

Call for Papers

11th International Conference on Healthcare Systems and Global Business Issues

Conference Dates: January 2-3, 2018
Location: IMS Unison University, Dehradun, India

Primary Conference Hotel: Four Points by Sheraton, Dehradun
Secondary Conference Hotel: Hotel Lords, Dehradun



Conference Program Chair:

Prof. Ashish Chandra
Professor of Healthcare Administration, College of Business
University of Houston-Clear Lake, Houston, Texas, USA
Chandra@uhcl.edu
Office Phone #: +1-281-212-1717

The Eleventh International Conference on Healthcare Systems and Global Business Issues will be held at the beautiful campus of IMS Unison University, Dehradun, India from January 2-3, 2018. A pre-conference dinner is being planned for January 1, 2018. This is only the third institution in India where this international conference will be held.

Dehradun is a very historic town located at the foothills of the Himalayas and the IMS Unison University is located only about 20 Km. from Mussoorie, a popular tourist destination in India.



Conference website: www.iuu.ac
(Please refer to the Events section)

Purpose of the Conference:

This conference provides an excellent avenue for academicians, research scholars, students, and practitioners to present papers as well as to learn from presentations in a very friendly environment. Since its inception, another purpose of the conference is to highlight a specific educational institution, and hence the conference is spearheaded by a host sponsoring institution.

In order to encourage greater participation, the conference has deliberately kept the registration fees low and is probably one of the best valued conferences for participants as compared to similar the business administration and healthcare administration related conferences. All conference attendees are required to register for the conference. The conference has a rich history of fostering mutually beneficial collegiality among academicians, research scholars, students, and industry leaders. The long term partnership and friendship that this conference has created among participants over the past decade has been invaluable.

The conference will:

- Give an opportunity for academicians, research scholars, students, and practitioners from the fields of business administration, healthcare administration, and law (such as: medicine, pharmacy, information management, law, sociology, psychology, education, etc.), to exchange research, thoughts, and ideas pertaining to these areas with a global perspective;
- Help participants to enhance their knowledge in a global sense as well as to learn and understand the various concepts and frameworks that may work in one environment while miserably fail in another while adopting the contemporary issues in business management and healthcare administration.
- To consider the pedagogy for teaching the issues of business and healthcare administration. Faculty, practitioners, and/or students from USA, India, to name a few countries are already confirmed to participate in the conference and they will provide greater insights and different perspectives of this rapidly growing field.
- Provide institutions interested in developing healthcare administration programs an opportunity to interact with several current and past healthcare administration program directors and department chairs.
- Provide an opportunity to network with colleagues from several countries, which can lead to a partnership in future for research and educational endeavours.
- Gain insights of how authors in various business and healthcare disciplines enhance their skills to generate publishable articles.

Conference-Journal Partnership

This conference has the unique privilege of having a long standing partnership with renowned journals. Conference participants will get an opportunity to interact with Editors or editorial board members of several international journals. The conference has established an ongoing relationship with the following journals:

- **Hospital Topics** (the oldest journal in healthcare administration field) (published by Taylor and Francis, USA);
- **The International Journal of Pharmaceutical and Healthcare Marketing** (the premier journal related to healthcare marketing) (published by Emerald, UK);
- **Health Care Manager** (published by Taylor and Francis, USA);
- **Journal of Health Management** (published by Sage Publishing, USA);
- **PRAGYAAN: Journal of Management** (published by IMS Unison University, INDIA)

Authors of select outstanding papers presented at the conference, and published in the conference proceedings, will be given an opportunity to revise, update, and resubmit their papers for a fast track review

and consideration in the appropriate journal. Please note that consideration at these journals does not guarantee acceptance, but does have a decent chance of being accepted.

Best Paper Award

The conference has instituted an award called “**Paul T. Bruder Best Paper Award**” in the honor of Dr. Bruder who was primarily responsible for the creation of this wonderful intellectually stimulating conference. Only the full papers submitted by **October 15, 2017** are eligible for the best paper award.

