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Trendy Travel Trade with Food & Shop

Volume IV • Issue VI
August 2017
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INDIA: A Big Source Market for Medical Tourism

The Catalyser of Revenue in Hospitality Industry

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Voice of Tourism in the National Government Is Not Strong - Mr. Kohli

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PUBLISHER'S NOTE

Dear Reader,

Greetings!

When you will bring the August issue of T3FS you will find the voice of various professional key leaders for GST, conventions and major issues of the trade.

While considering on the theme of the month that is "Medical Tourism" one will find all about the Medical Tourism in India, how government is contributing to boom it, which are the major countries prefer to consider India as health care hub and Ease of travelling to India with respect to Visa, immigration, cost etc. India is a huge magnet for attracting foreign patients for medical treatments. It is likely to reach $6 bn by 2018 from the current $3 bn a year.

In India, the historical backdrop of restorative tourism was additionally & gradually unfurling with the prominence of yoga and Ayurvedic medication. As right on time as 5000 years ago, consistent floods of medical voyagers and profound understudies rushed to India to look for the advantages of these option mending strategies.

In hospitality ,T3FS this time is highlighting the trends and vital role of Food & Beverage section across distinguished and esteemed hotels of India which have been globally acclaimed for their hospitality. In this edition, we have tried to gather information from different hotels' F&B directors/managers about their crucial roles; revenue trends for the last three years and preferred variants of cuisines by the guests in their hotel; type of guests they get to serve the most and the key driving source of revenue for the hotels.

In lifestyle we focused on trends and importance of makeup for a Diva. A busy schedule can be a dampener for your beauty regime. Just as dressing for work is imperative, looking good is equally important. Here by keeping this in mind, T3FS is coming up with the views of celebrity makeup experts and artist for the high end trends and makeup for working ladies.

Beautifying agents are utilized to improve your appearance. Cosmetics has been around for a long time. Beautifying agents can be created in the natural and hypoallergenic frame to meet the requests of clients. Cosmetics is utilized as a stunner help to help develop the confidence and certainty of a person. The significance of beauty care products has expanded the same number of individuals need to remain youthful and appealing.

Vedika Sharma

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E-Visa Has Been Re-Vamped With New Additions

Pronab Sarkar, President, Indian Association of Tour Operators (IATO) says Demonetisation, E-visa amendments for tourist visa to include some of the major source countries and implementation of GST are becoming the hurdles of the industry.

• Vedika Sharma

Q.Tell us about your potential business prospects and expectations under consideration from this year 2017?

PS: It appears to be good and our expectations are very positive. except few hurdles that we had during demonetisation and E-visa amendments for tourist visa to include some of the major source countries, now implementation of GST is difficult to understand and we have taken up the major issues with the concerned department and GST Council. I hope, GST brings out some benefits to the travel & hospitality industry and Ministry of Tourism's global publicity gives the desired boost to international tourist arrivals. Now e-tourist visa is valid for 163 countries, one can apply 180 days in advance and the duration of stay in India has been extended up to 120 days. We are getting good support from Ministry of Tourism and the New Tourism Secretary Mrs. Rashmi Verma who understands the basics of Tourism and Industry requirements.

All the more e-visa has been re-vamped with new additions like:-

• There will be three new sub-categories for e-visa, i.e. e-tourist visa, e-business visa and e-medical visa.

• In addition, two more new categories -- Intern or (I) visa and Film or (F) visa -- will be granted for foreigner seeking internship in non-government organizations, and those seeking to shoot movies in India, respectively.

• Also, both business and medical visas will be granted within 48 hours of application upon urgent requests.

• The liberalization of visa regime will considerably facilitate entry of foreigners into India for tourism, business and medical purposes. Consequently, the arrival of foreigners in India is expected to go up substantially in the coming years.

• This will in turn give boost to tourism, medical and business sectors resulting in substantial increase in direct and indirect employment in these sectors.

• Under the e-visa scheme, an applicant receives email authorizing him or her to travel to India after it has been approved. The tourist can also travel with an e-letter of this authorization.

• On arrival, the visitor has to present his authorization to the immigration authorities who would then allow his entry into the country.

• E-visa facility has been extended to the nationals of 163 countries for entry through 24 airports, from 16 airports allowing such entries, and three Indian ports i.e. Cochin, Goa and Mangalore to tap the potential of cruise tourism from different countries. New Delhi Airport (42.4), Mumbai Airport (20.6%) and Chennai Airport (9.6%) are leading with bests of arrival.

• This service will also be provided from Mumbai and Chennai seaports shortly.

• Separate immigration counters and facilitation desks to assist medical tourists have been provided at airports of India namely, Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad.

• The multiple entry tourist and business visas for a period of five years will now be available to the nationals of most of the countries.

• Nine-four Missions having bio-metric enrolment facilities have started giving five-year tourist and business visas with effect from March 1, 2017. The remaining Missions will be providing this facility in due course.

• A new category of visa titled Intern or (I) visa has been rolled out with effect from March 1, 2017 to a foreigner intending to pursue internship in Indian companies, educational institutions and NGOs, subject to certain checks and conditions.

• As on 30/06/2017 total e-visa issued is 7.17 lakhs (+52%) over Jan-June 2016.

• So there is a positive trend visible and that gives us optimistic feelings.

Q.What makes IATO a strong and splendid trademark for excellence?

PS: Indian Association of Tour Operators' business sense, helping attitude, team spirit, integrity and knowledge bank make it unique trade mark of excellence.

Q. From the time you became president of Association, what new achievement has been done till now and what are under pipeline?

PS : The achievements are of continuous nature and after I took charge, the efforts continued to bring some conclusion to the pending issues which inter-allia included:-

• E-tourist visa extended for more countries which now stands at 163 countries with our consistent efforts we could get various value additions in e-tourist visa. Reference to my first answer, e-tourist visa achievements purely because of Indian Association of Tour Operators's sincere efforts.

• Marketing Development Assistant (MDA) which was long pending got resolved and over 130 cases were settled/being settled.

• Roadshow proposal got streamlined and as we requested that our members find it difficult to pay PR fees etc. which are cost prohibitive has now beeing looked after by the Ministry from its own resources. This is a big support to our industry and Indian Association of Tour Operators' achievements.

• Even Hospitality proposals which our members handled for guests sponsored by the Ministry also got settled and our suggestions made are being actively considered.

• GST issues which are negatively impacting our trade have been taken up with concerned authorities including Union Minister of Finance. We have been given to understand that these are being looked into positively.

• Training programmes introduced with emergent topics like GST, Digital use were conducted, 6 training programmes held and about 190 participants took advantage of these training programmes.

• In the National Skill Development Council, Indian Association of Tour Operators role was acknowledged and Indian Association of Tour Operators' inputs were given due recognition.

• Indian Association of Tour Operators' inputs for Regional Air connectivity based on New Civil Aviation Policy were duly acknowledged and new air links commissioned by airlines.

• Indian Association of Tour Operators' 32nd Annual Convention concluded with thumping success with record number of participants.

• Indian Association of Tour Operators formed Sub-committee for effective implementation of schemes and there was an active participation in all respects.

• Indian Association of Tour Operators' Newsletter launched with new look.

• Indian Association of Tour Operator's started "This week in IATO" to keep members updated on IATO's activities each week.

• As guide Policy norms declared by ASI was detrimental to IATO member's interest, this was challenged in High Court and stay order obtained. This is now being discussed with Ministry of Tourism, Culture, and Stakeholders as per court directives.

• IATO Convention is being taken this year in Odisha with fresh pomp and show.

• IATO Website revamped.

RK: Voice of Tourism in the National Government Is Not Strong

Rajeev Kohli, Senior Vice President, Indian Association of Tour Operators (IATO) says tour operators do not have any input credit which will make tourism extremely expensive, we are looking at tourism for inbound travelers to be over 32-35% so if the government desires to collect that money we will see a drop in the numbers into the country for sure.

• **Vedika Sharma**

Q. Please share in and out of the IATO convention and what new ideas & skills will be discovered out in the convention?

RK: The IATO annual convention has always been one of the largest gatherings in the Indian Tourism Industry and we get a wide variety of delegates across the different segments of the industry of inbound tour operators which are core base for IATO and we also get hotels, ground handling guides, transfer agencies, governments and many other professionals in tourism. The idea of IATO convention has always been to impart sequels. My goal in designing the program has always been to create content that helps our members and other delegates to walk away with some ideas on how they can improve their business with the new upgraded latest trends, ideas and implementation. Even if one delegate walks away with something tangible, we would have achieved success and we need to move as associations move away from doing the same old discussions on hospitality, discussions on governments' policies and move to more related discussions on how we can improve our industry, how we can improve the way to manage our guests from overseas and how we can improve our aspects of service delivery, pricing and other issues. This year's convention program is going to be a little different as we have decided to limit the sessions, but increase the time for deliberations and discussions between the audience and between the delegates. So each session will be divided into panel discussions healthy debate and discussion time between the audience to bring out questions, thought and subsequently challenge the panel on what they are talking about.

Q. IATO is a trade mark of excellence in travel trade industry. Moreover, convention is always too massive to manage thus please enlighten us about the required managerial skill dwelt in everything to atop bar of success for the event and its flagship of trademark?

RK: Yes, the convention is by far the largest in the industry and we easily get 1200-1300 industry people every year which makes us proud. Earlier the convention used to be much smaller but in the last 4-5 years the numbers have gone up which directly reflects upon the efforts made by the IATO leadership into making the convention more relevant. Operating the convention is not really a hard task, my skills as a MICE operator allows me to understand how this works and the team in IATO office and IATO EC have helped me to experience a lot, and someone like Mr. Rajiv Mehra has been doing this for long time so for certain things, we need not to bother because he has lot of experience and is well-skilled. So, it's more about team work. This IATO EC has a great amount of team work and team spirit to make the job much easier. We have one voice, one spirit and one goal to work and to help improve our lives. This year's convention will also have the IATO run for responsible tourism which has been picking up team and getting more participation over the years and some interesting state presentations which are making us more excited.

Q. Please shed some light on GST while keeping in the tour operators of India.

RK: There is certainly more confusion in the industry and there has been mistake that tourism has a cascading effect on taxation which is not correct. The principle of GST does not levy taxes, which is not happening and we hope to get that fixed. There is another problem that we do not have any input credit which will make tourism extremely expensive, we are looking at tourism for inbound travelers to be over 32-35% so, if the government desires to collect that money we will see drop in the numbers into the country for sure.

Q. According to you, what are the major challenges every tour operator of India is facing and how one can overcome with it?

RK: The challenges faced by Indian tour operators have not really changed. We are overly taxed; we have inconsistent policies that keep on changing. We still have some flaws in the infrastructure on ground and these are the issues that we have been talking about not for the last three years but for decades. Unfortunately the voice of tourism in the national government is not strong, the decision making office viz. PMO looks down upon tourism as a luxury product. Every government and bureaucrat outside tourism ministry has said in every session that tourism is a luxury product. Unfortunately, the mindset of Indian civil services is that the tourism is only for people for money and so we are suffering for that. The bureaucracy in the country has never understood the multiplier effect for tourism, the basic fundamentalism of tourism, and the benefits of tourism which further make the level of economy go down. For e.g., if a hotel is set up then even a vegetable seller, a farmer, a gardener is benefited which is such a basic fact for how tourism helps. Unfortunately we as tourism industry, has only grown up in the last 2 years through faith of federations and associations of Indian tourism industry and still trying to educate people how tourism industry contributes and what its values. But, with the exercise of GST has been clearly showed by GST empanel has said that tourism is luxury and hence taxed higher.

Slice of Life

You believe in taking risk or plan beforehand.

RK: I believe in taking risk

Your high points.

RK: Thinking out of the box.

Your low points.

RK: Watching petty politics in our industry

Favorite travel trade leader of the industry.

RK: My father Mr. Ram Kohli

A movie that motivates you.

RK: ABBA

How you spend your day on day off?

RK: Trying to catch up on my sleep

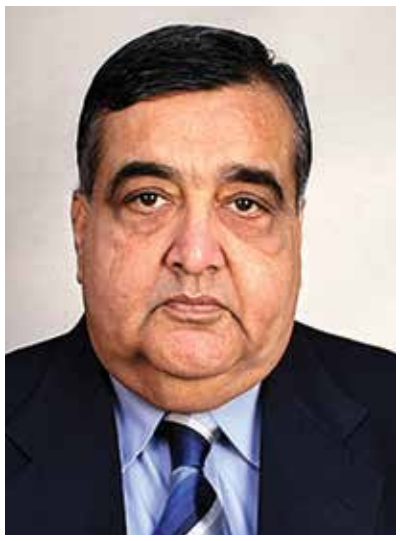
Favorite Novel/Book.

RK: I love reading comics

Concerns and challenges of IATO

In an exclusive conversation with T3FS, Rajiv Mehra, Vice President, Indian Association of Tour Operators (IATO) shares about the Convention, major concerns & challenges of IATO and the consequences of GST, as not helping the cause of boosting tourism.

• Vedika Sharma



Q This will be the 33rd IATO annual convention. What major changes one can find in this. Please shed some light on this.

RM: Major changes will be visible in the arena of Business Sessions in the contents, in speakers and interactive participation format. Otherwise, the Convention runs on a set format and that has worked well with efficient management. There is also change in Post Tour offerings covering many new areas which were hardly exposed to our members.

Q GST is a major game changer of India. Please share its effects on travel industry. Do you think it will be beneficial how this can be a game changer and help to boost the tourism industry of India?

RM: No doubt, introduction of GST will be a major game changer but how it will help boost tourism in the country is yet to be seen. There is still double taxation part continues, which is not in terms of GST. GST should be charged on the margins tour operator's make, it's our pleading with the government. Now the charges are levied on total packages. We are concerned to see that there will be a tax on tax with respect to hotels and airlines which are already taxed as part of the packages. We strongly recommend to the government that export of goods are never taxed as a rule and the same rule should apply for export of services as well, post-GST. So, GST has many such areas which are not helping the cause of boosting tourism and we are seriously concerned.

Q Is IATO planning to come up with some support campaign in the convention by the distinctive campaigns launched by Mr. Modi to promote India?

RM: We do our direct communication through interactive meetings, Press Meetings etc to boost our Convention or similar special promotions. No media blitz is undertaken to boost untill our Convention is done. We have our captivated member's invites and that brings in over 1300 to 1500 delegates and we are happy with that figure. We depend mainly on the Campaigns done globally by the Ministry of Tourism wherein we give our valuable inputs and possible markets, theme, selection of media etc.

Q What are the new subject and major concern of IATO?

RM: Subjects of concern are more or less of continued nature and the areas inter-allia include as under:-

• Lack of infrastructure on all segments in tourism – Budget accommodation in 2 tier/3 tier cities and road connectivity are the major ones.

• Overall cleanliness and hygiene.

• Highway facilities and roads connectivity from Highways to tourist centers.

• GST implications – a lot of concerns in the mind of tour operators (who are located in distant areas and how to educate them.)

• Promotional activities are very limited whereas there is a need to have aggressive promotions in new markets like Latin America, Asian Region, African markets, Scandinavian countries where potentials are great.

• Seamless travel throughout the country.

• Safety and Security threats though it is in the minds of tourists, as the government has taken varied steps, 24x7 Helpline, Tourist Police etc. But threat perception continues.

Q What are the challenges for IATO and how it will be overcome?

RM: The major concerns are our major challenges as well and we have worked out our strategy in consultation with Ministry of Tourism and overseas trade partners. To reiterate the challenges part:-

• Guide issues

• Safety and Security

• Cleanliness.

• Infrastructure in all segments of tourism.

• Better connectivity to new destinations – Latin America, Africa, Asian countries like Indonesia, Vietnam etc.

• Highway en route facilities and connectivity with roads from highways to tourist centres.

• Regional air-connectivity.

• Skill development Programme for supply of trained manpower.

• International Signage's on all tourist areas.

• Tourist Police and clear cut visibility and many such areas where tourists get confidence need to be focused. Overcome is a continuous efforts and that we are seized with.

Q T3FS Magazine connects the dots between tourism, hospitality and lifestyle markets and hence the readers would love to hear a few words of encouragement and heartfelt messages from that bring us together.

RM: Please keep up the good work and maintain the link between trade and government bodies and create positive awareness about IATO and tourism of the country.

Slice of Life

You believe in taking risk or plan before hand.

RM: Plan before hand

Your high points.

RM: Want everything to be done in perfection.

Your low points.

RM: Do not take things lying down

Favorite travel trade leader of the industry.

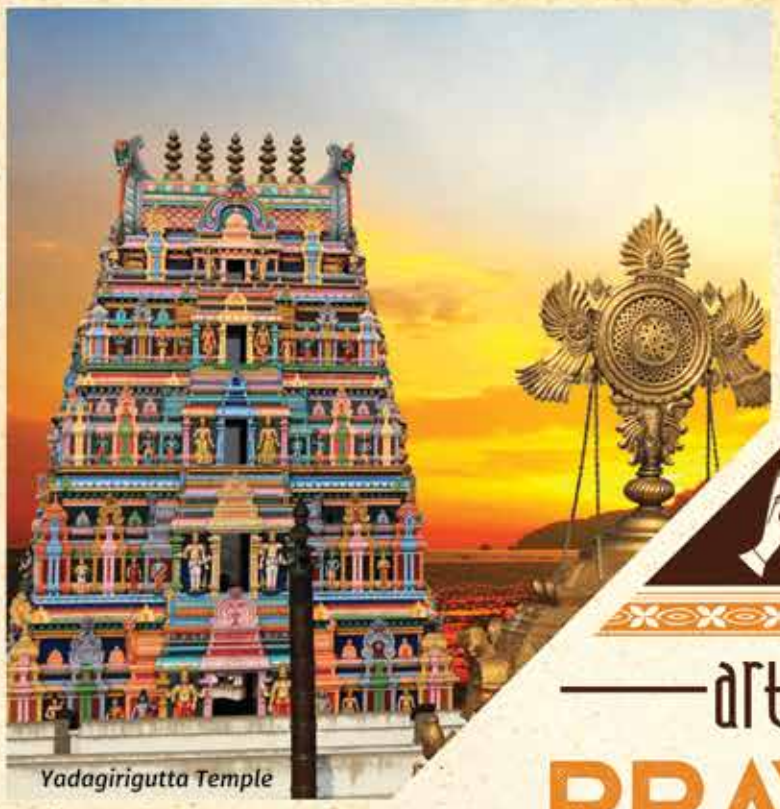
RM: Mr. Subhash Goyal, Chairman, STIC Travel

A movie that motivates you.

RM: Nayak

How you spend your day on day off?

RM: Spending time with family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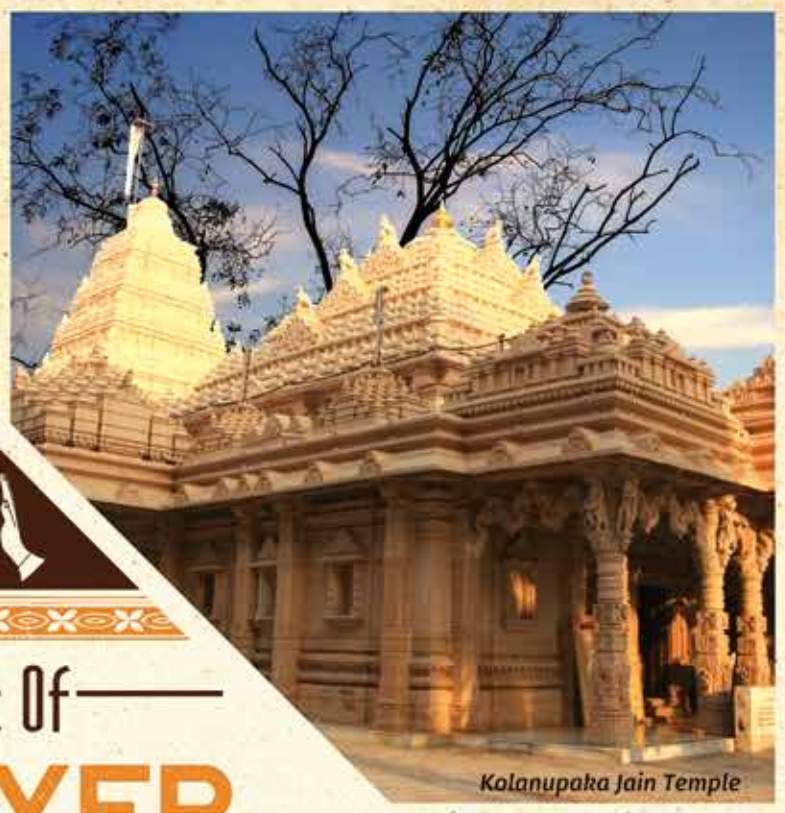
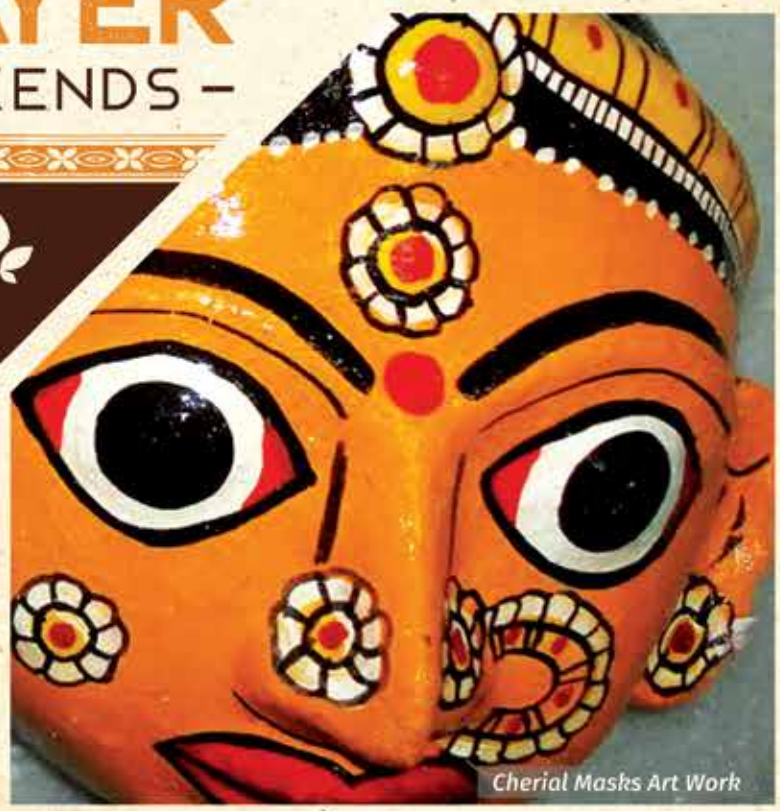

Kolanupaka Jain Temple

art of PRAYER
– WEEKENDS –

Pembarti Metal Art Work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INDIA: A Big Source Market for Medical Tourism

India is a huge magnet to attract foreign patients for medical treatments. It is likely to reach $6 bn by 2018 from the current $3 bn a year.

• **Vedika Sharma**

In India, the historical backdrop of restorative tourism was gradually unfurling with the prominence of yoga and Ayurvedic medication. As right on time as 5000 years prior, consistent floods of restorative voyagers and profound understudies rushed to India to look for the advantages of these option mending strategies.

Medicinal Tourism in India has been developing at a quicker pace and numerous private healing centers are doing their best to open doors of the opportunities to boom the medical tourism of India. Benefits for medicinal services tourism industry in India, grasp reduced costs, the availability of most exceptional restorative innovation, and a rising consistence on overall brilliance benchmarks, and also the fact that individuals from different nations are less inclined to confront a dialect snag here in India.

Dr. Mahesh Sharma
Minister of State for Tourism and Culture

Tourism products including medical and wellness tourism are mostly driven by the private sector and cost of such services are determined by market forces.

Ministry of Tourism has released Guidelines for promotion of Medical and Wellness Tourism as Niche Tourism Product. As per the guidelines, Ministry of Tourism offers financial support to accredited Medical and Wellness Tourism Service Providers, Chambers of Commerce and other organisations as Marketing Development Assistance, for Publicity, organising workshop/events/seminars and for organising Wellness and Medical Tourism Promotion shows.

