



INTO INDIA

A BRIEF PRESENTATION OF
THE SWEDISH TOUR COMPANY
INTO INDIA, IT'S FOUNDER AND
MANAGING DIRECTOR:

Britta Algulin

Start Slide →

Our profile

EXPLORE AND ENJOY REAL INDIA



PEOPLE MEET PEOPLE

Everyday life is an adventure!



CULTURE FOR ALL

History and art tell us stories.



FOOD FOR THE SOUL

Taste and enjoy, maybe learn to cook!



ACTIVE VACATION

Explore nature and have fun!



Hello to new friends and partners! **LET ME INTRODUCE MYSELF**

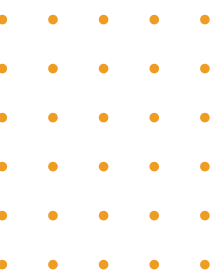
I am Britta, the founder of Into India Sweden AB. After more than 10 years as a freelance tour guide and travel organizer in India, I set up my own business in 2022.

My vision is to create high quality tour packages to India for Swedish clients, with my personal commitment in every detail and a joyful people-meet-people approach.

I am a social worker by profession and have more than 30 years of work experience from the educational field. Since 5 years I work as the HR manager of a private company in Norrtälje, a small town where I also live with my husband. We are blessed with two children, now grown-ups.

India is a life-long passion and constant inspiration for me, both personally and professionally.

Read More [→](#)



Britta's Indian CURRICULUM VITAE



- 1986 **My first Indian adventure**, I was 19 and back-packed three months around the country with a friend.
- 1990 Did six months **internship as a social work student** in *Slum Women Advancement Program*, Chennai (Church of South India).
- 2004 Took part in a study tour to different NGOs in India. Got connected with a small private school in Gulbarga; *St John School* and its' principal Mrs Mulla. This engagement is still going on, 20 years later.
- 2005 Initiated and headed **a teachers' study tour** to south India and Gulbarga.
- 2006 Numerous trips to visit *St John School* and for vacation purposes
- 2011 Was elected a **member of the board of the Sweden-India Society**. Did 10 years as secretary and 2 years as vice president.
- 2011 **Freelance tour guide** for Swedish groups in India. Did 1-3 groups per year, mostly to Deli, Agra, Rajasthan and Kerala. Also invented new programs for the Swedish tour company Indienresor.





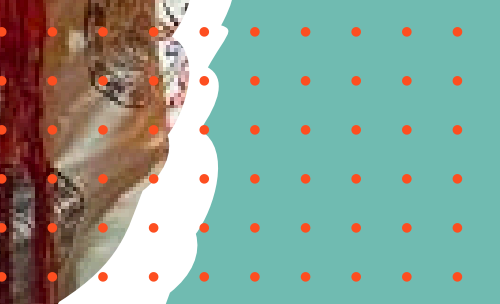
Britta's Indian CURRICULUM VITAE

- 2013 Initiated and headed **a teacher's study and volunteer tour** to St John School, Gulbarga. Teacher-to-teacher training and classroom work, co-managed with principal Mrs Mulla. Study visits to different places of worship.
- 2014 Initiated and headed **a teachers' tour** to Delhi-Agra-Japiur, with school visits and historical monuments.
- 2018 **Teaching Tolerance - Doing Democracy** - a partnership program for 25 teachers in 3 Indian schools (one hindu, one muslim, one christian) and 2 Swedish schools. Initiated by me and principal Mrs Mulla. Got 100% funded by the Swedish State. We did two prep tours in 2019, but the actual program got cancelled because of the pandemic.
- 2020 Did a course at **Stockholm University**: Religions of South East Asia.
- 2022 Started my own tour company: Into India. First group was a **Yoga and trekking program in Kerala**. Great adventure!
- 2023 **Foodie's Mumbai**, a gourmet, cooking and food culture tour. A ground breaker!
- 2024 **A study tour** for teachers and church social work volunteers, to Mumbai, Gulbarga and Pune. Got excellent feedback.
- 2024 **Calcutta and the East** with Per J Andersson. 17 days in West Bengal, Sikkim and Assam, along with wellknown Swedish travel journalist and author Per J Andersson. No other Swedish tour company does this program. A success.



INTO INDIA TOURS

How we do things





We believe in **PERSONAL INTERACTION**

Why travel to India, just to see historical monuments, wild animals and sunny beaches - when there are **wonderful people and every-day life** to discover?

We believe in people-to-people experience, to meet with locals, interact with them and learn from them. That is why we do workplace and school visits, home cooking and more. We take every opportunity to do spontaneous live interviews with interesting people we meet - all for the travellers to meet real India.

Shree Koranti Hanumantha Temple, Gulbarga, 2019





We believe in **ENJOYING GOOD FOOD**

When travelling in India, food is more than what your body needs - it is a storyteller.

We love Indian food and choose restaurants and meals with great care - to tell about the history and geography of India, the different faiths and communities, the rich variety of crops, vegetables and spices. Every now and then we like to incorporate a bit of cooking in our programs. Indian food is well known in our country and many Swedes want to learn how to cook it.

Cooking class in RPH College, Mumbai, 2023.





We say Wow to **CULTURAL HERITAGE**

The cultural heritage sites of India are numerous and really interesting to explore. I am sad to say... that from a Swedish perspective so much of Indian history is unknown!

We take pride in giving the travellers the historical context they need to enjoy the temples, palaces and forts - in a way they can relate too. We are well studied and do all the presentations in Swedish language.

City Palace, Jaipur, 2011.





We believe in **AUTHENTIC EXPERIENCES**

When exploring India, we must use all our senses. To just travel by bus, hop on and off, see things and hear the facts... is not good enough. We need to use our body and heart to really enjoy the adventure!

We believe in real events together with real people, walks instead of bus rides, trains instead of flying, cooking and eating together and simply sharing life.

Langar at Gurudwara Bangla Sahib, a teachers' study tour, Delhi 2014.





We believe in **ACTIVE VACATIONS**

A bit of trekking, a morning walk or a yoga class can make all the difference to the group energy. A wild life safari gives a thrill and the nightlife of a mega city is also exciting.

We believe in giving our clients an active vacation and lots of opportunities to do their own excursions too. Of course, there must be time for rest and relaxation also. A balance between adventurous events and alone-time at leisure is important.

Yoga trekking group at the top of Meesapulimala, Munnar, 2022.





PEOPLE
meet people



Contact us!

INTO INDIA

Into India is a part time business. We create the programs we love, together with friends and partners in India. We operate 3-4 groups per year (October - March).

Welcome to contact us!

E-mail: britta.algulin@intoindia.se

Adress: Rådmansgatan 6, 761 41 Norrtälje, Sweden

Mobile and Whats App: +46 730 406160

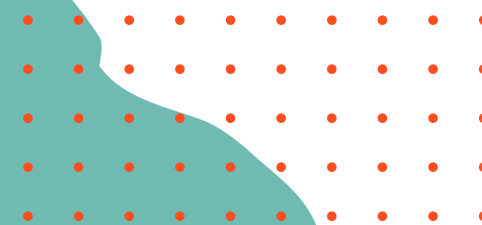
Website: <https://intoindia.se/>

Facebook: <https://www.facebook.com/letsgetIntoIndia>

Instagram: <https://www.instagram.com/intoindia.se/>

Corporate name: Into India Sweden AB,

Swedish organisational number: 559381-9948





THANK *You*

F O R Y O U R A T T E N T I O N

