

Incredible India



Amazing Jammu

Peacefully Yours ! ? !



Travel Guide

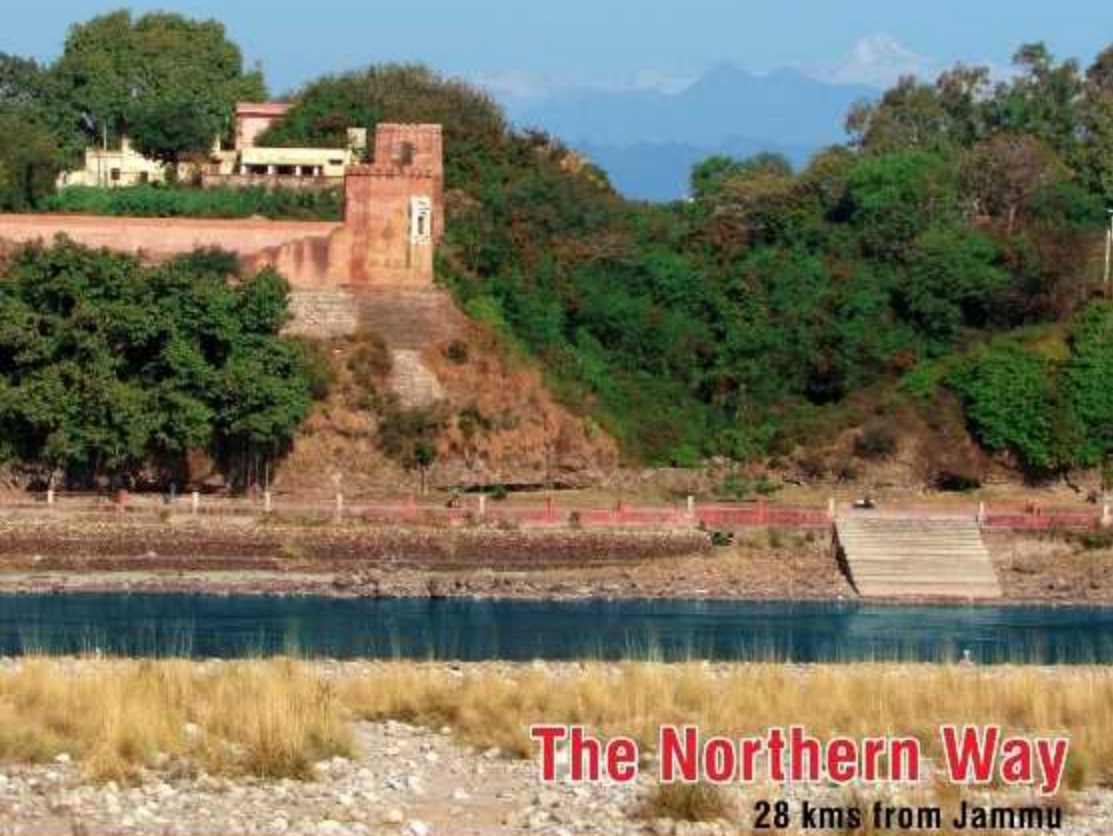
An initiative of DIRECTORATE OF TOURISM JAMMU and
Jammu Kashmir Ladakh TOURISM PROMOTION COUNCIL
(A H Enterprises Publication)

By VK Sehgal





THE HISTORY & MYSTERY OF UTTRAPATH



The Northern Way 28 kms from Jammu

Jammu
Serene Scintillating Spiritual

For further information, contact or write to: Director Tourism Jammu. Tel: 0191-2548172

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About the cover page

TRADITIONAL ESSENCE FROM THE ARCHS OF MUBARAK MANDI

BALIDAN STAMBH a Memorial erected at BAWEY WALI RAKH is a marvel of technology, dedication and vision, carved to emotional perfection pays a befitting tribute to the warriors of a great nation.

The mystery of HARRAPAN, BUDDHIST CIVILIZATIONS and UTTRAPATH unfold themselves creating a spellbinding ambience in the historic town of AKHNOOR aka Virat Nagri in mythological mentions, situated on the right bank of Chandrabhaga River, on 17th June, 1822 at JIA POTA Ghat Maharaja Ranjit Singh administered a Unique Raj Tilak to Mian Gulab Singh coronating him as the Raja of the region.

The MUBARAK MANDI COMPLEX, Amar Mahal, Peer Kho and Panj Peer overlooking Suryaputri Tawi River from the right bank compliment SIDHRA GOLF COURSE, Mahumayu City Forest/Temple, Kureshwar Rameshwar Dham, Bahu Fort/Garden on its left bank.

Preface

There are varied sources which collectively might be perceived to constitute a suitable body of literature. The selection of the literature for this guide has been made largely on the basis of relative accessibility and interest. The places covered in this guide are within the radius of 40 Kilometers in and around Jammu City so that a high comfort level for the takers of this initiative of promoting Jammu beyond the limited spin off corridor of pilgrimage tourism is maintained. A poetic doctrine still restores the faith that it shall definitely be passion and not pedegree that shall emerge as a deciding factor and the undermining and underutilization of UN-INSTITUTIONALIZED TOURISM SHALL BE RECOGNIZED AND ACCEPTED AS AN INSTRUMENTAL COMPONENT FOR DILUTING CROSS BORDER POLITICAL CONFLICTS WHICH SHALL PROVE INSTRUMENTAL IN SUSTAINABILITY OF PEACE TOURISM IN THE LONGER RUN. It is a term with specific cultural associations and it finds its long histories Journey begin from the haecceity of civilization and still makes its strong presence felt in almost all the promotional exercises and efforts of track one agencies for revitalizing tourism in politically sensitive but otherwise destinations of very high tourism potentials globally. The deep running essence of the poetic expression, KUCH DIN TOH AWARA HO KAY DEKHI LIYA JAAYAY by Smita Sethi touches the string of motivation for the tourist/traveler to be a front end beneficiary of natural synergy by exploring the places of interest mentioned in this travel guide to the optimum by adopting a simple method of LET GO AND FOOTLOOSE. The Poetess in another compilation on page 9 in this travel guide relives the Cultural & Historic grandeur of Maharaj Mandir making one feel that at times the ruins speak out louder and clearly, the events that have happened at the place in the past with the same magnitude and believe me, the silence of anvitors then becomes soulful & deploring. After all a famous song from a Bollywood movie affirms that JEEVAN MAIN JAANAY JANNA EK BAAR HAI HOTA PYAR. RECOMMENDATIONS ABOUT WHERE TO STAY AND WHAT TO EAT are again simplified as almost all the places mentioned in this Travel Guide, have well managed boarding/ lodging units of JKTDK (Jammu Kashmir Tourism Development Corporation) in addition to Private Hotels, Guest Houses and Restaurants. In order to get the best available it is highly recommended that before finalizing the trip, one must get in touch with the officials of JK Tourism at any of the offices located in all major cities of India and at the Directorate of Tourism Jammu at Tourist Reception Centre Residency Road Jammu and get the required details of Do's & Don'ts along with the various other options available in terms of accommodation, food and transport as the need be.

