

2022

INTERNATIONAL TOURISM SUMMIT PUDUCHERRY

13 - 14 OCTOBER 2022



POST EVENT REPORT

Puducherry, India

*Build a Vibrant
Global Tourism Community*

ITSP OBJECTIVE FROM CHAIRMAN'S VIEW



MR. MOHAMED JINNA

**Chairman
United Holdings Inc
Singapore**

Thank you for your support and we look forward to welcoming you all to our beautiful city. It is our great pleasure to have been chosen to host this international tourism summit. The future of Puducherry will be known as a medial hub and spiritual hub, and we believe that this event will put us on the map as one of the best travel and tour destinations in the world.

The international tourism summit is a first of this kind in Puducherry as annual event that is organized by United Holdings Singapore and jointly with the government of Puducherry. The main objective of this summit is to promote Puducherry as a medial hub, spiritual hub and best travel and tour destination. In addition, this summit also aims to attract trade and investment globally and to make Puducherry as an example across INDIA.

Every year, this summit will bring together industry experts, diplomats, and other highly-relevant associations like famous personalities globally from the travel and tourism industry, politicians, businessmen and media representatives. This event is slated to become a key motivation for Puducherry's sustainable growth as a world-class multi-dimensional area. The summit provides an opportunity by creating more jobs in the tourism sector, promoting investment in infrastructure and developing new tourism products.

We are committed to making this a successful event and invite all trade and investment delegations from around the World to come and experience everything that Puducherry has to offer. We are confident that we can make the sustainable growth of Puducherry, with the help and support of the government and the people's hard work. We know that this summit will be a resounding success.

INTERNATIONAL TOURISM SUMMIT **PUDUCHERRY 2022**



AN EVENT TRULY DEDICATED TO TOURISM DEVELOPMENT & GROWTH

"International Tourism Summit Puducherry 2022" The first event of this kind in Puducherry that aimed to promote Puducherry as a premier tourist destination. It targeted to bring together a significant number of diverse scholarly events on all aspects of International Tourism and Culture. It also provided a premier interdisciplinary platform for the participating countries to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of International Tourism and Culture.

The highlight of the event was the panel discussions covering the comprehensive reasonings of travelling, Topics

- a. Destination Travel & Tourism
- b. Family friendly Medical Tourism and
- c. Lifestyle & Spiritual Tourism

Adding to it Exhibitors had new Product Launches, International Expo on Tourism and Hospitality industries and B2B meetings were held in a successful manner, with an aim to further develop Puducherry as a medical, spiritual and Family friendly tourism destination. This ITSP 2-day International Summit was inaugurated by the Honorable Chief Minister of Puducherry Thiru. N. Rangasamy.

The summit saw the participation of various stakeholders from across the country, including representatives from the tourism healthcare and spiritual wellness sectors. Discussions were held on various aspects of medical tourism, including destination promotion, marketing and branding, infrastructure development, regulatory issues and so on. This summit provided a platform for stakeholders to exchange ideas and share best practices with a view to further developing Puducherry as a leading medical tourism destination. It is hoped that the event will lead to more investment and development in this important sector in the years to come which was evidently witnessed in this event.

ABOUT THE EVENT

YEAR OF ESTD: 2022

FREQUENCY: ANNUAL

DURATION: 2 DAYS

ORGANIZER(S): 2



PARTNERING COUNTRIES



EDITION I

SUMMIT & CONFERENCE



Panel Discussion
3 panels
19 Speakers
11+ Countries

10 International & PAN India Stalls
Tourism, Medical,Wellness, Hospitality & others.

PRODUCT LAUNCH



Tourism, Medical,Wellness, Hospitality & others.

GALA DINNER



EXHIBITION



Tourism, Medical,Wellness, Hospitality & others.

B2B NETWORKING



Cultural Event, Awards,
B2B Networking

CONFERENCE

OPENING CEREMONY

The grand opening started with massive address of Mr. Mohamed Jinna (Chairman of United Holdings Inc., Singapore).

We sincerely thank the Government of Puducherry, Dr. Tamilisai Soudararajan, Hon'ble Lieutenant Governor, Govt. of Puducherry, Thiru. N. Rangasamy, Hon'ble Chief Minister, Puducherry, Thiru. A. Namassivayam, Hon'ble Minister of Home and Industries & Commerce, Thiru. K. Lakshmi Narayanan, Hon'ble Minister of Tourism, Puducherry, Thiru Embalam R. Selvam, Speaker of Legislative Assembly of Puducherry and all other delegates of the team for enabling us to conduct this 1st ever International Tourism Summit in Puducherry.



Puducherry, a former French colony, is one of the most popular tourist destinations in India. The city has a unique blend of Indian and French culture, and is very well known for its beautiful beaches and colonial architecture. Due to this pandemic, all over the world there is a plunge which also seen in Puducherry tourism industry which made a stagnant in growth reputation. The city has a dimension as popular weekend getaway for Indian tourists from nearby cities such as Chennai and Bangalore. UHI's vision is to change it and show Puducherry as a medical hub and spiritual hub and a beautiful place for tourist destination. We definitely hope ITSP will provide an international platform to the tourism industry in a three dimensional way. As the global economy continues to rebound, international travel and tourism will play an increasingly important role in sustaining this growth. The International Tourism Summit will bring together leaders from the public and private sector to discuss how best to capitalize on this opportunity. We are very much glad and honored to organize this event successfully.

The opening address by the following Chief Guests began with a rousing key note speech that had everyone's attention.

~ All the Hon'ble Ministers & Speaker welcomed all dignitaries and stated that this event was a milestone in the history of Puducherry.
~ All of them mentioned that Thiru. N. Rangasamy, Hon'ble Chief Minister of Puducherry has been personally guiding the development of Puducherry as a major tourist destination. Has created an environment that attracts tourists in the hundreds of thousands by providing quality tourist facilities memorable experiences. He has taken keen interest in improving infrastructure and creating world-class facilities for tourists. Under his able leadership, Puducherry is poised to become an even more beautiful and happening city.



KEY NOTE

Thiru. A. Namassivayam, Hon'ble Minister of Home and Industries & Commerce, Govt. of Puducherry

Tourism in Pondicherry has always had an upward trend, and as a result, more tourists visit the city each day. One of the Government initiatives is to actively develop new projects that will lead to economic growth in the region. This will make for a more prosperous and lively environment for everyone. Puducherry is a favorite destination for people in search of low-cost vacations. Tourism is one of the most prominent sources of labor within the city and its low prices help to keep Puducherry a competitive tourist attraction.

In the future, we hope to see new policies coming out of the Indian government that will allow tourists to enjoy their experience. Tourist numbers are improving, and going up every year. However, we need to figure out a way to keep this momentum going so we can continue seeing results. In order to bring in more revenue, the government should start ventures that are always active, to increase tourist numbers.



KEY NOTE

Thiru K. Lakshminarayanan, Hon'ble Minister of Tourism, Puducherry

Pondicherry is a unique city that offers a perfect blend of French and Indian culture. Puducherry is quickly positioning itself as a premier international tourism destination. With almost 1 lakh foreign visitors and around 20 lakh domestic visitors annually, the city is attracting an increasing number of tourists each year. The government is committed to preserving the city's art, heritage and culture, which is why the Tourism Department was engaged in consultation with experts on how to develop and promote these unique characteristics. One such measure is the promotion of MICE tourism. MICE tourism stands for Meetings, Incentives, Conferences and Exhibitions. This type of tourism is very beneficial for promoting

economic growth as well as cultural exchange. Pondicherry has a lot to offer in terms of MICE facilities. Additionally, Puducherry's status as a medical and spiritual hub makes it a perfect place to relax and rejuvenate

The old warehouses at the Old Port have been converted into conference halls and the government is keen to promote tourism by involving private firms. The Tourism Department will act as a facilitator to promote activities that will attract more tourists to the city. Puducherry is also a leading destination for MICE tourism, with a hassle-free business environment and ease of doing business. The city offers a peaceful environment and is well-connected with major cities, making it an ideal location for conferences and events. The government is also keen to involve private firms in the promotion of tourism. With its rich history and cultural heritage, Puducherry is definitely a city worth visiting.

KEY NOTE

Thiru. Embalam R. Selvam, Hon'ble Speaker of Puducherry Legislative Assembly

Pondicherry has long been a destination of choice for tourists interested in yoga and meditation, due to its spiritual atmosphere. Recently, however, the city has been working hard to take huge steps forward in terms of tourism, and this is expected to continue in the coming years. The government is now implementing various new initiatives to make Pondicherry an even more attractive destination. Despite facing natural disasters in the past, the people of Pondicherry have remained strong and resolute.

In order to make Pondicherry's tourism more successful, it is important to add value for visitors. This can be done by offering unique exclusive experiences, by improving infrastructure and facilities, providing better quality services, that cannot be found elsewhere. Doing so will not only improve commercial success but also create jobs and help the economy flourish. Through this, Pondicherry will be able to attract higher-spending tourists who are willing to pay premium prices for a truly memorable experience.

In addition, the city's spiritual vibes appeal to those seeking inner peace and tranquility, making it an ideal destination for yoga and meditation enthusiasts from all over the world.



KEY NOTE

Thiru. N. Rangasamy Hon'ble Chief Minister, Puducherry

Puducherry, with its pretty landscape, spiritual vibes and heritage buildings, is a popular tourist destination. The government is undertaking various schemes to develop the tourism potential of Puducherry and make it a preferred destination.