CONFERENCE TRACKS

Empirical, conceptual, research-in-progress, case studies, etc. are invited for submission in the suggested tracks/themes listed below. However, authors are not limited to these themes only and papers in other related themes are also welcome. If the authors are unsure about the themes, they are encouraged to contact the conference program chair Prof. Ashish Chandra at chandra@uhcl.edu

Business Administration Related Tracks

All submissions should sent directly to the Conference Program Chair, Dr. Ashish Chandra at chandra@uhcl.edu

TRACK	TRACK CHAIR
Promotion and Advertising Strategies	Indra Meghrajani, PhD Assistant Professor (Marketing) L.J. Institute of Management Studies (Gujarat Technological University), Ahmedabad (INDIA) indrameghrajani@gmail.com
Quality in Management Education	Maithili R. P. Singh, MBA, PhD Associate Professor & Head, Department of Management Central University of Rajasthan (INDIA) mrpcuraj@gmail.com
Organizational Behaviour	A. Narasimha Venkatesh, PhD Associate Professor R.V. Institute of Management, Bangalore (INDIA) dr.a.narasimavenkatesh@gmail.com
Corporate Social Responsibility	C. N. Narayana, PhD Principal Director Kirloskar Institute of Advanced Management Studies (Harihar& Pune campuses) (INDIA) cnn@kiams.ac.in
Customer Relationship Management (CRM)	Avantika Singh, PhD Central Rajasthan University avantika@curaj.ac.in
Entrepreneurship	S.A. Senthil Kumar, PhD Associate Professor of Management Pondicherry University (INDIA) Senthilkumar_sa@yahoo.co.in
Organization Development and Change Management	Kapil Pandla, PhD Associate Professor NIIT University (INDIA) Kapil.Pandla@niituniversity.in
International Business Issues and Strategies	Deepak Shrivastava, PhD Professor of Marketing

	Nirma University (INDIA) deepak@imnu.ac.in
Business Ethics	William B. Stroube, MBA, PhD Professor & Director of Health Services Administration University of Evansville (USA) Bs52@evansville.edu
Marketing Research and Analytics	D.N. Murthy, MBA, PhD Dean (Marketing Area) and Dean (Research) Prin. L.N. Welingkar Institute of Management Development and Research, Bengaluru (INDIA) dn.murthy@yahoo.co.in
Global Marketing – Creating Global Brands	Rajnish Jain, MBA, PhD Professor of Marketing Institute of Management Studies Devi Ahilya University (INDIA) rajnish.ims@gmail.com
Human Resources Management	Pallavee Srivastava, MBA, PhD SGT University (Shree Guru Gobind Singh Tricentenary University) (INDIA) pallaveeshrivastava11@gmail.com

Healthcare Administration Related Tracks

All submissions should also be copied to the Conference Program Chair, Dr. Ashish Chandra at chandra@uhcl.edu

TRACK	TRACK CHAIR
International Healthcare Management Education	Daniel J. West, Jr., PhD Professor and Chair, Dept. of Health Administration and Human Resources University of Scranton (USA) daniel.west@scranton.edu
Global Medical and Allied Health Related Educational Issues	Mahesh Devnani, MBBS, MHA, MHA Post Graduate Institute of Medical Education and Research (INDIA) devnaniji@gmail.com
Healthcare Ethics	William B. Stroube, MBA, PhD Professor & Director of Health Services Administration University of Evansville (USA) Bs52@evansville.edu
Healthcare Marketing	Anurag Hingorani, PhD Senior Lecturer, Marketing Discipline Group University of Technology, Sydney (AUSTRALIA) anurag.hingorani@uts.edu.au
Medical Tourism	Anita Medhekar, MEcon, MEd Senior Lecturer of Economics School of Business and Law Central Queensland University (AUSTRALIA) A.Medhekar@cqu.edu.au
Global Healthcare Reform AND Global Health Policy	Deborah Gritzmacher, RN, MS, PhD Assistant Professor of Health Care Management, School of Business Clayton State University (USA) DeborahGritzmacher@mail.clayton.edu
Public Health Education in the Indian Subcontinent	P. R. Sodani, MPH, PhD Dean – Training Indian Institute of Health Management Research, Jaipur (INDIA) sodani@iihmr.org