The list of accredited hospitals are searchable by Specialty, Procedure, Location and Language Capabilities on the website www.indiahealthcaretourism.com of the Services Export Promotion Council (SEPC). The link for the same is provided from Ministry of Tourism website www.incredibleindia.org.

Growth of Medical Tourism Year on Year

India's endeavors to advance medicinal tourism took off in late 2002, when the Confederation of Indian Industry (CII) created an examination on the nation's restorative tourism area, as a team with universal administration specialists, McKinsey and Company sketched out enormous potential for the division.

The nation is seeing 22-25 for each penny development in restorative tourism and medicinal services suppliers expect the business will twofold to $6 billion by 2018 from $3 billion at this point.

India's restorative tourism segment is a developing wellspring of remote trade and also esteem brand outside the nation. Having bolstered medicinal tourism's fast development, the administration is under weight to discover approaches to make the area of advantage to general well being administrations that are utilized by the vast majority of India's 1.1 billion populace.

The Indian Ministry of Tourism's 13 abroad workplaces are loaded with data for those expecting to go to India for restorative treatment.

Year wise Foreign Tourist Arrivals in India of tourists coming for medical purpose, during the last three years is given below:

Year	FTAs
2014 *	184298
2015 #	233918
2016 *	361060

Government Contribution to Boost Medical Tourism

-Tourism Infrastructure Development

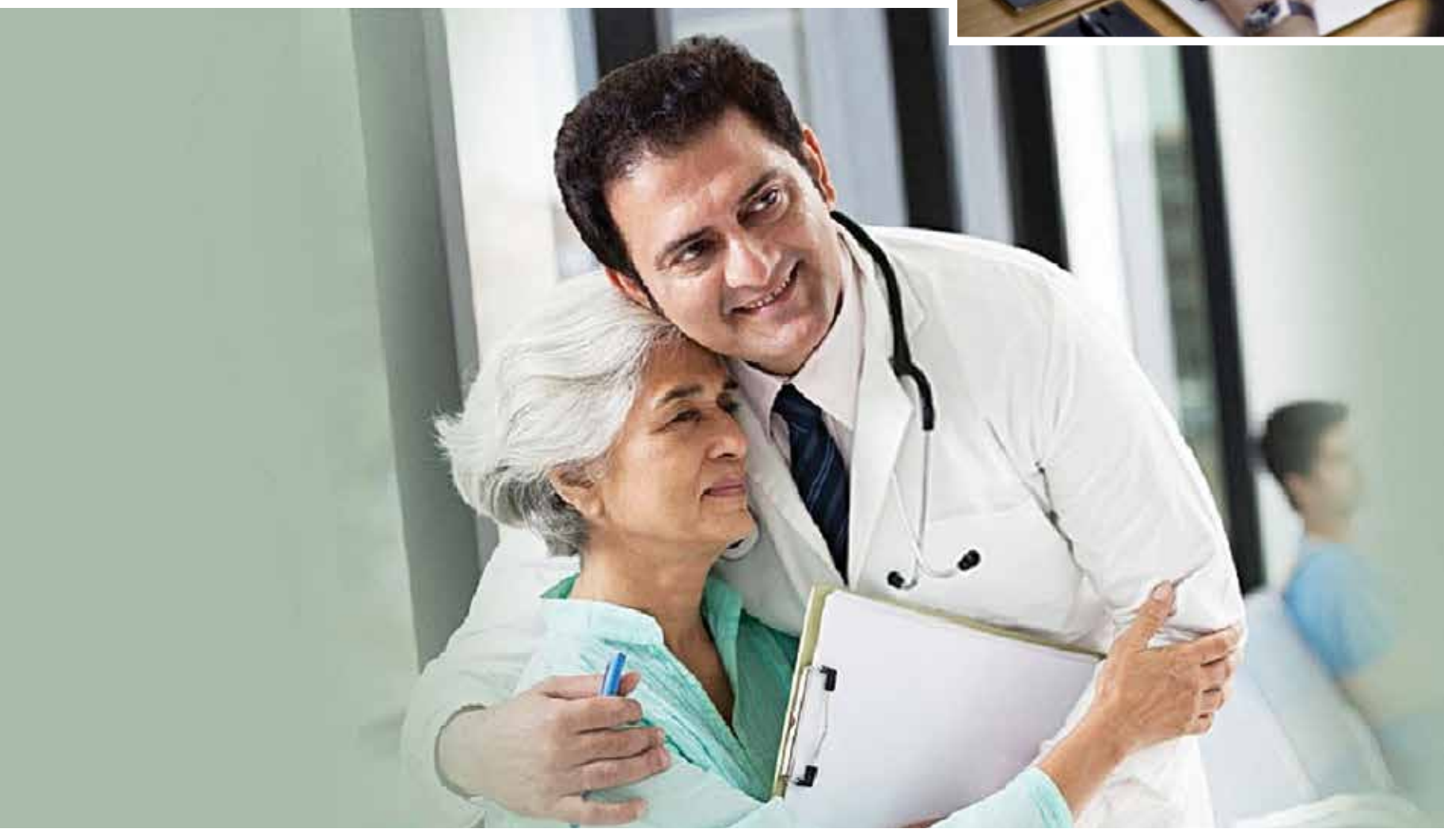
Augmentation of quality tourism infrastructure throughout the country is a key area of functioning of the Ministry. More than fifty percent of the Ministry's expenditure of Plan schemes is incurred for development of quality tourism infrastructure at various tourist destinations and circuits in the States/ UTs.

-Ease of Visa

- Ministry of Tourism launched e-medical visa.
- Applicants from nearly 150 countries eligible for e-tourist visas will be able to send online applications for medical visas with scanned copies of medical prescriptions from a government-accredited hospital of his/ her country. The applicant's biometric details will be taken on arrival.
- Medical visas will be granted within 48 hours of application upon urgent requests.
- Separate immigration counters and facilitation desks to assist medical tourists have been provided at India airports namely, Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad.

-Accreditation to More Hospitals

This standard, meant for accreditation is applicable to all organisations providing wellness services. In addition to implement the specified applicable clauses of the standard, the organisation maintaining accreditation will maintain highest degree of cleanliness, customer friendly approach, transparency and professionalism in its dealings with respect to the provided services and the projection of the same. Through this standard the accredited organisations will provide a benchmark in excellence in their fields and will enhance the respectability of not only their organisations but that of the wellness industry.



Needs of Patient for Medical Tourism in India

Hospitals and healthcare facilities in India offer a wide array of procedures and services for medical travelers. Few of them are:- Orthopedic Surgery (hip replacement, knee replacement, etc); Cardiology and Cardiothoracic surgery; Cosmetic/Plastic Surgery: Face, Breast, Body Contouring; Dental Services (surgeries, teeth whitening, dental implants, etc); Bariatric/Obesity Surgeries; Cancer and Oncology; Eye / Ophthalmology (LASIK, Cataract Surgeries, Vitreo Retinal Surgery, etc); Neurosurgery; General Surgery; Bone Marrow Transplant and Nephrology and Kidney Transplant.

Major Countries Inflow for Medical Tourism in India

India has already won the trust of people from United Kingdom, United States, Africa, Middle East, Persian Gulf countries, Russia, commonwealth of Independent states (CIS), Bangladesh and Afghans.

Why India?

India is a leading player in the medical tourist/healthcare Facilitation industry. It is increasingly emerging as the destination of choice for a wide range of medical procedures. There are numerous advantages of coming to India for treatment. Some of the advantages of coming to India for medical treatment are:

Low Cost

Ease has been a key driver in India's ascent as a medicinal goal of decision. For a considerable length of time Singapore and Thailand have been the market pioneers in Asia, giving medicinal care to patients over the globe at a small amount of the cost of the West. Be that as it may, in the most recent decade the development of Chennai, New Delhi, and Mumbai as the new universal therapeutic esteem center points giving propelled tertiary care has immovably set India in the alliance, keeping pace with its Asian neighbors.

Contemporary and cutting edge framework, top of the line mechanical help, brilliant nature of social insurance, make India an appealing Medical Trip goal mainly for patients in the U.K. and U.S. where human services costs are exceedingly steep. Coming to India for a Medical Trip helps spare a lot of cash, once in a while to the tune of 50 % to 70 %.

India is considered to be providing first world medical treatment at third world prices.

Comparing the Cost of following treatments between US and India:-

Procedure	USA	India
Consultation	₹5000	₹500
Bypass surgery	₹10–20 lacs	₹1– 4 lacs
Cataract surgery	₹300,000	₹30,000
Knee replacement	₹10,00,000	₹100,000
Routine health checkup	NA	₹5500

Main Centres

The medical hot spots are Bangalore, New Delhi, Kolkata (Calcutta), Ludhiana, Chennai and Hyderabad. International flights come into the 17 major airports, which are spread across this vast country.

With private facilities equal to European counterparts, efficient, multilingual doctors and dentists, coupled with massive savings on surgery make India a worth considering for medical tourism.

Few of the well known advantages are:-

- High standards in medical, surgical care and patient handling.
- Low cost treatment.
- Fluent English speaking hospital staff.
- Waiting times for surgeries and other treatment are lower than the other countries.
- A large number of private hospitals where the medical facilities and serving doctors can be compared to the best in the world.
- State of the art technology available to treat even the most difficult medical cases.
- Availability of traditional/ alternative healing systems like Ayurveda, Yoga, Ayush, Siddha, Unani and Naturopathy.
- India has many tourist attractions that offer healing environs and other rewarding experiences.

Impact on Medical Tourism in India

GST: Impact on Medical Tourism in India

GST is a central point which can possibly cover the conservative base of the nation. India is not only one of the greatest performing countries for generics, however furthermore experiencing an impact in therapeutic tourism which makes additional profits for the Healthcare Industry. India's Pharmaceutical Industry starting its third biggest to the extent volume and fourteenth biggest with respect to regard comprehensive. As people are perseveringly growing, so is the necessity for good Healthcare Services, which brings the need of developing more qualified faculty to fill the present gape in the part and current condition of-the-workmanship workplaces and advancements to patients. The last GST rates have been uncovered and have incorporated various classifications from extensive variety of human services courtesies.

Make in India: Impact on Medical Tourism

Make in India action will add to the improvement of therapeutic tourism wonderfully for a couple of reasons. Medical Tourism, synonymous with the words like prosperity tourism, remedial travel or overall social protection moreover, have transformed into a general thought getting criticalness. The word was first used by travel associations and is today used by media, government, tourism progression associations etc. The countries which have transformed into the best objective join Thailand, Singapore, Malaysia and India for Healthcare also every so often implied as Human administrations Hub. The case discusses the dedication of two of the 25 zones perceived viz. Tourism, Cordiality and Wellness which will be the driver for its advancement. The data is accumulated from the assistant sources and wide composition review draws out the couple of components which will be a pushed to the Medical Tourism. The case considers the examination of future progressions in zones of measurement, social and money related perspectives which will exhibit the aftereffect of the case.

"Make in India" movement gives enough open entryways for Medical tourism to the extent perceived portions of Tourism, Hospitality and Wellness. Barely any more regions can be dismembered which can have influence on propelling therapeutic tourism. India can make Health-Hubs to pull in more guests for prosperity.

Ease of Travelling

Connectivity to India

Indian medical tourism is thriving continuously as it offers excellent and specialized medical care to people from each corner of the globe. Improved medical infrastructure and treatment technology are now all set to generate more than two billion dollars in near future. Beside that Ministry of Tourism also focused and improved the connectivity from various countries to India and its major International Airports for Medical Tourism.

Visa

India now has a simplified e-medical visa facility which allows three visits to the country.

The number of medical visas issued by India rose 45% in 2016 from the year before. India issued more than 1.78 lakh medical visas in 2016, including for follow up treatment, as against 1.22 lakh in 2015, according to the data.

In 2014, there were 184,298 Foreign Tourist Arrivals (FTA), in 2015 the number was 233,918 which jumped to 361,060 in 2016, according to the Ministry of Tourism.

Immigration

Separate immigration counters and facilitation desks to assist medical tourists have been provided at India airports namely, Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad.

Medical facilitation desk at Indian airports for medical visa holders and faster immigration facilities at Indian airports make it easier to travel to India. Moreover, access to ambulance and stretchers at airports.

Getting Mobile Connection

Foreign tourists from 161 countries will be a pre-loaded sim card at 12 major airports of the country. The ready-to-call sim cards will be available to foreign tourists arriving at airports in Panjim, Ahmedabad, Amritsar, Jaipur, Bengaluru, Chennai, Mumbai, Lucknow, Delhi and Varanasi to start with.

India Tourism Office

For any issues and misunderstanding medical tourist can visit directly to the any of the nearby India tourism Office in search of inquiries, help and direct support from the Ministry of Tourism.

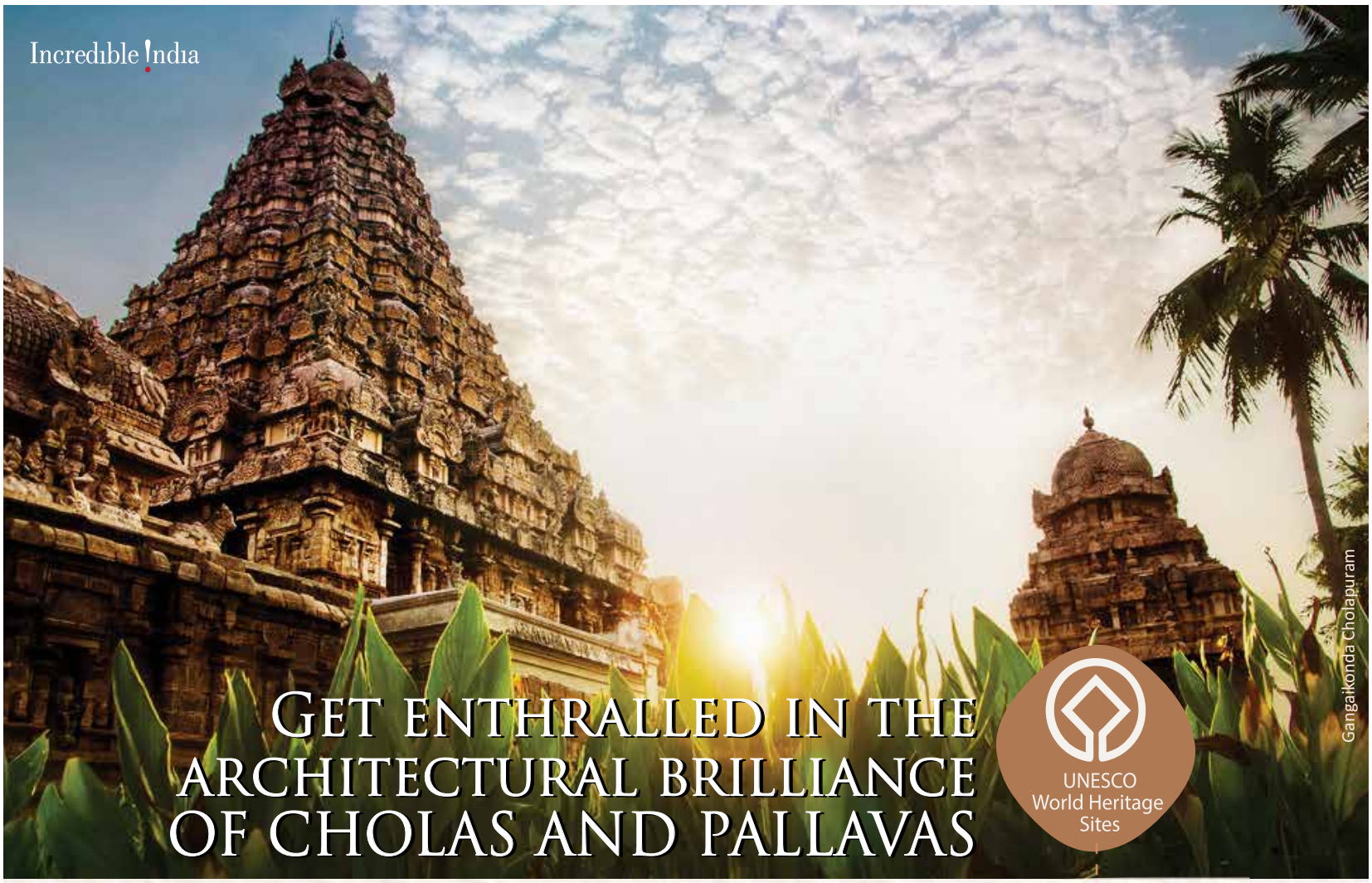
Indian Tourism Offices in Delhi:-

India Tourism

India Tourism, 88 Janpath, New Delhi, 110 001

Tel: 011-23320342, 23320005, 23320008

Incredible India



GET ENTHRALLED IN THE ARCHITECTURAL BRILLIANCE OF CHOLAS AND PALLAVAS

UNESCO World Heritage Sites

Gangaikonda Cholapuram

enchanting tamil nadu
experience yourself

As you stroll through the temples, each and every sculpture, pillar, motif has a story to tell; and did you know, the Cholas had envisioned the temples not only as places of worship but also as centres of economic activity; some of the most sophisticated buildings of medieval India. Gangaikonda Cholapuram erected as the capital of the Cholas is a fine example.

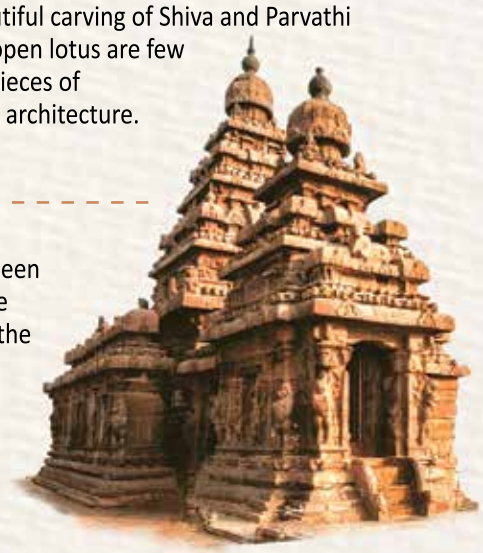
In Thanjavur, the world's first complete "granite" temple, Brihadeeswarar Temple is beyond anything that you can imagine. The central attraction is the great Vimana built over the sanctum is 216 feet high and has 14 storeys of intricate sculpting with pilasters and niches, and images of God. The descriptive nature of these sculptures tell a thousand tales.

The Darasuram Temple in Kumbakonam is a paradise for the lovers of art and architecture. The main mantapa is called Raja Gambira where an elephant draws the chariot and the ceiling has a beautiful carving of Shiva and Parvathi inside an open lotus are few stunning pieces of yesteryear architecture.

Darasuram Temple

Under Pallavas, some of the finest temples had been created at Mamallapuram and Kanchipuram. The Shore Temple, a structural temple complex, was the culmination of the architectural creations in mid 7th century starting with the Cave temples and the monolithic Rathas.

A trip to these temples is like time travel to the golden ages. Come and be mesmerized.



Mamallapuram Shore Temple

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DIPR/764/DIS/2017

Challenges and The Future of Outbound Tourism

Guldeep Singh Sahni, President, OTOAI (Outbound Tour Operator Association of India) says GST @ 5% is a great move but the transportation clause in the definition of "Tour Operator Services" is causing confusion with outbound operators.

• **Vedika Sharma**

Q. Please shed some light on OTOAI annual convention with respect to it's in and out.

GS: OTOAI convention is going to be held in Ras Al khaimah from 13th to 16th September 2017.

The convention will look forward to the challenges and the future of outbound tourism from India. Tour Operators will discuss their points in an open house and find their ways out and to introduce new destination Ras Al Khaimah to their inventories.

Q. How many delegates are expected to attend the convention, what will be the major panel discussion?

GS: There will be approx 200 delegates. The agenda and panel discussions are under considerations.

Q. Please comment on GST by keeping in mind the outbound tour operators of India. Is it beneficial for them?

GS: GST @ 5% is a great move but the transportation clause in the definition of "Tour Operator Services" is causing confusion with outbound operators. Another issue is the GST on hotels overseas. Most portals (Like OTAs, Hotel chains, etc) are outside India and do not levy GST, hence when they are procured by any Indian travelers become cheaper comparatively. Tour operators are going out of business which will snowball to unemployment and closure of businesses. Tour operators when add ticket component to the tours, it will attract dual taxation as input credit is not available.

Q. It is found domestic tourism in India is more as compare to Outbound, what would you like to say about it?

GS: This is bound to happen in a country which has a vast population. With the infrastructure becoming better like air connectivity, road transportation and rail links getting better day by day, domestic tourism attracts even lower middle class society. On the other hand outbound is increasing by 11 to 13% every year.

Q. Share the updates about new ventures to be launched by OTOAI? How can outbound tour operators of India truly benefit from them?

GS: OTOAI is going to work with various tourism boards to enhance their country's specialists programs among our active members and will certify them. We will also be working with some educational organisations to enhance product knowledge. Group discussions will be held in various regions to find solution to issues arising out of tax regime or other matters. We will continue our work to strengthen all chapters.

Q. Please provide some helpful tips to the tourists to ensure that their travelling experience is most fulfilling and rewarding?

GS: A traveler must gain thorough knowledge of the destination they are going to visit so that they can get maximum value on a short visit, like the places to visit or things to do. Before going on for adventure sports they should check if their health permits them to indulge in them. Like sky diving, bungee jumping, deep sea diving, or water sports etc. Knowledge of weather conditions is always helpful in packing right cloths to wear. Knowledge of social or religious norms helps one be comfortable in the system of the country being visited.

Q. T3FS Magazine connects the dots between tourism, hospitality and lifestyle markets and hence the readers would love to hear a few words of encouragement and heartfelt messages from that bring us together.

GS: Tourism, Hospitality and Lifestyle are three ingredients of living fulfilled and joyous life. T3FS has covered all three very well and connected people to all the inputs that one needs to holiday, live life and express themselves. The dots connecting these three ingredients disappear distances between communities, create deep understanding and learning that evolve the society towards oneness and connection to one another.

Slice of Life

You believe in taking risk or plan before hand.

GS: Plan and take risk.

Your high points.

GS: Presentinf my point of view as the only point of view.

Your low points.

GS: When some one plays double standards, I give up on them.

Favorite travel trade leader of the industry.

GS: MJ Mullahey

Which type of novels you love?

GS: I don't read novels but I read transformational and informational literature.

A movie that motivates you

GS: I am not a movie buff but films like Veer Zara inspire me to bring neighboring countries closer to one another and so does Bajrangi Bhaijan

How you spend your day on day off.

GS: Doing house hold Chores, Reading, Fixing things at home and with this, I fulfill on my desire to be an engineer.

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ADTOI- All About Explore and Add Value

In an exclusive interview with T3FS PP Khanna, President, Association of Domestic Tour Operators of India (ADTOI) shares in and out of ADTOI and its journey towards boosting domestic tourism on its way of success.

• **Vedika Sharma**

Q. From the time you became president of Association, what new achievement has been done till now and what are under pipeline?

PPK: In the month of August I will be completing one year of tenure from the day I took over the charge of ADTOI as a president. From that day till now there are many achievements, programmes, ceremonies, chapters can be recalled. Committees constituted to work for the welfare of the members have been doing their job to the best of their ability. For membership drive we have been participating in the State Tourism/Private Travel Marts with ADTOI stall in place to increase our membership. We have provided opportunity to members to visit properties by organising FAM Tours and also participation in the Travel Marts. We had organised programme for our members like Christmas evening. Our Women Empowerment Committee (WEC) successfully organised Self Defence Workshop and Pranic Self Healing & Twin Heart Meditation programme. Last year in the month of December we launched Rajasthan State Chapter with a colourful ceremony in Jaipur. We have vision to launch State Chapters in Tamil Nadu, Odisha, Punjab etc. Soon. ADTOI in association with FAITH took up the issue of GST with Central/State Governments. Moreover last but not least our new dynamic and digital website is under pipeline and shall connect members with MOT/State Tourism bodies for updates and new queries.

Q. Please shed some light on ADTOI annual convention?

PPK: Last ADTOI Convention was organised in Khajuraho April 2016. We are in touch with few State Governments to organise our next Convention and our proposal sent to one of the State Tourism Bodies is almost getting finalised.

