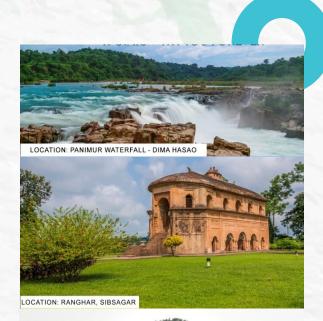


ASSAM

A land of pristine beauty, replete with farout tourist destinations, surroundings and rich flora & fauna, Assam is located in India's North East. It is an unexplored treasure trove deeply embedded with a serene canopy of forests, soft gushing waters of the mighty Brahmaputra River, and the numerous rivulets, streams and waterfalls that cuts across it, aromatic tea gardens and green fields, stretching as far as the eye could behold. Comprising of various tribes and communities, world renowned one-horned rhino, the age-old Sattriya culture, the historical monuments of the Ahom Dynasty, the biggest river island in the world Majuli and Assamese cuisine makes the region an inescapable treat for the tourists and travelers.

'Rongali Bihu' is a euphoric celebration of Spring by the people of Assam. It is vibrant, colorful, and full of energy. Rongali Bihu represents the spirit of Assamese people.







RONGALI FESTIVAL 2022

Page 2

GUWAHATI







Nestled on the Bank of the mighty Brahmaputra, Guwahati is the gateway to Northeast India as well as entire South East Asia. The city is growing at a phenomenal pace. The Lokpriya Gopinath Bordoloi International Airport of Guwahati is one of the busiest airports of India with direct connection to major locations of the country. Regular flights are available from Mumbai, Bengaluru, Hyderabad, Kolkata, Chennai, Delhi and many other cities. Guwahati airport also connects to Bangkok, Singapore etc.

It has a very well-developed railways network that connects the city to almost all the major cities of the country. Guwahati also has good quality accommodation for all kind of tourists. Five-star hotels like Vivanta by Taj, Radisson Blu and many more Deluxe and quality accommodation facilities are available. The city has vibrant nightlife, good quality restaurants including some authentic local and multi-cuisines, good quality cafes as well as quality fine dining experience. The city is known for its safe environment and cultured people.



Experience Awesome Assam during Spring:

Rongali, the Festival is the celebration of Assam, its people, its diverse culture and the spirit of Spring. Over the years, Rongali has become the most popular tourism festival of Assam organized in Guwahati every year during April. It's a spring festival, which presents cultural diversity and the "Bohag Bihu" spirit of Assam. The festival showcases the way of life of the ethnic mosaic of Assam and promotes the spectacular music, dance, and food culture of the state. Over the years of existence, Rongali has earned massive recognition in establishing itself as one of the biggest events of Northeast India.

The 6th edition of Rongali is proposed on 8th, 9th &10th April 2022 at various locations in and around Guwahati. The main festival venue will be at Veterinary College Ground, Khanapara. The major elements of Rongali are:

- A trip to Assam during Rongali: Rongali will be a surreal experience for the tourists.
 A Series of activities are planned across the Guwahati circuit. The tourist will witness varieties of experience, visit to the Shaktipeeth Kamakhya, experience tribal way of life at Dikchak Village, Mystic Magic at Mayong, One-horned rhino at Pobitora, River cruise, and Ropeway visit in the mighty Brahmaputra, and many more.
- Exhibition of Bihu & Ankiya Bhaona: The main festival venue at Veterinary College Ground, Khanapara will witness daylong Bihu performances for three days, be it famous Bihu Husori, Bihuwati, Jeng Bihu, etc. or Ankiya Bhaona, the famous one-act play as described by legendary Dramatist Late Girish Carnad as the first modern Drama of India initiated by the Mahapurush Sankaradeva will be presented by renowned Bhaona artistes of Assam. Ankiya Naats (plays) such as Ram Vijaya, Rukmini Haran, Parijaat Haran etc, depicting the story of Lord Rama and Krishna will be showcased on all the three days through one-act plays.





