



### Divine Meet @ Katra Shri Mata Vaishno Devi Shrine

Well Appointed Pankaj Saxena

### TravTour Associate Hotels

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Cover Story 6TH IMA Awards 2022

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PM Modi inaugurated 'Mahakal Lok' in Ujjain MoT organized National Conference on Tourist Police





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### **FROM THE EDITOR**

### Dear reader,

I am super-thrilled and elated to present this WTM London special edition to you all. November 2022 edition that you hold has been beautified with a cover story on India's most prestigious MICE tourism awards ceremony - 'IMA Awards 2022' hosted by TravTour MICE Guide. This year we received more than 14, 589 nominations across 60 award categories from organizations and individuals alike. However, only 16 most deserving MICE tourism players of India were awarded this year. Furthermore,



the issue carries a special coverage on 6th annual summit on Development of MICE Tourism in North East India. Apex tourism bodies and travel & tourism associations of India such as TAAI, IATO, RTSOI, HAI, FHRAI, ICF, IGTA and ATOAI participated in the event with great zeal. During the event, I moderated a panel discussion where the industry experts shared their views on the challenges to project North Eastern India as a unique MICE destination. The second half was dedicated to the elaboration of possible solutions to address the challenges in this region. Presided over by Mr. Lok Ranjan, Secretary – Ministry of Development of North Eastern Region, Govt. of India the event went off successfully. The event unlocked the MICE business potential across all eight states of North East India for many tourism professionals. A special North East edition of TravTour MICE, detailing some of the most virgin and unique places across Assam, Arunachal Pradesh, Sikkim, Mizoram, Manipur, Tripura, Nagaland and Meghalaya was also officially released by Mr. Lok Ranjan during the summit. The must-read coverage awaits you at page no. 15.

The year 2022 has seen momentous recovery in the MICE tourism sector so far. India has been witnessing the graph of domestic conferences and events going up and high. Recently, TravTour MICE Guide was invited by Mr. G. Kishan Reddy, Hon. Minister of Tourism, Govt. of India to cover The National Conference on Tourist Police. It was a welcome step. The conference provided the stake holders with a platform to put forth the suggestions for the challenges which both domestic and international tourists face frequently while visiting the different parts of our country. The glimpses of the conference can be had at page no. 42.

The contents of the edition has a feature on page no. 12 about 'Mahakal Lok' which was recently inaugurated by our Prime Minister Mr. Narendra Modi in Ujjain. This destination is said to be the hub for spiritual tourism in the years to come. This edition can't be compiled without a mention of India's most sought after pilgrimage destination in Katra, Jammu i.e. Shri Mata Vaishno Devi Shrine. The highlights of the beautiful and hilly spiritual destination can be read at page no. 40. To the best of our reports more than 63,81,757 pilgrims have already visited the Holy Shrine till 31 October 2022. 'TravTour Associate Hotels', featuring more than 252 star hotels across the country describes the in-depth information on India's finest MICE Hotels & Resorts, city wise. Available at page no. 45, it's a ready-reckoner for DMC's and meeting planners.

This edition has emphasized on the futuristic approach to tap the ever increasing meetings, incentives, conferences and events market across the lesser-known destinations with significant tourism potential. I would like to thank our advertisers, awardees, the state government of Nagaland as well as Ministry of Tourism, government of India who have been partnering with TravTour MICE Guide and acknowledging our efforts to position India as a unique MICE destination on the world's MICE map. Let's take a pledge to make India, Incredible again.

Happy reading

Arvind Sharma Editor-in-Chief & Publisher



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**TravTour Associate Hotels** A ready-reckoner for MICE Planners



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G. Kishan Reddy Minister of Culture, Tourism and Development of North Eastern Region Government of India



I am happy to know that TravTour MICE Guide is releasing its special edition on India's MICE Tourism industry at the WTM London on 7<sup>th</sup> November at the Indian Pavilion. A special dedicated publication on India's inbound MICE and business sector was much needed in the post COVID-19 era to strengthen our brand, Incredible India.

I invite the global community to visit incredibly beautiful India. Our country doesn't only offer a variety of tourism products but it's also a 365 days' destination.