Q. How has ADTOI changed significantly in the past 2 years?

PPK: We will be completing one year in August and changes are inevitable in any organisation so is the case with ADTOI. All the members of ADTOI are also very active and supporting, the members themselves are coming forward with their inputs/suggestions that how ADTOI can attain heights. In terms of branding, promotions and boosting of domestic tourism regular e-news about ADTOI and trade activities is already in going on. Our Research and Development committee is working on new destinations to explore. We have many goals to achieve which will take time to materialise.

Q. Kindly shed some light on the changing trends in the domestic travel agents market?

PPK: Domestic Travel Agents are facing threat from online portals or Online Travel Agent (OTA) which is affecting their business badly. However, with innovative ideas they still manage their business and face the competition from OTA, finding ways to solve problems amicably and mutually between the fraternities itself. GST is another challenge in front of fraternity. Still the major dilemma comes where the opportunities are, whether it is employment generation or unemployment creation.

Q. Tell us about your most memorable moments with ADTOI members.

PPK: All the moments with the members of ADTOI are memorable but the GST one found on very serious note with the unity of the members walking holding each other hands to face the situation as a family. No doubt ADTOI members are very active and extend their support and cooperation in all our activities. We had a GST workshop with the support of Ministry of Tourism and Department of Finance which got overwhelming support attended by large number of members and patiencely heard and asked their queries from the officials.

Q. What measures do you take in order to add immense value to all the crew members of your organization?

PPK: We have formed committees, given them full authority to explore and add value to ADTOI and members benefit also. We believe to take care of members needs and meet them every month with respect to our general house meeting take their views/inputs for a better future of the Association.

Slice of Life

You believe in taking risk or plan before hand.

PPK: Believe to plan before hand

Your high points.

PPK: Honesty & sincerity towards work positive attitude for life and family oriented

Your low points.

PPK: Losing patience while seeing something wrong

Favorite travel trade leader of the industry.

PPK: My brother, who brought me and learnt from him about the industry

Which type of novels you love

PPK: Suspense and thriller

A movie that motivates you

PPK: Bhaag Milka Bhaag,- Hard work always pays and one should never give up

How you spend your day on day off.

PPK: Spending Quality time with family & friends

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Every Day is a New Day

In an exclusive interview with T3FS, Chetan Gupta, Director of Sales & Marketing, RG Destination speaks about ADTOI convention 2017 and his own experience till now in travel industry.

• **Tarsh Sharma**

Q. Please shed some light on ADTOI convention. It's in and out, new panel discussions, new ideas, etc.

CG: As briefed, ADTOI convention for year 2017 will be at Vizag, Andhra Pradesh from 17th to 19th November with one day FAM tour to nearby place of Vizag. Andhra Pradesh tourism is supporting the convention and we have high hopes to make it a successful one. As usual, we will have panel discussions, business sessions and exhibitions as a part of convention. We are working on logistics and will be circuiting the convention packages very soon.

Q. What are the most difficult part and most rewarding part of being travel agent?

CG: I think the hardest part of being a travel agent is the constant unhealthy competition from different sources. Few decades, ago this scenario was totally different where client used to trust tour operators and book through them. Internet and online access damaged the business in a very big way. Clients used to appreciate tour operators for their services and knowledge about the product but now, it is only cost and pricing which is being considered.Online travel portals of our country as well as the foreign companies where they don't have to abide to our country's laws, have an unsaid advantage. On the other hand there are fraud companies and bankrupt companies extracting business at a cheaper price, unethical marketing strategies, hoteliers and Airlines. In India any chai wala, paan wala is a travel agent selling tourism products as there is no check on it. Today, client call a travel agent to get the information and suggestions and then they do their bookings through internet. Whatever the agent recommends or offers, is instantly checked by the client who can easily search for the information. Clients are much more educated today and they often come to the agents with lots of information that they have already found themselves. Not only that, but many times the clients ask the agent for prices and information and then proceed to book it themselves online. Every day is a new day, where you get to know so many new things, different emergency situations and/or change, as this career is always changing, with new rules, new crisis, new resorts, new destinations and new products to sell. It's challenging and exhausting as well as exciting at the same time. Just when you start your day, thinking you have it all figured out and planned with your perfect "to do list," there is a wrench thrown your way, altering your daily course!"

Q. Give me your top 5 favourite island destinations for a newly married couple.

CG: My favourite island destinations for a newly married couples are:

1.Maldives
2.Mauritius
3.Fiji
4.Santorni
5.Seychelles

Q. Where do you see yourself in 5 years?

CG: I would be at a better position to support our industry to achieve greater heights and gain the industry status for our trade which was awaited for a long time.

Q. Why did you choose to pursue a career as a Travel Agent?

CG: It was my dream to see the world since childhood and my work gives me an opportunity to fulfill it. I can say, it was my destiny, that's why I had such fervor. I chose to work in travel industry as it gives me the opportunity to pass on my knowledge and interest whilst also giving me the chance to be creative in the itineraries I put together.

Q. Do you consider yourself a people person?

CG: Yes, can say that I am a people person. I love being with people. I love talking to them. I would consider myself a pretty outgoing and friendly person. It's easy for me to talk to people and make new friends without really trying. I have a wide range of interests myself and that makes it easy for me to find something that I have in common with almost everyone I talk to.

Q. How do you make a sale? Describe your sales techniques.

CG: We do sales through various channels and amongst them few are: Sales calls, Sales broachers, marketing, E-marketing, PR, Social media, print media, banners etc. Few sales techniques we follow are below :

•Offer a unique experience
• Never compete on price
• Be active on social media
• Find your niche and dominate it
• Unleash the power of email
• Focus on repeat customers
• Treat guests like family
• Retarget potential customers
• Ask customers for feedback
• Write a company blog

Q. What do you like least about being a Travel Agent?

CG: There is nothing least being a Travel Agent / Tour operators rather than you hardly get time for family and personal interests.

Q. Tell me how you organize, plan, and prioritize your work.

CG: All of our work is important and is on priority. We never delay in sending quotes to client so we are always on toes for our prompt services.

Q. What do you like the most being a travel agent?

CG: Travelling, seeing and experiencing new destinations learn about new countries, their culture, economy, and food and business practices. Meeting new people, sharing our thoughts and extend smile on their face by giving a unique experience.

Q. What's your ethics in this industry of travel trade?

CG: Being into service industry, it is not easy to deal with different types of clients and maintain our calmness all the time but as an entrepreneur and service provider, we have to be always cool and happy supplier.

Q. Are you a detail oriented person? Give an example that demonstrates your attention to details.

CG: Yes, I always work on fine details for all my work and packages. We leave no stone unturned to make our package special and worth money.

Q. If you only had one place you could visit for the rest of your life, where would it be?

CG: INDIA

Q. Share an experience you had in dealing with a difficult person and how you handled the situation.

CG: We deal with different types of people all day long. No person is same and so are their requirements, demand, expectations and budget.

Q. What advertising and promotions do you use to promote your name?

CG: Sponsorship, social media, brand recognition.

Slice of Life

You believe in taking risk or plan before hand : Plan before hand

Your high points: Knowledge about our products

Your low points: When people cheat and do immoral marketing

Which type of novels you love? - Fiction, suspense, romantic

A movie that motivates you. 3 Idiots

How you spend your day on day off: with children at home

Kong Thong - The land of fantasies of Incredible India in Meghalya is heaven divine with utmost peace and celestial worthiness.

It is a lifetime experience of exploring beautiful waterfall, clouds dancing over hills, raining unexpectedly and realising the worth of self esteem and the love for oneself.

Districts in Symphony

Seeking beautiful sound of nature and birds in Kong Thong has this age old tradition of calling each other by distinct kind of tune called Jinwei Lewbei. With no record of tunes, thong people have kept recordings of each other's tune to make things easier and still use it for calling.

Living Root Bridge

The sides of river are connected to the enliven roots of trees. In Kong Thong one is about 200 years old. It's a sheer magic to be dipped in the crystal clear blue water of the river, Phylad.

The Matriarchal Society

It was another magic to see a matriarchal society in existence. The serenic environment of this place provides satisfaction to one's self esteem. Women were mostly heading the shops, working in fields hanging their infant is worth breaking patriarchy.

Apart from this another challenge was the weather which always unpredictable being a Meghalayan part.

Explorer's Experience:

Showing around their beautiful backyard, the hard to reach and hard to imagine magic created by the humans of this place along with the mighty nature makes every traveller wonder why he never has been to Kong Thong though one always fantasises for the same.

How to Reach Kong Thong

60 km South from Shillong is district Khatarshnong of Khasi tribe. Kong Thong is among 36 villages of the district. Shillong is well connected with Guwahati which persist multi-connectivity to Railways, Airways and Roadways.

Mandu- A Royal legacy of Parmars, Sultans and Mughals

Mandu, a city lying 100 km from Indore is the medieval magic of Madhya Pradesh. Famously associated with the legends of Rani Roopmati and Bazadur, the city is an architectural gem, mainly reflecting Afghan architecture.

• T3FS Desk

The royal love legend is documented in the folk songs of Malwa sung by the balladeers. High upon the crest of a hill, Roopmati's pavallion still gazes down at Bazadur's palace.

Due to its strategic importance of being situated at an altitude of 2000 feet, Mandu due to its natural defenses, was originally the fort-capital of the Parmar rulers of Malwa. It was re-named 'Shadiyabad' meaning city of joy by the Sultans of Malwa in late 13th Century. Jahaz Mahal, Hindola Mahal, baths and canals are the reminiscences of this phase of Mandu's past.

Each of Mandu's structures is awe-inspiring. Some outstanding like the massive Jami Masjid and Hoshang Shah's tomb, which provided inspiration for the master builders of the Taj Mahal's centuries later. For Mughals, Mandu was a pleasure resort and its lakes and palaces the scenes of splendid and extravagant festivities. Mandu is now one of the most sought after destinations of Madhya Pradesh with its mosques and palaces.

The fabulous five in Mandu:-

Hoshang Shah's tomb-This is India's first marble structure, its beautifully proportioned dome, intricate lattice work lending it its identity. Shah Jahan sent four of his great architects to study the structure and draw inspiration from it. It is said that one of them Ustad Hamid, was later associated with the construction of Taj Mahal.

Jami Masjid – The hugeness of the structure lends it uniqueness. Its inspiration was drawn from the great mosque of Damascus and was conceived on a grand scale. Its background is dominated by similar imposing domes. The structure of the mosque is surrounded by colonnades.

Asharfi Mahal- This structure was conceived as an academic institute by Mahmud Shah Khilji who was Hoshang Shah's successor. A seven storey structure in the same premises was also constructed by him to celebrate the victory of Rana Khumba of Mewar.

Jahaz Mahal- Built between two artificial lakes, Munj Talab and Kapur Talab, Mandu is famous for this palace known as Jahaz Mahal. This is a grand reflection of a medieval pleasure resort with its open pavallions, and balconies over hanging the water. On Moonlit nights lend it an out of the world beauty when the silhouette of the building reflects in water.

Hindola Mahal- Its sloping side- walls have lent it the name 'Swinging Palace', which was constructed as an audience hall. Innovative techniques are reflected in the making of its ornamental façade, delicate trellis work in sandstone and its uniquely moulded columns. An elaborately constructed well, Champa Baoli which is connected with underground vaulted rooms is also seen by the side of Hindola Mahal. It is known to have arrangements for hot and cold water.

Darwazas- Mandu is encircled by a 45 km parapet wall with 12 gateways. Delhi Darwaza is the main entrence of the fortress city, for which the approach is through a series of gateways.

Other places of intrest near these monuments are Dilawar Khan's mosque, the Nahar Jharoka,Taveli Mahal, and Ujali and Andheri Baolis.

Mandu which is synonymous with the love stores of Baz Bahadur and Roompati, has many architectural witness for the love of this royal pair. One such is the Rewa Kund which was an aqueduct to provide Roopmati's palace with water. Over the time this spot has gained religious sanctity . Baz Bahadur's palace , built in 16th centuary is another of such reminsenc of the royal romance and still another is Roopmati's pavallion. The pavallion was originally built as an army observation post. However it also became the favourite retreat of queen Roopmati as it offered a view of the Baz Bahadur's palace and the river Narmada flowing through the Nimar plains far below.

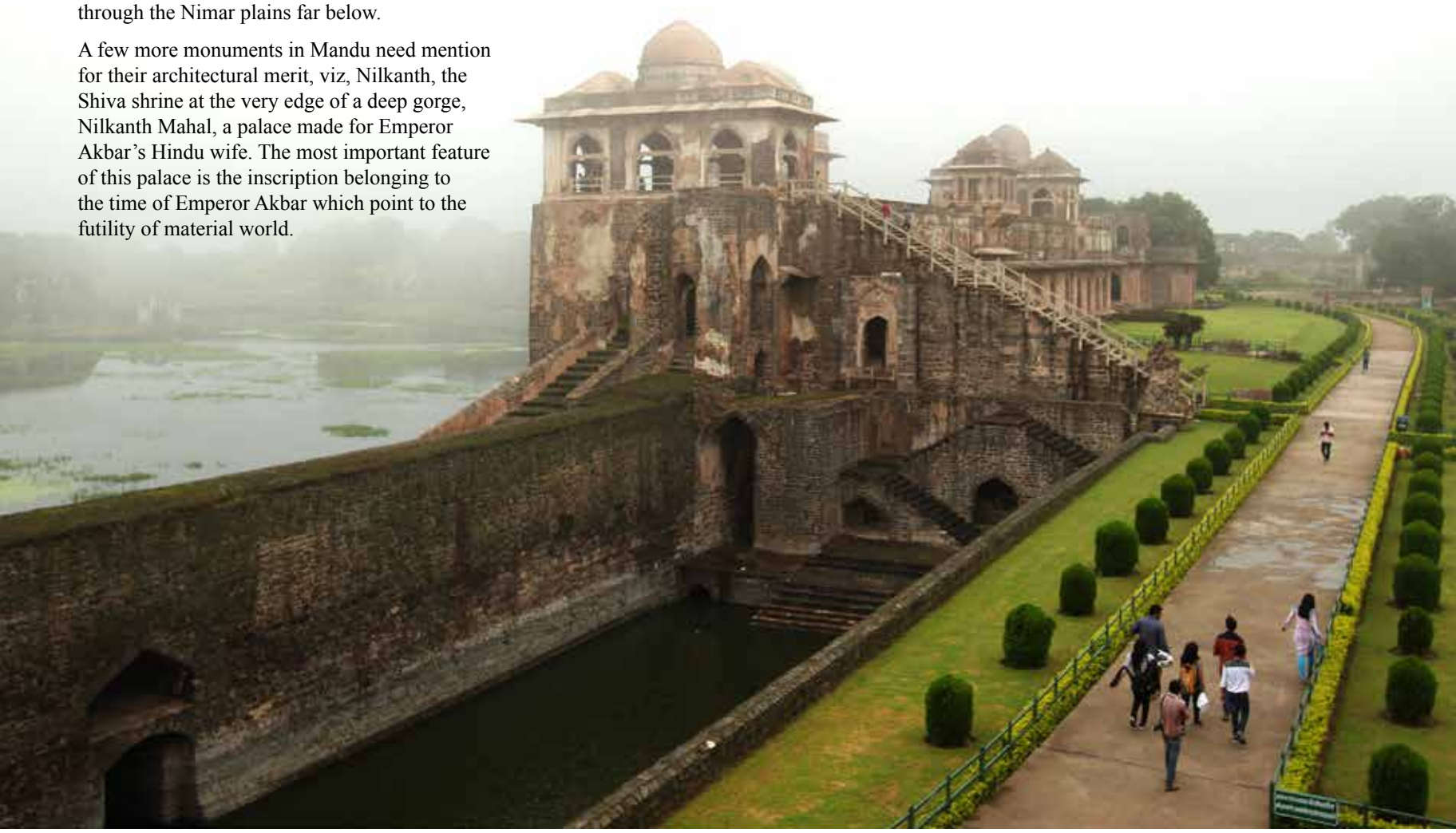
A few more monuments in Mandu need mention for their architectural merit, viz, Nilkanth, the Shiva shrine at the very edge of a deep gorge, Nilkanth Mahal, a palace made for Emperor Akbar's Hindu wife. The most important feature of this palace is the inscription belonging to the time of Emperor Akbar which point to the futility of material world.

Hathi Mahal, Darya Khan's tomb, Dai Ka mahal,Dai ki chhoti behan ka mahal….. the list is unending at Mandu. Mandu is a treasure for those who like nostalgia. The Echo Point and Sunset Point are the two other points which should not be missed.

Due to its location, Mandu experiences monsoon at its grandeur. When it rains continuously for a few days, the clouds come down to embrace this beautiful city. This, amidst of the lush greenery is an ethereal experience. A walk in the rains gives an old world charm.

Fort of Dhar- On way to Mandu lies the Fort built by the Parmars, one of the earliest rulers of this region. Sheesh Mahal, inside the Fort, Kharbuja mahal,Vishram Bhavan,Madan ki Sarai,Kothari Sarai, Karva Sarai Roza ki Dargah and the other monuments deserve a visit.

For all those who like the sweet sour taste, a variety of tamarind, known as Khursani Imli is very commonly found here.



Epitome of Beauty, Heritage and Spiritualism - TAMIL NADU

Tamil Nadu, the eleventh largest state of the nation covers an area of 130,058 square kilometers (50,216 sq mi). Chennai, being the capital city is the smallest district out of 32 districts but densely most populated.

• **T3FS Desk**

State shares its borders with neighboring state Andhra Pradesh to the north, Karnataka to the northwest, Kerala to the west, the Bay of Bengal to the east and the Indian Ocean to the south, making it one of coastal state in the country.

Heritage & History:

Ancient Tamil Nadu has its footprint way back to around 6000 years. The Dravidian Civilization laid down its inception in the state of Tamil Nadu only. Tamil Nadu also possesses a proud and glorious past with different dynasties who ruled from here witnessing their rise and fall. One of the famous dynasties which rose to supremacy was Chola dynasty between the 1st and 4th centuries and others are Pandyas, Pallavas, Nayaks. Its popular ruler areas are Tanjore, Pudukkottai and few parts of Travancore region. Tamil Nadu is a rich land of great culture and tradition which are still the trail of obedience to present generation. The state possesses a great ethnicity over its miraculous culture in terms of its handloom, arts (exclusive painting on leather, ceramic, looms, etc.), handicrafts (basket weaving, stone carving, and cut work), spiritual sites (Meenakshi Temple at Madurai, Brihadeeshwara Temple at Thanjavur, Ramanathaswamy Temple at Rameshwaram) and heritage sites (Padmanabhapuram palace, monuments of Mahabalipuram, Varaha Cave, etc).

Festivals & Cuisines:

Festivals are an integral part of the culture of Tamil Nadu. The state has most of its festival based on religious belief and has been a pilgrim's favorite for ages. One of the major festivals of the state is Pongal, which is a three-day long festival, celebrated in the tamilian month of Thai (Mid-January). Pongal is one of the biggest celebrations in southern region. In the month of July-August, Aadi Perukku is celebrated for 18 long days wherein people offer sweets with praying for lord's blessings to the over-flowing river. Tamilian also commemorate the birth of Krishna on the eve of Janmashtami on a large scale by preparing number of delicacies and dancing to the tunes of Krishna enchants. Another major celebration that takes place in the month of September is thanksgiving to Lady of Velankanni. This majorly attracts tourists for her miraculous powers. Other festivals include Kanthuri Festival, Natyanjali Festival, Deepawali, Saral Vizha, etc.

Cuisinies:

India is known for its tempting and scrumptious cuisines and Tamil Nadu has a great contribution for this applaud. The state is known for all assortments of vegetarian and non-vegetarian preparations which contain a special tadka of tamilian aroma that is majorily Mustard seeds, Coconut, tamarind, mix variety of lentils and curry leaves. Famous delicacies of the state are: Parota (an all purpose flour preparation with kothu), Aviyal (a dry mix veg preparation), Payasam (a sweet dish), Kozhambu (a mix lentils preparation), Chicken Chettinad (special 28 authentic spice delicacies), etc magnificent.

Places to See:

Thanjavur: The city is foundation centre of Dravidian civilization with a rich and proud historical significance. The city was capital

of the ruling chola dynasty. The biggest attraction of the city is Maratha palace and Brihadeshwar temple which is dedicated to lord shiva and is being worshipped by the people from all around country. Other attractions of the city are Royal Museum, Periyaar Statue, Fortress Wall, Sivganga Park and so on. The city is well connected with all modes of transport. Nearest Airport to the city lies 50 kms away at Tiruchapally whereas the city has its own connectivity of railways and roadways connecting well to capital city.

Madurai: Madurai is an ancient city on the banks of Vaigai River. The city is one of the religious centres of the state with one of nation's famous temple Meenakshi Amman Temple. The city is a lush green region which is considered to be second most populous city of the state. Apart from Meenakshi Temple, one may find interesting to visit the Nayakar Mahal, Vagai Dam, Temples like Solai, Murugan and Teppakulam. Madurai is a well connected with all modes of transportation. The Madurai airport has regular flights to prime cities, Madurai junction connects us to all major parts of the nation and one can also opt for bus route from the city.

Mahabalipuram: Mahabalipuram is a beautiful heritage site of Tamil Nadu state which is apt for visiting in all seasons. The city is known for beautifully carved temples of Hindu Gods and massive monuments built by Pallav dynasty rulers in 7th & 8th century. It has sites like Panch ratha, sea-shore temples and is also a UNESCO recognized heritage site. The monuments of Mahabalipuram contain some 40,000 fine pieces of immensely spectacular fossils. The town can be one of the bucket list checks for those who are ardent lover of heritage of nation. Mahabalipuram can easily be reached by Chennai airport via road, alternate trains from Chengalpattu railway station but the best preferred option can be by road from capital city.

Masinagudi: Masinagudi is a beautiful serene and composed location in the state of Tamil Nadu whose silence has answers to every level of your stress and dissent. The place is bestowed with impeccable resorts which restore the true sense of nature's best in their own way. This place comprises of several resorts located between the perfect set up of environment for rejuvenating the soul at its best. The place is an ideal location for nature lovers and wild life lovers around globe who want to disconnect from world to spend quality time with loved ones, friends and family or have some me-time. Masinagudi is well-connected to major spots like Bengaluru, Coimbatore, Cochin and Chennai.

How to Reach:

By Air:

The state has good source of air connectivity on a regular flights basis to its major cities like capital city Chennai and cities like Madurai, Coimbatore. Chennai is an International Airport which connects nations like Germany, UK and South Asian Countries.

By Rail:

The state of Tamil Nadu shares a good sense of networking and connectivity with Southern Railways. One can easily commute from railways to the state with its wide connectivity. The major junctions of the state are Chennai Central, Madurai, Tiruchirapalli, Salem, and Coimbatore.

By Road:

Tamil Nadu has a road network of more than 1.5 lakh kms. Ample number of private bus transportation and taxi facilities lies in multiple parts of the state. The state government buses connect it with neighboring states like Karnataka, Kerala, Andhra Pradesh and so on with prime facilities.

Jollification of Life

Festivals always bring the reason to get dwelt into the most vibrant and energizing stint of fun, joy, happiness and laughter. This September pack your bags and join the ever vibrant and harmonious art and cultural extravaganzas around the globe with your loved ones.

• Tarsh Sharma

BUMBERSHOOT ARTS FESTIVAL SEPTEMBER 1ST-3RD, 2017 | SEATTLE, USA

Bumbershoot is one of Seattle's largest cultural touchstones. Every year, thousands of people from across the country flock to Seattle centre to attend this acclaimed festival, which has become one of the biggest and most-loved contemporary festivals in North America. Since 1972, Bumbershoot has been a multi-disciplinary arts festival showcasing the best of comedy, dance, film, literary arts, music, performing arts, theatre, visual arts and more.

BLOEMENCORSO ZUNDERT 2017 SEPTEMBER 3RD-4TH, 2017 | ZUNDERT, NETHERLANDS

Over the weekend, flower lovers descend on the tiny Dutch town of Zundert for the Bloemencorso Zundert – a days-long party celebrating the town's iconic dahlias. The tradition dates back some 80 years, and while the parade started out as a relatively modest display of flower-adorned bicycles and horse-drawn carts, it's since then became something crazier involving massive floats covered in hundreds of thousands of flowers. Bloemencorso Zundert is as much a celebration of wild invention as it is the Netherlands' dahlias.