- Dance forms of various tribes and communities of Assam: Rongali's major attraction will be spectacular dance performances of various tribes of Assam, Bodo, Mising, Karbi, Dimasa, Tiwa, Rabha, Deuri, Tea Tribes, Sonowal Kachari, etc. Tourists can experience and dance along some of the most lively and colourful dance forms of India.
- Traditional Sports of Assam: Rongali will organize and promote the traditional sports of Assam. The visitors witness and play along traditional sports like wrestling, archery, Kabaddi, Tekeli Bhanga martial arts, Dhopkhel, etc
- Experience of Craftsmanship: Traditional Mask (Mukha), Crafts: The visitors shall experience the divine art of Mask-making of Assam, live demonstration of crafts by talented artisans of the region.
- **Silk Experience**: The father of the Nation, Mahatma Gandhi once said, "Assamese women weave dreams on their looms". During Rongali, tourists will have a weaving experience, with live demonstration by weavers/artisans.
- **Exhibitions**: A spectacular exhibition of rich handloom and crafts, organic Agri products will be on display for sale and experience. Spectacular Art Exhibition will present talented artistes of North East presenting wide varieties of Art including traditional art, doodle art etc.
- Experience Assamese Cuisine: A special cooking interactive session on Assamese cuisines for the tourists will be organized. Visitors will also witness the traditional way of cooking of various tribes and communities of Assam like Boro, Mising, Tiwa, Karbi, Dimasa, etc.
- **Traditional Food Display**: Delicious North Eastern cuisines will be presented by food entrepreneurs across North Eastern states to a global audience. Food tourism will be a main focus with wide varieties tribal foods will be on display.



- Rongali Music Festival: Rongali will present spectacular Assamese music, instruments, and an evening musical show that will be graced by some of the finest musicians of the country. The daytime Good vibes Musical stage will be graced by wide varieties of talented musicians presenting independent Assamese music. Evening main stage will see some of India's best musical talents, rockstars performing in front of huge crowds.
- Rongali Fashion Weekend: North East is famous for its unique fashion and rich handloom fabric. Rongali will present spectacular fashion shows by the best of designers, models, and showstoppers. The fashion show will present authentic Assam handloom and khadi products, exquisitely designed for global market.

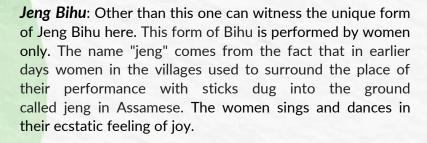
Rongali will bring entire facets of Assam under one roof, an opportunity for people as well as tourists to experience the beauty and diversity of the state. Plenty of tourist interactive programs are also organized. A visitor gets the opportunity to catch a ringside view of all tribes and communities, their culture, and way of life in one place. One could vividly experience 'Assam through Rongali'.



MAIN ATTRACTIONS - WHY VISIT ASSAM DURING RONGALI:

BIHU: Bihu dance is meant to celebrate and emulate the seasonal spirit, celebrating love and passion. Visitors shall experience various forms of Bihu dance, Husori and the spirit of Bihu in Rongali. Competition of the best bihu troupes will be organised.

Bihu Husori: Husori is performed in the courtyards of village by enthusiastic and cheerful young girls and boys during Bihu festival. The main attraction of 'Rongali' is the Bihu Husori competition. Keeping the dignity of the precious Assamese culture, every year Bihu Husori exhibition is organized. It is an attempt to attract tourists to come and watch Bihu during April-May month of the year and tourists will be able to enjoy the Husori.



ANKIYA BHAONA: The Greatest Assamese of all time, Mahapurush Sankaradeva was responsible for creating the cultural fabric of Assam. Ankiya Bhaona, the creation of Sankaradeva, is a one act play depicting the story of Rama and Krishna. Ankiya Bhaona played a revolutionary role in the cultural renaissance of medieval Assam through its impact on each dimension of Assamese Society including Language, Literature, and Culture.

Various Ankiya Nats (plays) such as *Koliya-Daman*, *Rukmini Haran*, *Parijatharan*, *Ramvijaya* etc will be presented during Rongali. To facilitate tourists to see the culture of Assam, for the first time a competition on Ankiya Bhaona will be organized during Rongali where best of the drama performers across Assam will participate in the three-day competition.









RONGALI FESTIVAL 2022







RONGALI FESTIVAL 2022



A TRIP TO ASSAM DURING RONGALI SPECIAL TOURIST PACKAGE:

Tourists can come to attend the biggest tourism festival of Assam "Rongali" and along with it, they will get the opportunity to experience some of the exotic destinations in and around Guwahati. The following Rongali package will give an experience of a lifetime. Tourists can avail the following package which can be booked directly through tour operators.

