

Eastern Globe Pvt Ltd.

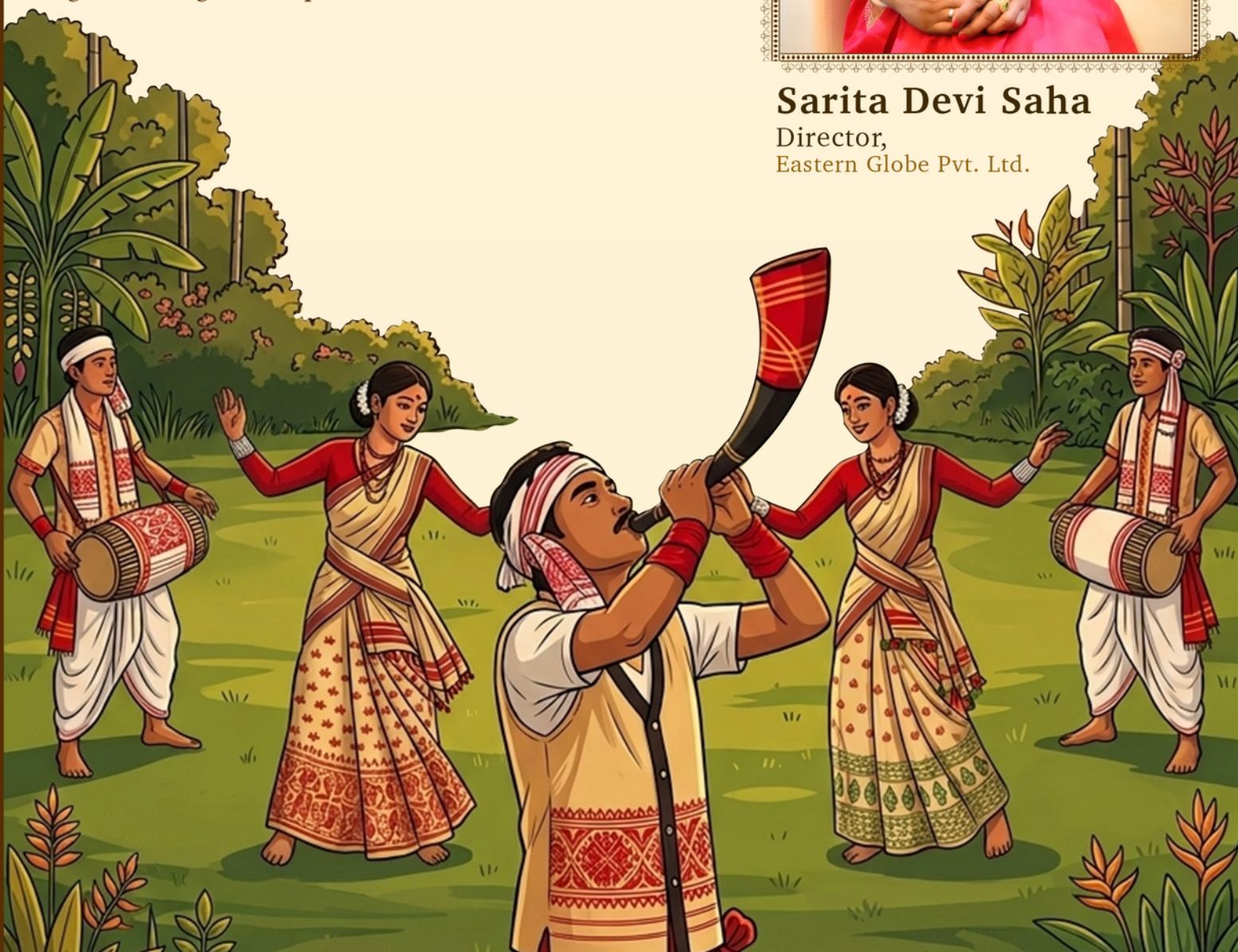
At Eastern Globe, travel has never been just about reaching a destination—it's about the meaning we create along the way. Every journey we design carries a purpose: to connect people with cultures, to support local communities, and to showcase the soul of the Northeast in a way that is responsible, authentic, and memorable.

Over the years, we've learned that today's travellers seek more than itineraries. They seek stories, experiences, and emotions that stay with them long after the journey ends. This belief continues to guide us as we innovate, personalise, and curate travel experiences that are deeply rooted in the region yet aligned with global expectations.



Sarita Devi Saha

Director,
Eastern Globe Pvt. Ltd.



MAJULI

DURING BOHAG BIHU

Where Assam's Living Culture Comes Alive

Every spring when the fields turn vibrant green and the air fills with the sounds of drums and joyful songs, the people of Assam welcome their New Year with the grand celebration of Bohag Bihu. Among all the places where this festival is celebrated, none captures its spirit more beautifully than Majuli, the world's largest inhabited river island.

