

## **Wildberry**

Northeast tourism is experiencing enormous growth. The different governments of the states in the region have begun establishing global standard tourist centres all around the region to attract even more tourists.

The infrastructural revolution that these governments have begun is not the only reason for the growth in the industry, as certain entrepreneurs in the tourism sector have taken up the challenge, and are playing pivotal roles in ensuring they redefine tourism in the region. Prabahan Puzari is a lecturer at Blue Whale Academy and an entrepreneur. He founded Wildberry Holidays, which is one of the renowned tourism agencies in Assam.

Prabahan's Wildberry is one of the few that survived and is still thriving despite the pandemic. Not minding the competitiveness of the travel industry in Assam, Prabahan launched his company intending to alter the status quo. He has a firm belief in striving to succeed wherever one finds themselves and irrespective of the competition in that field. “

The key to his success he admits is being different from the herd and standing out. The company's objective in doing tourism is by fulfilling people's dreams so that everyone can afford to travel and explore new places.

Speaking on his commendable accomplishments despite the pandemic and the ensuing lockdown, he highlights his approach to the situation as one of the reasons for his success. Prabahan, represented 'Cultural Tourism of Assam' at World Tourism Conference 2019, in Hyderabad, and was the only person representing from Assam. Conducting webinars and online meetings with various tourism stakeholders in Assam and the rest of India has yielded in creating good rapport which can enable sustain tourism industry.

Prabahan is poised to show the true beauty and tell the true story of Northeast India to people around the world. With significant success already and an impressive run so far, there are a lot more ideas and upcoming innovative projects he plans to launch under the Wildberry Holidays umbrella that will further take tourism in Northeast India to the next level.