

Incredible India  
Calling



Srinagar

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# City spotlight: Srinagar



Srinagar offers various activities like golf, shikara-boat rides, water sports, fishing, trekking & hiking, MICE meetings, music concerts, sightseeing, festivals, skiing in the winter in the nearby town of Gulmarg, as a honeymoon destination, and spoiling yourself with delightful shopping. A great place for a holiday this summer!

## VISIT 'HEAVEN ON EARTH' IN INDIA

Srinagar, the crown jewel of Kashmir, is a city that enchants and mesmerizes with its unique blend of natural beauty and cultural richness. Set against the backdrop of the magnificent Himalayan ranges, Srinagar is known for its serene lakes, lush gardens, juicy fruits, soft cashmere and the iconic shikaras that glide along the tranquil waters of Dal Lake. Beyond its breathtaking landscapes, Srinagar is a city that embodies the spirit of resilience and perseverance.



## TOP 5 EXPERIENCES IN SRINAGAR



## Kashmir Tulip Festival

The Tulip Festival in Srinagar is a celebration of nature and the beauty of spring. Held annually in the month of April, it creates a magic with over a million tulips of different varieties in full bloom spread over an area of 30 acres - the largest in Asia.

## Shikara Ride on Dal Lake and Nigeen Lake

Experience a shikara ride in the waters of Dal Lake and Nigeen Lake in Srinagar.

The gentle ripples, the sound of oars cutting through tranquil waters, often accompanied by strains of Kashmiri music come together to truly soothe the soul. You also witness life on the lakes, with floating markets and houseboats that make up the unique character of these waters.



## Shankaracharya Temple

Walk up the Shankaracharya Hill to the Shankaracharya Temple to get the most amazing view of Srinagar. The temple was built in the 6th Century AD and is dedicated to Lord Shiva. It houses the sacred Lingam, and intricate wall carvings and paintings depict Hindu mythology.

## Gulmarg

The beautiful town of Gulmarg, 50 km from Srinagar, is a perfect summer getaway.

It draws golf enthusiasts from all over the world. It is one of the highest golf courses in the world. It also offers trekking, mountain biking, and skiing for the adventurous. For nature lovers there is birdwatching, horse riding, or leisurely strolls. The town also has an array of cultural landmarks, such as the beautiful Maharani Temple and the historic St. Mary's Church.



## MICE in Paradise

With its world-class facilities, stunning location, and warm hospitality, the Sher-i-Kashmir International Convention Centre is truly a one-of-a-kind MICE destination. Situated on the banks of Dal Lake and surrounded by mountains, it provides an inspiring backdrop with a blend of modern amenities and traditional Kashmiri hospitality. The centre is equipped with the latest audiovisual technology, high-speed internet connectivity, and spacious meeting rooms. The venue also offers a range of recreational activities such as golfing, water sports, and sightseeing tours.

[Explore more](#)

# India Celebrates

India is the melting pot of numerous cultures. India's festivals reflect its diversity and are all celebrated with as much pomp across the country, bringing together people of all faiths. Each festival has its unique significance and customs. All the festivals offer a fascinating glimpse into the country's history, traditions, and way of life.

## TOP FESTIVALS TO EXPERIENCE IN APRIL-MAY



### Tsükhenyie and Moatsu

Tsükhenyie and Moatsu are two festivals celebrated in Nagaland in April/May, by the Chakhesang Tribe and the Ao Tribe. Men, women and children dressed in their best attire gather to sing, dance, feast, exchange gifts and enjoy around a bonfire.

**Where to celebrate:**

Tsükhenyie: 24-25 April 2023

Moatsu: 01-03 May 2023

The cities of Mokochung and Phek respectively, are the best places to be in for these festivals in Nagaland, India. Everyone is welcome to join these celebrations and festivities.

### Buddha Jayanti

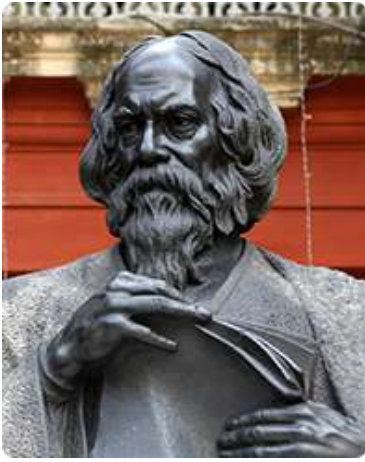
Buddha Jayanti commemorates the birth and enlightenment of Lord Buddha. On this day, Buddhists pay homage to his teachings, by engaging in spiritual activities such as visiting monasteries to offer prayers, light lamps and incense sticks, chanting mantras, and meditating. The festival is a reminder of Lord Buddha's teachings of compassion, kindness, and non-violence.