Healthcare Information Technology and Technology Transfer Issues Related to Healthcare	David Wyant, MA (Econ.), MBA, PhD Assistant Professor, Massey School of Business Belmont University (USA) david.wyant@belmont.edu
Health and Business Issues Pertaining to the Delivery of Physical Therapy Services	Zach Frank, MPT, MS, DPT Program Director, Physical Therapist Assistant Program Washburn University (USA) zach.frank@washburn.edu
Health Care Communication	Meenal Kulkarni, PhD Symbiosis Institute of Health Sciences, Pune (INDIA) meenalgore09@gmail.com
Nursing Related Issues	Kathleen Farrell, BSN, MSN, DNSc Professor of Nursing Murray State University (USA) kfarrell@murraystate.edu
Global Challenges for Practicing Healthcare Professionals	Anil Kumar Gupta, MBBS Medical Superintendent and Professor Head of Hospital Administration Department Post Graduate Institute of Medical Education and Research (INDIA) anil1031@hotmail.com
Global Healthcare Quality	Prabhjot Kaur Dilawari, BDS Assistant Professor Guru Nanak Dev University, Amritsar (INDIA) prabhh23@yahoo.com
Health Economics	David Wyant, MA (Econ.), MBA, PhD Assistant Professor, Massey School of Business Belmont University (USA) david.wyant@belmont.edu

Legal (Law) Tracks/Topics

Track Chair: Dr. Saroj Bohra, Associate Professor of Law & Head of department, IMS Unison University (INDIA) saroj.bohra@iuu.ac

Brief list of Topics:

- Emerging Issues in Healthcare Law
- Balancing Patient Rights with Legal Risk in Healthcare Facilities
- Ethical Issues and Best Practices for Enforcement and Regulatory Proceedings
- Legislation and Ethical Issues in Healthcare
- Death with Dignity: Legal, Ethical, Clinical and International Perspectives
- Litigation Finance: New “Wonder Drug” to Battle Injustice or Suspicious Growth on the Legal System?

All submissions should also be copied to the Conference Program Chair, Dr. Ashish Chandra at chandra@uhcl.edu

TENTATIVE KEY CONFERENCE SPECIAL SESSIONS:

Special Session 1: “Applied Marketing Research and Data Analytics - Use of Predictive Analysis in Marketing”

Panellists:

- Prof. David Wyant, Belmont University, Nashville, TN, USA
- Prof. D.N. Murthy, Welingkar Institute of Management Development & Research, Bengaluru, INDIA

Special Session 2: “The Demand for Leadership Talent – Trends and Strategies for Talent Recruitment, Management, and Retention”

Panellists:

- Prof. Ashish Chandra, University of Houston - Clear Lake, Houston, TX, USA
- Prof. R. K. Pandey, Vice Chancellor, IMS Unison University, Dehradun, India
- Prof. P. R. Sodani, Dean, IIMR University, Jaipur, India
- Prof. D.N. Murthy, Dean (Research and Marketing), Welingkar Institute of Management Development and Research, Bengaluru, India

Special Session 3: “Meet the Journal Editors and Editorial Board Members - Learn How to Get Published in Academic Journals”

Panellists:

- Prof. Ashish Chandra, Executive Editor, *Hospital Topics*
Editorial Board Member:
 - *Health Care Manager,*
 - *Health Marketing Quarterly,*
 - *Intl. Journal of Pharmaceutical and Healthcare Marketing,*
 - *International Journal of Health Management and Tourism,*
- Prof. P. R. Sodani, Editor, *Journal of Health Management*
Editorial Board Member, *Hospital Topics*
- Prof. David Wyant, Editorial Board Member, *Hospital Topics*

Important Dates

SUBMISSION DEADLINE of Full Paper for Best paper award consideration	October 15, 2017
EARLY Conference Registration Deadline: At least one author of accepted papers must register for the conference by this deadline to ensure that the accepted paper is published in the conference proceedings	October 31, 2017
Final paper submission deadline for accepted papers to the Proceedings Editor (papers received after this date by proceedings editor may not appear in the conference proceedings) IMPORTANT – Conference Registration is required by November 15, 2017 for the paper to appear in the conference proceedings.	November 15, 2017
Late Submissions: Papers can still be submitted by this date to be considered for presentation. However, these papers cannot be guaranteed publication in the conference proceedings. IMPORTANT: Late submissions should be sent directly to the conference program chair at Chandra@uhcl.edu	December 1, 2017
Late Submission Registration: At least one author of the accepted papers must register by this deadline to ensure that their paper is listed in the conference program. The authors are responsible for informing the conference program chair as soon as they register for the conference.	December 10, 2017

PATRONS

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IMS Unison University, Dehradun

Dr. R. K. Pandey

Vice Chancellor
IMS Unison University, Dehradun

CONFERENCE PROGRAM CHAIR

Ashish Chandra, MMS, MBA, PhD

School of Business, University of Houston-Clear Lake
(USA) (281) 212-1717; chandra@uhcl.edu