Package 1: Daylong trip to Pobitora, Mayong, and Dikchak tribal village:

Pobitora Wildlife Sanctuary:

Pobitora Wildlife Sanctuary, nestled in the grasslands of Morigaon, Assam is the dwelling place of the Indian One-Horned Rhinoceroses with its highest population in the whole world. It is landlocked by Assamese villages from every side of it with the traditional Assamese culture. It is often referred to as a showroom ideal for visitors. Besides rhinoceros, the other animals are leopard, wild boar, Barking deer, wild buffalo, etc. Assam's Pobitora Wildlife Sanctuary is also home to more than 2000 migratory birds and various reptiles. It is also an Important Bird Area. Nearby Pobitora the kingdom of black magic Mayong is situated that provides unique tourism propositions.





RONGALI FESTIVAL 2022



Mayong:

Mayong is a small village in the Morigaon district of Assam, India where silence and mystery lurk all around. Due to its mysterious past of black magic, Mayong is a fantastic tourist spot. If you're a curious traveller, adventure lover, history buff, or are simply fascinated by the occult, Mayong can be an interesting place to check out. The place is a lovely getaway for the tourists as it is a blend of almost everything ranging from secretive magical powers to being a scenic beauty. The place has several archaeological relics too.

Mayong, a place unhindered by science or pragmatic explanations, a place that remains a secret keeper of magic, myth, and lore. This small sleepy town, so immersed in the occult, definitely deserves your time.





(By Bidyut Bishaya and Team / Mob No: 9101182529)

Mayong, famed for 'black magic' and a site of historical importance, located on the western part of Morigaon district, is situated approximately 35 km from Guwahati city. Apart from traditional ways of ailment treatments involving Bej and Ojhas, it is a storehouse of historical and heritage resources.

Major Highlights:

- > Wildlife One Horned Rhinoceros, various avian species, and River Dolphin
- Mayong's tradition of ritualistic kingship

WILDLIFE SANCTUARY

- Traditional 'Bej' and 'Ojhas'
- > Rock-cut inscriptions, sculptures, and heritage temples
- > Mayong Heritage Museum Rock cave of historical importance
- ➤ Involvement of locals in every aspect of the itinerary

Program Schedule

Dates: 8th, 9th, and 10th April, 2022

Arrival at Mayong:

On arrival at Mayong, you will be welcomed by the traditional king of Mayong. Even to this day the ceremonies and traditions related to kingship are observed in Mayong. This will be an opportunity to interact with the 'king' of Mayong and his nobles and learn a bit about their tradition and history.

Breakfast:

After the introduction with the king, you shall be served breakfast consisting of continental and traditional breakfast served in a traditional style.

A Day in 'Magical Mayong' AND POBITORA WILDLIFE SANCTUARY

(By Bidyut Bishaya and Team Mob No: 9101182529)



Jeep Safari in Pobitora Wildlife Sanctuary and visit Mayong Heritage Museum

After breakfast, you can experience the Jeep Safari in Pobitora Wildlife Sanctuary which is famed for having the highest density of famed one-horned rhinoceros. It is also famous for migratory birds during winter. After Pobitora, there will be a brief halt at the Mayong Heritage Museum for a guided tour of the museum. The museum is a repertoire of archaeological and historical artifacts that highlight Mayong's rich cultural past.

Visit Mayong Heritage Museum

After the Museum, your next stop shall be taken to the Dolphin point where the rare Gangetic Dolphin can often be sighted. Located close by is Kasochila which translates to a 'tortoise of stone' steeped in mythology.

Visit Mayong's rock inscription and rock-cut stone sculptures

After a brief insight into Mayong's past at the museum, you shall be taken to Burha-Mayong on a guided tour to view Asia's longest stone inscription which remains a mystery. Rock-cut sculptures are scattered in Mayong, with most of them being images of the deity Ganesh on stone. One such site worth a visit is a beautifully carved Uma-Maheswar along with a Ganesh beside it. You shall also be taken to visit a rock cave from where historical artifacts were found and still lie unexplored.

Traditional Assamese Lunch

After the guided tour of inscriptions and sculptures, you shall be served Assamese lunch in a traditional style that has rich medicinal benefits.

Visit traditional Bej's and Ojha's of Mayong

After lunch, get ready to witness the traditional way of treating ailments of the Bejs and Ojha's of Mayong. You can also interact with them.