I take this opportunity to congratulate its Editor-in-Chief Mr. Arvind Sharma for his effforts in projecting India as a unique and preferred MICE tourism destination through his magazine for more than 15 years now.

I would like to wish TravTour MICE Guide team success in their patriotic endeavours for promoting Indian Tourism.

(G. Kishan Reddy)

New Delhi November, 2022

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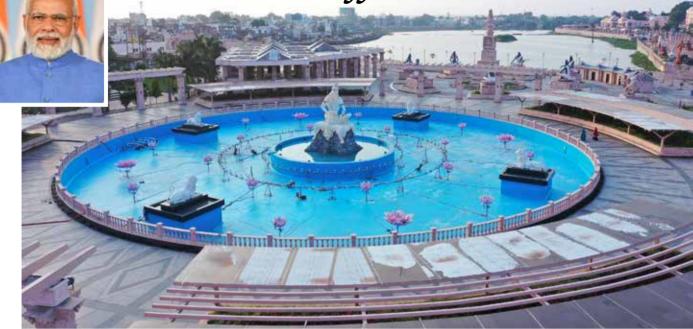




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### PM MODI INAUGRATED MAHAKAL LOK IN UJJAIN



October 11, 2022, Ujjain : Taking forward the vision of promoting domestic tourism in India, Prime Minister Mr. Narendra Modi today inaugurated the first phase of the Mahakaleshwar Temple corridor development project in Madhya Pradesh's Ujjain. The entire project is being developed around the centuries old sanctum sanctorum i.e. Mahakaleshwar Temple. Situated on the banks of recently revived Rudrasagar lake in this historic city, the corridor is going to be largest in the country. The Lord Shiva temple is the most sought after out of 12 'Jyotirlingas' in India. It has been named 'Mahakal Lok'. Depicting the stories of Lord Shiva, the corridor has many sculptures along with mural paintings as the USP's of this sacred place. Apart from 108 pillars showcasing Lord Shiva's 'Tandav' dance form, there are total 8 statues of 18 feet height. Spread across 45 hectares the corridor that starts from Nandi Dwar is around 1 km long with sublime view of musical fountains. The visitors here can experience the cultural and traditional connect in their own languages as the destination offers technically advanced, multi-lingual translated audio facilities. Once completed, the corridor will house country's first night garden and total capacity of the corridor is believed to be two lakh people at a time. The project would cost around Rs 850 crore and is being developed to attract pilgrims and spiritual tourists from across the world. For security and safety of visitors, 600 CCTV's have been put in place. **1** 



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**Pankaj Saxena** has been appointed as the new General Manager at **Radisson Blu Hotel Pune Kharadi**. Pankaj was most recently heading the **Radisson Blu Mumbai International Airport** in the capacity of its General Manager.

He brings with him 24 years of experience into hospitality industry at top management level. Pankaj has previously worked at RHG hotels at distinct locations for nearly a decade along with Sarovar Hotels & ITC Hotels. Pankaj is a Certified Leader under Radisson Hotel Group : The Leaders Excellence Program – 2019 held at RHG Corporate Office Brussels, Belgium. He boasts of representing his hotels at ITB-Berlin and WTM London several times in recent years along



with participation in commercial RHG workshops across SE Asia & China Road Show 2019. Accredited with various recognitions, Pankaj also bagged the prestigious 'Hotel of the Year' award at the Asia Pacific Business Conference in 2016. He has also served in the Executive Committee of Hotels & Restaurant Association of Andhra Pradesh, India affiliated with FHRAI as Vice President 2011-12. Pankaj has done a Diploma in Business Administration and also holds a Bachelor's degree in Hotel Management from Mangalore University.

### About the Hotel

**Radisson Blu Hotel Pune Kharadi** in close proximity to Pune Airport is having 141 uniquely designed Rooms & Suites with large Meeting & Events spaces. Luxury Spa and Art Fitness Studio with outdoor open to sky Swimming Pool with scenic view are some of the USP's of this property. Hotel offers multiple dining options : **Carmine** – All Day Dining Coffee Shop, **Citrine** – The Cake & Bake Shop, Skye – The Lounge Bar, **The Bridge** – Connecting three cuisines and Signature Speciality Restaurant "**The Great Kabab Factory**".