THE CONTEMPORARY ART FAIR SEPTEMBER 14TH - 17TH 2017 | ISTANBUL, TURKEY

Contemporary Istanbul (CI) is the leading international art fair in the region. For many, though CI is a Contemporary art fair, it is positioned as somewhat traditional. It is the oldest fair in the city. CI brings together leading contemporary art galleries from Turkey and around the world, giving a regional and international focus to the dynamic contemporary art scene that has developed in Istanbul in recent decades. Notable for its unique position both geographically and culturally, Contemporary Istanbul prides itself on bringing together galleries, artists and collectors from Turkey, the Caucasus, the Black Sea, Russia and the Middle East, as well as from Europe, America and Asia.

ULTRA JAPAN MUSIC FESTIVAL 2017 SEPTEMBER 16TH-18TH, 2017 | TOKYO, JAPAN

Ultra Japan is returning this year and it's going to be bigger than ever before. It is set to take place in the heart of the city at Tokyo's Odaiba Ultra Park from September 16-18, 2017. This year, Alesso, The Chainsmokers, Hardwell, Kygo, Steve Angello, Steve Aoki, Tiesto and more are headlining at Japan's largest electronic music festival. The three-day festival will also be adding the new "LIVE Stage," where Empire of the Sun, Pendulum and Porter Robinson are set to perform.

OKTOBERFEAST SEPTEMBER 21ST – OCTOBER 6TH 2017 | MUNICH, GERMANY

Oktoberfest is the world's most famous beer festival, taking place in the German city of Munich. The original and still the best, 17 days festival runs from mid-September to the first Monday of October, with literally millions of revellers making their way to the city to join in the festivities. On Saturday, September 16th, the Schottenhamel tent is the place to be, if you want to catch the official opening ceremonies. At noon, the Mayor of Munich will have the honor of tapping the first keg of Oktoberfest beer. Once the barrel has been tapped, all visitors will then be allowed to quench their thirst.

THE WHALE FESTIVAL SEPTEMBER 29TH- OCTOBER 1ST | HERMANUS, SOUTH AFRICA

For the 26th year South Africa's first and only enviro-arts extravaganza, the Hermanus Whale Festival will celebrate the giant creatures of the deep sea, as well as top local performers. As the site for the best land-based whale watching in the world, Hermanus is just the right place to pay homage to the magnificent Southern Rights. And there's no better time to recognise their miraculous survival than during October, which is peak whale-watching season in the coastal village. Visitors get to enjoy the unbelievable sightseeing opportunities while getting clued up on the plight of the endangered creatures.

Sands Resorts Macao's remarkable "Night to Shine"

The Integrated resorts is an amalgamation of seven world-class resorts, 150 dining preferences, entertainment house, startling MICE

New Delhi, July 25, 2017 – "A Night to Shine" was a gleaming event hosted by world renowned hotel brand Sands Resorts, Macao in New Delhi on July 24 to let in order to pioneer hottest offerings to its travel industry partners, media houses and publicity companies.

The one of its kind resort is an amalgamation of seven distinctive hotel brands which also had startling MICE activities to hold on at its massive 150,000 square metre event space, exquisite and world class dining spaces, startling entertainment houses under one roof at the Sands Resorts Macao. Sands Resorts Macao has a range of 13,000 rooms and suites at seven world-class Sands Resorts Macao hotels: The Venetian Macao; Four Seasons Hotel Macao, Sheraton Grand Macao Hotel, The St. Regis Macao; Holiday Inn Macao; Cotai Strip; Cotai Central; Cotai Central; Conrad Macao, Cotai Central; Cotai Central; and The Parisian Macao to choose from whenever the person is visiting there.

For the side of leisure and comfort, the place has more than 850 duty free stores, luxury spa facilities and regular concerts and live performances at several theatres to provide you with the most apt rejuvenating and rekindling rich feel.

The event was providing well-versed information as in "Illuminating New Offerings" about hot plate offers and lucrative deals for its guests. Throughout the event, they were given their own opportunity to be in the spotlight. The night was also about making you feel like a celebrity with the sort of personal touch given to the surprise gifts for the party guests. With an edge onto the event, there were few sassy performances by Streetmosphere artists of Sands Resorts Macao popping up the ambience of house.

South Africa teams up with TAAI on "Learn South Africa"

The 7th edition of its Annual Travel Trade Training Sessions was concluded by South African Tourism in collaboration with TAAI on the theme 'Learn South Africa' .

Learn SA was aimed at training the travel agents with the best ideas and tactics on promoting and selling the destination17-city training module covering mainly urban metros and tier II & III markets. he training program sessions were idealized in such a manner that the travelers shall enjoy their vacation to South Africa with many new exciting offers. The sessions were structured to ensure that travelers enjoy many new, exciting, tailor-made itinerary options as a direct result.

Hanneli Slabber, Country Manager India, South African Tourism graced the session with her distinguished presence and said, "Learn SA helps ensure that Indian travel agents know how to choose the best quality hotels for their customer's budget and needs. It also teaches them how to choose the best in-destination partners to escort the traveler while on holiday."

The Hon. Secretary General, TAAI, Mr. Bettaiah Lokesh, declared, "TAAI's endeavor through training programs is to educate travel agents so that it is easy for the staff of travel companies to effectively sell the product.

Learn SA 2017 this time focused on destinations like Oudtshoorn, Knysna, Plettenberg Bay, Port Elizabeth and the Drakensberg region rather than much known Cape Town, Durban, Johannesburg & surrounds and Kruger National Park.

Kiwi Link India – Strengthening Prospects of Tourism

Kiwi Link India a great initiative of Tourism New Zealand for the interaction session between Indian travel agents, product managers and planners with New Zealand operators to understand the new developments and market insights in the tourism sector proved to be the magnificent show for strengthening bond of two nation in the prospects of Tourism.

Tourism New Zealand's annual travel trade event, Kiwi Link India, taken place from July 12th to July 14th, 2017 in the national capital, New Delhi. The workshop was followed up by training session for the travel agents of nation and around 35 tour operators from New Zealand, airlines and 42 delegates.

The initiative showcased an improvised and unique version of Pure New Zealand Specialist Program. The program structure featured three tier categories named Gold, Silver and Bronze with in-market training webinars, Discounted Program; and 100% Pure New Zealand Specialist branded items.

The revised trade training program will make it simpler for travel sellers to become New Zealand experts. It will enhance their knowledge of New Zealand through online and in-person training and provide an opportunity to potentially increase their sales and referrals.

Steven Dixon, Tourism New Zealand's Regional Manager- South and South East Asia during the event said: "Kiwi Link India is one of Tourism New Zealand's biggest trade shows and is very important to us as India continues to be a priority emerging market. The event serves as an ideal platform for us to strengthen relations with our stakeholders in the Indian travel trade."

Stephen England-Hall, Chief Executive, Tourism New Zealand, said, "We are very pleased with the current growth out of India. The support we get from the Indian travel trade is absolutely vital to our success, which is why events such as Kiwi Link are so important."

Chaliyar River Challenge 2017

"Chaliyar River Challenge 2017" is the third annual event to help raise both awareness and funding to clean up the rivers. Held this year from September 22nd to September 24th the 68 km paddling event promotes the usage of our rivers for recreational usage and create a connection to the river with youngsters and tourists.

The starting point of the event is from Nilambur, located on the foothills of Western ghats and close proximity to Nilgiris. The ending point is at Beypore in Kozhikode district, where the river meets with the Arabian Sea.

The three day adventure, a "leave no trace" camping concept offers opportunities at various levels from beginners, non swimmers to well established water sports enthusiasts. Leave No Trace refers to a set of outdoor ethics promoting conservation in the outdoors. It is built on seven principles: Plan ahead and prepare Travel and camp on durable surfaces, Dispose of waste properly, Leave what you find, Minimize campfire impacts, Respect wildlife and be considerate of other visitors.

The event will include camping, bonfire, team activities and healthy tummy authentic Kerala delicacies. On the riverbank at Marina Convention Centre in Kozhikode at the end of 68 Kms the organizers will host an outdoor music concert. For those on the water for the first time, kayak lessons will be offered on the first day to prepare you for the adventure. Stand up paddlers are also invited to join our SUP contingent. Each participant will be given a one person tent at check in. The team leaders will be around to help out new comers to the world of outdoor activities. The tents will have eco-toilet which is ideal combination of comfort and functionality to accommodate full facilities for everyone who refuses to compromise on comfort and hygiene.

Mindfulness Cruises in Myanmar

Belmond Road to Mandalay introduces mindfulness cruises in Myanmar, taking passengers along the spiritually enriching Ayeyarwady River on expert-led journeys of self- discovery. Guests can choose from a seven-night round trip cruise, departing Bagan 7th October 2017 or three night 'taster' cruise departing Mandalay on 11th October 2017.

In a country renowned for its golden-topped temples, monasteries and hidden pagodas, where meditation is a way of life; there is no better voyage to digitally detox and pursue inner fulfillment.

Bringing the experience to life through one-to-one coaching and group Tibetan yoga and meditation sessions is Brian Hilliard and Shannon van Staden of Mindfulness Journeys - who between them have over 40 years of experience studying, practicing and teaching mindfulness to all ages and levels of ability. A true pioneer and early-adopter, Brian is a long-serving advocate of mindfulness and began teaching well before it became a fashionable phenomenon.

Belmond Road to Mandalay provides the ideal environment for participation in mindfulness. The peaceful indoor Observation Lounge provides a scenic space for evening meditation and the open air deck makes for an inspiring outdoor classroom, where sunrise morning sessions take place against a backdrop of changing light and landscapes. Adding to the journey's intrigue and adventure, some meditation sessions take place on land in rural pagodas, a botanical garden and under mango trees in Ava. The personal service and intimate size of the ship, which carries just 82 passengers, encourages a comradery between guests and evenings can be a time for further social interaction or quieter private reflection.

Czech Visa Application Centre in Gurugram

In a move that will ease the visa application process for potential travellers from the surrounding regions of Delhi/NCR, the Embassy of the Czech Republic and VFS Global have opened a Visa Application Centre in Gurugram. Earlier this month, visa applications centres were also opened for the Czech Republic in Chandigarh and Jalandhar.

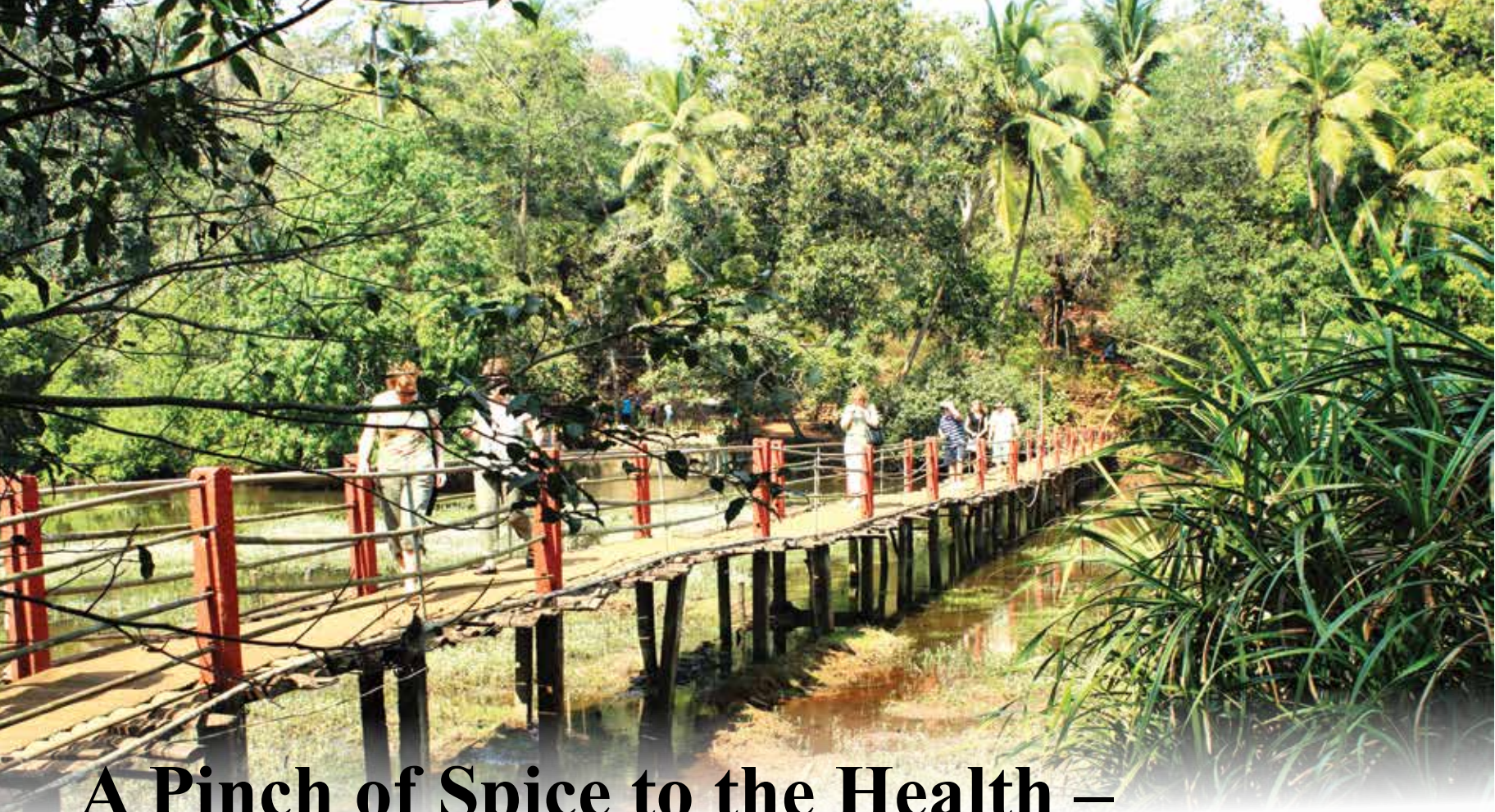
The new centre in Gurugram is well located in the heart of the city, and will manage the increasing volumes of visa applications from North of India for travel to the Czech Republic.

Since VFS Global first launched visa application centres for the Czech Republic in India around two years ago, the company has opened centres across several cities in the country, including Ahmedabad, Bengaluru, Chandigarh, Chennai, Delhi, Goa, Hyderabad, Jaipur, Kochi, Kolkata, Mumbai, Puducherry, Thiruvananthapuram, Pune, Jalandhar and Chandigarh. The newest centre in Gurugram

highlights the destination's growing popularity among Indian travel enthusiasts.

In addition to visa services, VFS Global was selected as the official representative of the Czech Tourist Authority – Czech Tourism, in India, in November 2016, and works closely with various stakeholders and the Indian travel fraternity to make the Czech Republic the preferred holiday destination among Indian travellers.

VFS Global first partnered with the Czech Republic in 2008, when it set up visa application operations in Russia. Since then, it has established a robust network of 93 centres for this client government across 17 countries.



A Pinch of Spice to the Health – Tropical Spice Plantation

Goa, the Konkani coastal region of India is bestowed with best of nature and a divine experience for every age group. The coastal state is not only all about beaches, forts, churches and joyous streets but the state has a great variety of spice vegetation which truly defines India as nation of spice.

• T3FS Desk

Tropical Spice Plantation in Goa is a delight excursion for nature lovers apart from beaches in the state and being briefly updated on informative tours to get an insight on medicinal and culinary benefits of spices of nation. Tropical Spice Plantation is a heavenly escape, a pure essence of nature and untouched splendor from the profoundly chaotic face of world. The farm cultivates betel nut coconut and spices along with several other vegetation varieties.

This plantation is a lush green site that is soaked in the unadulterated form of nature which offers the perfect setting for one to soak in purely unadulterated scenery with the exotic aroma of spices like cardamom, coffee, cashew nuts and others.

To append on soothing quintessence of nature is the delight in spectacle panorama of over 75 species of birds within the spice plantation. One may even catch some rarest of the species of birds. The chirping birds signify a sense of retreat in this bliss. Spice plantation is contributing its bit to the nature by conservation of scarce wildlife. The plantation site facilitates the treat to watch these birds without creating noise to them through the lake on a Paddle or row-boat.

Spice plantation has proudly preserved the fascinating tradition and heritage of the nation which they follow by all their heart and always attempt to endow with an experience of same spirit to their guests while touring the plantation.

experience life without being a techno-freak as plantation do not have heater or air conditioner but still makes one feel energetic, healthy, active and oxygenated in the best manner. They have unfolded few secrets and mastered them. The ambience of plantation is of thatched roofs, mud walls and gently medicated water. The medicated water beats the heat.

Traditions of Tropical Spice Plantation:

Tropical Spice Plantation still give a heartwarming welcome to its guests with rooted rituals of Indian heritage wherein the culture they believe is to welcome guest as god who has landed your place; “Atithi Devo Bhav” with aarti, tilak and a garland of fresh flowers. The warmth of nature, humbleness of staff of tropical plantation and ambience of hospitality makes the guests release all of his stress and rejuvenate life!!

Goan cuisine is always a heavenly treat to have with its delicious taste, aromatic natural spices to melt in our heart and their way of presenting food in a banana leaf brings us more close to nature and food in its purest form. The tropical spice plantation has a power packed range of vegetarian and non-vegetarian delicacies cooked in a traditional manner with the spices cultivated within plantation.

Breeze in the nature and unadulterated air make it an exemplary tour for all to

Uplifting Economy of Indian Tourism Industry

Foreign Tourist Arrivals (FTAs) & FTAs on e- Tourist Visa on the basis of Nationality-wise, Port-wise shows the boost of the Tourism of India.

• T3FS Desk

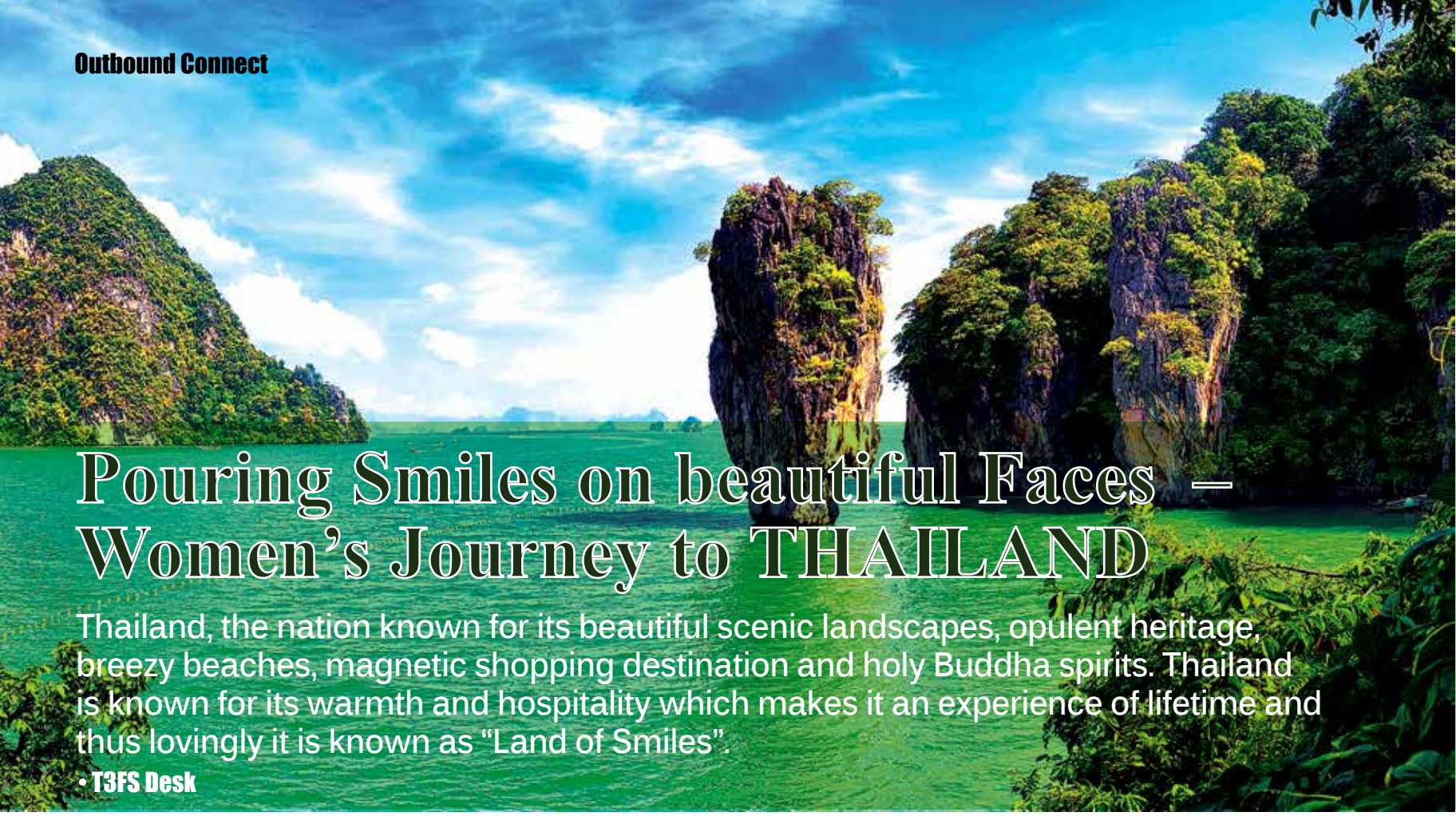
Foreign Tourist Arrivals Foreign Tourist Arrival growth year on year (in lakh):			
Year/Month	2015	2016	2017
January	7.91	8.44	9.83
February	7.61	8.47	9.56
March	7.29	8.17	9.05
April	5.42	5.99	7.40
May	5.09	5.27	6.30
June	5.12	5.47	6.70

The Growth Rate in FTA (in %)		
Year/Month	2016 over 2015	2017 over 2016
January	6.8	16.5
February	11.3	13.0
March	12.1	10.7
April	10.7	23.5
May	3.5	19.5
June	6.8	22.5

Foreign Tourist Arrivals on e-Visa Foreign Tourist Arrivals (FTAs) on e-Tourist Visa (in lakh)			
Year/Month	2016	2017	Growth (in %)
January	0.88	1.52	72.0
February	7.61	9.56	45.2
March	1.16	1.46	25.8
April	0.7	1.14	63.4
May	0.44	0.68	55.3
June	0.37	0.67	81.7

The percentage share of FTA's in India among the top source countries:-						
Countries/Month	January	February	March	April	May	June
Bangladesh	14.91	17.46	21.31	23.07	29.73	29.23
USA	15.01	11.83	10.39	10.65	14.37	19.70
UK	11.11	12.20	10.30	10.51	6.76	6.14
Malaysia	3.15	2.55	3.41	2.98	3.64	3.82
Australia	3.65	2.62	2.54	3.15	2.26	2.56
China	2.54	2.96	2.83	2.95	2.91	2.52
Sri Lanka	2.45	2.91	2.91	2.85	2.68	2.24
Japan	2.15	2.26	2.34	2.14	2.38	2.21
Canada	4.63	4.26	3.28	2.43	2.33	2.19
France	2.89	3.25	2.79	2.33	1.77	1.96
Germany	2.92	3.11	3.03	3.28	2.34	1.92
Nepal	1.60	1.50	-	1.61	1.73	1.84
Republic of Korea	1.61	-	-	-	1.52	1.50
Afghanistan	1.84	1.73	1.82	1.69	1.76	0.98
Russia	4.46	4.29	4.26	2.78	-	-
Thailand	-	1.83	-	-	-	-
Singapore	-	-	1.66	1.69	1.99	2.31
Iran	-	-	1.54	-	-	-

The percentage share of FTAs in India among the top ports:-						
Ports/Month	January	February	March	April	May	June
Delhi Airport	28.30	31.86	31.25	29.20	24.17	22.16
Haridaspur Land Check Post	8.17	9.44	12.23	12.88	17.06	17.06
Mumbai Airport	18.23	16.10	13.73	15.48	15.04	14.98
Chennai Airport	7.32	6.72	6.60	6.56	7.75	9.06
Bengaluru Airport	5.32	5.14	4.85	5.67	6.50	6.72
Kolkata Airport	4.32	4.75	4.42	5.01	5.29	4.82
Hyderabad Airport	2.74	2.49	2.24	2.60	3.33	4.37
Cochin Airport	3.73	2.61	2.42	4.06	3.25	3.57
Gede Rail Land Check Post	1.77	2.43	2.33	2.89	3.62	3.09
Ghojadanga Land Check Post	1.08	1.24	1.68	1.69	2.14	2.08
Tiruchirapalli Airport	-	-	1.33	1.31	1.76	1.93
Ahmadabad Airport	3.37	2.03	1.32	1.35	1.61	1.60
Trivandrum Airport	1.62	1.37	1.28	1.34	1.36	1.35
Hilli Land Check Post	-	-	-	-	-	0.94
Changrabandha Land Check Post		-	-	-	-	0.86
Goa Airport	6.51	5.58	5.25	2.86	0.78	-
Trichy Airport	1.38	-	-	-	-	-
Amritsar Airport	1.02	1.49	1.56	1.23	-	-
Gaya Airport	-	1.24	-	-	-	-
Attari-Wagh Airport	-	-	-	-	0.77	-



Pouring Smiles on beautiful Faces – Women's Journey to THAILAND

Thailand, the nation known for its beautiful scenic landscapes, opulent heritage, breezy beaches, magnetic shopping destination and holy Buddha spirits. Thailand is known for its warmth and hospitality which makes it an experience of lifetime and thus lovingly it is known as "Land of Smiles".

