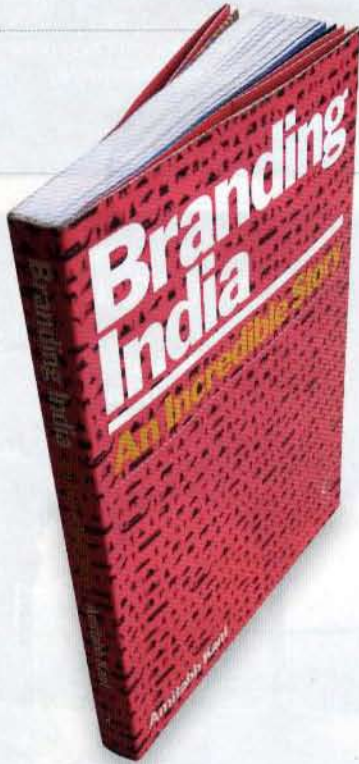


# Made in India



Amitabh Kant's debut work brings you the story behind the Incredible India campaign. **BY ADITI SENGUPTA**

global meltdown. And the zero pretension, thorough research, lively visuals and easy-to-follow graphics hint at the same master seller's mind at work through the 267 pages, the dry patches notwithstanding.

The narrative, as you'd expect, is peppered with examples of stumbling blocks that could have thrown the Incredible India campaign out of gear. For starters, it's a shocker to know that the brand name could have lost the battle to another somewhat clunky title—The Wonder That Is India—had Kant not persuaded the then tourism minister Jagmohan into giving Incredible India the thumbs up.

What followed is the commendable exercise to turn the country into just that—Incredible, from the first exclamation mark.

The well-packaged work walks you from 2001 and 2008, a period that saw the country emerge as a contender in the global travel sweepstakes. Inbound tourist arrivals doubled during this period, and foreign exchange earnings nearly tripled. India made it to the covers of global tourism magazines and won awards galore.

What stays with you is the happy, harmonious picture of cooperation and synergy across government departments and a vision of what dynamism can produce.

Of course the bigger and more daunting task—or challenge, if you please—is building infrastructure that will do justice to the brand Kant and his colleagues have nurtured and helped flourish. We recommend *Branding India* to anyone who is aiming to live up to their end of the bargain.

*Collins Business, Rs. 499* ●

**T**HE TERROR strike on the twin towers was just the beginning. Then followed the war on Afghanistan, the attack on the Indian Parliament, troop mobilisation at the borders... And somewhere in the midst of it all, India fell off the world's tourist map.

This was scenario in the summer of 2002 when Amitabh Kant took over as Joint Secretary, Ministry of Tourism. And that is where this story begins. The true story that is *Branding India: An Incredible Story*.

The book's title and the author's name doesn't spill the beans on its content: an honest and exclamatory tale of how India used the pits of tourism as the foundation to Incredible.

But more than that, this is as much a case study as a topical read, given the current slowdown in the travel and tourism industry due to the

## 3 QUICK REVIEWS

### WELCOME TO ADVERTISING NOW GET LOST

Debutant Omkar Sane, a 24-year-old



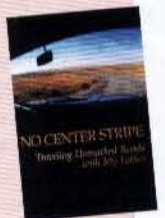
who has spent not more than a few weeks in advertising, presents a hilarious picture of the profession, its people and their life. Peppered with eye-catching pop art and absurd situations, this one is a must-read if you like a good laugh.

*Westland, Rs. 395*

### NO CENTER STRIPE: TRAVELING UNMARKED ROADS WITH MY FATHER

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