Beaches are being extended and beautified as part of the government's efforts to develop Puducherry as a tourist destination. Besides, temples and old buildings are being renovated without changing their heritage values. Rivers are being rejuvenated as part of centrally-funded projects.

Since ancient times, Puducherry was graced by Siddhars (saints) who were also practitioners of yoga, an integral part of spirituality. The government is looking at various options to utilise the Cultural and Convention Complex constructed on the Old Distillery premises buildings as revenue generating ventures for the Tourism Department. The government is also open to innovative revenue generating ideas.

Puducherry and Karaikal have important temples and there is scope for developing spiritual tourism. Auroville, with its tranquil atmosphere, is the perfect escape for those in search of peace. Many new tourism infrastructure projects are underway in Karaikal, Mahe and Yanam which will further boost tourism in the region.



SPECIAL NOTE

The event had a special note of address from the below chief guests, virtually:

Mr. Hawazi Bin Daipi, Hon'ble Non-Resident Representative of Singapore to Palestine, and High Commissioner to Ghana Ministry of Foreign Affairs, Singapore

International Tourism summit ,The future of tourism looks very promising. With the world becoming increasingly connected, it's only natural that people will want to explore new cultures and visit new places. This trend is already evident in the rising popularity of travel bloggers and social media influencers. He also spoke about the importance of sustainable tourism development, which he said is essential for the long-term viability of the industry. He called on all stakeholders to work together to ensure that tourism growth is sustainable and benefits all countries involved. There are many benefits that come with tourism, both for the tourist and the host country. Tourism can provide employment and economic growth, as well as cultural exchange and understanding. It can also help to preserve natural and built heritage, and can be a force for good in the world. We would like to thank all the delegates for their participation, and we hope that this will be the beginning of many more fruitful discussions on responsible tourism development.



Mrs. MEC Bongi Sithole-Moloi, Hon'ble Minister of Agriculture & Rural Development, Durban, South Africa

As the Minister of Agriculture & Rural Development, Mrs. Sithole-Moloi is responsible for promoting and developing the agricultural sector in South Africa. In her role, she has been working to increase trade and investment in the sector, as well as to improve infrastructure and services. She is also a strong advocate for sustainable tourism practices that protect natural resources and support local communities. Her insights on the current state of agriculture and rural development in South Africa, as well as her vision for the future. She is expected to discuss how tourism can play a role in promoting economic growth and poverty alleviation in rural areas. Additionally, she has highlighted some of the challenges faced by the sector and offer potential solutions. The International Tourism Summit is an annual event that brings together leaders from the global tourism industry to discuss the opportunities of trade, investments and developments. This year, the summit has honoured us to be a part of it and will be one of the keynote speakers at the event.



SPECIAL NOTE

Gurudev Sri Sri Ravishankar, Art of living

I'm glad to know that there is an international tourism summit happening in pondicherry. You know pondicherry from ancient times have known vedapuri - that this is a place of knowledge. So for spiritual tourism pondicherry is very apt, because Sri Aurobindo ji and Mother they have all selected this place, They knew at this place can bring ancient vedic wisdom to millions around the world.



Now , tourism is essential for not just one's healthy mindset but for the globe as such to Unite people all parts of the world . Your know the time we spend on the world is so short, suppose we live for 100 years or even 80 years , half the time we spend in sleeping , and rest half the time we do many things. Taking some time off and to know about our planet is essential. And that can happen through tourism.

In tourism, there is spiritual tourism that is caring for our inner growth, not just an site seeing or getting tired and taned coming back from holidays and wanting to take rest.Now Spiritual Tourism is that which rejuvenates your soul, mind and brings big smile on you.Medical Tourism is also something that is very essential, if u see in this part of the world , you have ancient Ayurvedic herbal medicines like no other place and it has answer for many of our challenges that we face physically.similarly when familes come together, Family Tourism or Groups come and visit different places , the Bonding happens.

I'm glad that pondicherry government and government of India Our union minister Krishan Reddy and our Hon.Governor of Puducherry Dr.Thamizisai Soundarajan they are all putting their effort , I'm sure this will be successful begining, we need to have more of this conferences in different parts of the country and different parts of the world . This will Unite people and bring the message vasudeva kutumbakam that we are all one human family around the globe. I wish all the Dignitaries and all the ambassadors of various countries participating in this program . And everyone who are participating, make the best use of the time on the earth , keep smiling spread smiles and waves of joy. That's most needed today right,Namaste .Vanakkam

The event continued with some inspiring remarks from the following Guest of Honour speakers:

Mr. Karthik Tallam, Hon'ble Honorary Consul, Royal Consulate of the Kingdom of Cambodia

One of the key speakers at the summit was Mr. Karthik Tallam, Hon'ble Honorary Consul, Royal Consulate of the Kingdom of Cambodia. In his speech, Mr. Tallam spoke about how Cambodia is a country that is rich in culture and history. He said that Cambodians are known for their hospitality and their ability to welcome visitors with open arms.He also spoke about how tourism is an important part of Cambodia's economy and how it has been growing steadily in recent years. He added that Cambodia is working hard to develop its infrastructure and facilities so as to be able to accommodate more tourists in the future. In conclusion, Mr. Tallam urged all stakeholders to work together towards making tourism more sustainable and responsible so that it can benefit all people involved – both those who work in the industry as well as those who visit destinations around the world.



Mr. Gennadii Rogalev, Hon'ble Director & Vice Consul, Russian House, India

International tourism has become an important part of the global economy, with billions of dollars being generated each year. In recent years, Russia has been working hard to increase its share of this market, and the country is now one of the leading destinations for international tourists. One of the key players in this effort has been Mr. Rogalev has been instrumental in promoting Russia as a tourist destination in India.



He also spoke about the potential for tourism between India and Russia, and he outlined some of the key initiatives that his organization is undertaking to make Russia more attractive to Indian travelers. He noted that there are already a large number of Indians who travel to Russia each year for business or education purposes, and he believes that there is a huge untapped potential for leisure travel between our two countries.

He cited statistics showing that only around 1% of Indians have ever been abroad for leisure travel, compared to 10-15% in developed countries like the United States or Europe. This means that there is a huge potential market for growth in Indian outbound tourism. He also highlighted some of the unique selling points that Russia has to offer as a tourist destination.

Mr. Zafar Y. Sareshwala, Hon'ble Co-Founder & CEO, Parsoli group of companies, India

The International tourism Summit is a great platform to discuss the potential of Puducherry as an untapped market for tourism. Mr. Zafar Y. Sareshwala, Hon'ble Co-Founder & CEO of Parsoli group of companies, India, said that Puducherry has a lot to offer in terms of its natural beauty, historical significance and cultural richness. He said that the Union Territory has the potential to become a major tourist destination in South India and can attract visitors from all over the world.



Sareshwala pointed out that Puducherry has been able to retain its French colonial character even after 70 years of Indian independence. He said that this is a unique selling point for the UT and can be leveraged to promote it as a heritage destination. He also highlighted the fact that Puducherry is home to some of the best beaches in India and has a pleasant climate throughout the year, which makes it an ideal holiday destination.

The Parsoli group of companies is willing to invest in Puducherry and help develop it as a top tourist destination. He urged the government to create a favourable environment for investment and provide all necessary infrastructure and support to make Puducherry a world-class tourist destination.



Achievements of the department of Tourism, Govt. of Puducherry – a video played by Puducherry Tourism Development Corporation, which contained the following details:

Efforts are being made by the Govt. to fulfil Hon'ble Prime Minister's commitments to make Puducherry the BEST – hub for Business, Education, Spiritual & Tourism.

Under the able guidance of Dr. Tamilisai Soudararajan, Hon'ble Lieutenant Governor, Govt. of Puducherry & Thiru. N. Rangasamy, Hon'ble Chief Minister, Puducherry has seen rapid growth with many new projects and initiatives elevating Puducherry to a higher level of excellence.

As the domain for Puducherry's coastal space rises, Puducherry Tourism has transformed some of its beach lines into a potential beach tourism destination

Pondy Marina at Dubrayapet,
Ruby beach at Arikamedu,
Eden beach at Chinna Veerampattinam,
New Beach at Pudukkuppam and
Palmyra beach at Manapet.

With its commitment to heritage and culture, the quintessence of Puducherry, the department of Tourism has constructed and developed various new projects:

The Art & Craft village at Murungapakkam is a complex which exhibits the indigenous works of the artisans, who have been the local residents of Puducherry for many years.

The village also offers the Mangrove trail, accessible by boat.

The Franco-Tamil Village, has houses built in Tamil, Andhra, Kerala and French styles

The Cultural and Convention Complex constructed on the Old Distillery premises has 16 rooms, convention halls, space for theatre shows and an auditorium.

In its effort to preserve the heritage of Puducherry, one of the prime attractions of the city, the Tourism department has taken major initiatives to reconstruct and preserve heritage assets such as:

Aayi mandapam, located at Bharathi Park, which is one of the most visited attractions, has been renovated and stands as testimony to Puducherry's rich harmonious architectural splendor.

The initiative also contributed to the renovation of 3 old warehouses at Old port as convention facilities.

The Grand canal that runs through the Boulevard is beautified as a major tourist spot. The project includes beautification of banks, pedestrianisation and improvements to the overall ambience of the grand canal area.