• T3FS Desk

This time, the nation is welcoming all the ladies around the globe for their unforgettable moments to various destinations of the country to be relished for lifetime.

The women's journey campaign this august is coming up again with never before exciting and raining offers. The campaign has a showcase of an extraordinary itinerary for its ladies section in the best fitted and pocket-friendly budgets.

The Tourism Authority of Thailand (TAT) will focus to entice women travelers from around the world with a range of all sorts of activities, exclusive deals, raining discounts and esteemed privileges in Thailand throughout the month of August through its high altitude campaign.

The Tourism Authority of Thailand (TAT) will come in synergetic collaboration with tourism-related businesses throughout the nation for better hospitality products and services to be provided. The seven types of lucrative deals include accommodations (the hotels, heritage homes and resorts), shopping (shopping malls, streets, fashion zones), wellness and beauty services (spa, beauty and health services), recreational activities (people may opt for Alcazar Cabaret, Calyso or Muay Thai live), dining experiences (people may lick on to all sort of food from Thai to Indian to Japanese to continental), entertainment at their distinguished theme parks, lifestyle activities (workshops on local art and craft like pie weaver, jewelery art, etc), fitness regime and the most important transportation facilities (which includes special air fares, car rentals).

The Tourism Authority of Thailand, this time is focusing to change the mindset of traveling in Feminine world to experience their quality time in the most apt outline which they can memorize for their lifetime. Thailand has always been a place for beach lovers, delectable Thai food, exotic wildlife and holy spirits of Buddha but this time with this special campaign people will get into the roots of heritage, art, festivals and crafts of nation at places like Amnat Chaoren, Ang Thang, Buri Ram, Hua Hin, Ko Phi Phi, Nong Khai, Satun and so on.

The tourism authority has specially crafted a website devoted to campaign for Ladies wherein they can select for places and categories of leisure as per their choice and preferences. Ladies may opt for registering themselves over the website to get an advantage for the special deals and great share of discounts with privileged customer delights.

The delightful offers provide special air fares from Bangkok province to domestic areas of Chiangmai/ Chiangrai/ Phuket/ Krabi/ Trat/ Lampang/ Sukhothai wherein booking deals include: Earning of extra 2x points as FlyerBonus being a Women Members flying to these routes on August, 2017 & will also have a chance to get special prize on a weekly draw basis for ladies.

Another lucrative deal comes from all time favorite section of Women which is shopping wherein they will get an exclusive 20% discount on participating products presenting voucher from Women's Journey Thailand 2017 Application at King Power Pop-up store Rangnam, King Power Srivaree, King Power Pattaya and King Power Phuket.

Aviation

ICRA: Healthy Growth of Air Traffic and Aircraft

With 23.2 million fliers in the month of April 2017, the air passenger traffic in the country has registered a year-on-year (Y-o-Y) growth of 14% over April 2016 which is marginally better than the Y-o-Y growth witnessed in March 2017.

According to an ICRA note, the growth remained broad-based with 19 out of the top 20 airports exhibiting Y-o-Y increase in passenger traffic in April 2017. In line with passenger traffic, the aircraft traffic also reported a healthy Y-o-Y growth of 11%. The YoY growth rate for aircraft traffic was 11% in April 2017, while it was 17% for cargo traffic. International cargo traffic, which constitutes over 65% of the overall cargo traffic, reported significantly higher Y-o-Y growth of 21% as against 11% growth for domestic cargo in April 2017. The growth remained well-spread with 18 out of the top 20 airports reporting positive Y-o-Y growth in April 2017.

The growth in air passenger traffic is primarily on account of a pickup in international traffic, which has reported a 9% Y-o-Y growth in April 2017 as against a 7% growth in March 2017. The domestic passenger traffic growth remained stable at 15% in April 2017.

The robust Y-o-Y growth of 17% in air cargo traffic in April 2017 is another positive sign for the industry even though the same is marginally lower than 18% growth witnessed in March 2017. Cargo volumes have continued to maintain a positive growth trend over the last 18 months, although there have been significant variations in actual growth rates from month to month. The growth volatility is on account of the close alignment of cargo volumes with domestic and international macroeconomic conditions, which undergo significant changes from time to time.

Lufthansa Group: #DigitalAviation

The Lufthansa Group would like to make the travel experience even more efficient, sustainable and attractive for its passengers. For this, the Group is focusing more strongly on digital solutions and innovations.

The ten-page title story of the Sustainability Report "Balance", published, introduces the diverse digitalization project of the Lufthansa Group and its key importance for a sustainable company management, under the title "#DigitalAviation".
Our goal is a comprehensive and sustainable mobility concept, tailor-made to the customer's individual wishes. To achieve this, digitalization along the entire travel chain plays a central role. It is not least our digitalization programs that allow optimized processes, improved services and faster communication – and they support the green transformation.

Climate and Environmental Responsibility

Non-financial topics are becoming increasingly important and make an important contribution to the successful positioning of the company. The Lufthansa Group further achieved the status of "Sector Leader Transportation" in the DACH region, and is thus one of the eco- friendliest companies of the industry in Germany, Austria and Switzerland.

The investment in new and especially efficient aircraft is the key lever with which to achieve further success in environmental performance. In December 2016 further more, Lufthansa received the first of 25 ordered A350-900 aircraft. Now, the airline has three aircraft of this type. It is the most state-of-the- art and eco-friendly long-haul aircraft.

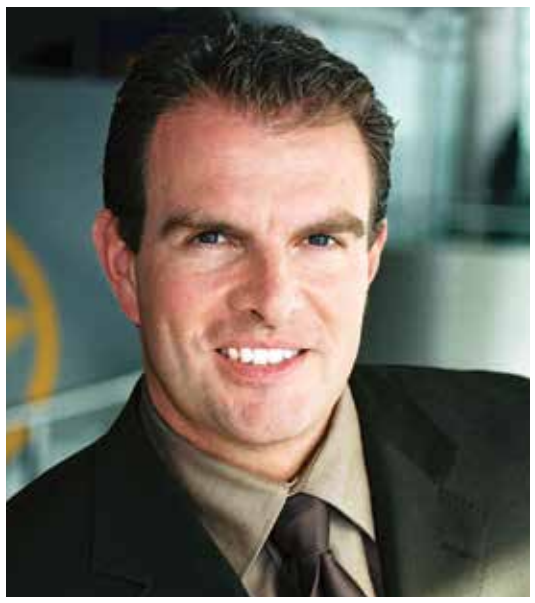
The experts at the Lufthansa Group implemented a total of 183 fuel efficiency projects in 2016, which reduce CO_2 emissions by 620,000 tons a year. With the savings in kerosene, an Airbus A320 can fly once a day from Frankfurt to Berlin and back for one and a half months.

Gender and Diversity

For many years, the Lufthansa Group has reached top positions in renowned employer rankings. The diversity of the staff is a crucial factor for the corporate success: 144 nationalities are represented worldwide at Lufthansa Group. In 2016, the project "Promoting Women in Management" was launched, with the aim of increasing the number of female executives at Lufthansa Group even more by 2021.

Corporate Citizenship

In the area of Corporate Citizenship, the focus in 2016 was on the repositioning of the engagement portfolio and the transformation of the staff charity initiative help alliance from a registered association (eingetragener Verein) to a not-for-profit organization (gemeinnützige Gesellschaft) under the umbrella of the Lufthansa Group. The Group will focus in future on the topic areas of "Education & Enabling" as well as "Life & Health", and thereby hopes to further increase the effectiveness of its social engagement.
With "Balance", the Lufthansa Group provides annual information in a transparent way on the diverse activities, aims and progress of the Group in the areas of economy, social issues, environment, product and society.



Carsten Spohr
Chairman of the Executive Board and CEO of Deutsche Lufthansa AG

SWISS : 8,048,233 Passengers In The First Six Months

Swiss International Airlines (SWISS)1 transported 8,048,233 passengers in the first six months of 2017, some 4.4% more than it had in the same period last year.

The increase was achieved even though the 69,089 flights operated during the period were a 3.8% decline on January to June 2016.

First-half systemwide capacity was raised 4.9% in available seat-kilometre (ASK) terms. The increase was fully absorbed by traffic volume growth, which amounted to 7.7% in revenue passenger-kilometre (RPK) terms. Systemwide seat load factor for the first-half period improved accordingly, rising 2.1 percentage points to 80.6%.

For June 2017 SWISS carried 1,476,963 passengers, a 3.8% improvement on the same month last year. The 11,878 flights operated represents a 5.0% decline. ASK capacity for the month was increased by 3.8%, while RPK traffic volume rose 5.8%. Systemwide seat load factor improved 1.6 percentage points to 84.8%.

A Boom in Aviation Industry

Strengthening Aviation Network between North East Region (India) and BCLMV (Bangladesh, Cambodia, Laos, Myanmar, Vietnam) countries.

With respect to the dynamic leadership of Hon'ble Prime Minister of India, Act East Policy, Ministry of Commerce and Industry, Department of commerce and International Chamber for Service Industry (ICSI) with Service Export Promotion Council (SEPC) organised an International conference on "Strengthening Aviation Network Between North East Region (India) & BCLMV (Bangladesh, Cambodia, Laos, Myanmar, Vietnam) Gateway to Service Exports" in Radisson Blu Hotel, Guwahati, Assam.

Shyam Shankar Roy, Patanjali Yog Samiti, NER, Sham Nijhawan, Chairman, Nijhawan Group, Sangeeta Godbole, IRS, DG, SEPC, Suresh Nair, General Manager, Air Asia for India, Bangladesh & Sri Lanka, Dr. Shefali Juneja, Director, Ministry of Civil Aviation, Govt. of India, Sudhanshu Pandey, IAS, Joint Secretary, Min of C & I – Govt. of India, Dr. Guruprasad Mohapatra, IAS, Chairman, Airport Authority of India, H.E. Southam Sakonhninhom, Ambassador, Embassy of Lao PDR in India, Kazi Muntashir Murshed, Bangladesh Assistant High Commissioner, Guwahati, Ms Nguyen Le Thanh, Counsellor, Vietnam Embassy in India, Mark Dushant Martin, Founder & CEO, Martin Consulting, Pran Sathiadasan, Chairman -Aviation Advisory Committee, ICSI & Dr Gulshan Sharma, DG-ICSI were also present to discuss and highlight the major key issues and solutions to overcome it.

The main aim and objectives to organise this conference are To enhance intra-regional, inter-regional as well as international air connectivity to the NER with special focus on the BCLMV countries; To encourage development of aviation infrastructure as it's far better suited for the region due to the challenges presented by the terrain; To have a customized Aviation policy for the NER that take into account the geographic, weather related and operational challenges of the region; To highlight the need for suitable air connectivity for movement of perishable agro commodities, handicrafts and other local products quickly and reliably to markets within and outside the region, in India and abroad; Developing tourist circuits to harness the tourism potential; Creating an aviation infrastructure for a strong Search and Rescue & Emergency Evacuation of patients and victims affected by natural disasters; To highlight to different organizations the availability of a large pool of skilled and talented youth in the NER and to create employment opportunities in the Aviation, Tourism and Logistics sector.

Ethiopian spread it wings to Bahrain

Africa's largest airline group, Ethiopian Airlines, is pleased to announce that it will start services to Bahrain effective August from 17th, 2017 with the latest B737-800 New Generation with Sky Interior.

Bahrain, a nation comprising more than 30 islands in the Persian Gulf has been at the center of major trade routes since olden days with growing economy over the past decade.

In 2017 alone, new destinations like Victoria Falls, Antananarivo, Oslo, Chengdu, Singapore, Guinea, Windhoek , Moroni, as well as freighter destinations like Ahmedabad, a fifth cargo gateway to India, Milan and Zaragoza have joined Ethiopian vast global network. Ethiopian Airlines currently operates the youngest and the most technologically advanced fleet in the industry with an average fleet age of less than five years.

With the flourishing trade relations between Ethiopia and the Gulf countries, availability of efficient air transport services will surely play great roles in ensuring easy movement of people and import/export items. Our presence in Bahrain dates back to the 1970's, we are glad that we are now back with scheduled thrice weekly flights. Currently, Ethiopian Airlines flies to major cities in the Middle east including: Beirut, Dammam, Doha, Jeddah, Kuwait, Dubai,Madinah, Muscat, Riyadh and Sharjah.

Flight Number	Frequency	Departure	Departure Time	Arrival	Arrival Time	Fleet
ET 0422	Tue, Thu, Sun	Addis Ababa	21:25	Dammam	1:35	ET 738
ET 0422	Mon, Wed, Fri	Dammam	2:20	Bahrain	2:45	ET 738
ET 0422	Mon, Wed, Fri	Bahrain	3:30	Addis Ababa	8:00	ET 738

Tewolde GebreMariam,
Group CEO Ethiopian Airlines

Bird Information Partnership with Nepal Airlines

Bird Information Systems Private limited (BIS), part of Bird Group and a leading provider of automated aviation and travel related software solutions, announced its partnership with Nepal Airlines Corporation to provide them with its Internet Booking Engine (IBE).

Under this long-term agreement, Bird Information Systems will provide a booking platform that will deliver timely, accurate and reliable processing of Internet Booking transactions for Nepal Airlines Corporation. The service will be provided for B2B as well as B2C channels via technologically advanced, user-friendly solutions built on scalable enterprise level architecture. These services can be upgraded with additional modules to accommodate enhanced functionalities as the airline evolves.

The group is actively involved in promoting diversified facilities such as specialized services in the areas of loyalty programs, call centre services, data maintenance, online transaction support services, provision of ground handling services, passenger handling, aviation security, marketing and support of software applications, automation of civil airports, and comprehensive solutions in the field of satellite communications.

Amrit Man Shrestha,
IT Chief and
Communication, Nepal
Airlines Corporation

"By collaborating with Bird Information Systems, we have ensured that we not only get a highly efficient and manageable booking platform that enables our passengers and travel agents to book through the Internet, but also Bird Group's seamless support to implement and maintain the services that will enable us to maximise its reach and utilisation. We consider this a significant move in our future plans to place Nepal Airlines Corporation in an advantageous position in today's aviation industry."

Rajesh Suri,
Executive Vice President
– Business Development,
Bird Group

"We are extremely proud to be associated with the national airline of Nepal and will continue our endeavour in providing reliable services to them and further building on our partnership with Nepal Airlines Corporation. At Bird Group, we believe in adding value not only through our technically superior solutions and products but also at the same time being a true extension to our customer's core business. Through this partnership it will allow travellers as well as travel agents the convenience of making online reservations for Nepal Airlines Corporation."

CATHAY PACIFIC: Decrease of 2.1% Traffic Figure

Cathay Pacific Airways released combined Cathay Pacific and Cathay Dragon traffic figures for June 2017 that show a decrease in the number of passengers carried and an increase in cargo and mail uplifted compared to the same month in 2016.

Cathay Pacific and Cathay Dragon carried a total of 2,809,992 passengers last month – a decrease of 2.1% compared to June 2016. The passenger load factor dropped 0.4 percentage points to 85.1%, while capacity, measured in available seat kilometres (ASKs), and increased by 1.6%. In the first six months of 2017, the number of passenger carried declined by 0.5% while capacity rose by 1.1%.

The two airlines carried 170,476 tonnes of cargo and mail last month, an increase of 12.8% compared to the same month last year. The cargo and mail load factor rose by 4.0 percentage points to 68.3%. Capacity, measured in available cargo/mail tonne kilometres, was up by 4.8% while cargo and mail revenue tonne kilometres (RTKs) increased by 11.3%. In the first six months of 2017, the tonnage rose by 11.5% against a 2.3% increase in capacity and an 8.9% increase in RTKs.

When we announced our results for 2016 in March, we said that we expected the operating environment in 2017 to remain challenging. This has been the case. Our airlines' performance in the first half of 2017 continued to be disappointing. In particular, strong competition from other airlines put intense and increasing pressure on passenger yield and revenue.

Rupert Hogg
Chief Executive Officer, Cathay Pacific

Navin Chellaram
General Manager Revenue Management, Cathay Pacific

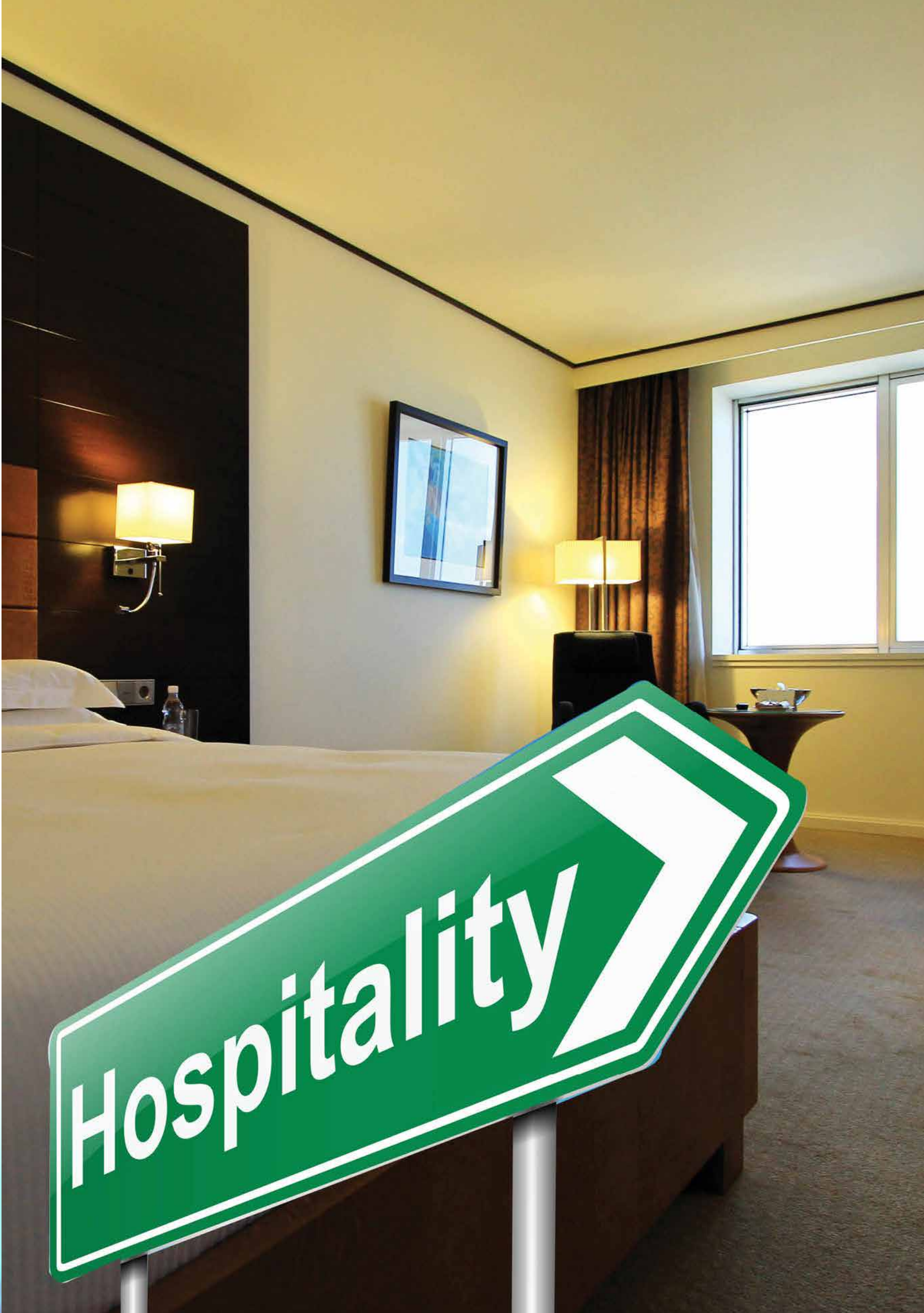
Passenger yield continues to come under pressure in the face of strong competition. The overall load factor remains high, with front-end traffic showing a pick-up, although the back-end, particularly on short-haul routes, has been sluggish. The launch of our new seasonal service to Barcelona in July has been well received, which is a positive sign as we enter the summer peak. Meanwhile, the new codeshare arrangements we have in place with Shenzhen Airlines and MIAT Mongolian Airlines will help us grow our regional network and provide our customers with enhanced connectivity.

Mark Sutch
General Manager Cargo Commercial
Cathay Pacific

Our cargo business remained robust throughout June and the overall tonnage was healthy. The new Tel Aviv service has built good air freight demand and we received an overall boost from shipments of fresh produce, speciality goods, toys and automobile parts between Asia and the United States. Furthermore, our two wet-leased freighters are now operating at full capacity and are generating good revenues on North American routes. Looking ahead, the airfreight market remains strong and this should continue through to the start of the traditional high demand season in September.

CATHAY PACIFIC / DRAGON COMBINED TRAFFIC	JUNE 2017	% Change VS June 2016	Cumulative June 2017	% Change YTD
RPK (000)				
Mainland China	723,741	-2.2%	4,448,481	-1.5%
North East Asia	1,197,075	-5.3%	7,823,148	1.9%
South East Asia	1,414,292	-3.6%	8,783,886	-3.2%
India, Middle East, Pakistan & Sri Lanka	590,932	0.9%	3,545,808	-6.0%
South West Pacific & South Africa	1,293,453	-0.7%	8,576,333	-1.9%
North America	3,050,850	0.3%	17,000,004	0.3%
Europe	2,216,813	11.9%	12,064,195	13.5%
RPK Total (000)	10,487,156	1.0%	62,241,855	1.4%
Passengers carried	2,809,992	-2.1%	17,162,995	-0.5%
Cargo and mail revenue tonne km (000)	974,353	11.3%	5,435,433	8.9%
Cargo and mail carried (000kg)	170,476	12.8%	965,687	11.5%
Number of flights	6,537	0.9%	39,504	0.5%

CATHAY PACIFIC / DRAGON COMBINED TRAFFIC	JUNE 2017	% Change VS June 2016	Cumulative June 2017	% Change YTD
ASK (000)				
Mainland China	934,141	-0.4%	5,861,542	2.3%
North East Asia	1,478,462	-5.4%	9,487,262	-1.8%
South East Asia	1,721,672	-1.5%	10,433,315	-2.1%
India, Middle East, Pakistan & Sri Lanka	697,326	-5.2%	4,241,617	-9.4%
South West Pacific & South Africa	1,549,174	1.4%	10,068,646	1.6%
North America	3,477,024	3.3%	19,803,369	0.7%
Europe	2,469,468	9.2%	13,548,322	9.7%
ASK Total (000)	12,327,267	1.6%	73,444,073	1.1%
Passenger load factor	85.1%	-0.4pt	84.7%	0.2pt
Available cargo/mail tonne km (000)	1,426,487	4.8%	8,206,277	2.3%
Cargo and mail load factor	68.3%	4.0pt	66.2%	4.0pt
ATK (000)	2,598,621	3.3%	15,189,630	1.7%


Hospitality

The Catalyser of Revenue in Hospitality Industry

Hospitality is considered to be the prime driver of Tourism Industry and the nation is renowned to be the pride host since ages. *'Atithi Devo Bhav'* is the ideology what nation believes in and has been the major motive all around nation within distinctive hotels and resorts as well. Hospitality is a 24x7 operational responsibility and it is said that to make one's heart happy, you must make his appetite happier which is why the Food & Beverage section of every hotel plays a vital role in generation of revenue.