Evening Tea and Feedback

Please note:

The Jeep Safari mentioned in the itinerary is subject to availability and weather conditions. In case the jeep safari is closed due to weather conditions, the arrival time at Mayong will be 8 a.m. and the itinerary will start from Dolphin Point and Kasochila. The above itinerary shall be repeated for the remaining two days. The transfer between the tourist spots of Mayong is not included.



Dikchak Village:

Dikchak, a quaint little Karbi - dominated village is one of the unexplored locations of Sonapur, Assam. The village is an ideal starting point for many unexplored trekking trails and resident birding. Mouthwatering traditional cuisine, prepared mostly in bamboo cylinders, served with genuine hospitality, adds to the charm of a day spent amidst nature in this village.



A Day in DIKCHAK

SONAPUR

(By Dr.Shapna Medhi and Team, Dept. of TTM, Sonapur College

Ph No: 8474839891)



Dikchak located in Sonapur has situated approximately 35 km from Guwahati. Tucked away amidst verdant hills, a sleepy hamlet inhabited by the Karbi tribes the ambiance and greenery of Dikchak soothes the weary traveller.

Major Highlights:

- ✓ Birding with trekking
- ✓ Cultural activities post-lunch
- ✓ Community involvement in all aspects of the tour

Program Schedule

Dates: 8th, 9th, and 10th April, 2022

Reporting at Dikchak Village

Dikchak village located in Sonapur, inhabited by the Karbi tribe is tucked away amidst verdant hills. For the start of an activity-filled day-long activity, one has to arrive early morning at 7.30 a.m.

Breakfast and Briefing

On arrival at Dikchak, you shall be welcomed by the resident community in a traditional style. After the welcoming, you shall be briefed about the trek and the activities along with the distribution of breakfast.

Transfer to the trekking point

After breakfast, you shall be transferred by local vehicle to the trekking point which is approximately 5 km from Dikchak.

Trek Starts from Bhumgaon:

On arrival at the trekking point, you shall be guided by local youths and a birder through the trek that will take you through paddy fields in valleys, quaint hamlets, gurgling streams, forests, tea gardens, orange gardens, and many more.

At various points during the trek, stop to sight birds and listen to their calls.



Reach Goragaon (Lunch Point)

Traditional Karbi Lunch

Leave for Dikchak

After lunch, you shall be transferred by a local vehicle to Dikchak to enjoy the cultural events to be performed by the local community.

Glimpse of Karbi Culture (Traditional Song, Sports, and Dance):

Once you arrive at Dikchak post-lunch, you shall meet with a vibrant environment where the fun-loving Karbi community shall be ready to showcase their rich and unique culture through traditional song, traditional Karbi sports, and dances. You shall also have the opportunity to participate in the same. At the same time, for those who are interested, there shall also be the provision of a village walk where you can have a glimpse of the village.

Please note:

The itinerary given above shall be followed for all three days. The birding trek is approximately 9-10 km long (one way). It will be a one-way trek. A group of 10 individuals shall be the minimum requirement for the trek. For the cultural events, sound systems and lighting shall be avoided. The transfer to and from Guwahati is not included.

Special Note: With the onset of April, we can expect 'Bordoichila' that might bring rains. Bordoichila bathes nature and makes her vibrant for the ensuing spring. It is the time when people enjoy the rain and wish for it. However, please do carry raincoats for the trek or umbrella and with the magical rain, there might be some changes in the cultural events.

Package can be daylong programme, Tourists can also stay at Pobitora, as excellent accommodation facility is available.

Package 2: Visit to Silk Village, Sualkuchi &Visit to Dadara to experience Hargila Army:

Hargila Army at Dadara:

Assam's renowned environmentalist Purnima Devi Barman, winner of the prestigious Whitley Awards, also known as the Green Oscars has been working with Dadara village of Kamrup district to save the greater adjutant stork, locally known as Hargila in Assam. One can experience exotic food, culture, and rare conservation.

Because of the thoughtful, empathetic, and creative inclusion of people as the stewards of the Greater Adjutant has resulted in a steady increase in the birds and nesting colonies, where the village of Dadara have now become the largest colony of one of the world's most endangered birds.

