

## **Excitement, Bliss and Thrill.**

### **#ChardhamPlus. Beyond Chardham.**

22nd March, 2019, Dehradun:

The world-famous Chardham Yatra is all set to commence from 7th May, 2019 in Devbhumi Uttarakhand. For Yamunotri and Gangotri the divine doors are opening from 7th May and for Kedarnath and Badrinath on 9th and 10th May respectively.

A perfect blend of natural beauty and adventure, the Chardham Yatra is an escapade from the mundane life towards a spectacular journey filled with diving blessings, fun and frolic; something which cannot be described in words, until and unless one experiences it. Every year, it lures thousands of visitors from all over the world.

Little do people know that this life transforming journey is more than just seeking a spiritual solace. To emphasize on this fact, Uttarakhand Tourism Development Board is all set to launch a digital campaign titled as #ChardhamPlus wherein the idea is to break the myth that this tour is all just about religion and divinity. In real, it's much more, it much beyond! So, whether you are a nature lover, a wildlife enthusiast, a florist or a botanist, there is something to surprise everyone. come and embark on a journey which is ancient, eternal and life transforming.

Besides the blessings of almighty, the beauty of nature, the thrilling treks, spiritual ambience of picturesque snow-capped Himalayas, the lush green dense forests and the large valleys form the perfect ingredients that help you to unwind yourself.

For wildlife enthusiasts, there are a lot of wild treasures to unearth such as, the marvelous sight of rare animals like the Himalayan bear, Musk Deers, Snow Leopards, Pheasants along with the beauty of spotting wonderful birds like Snow Pigeon, Himalayan Monal, Snow Partridge, Himalayan Golden Eagle, Griffon Vulture, Himalayan Snow cock and more.

The botanists and florists will be mesmerized to watch the rare colorful flora at 'The Valley of Flowers'; Brahamakapal, Blue Poppy, Cobra Lily, Marigolds, Orchids, Anemones, Daisies and Primulas. Moreover, the valley is also reputed for some rare herbs of great medicinal value, thus, there's no wonder that UNESCO awarded it with the title of a 'National Park' as well as a 'World Heritage Site'.

Not to forget the adrenaline rush that this yatra unfolds for adventure enthusiasts. There is ample scope for the people to chase their passion and satiate their need for thrill, it to the fullest. Trekking, Skiing, Rafting, Paragliding are the major adventure activities that give adventure enthusiasts a good rush of adrenaline. Auli, one of the Skiing Capitals of India, attracts thousands of skiers from different corners of the globe and is well renowned to host the Winter Games. Trekking can be carried out in and around the Chardham route. Some of the popular treks are: Valley of Flowers and Hemkund trek to Badrinath, Gangotri- Gaumukh-Nandanvan-Tapovan trek, Panch Kedar trek, Gangotri – Kedarnath trek, Har ki Dun trek etc.

Paragliding is an aerial adventure sport mostly loved by enthusiasts for recreational purposes. With it becoming more and more popular in India, tourists visiting Chardham often indulge themselves in this sport at various spots like Bedini Bugyal which is located in Uttarkashi - Gangotri road. Grabbing every aspect, the tourists can also challenge their limits with water adventure sports such as rafting and kayaking on the sizzling rapids.

In other words, Chardham Yatra is full of fun and adventure and is a fine way to enjoy nature at its best. To experience the true spirit of adventure it's essential to bid good bye to modern day facilities and explore the unexplored.

Capture the moments induced with wonderful visuals, store them in your camera and frame them in your memory forever. It's time to plan for some exciting; it's time to experience the grandeur of **#ChardhamPlus**.