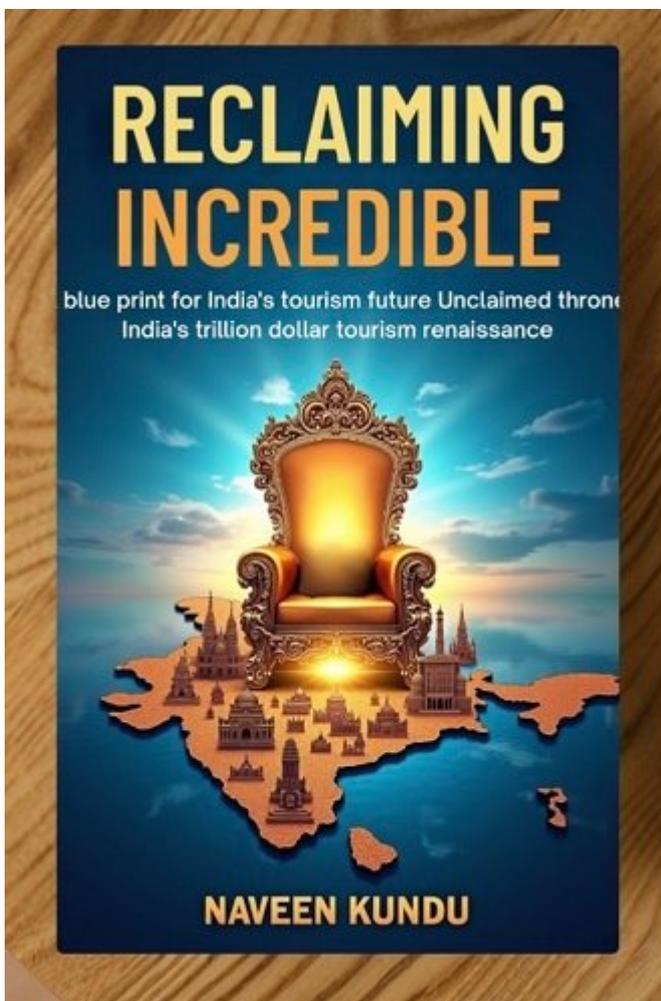


New Book "Reclaiming Incredible" Unveils a Bold Blueprint for India's Trillion-Dollar Tourism Renaissance