I shall be failing in my duty if I do not express my deep sense of respect & gratitude towards DIRECTOR TOURISM JAMMU, Mrs. SMITA SETHI (KAS) for her value addition inputs to upgrade the content and putting things in right perspective of comprehensive virtues, so

that the best comes out. During the compilation of this guide I also came across the best and worst aspects of behavior from some people both officials and non-officials, which in the end restored my faith in an old saying, THAT WHAT MOST PEOPLE FIND RATIONAL GROUNDS FOR THEIR BELIEFS ARE OFTEN EXTREMELY IRRATIONAL ATTEMPTS TO JUSTIFY THEIR INSTINCTS AND EGOTISM AS THE FACT REMAINS THAT THE ONE WHO DARES NOTHING NEED HOPE FOR NOTHING. GREAT ABILITY WITHOUT DISCRETION IS MOST INVARIABLY COMES TO A TRAGIC END. Last but not the least a special vote of thanks for Jenab Shokat M. Malik (KAS) Joint Director Tourism, Dr. Umesh Shan (KAS) Assistant Director Tourism, Dr. Prikshat Sharma and Neeraj Gupta who assisted me in this venture and for all those also who just promised to do so. Meanwhile enjoy the carefree mode of life elaborated in the below published poem to make it a companion as you EXPLORE AMAZING JAMMU PEACEFULLY YOURS!

HAIEN AUR BHEE DUNIYA MAIN SUKHANVAR BAHUT ACCHAY PAR KRITAIN HAI KAY GHALIB KA HAI ANBAZAY BAYAN AUR
V. R. SEHGAL

कुछ दिन तो आवारा हो के देख लिया जाए

(KUCH DIN TOH AWARA HO KAY DEKHI LIYA JAAYAY)

चुस से लगे पहाड़ों के संग, चरिया तबे इन चारों के संग, आसमानी नुस्खारों के संग, चढ़ती इगा के बगारों के संग,
सुबह से रात तक चलती है जो, घुष छीप और चारों के संग.

फाँस उस के जाए जैसे, गिरती रंग चुसए जैसे, भोला मसूदा होकर खुद में, गुन गुन गीत सुनाए जैसे,
अपनी सारी चिंता भुलाकर, मन की मटकन को सुताना कर.

अधक दौड़ती इन मड़कों पे, बेपस्ताह चलते हुए रस्कों पे, टीया हुआ हर राम भुला के, हर नियम को ताक पर रख के,
फिकर को जपनी भाक विश्वास के, फँसा कर बाढ़े, सिर को उठा के.

मन की चाहत को अपना के, इन्द्रधनुषी रंग चुस के, हर तलहाई हर खामोशी, भूल के फिलती हर सखोशी,
रुखाईयों को चोटा सखा के, मददगारी की सीधी इतर लना के.

उड़ जा आवारा बादल बन, बह जा वकूत की चारों के संग, इस जीवन का क्या भरोसा, फिर मौका जाए न जाए,
कुछ दिन तो आवारा हो के देख लिया जाए...

स्मिता सेठी

The Writer is a serving KAS officer

JAMMU CITY on its own has BALIDAN STAMBH, BAGH-E-BAHU, BAHU FORT, KARESHWAR - RAMESHWAR DHAM, MUBARAK MANDI, MANDA DEER PARK & WALK WAY, PEERKHO, RANBIRESHWAR TEMPLE, RAGHUNATH TEMPLE AND BAZAAR, SHRINE OF PEER ROSHAN SIAH WALI and numerous TEMPLES, SHRINES AND MEMORIALS studded with folklores, standing testimony to CULTURAL HISTORY AND COMMUNAL HARMONY. ALL THIS WITHIN THE RADIUS OF 4.5 Kilometers requires a minimum of 1 night 2 days stay at JAMMU also famous for ETHNIC CULINARY MARVELS, FAIRS and FESTIVALS.



BALIDAN STAMBH

A marvel of technology dedication and vision pays a befitting tribute to the warriors of a great nation. Carved to emotional perfection, the spirits of heroes both sung and unsung send out a gentle and firm message to each and every citizen of this country that existence is merely a fact, dying for the honour and pride of the country is an art. A must visit sojourn for a quality time.

BAHU FORT - BAGH E BAHU & KARESHWAR - RAMESHWAR DHAM

A majestic fort overlooking a well laid garden and standing guard in the region, houses a Temple of Mahakali. According to historians and story tellers the fort dates back to 3000 years BC and is documented to be constructed by Bahulochan the brother of Jambulochan who was amazed to see a lion and a goat drinking water at the same place and at the same time and thereby decided to establish a town called JAMRU the present day JAMMU. The view of Surya Putri Tuwi and The Kareshwar - Rameshwar Dham add to the glory and positive hues in and around the fort.





The magnitude of historic grandeur and glorious cultural heritage as depicted in the harmonious symphony of the bullard does not require the literal translation it can be felt in the environs of MUBARAK MANDI. At times the ruins connect and convey much better than the renovated and restored structures. The view of sunrise & sunset from here competes with the best in the world to make one RELIVE HISTORY and GO BACK IN TIME.



हरोहर - मुबारक मंडी
 मैंने जी है जिन्दगी घुंटी की
 जो आज है खंडहर दुई,
 मैं हूँ वीरे वरक का एक मिश्रण
 विश्वीय मिश्रण पर अण्डा
 मेरा चरित्र बनता है बखान
 अपने आदिक की मैं पहिनी हूँ,
 मुबारक रखा था जिसने मेरा नाम ।

आज है वंश मेरी जमीन
 जो कभी थी सुनियो से सजी
 मेरी रातें भी थी उजली
 मेरे दिन थे सुखमनुषी
 रानीनया मेरे पल्लु से
 देरी थी रही बारी
 भवनी राशियों से रागसे हसीन
 मैं मंडियों की राती थी

किररी ने जमींद भी नहीं की
 क वो दिन भी आ सकता है
 अब मैं भी अजर हो जाऊँगी ,
 पर आज मैं हूँ अबाद
 राज की आर की
 अब बेरोकता है दिन मेरे
 रात है मेरी वीरता
 छपटाहट है हर रात ,
 जसजी हुई है आरमा ,
 मैं विरासत हूँ