Puducherry Tourism department has also invested in infrastructure enhancements including the extension of the beach promenade, laying of pavements, street beautification and street lighting.

Development of spiritual places is another initiative that has contributed to the enhancement of several temples, being popular pilgrimage sites.

The department of Tourism is always putting in its best efforts and ideas to make Puducherry a more exciting and interesting destination with its tourism engagement activities such as beach festival with beach kiting and beach volley ball. Yoga day & International yoga festival is celebrated every year. Not only this, but MoUs has been signed with Tirumala Thirupathi Devasthanam for darshan of the deity and with Neyveli Lignite Corporation (NLC) for promotion of eco- tourism in some of the mines.

Ministry of Tourism, Govt. Of India has selected Puducherry & Karaikal for the 2nd phase of development under Swadesh darshan 2.0 & Prasad scheme as a result of the successful start and implementation of centrally funded projects.

All the Chief guests, VVIPs, VIPs were honoured with flower bouquet and books.

Post lunch panel discussions on Destination travel & tourism and Family friendly medical tourism happened and all the speakers were honoured by Chairman.

COUNTRIES PARTICIPATED:



Russia



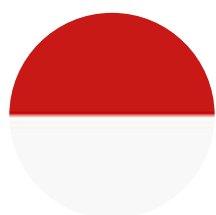
Malaysia



UAE



Maldives



Indonesia



France



Kuwait



Singapore



Srilanka



South Africa



Bahrain

Delegates

80+

Vip's

35+

Vip's

20+

Participants

400+

Media

30+



DESTINATION TOURS AND TRAVELS

PANEL DISCUSSION - 1



Mr. Yong Long Ang

Lon Planet PTE Ltd.,
Singapore



Dr. Hussain Sunny Umar

Founder, Maldives Halal Travels,
Maldives



Mr. Mohammed Afzal

Managing Director
Parveen Travels, India



Mr. Yedla Venkata Rao

Professor & Dean
Students Welfare
Pondicherry University



Mr. Sakthivel G

Founder & Ideator,
French Town 360,
Inbound Tour Operator



Mr. Issac Joseph D. Raja

Director , AdipoLABs Health (M)
Sdn Bhd, Malaysia



Mr. Basha

Russian Trade Centre

INSIGHTS

Mr. Afzal, Chairman & MD – Parveen Travels, India

- Talent, tradition, tourism, trade and technology make up Prime Minister Narendra Modi's '5Ts' formula to develop brand India.
- 5As – Attraction, Accessibility, Amenities, Accommodation & Activities are the Key influencers for a Tourism Destination

Mr. Yong Long Ang - Lon Planet PTE Ltd., Singapore

- Giving back is a great way to get to know your community and its citizens.
- Most travelers to Vietnam are attracted by the country's wonderful natural beauty: From the green rice fields in the north to the fascinating bustle of the Mekong Delta in the south. Vietnam however is also a country with a long history and ancient traditions. It has many historic attractions and old temples.
- Vietnam is an astonishing mix of natural highlights and cultural diversity. Spoke about the full restorative power of nature in Vietnam – beautiful beaches, unique, diverse cuisine, Discovery Travel, Traditional festivals. Contributing over six percent to Vietnam's GDP every year, tourism is one of the most important driving forces for Vietnam's economic development.

Dr. Hussain Sunny Umar - Founder, Maldives Halal Travels, Maldives

- Many reasons make the Maldives the World's Leading Destination, whether one is seeking ultimate luxury, privacy, or diverse and unique experiences. As a 100% Muslim country, the Sunny Side of Life has many aspects and components which make the destination perfect for Halal or Muslim travellers.
- From the availability of a wide variety of Halal food and drinks to the possibility of exploring Islamic cultural and religious sites in the local community, here are a few reasons that make the Maldives the perfect Halal destination, with consideration given to the needs of the modern Halal traveller.

Mr. Yedla Venkata Rao - Head of the Department of Tourism Studies, Puducherry University, India

- The focus of Puducherry is on its unique identity, which is built with destination personality and Brand Image based on its core competencies and unique selling propositions. Rethink and Rebrand image of Puducherry Tourism Destination based on the core competencies.
- Focusing on core competencies of Puducherry destination, such as historical attractions, cultural, spiritual, philosophical, wellness and leisure attractions. Rebuilding competitive advantage based on unique selling proposition (USP) and qualitative visitors. Reconstruct Brand Image from "Peaceful Puducherry" and "Give Time a Break" to "Peace and Powerful Puducherry" and "Lighthouse of Life"

Mr. Issac Joseph D. Raja, Adipolabs Malaysia

- Different tourists from various countries visit Malaysia every year and explore its beauty with Malaysia tour package. Malaysia is famous for its beautiful hill stations, stunning beaches, and wild forests.
- What makes Malaysia so fascinating is its diversity. In the same country, you can explore thriving, modern cities, explore colonial architecture, relax on some of the most beautiful beaches on the planet and hike through lush green jungles.

Mr. Shaktivel, French town 360

- Drone Transportation - Drone taxi mobility will lead more influences at Tourism Industry, and become alternate for the Chopper services and Para motoring.
- Circular routes and public transportation will become a major role at Puducherry Tourism in 2030. And huge scope on water sports, theme parks, cruises which automatically will bring potential start-ups and enterprises.

Mr Basha, Russian Trade Centre

- Rich cultural heritage and natural variety place Russia among the most popular tourist destinations in the world.
- Explore the world when you are younger and can go for long stretches of time.

INSIGHTS

Mr. Sama Akber (Director, Oxymed Hospital, India)

- Spoke about Halal & prophetic medical tourism. Halal treatment means to have consciousness of God; to have faith that God will cure; to deal with patients with empathy; to do proper diagnosis to the root cause of the problem; to have transparency in the treatment and no disparity in price.
- Explained in detail concept of Oxymed Hospital; its functions and facilitations such as EECp, HBOT, EMITRON & Hyperthermia treatment.

Dr. P. Dhamodhara Kumaran (Consultant Clinical Oncologist, Pondy cancer speciality centre, Sri Manakula Vinayagar Medical Hospital Puducherry)

- Medical tourism is looking for quality treatment at affordable prices. People look for doctors' expertise; technology; low cost; less waiting time and rich cultural heritage.
- Important medical fields were listed. Countries & their specialties were charted out. SWOT analysis (Strength, Weakness, Opportunities & Threats) was done about the Indian medical system.
- Puducherry stands on a par with the West in advancements in cancer treatment and the future looks "promising".

Mrs. Suman Sayani (Founder & CEO, Sayani Healthcare, India)

- Indian metro cities have become a major medical tourism destinations for people from other countries who are looking for treatment. Government and media need to develop Tier 2 cities like Puducherry, Pune, Coimbatore, Patna, Jaipur etc., for the said purpose for the benefit of pricing structure.
- Issues faced from patients' perspective and possible solution / service offerings were detailed. A snapshot of medical travellers to India was shown. Global opportunity profile for video consultation / telemedical market size was valued. Layout plan for the business model in medical tourism was shown.

Mrs. Afreen Sheikh (Executive Director, Advanced Pakiza Unani LLP, India)

- History & journey of Unani (a Greek word) medicine was briefed, which is infusion of all the traditions from each country, which is also one of the ancient system of medicine with holistic approach and is rich in hundreds of concepts and hypothesis.
- The main areas of research in Unani that could be helpful for future growth were discussed, along with ways to promote it as an alternative therapy in medical tourism.
- Recently, WHO (World Health Organization) estimated that 80 percent of people worldwide rely on herbal medicines for some aspect of their primary health care needs. The rise in medical tourism for alternative medicine both domestically and internationally has widened up opportunities to enhance Indian comprehensive medicinal systems such as AYUSH (Ayurveda, Yoga, Unani, Siddha, Homeopathy)

Dr. Danny Devasy (Chief Ayurveda Physician, TSL Nutraceuticals Pte Ltd, Singapore)

- TSL Nutraceuticals Pte Ltd is a Singapore-incorporated company that imports, distributes, and markets traditional Indian herbal and medicinal products of the highest quality and their core philosophy is "Enriching life through Holistic Healing for better Health".
- Analytical details of why medical tourism is gaining such importance - such as affordability, quality & confidence, were presented. Telemedicine generally refers to the remote delivery of medical or clinical services. Telemedicine has been around for several decades but with the speed with which it has been pushed forward during the pandemic, probably makes it a universal and extremely positive change to happen in a long time.

Dr. Roopa Rajeev (Endodontist and Aesthetic Dentist, Elite Dental Clinics, India)

- Holistic health is about caring for the whole person — providing for your physical, mental, emotional, cultural, traditional, spiritual, and social needs. It's rooted in the understanding that all these aspects affect your overall health, and being unwell in one aspect affects you in others.
- RASAI NUTRIE "RESTORING TRADITION" - Our body is made up of food. For any defect in the body- "Food" is the cause as well as the way of setting it right. Throughout mankind's evolution -food and the way of food consumption has played a major role which in the recent past has been ignored. There are more non-communicable diseases related to nutrition and metabolism.
- RABA Wellness " Evolve with Nature". The Focus of RaBa is on delivering Non- Pharmaceutical food supplements for the physical body in distress. RaBa aims towards Cultivating Healthy Kitchen and mindful eating habits. Also improving and strengthening our GUT which is the origin of all diseases. RaBa believes that Reverting to the healing power of nature and traditional therapy is the most effective way of achieving disease free World.