### In the News



**Explorer Levison Wood to speak at World Travel Market London** UK explorer, best-selling author, photographer and filmmaker Levison Wood will share stories from his unique and inspiring adventures in more than 100 countries when he takes to the Future Stage at World Travel Market London on Monday 7 November at 12:15–13:15.

The British Army Major has been described by The Times as "Britain's best-loved adventurer", while TV travel legend Michael Palin says: "Levison Wood has breathed new life into adventure travel."

Highlights of Levison's expeditions, which were all documented in Channel 4 and Discovery series', include walking the 4,250-mile length of the Nile that took nine

months; a six-month journey of over 1,700 miles from Afghanistan to Bhutan; walking 1,800 miles along the length of Central America from Mexico to Colombia; hitchhiking the Silk Road and circumnavigating the Arabian Peninsula.

Along the way he has learned the importance of conservation, gained deep understanding of different cultures and has trailed migrating elephants – documented in his book The Last Giants and on Channel 4 in the series Walking with Elephants.

'The Art of Exploration', Lev's recent book, brings together his many lessons from the road and will cover how we can all benefit from applying the philosophy of travel and the Art of Exploration to our normal everyday routines. Lev will be embarking on a 12-date theatre tour this month, sharing his knowledge and experiences with UK audiences.



Released this summer, Lev's latest publication saw him curate an anthology of the best writing about endurance, adventure, survival and exploration. 'Endurance' features 100 extracts of non-fiction and fiction about the most astonishing acts of human endurance.





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Best General Manager of the Year Mr. Vinit Chhabra



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COO of the Year Mr. M V Ganesh





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Best New MICE and Wedding Resort of Delhi NCR Courtyard by Marriott Aravali Resort Faridabad

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Best MICE Hotel of North East India Radisson Blu Hotel Guwahati



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# **Glimpses of IMA Awards 2022**



Welcome of Chief Guest Mr. Lok Ranjan, IAS Secretary - Ministry of DoNER Govt. of India



Inauguration by Chief Guest



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Lamp lighting by Hosts

Welcome Address by Mr. Arvind Sharma Editor-in-Chief TravTour MICE Guide

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Welcome Message by Padmashree Mr. Mukund Nayak, Lifetime Organising Committee Member of IMA Awards



Official release of TravTour MICE's North East Special edition during India MICE Awards 2022 by (from L to R) Mr. Arvind Sharma Editor in Chief of TravTour MICE, Ms. Manisha Sharma, MD of TravTour MICE Guide, Mr. Lok Ranjan, Secretary – Ministry of DoNER, Govt. of India, Mr. Vinod Zutshi, former Secretary Ministry of Tourism, Govt. of India and Mr. Melwin D'Silva Executive Director - Air India Ltd.





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Address by Mr. Melwin D'Silva Executive Director - Air India Ltd.



Address by Special Keynote Speaker Mr. Vinod Zutshi, former Secretary Ministry of Tourism, Govt. of India



Opening remarks by Chief Guest Mr. Lok Ranjan



Glimpses of 6th Annual Summit on Development of MICE Tourism in North East India



Panel discussion during 6th Annual Summit on Development of MICE Tourism in North East India



(L to R) Mr. Ravi Gosain, Mr. Rajan Sehgal, Mr. Chander Mansharamani, Mr. Lok Ranjan, Mr. Arvind Sharma, Mr. Rajeev Kohli, Mr. M P Bezbaruah and Mr. Vinod Zutshi

















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Felicitating Chief Guest Mr. Lok Ranjan, IAS Secretary - Ministry of DoNER, GoI



Felicitating Mr. Vinod Zutshi, IAS Retired Former Secretary - Ministry of Tourism, Gol





Felicitating Mr. M P Bezbaruah, Sec General - Hotel Association of India



Felicitating Mr. Rajan Sehgal, President - India Golf Tourism Association



Felicitating Mr. Rajeev Kohli, JMD - Creative Travel Pvt. Ltd.