सुझने है मिश्रते हुए ,
 किररी और कलजियाँ ,
 प्रेम, प्रतिष्ठा, प्रणय की,
 सखीया, मित्रता, त्याग की,
 धीमावशी और करे की
 अभिमान और उपाधिमान को
 जगज की और शीरे की
 लालन की पडवंग की
 मैं इतिहास हूँ

कभी मैं भी बखान थी,
 मेराक और मेराती से सती,

बहुत आदर से लोग देते थे ,
 सतान झुंटी के मेरी,
 सभसे पर मिलक लभाकर ,
 मेरा भवनी थी लका मेरी ,
 मैं शही राजशाही थी.....
 दिन खपले मे और,
 राते सुनदरी होनी थी ,
 जब जगरे देखने शीशमहास का,
 लदी के पार से सूख भी शक्ति करता
 था,
 और चंद की किररी जार आनी थी,
 भुमार करने उलाक ,
 जो राशियों की राती थी

नज़रे इनायात की जमींद दिए ,
 शायद शही कल्पित राहा पे जले,
 उम पितादरी बदली राती मे,
 प्रेम की लो से दहक जती थी ,
 मेरी उम शीशमहास की दोरीदार ,
 मिश्रक के पलों से रांगो ले ,
 विश्व से एक दूजे से जो आदो करता
 मैं अबाद हूँ

वही और अंदर किररी अलग कोले मे,
 रात मे बड़ने अंतजार राते पार करले ,
 अथनी छपटाहट मे बीते हर पल मे,
 जलदी जूफे , लक्ष्मी राते,
 मैंने अपने आप ने रातेटी हूँ,
 शवांशित दलीय राक पडवंगो की
 चखन ,
 जाने किरली वार जाकाम राती
 पर रीतिरात सब और होखते वीर
 मैं मिश्रत हूँ.....

सुनदी के राते ऐसे कि,
 नीलों राक मेरी ही रग्याति थी,
 मेरी श्रुवभूती करे बखान ,
 कानीशान शतरावली के रात ,
 मेरी जकाशीदार दीवार और कगार

किररी हुए जगर आते है उनके
 मिश्रण,
 जो आज भी है बखशर ।
 मिशरी दारवाी उमर , मे देव कर राव
 फद जे ,
 खंडहर बखाने है दारवान मेरी सुनदी
 की !
 मैं गद्रीक हूँ

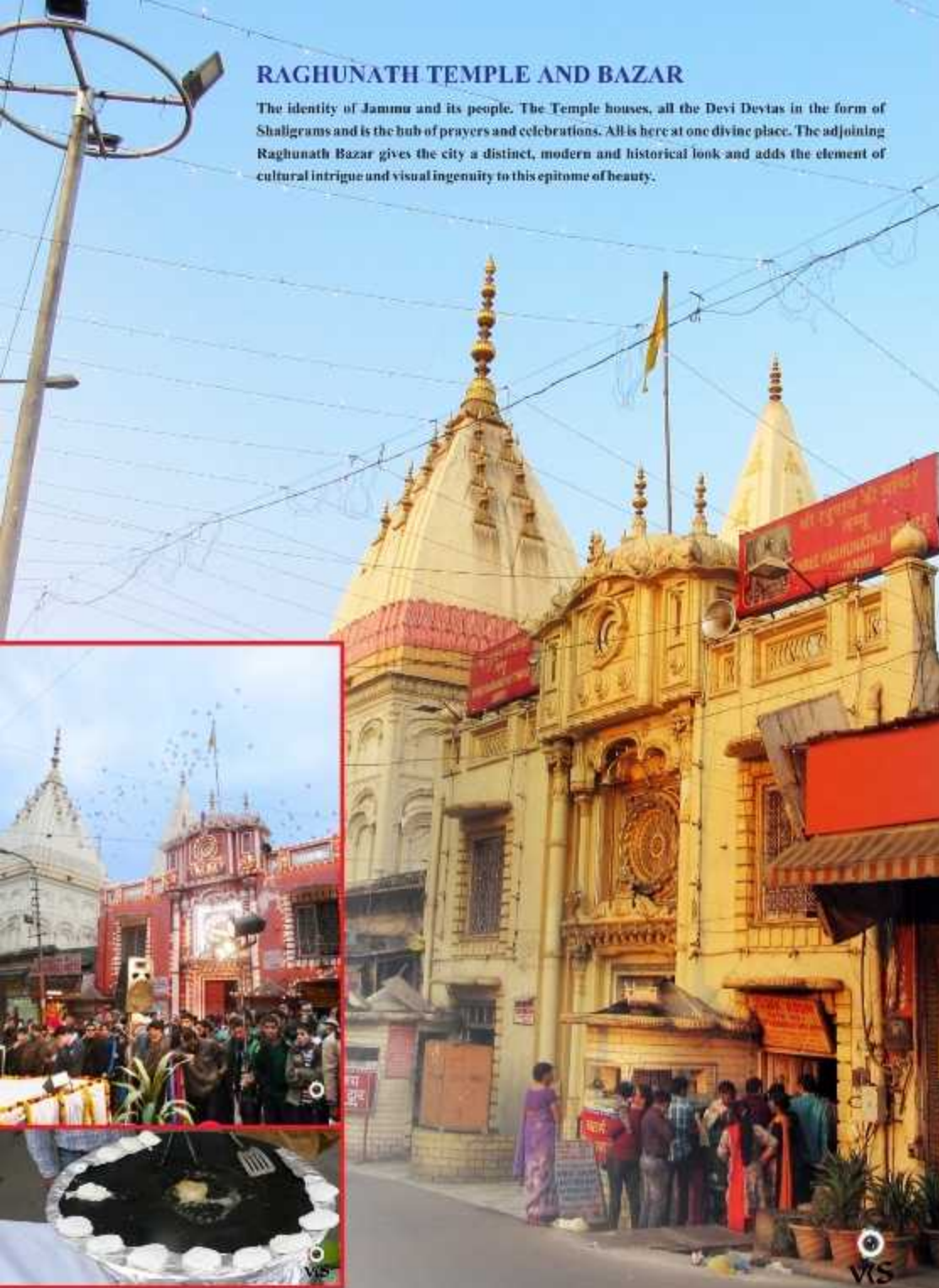
अबाद है मलय और उसका बदलता
 रातान ,
 कभी जो था मेरी चौखट मे बया ,
 आज उसकी लोक से मैं बखर हुई,
 कदा राक खनते थे मेरो राती हर राक,
 सुनाई देती थे फरमान प शही ,
 धांपनी थी अहां उदले से जगर भी,
 रीतनी जाती है अजर ,
 लपटावारी से रीते राते मेरी जमीन ,
 बदलते सम्यक रात मैं इतिहास हूँ,
 जहाँ नहीं जो कभी वार की बदली
 लगी ।
 मैं फरमान हूँ.....