Nestled in the mighty Brahmaputra River in Assam, Majuli is more than just a scenic destination—it is the cultural and spiritual heart of Assamese civilization. Surrounded by vast waters and endless skies, the island carries a timeless charm where traditions are preserved with deep pride and devotion. During Bohag Bihu, Majuli transforms into a vibrant cultural landscape where travellers can witness authentic celebrations that have been passed down through generations.

Bohag Bihu, also known as Rongali Bihu, marks the Assamese New Year and the arrival of spring. It is a festival of joy, renewal, and community bonding. In Majuli, the celebration is not confined to stages or organized events alone; it flows naturally through villages, fields, courtyards, and riverbanks. Young men and women dressed in traditional Assamese attire gather in open spaces to perform the energetic Bihu dance, moving rhythmically to the beats of the dhol, the melodious sound of the pepa, and the clashing of traditional cymbals. Their songs celebrate nature, love, and the spirit of new beginnings. Majuli's cultural identity is also deeply connected with the Neo-Vaishnavite movement founded by the revered saint and social reformer Srimanta Sankardev. The island is home to several ancient monasteries known as Satras, which serve as important centres of spirituality, art, music, and dance.



Satras such as Auniati, Kamalabari, and Dakshinpat preserve classical traditions including Sattriya dance, devotional music, and theatrical performances known as Bhaona. Visiting these satras during Bohag Bihu allows travellers to experience a rare blend of devotion, art, and living heritage. The island is also home to vibrant indigenous communities such as the Mishing, Deori, and Sonowal Kachari tribes, who contribute greatly to Majuli's cultural richness. Travellers visiting during Bihu can explore traditional stilt houses, witness handloom weaving, and experience the warmth of local hospitality. The festive season also brings an abundance of traditional Assamese delicacies including pitha, laru, and jolpan, offering visitors a delicious introduction to the region's culinary heritage. One of the most fascinating cultural experiences in Majuli is the traditional mask-making craft practiced in Samaguri Satra. These handcrafted masks are used in religious theatre performances and represent mythological characters from ancient epics. Watching artisans carefully shape bamboo, clay, and cloth into expressive masks is a remarkable glimpse into the island's artistic legacy. Beyond the celebrations, Majuli offers travellers a peaceful rural charm that is increasingly rare in the modern world. Cycling through quiet villages, watching the sunset over the Brahmaputra, visiting monasteries, and interacting with local communities create a deeply immersive travel experience. The island encourages visitors to slow down and connect with nature, culture, and people. Reaching Majuli is itself an unforgettable journey. Travellers usually arrive via Jorhat in Assam and then take a ferry from Nimati Ghat across the vast Brahmaputra River. As the ferry approaches the island, the serene landscapes and traditional villages offer a glimpse into a destination that feels wonderfully untouched.



For travellers seeking authentic cultural journeys, Majuli during Bohag Bihu is truly special. It is not just a festival to watch—it is a celebration to experience, where music, tradition, spirituality, and community come together in harmony.

A visit to Majuli during Bohag Bihu is more than a trip; it is a journey into the soul of Assam, where the rhythm of drums, the colours of traditional attire, and the warmth of village life create memories that last a lifetime.

EASTERN GLOBE PVT. LTD. AT SATTE 2026

Eastern Globe Pvt. Ltd. successfully participated in the recently concluded South Asia Travel and Tourism Exchange (SATTE) 2026, one of the region's most prominent travel and tourism exhibitions. The event proved to be a valuable platform for engaging with industry stakeholders, strengthening existing relationships, and exploring new business opportunities. Our team had the opportunity to connect with a diverse range of partners, exchange insights on emerging travel trends, and showcase our latest offerings and services.

We are grateful for the enthusiastic response and meaningful interactions throughout the event. Participation in SATTE 2026 has further reinforced our commitment to innovation, collaboration, and delivering exceptional travel experiences.



DISCOVER NATURE & COMFORT AT MUSA JUNGLE RESORT

Nestled amidst lush greenery and untouched natural surroundings, Musa Jungle Resort offers a perfect escape for travellers seeking tranquillity, adventure, and comfort. Designed to blend seamlessly with nature while ensuring modern amenities, the resort is an ideal choice for both leisure travellers and travel partners looking to offer a unique stay experience. Musa Jungle Resort is thoughtfully located in a serene jungle setting, allowing guests to wake up to the soothing sounds of birds and fresh forest air. The property provides a peaceful retreat away from the chaos of city life, making it perfect for nature lovers, families, and couples alike.

Comfortable & Well-Appointed Accommodation

The resort features well-maintained cottages and rooms that combine rustic charm with modern comfort. Each unit is designed to provide a cozy and relaxing stay, equipped with essential amenities.

Dining Experience

Guests can enjoy freshly prepared meals at the in-house dining area, offering a mix of local Flavors and popular Indian cuisine. The resort emphasizes hygienic preparation and homely taste, ensuring a delightful culinary experience.

Experiences & Activities

The resort is not just about stay—it's about experiences. Guests can indulge in:

- Nature walks and bird watching
- Village visits and cultural interactions
- Relaxing amidst scenic landscapes
- Outdoor activities and exploration



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