• **Richa Tiwari**

T3FS, this time is highlighting the trends and vital role of Food & Beverage section across distinguished and esteemed hotels of India which have been globally acclaimed for their hospitality. In this edition, we have tried to gather information from different hotels F&B directors/managers about their crucial roles; revenue trends for the last three years and preferred variants of cuisines by the guests in their hotel; type of guests they get to serve the most and the key driving source of revenue for the hotels.

**All the facts and figures shown in respective charts are guest share on percentage basis.*

Q. Could you please shed some lights on what crucial role FnB has in your hotel?

ST: The Taj Mahal Hotel's culinary repertoire offers several choices. Authenticity, excellence in service, artistry and innovation in cuisine come together to create a dining experience that makes the Hotel - The city's dining destination of choice.

Over the years, 24-hour international eatery, Machan has established itself as the city's most preferred culinary destination for elaborate brunches and idyllic coffee meetings; House of Ming the hotel's premier Chinese dining destination enjoys the patronage of the hauté and happening of the city.

The Hotel also houses the visually stunning, Wasabi by Morimoto, which offers the best of Japanese gastronomic delights and features an impressive repertoire of Japanese Sakes while boasting of a dramatic Teppanyaki counter and Sushi Bar, which uses fresh ingredients flown in from Tsujuki. Wasabi by Morimoto was recently honored at the EazyDiner Foodie Awards 2017 and was awarded the Vir's Choice Award under the category of Best Japanese Restaurant and People's Choice Award under the category of Best Sushi in Town.

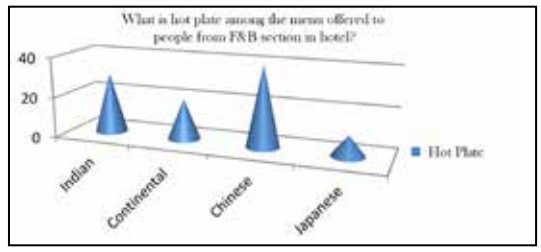
The Hotel is also home to Varq, the signature Indian restaurant which is a harmonious blend of traditional and contemporary sophistication and serves up modern Indian gourmet dining, combining authenticity in taste with sheer artistry in presentation. The restaurant is also home to a stunning mural by celebrated artist Anjolie Ela Menon; created more than three decades ago. Varq has made a place for itself in the hearts of Delhi's food enthusiasts with signature dishes such as the Varqui crab, khurmani ke kebab, gongura lamb and Varqui jalebi.

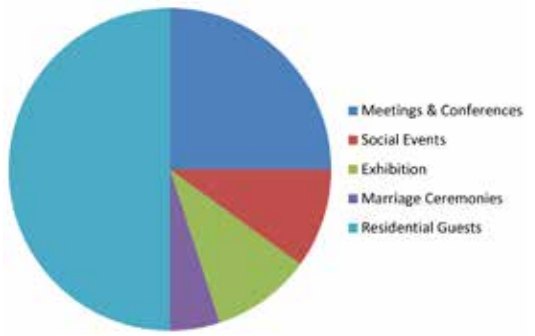
Rick's, the stylish, urban lounge bar at the iconic Hotel, is known for innovative cocktails

Mr. Saji Thachery,
Director Food & Beverages, The Taj Mahal Hotel, New Delhi

along with great music and delicious Southeast Asian cuisine. At the Hotel's rooftop is The Grill Room, which offers panoramic views of the city, along with an unmatched fine dining experience where signature Mediterranean and European dishes come together with the Taj Mahal Hotel's legendary service to create an unforgettable experience.

In addition to the dining destinations, the Taj Mahal Hotel also offers options for hosting both outdoor and indoor events. The hotel also regularly hosts themed dinners, where signature spirits are paired with our sumptuous culinary delights in order to create unique experiences for patrons. For each social gathering, a team of Hotel associates extensively work with guests to create customized menus to suit the palates of the guests and ensure the event's F&B offerings match the thematic set ups. In addition, the authentic culinary innovations, and the exceptional experiences, at the Taj Mahal Hotel make it a fine example of bespoke luxury. Our one of a kind experiences include the sushi rolling tutorials with expert chefs at Wasabi by





Morimoto and exclusive cooking sessions with the master chefs at our gourmet Indian dining destination Varq have a loyal fan following amongst patrons.

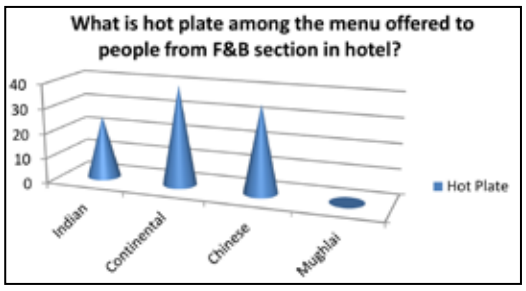
Q. What are the revenue trends for last 3 years in your hotel?

ST: On the revenue front, there has been a sturdy growth year to year. There has been at least a growth of approximately 8% against the previous year. F&B sale ratio against rooms division sales has been increased.

Q. Could you please shed some lights on what crucial role FnB has in your hotel?

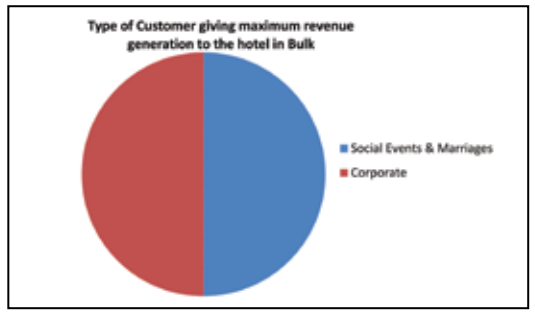
HT: F&B is one of the most dynamic departments in any hotel. Many hotels with prolific F&B department have nearly half of their revenue earned through it. It also contributes immensely in a hotel's popularity and reputation amongst the local guests as innovative food and beverage offering/events tend to keep the buzz going. In simple words, Food and Beverage areas give a soul to the hotel which can otherwise be a lifeless mansion.

Q. What are the revenue trends for last 3 years in your hotel?



Mr. Hitesh Sangwan
Food & Beverage Manager, The Leela Palace Chennai

HT: We have observed an upward F&B revenue trend over the period of last three years. In the year 2016-17, the city saw a lot of unpredicted political & climatic situations where as the country went through the effects of demonetization. So, we had a lot to cover in the last quarter which we successfully did. The current year had a fantastic start and seems to be very promising.

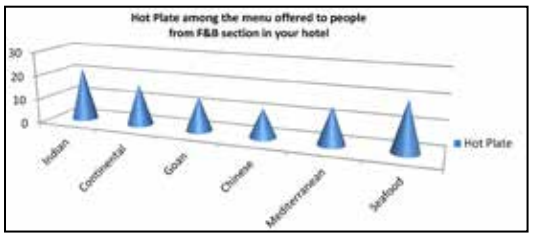


Q. Could you please shed some lights on what crucial role FnB has in your hotel?

SF: Food and Beverage at Taj Exotica generates 1/3rd of the total hotel income and caters to diverse segments of travellers of different ages having differing preferences. Guests opt for the destination, however it's the Food and the service that make up for the hotel. F&B in our hotel plays a very crucial role in this present competitive environment.

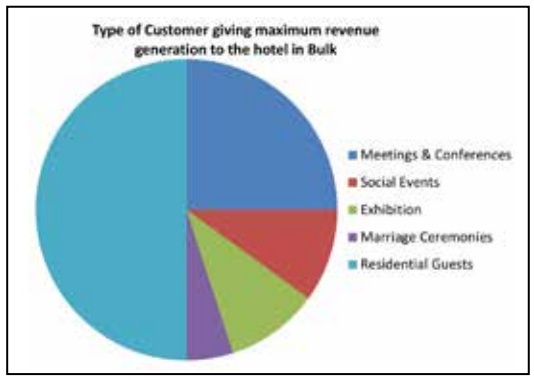
Q. What are the revenue trends for last 3 years in your hotel?

SF: The Hotel has constantly shown an upwards trend in the gone years and with major events



Savio Fernandes
Food & Beverage, Manager, Taj Exotica Place Goa

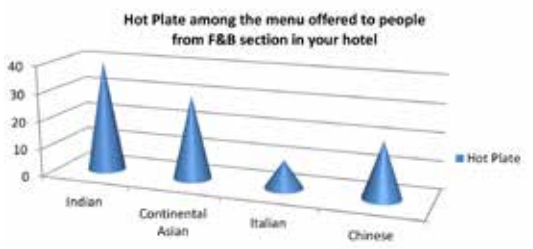
like Defence Expo and BRICS summit hosted at Exotica which has kept improving year on year.



Q. Could you please shed some lights on what crucial role FnB has in your hotel?

SS: Shangri-La's-Eros Hotel, New Delhi is located at the heart of the city making it a very centrered and convenient for our guests. Through the years, our philosophy has been "Shangri-La hospitality from the heart." Shangri-La has always believed in the unique characteristics encapsulated by Asian hospitality.

The hotel had embarked on the journey to refresh its offers incorporating the contemporary palate and tastes. This was done in phases and subtly tucked into surprise our discerning guests. In February 2015, we saw the first new look with the launch of new multi-cuisine restaurant, Tamra. It brings a high level of creativity to casual dining with an array of inspired offerings from across the globe. Guests can



Sandeep Singh
Director, F&B, Shangri-La's Eros Hotel New Delhi

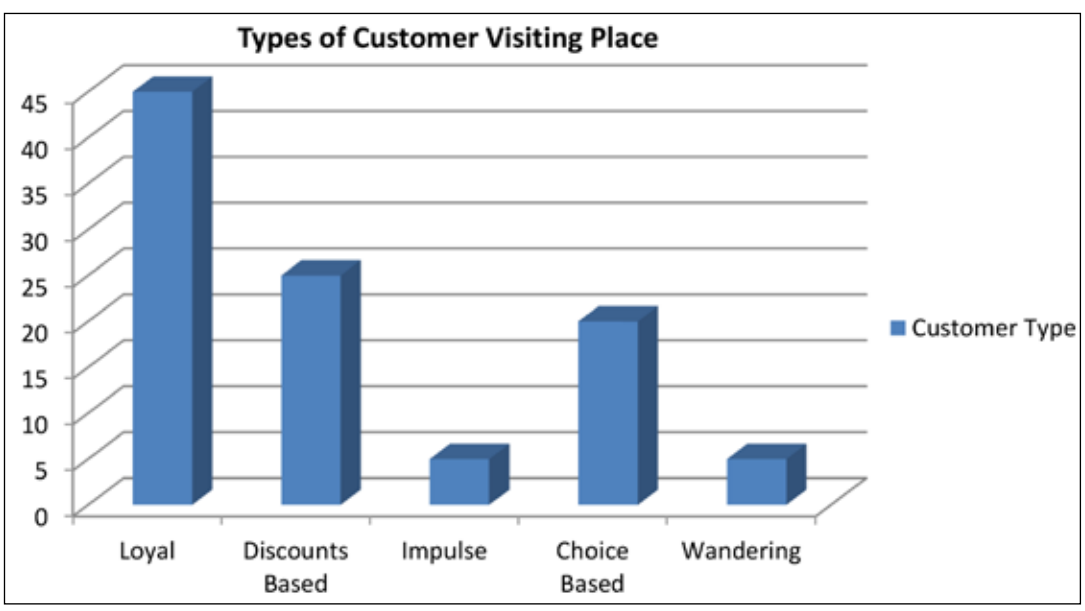
relish Thai delicacies meticulously crafted by Chef Nisa Yimthong at Tamra.

We have also revamped and launched the existing tea lounge and launched Mister Chai, offering regional Indian street food in a modern luxurious setting, guests will come to Mister Chai for the best cup of Indian tea available in the city.

Our food and beverage hub on the ground floor features Shangri-La's very own signature restaurant, the 39th Shang Palace in the world bringing the best of Cantonese, Sichuan and the mystical cuisine of Yunnan by three Chinese specialty chefs to the food connoisseurs of New Delhi.

The award winning Italian restaurant, Sorrento, certified with the Golden Q from Ospitalita' Italiana in 2016 is known for its fresh and authentic produce, artisanal pasta, Neapolitan delicacies, pizzas and offers a lavish indoor seating and an alfresco area that overlooks the lush green gardens. The menu features greatest hits by our culinary experts - reinventing classic dishes by infusing his eclecticism.

Subtly tucked in between these two great restaurants lies our Italian inspired bar, Grappa which offers a unique selection of wines, spirits and barrel aged cocktails handcrafted by our award winning mixologists.



Q. What are the revenue trends for last 3 years in your hotel?

SS: After the refurbishment of the food and beverage segment in the hotel, the restaurants have gained instant popularity amongst our patrons. The new offerings have not only resulted in loyalty amongst our old clientele, but have also attracted new clientele. This new progress has significantly increased the revenue of the hotel during the last three years.

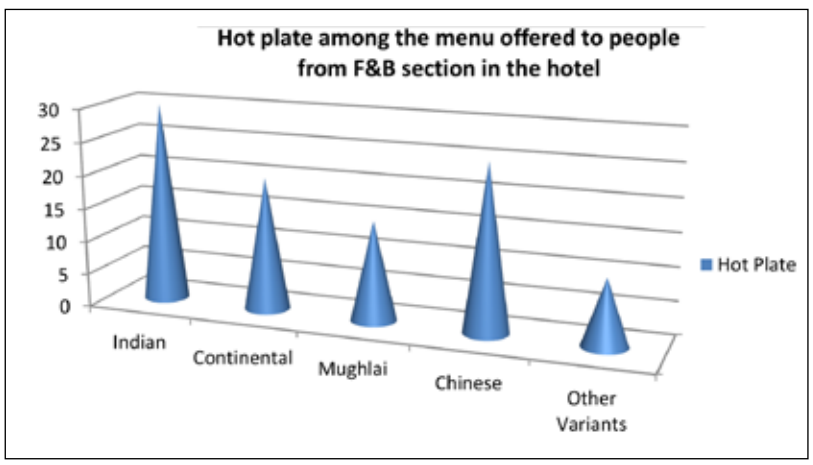
Q. The Could you please shed some lights on what crucial role FnB has in your hotel?

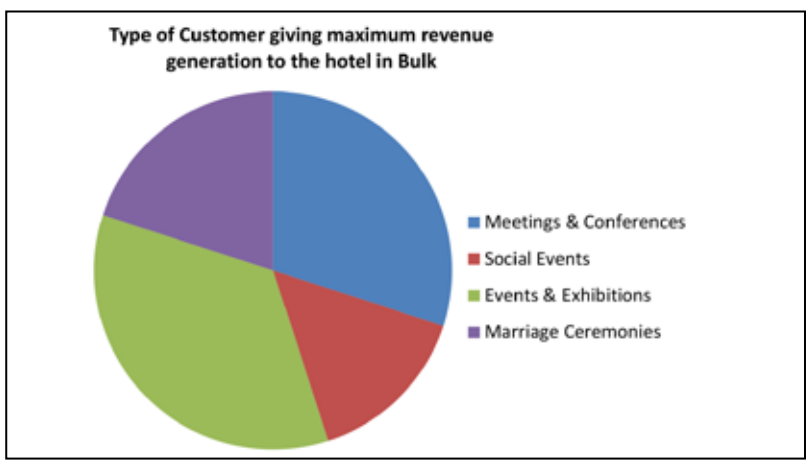
AB: Hotel's restaurants help to create the overall ambience of the establishment via the decor, menu and services offered. It not only generates revenue in addition to the room business but also enhances the overall hotel competitiveness via guest satisfaction levels with the food, services, prices and the general environment created by the hotel F&B outlet. For hotel with inventory of 240 keys, it is mandatory to have competitive F&B facilities for better guest satisfaction.

Q. What are the revenue trends for last 3 years in your hotel?

AB: The F&B has upraised by the guests & has positive trend for past few years. Speaking about last 3 year, we had introduced Turque – A multi cuisine restaurant to our current tally of 2 & it received with a positive response since then. There is continual increase in footfall by 8%-10% each year for restaurants. We also have emphasized on outdoor catering module for last couple of years considering the corporate demand. As a result, banquet & events has shown a growth of 25%- 30% each year, which can be considered one of the best in market.

Amol Basod
Manager, F&B, Sayaji Hotel, Pune





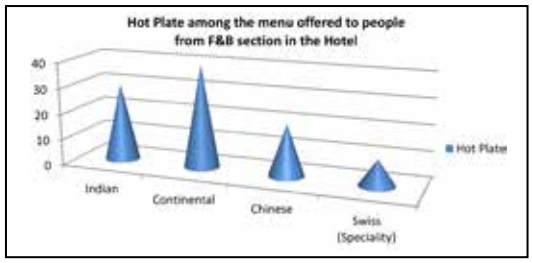
Q. Could you please shed some lights on what crucial role FnB has in your hotel?

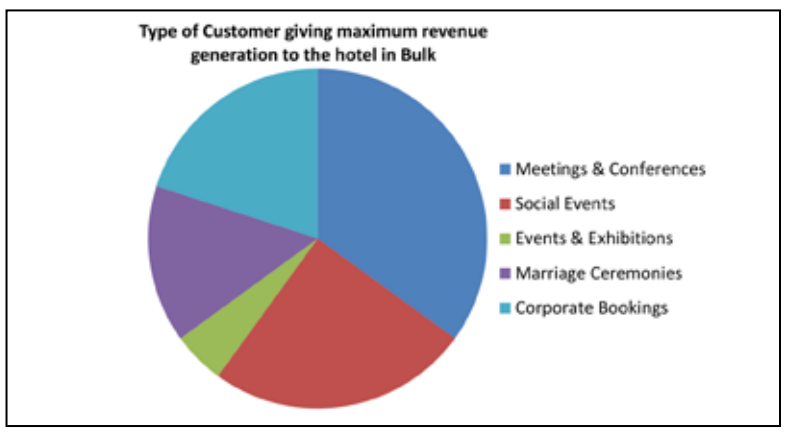
MI: There is no sincere love than the love of food" – George Bernard Shaw. Food and beverage has always been the heart of the hotel and it forms the strongest pillar of guest experience. The fact that differentiates hotels depends upon the kind of food & beverage dining options they offer. Unique concepts, discerning restaurant choices are the drivers of food & beverages in today's world. Our hotel being a haven for corporate business has a tradition of loyal guests and it is always a pleasure to serve them as they would like to be served at home. Our understanding and expertise in global cuisine make us a favorite destination for guests from across the continent. A Swiss inspired Café, an Indian specialty restaurant, a high energy lounge and an alfresco bar keep our guests spoilt for choices.

Q. What are the revenue trends for last 3 years in your hotel?

Mahiul Islam
Manager, F&B, Swissotel Kolkata, West Bengal

MI: For long, it was considered Accomodations' division generates more revenue than Food & Beverage. However, the trend is changed now and the ratio has become 55:45 in favor of F&B. Kolkata has always been adventurous in terms of food and we have been able to capitalize on the changing trends, hence our revenues have been showing a growing curve over the years. From minute innovations in the restaurants to hosting large weddings, we have evolved in all these domains continuously. The food lovers of Kolkata must watch out for our upcoming food and beverage offerings which will surely make us the most desired destination for them in the new extension of Kolkata.



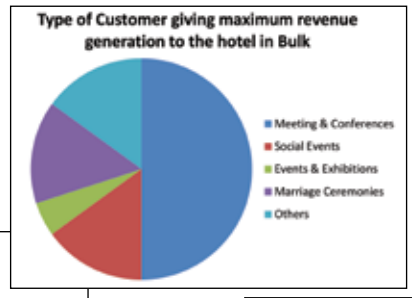


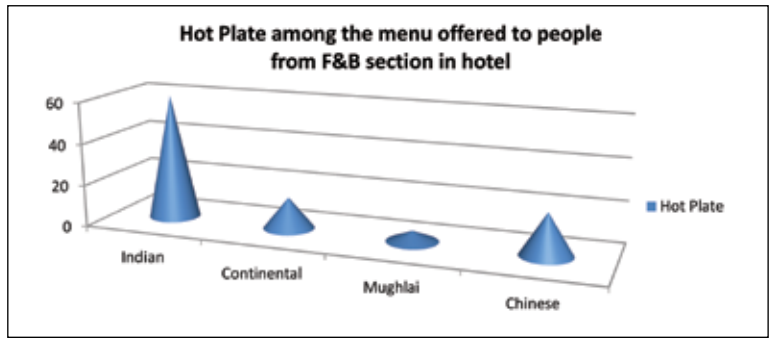
Q. Could you please shed some lights on what crucial role FnB has in your hotel?

SK: F&B department contributes major share in income & increases footfalls which offers opportunity to showcase our product & offerings by contributing in ambience, menu offerings & various services offered. Our current competitive strategies like food promotion / festivals helps Hotel in positioning & strategically be in top of the mind recall for our guests.

Q. What are the revenue trends for last 3 years in your hotel?

A- Looking at competitive business trends with lower margins of profitability we yet made a significant increase in footfalls & driving revenue upwards. Online restaurant reservation portal is contributing in bringing enthusiast foodies & a certain segment of people who is always on a look out for a good deal.





Sunil Kumar
F&B Manager, Hotel Ambassador
Mumbai

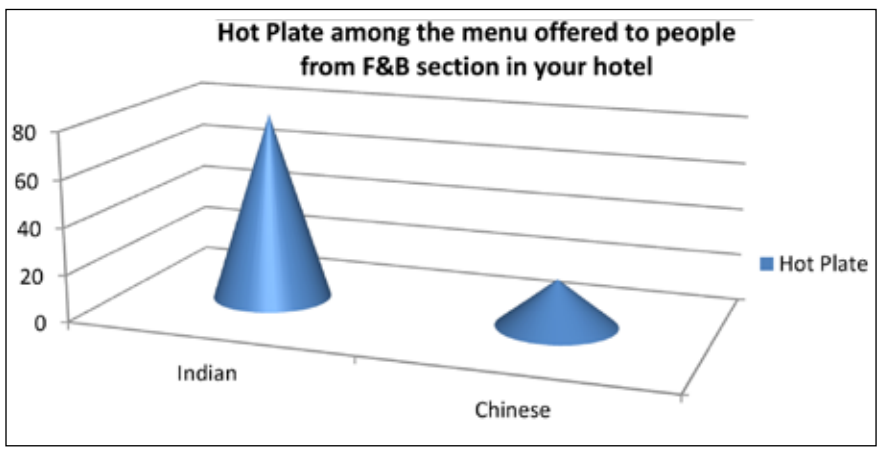
Q. Could you please shed some lights on what crucial role FnB has in your hotel?

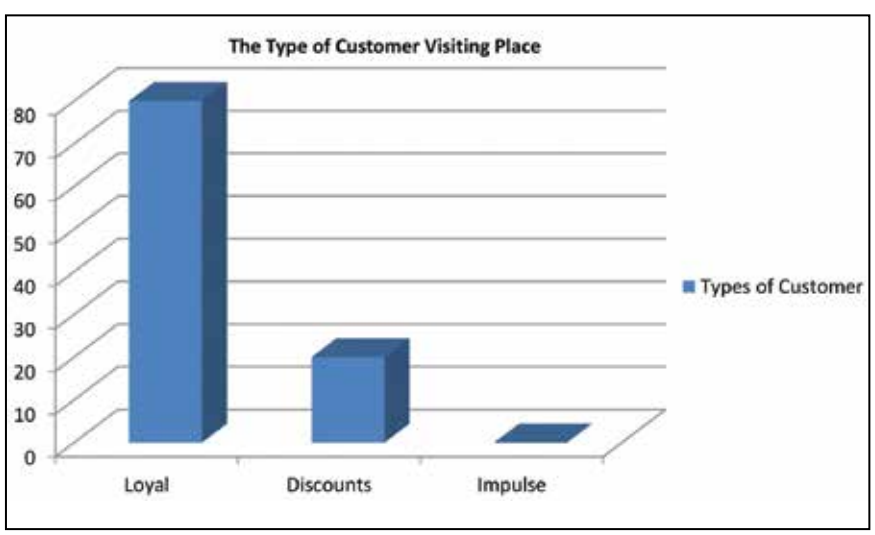
MM: Royal Orchid Fort Resort is considered as one of the most preferred resorts in Mussoorie near Mall Road for the patrons. Resort's fine dining outlets like 'Pinxx', a multi cuisine restaurant serves delectable Indian, Chinese, and continental cuisines for an unforgettable culinary journey.