मैं हूँ तुम्हारे इतिहास का ,
 यह वापराधिक रा चेहरा ,
 जो कमीन हो कर गद गया ,
 पर समक तुम्हें है दे रा,
 संभल जा और कर कटर ,
 अपने समय और समाज की,
 बखान एक दिन तु भी मेरी राक,
 हो जग न खंडहर या कहीं,
 संजो ले खुद को भी सुने भी संवार ले,
 शक्तिर कर अपने आप मे,
 मैं मेरी शखेद हूँ

रुमिला सेठी
 The Writer is a serving KAS officer

RAGHUNATH TEMPLE AND BAZAR

The identity of Jammu and its people. The Temple houses, all the Devi Devtas in the form of Shaligrams and is the hub of prayers and celebrations. All is here at one divine place. The adjoining Raghunath Bazar gives the city a distinct, modern and historical look and adds the element of cultural intrigue and visual ingenuity to this epitome of beauty.



PEER ROSHAN SHAH WALLI, RANBIRESHWAR TEMPLE and PEER-KHO

The shrine of Peer Roshan Shah Wali on the left side and Ranbireswar Temple on the right side of Shri Raghunath ji Temple are almost located at the same distance of less than 1 Kilometer and have another common factor about being the saviors of the region. Historians affirm that it was by virtue of the blessing of the Peer that TIMUR could not attack Jammu and the Sage Nadgiri at the Ranbireswar Temple blessed the Dogra Army to recapture Tibet. History steeped in such harmonious feel of humanity can seldom be touched and felt as it is experienced here.



The footprints of Bhagwan Shiv, Ram and Krishan along with Raja Jamavant form the legend of this serene place known as PEER KHO. If one wishes to reaffirm the existence of the supreme reality and have a connect with the un-murerialistic form of the divine, it can be done here. Steeped in mystique truth this cave shrine is the ultimate example of meditation and perseverance beyond the texted relies. The blend of the traditional and the contemporary is at times soul stirring.

Further a drive through RAMNAGAR WILDLIFE SANCTURY up to KOL KANDOLI via AMAR MAHAL, PANJ PEER and a detour to PAIRD DEVA, SURINSAR, SIDIHRA GOLF COURSE and MAHA MAYA TEMPLE definitely redefines the opinion about the vistas of PILGRIMAGE, LEISURE, ADVENTURE, MICE and GOLF TOURISM. To explore this corridor of natural and man made marvels one requires another 2 nights 3 days stay at Jammu and a round trip of about 75 Kilometers.



PANI PEER



AMAR MAHAL



KOL-KANDOLI



JAMMU TAWI GOLF COURSE SIDERA



The Amar Mahal Palace Museum was once the residence of Rujn Amar Singh. This palace made of red sandstone, designed as a French Chateau is at a great location between the Shivaliks and Tawi River. The palace has magnificent throne made of gold placed in a hexagonal room. The palace now converted into the museum also has an art gallery and a heritage hotel adjacent to it. This is the one of the greatest palaces to visit as it is a clear picture of what the life of our ancestors was. The Rajas, Maharajas, their historic beliefs and life all can be seen at one place. This is an asset to the city of Jammu where people can have a feel of Royalty, Art and Scriptures, which depicts the glorious history.

संपूर्ण मनोकामना यात्रा

आइये चले उम तीर्थ पर
जहाँ माँ को चरण धुली है
लिए सत्य ज्ञान और कर्म का फल
वो दर्शन अभी अघोर है
इस मार्ग पे चल के पूर्ण करें।

संमिता सेठी

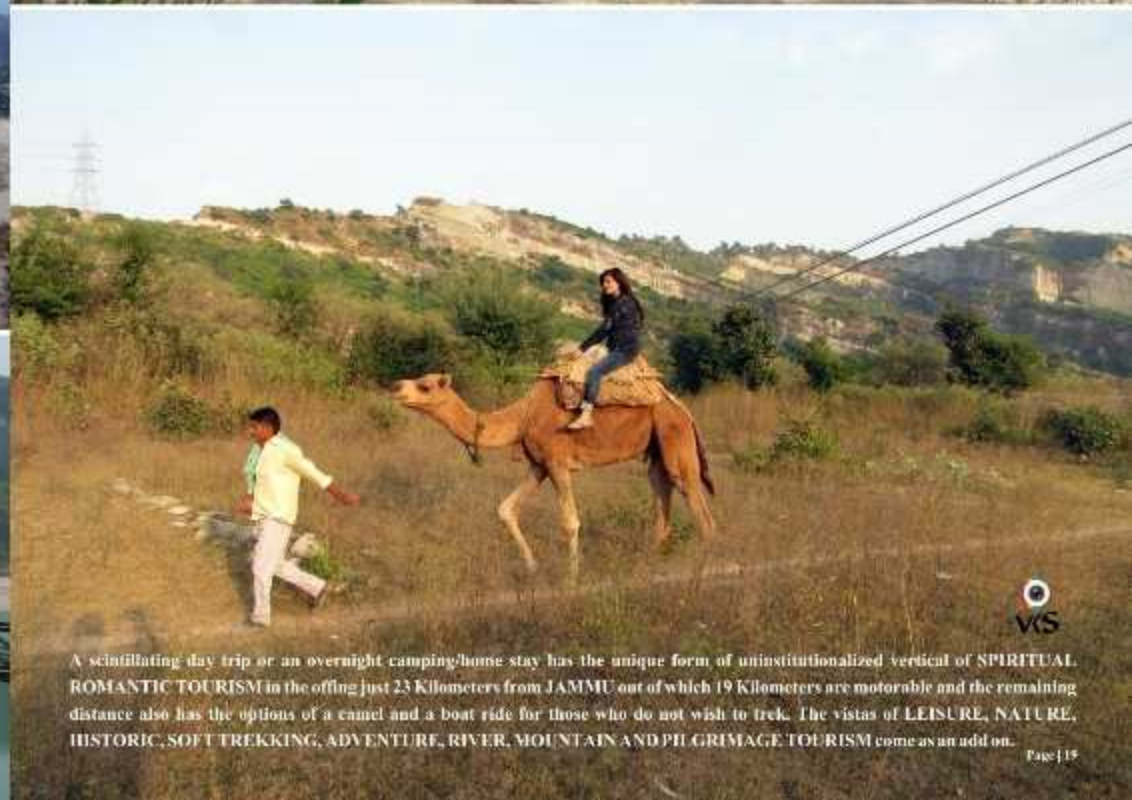


NEEL KANDOLI

Muta Vaishno Devi during her journey to the Trikut Parvat is believed to have blessed this place and spend some time here. Documented as the Pehla Darshan (First Stopover), she is believed to be in her spiritual form and occasionally appearing as a girl child to perform some rituals (Kirtan) with the kids at this place. A well, a temple, a tree and a stone bear the testimony to this legendary place. Mental peace and solace comes as an extra treat from this divine place.