Dr Jitendra Revamkar (Chief Dental Surgeon & implantologist, Elite Dental Clinics, India)

- Apart from routine dentistry, causes of Temporomandible Disorders, body balance, overview of Sleep Apnea/Dentistry and problems associated with these, causes, symptoms, and treatment methods were briefed in short.



FAMILY FRIENDLY MEDICAL TOURISM

PANEL DISCUSSION - 2



Dr. Sama Akber

Director
Oxymed Hospital, India



Dr Damodara Kumaran.P

Clinical Oncologist
Pondy cancer speciality centre,
Pondicherry



Mrs. Suman Sayani

Founder & CEO
Sayani Healthcare , India



Dr. Danny Devasy

Chief Ayurveda Physician ,
TSL Nutraceuticals Pte Ltd
Singapore



Dr. Roopa Rajeev

Endodontist and Aesthetic Dentist
Elite Dental Clinics
Bangalore, India



Mrs. Afreen Sheikh

Executive Director ,Advanced
Pakiza Unani LLP, India



Dr Jitendra Revamkar

Implantologist
Elite Dental Clinics
Bangalore, India



DAY 2: CONFERENCE

The day started with Chairman's welcome note:

- ~ This is such a wonderful initiative taken by the Pondicherry government and we're delighted to be taking steps forward in how to bring sustainable tourism. It's not just weak-end tourism – we are here to develop this industry as a sustainable industry with an ecosystem.
- ~ The people from the ground up, those who are from farmers to folks – all of these things are not going to happen in a day or even over two days. The result of this conference is aimed at bringing international communities and local players together to understand the domain needs. Every country has its own uniqueness and challenges in regard to tourism which is what makes it special!
- ~ We feel proud for Puducherry having 6 medical colleges and 29 siddhar peedams. Though we failed to identify this place as being a location in the life of a great and holy saint, we feel guilty about it. Each one of us has a responsibility to pass on this information to future generations and we use this occasion for the same.
- ~ You will find that each country generates its revenue via sustainable tourism while preserving its unique culture, people's design and architecture, food history, etc. This is why Pondicherry has its own uniqueness as well. We're continuously enhancing this International Community to help build sustainable tourism in Pondicherry.
- ~ Future generations of students should start thinking about becoming entrepreneurs and providing jobs for at least 10 people. The financial issue will be a stumbling block here. To tackle such type of issue, 10 years ago crowdfunding was started in Singapore with initially 10 angel investors who each provided 10,000 Singapore dollars for the business. Within 5 years, the amount has increased to 50 million Singapore dollars. This was possible only because of involving all individual communities. As a suggestion, next-generation should follow this.
- ~ A business is all about ethics, which is sustainable.
- ~ Post-event, we are monitoring each and every micro detail of our commitment to execute it within our limits and develop.
- ~ In the next five to ten years, the next generation will develop more if they keep observing and are ready to change in each and every micro level of what they have learnt here. If they don't execute or implement change, it remains a dream.

SPECIAL NOTES:



Mr. Mohamed Jinna

Group Chairman
United Holdings Inc
Singapore



Mr. P. Jawahar IAS

Secretary - Industries & Commerce,
Education and Port,
Govt. of Puducherry, India



Mr. Issac Joseph D. Raja

Director , AdipoLABs Health (M)
Sdn Bhd, Malaysia



Mr. T. Arun IAS

Secretary - Power, Public
Works and Tourism,
Govt. of Puducherry, India



Mrs. P. Priyadarshini

Director of Tourism,
Govt. of Puducherry, India



Mr. Basha

Russian Trade Centre



Mr. Krishna Raju

CEO, Your Backers, India

It was then followed by product launch of International and PAN Indian companies:

Dr. Kamaraj, Director of Shopeein – launched their mobile & web App

- The new identity of the online empire
- Website developed react.js framework with next.js
- Plotter by google for android and ios
- Enterprises customers and entrepreneurs to create feature-rich programs
- Technology and automation
- More efficient
- Engaging next generation
- Worldwide delivery
- Secure payment sector
- We welcome you on board to shopeein.com for a rewarding investment opportunity and
- Look forward to fostering a lasting and prosperous relationship together

TSL Nutraceutical Pte Ltd., Singapore – about their Biove products

- Mr. Alan @ T. Elanchelvan, Executive Director, TSL Nutraceuticals Pte Ltd, Singapore and his team members – Mr. Aravind (R & D Director), Dr. Danny Devasy (Chief Ayurveda Physician), Mr. Aasif (IT Consultant) and Mr. Seran (Partner) were present on dias.
- Promotional video was played on the Biove products.
- Patient testimonials were presented.
- Mr. Arun, IAS, Secretary of Tourism Department received the 1st Biove products from Chairman & Mr. Alan @ T. Elanchelvan, Executive Director, TSL Nutraceuticals Pte Ltd, Singapore.

Jivaasri Ayurvedic Wellness – about their therapies & treatment

- Like the name suggests, 'Jivaa' means health & 'Sri' means wealth.
- Jivaasri's mission "Arogya Bhaaritham", is to build a healthy nation through Ayurveda
- Create a Holistic Wellness Destination in which Ayurveda, Yoga and Nature are closely associated.
- Redefine the Customer experience with a personalized and caring environment and provide treatments that addresses the root cause.

Mr. Arun, IAS, Secretary of Tourism Department delivered a key note speech along with a ppt on Puducherry on the following points and promotional videos were also played about Puducherry:

- Appreciated entire team led by Chairman for the Hyperthermia machine installed at Indira Gandhi Government hospital Puducherry is doing well and lot of patients are benefitting out of it as that is also part of Medical tourism.
- Extended invitation to entrepreneurs and industrialists to start business in Puducherry for the ease of doing business here, as it is easier getting approvals from relevant Ministries.

Narrated the following points as ppt was shown:

- UT of Puducherry - A south Indian salad, comprises of 4 regions, Puducherry itself, Karaikal in Tamilnadu, Mahe in Kerala and Yanam in Andhra Pradesh.
- Puducherry earlier referred as 'Agasteeswaram/Vedapuri' a place of learning. Puducherry also referred as "Poduke" by Greeks
- Ancient trading port with Rome in 2nd Century B.C. Portuguese, Danish & finally French established trade in 17th century.
- French rule ended in 1963 after 280 years of occupation.
- Puducherry - A heady combination of heritage, spirituality, fun, shopping and gastronomy...
- The reasons for "Why Puducherry?" being, Indo French Cultural Heritage - Architectural Streetscapes / Festivals - Cultural Events / Fine Arts – Masquerade / Games - Petanque\
- Spiritual Vibrations – Auroville, Sri Aurobindo Ashram and Yoga. Famous temples. Beaches, Rivers, Backwaters – 5 new beaches and Mangrove Trail are developed.
- International Blue Flag Certification was awarded to Eden Beach, Puducherry.
- Gourmet – Creole Food, Shopper's Paradise - GI Products (Terracotta, Paper mesh), Leather, ceramic, handmade paper, aroma products, "Sunday Market"

- In addition to its own strength, Puducherry is hub for major temple circuit of Southern India.
- Added new attractions to strengthen the USPs of Puducherry in Heritage, Beach, Spiritual and MICE Tourism.
- Planned new developments such as Master Plan for development and management of the destination, More beach destinations and beach resorts, Facilities for Spiritual Tourism Circuit, Eco Tourism Attractions, Rural and Agri Tourism facilities, State of the Art Digital Museum and Natural History Museum, Family Entertainment Zones, Wellness/Medi Zone, Media Studios, Adventure Sports.



New opportunities for investment

- Heritage Village at Murungapakkam – 7 acres
- Cultural Complex at Old Distillery premises – 1.90 acres
- Tourism Building – beach road – 4,000 sq.ft
- Seagulls area – 1.5 acre
- Manapet beach – 100 acre
- Convention Centre at Old Port area - O&M
- New tourism exploring opportunities - Medical Tourism, Adventure Tourism, Rural Tourism, Spiritual Tourism & MICE Tourism.

Mr. Alan @ T. Elanchelvan, Director of TSL Nutraceuticals delivered a special note of address which had the following message:

- That he was a banker and was exposed to International trade finance over 15 years and he has consulted more than 15 manufacturers from India mainly in Internal medicine related to ayurvedic products, siddha products.
- Today's identity of Singapore was built over 50 years by Mr. Lee Kuan Yew, the Father of Singapore through a system. He passed away but the system is very robust. Similarly, we will bring the system and vibrancy to Pondicherry and make Pondicherry a great place for people to visit and bring forward.
- India has lot to offer in terms of Indian traditional medicine. We have to expose it to the international market.=
- It takes five or ten years to prove for business entrepreneurs and to build a robust business.
- 2 quotes that he got inspired from Mr. Jalal – “to move towards knowledge-based economy” and “add value to our product”.
- It's through an effort, it's in a focus, it is a continuous preconceived vision and mission that make you very Successful.

Mr. Damodarasamy Srinivasan, Managing Director, Sree Annapoorna Group, a well known dignitary in the hotel and restaurant industry delivered a special note of speech.

