with its traditional Indian hospitality. The hotel offers 108 rooms & suites. These rooms have been uniquely designed in a contemporary style décor and come equipped with all the amenities required by a modern day traveller.

Chittoor Palace

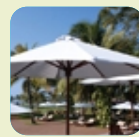
Chittoor Palace is a 400 year old palatial heritage mansion, exquisitely restored to perfection. It is located at a distance of 6km from Fort Cochin. In harmony with royal traditions, the entire entourage in the palace caters to a single occupant at a time. Savor authentic Kerala Brahmin pure vegetarian delicacies, laced with exotic spices, customary of erstwhile royalty. A perfect place to enjoy the silence of the night and quiet mornings walking across the dew drenched lawns and warm morning sunlight reflected on the backwaters.



- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)

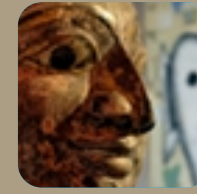


Lifestyle



Experience the unexplored side of Goa aboard the Solita

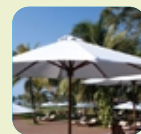
Solita takes one to the other side of Goa and offers a unique experience. The yacht combines beauty, luxury and style with comfort and seaworthiness to give you an unparalleled experience in Goa. The itinerary is very flexible. Whether you'd like to indulge in a relaxed dolphin-cruise with your family, a bird watching expedition with friends, a romantic anniversary dinner or satisfy the history-buff within by exploring the Latin quarters, Solita lives up to all these expectations. The crew, comprising of the captain, an engineer and two deckhands cum steward are onboard to cater to all needs.



- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



Responsible Tourism



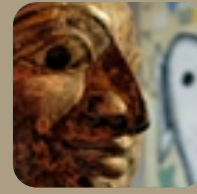
Wayanad - Unexplored Village Life

Kuntil from our Destination Knowledge Centre who is travelling in Wayanad, North Kerala had the opportunity to experience one of the projects under the Responsible Tourism (RT) cell of Kerala Tourism which aims to distribute the benefits of tourism to the local community. This innovative initiative of Kerala Tourism was started at four destinations in Kerala; Kovalam, Kumarakom, Thekaddy and Wayanad.

In Wayanad, the Responsible Tourism Cell of Kerala Tourism has introduced two packages for travellers - Road to the Fragrant Hill and Journey to the Soul of Nature to experience and enjoy the unexplored village life of Wayanad.

While Road to the Fragrant Hill reveals the traditional art of living, by showcasing locally available resources like bamboo and clay, Journey to the Soul of Nature offers an insight into the life of the Kurichias, the warriors of Waynad's forests. The Kurichias still live in joint families and one can see the uniqueness of their lifestyle, traditions, rituals, customs and indigenous agricultural and medicinal practices. Another attraction is a silkworm production centre, which showcases the different stages of silk production and plantations such as coffee, areca nut, coconut, banana, ginger, turmeric, pepper, nutmeg etc.

Kuntil says that while travellers get an opportunity to interact with local farmers, kids, traditional medicinal practitioners etc, the high point of his experience was the undiluted, genuine hospitality of the local community who served him the most delicious lunch. The best in his two weeks of travel in North Kerala so far.



14 March 2011

ART OF TRAVEL



- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



Interesting India



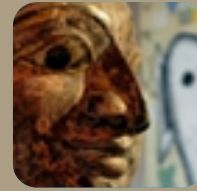
MASOOM – Improving Night School Education

Masoom is a not-for-profit organisation with a passion for establishing quality education in night schools in Mumbai.

In order to achieve this, Masoom partners with night schools to facilitate the "Night School Transformation Programme". The Transformation Programme is specifically tailored to meet the needs of the night school and the individual students.

Masoom's strategic model is designed to firstly, assess and improve the infrastructure, for example, the volume of notebooks that are available. Secondly, assess the capacity, such as breadth and diversity of subjects taught and the quality of teaching provided. Finally, Masoom works as an advocate for the rights' of the night school students, aiming to increase governmental support. Masoom brings together the teachers, head masters and trustees to share valuable information and deliver the programme improvements.