Very rarely nature comes so near to mankind the way it does enroute and at a place called BABA PAIRD. The legend is about a competition between two NAGA brothers PRINCE KAH1 and PRINCE PAIRD to bring the assigned rivers to a particular place of the region, for the welfare of the people, in order to qualify to rule over that place, as aspired by their father VASUKI NAG the then head of the clan. PRINCE PAIRD succeeded in diverting SURYA PUTRI TAWI towards the designated place to become the KING OF PRESENT DAY JAMMU.





A scintillating day trip or an overnight camping/home stay has the unique form of uninstitutionalized vertical of SPIRITUAL, ROMANTIC TOURISM in the offering just 23 Kilometers from JAMMU out of which 19 Kilometers are motorable and the remaining distance also has the options of a camel and a boat ride for those who do not wish to trek. The vistas of LEISURE, NATURE, HISTORIC, SOFT TREKKING, ADVENTURE, RIVER, MOUNTAIN AND PILGRIMAGE TOURISM come as an add-on.

29 Kilometers from Jammu the enchanting lake of Surinsar has in its perimeter thick mangroves, pine trees, beautiful hills and a rare temple dedicated to NARSINGH AVTAR. An island situated in the middle of this lake is home to various species of flora & fauna. As per Hindu mythology, origin of Surinsar Lake dates back to the time of Mahabharat. It is said that the brave Pandava warrior Arjun who got killed in a battle with his own son Babrhuvahan at Mansar was brought back to life by the water of holy Mansarovar which Babrhuvahan succeeded to bring, by shooting an arrow at the present day Mansar lake. The arrow then emerged far away at this place, creating Surinsar.



During the visit to this beautiful lake one can feed the turtles and the fish. This process incurs good thoughts in the minds of the people and gives them a feeling as if they are visiting the abode of the Almighty.

Incredible India



Amazing
Peacefully

Jammu
Yours !!!



Mairay Jammu Da Slaypa

Meri Aakhi Kanay Dikh !!!



FACT FILE

COORDINATES: 32.73° N 74.87° E

ELEVATION: 327 meters (1,073 feet)

DISTANCE FROM NEW DELHI: Approximately 370 miles (600 kilometers)

LANGUAGES: OFFICIAL: Urdu

SPOKEN : Dogri, Hindi, English and Punjabi

TEMPERATURE: Ranges between around 10°c in winter to around 45°c in summer barring extreme weather conditions.

Jammu

Serene Scintillating Spiritual

For further information, contact or write to: Director Tourism Jammu; Tel: 0191-2548172
Visit us at: www.jammutourism.gov.in or e-mail: dirtsmjmu@gmail.com

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MAHAMAYA, a Temple dedicated to a female warrior of the land is situated on a hill commanding a 360 degree view from the left bank of River Tawi overlooking an 18 Hole Jammu Tawi Golf Course which has more than just a game of golf in the offing, as it is still a home to some rare species of birds and plants maintaining a co-existing balance with nature and a whistle from a nearby chugging train will definitely make you sing a soulful song "GADI BULA RAHI HAI SEETI BAJA RAHI HAI."



Who knows you may prove Lee Trevino wrong and accomplish a 1-iron hit. A session of spiritual golf is in for the taking, normal golfing comes besides. Come stretch your horizons and do not be surprised if you come across a romantic historian golfer within you.



Golf is deceptively simple and endlessly complicated, it satisfies the soul and frustrates the intellect. It is at the same time rewarding and maddening. It is without a doubt the greatest game mankind has ever invented.

Arnold Palmer

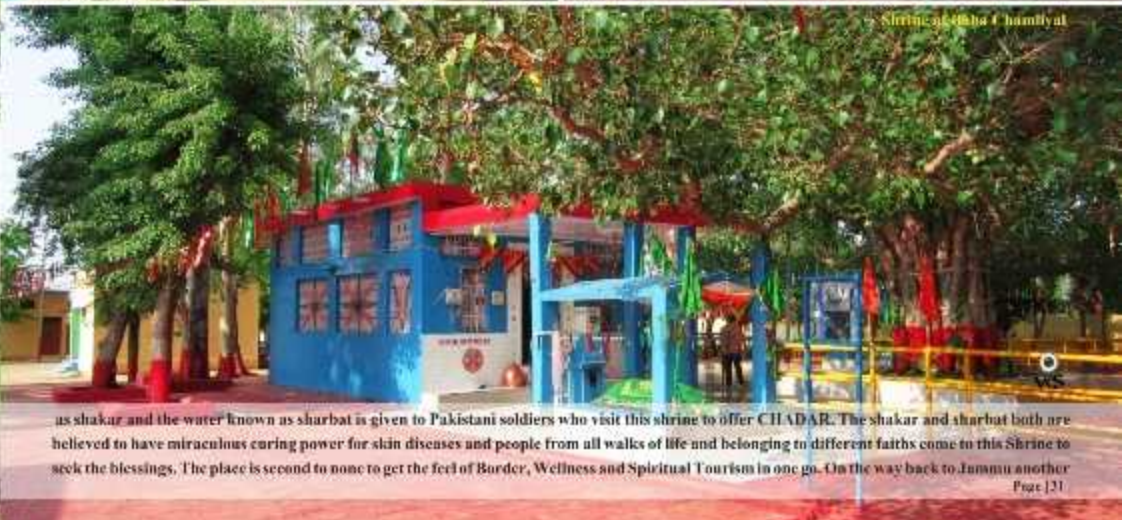
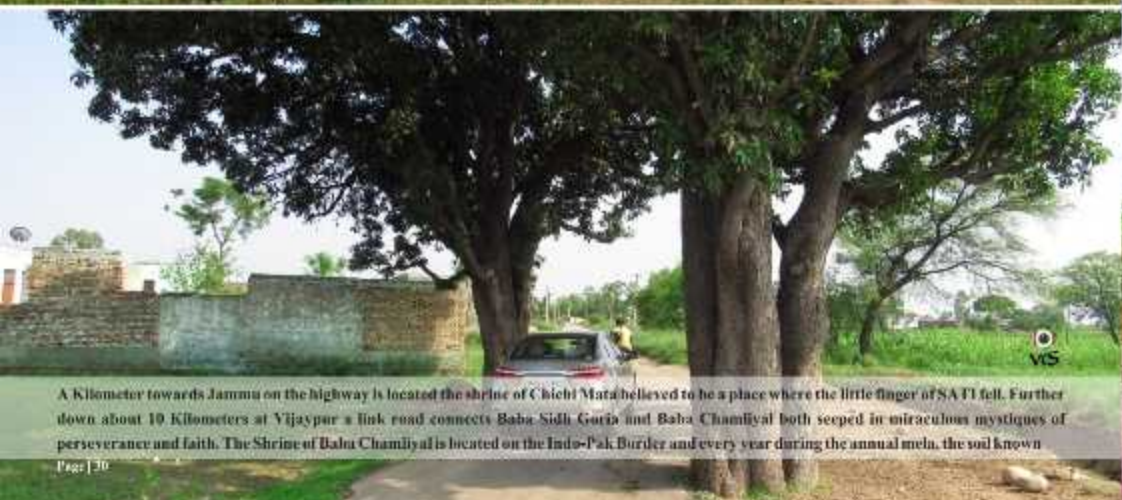