**Where to celebrate:**

05 May 2023

Experience the festival of Buddha Jayanti in Bodh Gaya, Bihar. It is where Gautama Buddha attained enlightenment under the Bodhi tree. Special celebrations also take place in Sarnath (Uttar Pradesh) and McLeod Ganj (Himachal Pradesh).





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## Rabindra Jayanti

Rabindra Jayanti is celebrated on Rabindranath Tagore's birthday. He was a poet, philosopher, musician, writer, and educator. People pay respect and tribute on this day by reading his poetry, performing plays on the stage, and many other cultural activities.

**Where to celebrate:**

09 May 2023

Kolkata is the city to be in, where Rabindra Jayanti is observed with complete dedication and excitement. Many programs are organised all day and well into the night based on his poems, compositions, and books.

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## The National Mango Festival

The Mango Festival is held every year in the beginning of summer. Mango, the national fruit loved by all ages, is the largest cultivated fruit in India.

This festival promotes all varieties of mangoes at one place. Stalls are provided to vendors from Gujarat and outside to display the different varieties and sell them.

**Where to celebrate:**

27-29 May 2023

It is held in Gandhinagar, Gujarat and is a delight to attend. The aroma of mangoes, in all colours and shapes, fills the air. You can buy them at great prices or have them there with ice cream or in mango shakes. You will really enjoy feasting on the delicious fruit.



# Explore India in May

Amidst the mountain ranges of the Indian subcontinent lie the calm and captivating hill stations of India. These quaint towns offer a respite from the hustle and bustle of city life, with cool temperatures, lush greenery, and stunning landscapes, they are popular destinations if you are seeking to escape the heat of the plains. From the foothills of the Himalayas to the dense forests of the Western Ghats, each hill station has its own unique charm, filled with enchanting natural beauty, adventure, and diverse experiences.



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## North

**Kausani:** The charming hill station of Kausani in the northern state of Uttarakhand is a paradise for nature lovers and peace-seekers, surrounded by snow-capped peaks, pine forests, and lush green valleys. Kausani is known for its breathtaking views of the Himalayan range, including the majestic peaks of Nanda Devi, Trishul, and Panchachuli, with their red glow at dawn and the twinkling stars in its night skies. Its pristine beauty has inspired many great writers and poets over the years.

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## West

**Amboli:** Amboli is a pretty hill station in the western state of Maharashtra that is often referred to as the 'Queen of the Western Ghats'. Known for its cascading waterfalls, deep forests, and stunning valleys, Amboli is a haven for nature lovers and adventure seekers alike. The last hill station before the coastal highlands of Goa, it is situated at an altitude of 2,260 feet. The cool and pleasant climate of Amboli helps you escape the scorching heat of the summer months.



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## East

**Daringbadi:** Daringbadi is a beautiful hill station located in the eastern state of Odisha at an elevation of 3,000 feet above sea level. It is surrounded by verdant forests, rolling hills, cascading waterfalls, and pleasant weather throughout the summer. The town is home to a diverse range of flora and fauna, including coffee and tea plantations, pepper and turmeric gardens - a peaceful retreat amidst nature, and for adventure enthusiasts.



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## South

**Udhagamandalam (Ooty):** Udhagamandalam, more popularly known as Ooty, is a popular hill station located in the southern state of Tamil Nadu. Situated at an altitude of 7,500 feet above sea level, Ooty is surrounded by the Nilgiri Hills, known for their scenic beauty, unique ecosystem, lush green landscapes, rolling tea and coffee plantations, and pleasant weather. Ooty's colonial-era charm, coupled with its natural beauty, and its range of outdoor activities make it a perfect destination.