- Ayurvedic and Siddha systems of medicine are our proven medical systems that can help us avoid food quality-related health issues. A Medical revolution will happen if we put more emphasis on these systems and make them more affordable for the general population.
- Doctors exist to serve, so personal gain should not be their primary motivation. Training needs for doctors should include the art of healing. Medical bills are on the rise for the general population, because of this, it can be difficult to maintain a trusting relationship between doctors and patients. Changing trends in medical field affect all aspects of patient care, leading to more serious health issues.
- Puducherry has so much to offer in the Tourism sector, particularly because of its affordability and stylishness thanks to French influence. If you're looking for a place with all sorts of entertainment, Puducherry will be perfect for your family.

Mr. Issac Joesph D. Raja, AdipoLABs Malaysia addressed a key note speech.

- Appreciated Chairman & his team, for well organizing this International standard event.
- Puducherry has got everything to be a best tourism destination. It has all the right ingredients like rich culture, colonial heritage, beautiful beaches and more. The city also boasts of many spiritual places that attracts a lot of devotees from across the country. All these factors make Puducherry an ideal place to visit.
- ITSP summit has covered everything – mind, body & soul, becoming a complete package and looking forward to more such summits.

Mr. J. Lakshmi Narayanan, Vice President of Your Backers, the Title sponsoror delivered a key note speech.

- we are very keen in pondicherry and and we love pondicherry
- we are more into a plastic free pondicherry we clean pondicherry every day
- we have a team around with hundreds of people as volunteers
- Cleaning the city is our passion
- we clean the shore & also the pondicherry beaches
- we deploy the local fishermen and we clean the sea. We pay them and they use this opportunity by removing the stuff that is covering the sea / deep sea.
- We want to keep Pondicherry free from pollution & noise.
- Food distribution is done by us, daily at five places. We take care that food is prepared organically & with cleanliness and we avoid plastic in this initiative.
- We provide medical help to the needy people and also provide education help to deprived students.
- We have separate division to encourage women self-help group, as an opportunity to uplift their business and self-respect.
- As part of CSR activity, we have contributed traffic signals and other barricades to Puducherry traffic police department.
- As CEO of 'You can fly', we are proud to be the first drone institution – we assemble drones.
- We have a academy to teach drone piloting.
- We assist Police department in drone surveillance during situations of emergency / disaster.

Panel discussion on Lifestyle & spiritual tourism happened and all the speakers were honored by Chairman.

Ms. Sujitha Suresh was honoured for her contribution and achievement in human brain tissue research.

- This is her 5th award for this year 2022, for her contribution and achievement in human brain tissue research.
- Generally brain remains active for 5 minutes after death. We can remove genes from the brain and can be used to treat mental disorders. This is my aim and it is under process. Since I'm pursuing my M.Sc., it is in process stage and I am sure within a year, I'll be able to reach my aim.
- With all the blessings of elders and love and support of near & dear, I do wish to reach my ai

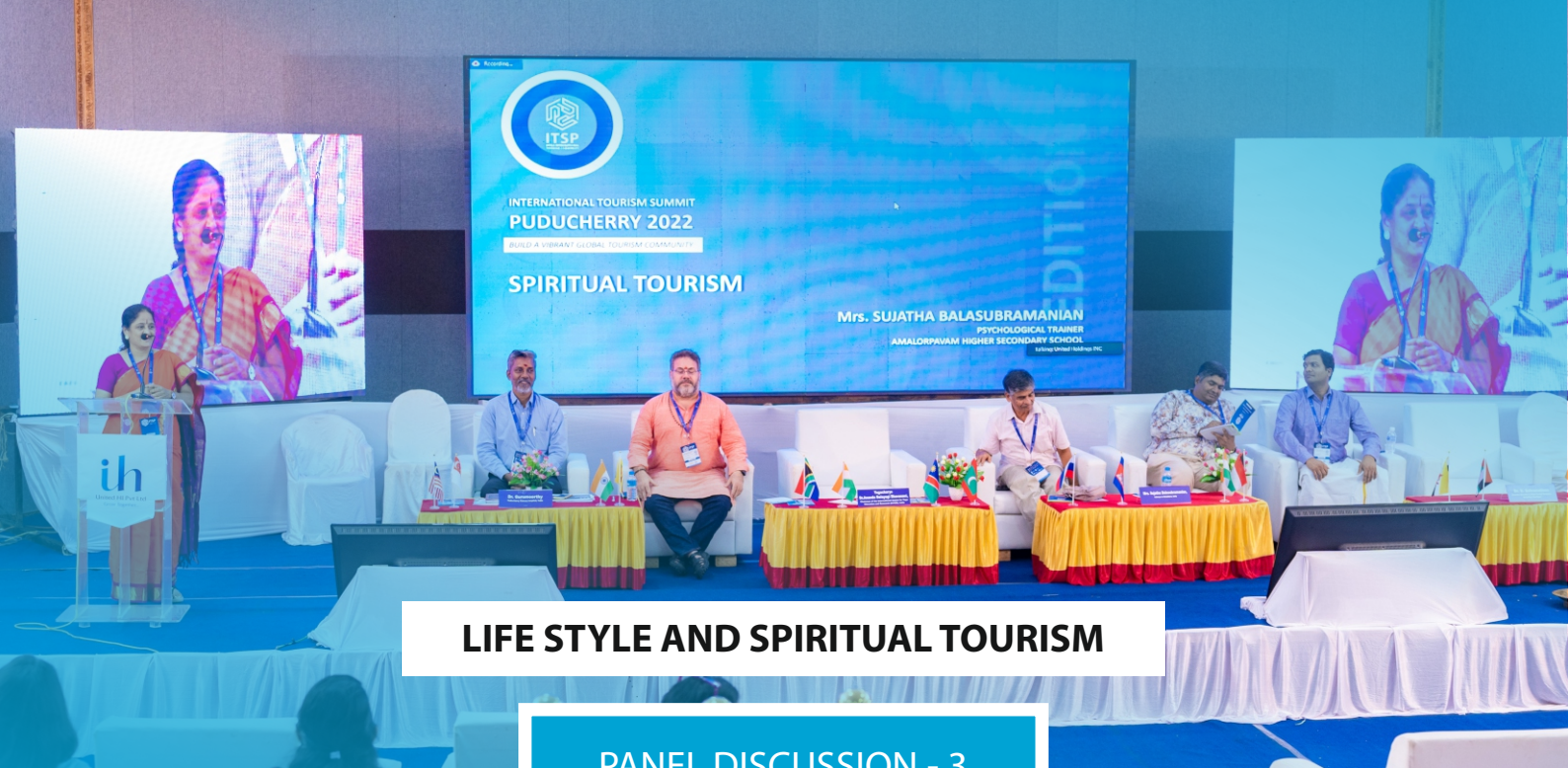
Mr. Sakthivel of French Town 360 was honoured.

- Shared that he is associated with United Holdings for almost 7+ years and was really glad to be in association with Chairman for such long years who works with continuous sustainability. Chairman is a person who works for peace & human values.

Mr. Samy from NDTV was honoured.

- Chairman has a eagle eyed vision for Puducherry. He plans ahead for almost 25 years from now. Chairman takes and delivers things in a humble manner with high level of energy. Would like to extend my support, always, in all his initiatives.





LIFE STYLE AND SPIRITUAL TOURISM

PANEL DISCUSSION - 3



Mr. Gurumoorthy

Puducherry Cancer Hospital,
India



**Yogacharya
Dr. Ananda Balayogi Bhavanani**

Chairman of the International Centre for
Yoga Education and Research (ICYER), India



**Dr. Uttareshwar Pachegaonkar M. D
(Homeo)**

Director, Sri Aurobindo Centre for Homoeopathy



Mrs. Sujatha Balasubramanian

Acharya in Oshodhara
India



Dr. Selvanathan S

Founder Director & Dental Surgeon
Swasthya Dentique - Puducherry & Chennai
Faculty & State Yoga Program Coordinator
- Art of Living



Mr. Kaviarasu

Manushyaa Blossom

INSIGHTS

Yogacharya Dr.Ananda Balayogi Bhavanani, Director and Professor Yoga Therapy ISCM, Sri Balaji Vidyapeeth, Pondicherry

- We think that spirituality is new to pondicherry but spirituality goes back thousands of years it is said to be the place where the great Rishi Agastya has lived. In fact we celebrate the 'Masi Maham' as a special occasion highlighting one of the stories of agastya Rishi who is said to have drunk up the ocean facilitating the Devas and Asura's battle to happen.
- More than 100 yrs ago Sri Aurobindo came and set up the Aurobindo ashram in Puducherry and then was facilitated in his amazing work with the Divine Mother herself creating the international Township Auroville.
- There were at least 18 if not 20 siddhas who have lived in different parts of Puducherry and it is their vibration that has kept the spirituality alive in Puducherry.
- Kambali Swamigal of Puducherry is said to have lived to be 504 years of age. He attained 'jala samadhi' at Thattanchavady, near Jipmer and since 1975 my father Swami Gitananda became the 'madadhipathi' or head of that 'mutt' of that Kambali Swami and I continue his work.
- I am proud to be a member of Indian Medical Yoga Association.
We have brought together the traditional healing systems of India, the Indian systems that involve Yoga chikitsa Yoga as a therapy and Sangeetha chikitsa, which is music as a therapy and for the past 12 plus years.
- when you add the yoga therapy, the music therapy or other complementary therapies we can the retard disease progression. When you add the above, to these lifestyle disorders they are not only working on the body; they are not only working on the mind they are also working on the spirit.
- Nowadays, nobody wants to change the lifestyle. For the lifestyle disease; lifestyle disorder the only treatment is modification of Lifestyle.
- The Indian cultural motto – 'we are all one gigantic World family'. The message of spirituality that Puducherry has given us is the message of Oneness.