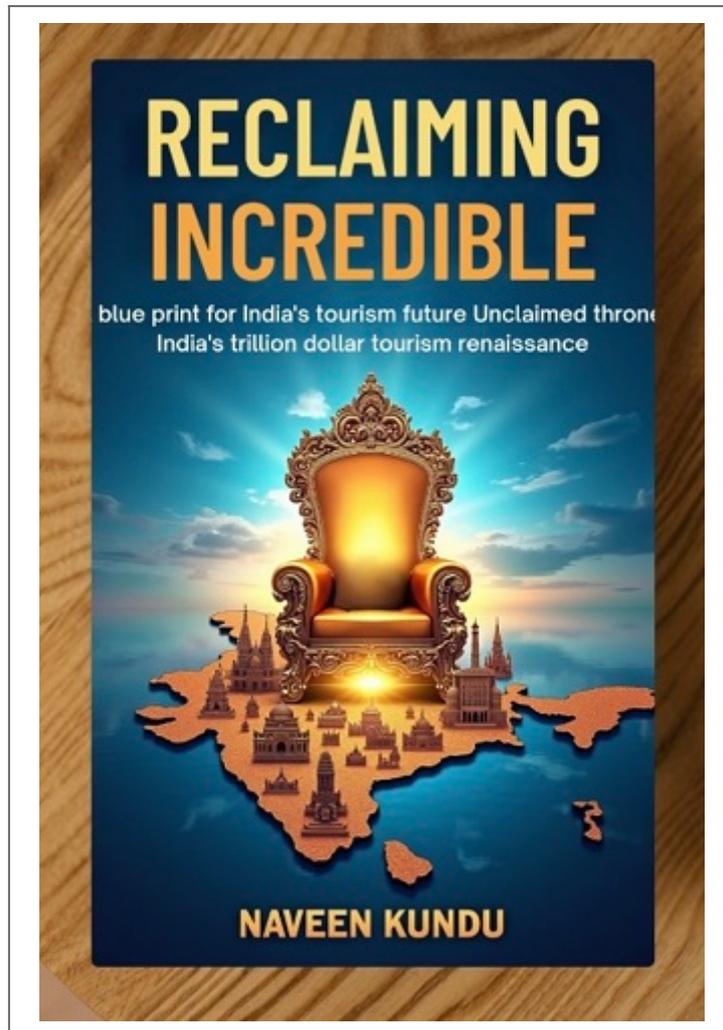
Category: Business

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As the global travel landscape shifts, a provocative new book argues that India is sitting on an **"unclaimed throne"** of economic and cultural potential. Naveen Kundu, a veteran tourism professional, today announced the release of his book **"Reclaiming Incredible: A Blueprint of India Tourism's Unclaimed Throne,"** a visionary roadmap aimed at triggering a

trillion-dollar renaissance in the Indian tourism sector by 2047.



Reclaiming Incredible: A Blueprint of India Tourism's Unclaimed Throne

Despite being home to unparalleled heritage, India's share of the global tourism market remains under-realized. Reclaiming Incredible moves beyond traditional travelogues, offering a strategic, high-stakes analysis of how the nation can pivot from a spiritual destination to a global economic powerhouse.

The "Make Noise" Mandate: Modernizing the Narrative

In a pivotal new chapter, Kundu argues that India's greatest hurdle isn't just infrastructure, but communication. He

asserts that India must radically overhaul its marketing landscape to compete on a global stage.

- **Cutting-Edge Communication:** India must move past dated brochures and generic slogans. Kundu calls for a sophisticated, tech-driven communication strategy that speaks the language of modern international travelers, global travel influencers, and foreign tour operators.
- **Narrating the “Story of Bharat”:** The book emphasizes shifting the spotlight away from the “post-invasion” era and the usual monument-centric tours. Instead, Kundu advocates for a powerful, coordinated effort to broadcast the story of Pre-Invasion Bharat—showcasing a deep, indigenous civilizational heritage that is more relevant and spiritually resonant than the standard tourist circuit.

Expanded Insights: Rewriting the Indian Narrative

The book introduces critical perspectives on how India presents itself to the world:

- **The MICE Opportunity & Global Events:** In the chapter “India’s Unfinished Business,” Kundu identifies the promotion of MICE (Meetings, Incentives, Conferences, and Exhibitions) as the next frontier. He argues for the “diplomatic muscle” needed to host the world’s largest conventions.
- **Reclaiming Pre-Invasion Footprints:** A central thesis is the need to highlight India’s indigenous civilizational footprints. By focusing on the roots of Vedic wisdom and ancient innovation, India can offer a more authentic and

profound experience to the global traveler.

A Blueprint for Viksit Bharat 2047

To reach the goals of Viksit Bharat 2047, the book proposes a revolutionary administrative overhaul:

- **Agnostic Professional Boards:** The establishment of Central and State Tourism Boards that are entirely agnostic of bureaucracy.
- **Expert-Led Governance:** These bodies should be staffed by industry professionals and global experts rather than career administrators, ensuring agility and data-driven results.
- **The Trillion-Dollar Renaissance:** A roadmap to double tourism's GDP contribution to 10%, generating 200 million jobs and positioning India as a top-five global destination.

“India must stop whispering its potential and start shouting its truth. We need a modern marketing machinery that narrates the Story of Bharat with the sophistication the 21st century demands.” – **Naveen Kundu**

Reclaiming Incredible is a must-read for policymakers, industry leaders, and entrepreneurs. It provides the intellectual scaffolding for a new era of Indian excellence.

Availability: Reclaiming Incredible is available on Amazon and Kindle in both paperback and digital formats.

About the Author: Naveen Kundu, a notable tourism & hospitality professional, has over 35 years of experience in the industry. He is dedicated to redefining India's global footprint and mentoring the next generation of travel leaders.