Felicitating Mr. Ravi Gosain, Vice President - IATO

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Felicitating Mr. Sanjay Agarwal, Indian Culinary Forum



Felicitating Mr. Chander Mansharamani, Chairman - Indian Chamber of Commerce Tourism Expert Committee

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# Shri Mata Vaishno Devi Shrine

#### **A Spiritual Journey**

**Visiting India** in search of peace and spirituality is nothing new. What is novel and exciting is that never before has its rejuvenating spirituality been packaged with such an ease. Ascetics and seers in India renounce worldly pleasures and live in austere surroundings in the hills. In this context, Shri Mata Vaishno Devi Shrine, Jammu is the most sought after pilgrimage destination for devotees in

India and abroad. The number of visitors of holy shrine of Mata Vaishno Devi is now exceeding 10 million pilgrims annually for this divine meet.

The pilgrimage to the Holy Shrine of Shri Mata Vaishno Devi Ji is considered to be one of the holiest pilgrimages of our times. Popular the world over as the Mother who fulfills whatever Her children wish for. Shri Mata Vaishno Devi Ji resides in a Holy Cave located in the folds of the three peaked mountain named Trikuta (pronounced as Trikoot). The Holy Cave of the Mother is situated at an altitude of 5200 ft in Trikuta mountains. The Pilgrims have to undertake a trek of nearly 12 km from the base camp at Katra. At the culmination of their pilgrimage, the pilgrims are blessed with the Darshans of the Mother Goddess inside the Sanctum Sanctorum- the Holy Cave. These Darshans (visits) are in the shape of three natural rock formations called the Pindies. There are no statues or idols inside the Cave. Towards the right of the devotee is the Holy Pindi of Mata Maha Kali in the colour associated with Her i.e. black. In the centre is the Holy Pindi of Mata Maha Lakshmi with a yellowish-red tinge, the colour associated with Mata Maha Lakshmi. The Pindi to the extreme left of the viewer is worshipped as the Holy Pindi of Mata Maha Saraswati. It has a whitish tinge when looked at attentively.

The Holy Cave attracts millions of devotees every year. This is due to the unflinching faith of the devotees who throng the Shrine from all parts of India and abroad. It is also a matter of experience by almost all those who visit the Holy Shrine that upon the Call of Mata, a person needs to just take one step and leave the rest to Her and his journey gets completed with Her divine blessings. Simultaneously, it is also believed that unless there is a call no one can visit the Shrine or have Her blessings, howsoever high or mighty one may be. Holy Visits are open round the clock throughout the year. More than 63,81,757 pilgrims have visited the Holy Shrine until 31 October 2022. The table depicts the annual figures of visitors over the last ten years:

Tra	ΝU	ους	

Year	No of Pilgrims ( In Lakhs)
2012	104.95
2013	93.24
2014	78.03
2015	77.76
2016	77.23
2017	81.78
2018	85.87
2019	79.40
2020	17.20
2021	55.88



#### Getting There :

By Air : Jammu is well connected to the rest of India by air. Several Airlines operate daily flights to Jammu. The average flying time from New Delhi, the capital is about 80 minutes.

By Train : Jammu is connected to other parts of country on broad gauge and numerous passenger trains ply from various parts of the country to Jammu. In the peak season of summer and other holidays, the Railways introduce special trains for Jammu for the comfort of the pilgrims. Many superfast trains also ply on this route and one can reach Jammu overnight from New Delhi.

By Road : Jammu is well connected through road also to rest of India. National Highway No. 1A passes through Jammu towards Srinagar. Regular bus services from all major North Indian cities are available for Jammu as well as Katra. Many standard and deluxe buses of various State Road Transport Corporations as well as private operators connect Jammu with important cities and towns of North India.

By Helicopter: From Katra, there is a regular helicopter service available till Sanjhichhatt for the holy shrine.



For further information, please contact: Office of the Chief Executive Officer Shri Mata Vaishno Devi Shrine Board, Katra (J&K). Ph.: +91-1991- 232029 E-mail: ceo@maavaishnodevi.org



#### Ministry of Tourism organized the National Conference on Tourist Police

The Ministry of Tourism organized a National Conference of DGs/ IGs of Police Department of all States/Union Territories of India in connection with implementation of Uniform Tourism Police Scheme on 19th October, 2022 at Vigyan Bhawan, New Delhi. Hon'ble Minister of Tourism, Culture and DONER, Govt. of India Mr. G. Kishan Reddy invited Hon'ble Speaker of Lok Sabha Mr. Om Birla and Hon'ble Minister of State for Home Affairs Mr. Shripad Yesso Naik for the event. Senior officials from Bureau of Police Research and Development (BPRD) along with Secretary Tourism, Mr. Arvind Singh and Additional Secretary, Mr. Rakesh Verma were present during the event.