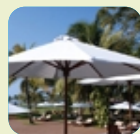
Masoom is formed by a team of dedicated academics who feel passionate towards the potential that exists in night school education. Many team members have engaged in night school education, offering firsthand experience and insight. Masoom believes that all students have the right to quality education, and furthermore should not be disadvantaged through a night school education but praised for their commitment to learning.



- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



Destination Insider



Dear Friends,

It's six something in the morning and as I write this I can see the sun rise from my balcony overlooking the rolling tea estates of Wayanad in North Kerala. I was out all night.

But this night was different from any other night. Intense, dark and almost scary, yet it was an incredible journey to a strange, ancient and private universe of the simple country folks of North Kerala. Beyond its lush coconut groves, pretty paddy fields and the contagious smiles which we all see in travel brochures, love to talk about and sell, there lies another Kerala which is seldom seen. A primordial Kerala which comes alive in the night, combining several thousand-year-old customs, traditions and rituals, where everyone, irrespective of caste and class come together to witness ordinary Men transform to Gods in a cacophony of hypnotic chants and music.

My guides in Wayanad, Suresh and Ram took me to a forest shrine to watch Thira, a fascinating religious ritual where an oracle offers his body to the spirits –sometimes that of an ancestor, maybe a great forest hero of the yore or a serpent goddess – as a medium to communicate with the villagers, understand their problems, offer solutions and bless them. People wanting counsel approach the Oracle in a trance; eyes bulging and rolling back- with their questions. Answers are given in whispers and sometimes in extensive outbursts. I have met a couple who came with their new born baby. It seems they were childless for almost 7 years till an Oracle blessed them one night in a similar ceremony last year. It is believed that the Oracle possessed by spirits can cure an illness, ensure a good harvest or drive away evil spirits.

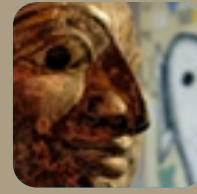
I need to catch up on my sleep now. In the meanwhile, I leave you with some of the photographs that I had clicked.

The video will be available soon on facebook, please visit [f](#)

"Is everybody in...the ceremony is about to begin." To view the images click [here](#).

Cheers

Kuntil Baruwa



14 March 2011

ART OF TRAVEL



- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



Festivals



Champakulam Boat Race June 16, 2011

The Champakulam Boat Race is held every year at the Champakulam Lake in Alappuzha, Kerala. This is the first boat race of the harvest season of the state. The race is organized in the Malayalam month of Midhunam on the moolam day, the day of the installation of the deity at the Sree Krishna Temple at Ambalappuzha. A line of boats adorned with colourful parasol and performing artists delights the spectators before the Champakulam Boat Race. After that, a proper race is organized in various stages for different categories of boats. The song of the oarsmen, the Vanchipattu and the breathtaking Chundanvallom race are the other attractions of the event.

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.



14 March 2011

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Come explore with us

INDIA NEPAL BHUTAN SRI LANKA

- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



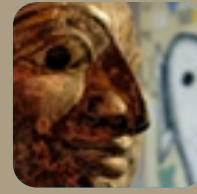
Trade Shows



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
MITT	Moscow	16th-19th March	India Tourism Booth F- 208	Deepak Sharma
UITT	Kiev	23rd-25th March	Trade Visitor	Deepak Sharma
TUR	Gothenburg	24th-27th March	Booth A03:56	Vikram Trivedi



14 March 2011

ART OF TRAVEL



- [From the CEO's Desk](#)
- [Stay At](#)
- [Lifestyle](#)
- [Responsible Tourism](#)
- [Interesting India](#)
- [Destination Insider](#)
- [Festivals](#)
- [Trade Shows](#)
- [Impressions](#)



Impression



From: Natalia Chekurova
Sent: Tuesday, March 01, 2011 12:38 PM
To: Verma, Prabhat
Cc: Bhaskar, Bhuwan

Subject: Greetings from Moscow

Dear Prabhat,

Greetings from Moscow's snow and cold!

We have safely returned to Moscow with the group.

I would like to thank you and SITA company for a well-organized tour of Sri Lanka.

Our group was given excellent service, including a comfortable transport, professional guides and hotel accommodation.

Thanks again and I am confident that we will continue our cooperation in the future.

With warm regards,
Natalia Chekurova