"NO SIR I WILL NOT ABANDON THE TANK IT IS NOT COMPLETELY DESTROYED THE MAIN GUN IS STILL WORKING"..... Shaheed Second Lieutenant Arun Khetarpal's words of passion and pride echo in the surroundings to motivate the future warriors of the NATION to perform their duty without any fear or favour. Here on the left bank of Basantar river 40 Kilometers from Jammu at NH 44 Samba stands a memorial paying tribute to the great HERO and HIS TEAM OF GALLANT SOLDIERS, what better way could be there to get a feel of patriotism than saluting the Martyrs who gave away their today for our tomorrow.

DIL MAIN TOOFANNO KI TOLI AUR NASSO MAIN INQLAB, HOSH DUSHMAN KAY
UDA DAINGAY HUMAY ROOKOO NA AAJ, DOOR RAH PAYAY JO HUM SAY DUM
KAHAN MANZIL MAIN HAI...

AMAR SHAHEED PANDIT RAM PRASAD RISMI





A Kilometer towards Jammu on the highway is located the shrine of Chiehl Mata believed to be a place where the little finger of SATI fell. Further down about 10 Kilometers at Vijaypur a link road connects Baba Sidh Gorin and Baba Chamliyal both seeped in miraculous mystiques of perseverance and faith. The Shrine of Baba Chamliyal is located on the Indo-Pak Border and every year during the annual mela, the soil known

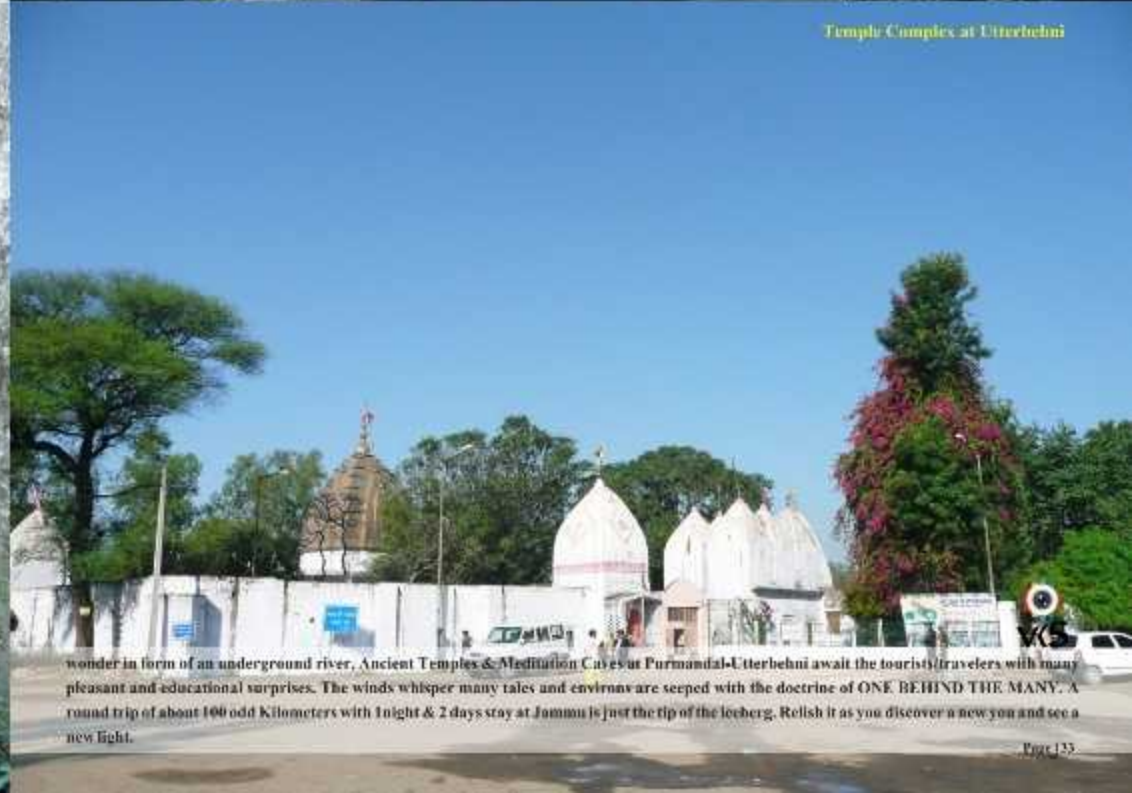
as shakar and the water known as shurbat is given to Pakistani soldiers who visit this shrine to offer CHADAR. The shakar and shurbat both are believed to have miraculous curing power for skin diseases and people from all walks of life and belonging to different faiths come to this Shrine to seek the blessings. The place is second to none to get the feel of Border, Wellness and Spiritual Tourism in one go. On the way back to Jammu another

Ancient Meditation Caves at Purmandal



River Devak flowing under ground and Temple Complex of Purmandal

Temple Complex at Utterbehi



wonder in form of an underground river. Ancient Temples & Meditation Caves at Purmandal-Utterbehi await the tourists/travelers with many pleasant and educational surprises. The winds whisper many tales and environs are steeped with the doctrine of ONE BEHIND THE MANY. A round trip of about 100 odd Kilometers with 1 night & 2 days stay at Jammu is just the tip of the iceberg. Relish it as you discover a new you and see a new light.

Next day a visit to the Shrine of Baba Buddan Shah near Jammu Airport followed by a sojourn at Gharana Wetland gets complimented by a nostalgic experience at the first line of defence at Suchetgarh, BOP (Border Out Post) - Octroi.



A tree half in India and half in Pakistan, a Temple with ten doors & walls depicting the various yugs and the memories of a railway station of pre-independence era, definitely are amazing and peaceful. If you want to relive that era, the trains do not exist any more but horse driven tongas still ply in the area. Enjoy a ride.