Dr. Uttareshwar Pachegaonkar M. D (Hom), Director, Sri Aurobindo Centre for Homoeopathy

- Have been in homeopathic practice for last 44 years. Hardly 10 percent people have some genuine disease tendencies and 90 percent are acquired or invited by our own faulty lifestyle.
- In Homeopathy, we hardly give much medicine we don't believe in the gross doses we just stimulate the inner innate healing entity in the own individual.
- Foremost thing we advise is the sleep. the best part of the sleep is, it has to be according to circadian Rhythm.
- The timely eating also is very important. Eating whatever is available in the respective area & in that season is a good food. But, prefer to eat fresh food eat, slowly.
- The next important is hydration. Drinking of water or consumption of fluid also should have a proper sequence and Pattern.
- We suggest that start your day with something Citrus either lemon water or orange water for different reasons.
- In today's life people have anxiety and stress and they tend to develop more acid secretion, hyper acidity and this lemonade or or vegetable acid on empty stomach gives you a feedback mechanism where it has a alkaline effect. So on empty stomach if you consume Citrus or lemon water, the pH in our stomach, the hydrogen ion concentration or acidity count actually that is sensed by our vagus brain and then acid secretion is inhibited for the whole remaining day.
- Govern your breathing. Do inhalation & exhalation in a proper rhythmic way, in the ratio of 1:2. Exhalation should be little longer than inhalation.
- The above with yogic practices, will definitely avert so many disorders.

Mr. Gurumoorthy Puducherry Cancer hospital, India

- Apart from various tourist entertainment and enjoyment spots, Puducherry is filled with religious places of all faiths.
- However, Puducherry is unique with lot of Jeevasamadhis of Siddhas. (siddhars).
- Siddhars are Ultimate evolved human beings who studied human anatomy through energy systems, created medicines through study of plants and herbs, treatment through Varmakalai, study of astronomy, astrology etc.
- Secrets of universe got revealed through them.
- Merging with God was their final objective
- In & around Puducherry, almost 29 'jeeva samadhi's are there.

Mrs. Sujatha Balasubramanian, Acharya in Oshodhara, India

- Our spirit is on tour on planet Earth.
- Saintly people are energy reservoirs which helps to balance the harmony on this earth.
- "Saints are the Eastern Scientists of the inner world & Scientists are the Western Saints of the outer world"
- Matrimandir is the systematic representation of human body and its intrinsic system.
- We are all born with a level of consciousness, an energetic frequency within the vast field of consciousness. And with The Map of Consciousness, we can truly understand the total spectrum of human consciousness.
- With the Map, Dr. David R. Hawkins laid out the entire spectrum of consciousness, from the lower levels of Shame, Guilt, Apathy, Fear, Anger, and Pride; to Courage, Acceptance, and Reason; all the way up to the more expanded levels of Love, Ecstasy, Peace, and Enlightenment. These "higher" energy fields are a carrier wave of immense life energy.
- Louise's key message in his book "you can heal your life" - "If we are willing to do the mental work, almost anything can be healed."



Dr. S. Selvanathan, Founder Director & Chief Dental Surgeon, Swasthya Dentique & Faculty - Art of Living Puducherry State Sri Sri Yoga Program Coordinator - Tamilnadu & Puducherry

- Started off with Gurudev Sri Sri Ravishankar's (a humanitarian leader, spiritual teacher & an ambassador of peace) message which contained the following message:
- Pondy in ancient times known as Vedapuri, place of knowledge.
- For spiritual, Puducherry is very apt. Sri Aurobindo, Mother – they have all selected this place. They knew that this place can bring ancient vedic wisdom to millions around the world.
- Now tourism is essential for not just one's healthy mindset but for the globe as such to unite people from all parts of the world.

- To know about our planet is essential and that can happen through tourism.
- Spiritual tourism is that will rejuvenate your soul, your mind.
- And I'm glad that the Pondicherry Government and Honorable Governor of Puducherry they're all putting their effort
- I'm sure this will be a very successful beginning but we need to have more of these conferences and different parts of this country and different parts of the world this will unite people and bring the message that we are all one Human family around the globe.
- I wish all the dignitaries and all the ambassadors of various countries who are participating in this program and everyone each and every one of you all the best make best use of your time on the earth keep smiling and spread smiles and waves.



Mr. Kaviarasu, Manushyaa Blossom

- Manushyaa Blossom is a siddha Pharma company. It is six year old and we are focusing on mental illness using Nano medicines.
- Manushyaa Blossom is a GMP certified Siddha Pharma company and primarily focusing in nanobio formulations and we follow good GMP practices. We have 57 licenses with 37 sastric and 20 proprietary. We have synthesized more than 15 nanometric Nano compounds and identified more than 15 Nano compounds and we have derived it to 200 process of synthesizing various Nano compounds.
- Understanding the basic chakra is the most essential part of the human when it comes to the treatment of the humans. Because as the cosmos moves this chakras are not the same for every individual. The chakras position changes for every individual. When it comes to the spiritual progress the master is supposed to know and individual's alignment of chakras.
- Our mission is to execute Phase II clinical trial for ASD, ADHD and combination of ASD & ADHD as per European standards by collaborating with European agencies.
- VES treatment against UTI bacterial infection and resistance (Clinical observation proved that patients were resistance to 12+ clinical antimicrobial agent) evidenced, VES as promising agent for antimicrobial treatment.
- Establishing infrastructure for Research & Development and quality control for the nanomedicine to compete global needs.
- We are stepping into Quantum Dots, a new branch of medicine that provides quick, painless and non-invasive diagnostics and uses low dosage for treatment of diseases without adverse effects
- I wish all the dignitaries and all the ambassadors of various countries who are participating in this program and everyone each and every one of you all the best make best use of your time on the earth keep smiling and spread smiles and waves.



THE CHAIRMAN CONCLUDED THE TWO-DAY INTERNATIONAL TOURISM SUMMIT WITH HIS CLOSING REMARKS:

- We sincerely thank the Government of Puducherry, Dr. Tamilisai Soudararajan, Hon'ble Lieutenant Governor, Govt. of Puducherry, Thiru. N. Rangasamy, Hon'ble Chief Minister, Puducherry, Thiru. A. Namassivayam, Hon'ble Minister of Home and Industries & Commerce, Thiru. K. Lakshmi Narayanan, Hon'ble Minister of Tourism, Puducherry and all other Ministers, MLAs, IAS officers of Tourism department from the bottom of our heart since this would not have been possible without the help and support of this entire team.

CLOSING REMARKS OF CHAIRMAN

- The two-day humongous Summit - International Tourism Summit first time held in Pondicherry has actually come to an end.
- The reason why the summit was put up, what our task was, and what we were trying to achieve is not just words. The idea of just saying things starts with believing in them, after all. And that's how we arrived at a declaration and takeaway of the summit based on the benefits born of brainstorming with eminent and like-minded people.
- We now request & recommend the Government, to execute in a way that would benefit everyone.
- Together, we sincerely request and recommend the Government to take action and make this a reality.



TAKE AWAY AND DECLARATION OF ITSP 2022

Declaration forum International Tourism Summit Puducherry 2022

International Tourism Summit Puducherry 2022 1st edition has commenced with an immense response from the International delegates. United Holdings Inc wants to recommend the Government of Puducherry and announce the takeaway and declaration of the International tourism summit Puducherry 2022.

01. **Transportation:** Upgrading transportation to robust international standards to attract more visitors from around the globe. International flight facilities at Puducherry airport will boost the tourism sector.

02. **Foreign direct investment:** Conduct systematic "Investors meet" to attract foreign direct investment to set up manufacturers, industries, trade, and production businesses and make Puducherry a hub.

03. **Village tourism:** This summit strongly recommends the Puducherry Govt. to enable village tourism to International and Indian tourists. This brings the beauty of the village & its infrastructure, ethnicity, and culture to the International tourist and also upgrades the local products of Puducherry to domestic people in a reformed and upscaled manner.

04. **Integrated medical hub:** Establishing an Integrated medical hub in Puducherry is a unique concept in India with the adjoin therapy of Ayurveda, Siddha, allopathic and homeopathy. 05. **Trade:** The concept of "Made In Puducherry" is to make available Puducherry products to the International market.

05. **Trade:** The concept of "Made In Puducherry" is to make available Puducherry products to the International market.

06. **Family entertainment & Wellness center:** To facilitate more wellness centers that will attract family tourism. We recommend the Govt. of Puducherry work along with the private sector to bring in more resorts, theme parks, interactive museums, and other educative family entertainment.

07. **Puducherry food establishment:** Establishing authentic food of Puducherry in a hygiene system to PAN India & International tourists will boost the food industry.

08. **Attracting more tourists:** Transforming Puducherry from a weekend holiday spot to a long vacation tourism destination will enhance trade possibilities.

09. **Currency exchange:** The availability of currency exchange mediums in Puducherry can be improved by making various clusters in Airports and other tourist spots.