Dr. Chandra is a Professor of Healthcare Administration and the Ex-Department Chair for Healthcare Administration, School of Business, University of Houston-Clear Lake, Houston, Texas, USA. He has published over sixty-five journal articles and/or book chapters. He is well regarded in the field of healthcare marketing and has been directly involved in the development of several new educational programs, including Continuing Education Program in Medical Ethics. He has served on the boards of the Asian Healthcare Leaders Association, the American College of Healthcare Executives-Southeast Texas Chapter, and Community Health Charities of Texas, to name a few. He served in leadership positions of at various professional associations and is the Past President of the Federation of Business Disciplines, the Midwest Business Administration Association International, the Association of Collegiate Marketing Educators, and the Business and Health Administration Association. He is also the Executive Editor of *Hospital Topics* journal (the oldest journal in healthcare administration), and serves on the Editorial Board of several journals. Dr. Chandra also serves on the Advisory Board of the Institute of Medical Science and Research at Jaipur National University, Jaipur, India; Zirve University, Gaziantep, Turkey; and Kirloskar Institute of Advanced Management Studies, Pune and Harihar campuses, India.

CONFERENCE HOST INSTITUTION COORDINATORS

Amit Adlakha, PhD

Associate Professor, School of
Management IMS Unison University,
Dehradun amit.adlakha@iuu.edu

PROCEEDINGS EDITOR

Dennis Emmett, MBA, DBA

Dennis Emmett is the Richard Miller Professor of Business in the College of Business at Marshall University, West Virginia, USA. Professor Emmett holds a Doctorate of Business Administration from Kent State University in Ohio. He also holds an MBA from Kent State University and a BA from Thiel College in Pennsylvania. He was the Dean of the School of Business for nine years at the West Virginia Graduate College. He teaches exclusively in the Master's and Doctoral programs at Marshall University. His primary areas of teaching are quantitative methods, including statistics, and policy. He has published numerous articles in the area of statistics and health care administration. He has presented papers at numerous conferences. He has been the Treasurer for the Academy of Collegiate Marketing Educators, as well a track chair for several organizations.

demmett@marshall.edu

INTERNATIONAL CONFERENCE ORGANIZING COMMITTEE

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<p>Stephen Timmons, PhD Centre for Health Innovation, Leadership and Learning Nottingham University Business School (UK) Stephen.Timmons@nottingham.ac.uk</p>	<p>Hriday Narain Verma, MSc, PhD, FNASc, FPSI, FBS Vice Chancellor Jaipur National University, Jaipur (INDIA) vermalko@yahoo.co.uk</p>	<p>Daniel J. West, Jr., PhD Professor and Chair of the Department of Health Administration and Human Resources University of Scranton (USA) daniel.west@scranton.edu</p>

Journal Recommendation Advisory Committee

COMMITTEE CHAIR: Ashish Chandra, University of Houston-Clear Lake, USA	
Anurag Hingorani, University of Technology, Sydney, AUSTRALIA	D. N. Murthy, Welingkar Institute of Management Development and Research, Bengaluru, INDIA
Ahmet "Ozzie" Ozturk, Marshall University School of Medicine, USA	P.R. Sodani, IIHMR University, INDIA
William B. Stroube, University of Evansville, USA	Daniel J. West, Jr., University of Scranton, USA

HOTEL INFORMATION:

There are TWO official conference hotels. Discounted rates are available for a limited number of rooms at these hotels for conference delegates.

LUXURY HOTEL: Primary Conference Hotel AND is recommended for International delegates

Four Points by Sheraton, Dehradun (a 4-Star hotel)

ALTERNATE HOTEL:

Hotel Lords, Dehradun

(Few rooms are blocked at conference rate of Rs. 2,500 on twin sharing basis. Please contact Dr. Adlakha to make reservations at conference rate.)

TRANSPORTATION: HOTEL to CONFERENCE VENUE transportation

Round-Trip Transportation will be provided once daily from Primary AND Alternate Conference hotels to the Conference Venue (IMS Unison University) on January 2 and 3, 2018.

Hotel booking information will be provided to delegates in the letters of acceptance/participation.

Hotels mentioned above may be altered due to unforeseen circumstances.

Registration Information

International/Foreign Delegates

(Anyone representing an institution not located in India) (Fees in US Dollars):

NOTE: All registration fees are non-refundable.