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## Northeast

**Aizawl:** Aizawl is a charming hill station in the northeastern state of Mizoram. Situated on a ridge at an altitude of 3,715 feet above sea level, with the Tlawng River Valley to its West and the Tuirial River Valley to its East, Aizawl lies among lush green hills and is known for its pleasant weather. The town is rich in culture and traditions and home to the indigenous Mizos, known for their warm hospitality and unique way of life. Aizawl has bustling street markets to shop for local handicrafts, textiles, and delicious street food.



 Dehang-Debang

 Dehang-debang

Dehang-Debang is a nature lover's paradise, with its lush green forests, stunning waterfalls, and exotic wildlife. Trek through remote trails, encounter rare species like the clouded leopard and takin, marvel at the natural beauty of the region, and witness the local cultures and traditions of several indigenous tribes in this area. From thrilling jungle expeditions to peaceful walks in nature, Dehang-Debang offers an unforgettable experience.

# Beyond Incredible



Asian elephants are an iconic species of India and have played a significant role in the country's culture and history. They are highly revered and considered sacred by many communities. One of the best ways to experience these majestic Asian elephants is by visiting one of the many national parks and wildlife sanctuaries in the country. The Oscar-winning documentary film, "**Elephant Whisperers**" provides a fascinating insight into the lives of these magnificent creatures. With a focus on the relationship between humans and elephants, the film highlights the importance of conservation efforts and responsible tourism. Witnessing these gentle giants up close and learning about their behaviour and habitat is a truly unforgettable experience.

## HERE ARE SOME UNFORGETTABLE EXPERIENCES TO ENJOY DURING YOUR SUMMER TRAVEL



Sight India's elephants and wildlife at **Mudumalai Tiger Reserve, Tamil Nadu**



Unwind in the beautiful quaint hill town of **Mussoorie, Uttarakhand**



Trek through nature and the peaceful ambiance of **Pelling, Sikkim**



Meditate in the moon-like deserts of **Leh, Ladakh**

# Truly Indian

Take a break from the hustle and bustle of the city life, and live through the quaint and rustic experiences found only in India.

## JAMMU & KASHMIR'S FIRST 'TOURIST VILLAGE'



### Zoogu-Khairan

Zoogu-Khairan is the first designated tourist village in the state of Jammu and Kashmir. It is surrounded by snow-capped peaks of the Pir Panjal Mountain Range, lush green forests of Budgam, crystal-clear waters of the Sindh River, and the pastures that are still inhabited by nomadic shepherds in the summer months.

The village is a model of sustainable tourism development, with traditional-style guesthouses, homestays, restaurants, and shops run by residents. The village has been designed to provide economic opportunities for locals, while also protecting the natural environment and preserving the heritage of the region.

### Things to do:

- ▶ **Trekking and Hiking:** The surrounding mountains offer beautiful trekking and hiking trails through dense forests alongside gurgling streams. Some of the popular trekking routes around Zoogu-Khairan include Gangabal Lake Trek, Tarsar Marsar Trek, and Sonamarg Trek.
- ▶ **Water Sports:** The Sindh River, which flows alongside Zoogu-Khairan, offers ample opportunities for water sports such as fishing, river rafting, and kayaking.
- ▶ **Birdwatching:** Zoogu-Khairan is home to a wide variety of bird species, making it a paradise for birdwatchers. The Himalayan Monal, western Tragopan, and the Kashmir Flycatcher are some of the rare bird species that can be spotted around the village.
- ▶ **Camping:** The picturesque location makes it an ideal spot for camping. Visitors can pitch tents and spend a night under the stars, listening to the sounds of nature.
- ▶ **Cultural Experiences:** Visit traditional Kashmiri handicrafts markets to purchase handmade textiles, pottery, and other local goods. The village also hosts cultural festivals, showcasing the region's music, dance, and cuisine.
- ▶ **Photography:** The scenic beauty of Zoogu-Khairan offers endless opportunities for photography enthusiasts.



# Win with incredible India!

Complete the fun Incredible India Quiz and take home some amazing prizes!

- Q1.** Which are the two beautiful gardens you should visit in Srinagar?
- Q2.** What are the Kashmiri boats that ply on the Dal Lake called?
- Q3.** Name the temple dedicated to Lord Shiva in Srinagar.

Mail your answers to us at [incredible-india@gov.in](mailto:incredible-india@gov.in) with your Name, Age, Country for a chance to win prizes.

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