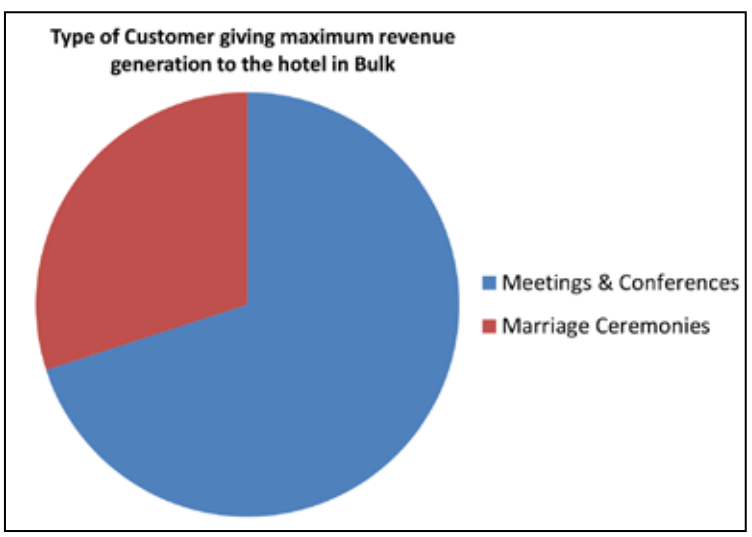
Q. What are the revenue trends for last 3 years in your hotel?

MM: Revenues have seen a growth in the last 3 years with high rate of footfalls.

Manish Mishra
Manager, F&B, Royal Orchid
Mussoorie







Ell Bee

ELLBEE GANGA VIEW, RISHIKESH

355 Haridwar Road, Rishikesh – 249201 (Uttarakhand)

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Korea Tourism Organization

Korea Tourism is pleased to announce that Mr. Michael Kwon has been appointed as the new Director of Korea Tourism Organization, India Office. He will be heading the India office for next three years. Previously working as the Director of International Tourism Strategy team at Korea Tourism Organization head office, he has all-round exposure across different verticals of KTO like HR, Planning & Coordination, Inbound Marketing & Performance Evaluation. Holding a major experience in tourism, Mr. Kwon has been associated with KTO for 25 years. He is also a certified Public Labor Attorney in Korea.

Courtyard Marriott Kochi Airport Hotel

Vikas Kumar joins Courtyard Marriott Kochi Airport as Hotel Manager effective 19th June 2017. Prior to his new role, Vikas was the Director of Operations at JW Marriott Hotel, Chandigarh. A veteran in the hospitality Industry with over 16 years of experience, Vikas brings leadership experience and a dedication to service in his new role as Hotel Manager. He is well known for his innovative and proactive style of working which is accompanied by outstanding people management and interpersonal skills. Vikas has been instrumental in winning various awards for the properties he has worked with and has immense expertise in the Food and Beverage Department.

Radisson Blu Plaza, Delhi Airport

Radisson Blu Plaza, Delhi Airport has recently appointed Ms. Neha Rana Dutta as its Assistant HR Director. Prior to joining here Neha worked with Shangri-La's Eros Hotel, Delhi as a Human Resources Manager. With an enriching experience of 9 years backing her, Neha is confident that her expertise and contribution will help in amplifying the overall functioning of the hotel. Neha has led & directed the search function in various hotels thus gathering connections within India & International landscape.

UNWTO

Marie Louise Coleiro Preca, President of the Republic of Malta, has been nominated as Special Ambassador of the International Year of Sustainable Tourism for Development. The appointment took place at a ceremony held at the World Tourism Organization (UNWTO) Headquarters in Madrid. The President of Malta, Marie Louise Coleiro Preca, underlined in her intervention the relevance of sustainable tourism as a means to build peace, social cohesion, and prosperity for all of humanity. Cultural diplomacy, peace building and understanding were some of the components of sustainable tourism highlighted by the President of Malta.

Art-Themed Pop-Up Bar

To celebrate summer, Mandarin Oriental, Parishas opened a pop-up bar in its garden that features an artwork by landscape designer, Christophe Gautrand. Offering limited edition Tanqueray gin cocktails, the Red Garden pop-up bar is serving drinks from 9th June to 16th September 2017.

•T3FS Desk

Christophe Gautrand's creation is the centre-piece of the Red Garden pop-up bar on Bar 8'soutside terrace. A spectacular 14-meter tall plane tree has been laid down and suspended horizontally over the courtyard garden's "water mirror" pond, and decorated with red cords and Tanqueray gin bottle shards. This artwork will be one of 200 exhibits on display in the French capital during the 7th edition of Paris Design Week, which runs from 8th to 16th September 2017.

Favoured by the chicest Parisians, Bar 8's tranquil garden is the perfect setting for a convivial evening drink with friends. In tribute to Gautrand's work, the Red Garden pop-up bar offers five signature cocktails that include the 'Tokyoite Julep' made with coriander, red pepper, Tanqueray n°10 gin, sherry, lemon and soda, while its'Shinjuku Street'is a mix of Cognac, Humeshu plum alcohol, Tanquerayn°10 gin, yellow Chartreuse, green lemon and smoky rosemary.

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NARAYANI HEIGHTS: Heaven on Earth for Weddings

Narayani Heights promises to give you an unforgettable, spell-binding experience on your special day, with memories that will last for generations to come.

•T3FS Desk

Winters in India are just lovely. The climate is cool and very comfortable, without the fear of sweat trickling down your skin and destroying it all, everyone can look forward to enjoying the wedding without worrying about the heat.

For a winter wedding, your choices are not confined to dull marriage halls. You can opt to have a park, beach, or backyard wedding, with nature as a colourful backdrop. It is easier to get creative with wedding venues and decor during the winter days, whether it is daytime wedding or a night time celebration.

Narayani Heights, awarded the prestigious "Best Wedding Destination in Ahmedabad", makes for the ideal venue for a romantic wedding, with warm and excellent service, unique dining options and luxurious amenities.

It is said that marriages are made in heaven but the wedding takes place here on earth. So why not make it an exotic lifetime affair? Imagine exchanging vows with your beloved on your wedding day, dressed like royals against the romantic backdrop of the mesmerizing Narayani Heights.

Narayani Heights has 9 various function venues for your every special event of Wedding right from "Ganesh Sthapna" to "Vidai". The Grand Ballroom [Approx 16000 SqFt of size with massive 21ft clear height] offers a grand welcome to you and your guests. The terrace and garden make for great outdoor venues with manicured lawns and scenic views. From spacious bridal quarters to customised ballroom halls, their resourceful, attentive and expert services ensure that your entire wedding experience is flawless.

The thrill of falling in love can only be surpassed by the ecstasy of marriage that ties two people into a sacred yet worldly bond for the rest of their lives. Enter into the most beautiful phase of life with your soul mate with Narayani's beautiful décor and luxuries.

The famous Narayani group known for its opulent properties, warm hospitality and beautiful ambience is your one stop solution whereby you get accommodation, resort and club amenities, catering, decorations and lawns all under one roof. The brand that defines grandiose and lavish extravagances will give you an unmatchable luxurious experience by hosting all your wedding party requirements. The plush lawns of Narayani Heights spread over an area of 50000 sqft can accommodate up to 5000 people thereby making it the best option for the wedding of your dreams. Narayani has to its credit the successful hosting of many parties and weddings with creative and grand themes. On one hand the plush lawns of Narayani have witnessed conventional wedding themes such as Flower, Crystal, Rajwadi&Tajmahal, whereas on other hand contemporary and modern themes such as Sky, Soothing blue-white and Ring have also created an amazing aesthetic appeal to the ambience with a hint of uniqueness. Adding to the glory of these lawns is the catering service by Narayani. From luxurious gala menus to open barbeque buffet, the catering services are committed to serve you with mouth-watering gourmet delicacies in sync with your theme and surroundings.
Whether it's a five course meal or a funky pre-wedding party, Narayani is here to treat your taste buds.

Experience stunning settings with Roses, hydrangeas and orchids. The floral Narayani trends are blooming in a direction you are sure to love. When it comes to making good impressions and creating lasting memories, Narayani designs heavenly arrangements for the heavenly bonding. The power of music on your wedding day is meant to enhance every emotion. It can move you to infinite laughter, it can make you cry, and it can move you to dance. Narayani has mastered the art of memorable music for every event of your wedding.

Marriage is a time for sharing your affection, love and passion. Let us make your dream wedding real and grand! A wedding day at the most elegant destination in Ahmedabad amidst natural beauty!

Enhance your special day with the crisp, refreshing air of winter and Narayani Heights hospitality. With our culinary team designing a personalized menu, we ensure every detail is crafted to exceed expectations. Narayani Heights Wedding Experts are ready to offer assistance for a grand affair or an intimate gathering, exploring every possibility for an unforgettable event at our destination wedding venues.

The Great Indian
Winter Wedding Destination

- 122 Well Appointed Rooms
- In-house Customised Theme Cuisines
- In-House 100 + Choices of Decorations
- 9 Different Celebration Venues
- Approx. 16000 Sq. Ft of Pillar-less Banquet
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The Classical Blend of Perfection

Scotch Whisky is a distillate made in Scotland from the elements of cereals. water and yeast, all of which nature will in due course replace.

• **Tarsh Sharma**

Since all whiskey is made from fermented grain mash, Scotch will obviously be no exception. Whisky, generally made from wheat and ryein, was introduced in the late 18th century.

To qualify as a scotch the spirit is made from malted Barley, with many scotches using nothing more than barley, water and yeast. It's allowed to include whole grains of other cereals as well as caramel colouring.

It is known for its pungent, peaty aroma and long, lingering finish, it's mostly designed to sip, not shoot

There are five types of Scotch Whisky which were redefined in 2009.

- Single Malt Scotch Whisky
- Blended Malt Scotch Whisky
- Single Grain Scotch Whisky
- Blended Grain Scotch Whisky
- Blended Scotch Whisky

Scotch whisky must be matured for a minimum of three years.If a bottle of Scotch whisky shows an age statement, e.g. "12 Years Old" means that the youngest whisky in the bottle is at least 12 years old

Scotch whisky is in the Exchequer Rolls of Scotland, 1495. A friar named John Cor was the distiller at Lindores Abbey in the Kingdom of Fife

There are distributions in Scotch whisky based on region:

Highlands: Whisky variety Fruitcake and oak flirt with heather and smoke in HighlandWhiskies. Wild seas and impenetrable moorland dominate

the landscape, creating a breeding ground for powerful peaty drams, whilst still leaving room for floral, silky elegance.

Lowlands: Triple distilled Perching just above England, the Lowlands can play truant from peat or salinity. Triple distilled malts are characteristic of the region, offering a gentle, elegant palate reminiscent of grass, honeysuckle, cream, ginger, toffee, toa and cinnamon.

The southern, or Kilda ton, distilleries are responsible for the full-bodied, briny malts. Meanwhile, the northern distilleries offer dry, but far less peaty, assaulting, drams

How to drink it:

If you're drinking good Scotch, you'll probably want to order it "neat." That means it comes in a glass with no ice. When drinking Scotch neat, you might want to add a few drops of water. That can help reveal the flavors of the liquor. And some people prefer to drink their Scotch "on the rocks." That means comes in a glass with ice.

Some purists only drink their Scotch unadulterated. They would never use top-shelf single malts and blends to make a mixed beverage.

The Rob Roy, named after Scottish hero Robert Roy MacGregor, tastes similar to a Manhattan. But it uses Scotch whisky rather than rye as its primary ingredient.

SWOSTI CHILIKA RESORT:
Experience the Magical Sight

Swosti Chilika Resort, situated on the banks of the pristine Chilika Lake was inaugurated by the Hon'ble Chief Minister of Odisha on 26th July 2017.

• **Vedika Sharma**

Guest of honour were Sri Ladu Kishore Swain, Hon'ble MP, Sri Maheswar Mohanty, Hon'ble Minister, Revenue & Disaster Management, Sri Surya Narayan Patro, Hon'ble Minister, Food Supplies and Consumer Welfare, Sri Ashok Chandra Panda, Hon'ble Minister, Tourism & Culture, Smt. V. Sugnana Kumari Deo, Hon'ble MLA, Kabisurya Nagar, Sri P C Sethy, Hon'ble MLA, Khalikote and Sri Prem Chandra Chaudhary, Collector & District Magistrate, Ganjam.

To allow travelers to soak in and experience this magical sight in its full glory and grandeur, Swosti Chilika Resort will have huge sprawling landscape gardens with 78 finely crafted cottages, consisting of 36 Luxury Villas (Mid-lake County), 36 state-of-the-art ultra modern luxury suites (Windchime), 5 Pool Villas (Millpond) and 01 Presidential Suite (The Sanctuary) and innumerable amenities has been planned to be amongst the best that the country has experienced. The tariff of the hotel rooms ranges from Rs.6,000/- for the (Mid-lake County), Rs.18,000/- for the Windchims, Rs.35,000 for the Mill Pond and Rs.65,000 for the Sanctuary.

The basic amenities one can experience in the rooms are Tea/Coffee maker, Two bottles of complimentary mineral water, Wi-Fi access, Sofa cum bed (Except Mid-lake county), Seating Area, Writing desk, Smoke Detector, 24-hour room service, LED TV, Direct Dial Phone, Cable/satellite TV channels, Accessible Wash Basins, Shower, Bath-tub (Except Mid-lake county), Bathroom Amenities, In-room safe, Refrigerator, Mini Bar, Remote Control TV, Morning newspaper, Special welcome amenities etc.

Ekayaa, The SPA equipped with single and double treatment rooms for ladies and gents, beauty treatment rooms, meditation and relaxation halls, will provide confinement of solitude that can nourish body, mind and soul. The experience can rejuvenate and re-energize the mind, body and the spirit in equal measures. We will also provide Yoga and Gym facilities to our guests.

A huge open air amphitheatre (Ektara) for cultural evenings and a lawn (Shehnai) for wedding parties and special outdoor party activities.

Mahogany (3100 sqft) the air-conditioned banquet hall with opening to the lawn for larger parties. Maple (760 sqft) and Chestnut (380 sqft) are other air-conditioned banquet halls.

The resort is ideal for seminars, sales meetings, corporate trainings and team outing. The lawns are ideal for large weddings.

Beanhive, the Coffee Shop – centrally located under a thatched house, opposite to amphitheatre, will be open to guests from morning 8 am to night 11.00 pm.

Orana, the A/C multi-cuisine restaurant will provide local delicacies, sea food and choicest of international cuisine.

Relayy, Game Zone will provide Pool, Billiards and many other games keep the guests entertaining.

Breakk, the Kid Zone will provide a number of games facilities for the children accompanied by parents. We will soon be providing water sports activities, boating around different islands, bicycle tours for foreign tourists.

Swosti Chilika Resort is the first Green Building Certified Resort in Odisha from Indian Green Building Council (IGBC) and ensures least adverse impact on the pristine environment of Chilika Lake. Swosti is proud to own and operate the first ultra-luxury Certified IGBC resort and took one step further by establishing an executive-level position to create, integrate and manage all aspects of responsible sustainability actions within the enterprise.

Lifestyle

THE MYSTIQUE DIVA

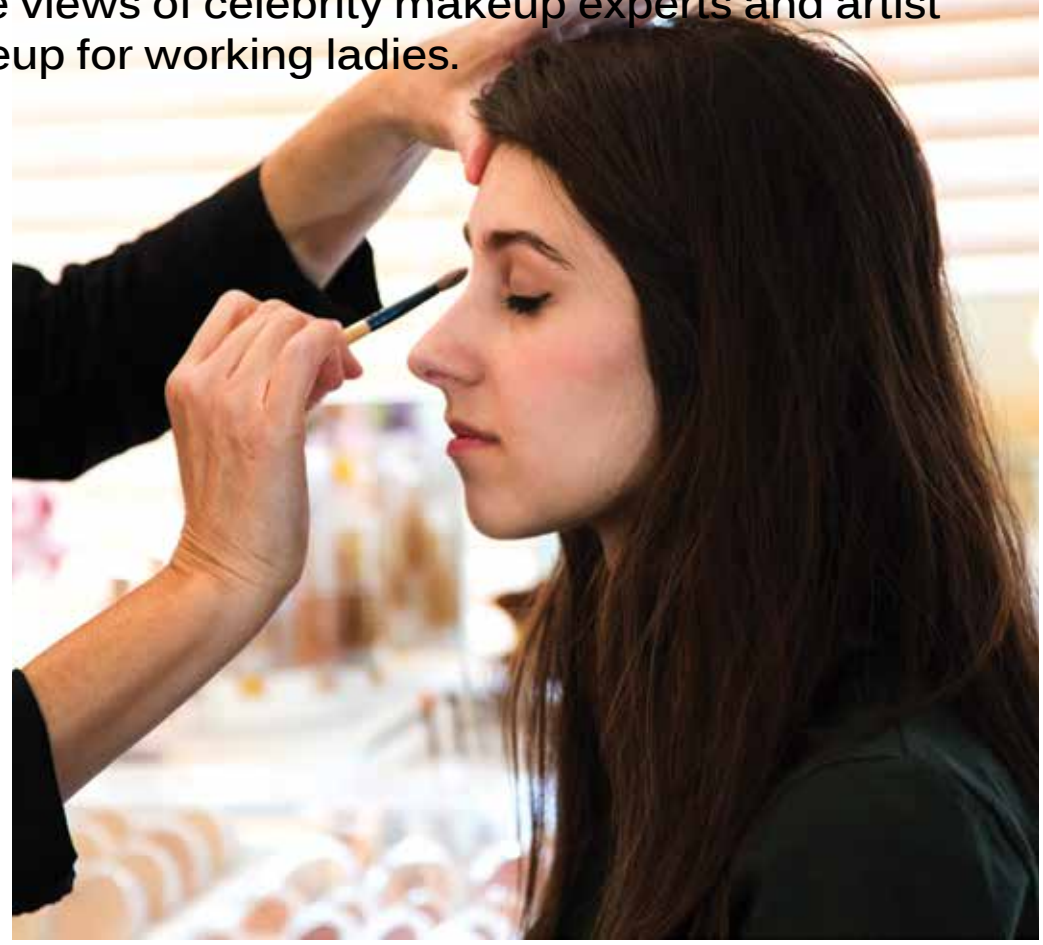
A busy schedule can be a dampener for your beauty regime. Just as dressing for work is imperative, looking good is equally important. Here by keeping in mind, T3FS is coming up with the views of celebrity makeup experts and artist for the high end trends and makeup for working ladies.

• Richa Tiwari

Beautifying agents are utilized to improve your appearance. Cosmetics have been around for a long time. Beautifying agents can be created in the natural and hypoallergenic frame to meet the requests of clients. Cosmetics are utilized as a stunner help to develop the confidence and certainty of a person. The significance of beauty care products has expanded the same number of individuals need to remain youthful and appealing.

Wearing cosmetics in an expert domain is imperative in light of the fact that if the application is appropriate for the ladies and the circumstances, it will decidedly influence the observation others will have about her. Wearing cosmetics is viewed as the completing touches in the preparing procedure, and extents from light and regular to overwhelming and sensational. A lady who reports to work without putting any exertion into her appearance from the neck up will be viewed as fragmented in her preparation hence bringing up the issue in the psyches of others about her careful quality in finishing different parts of her work.

So, what are you waiting for come and lets acknowledge yourself about the basic trends and tips with the key experts of this field.



Aashmeen Munjal

Q. Tell me about two seasonal make up trends you find interesting

The dual make up trend which is going on right now. We are applying dual eye colors whether it's horizontal or vertical. It may be even in the liners like upper eye liner of different shade and lower liner of different. Even on the lip colors, girls like going for dual tones. So, this is basically in vogue right now especially the youngsters find it interesting.

Second seasonal make up trend that's quite interesting is the neon and fluorescent. Because of the monsoon season and humid season going on right now and the spring season coming up, this is something very interesting where we use vibrant colors. Like, we mostly prefer using neon, fluorescent, tangerine and multiple vibrant shades of pink on the lips. Even we go with same line of colors on nails and even on eyes we like using colors like neon, aqua-marine, coral shades. So, another seasonal trend is use of colors which are bright, vibrant and very much young.

Q. What fascinates you about this work line?

The thing that fascinates me about this work line is its innovation, renovation and new things being launched which makes things interesting. Every day we get to play with different shades like sometimes neon is trending then earthy comes then metallic then dual tones, so its keeps us away from monotony and not a fixed kind of job all times. So, we are always on our toes times finding new stuffs, new styles, even in makeup sometimes things are trending and within few weeks are out of fashion. So, for people who really want to try new things and want chances to experiment with new things, then this industry is perfect line of work.

Q. Your take on a 5-minute makeup for working women to have a gleaming look in their long working hours.

Working women should always be feeling good and confident enough about their makeup look. Like if you are having a good hair style, good hair color, good texture which is totally maintenance free so you are a person who is entering office with lot of confidence and panache and people look up to you as an ideal. So, I always feel the two prime factors in a man/woman's section is one: professionalism and another is their presentation! So, how they are presenting themselves, their atmosphere is one of the key factors in their success. So, I would suggest a working woman to dress up professionally and keep their makeup done professionally. It's not really about putting a lot of makeup but you should be applied with a good base, nice kajal and a long lasting lip color so that your lip color is not bleeder away (it should be a 9 to 5 color lock). It's not always important to do a lot of eye makeup all the time rather you can walk out with a just aqua-blue or navy blue or turquoise green eye liner which does not take much time and are very easy steps to implement in your daily routine. So, it's just 5 minute makeup technique where you just need to put a nice base, then doing a kajal and a colored eye

liner or if you have some more time apply a blush on, a single stroke of sea-zone, Lipper and that's it. I will not suggest more of an eye shadowing, contouring or mascara to any working women. And while travelling, just take a good base, a kajal, an eyeliner, blush on, lipstick, lip-liner and a brush so that you are makeup even in your washroom, your cabin, your cab or anywhere within 5 minutes.

Aamer Zakir

Q. Tell me about two seasonal makeup trends you find interesting.

This season we have all mix make-up trends like soft make-up and dark or bright make-up. Whatever make-up you do just don't forget that your make-up should not be over the top or you should not look like a painted doll. ALWAYS REMEMBER MY MANTRA "MINIMUM IS MAXIMUM AND LESS IS MORE".

I will tell you my two favorite make-up trends and how to get that look

1- Eye makeup this season - Smoky eye makeup is one of the hottest makeup trends though as usual.

The only thing here that changes about smoky eyes is the eye shadow shade. Classic version of 'smokes' like dusk blue, emerald , Monaco blue is 'in' alongside with a bit more unusual eye shadow shades like grayed jade or metallic color shades. But nude eye make-up is also going to stay here. Just pick what is best for your occasion and garment.

2- Season's hottest lip shades- If you want to look hot and glam, then try bold pink or red lips, pink and look flattering on all skin tones, and take a woman's beauty to the next level and if worn correctly then it will make you look sophisticated. Along with this super glossy lips are also super hot this season but do remember nude lips/look will not go out of fashion, just choose your favorites look and rock.

Q. What fascinates you about this line of work?

I 'am not star struck. So, even if I' am shooting or working with any star, that hardly matters to me. But yes meeting with so many new people from various fields is pretty interesting. Plus my work takes me everywhere. And I love exploring new places.