Details	Early Birds - MUST be Received by: October 31, 2017	Late Registration: Received between November 1-30, 2017	Extremely Late Registration**: Received on/after December 1, 2017
Faculty and corporate members	US\$ 250	US\$ 350	US\$ 450
Students (enrolled in colleges outside India)	US\$ 100	US\$ 150	US\$ 200
Skype Presentation (per paper) – faculty	US\$ 100	US\$ 125	US\$ 150
Skype Presentation (per paper) – student	US\$ 50	US\$ 75	US\$ 100

The registration fee listed above provides conference attendees (not Skype presenters) the following benefits:

- Daily Round-Trip bus transportation from the conference hotel(s) to conference venue; -
- The conference kit;
- Conference proceedings (Skype presenters will be emailed a pdf version of the proceedings); -
- One dinner (pre-conference or during conference)
- Two lunches during the conference; -
- All coffee breaks during conference;
- Pick-up from and drop-off at Dehradun Airport*

* Pick-up and drop-off can be guaranteed to early registrants only. Conference chair and Host Institution Coordinators (Dr. Amit Adlakha) must be informed about flight details no later than November 15, 2017 for pickup and drop off to be arranged;

Activities mentioned above may be altered due to unforeseen circumstances or act of god.

** All benefits mentioned above, may not be available after October 31, 2017 as reservations need to be made well in advance since early January is the peak tourist season.

Details about conference registration will be provided along with the letter of acceptance.

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Registration Information



(Anyone representing an institution based in India) (Payable in Indian Rupees):

NOTE: All registration fees are non-refundable.

Discounted Registration Fee:	Early Birds - MUST be Received by: October 31, 2017	Late Registration: Received on or after November 1, 2017
Faculty and corporate members	Rs. 3,000	Rs. 4,000
Students	Rs. 2,000	Rs. 3,000
Skype Presentation (per paper) – faculty	Rs. 2,500	Rs. 3,000
Skype Presentation (per paper) – student	Rs. 2,000	Rs. 2,500

The registration fee listed above provides conference attendees (not Skype presenters) the following benefits:

- The conference kit;
- Conference proceedings (Skype presenters will be emailed a pdf version of the proceedings);
- Daily bus transportation from the conference hotel(s) to conference venue;
- Two lunches during the conference;
- One pre-conference dinner at a designated conference hotel (limited to first 60 registrants) and early bird registration required (cannot be guaranteed to late registrants);
- All coffee breaks during conference;

Activities mentioned above may be altered due to unforeseen circumstances or act of god.

** All benefits mentioned above, may not be available after October 31, 2017 as reservations need to be made well in advance since early January is the peak tourist season.

Details about conference registration will be provided along with the letter of acceptance.

SPECIFIC PAPER SUBMISSION GUIDELINES

1. **BEST PAPER AWARD CONSIDERATION:** Papers **MUST** be received by the appropriate track chair OR the conference chairman (Dr. Ashish Chandra, chandra@uhcl.edu) by **October 15, 2017**. Only full length papers will be considered for best paper awards in the appropriate tracks and the best paper in the overall conference will be given the "**Paul T. Bruder Distinguished Paper Award**" at the conference. This named-award is in honor of Dr. Bruder whose vision created this successful conference and a valuable international network.
2. Papers must **NOT** have been previously presented or published nor submitted to, or be under consideration at other conferences or journals. Statements to this effect must be contained in the required letter of transmittal/email that must accompany the paper.
3. Papers, including references, tables, figures, cover pages, etc., may not exceed 20 double spaced typewritten pages (special sessions proposals should not be more than 2 pages).
 - a. The first page of the paper should contain the title of the paper as well as the full names, email, and mailing addresses of all authors. Please identify the contact author.
 - b. The second page should have the title of the article and the abstract.
 - c. The article should start from the third page onwards.
 - d. The manuscript should **NOT** contain any reference to the author(s). Authors' names must appear only on the cover page. Papers with multiple authors should clearly indicate which author is the contact author.
4. Papers or special session proposals should be submitted via email as an attachment to the to the conference program chair (Dr. Ashish Chandra, chandra@uhcl.edu). Email submissions will be acknowledged upon receipt. If the author(s) do not receive an acknowledgement, the track chair or program chair should be contacted within seven days.
5. All papers and proposals will be double blind peer-reviewed. Authors will be notified within three weeks regarding the acceptance or rejection of their paper, and no later than October 31, 2017. If the authors do not hear from the conference program chair (Dr. Ashish Chandra, chandra@uhcl.edu) by that date, they should contact him immediately.
6. Authors of all accepted articles and special session proposals will have the option of publishing their papers either in full or as an extended abstract in the **Conference Proceedings**. However, in order for the paper to be included in the proceedings, at least one author of the accepted paper must register for the conference by October 31, 2017. The papers for the proceedings should be sent directly to the Conference Proceedings Editor (Dr. Dennis Emmett, Marshall University, USA) via email at demmett@uhcl.edu and the authors should also indicate in their letter to him if they have registered for the conference or not (and if not then when do they plan to register).
7. Only select high quality full papers published in the conference proceeding may be nominated for possible fast track review and consideration for publication with an affiliated journal. This recommendation will be made by the conference chair (Dr. Ashish Chandra, chandra@uhcl.edu) upon the advice and recommendation of the *Journal Recommendation Advisory Committee*.