10. **Governance model:** To make all the declarations lined up above, we recommend the Govt. of Puducherry make a Government model and regulations to set up a standard that will be a role model to other Indian states.

VISITOR'S BY JOB FUNCTION

CEO, GM, MD & Divisional & Project Head: 32%
Manufacturer, Supplier, Agent & Distributor: 20%
Students: 20%
Government Officials / Association & Diplomats: 28%



EXHIBITION

The International Expo Puducherry was a two day international exhibition for the Domestic & Intl travel & tourism and its related industries to meet key players from around the world, thereby providing a comprehensive business platform to connect the trade and industries with the trillion - dollar travel & tourism market.

The exhibition served as a high impact business platform for lucrative business opportunities and the presentation of products and services to a global audiences.

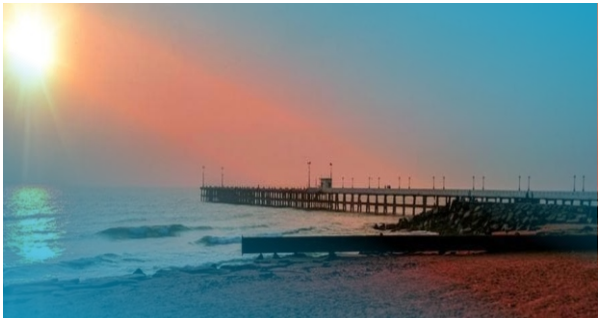
**1800 sqft
Exhibition
Area**

**6+
PAN India
Exhibitors**

**5+
International
Exhibitors**

**400+
Footfalls**

EXHIBITION **SECTORS**



TOURISM



HOSPITALITY



HEALTHCARE



WELLNESS



EDUCATION

IMPRESSIONS **SPEAKERS**



Mrs. Suman Sayani

Founder & CEO
Sayani Healthcare , India

I am immensely thankful to Mr. Mohammad Jinna sir for his efforts in making this event such grand and Spectacular. His ideas and vision are truly inspiring, I also extend thanks to all the Team members for their enormous cooperation in making a big gala event.



Mr. Yedla Venkata Rao

Professor & Dean
Students Welfare
Pondicherry University

ITSP was a mega event... we are happy and carried away with so much learning experience...



Mr. Gurumoorthy

Puducherry Cancer Hospital,
India

Thanks for the nice support and coordination in making my experience a memorable one. Thanks. Be blessed by the divine.



Dr. Hussain Sunny Umar

Founder, Maldives Halal Travels,
Maldives

Amazing event by your team enjoyed the stay at the event and the tour. Well organized.



Mrs. Sujatha Balasubramanian

Acharya in Oshodhara
India

Dear Organiser and the team
Very glad to express my feedback on the First International Summit Pondicherry.
First of all am very thankful to Mr. Shakthi Vel for the opportunity he has given.
I thank Mr. Jinnah Sir for taking the initiative.
Different aspects, different dimensions of ideas, and different people under one roof were really very mind-blowing.
I felt this program was very awakening in the name of tourism.
Thanks for all the initiatives and efforts rendered by the team.
Let the momentum carry on with all cheers and chills Compèring by the two sweet girls was awesome.



Mr. Zafar Y. Sareshwala

Indian Businessman Owner Of
Parsoli Corporation

The ITSP 2022 Summit was absolutely outstanding in terms of information about available infrastructure and the willingness and support shown by the Puducherry Government under the leadership of CM N Rangasamy Sir.



Mr. Mohammed Afzal

Managing Director
Parveen Travels, India

Great initiative by Jinnah sahib to showcase India to the international tourism fraternity, Good pick of speakers and, Giving an insight of Pondy, To promise pondy tourism in a big way, Best of luck for future endeavours of United Holdings.

IMPRESSIONS **SPEAKERS**



Dr. Danny Devasy

Chief Ayurveda Physician, TSL
Nutraceuticals Pte Ltd, Singapore

Dear Mr. Jinnah and entire United Holdings Inc team.

We on behalf of TSL Nutraceuticals Pte Ltd, would like to thank the you all for making ITSP happen. We are very happy with the way you all contributed to the event. This event is surely a starting point for greater glory in coming years to boost Puducherry tourism.

The total event was meticulously planned, orchestrated and executed with superb teamwork and camaraderie.

We also had a spectacular networking opportunity with other fellow exhibitors as well.

We will be looking forward for more such events in years to come.

Once again, on behalf of Mr Alan, Mr Seran, Mr. Asif, Mr Aravind and myself, a big thank you to you all.



Dr Sudha Somappa

Consultant Radiation Oncologist
Bangalore

wishing Mr AJ Mohamed Jinna sir the very best of luck. I predict a big win tomorrow. You have worked hard to get this far. All your hard work is about to pay off...Good luck to you sir.



Mrs. Afreen Sheikh

Executive Director ,Advanced
Pakiza Unani LLP, India

Thank you very much for organizing this interesting and useful Conference. I am honoured to be a part of it. This event has opened up a whole lot of new opportunities for entrepreneurs across the globe and will definitely help boost the tourism industry in pondicherry. Thanks again and look forward to see you again.



Dr.Selvanathan S

Founder Director & Dental Surgeon
Swasthya Dentique - Puducherry & Chennai
Faculty & State Yoga Program Coordinator
- Art of Living

My lifetime experience of bringing Gurudev Sri Sri Ravishankar Ji to a Global Forum was fructified at this event.

My Dreams for Swasthya Dentique was presented to various representatives of countries was something I never even imagined to do it in Puducherry.

I'm extremely grateful to Chairman sir for the trust, leadership and faith on me.

The office of United Holdings have done exemplary work in putting this grand event to a wonderful success.

Thanking the office team, leadership team and Chairman of United Holdings for the wonderful opportunity.

Because of this event I have got an opportunity to invite Chairman Sir and Mr.Long from Singapore to be part of Swasthya Dentique's 1st Year anniversary.

In addition to this, further global associations and opportunity to learn, relearn and unlearn the business was the biggest take away in this meet.

Looking forward to associate with United Holdings - Singapore for Swasthya Dentique, Art of Living and Indian Yoga Association

IMPRESSIONS **SPEAKERS**



Mr. Issac Joseph D. Raja

Director , AdipoLABs Health (M)
Sdn Bhd, Malaysia

I wish to thank & congratulate United Holdings Inc for hosting the International Tourism Summit Puducherry (ITSP) which was launched by the Chief Minister of Puducherry. This International event was a great success by bringing the tourism awareness of Puducherry to the world. I believe that after this event there will be a big boom in the tourism Industry in Puducherry.

Puducherry has what it takes to be a good tourist state as its got the Fine Weather, Great Beach, Historical Monuments, Heritage Buildings, full of Spiritual Grounds, Beautiful Hotels & Good Transport Services.

I wish to thank Mr. Mohammed Jinna the Chairman of United Holdings Inc for inviting me to speak at this Event. All the best to his team who made this International Event a memorable one.



Mr. Yong Long Ang

Lon Planet PTE Ltd.,
Singapore

Yes, I have a wonderful experience here, the event is organized very well brother Jinna have a great team . If I could , I would like to share ideas and contribute from a tourist perspective . The tourism board is focusing on infrastructure now, but for a start, they should bring up the live of the city - using French old quarter as a place to hold mini street music / bands , give prizes for competition, contemporary or classical music on the streets . Eg sponsor free hotel stay for oversea up and rising bands,to come here to play . Yes , they can play like English or French or Korea songs here .

...., wear French / Korea attires ...build tents at beach in evening for such shows, domestic customers , use people / software / activities to attract domestic and international travelers to come here for wholesome tourism - spiritual and rejuvenation activities.



**Yogacharya
Dr. Ananda Balayogi Bhavanani**

Director & Yoga Therapy ISCM,
Sri Balaji Vidyapeeth, Puducherry

A much needed event that brought together people from diverse backgrounds on one platform. Hope that Puducherry tourism will take it up in future to enhance perception and ease of business in Pondicherry.



Dr. Roopa Rajeev

Endodontist and Aesthetic Dentist
Elite Dental Clinics
Bangalore, India

I would like to Congratulate the entire team of United Holdings Inc specially Mr. Jinna and Government of Puducherry for putting up much required International Tourism Summit at Puducherry on 13th, 14th October 2022.

It was a well-conceptualized conference to highlight Tourism Sectors of Puducherry and other countries which took part in conference such as Malaysia, Cambodia, Singapore, Vietnam, Maldives and so on.

IMPRESSIONS **SPEAKERS**



Dr Jitendra Revamkar

Implantologist
Elite Dental Clinics
Bangalore, India

It was well-integrated conference for Destination, Medical and Spiritual Tourism making it a good platform for people of various fields from different countries to connect and exchange ideas...

We are happy and in gratitude for being a part of this event and We extend our Best Wishes to everyone to make the best use of this conference to connect, exchange, explore and expand their knowledge and skills...

And Our Best Wishes to Undited Holdings Inc to host more such Summits to bring International Community under one roof with the purpose to Serve Humanity...

IMPRESSIONS VISITORS



S. Roshan Singh

Founder & Operations Head,
Med-Sol Health Solution LLP

I would like to share my experience on the International Tourism Summit held at Pondicherry on 13th and 14th Oct, 2022.