The preservation project includes a group of local women creating a local economy along with protecting the Hargila. The Hargila Army members have formed self-help groups who are now entrepreneurs in their own right. With looms provided through the Greater Adjutant Conservation Program led by Dr. Barman, they have been weaving gorgeous handloom attires with unique conservation motifs, especially of the Agila stork. guardians. As a part of the initiative consistent effort was made to reach out to the whole community, environment education modules were merged with tradition and rituals and thus creating a new education module in this conservation scenario to educate people and lead to a people's movement.



A DAY IN DADARA

Dadara-Pasariya-Singimari near Sualkuchi, about 35 kilometers from Guwahati, is a delightful destination. Not only are these villages home to two-thirds of the world's population of Greater Adjutant Storks – known as Hargila in Assamese –they also boast of the acclaimed 'Hargila Army', a troop of 300 women conservationists raised by Smt. Purnima Devi Barman.

Popularly known as Hargila Baideo or Stork Sister, Purnima Devi Barman, the winner of the Green Oscar or the prestigious Whitley Award for her efforts to conserve the Greater Adjutant Stork, has inspired what is a once-in-a-lifetime experience for tourists. The sight and sound of her army singing hymns to the clickety-clack of looms weaving Hargila motifs – a spirited effort to preserve an avian species on the verge of endangerment – can stay in the memory for a long, long time.



Sualkuchi:

Sualkuchi is a small village that displays the weaving culture and traditions of Assam. Eri, Mua, Pat, the weavers of Sualkuchi can weave it all. It's a magical experience to see the process. The weaving village is, however, best known for its skills and craftsmanship for producing one of the best kinds of silk in the state. Tourists shall experience the skills and craftsmanship of the weavers who produce one of the best kinds of silk in the state.

This weavers' village amidst the lush greenery and the mountains is famous not only for the silk products but also for the scenic beauty of the land. It is steadily growing up as an important tourist spot in Assam. Sualkuchi Village is quite rich in flora and fauna, and it retains the traditional charm with bamboo houses and the overall rustic nature of the villages.









Package 3: Visit to Exotic Chandubi lake to experience trekking tribal lifestyle; Visit to Guwahati riverfront on ropeway and river cruise.

Chandubi:

Chandubi Lake is a natural sightseeing and picnic spot. The lake's chief feature is the natural lagoon that has been formed during the devastating 1897 earthquake. There are many beliefs regarding the story of Chand Sadagar creating the lake too.

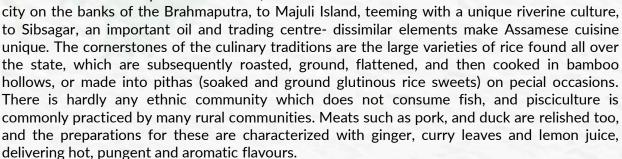
The lake is bestowed with natural beauty. The lake is a biodiversity hotspot, an island around the lake that offers local lifestyle, food, camping, and rowing in the lake is a wonderful experience.

The presence of such provisions makes Chandubi Lake an ideal tourist destination.



A Day in CHANDUBI

The confluence of rivers and plains enrich the diverse history- both culinary and otherwise, of the communities from the East, West, and North of Assam. From the capital of Guwahati, an ancient



Highlights in Chandubi

- ➤ Boat ride
- Walk throw in the ethnic village for a village life experience (handweaving/farming)
- > Ethnic food fest
- Visit to Soloka dare waterfall









The ethnic fest will be presented by **CHANDUBI JUNGLE CAMP**.

Buffet Plater -

- TupulaBhat(rice wrapped in tora leaves)
- Dal with Jujbe/Bogori/Thekera
- Pork with some local herbs/bamboo shoot,)
- Chicken curry in Assamese style
- Rongpuriaalu Bhaji (Crispyfried baby potato)
- Fish curry with Owtenga (elephant apple)
- Sungat Diya Gahori(pork in bamboo tubes)
- Koldil bhaji (Banana flower)



Condiments -

- Alu pitika (Potato maash)
- BengenaPitika (Roasted Brinjal mash)
- Pura BilahiPitika (Roasted Tomato mash)
- Crab Chutney
- Kordoi chutney (smoked star fruit)
- Green chutney with Mustard
- Kharoli
- Khorisa
- Pickles
- Desert

Also available for guest on prior order basis -Roti, Aloo mattar paneer, aloo Gobi sabji.