TravTour MICE Guide was invited by the Ministry of Tourism to cover the event and put forth the suggestions for the challenges and solutions to the problems which both domestic and international tourists face frequently while visiting the different parts of our country.

This was a major step of the Ministry of Tourism in the direction of implementing Uniform Tourist Police Scheme in all the States/ UTs. The National Conference on Tourist Police was pivotal for the implementation of 'Uniform Tourist Police Scheme' at the Pan–India Level. The conference provided a platform for developing a comprehensive framework to create a safe and secure environment for tourists, addressing one of the most important factors for the development of tourism in India.



Mr. Arvind Sharma presenting a copy of TravTour MICE during the conference to Mr. Shripad Yesso Naik, Hon. Minister of State for Tourism, Govt. of India

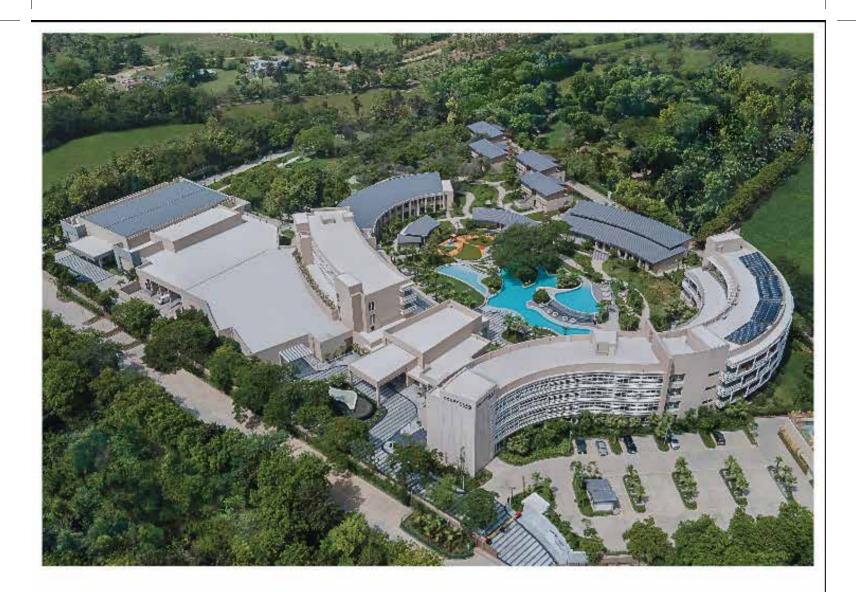








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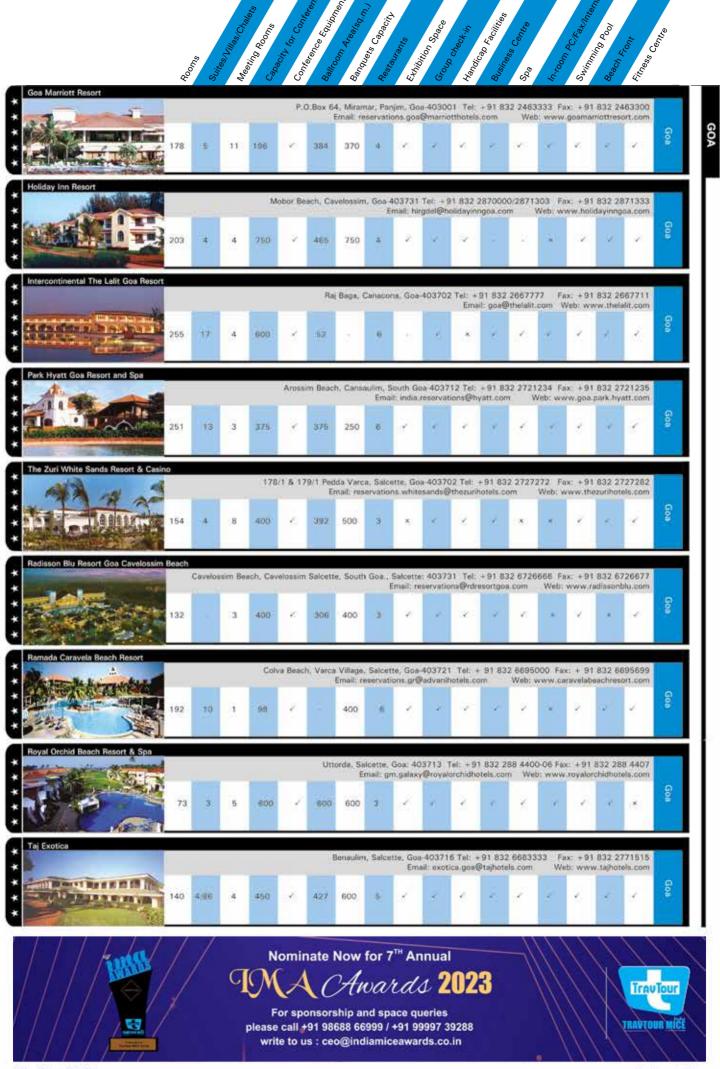
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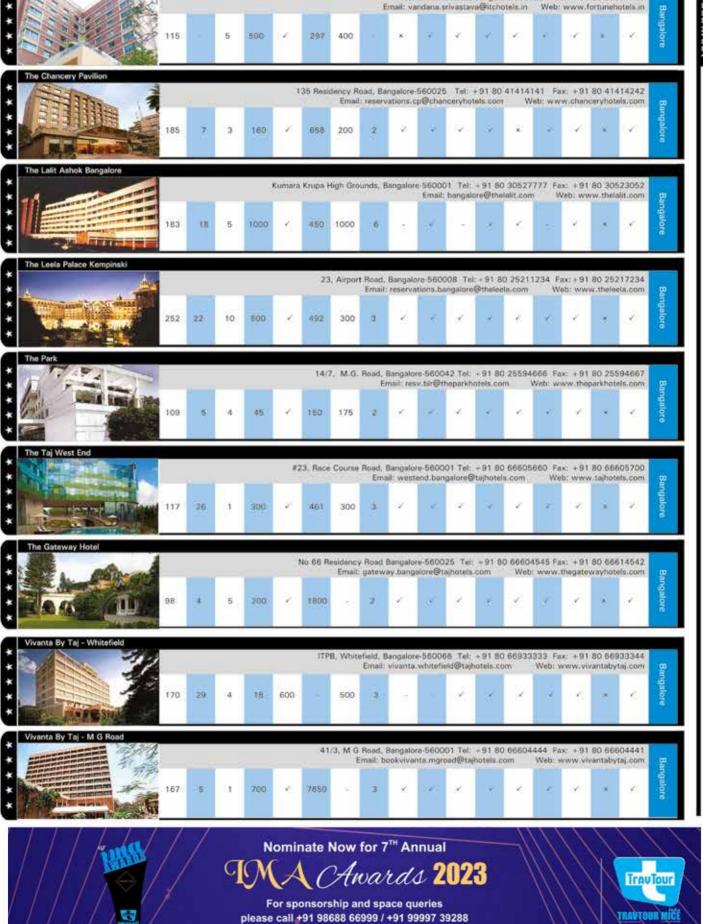
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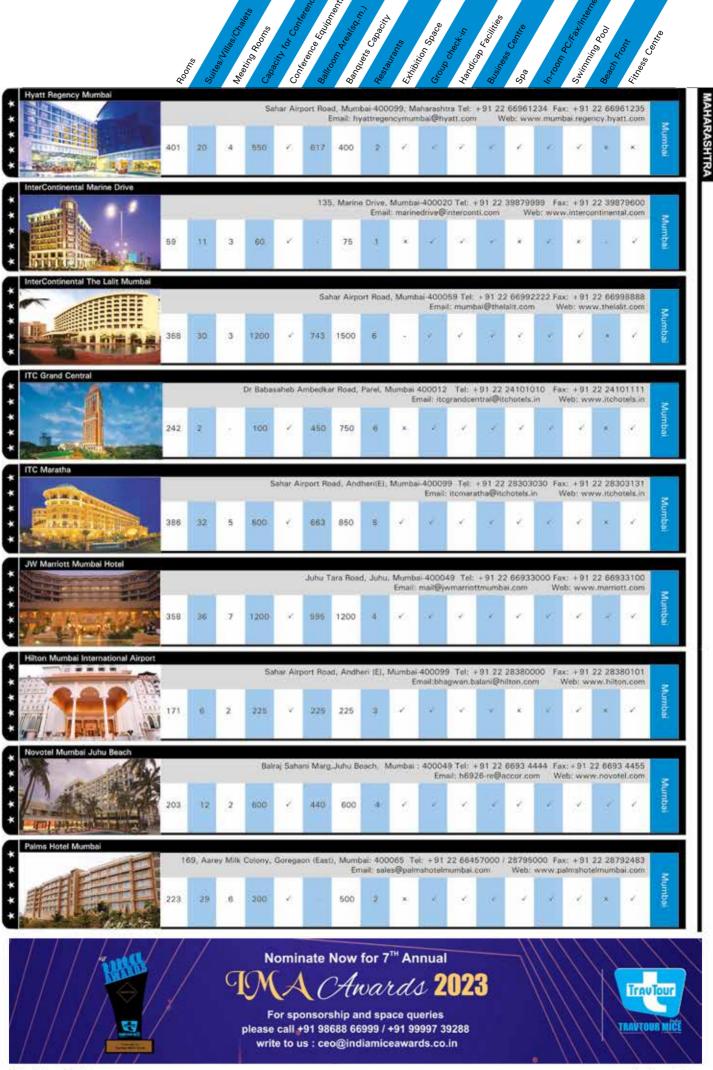






