

Fancyland

Fancyland uses a computer algorithm to generate the best suited trips for their customers who can also modify them personally.

four friends and graduates from IIT, Gandhinagar co-founded Fancyland, a travel-tourism website providing personalised trips.

Fancyland is the brainchild of two boys from Assam, Bhaskar Saikia and Ashim Rajkonwar, along with Himangshu Chauhan and Yash Bohre. All of them met during their Bachelor's degree at IIT, Gandhinagar in Gujarat. The idea is to showcase the breath-taking beauty of Northeast India to the world.

Their start-up, Fancyland, uses a computer algorithm to generate the best suited trips for their customers who then can also modify them personally. It also provides a lean and sustainable tourism experience to all the travellers who plan to visit Northeast India.

With the concept of sustainable tourism, Fancyland aims to have informed participation of all relevant stakeholders with the maintenance of high level of tourist satisfaction. Fancyland will try to make a positive impact on environment, society and economy through sustainable tourism.

According to the team, many tourists who bag-packs to the Northeast only witness a glimpse of what the region actually has to offer. Other than the clichéd mesmerising natural beauty, Northeast provides a window to many tribes, their lifestyle, culture, food and a wide array of festivals. This often gets ignored due to the issue of inaccessibility to the different corners of the region.

The unique selling point of the start-up is that it mainly works on the customised tour plan concept rather than providing a fixed itinerary. It allows the tourists to plan their own trip according to their preferences. The start-up offers unforgettable tour experience in addition to exploring different cultural and traditional activities as part of the tour and not just covering the site visits. One can also get to taste the local food, traditional culture and explore the place on the grassroots level.