The historic town of Akhnoor aka Virat nagri in mythological mentions, has many stories and facts to create a blend that takes the sustainability level of a saga beyond the boundaries of imagination. One such road to a nostalgic journey on the right bank of RIVER CHANDRA-BHAGA has many historical and cultural mysteries for refreshing rendezvous and divine discovery for an lifelong impact on the minds and souls of the frequenters of this path. This mosaic of timeless grandeur mentioned in the history as THE UTRAPATH, THE NORTHERN WAY, has a connect with history dating back to 5000 years BC and Harrapan Civilization.



It was at this place under a jua puta tree Maharaja Ranjit Singh Administered Raj Tilak to Miun Gulab Singh coronating him as the Raja of the region on 17 June 1822. A Park, a Temple, An Enchanting Ghat, A Walkway with a Foot over looking leading to mystique.



Monstrous Phallus of Raja Barhrevik in Kameshwar Mahadev Temple



Pandav Gufa



Shrine of Baba Jito at Jhiri



Baba Talab



Temple Complex of Kameshwar Mahadev



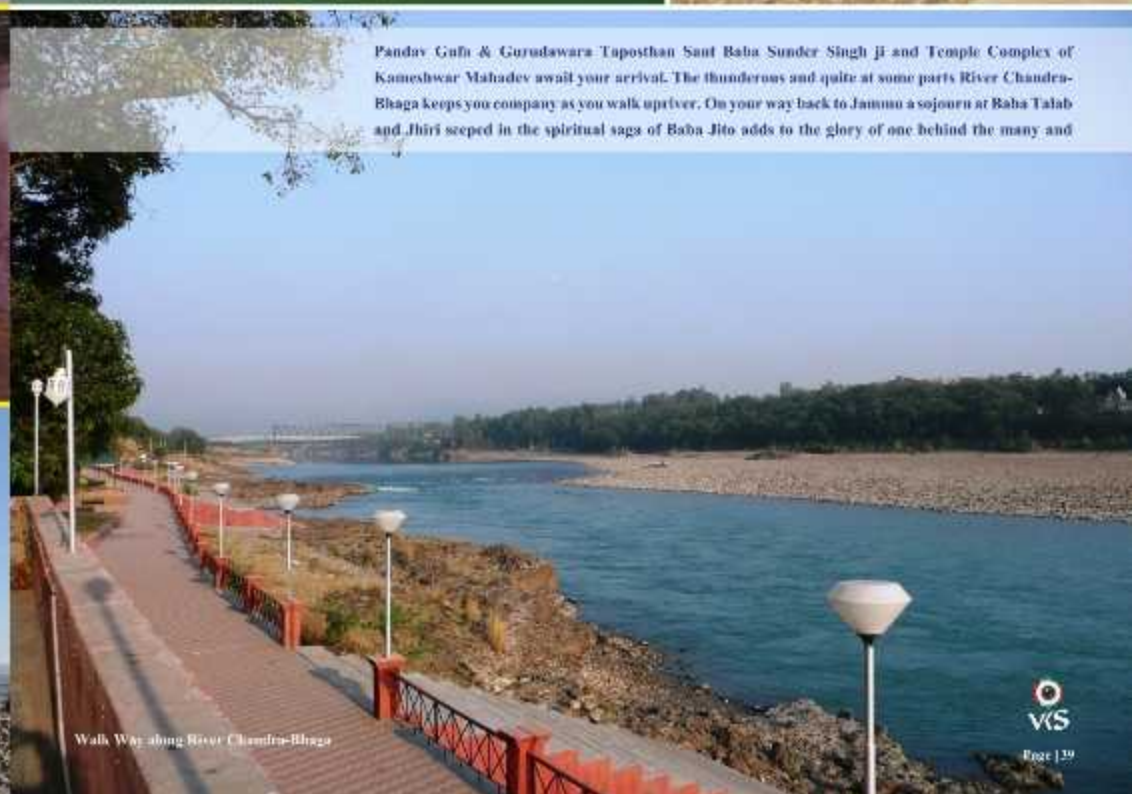
Floating Stone of 25 Kilograms in a Temple at Jia Pota Ghat



Pandav Gufa



Pandav Gufa & Gurudwara Taposthan Sant Baba Sunder Singh Ji



Walk Way along River Chandra-Bhaga



Pandav Gufa & Gurudwara Taposthan Sant Baba Sunder Singh Ji and Temple Complex of Kameshwar Mahadev await your arrival. The thunderous and quite at some parts River Chandra-Bhaga keeps you company as you walk upriver. On your way back to Jammu a sojourn at Baba Talab and Jhiri steeped in the spiritual saga of Baba Jito adds to the glory of one behind the many and

WELCOME MAIN JAMMU HOON !

TRIKUT PARVAT, THE ABODE OF MATA VAISHNO DEVI JI AS SEEN FROM VILLAGE AMBRAN

About the author

QATRA GAR DARIYA MAIN MIL JAYAY TO DARIYA HO JAVAY KAAM ACCHA HOH JIS KA MA-AEL ACCHA HAI!
(When a drop falls in the river, it becomes the river. When a deed is done well, it becomes the future)

This couplet from a ghazal of Mirza Ghalib has great bearing on the destiny of V. K. Sehgal (TOURISM ADVISOR / JOURNALIST / TRAVEL WRITER) inspiring him to adopt the method of self training and career counseling as a guest faculty and resource person, associated with various institutes of repute nationally along with disseminating information about lesser known places of diverse tourism verticals among potential travelers aspiring to visit the state of Jammu & Kashmir in particular and the nation as a whole by virtue of motivational lectures/interactions.

With more than thirty years of experience in tourism, hospitality, education and journalism verticals apart, he created a social body namely Jammu Kashmir Ladakh TOURISM PROMOTION COUNCIL, with a sole refrain to bring to the notice of the people at the helm of affairs the irritants and hindrances faced by bonafide tourism promoters. It was aimed at enhancing the scope of tourism promotional efforts initiated by track one agencies so that all three regions viz- viz Jammu Kashmir and Ladakh get recognized as complementary destinations of high esteem among varied target markets. Having written two books on lesser known places of tourism interest in J&K he has also developed the concept along with designing of investor's brochure for the Tourism Department of the State and further contributed towards the formulation of value addition package of IRCTC focused on the yatra of Mata Vaishno Devi. He is an active participant in Seminars, Workshops, Conferences and Trade Fairs and also writes columns for Newspapers and Magazines with a special focus on Spiritual Tourism, as he strongly believes that tourism is one vertical that has more in the offering than just being recognized merely as tour and travel vista, if preached and practiced responsibly beyond the psycho-centric horizon, tourism is an paradigm which broadens the scope of learning and ultimately opens a roadmap to wisdom; allocentrically as an old saying goes "THE ONE WHO TRAVELS MORE KNOWS MORE".