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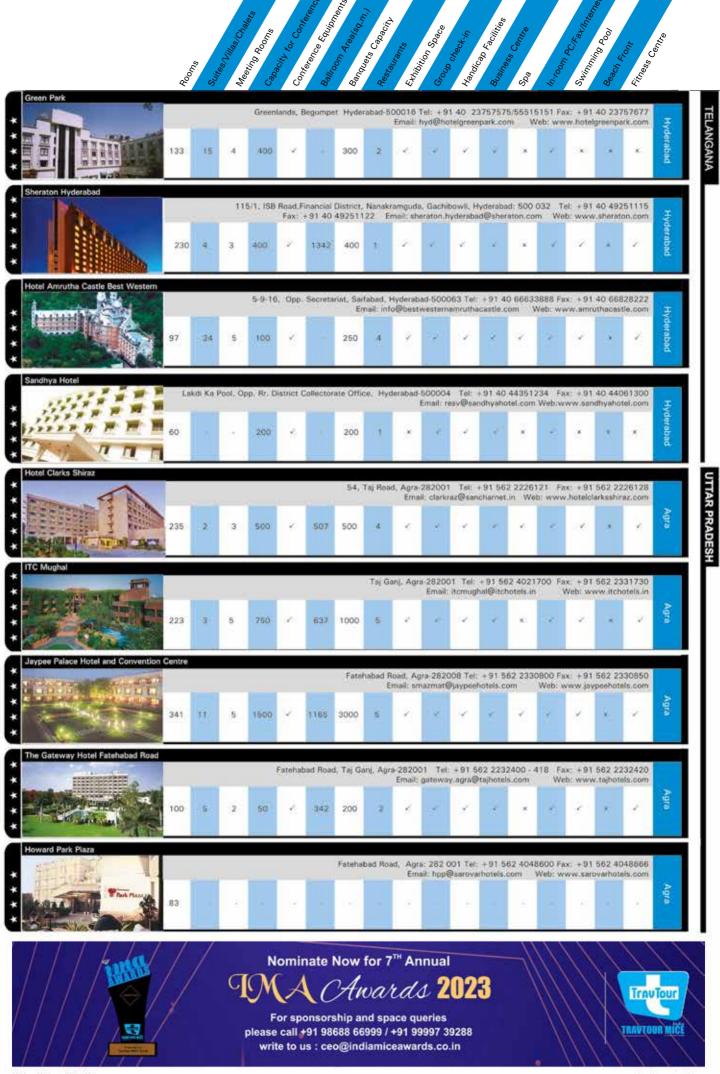
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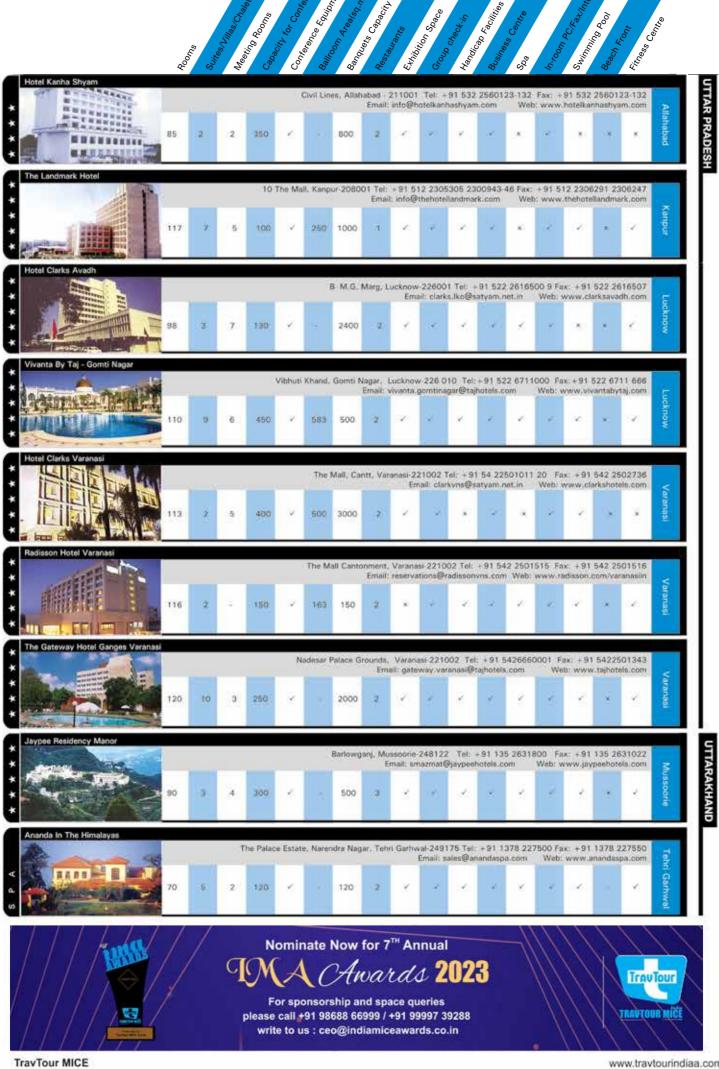