Being from the same Medical Tourism Industry, Mrs Suman Ji from Sayani healthcare Ltd informed me of this Summit as she was a prominent speaker in the program and also requested to be a part of the summit as its related to International Tourism. I was glad and started to plan for the summit and started interacting with you to understand the agenda of the summit.

We as a medical tourism company "Medsol Health Solutions LLP" since 2016 have established ourselves very strongly in Oman (Catering to all GCC countries) and in Kenya (Catering to all east African countries). As we have different verticals to our business, we also market and promote Indian hospitals in domestic and international markets to increase their flow of International Patients. And this is how we wanted to get at least 5 hospitals from Hyderabad and central and north India. But at last moment rest all got cancelled for some true reasons and Jivaasri Wellness accepted the invitation and completed all the formalities of the Summit – Guided by Mr. Srinivasan.

It was a pleasure knowing you Mr. Srinivasan, and your constant support got me and my associate Jivaasri Wellness more confidence to be a part of the summit. What all you promised for the summit we had more than expectations – let it be the arrangements, Coordination, Networking, Venue, audience, Pondicherry Govt. support etc.

We as a company had plans to start modestly invest in Muscat and Nairobi to start-up with but after attending this summit we are planning to start-up in Pondicherry, Chennai and Singapore too under the guidance of your esteem and noble company – United Holding Ltd.

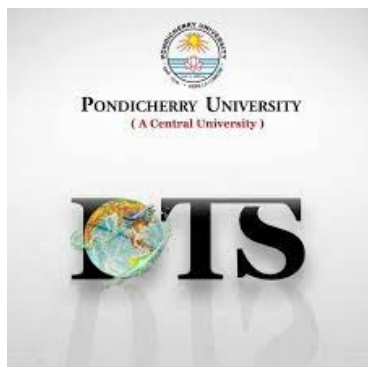
It was a fortunate summit for us specially to know about Md. Jinnah sir and his Noble work. The amount of enthusiasm and passion he has to see Pondicherry at global platform and to uplift and grow with all young entrepreneurs from south India was a True Leadership quality. With his I have another great personality in my thoughts with whom I take inspiration.

We would like to give 10/10 stars if you would ask us for our overall experience.

Few Suggestions:-

1. To promote more Pondy domestic farmers association into this summits for them to be encouraged.
 2. Focus more on potential footfalls for all industry and products specifically.
 3. Looking ahead of more such summits-internationally.
 4. If possible, create a membership for all participants, so that all events and summits in future they will be aware of and participates for more business and networking.
 5. I wanted to talk about my company but couldn't as just Jivaasri have only 10 minutes. So request to make interested participants to showcase their companies for at least 5 minutes.
- We as a company would like to thank you Mr. Srinivasan for being a wonderful and productive host and lots of regards and Respect for Jinnah Sir. May god give his good health and long life and strength to carry on his noble cause for Pondicherry and INDIA.

IMPRESSIONS VISITORS



Nice program. For the international summit program, we expect the catering should be much more professional.

~ Binitha

Has learnt something new and very innovative also we got better things in the tourism sector through this summit

~ Syed Amish Mian

It was really a great experience and the Summit was awesome

~ Akash C Muraleedharan

Productive session

~ Mohammad Mohasib

It was a very useful session for two days, had a chance to get more knowledge about travel and tourism, and hospitality too.

~ Guberarajan. S

Nice program. Very helpful. Food Could have been better.

~ Nabeel M

Terrific conference! Would love to attend more so in the future if given the opportunity. A great learning experience for students!

~ Sophea

I'm kaveya, student of Pondicherry University. It's really useful for us we knew lot of things and this is my Frist program in this type of summit thanks to giving this opportunity to Jinna sir
Thank you

~ Kaveya

Very good

~ Gopika Raju

ITSP Puducherry was really a deal breaker for all the stakeholders of Tourism in and out of Puducherry. Speaking from a Tourism Student's perspective, the summit really helped us in building industry connections across the World. Moreover, the amount of novel ideas that were generated by different keynote speakers and panel members made us understood the direction in which the tourism industry is heading post-covid. Looking forward to more such summits in the near future.

~ Gijo George

Nice program. Very helpful.

~ Krishnapriya P S

Wonderful experience, and it was very valuable guidance. Thank you very much.

~ Anitha kv

Its a very useful conference and I earned huge knowledge from the event, met all kind of tourism sectors, I would like to participate again the event, next time. Thanks for giving me this wonderful opportunity to attend the conference.

~ Krishna kumaran s (PUTTM)

IMPRESSIONS GUEST OF HONOUR



Mr. Karthik Tallam

Honorary Consul,
Royal Consulate of the
Kingdom of Cambodia

Any number of worlds will be less to describe the Happiness and Gratitude I have for you to have organized and invited me to your wonderful event hold on October 13 and 14 at puducherry.

The event was really well thought and extremely well executed.

The event was really well and warmth of the entire team of Mr. Mohamed Jinna made the entire event very memorable.

Every team member of yours played a vital part to see that the event goes on flawlessly.

I wish to you all the success and may more such event to take place, where many MOUs cab be singed.

I will be more than happy to have my high level of connections to come and participate in your future event.

The way I was very well honoured was an excellent experience to have been with all of you.



Dr. Krithiga Ravichandran

Artistic Director,
Natyachakra-Temple of Dance

Dr. Krithiga Ravichandran, Artistic Director, Natyachakra-Temple of Dance

The gala dinner was one its kind that happened in Pondicherry. The experience I had in this event was exciting and unique as well. Right from organizing the event till the execution, everything was to the point and as it was planned. The choice of dance performances requested by the team from United India Holdings is to be appreciated as it was more appropriate to be staged before the members who have come from across the globe. It was more befitting to express the culture of India. The way the event was organized right from planning the dance items, sequencing them, stage and audio arrangements, appreciating the artists towards the end of the event, timely payment of remuneration and what not! All these were so meticulously organized that had given us a memory to hold on for life long. We look forward to associating with United India Holding for the years and days to come. Sincere appreciations to the team and heartfelt gratitude to Jinnah sir for giving us this memorable event



Ms. Lavanya Sriram

Professional EMCEE
(Tamil)

Hi I'm Lavanya sriram

Anchor / News presenter / Journalist / Emcee / Influencer

I was called to do an event for the International Tourism Summit 2022 at first but after I did the event I never felt it was just a summit but it was a great initiative by our respected Jinnah sir to give it back to the society which helps us grow more. And I was glad that I'm also a small part of this good cause Event and I'll be pleased to do more of it.

Thank you



Ms. Silvy Hameed

Professional Emcee, Tv Host,
Rj, Talk Show Host, Voice Over Artist,
Orator And Content Creator

It was euphoric and enriching to be a part of the summit which was so meticulously planned and executed with finesse. Harboursing the development of Pondicherry and upscaling the travel industry there sure will yield results from this 2 day symposium. The best was saved for the last when the 10 pointer takeaway was announced, I was thrilled to announce that. It was sheer success for the team United Holding at large, Bravo

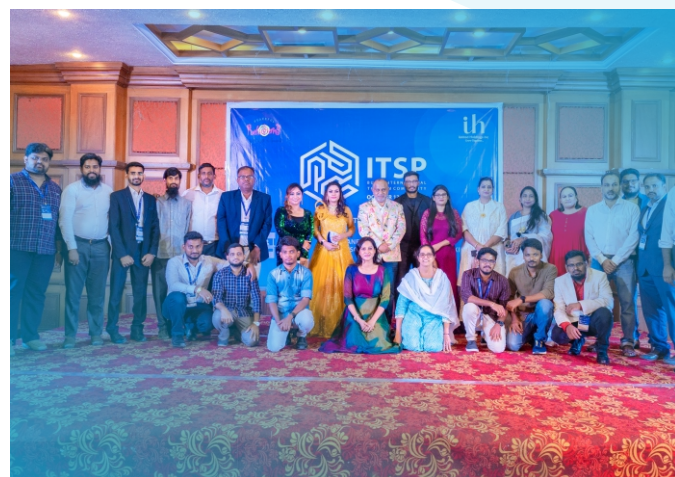
GALA DINNER



GALA DINNER

- Cultural programs were organized to highlight the incredible diversity of India's tourism. United Holdings arranged different forms of dance – Bharathanatiyam, Silambam, Kathak, Kuchipudi, Mohiniattam and Garbha, to showcase the beauty of India's culture. The programs were curated by Dr. Krithiga Ravichandran from her students of Natyachakra – Temple of dance.

- Excellency in Tourism award was given to Dept. Of Tourism.
- Chief Guests, Guest of Honours, Sponsors, Speakers, Exhibitors, MCs were honoured with mementos.



MEDIA & PR COVERAGE



புதுச்சேரி 2022 துவக்க விழா காமராஜர் மணிமண்டபத்தில் நடைபெற்றது. இந்நிகழ்ச்சியில் மாண்புமிகு முதல்வர் ரங்கசாமி சிறப்பு அழைப்பாளராக கலந்து கொண்டார். மாண்புமிகு உள்துறை அமைச்சர் ஆ.நமச்சிவாயம், முதல்வரின் பாராளுமன்ற செயலாளர் ஜான் குமார், சட்டப்பேரவை தலைவர் செல்வம் நிகழ்ச்சியை குத்து விளக்கு ஏற்றி துவக்கி வைத்தனர் மேலும் இதில் பன்னாட்டு தூதர்கள் பங்கேற்றனர்.



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