

# Jorhat Tourism

NEWSLETTER

#2 JANUARY 2024



## HERITAGE CITY, JORHAT

Jorhat's quest for historical heritage has two facets. Of significant interest is the fact that Jorhat was the capital of the Ahom kings in the late 18th Century before falling to the Burmese invasion. And after the arrival of the British who ruled India, colonial architecture made its mark. Today, a combination of these two elements has created a network of heritage structures that can be enjoyed by a simple walk along the small city.

Among the leading attractions of heritage value include:

- DC's Office, the administrative office of Jorhat
- Chameli Memsab Bungalow, Burra Sahib's Bungalow
- Doss & Co, the oldest departmental store in north east India
- Ahom-era tanks - Kunwori Phukri, Baduli Phukri, Bangal Phukri and Rajmao Pukhuri
- Guest House at Tocklai Tea Research Centre
- Raja Maidam, the burial ground of erstwhile King Purandar Sinha
- Thengal Bhavan, from where Assam's first newspaper was published
- Jorhat Gymkhana Club, Asia's oldest golf club



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# THREE UNIQUE JORHAT EXPERIENCES

The month of January is great for soft and warm sunshine especially during the mornings. The season beckons photographers to make use of the early morning mist and hues of different kinds at dusk. Jorhat also wears a festive look and fervour with a number of local festivities in focus.



## JORHAT HORSE RACES

Conducted at the Gymkhana Club Jorhat, the races that started in 1877 sees competitors vying for the prestigious 'Governors' Cup'.

**Date: To be decided**



## ETHNIC CULTURAL TOURISM FESTIVAL

Aimed at promoting music, culture and art, the festival is popular among old timers. Each year, people from different tribes present their cultural fares.

**Date:** 8-10 January



## PHOTOGRAPHY AT NIMATHI GHAT

Nimathi Ghat offers views of the wide and mighty river Brahmaputra. Whether sunrise or sunset, the ghat offers an opportunity to capture a moment for life.

**Best time:** Winter months

## AN IDEAL JORHAT TRAVEL ITINERARY

Jorhat is the second largest city in Assam. The city itself is home to a number of tourist attractions ranging from the world's oldest tea research centre and Assam's first tea estate, to colonial buildings and a number of maidams and picnic spots.

However, a little outside the city, there are several places of interest that travellers seeking multiple experiences out of a single trip will find interesting.

Heritage town Sivasagar is as captivating as Majuli, India's first river district, in contrasting styles. The Gibbon sanctuary is equally enthralling as the vibrant arts, crafts and culinary scenes.

Instead of just a day or two, Jorhat promise to keep travellers engaged for nearly a week.

**Note:** The itinerary shown is only suggestive. Please check with your travel agent for a plan that suits your interests and convenience..

### Here's how you can spend 6 days at Jorhat

#### Day 1

- Arrive and transfer to hotel
- Jorhat city tour, Dekhiakhowa Namghor

#### Day 2

- A day of tea experiences and tour to Su Ka Pha Kshetra

#### Day 3

- Day excursions to Lachit Borphukan Maidam, Charaideo/Sivasagar

#### Day 4

- Day tour of Shanti Ashram, Majuli island

#### Day 5

- Kaziranga rural tourism and arts & crafts tours in Jorhat

#### Day 6

- Early morning tour of Hoolongapar Gibbon Wildlife Sanctuary
- Departure transfer



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## PRIMATE MEET AT GIBBON WILDLIFE SANCTUARY

From January 16-18, the Gibbon Wildlife Sanctuary will host the 'Primate Meet'. Here's brief schedule:

**16 January:** Join a cyclothon at 6AM from Jorhat to Gibbon Wildlife Sanctuary

**17 January:** Be part of the Primate Talk and get insights

**18 January:** Do a Photo walk along the sanctuary and soak in the sights and sounds of the forest This is a chance to experience the forests of Hooloongapar first hand.

**See. Observe. Learn. Take back lessons for life.**



## SWADESH DARSHAN 2.0 PROGRESS

Here is a brief on some of the initiatives under Swadesh Darshan 2.0 that took place during the month of December 2023:

### LOGO-TAGLINE COMPETITION

Every destination needs a brand to develop and identity and imagery. Distinct logos and taglines help the cause. A competition to generate a suitable logo and tagline for 'Moromor Jorhat' has been launched.

SWADESH DARSHAN 2.0  
Incredible India  
GOVERNMENT OF ASSAM  
Jorhat District

**DESIGN A LOGO  
WRITE A TAGLINE  
FOR  
'MOROMOR JORHAT'**

**WIN  
RS. 30,000/-\***

Swadesh Darshan 2.0 is a scheme initiated by Ministry of Tourism to develop sustainable and responsible tourism destinations.

**Logo and tagline must capture Jorhat's main attractions:**

- Legacy tea heritage
- Centre of Vaishnavism
- Vibrant art & crafts scene and centre for jewellery
- Capital of Ahom kings
- Heritage buildings and markets
- Gateway to Sivasagar, Majuli & Gibbon Sanctuary

Design a suitable logo unit with tagline and send your entries to [sd2assam@gmail.com](mailto:sd2assam@gmail.com)

**Last date of entry: 15 January 2024**

- Design a logo unit with Adobe Photoshop/Illustrator (designs on online software or AI will not qualify for entry)
- Final output to be sent in .pdf / .ai .jpg and .png formats, in 300DPI and 10cmx10cm size
- Colour, Reverse and b&w versions
- Tagline to be no more than 4 words
- Must be distinct from other destinations and describe Jorhat's character
- Copyrights provisions must not be violated

Decision of the Destination Management Committee, Jorhat will be final

### CINNAMARA TEA ESTATE FACELIFT: SITE SURVEY BEGINS

The ambitious program of developing Jorhat's Cinnamara Tea Estate into a world class tea experience centre has begun with the site for the project being surveyed. The project named: 'Cinnamara - Reimagining Tea Experience' is planned to become a Tea heritage and wellness experience centre.



**The Logo & Tagline competition ends on 15th January 2024.**



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