Starters -

- KhorikatdiyaGahoriMangxo (Roasted pork in skewers)
- Chicken in bamboo tubes (Sungatdiyamurgimangxo)
- Roasted fish chutney (Maas purapitika)
- Smoked pork with dry Bamboo shoot)

Perhead: 950/-

For Reservations and more details: Call/WhatsApp: | 9954675158

Email: chandubijunglecamp@gmail.com









NORTH GUWAHATI ROPEWAY

1.8 km ropeway over the Brahmaputra is the largest river ropeway system in Guwahati. The ropeway visit is a wonderful experience over the mighty Brahmaputra.

It gives a panoramic view of Guwahati, the Brahmaputra, and the surrounding hills. The service starts from 9 am and continues till 5 pm.

RIVER CRUISE AT THE BRAHMAPUTRA:

Evening River cruise on various cruises over the Brahmaputra is a wonderful experience of the river with lots of music and fun. Alfresco Grand, MV Ayuddha etc.

Alfresco Grand is one of the premier cruise service providers on the river Brahmaputra in Assam. The Cruise offers 3 daily cruises in the evenings, Sunset, Sundown, and Dinner Cruise with attractions like Live Music, DJ Music, and Cultural Dance Performances (Bihu) in their dinner Cruise.

The cruise houses restaurant and bar facilities on its decks. It starts at 4:30 pm and continues till 10:00 pm. The cruise on ALFRESCO GRAND on the mighty Brahmaputra is regarded as a must-to-do activity in Guwahati by any tourist visiting Guwahati.

MV Ayuddha is another beautiful river cruise, which will be running regular cruise during Rongali with experience of river and cultural activities and will offer experience of exotic cuisines of the region.

During Rongali, special programs are organized in all these locations including lunch, cultural show, and expedition.



PROGRAM SCHEDULE:

(MAIN EVENT)

Date: 8th, 9th & 10th April, 2022

Venue: Veterinary College Ground, Khanapara,

Guwahati

Bihu Husori, Jeng Bihu & Bihuwati Exhibition and Competition

Stage: Folk stage

Time: 11 AM - 6 PM

Ankiya Bhaona exhibition and competition

Stage: Folk Stage

Time: 11 AM - 6 PM

Folk dance presentation and interactive programme with tourists

Stage: Daytime Carnival Stage

Time: 2 PM - 4 PM

Assamese Folk Music

Stage: Daytime Carnival Stage

Time: 11 AM - 2 PM

& 4 PM - 6 PM



PROGRAM SCHEDULE:

NEXT >>

(MAIN EVENT)

Date: 8th, 9th & 10th April, 2022

Venue: Veterinary College Ground, Khanapara

Guwahati



Contemporary music

Stage: Rongali Good vibes

Main stage

Time: 7 PM - 10 PM

Rongali Fashion weekend

Stage: Rongali Good vibes

Main stage

Time: 6 PM - 8 PM

Rongali Handloom & Craft Experience

(Tourists can experience live weaving of crafts from local artisans/weavers)

ALL THREE DAYS

Time: 12 noon - 5 PM

Exhibition of local crafts and cuisines

(Tourists can buy products made by local weavers, artisans, farmers, and experience North East cuisines. Around 20 stalls of North Eastern cuisines will display local foods, tourists can buy and experience the tribal food as well various exotic dishes prepared by expert cooks.)

Exhibition Time: 11 AM - 10 PM

PROGRAM SCHEDULE:

(MAIN EVENT)

Date: 8th, 9th & 10th April, 2022

Venue: Veterinary College Ground, Guwahati

Rongali Assamese Food exhibition, Competition

Time: 2 PM - 6 PM

Traditional Sports of Assam

Time: 3 PM - 5 PM (All three days)

Rongali Art Exhibition

Time: 12PM- 10PM (All three days)

B2B Meet on Tourism (Interaction of Tour operators across the country)

Date: 9th April, 2022 Venue: Veterinary

College Field, Khanapara

Time: 4 PM





MORE INFORMATIONS

Office Hours

Monday – Saturday 10.00 AM – 05.00 PM

Get In Touch

(+91) 86382 60211

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The Government
approved Tour operators name
will be available at:
www.rongaliassam.com

and Facebook Pages of:

AssamTourism: @directorateoftourism Rongali: @RongaliAssamFestival

One can also visit the website of Tour Operators Association of Assam:

www.toaa.in