A science graduate and a keen traveler, he aspires and makes a continuous effort to contribute towards the capacity building, soft skills development and entrepreneurship qualities along with overall personality enhancement of the youth, so as to hone their abilities which shall enable them to become responsible citizens of tomorrow. Graduation besides the initial education in CMS Tyndale Biscoe School, Srinagar and The Sainik School, Nagrota still plays an instrumental guiding force for him in this journey called life in order to make a dedicated effort without any fear and favour.

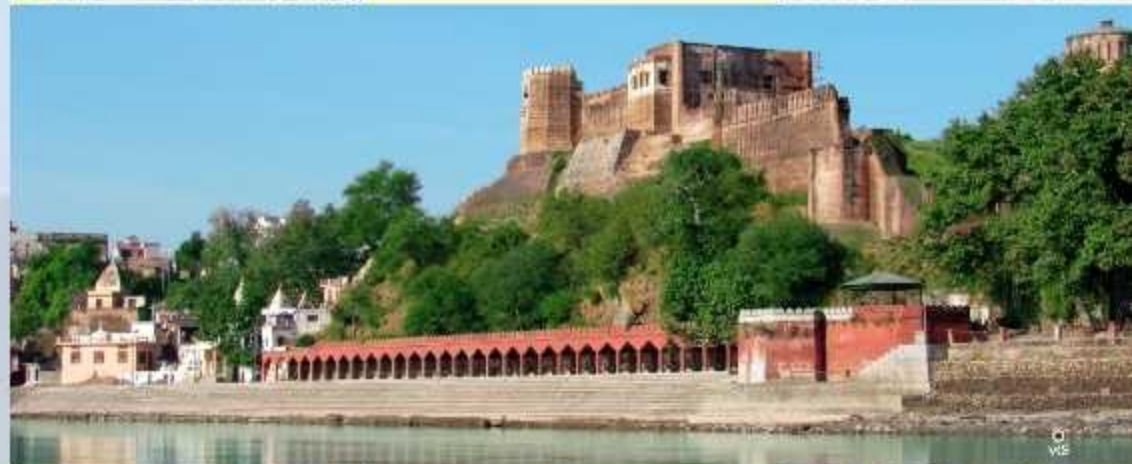
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Incredible India



Jammu



Romance the
Historic Grandeur
&
Eternal Beauty



Jammu

Serene Scintillating Spiritual

For further information, contact or write to: Director Tourism Jammu: Tel: 0191-2548172
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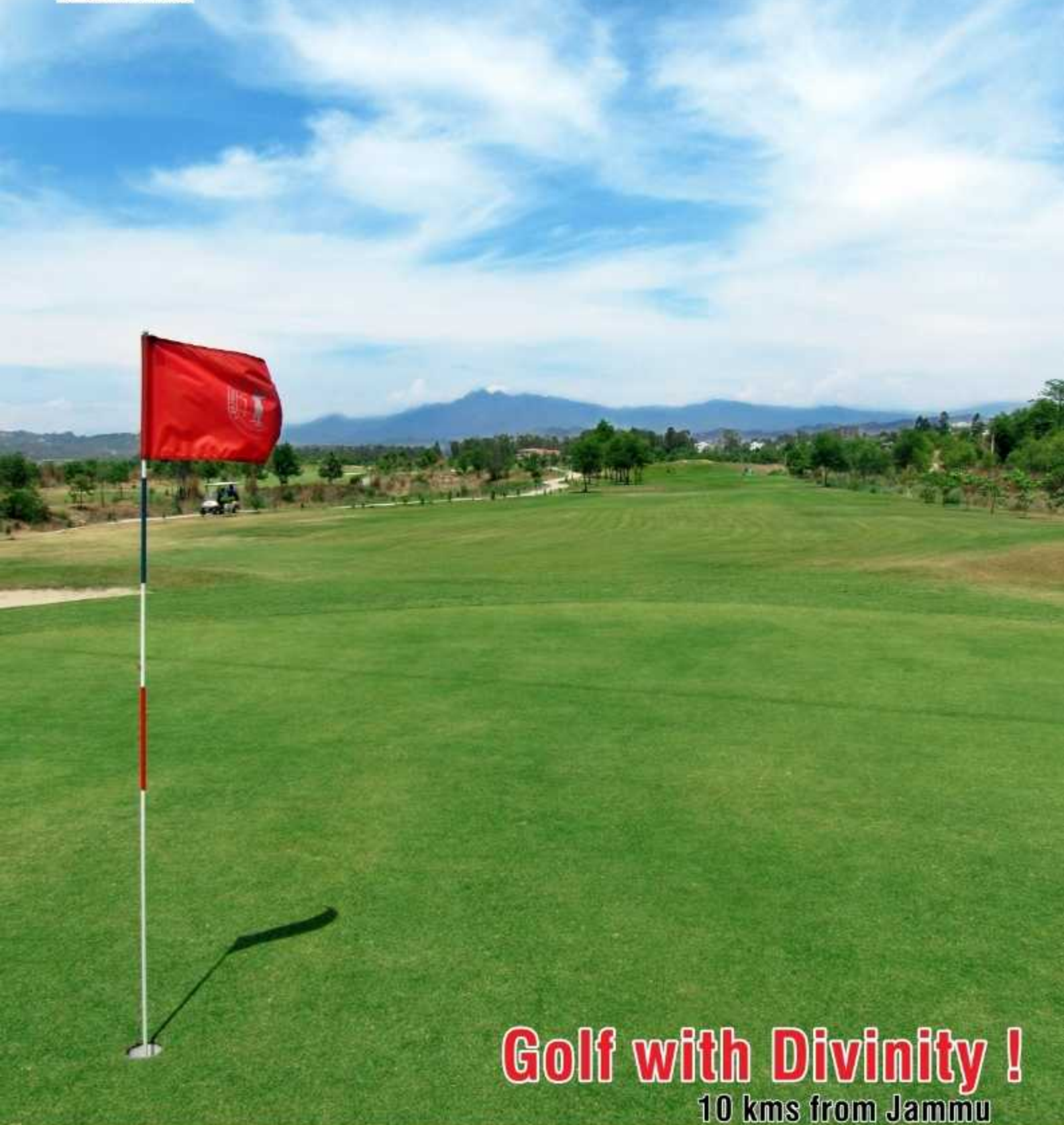
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Incredible India



JAMMU TAWI GOLF COURSE SIDHRA



Golf with Divinity !
10 kms from Jammu

Jammu
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For further information, contact or write to: Director Tourism Jammu: Tel: 0191-2548172

Visit us at: www.jammutourism.gov.in or e-mail: dirtsmjmu@gmail.com

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