About IMS Unison University

The Unison Education Foundation has been in the field of education since 1996. With a strong presence in various fields of study, the Unison Education Foundation through IMS Unison University (IUU), Dehradun, Uttarakhand, India reaches out to a large fraternity of students fulfilling their dreams and helping them achieve their desired goals.

IUU students have a deep regard for Indian Value systems and at the same time are sensitive to cultures across the globe. The team IUU consists of experienced and dynamic teachers, who in their quest for excellence dedicatedly follow the motto of 'Explore, Innovate and Implement.

IUU provides the best infrastructural facilities and all other pre-requisites of a wonderful University life: a great campus with spacious and well ventilated classrooms, comfortable boarding and lodging, high-tech laboratories, well-stocked library having latest titles and databases and open playgrounds in the lap of scenic beauty and luxury at its best. The stunning surroundings of the University with a beautiful and sprawling campus presents a panoramic view of the mountains, silver oak, pine and deodar trees.

About the State of Uttarakhand

Soaring Himalayan peaks and steamy lowland jungles, revered temples and renowned ashrams, peaceful hill stations and busy cities make Uttarakhand an enticingly diverse state, with some of India's best trekking, yoga schools, holiday towns and wildlife-watching all tucked into one little corner of the country.

Hindus think of Uttarakhand as *Dev Bhoomi* – the Land of Gods – and the dramatic terrain is covered with holy mountains, lakes and rivers. Twisting roads and high-altitude hiking trails lead to spectacular pilgrimage sites where tales from the Hindu epics are set. Something of these ancient stories seems to have been absorbed by the land, which exudes a subtle sense of actually being sacred – even to ultra-orthodox agnostics. Many travellers flock here for this vibe, finding it a powerful place to pursue a spiritual practice. Others come here for the tigers.

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Places of Interest around Dehradun



Dehradun

Dehradun, the capital of Uttarakhand, is situated at Himalayan foothills. The geographical location of Dehradun is picturesque with Himalayan ranges in view and River Ganga and River Yamuna on either side of the city. The place is famous for the splendid architectural display by some of the ancient constructions. Attractions include:

- Rajaji National Park (Chilla Wildlife Sanctuary)
- Forest Research Institute
- Robber's Cave
- Tibetan Buddhist Temple/Monastery



Mussoorie

At an altitude of 6000 feet, **Mussoorie**, the 'Queen of Hills', is beauty personified. With snow-covered Himalayan peaks on view, the land abundant in natural beauty has an excellent climate too. Popular attractions in Mussoorie are:

- Camel's Back Road
- Kempty Fall
- Lal Tibba
- Cloud's End
- Sir George Everest's House



Rishikesh

Rishikesh is a blend of tranquillity and adventure. Its location at the confluence of River Ganges and River Chandrabhaga and views of spectacular hills and various adventurous activities with the importance attached to it as a pilgrim center touches the soul of visitors. Rishikesh is called as the "**Yoga Capital of the world**". Tourist destinations in Rishikesh are:

- Triveni Ghat
- Neelkantha Mahadev Temple
- Ram Jhula
- Shivpuri
- Swarg Ashram
- Parmarth Niketan
- Jumpin Heights



Haridwar

Haridwar is also called as the 'Gateway to the Lord'. Thanks to a great number of temples and ashrams located here. The city is considered holy and hence pilgrims from various parts of the world travel to the place to offer their prayers. It is also famous for the Kumbh Mela, a festival, which is held once in twelve years. Leading attractions in Haridwar:

- Har Ki Pauri
- Chandi Devi Temple
- Pavan Dham