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#### Over 150 chefs showcased their Culinary skills for Chef Awards 2022



Culinary competition

Chefs judging the culinary competition

**New Delhi:** The Chefs all across India create many unique and delicious food for all. To celebrate and honor the very talented chefs and reward their culinary excellence, Indian Culinary Forum (ICF) organized a culinary competition for the 19th edition of Chef Awards, at Institute of Bakery & Culinary Arts, Vikaspuri, Delhi and Banarsidas Chandiwala Institute of Hotel Management and Catering Technology. Over 150 Chefs from all over India competed against each other in 11 different categories at this 4-day culinary competition. The winners of the culinary competition were awarded at the grand ceremony of Chef Awards 2022 on October 14th, 2022 in New Delhi where TravTour MICE was an official media partner.

The First day of culinary competition saw participation of chefs in 2 categories, i.e. Master Chef Baker, Master Chef International Confectionery. The Second day of this competition saw participation of chefs in 4 categories, i.e. Master Chef International Cuisine, Chef of The Year, Master Chef Oriental Cuisine and Master Chef Indian Sweets. The Third day of culinary competition saw participation of Chefs competing in 3 categories- Master Chef North Indian Cuisine, Master Chef South/East/West Cuisine and Master Chef Kebabs. The fourth day of culinary competition saw participation of Chefs competing in 2 categories, Student Chef of the Year and Master Chef Fruit & Vegetable Carving.

Contestants showcased a series of culinary skills, celebrating the preparation and presentation of the food accouterments in attractive and pleasing forms. The First day of competition was held at Institute of Bakery & Culinary Arts, Vikaspuri, on 8th October 2022. The rest three days of competition was organised at Banarsidas Chandiwala Institute of Hotel Management and Catering Technology from 10th to 12th of October 2022.







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