Q. Your take on a 5-minute make up for working women to have a gleaming look in their long working hours.

Working women have no time to do full make-up and according to me it's not even important also. So just clean your skin every day with good face wash as most of the time you are out in heat & dust, which can cause skin-problems like pimples & acnes. For every day look just apply a sun-screen with at least SPF 40 then apply moisturizer and if you are whole day out then apply it again. For lips try tinted lip balm or flavored lip-gloss, for eyes black kohl is all time favorite with all working women, try different colors in blue, green, emerald kohl liner to get sparkling eyes. For an evening out first clean your face, apply moisturizer then apply compact + foundation powder. For lips apply colored lip gloss or a Lipper in your favorite color. Some strokes of bronzer or blush on your cheeks and on your eyes apply light & fresh colors eye shadow like lilac, fresh pink or sea green, then apply kohl according to your dress color then some strokes of mascara on your eye-lashes will turn you into a fashionista. Remember you don't need to overdo it.

Mallika Bhatt

Q. Tell me about the two seasonal make up trends you find interesting.

1. This season what I find trending is for Eyes: Brown kohl in the eyes with ample amount of mascara. Next very important step are the eyebrows. Well groomed well defined eyebrows provide a strong frame to the face. Fill all gaps with an Eyebrow pencil and run a clear mascara to keep eyebrow hair in place.

For Cheeks: A nice fresh blusher on the Cheeks. I will suggest to keep the Cheeks fresh and subtle at the work place. The shades of pink work fabulous with fair skin whereas peach and orange shades go apt with wheatish and deeper skin tones.

For Lips: A fine fresh pink or nude shade on the lips. I would suggest going all out and experimenting with lip shades.

I even prefer going completely matte as because of ongoing season it's gets oily and greasy with humidity in India.

2. This season what I suggest to focus more on will be:

For Skincare: daily moisturizer is very important followed by a 30+ SPF.

I find tinted moisturizers easy to use on a daily basis and quick 3 in 1 process to take care of moisturizing, sunscreen and a little coverage.

Eyes: be experimental with eyes. Nobody can go wrong with a classic liner and mascara or a well defined kohl line in the waterline. Indian women also carry blue green and smoky gray kohl's really well.

Lips: My personal is a nice deep red with classic eyeliner. Make sure your eye makeup is complementing your lips. One of the two features can stand out. Going loud with both is a huge mistake at the work place.

Q. What fascinates you about this work line?

I am totally fascinated with the power of makeup moreover the way it can make one feel. The fact that you can feel like a million bucks just with a color and a few brush strokes. I feel extremely humbled and blessed that I can contribute towards that power.

Q. Your take on a 5-minute makeup for working women to have a gleaming look in their long working hours.

I personally feel that make up for the working woman should be more classic and personal than trendy and seasonal. Every woman should know how to deal with her face, what features to highlight and what to camouflage.

It's very important to find a daily regime which incorporates a basic skin care and grooming routine. Facial n body hair should be taken care of and nails should be groomed. I find it extremely disheartening when I see women who don't take care of these basic things. I feel in cold climatic condition deep lip colors work best, be it Burgundy, deep reds, auburns, plum, marsela. Just well groomed eyebrows, a little kohl in the waterline and a lovely lip color, with a hint of blusher and a highlighter (to make skin look glowy and dewy cos winter tends to dry out skin). For bold look, one may go with lots of mascara to open up the eyes on both the top n lower lashes.

Vidya Tikari

Q. Tell me about two seasonal makeup trends you find interesting.

The two seasonal make up trends what I find interesting and on personal touch I love to work on are: Firstly, this season there is a lot of use of glitter over the lids and even the glitters are being used on the eyelids to highlight look and give a bold effect.

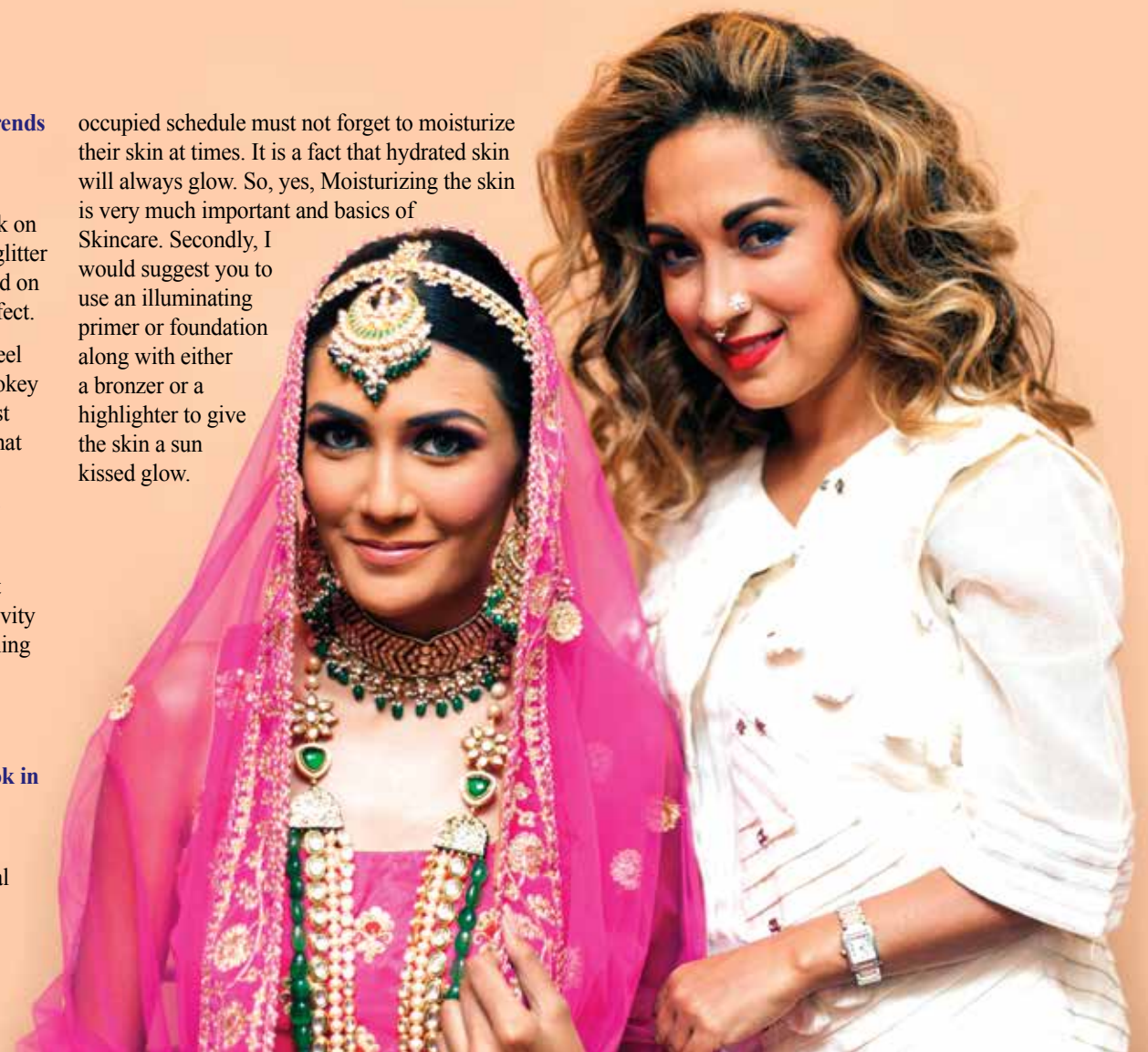
Coming to the second trend then I personally feel that which suits most and is loved by all is Smokey eyes and in my consideration that cannot be just black but I love using different colors to give that smoky effect.

Q. What fascinates you about this line of work?

I To be a part of fashion industry I love the fact that I get to work on beautiful faces! The creativity that goes into creating all these looks is something I look forward to. Everyday I get to use my imagination.

Q. Your take on a 5-minute make up for working women to have a gleaming look in their long working hours.

I believe to have a gleaming look in the long working hours, women due to their professional occupied schedule must not forget to moisturize their skin at times. It is a fact that hydrated skin will always glow. So, yes, Moisturizing the skin is very much important and basics of Skincare. Secondly, I would suggest you to use an illuminating primer or foundation along with either a bronzer or a highlighter to give the skin a sun kissed glow.



Ojas Rajani

Q.Tell me about two seasonal makeup trends you find interesting.

The seasonal trends would be:

1. The big sexy hair trend which is here to last which can transform a plain Jane to a diva

2. Dewy minimal makeup with just lashes n a perfect contour a great example Deepika Padukone the minimalist makeup trend is a favorite with Katrina Kaif, Anushka Sharma, Deepika Padukone and Aishwarya and even on a personal note my all time favorite look.

Q. What fascinates you about this line of work?

The deadlines and the on the spot makeover which is my passion and being paid for creating passion with profession which is rewarding hence all the love from actresses n brides and gratitude.

Q. Your take on a 5-minute make up for working women to have a gleaming look in their long working hours.

A concealer to brighten tired face n smoky eyeliner with voluminous mascara and a lip tint which can be combined as a cheek tint can transform u into a Cinderella in 5 mins and just tousled hair vow u r. Glam goddess

Subhash Shinde

Q.Tell me about two seasonal makeup

The two seasonal makeup trend that I like are:

1. First among the upcoming trends of tinsel town is Wedding trend wherein make up plays a crucial role as every bride wants to look their best on their special day and making sure that their makeup is perfect is an important step in the right direction. Bridal makeup should be such that it should not look cakey on the face. The makeup must look smooth and sharp colors must be used.

2. On the regular front, one can dazzle with Glossy makeup which is now widely used in parties and red carpet. Dark colors with a glossy blush on and a glossy lipstick with just shimmery eye shadow makes all girls look glamorous.

Q.2 What fascinates you about this line of work?

I have been interested in painting and sketching as a kid. I believe that getting people ready and making them look beautiful is also an art and I enjoy doing it. So basically it's everything about makeup that fascinates me and motivates me each day to give my best and try new and different things always.

Q.3 Your take on a 5-minute make up for working women to have a gleaming look in their long working hours.

What I would suggest for working women to take attentive step for is that the makeup should not be too heavy. Working women can quickly get ready to be a diva all through their long working hours just by applying a glossy blush on, heavy mascara and Kajal with glossy lipstick. It will not only take less time but also look perfect during the day.

hashtag rani

Indian Women Unplugged

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Science of Well Being

The benefits of meditation are endless but mantras for anxiety or sinking into deep relaxation with yoga nidra will help you feel centred. Your body will thank you!

• **Vedika Sharma**

Science has shown that your mind and body benefits from taking time out of your daily life to shut down and meditate.

Meditation provides an emotional boost through deep relaxation, and it can be done anywhere. You can give yourself an emotional boost by taking a 10-minute meditation break right at your desk. Just simply shut your eyes, focus on relaxing your muscles and practice deep breathing. It will strengthen the mind-body connection, improving overall fitness and well-being meditation improve mental focus and provide a general feeling of well-being.

Adding yoga or meditation to your life will improve the quality and possibly the quantity of your life. Improved health means you can participate in more physical activities and just feel better in the things you do daily.

Meditation can be practiced in many different ways. Generally meditation techniques are divided into two basic categories; concentrative and non concentrative.

Concentrative techniques involve focusing on a particular object that is generally outside of one's self: a candle's flame, the sound of music, or a particular mantra.

Non-concentrative meditation, on the other hand, can include a broader focus: the sounds in one's environment as well as internal body states such as one's own breathing. There can be an overlap with these techniques where you may use both in your own meditation practice. While there are numerous different meditation techniques to choose from, it is important to choose ones that appeal to you, address the areas of improvement you are seeking, and compatible with your personal interests so they will be easily practiced, maintained and incorporated into your lifestyle.

Benefits of Yoga

The benefits of meditation need no new emphasis; it is a centuries old practice of holistic self-healing that brings forth harmony between body and mind.

Bringing Inner Peace

Inner peace refers to a specific state of being mentally and spiritually at peace with enough knowledge and understanding to keep oneself strong during phases of stress. Bliss, happiness and contentment are the basic components of a peaceful mind which refers to a disposition free from the effects of stress. Finding inner peace is associated with Hinduism, Buddhism and self-realization. Buddhism describes this peace as an experience of knowing oneself which can be achieved through yoga and meditation. Because during meditation, we get more air into our lungs with each breath; we don't have to breathe as quickly and gradually our breathing slows down. This relaxing breathing alters our consciousness and transforms stress into peace.

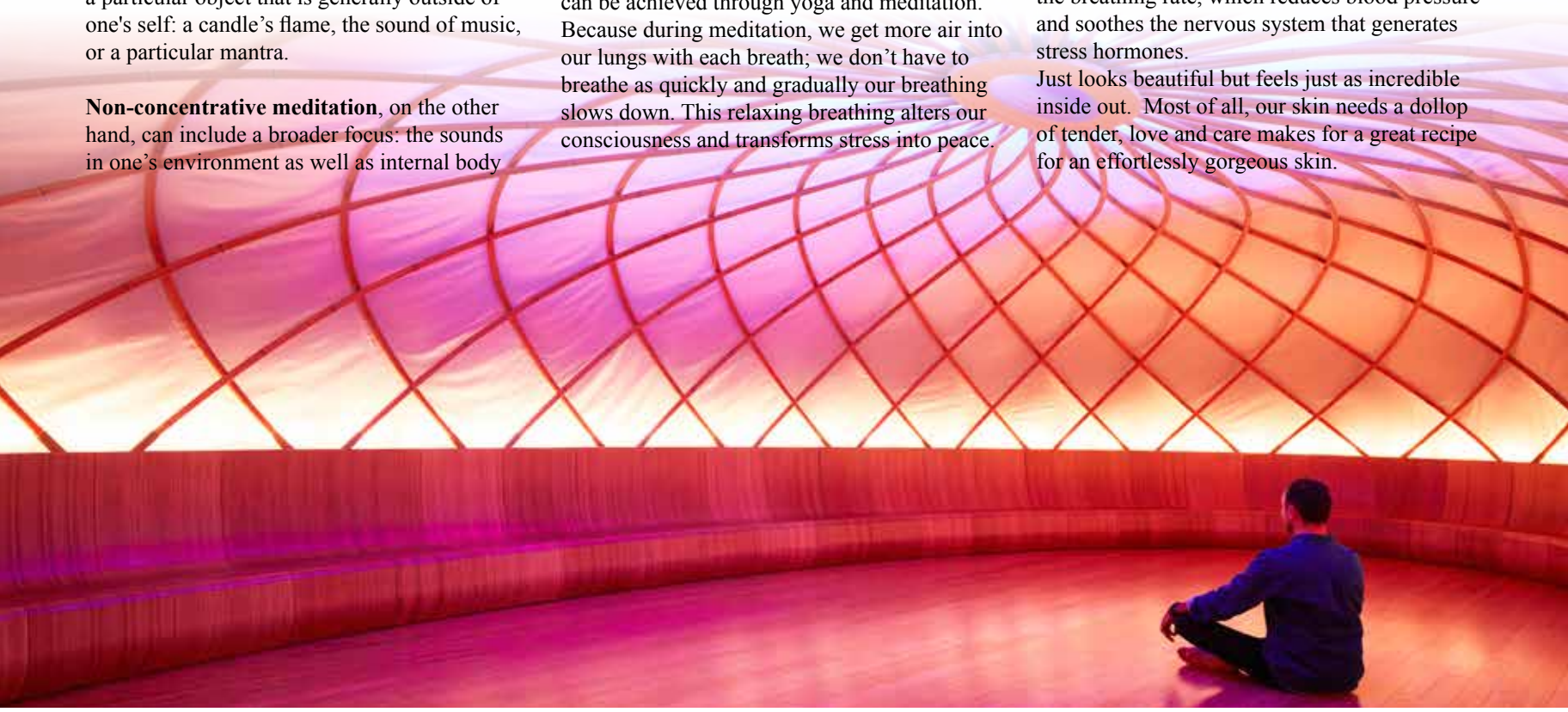
Relieving Depression

Depression is a mental illness that causes a constant feeling of sadness and lack of interest. It affects one's thinking, behaviour and feelings too. It is accompanied by headache, chest pain, fatigue, irritation, restlessness, anxiety and insomnia and releases harmful free radicals that damage our immune system. Effective postures of yoga for stress includes balasana, bhujangasana, anulom vilom, and shavasana. Meditation can be a great way to get rid of depression because it preoccupies our body and mind. Child's pose, bhujangasana, dog pose, warrior pose, reverse warrior pose, bridge pose and supported corpse pose are the important postures of yoga for depression reduction.

Improving Heart Health

Yoga plays a pivotal role in protecting us from different kinds of heart diseases and also improves cardiovascular health. Cardiovascular disease refers to conditions that involve blocked blood vessels that can lead to heart attack, chest pain and stroke. Yoga asanas help reduce blood pressure, reduce symptoms of heart failure, increase cardiac rehabilitation, lower cholesterol, blood sugar and stress hormones. The deep breathing yoga exercises help slow the breathing rate, which reduces blood pressure and soothes the nervous system that generates stress hormones.

Just looks beautiful but feels just as incredible inside out. Most of all, our skin needs a dollop of tender, love and care makes for a great recipe for an effortlessly gorgeous skin.



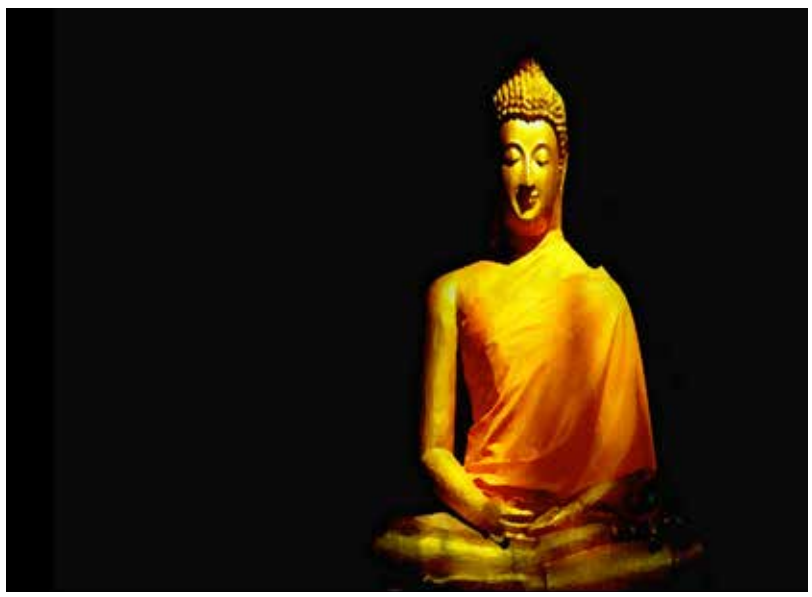
Emotional Benefits
When the Kundalini is awakened and we are immersed in a state of meditation, our emotions are also brought into balance. All the weaknesses which hinder the expression of pure and sincere sentiments, such as greed, insecurity, jealousy etc. are reduced when the joy of meditation is felt. This joy is absolute, devoid of all duality. This same joy becomes the motivation of our emancipation.

Spiritual Benefits
Especially Sahaj Yoga Meditation reveals to us the eternal, divine being that is truth, awareness and bliss. We become part and parcel of the whole, like a drop in that ocean of love, and in meditation we melt into that Primordial being. This experience is the next stage in the evolution of an ordinary human being's awareness: that person is said to be born again or realized. This means that our spiritual essence that had been hidden until then becomes reality. Our union with the whole will become stronger and stronger as we go along and that is without doubt the most precious benefit which Kundalini awakening can bring us. This middle way that is established within us day after day by our kundalini will shower blessings of all sorts upon us, not only of a physical, emotional or psychological nature, but also material, social and professional benefits.

Aiding Weight Loss
It has been proven that the breathing techniques that are followed during meditation help strengthen our body and mind's connection. It also aids us to deal with emotions that instigate stress and anxiety. Everyone becomes conscious and makes good choices about their health during the practice of yoga.

It is our subtle body which co-ordinates all the work done by the organs and the cells in our body. When one of our chakras is blocked, physical dysfunctions appear in the organs it controls. It is then that most illnesses appear. Traditional medicine tries to cure the symptoms. An effective type of meditation allows us to attack the causes directly, by re balancing our subtle system and by cleaning our centers. Thus, even so-called incurable illnesses can be cured in a spontaneous manner by the purifying work of energy of the Kundalini.

When we enter a state of meditation, we enter a realm of silence; the thoughts which assail us fade away, and the reality of present is revealed to us in all its intensity. Our senses send us a direct image of the world which is not altered by our mind or our conditionings. The more you meditate, the more self-aware you become. You become more conscious of what you think, the way you think, what you feel and what you want. This clarity is important in your decision making processes and in leading your life. Without such clarity, you become easily swayed by different external factors around you.



Still Loves Me, Loves Me Not – But Why Not?

Technology – a booster in getting people closer and making the world – one big home but does that apply to the distance of hearts also. A big question mark of the hour on modernity of times is this that we wish technology could work as cupid too for love stories to blossom and not to fall.

• **Richa Tiwari**

Relationships are true lifelines for survival in the happiest of oneself as it is said "human being is a social animal" and the supreme security is nothing but emotional safety that comes from relationships and their warmth. But what bringing people apart are competitive spirit, ego, clashes of opinion and race of time in "Survival of the Fittest". Listening has been reduced by hearing as now nobody listens to you they just hear and react which in spite of taking into consideration a respect to one's choice and one's space. What has been forgotten in modern times is expressing oneself to the person concerned and rather flaunting pain over social media. Sympathy is chosen over empathy and showcasing sorrow and pain is the new entrant of trend in social front.

Happiness lies there where one chooses his partner over materialism, ego and show-biz throwing their ego away and values his relationship more than self-supreme and priority. A relationship requires constant efforts, nourishing, time-investment, spacing, etc.

Expectations lead to misinterpretations, devastations and disappointments. Initiation, now days, is considered to be a breakdown of ego is not in-fashion in digi-world era. Speculation is also made before the act of person upon how the response would be and what if the appraisal is not made then what we would showcase to the world.

Unfaithfulness is so common these days which is leading to fake smiles and greetings from person to person. If the partner is not responsive for certain piece of time then in outer world some other person is already there to fit into shoes of one's partner and console you right as you would want. In old age it was said, the early the better but now concept has slight change to itself as now people find it wastage of time for investing it for their own loved ones. Money and fame has replaced to love, warmth and affection to be invested in one's personal life. Gone are the days when bringing happiness in someone's life was preferred over work life. Now, giving and flaunting materialistic love to closed ones are the new showcase of 21st century over the blessings of elders, their guidance and time spent recalling golden days. Love needs peace but it is said that the bigger the gift box is the deeper the love is, despite the fact that it's not reality of life as love is all about spending those moments together which can be treasured up till closing eyes forever.

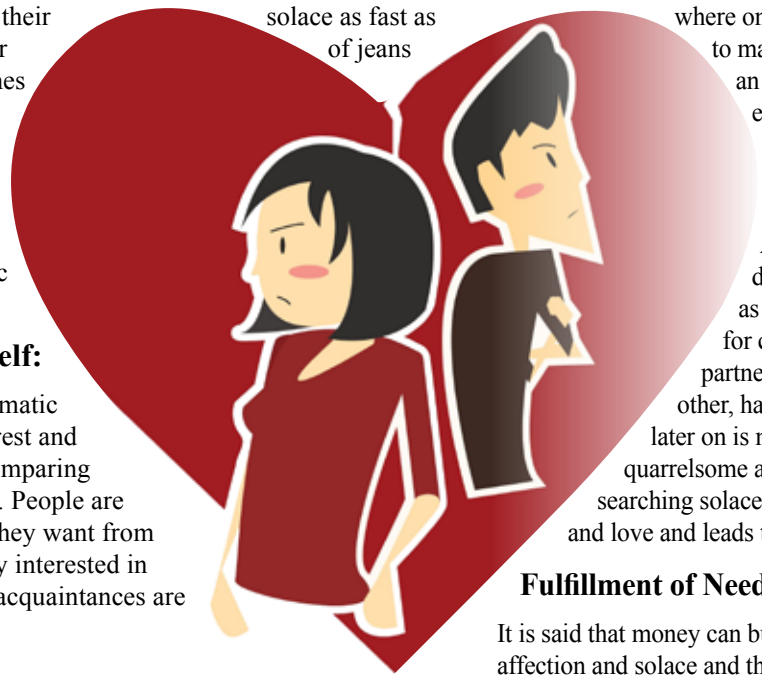
People find eternal peace over social media platforms posting about their whereabouts after a tiring day though real composure is in the lap of your closed ones sitting next to you and

THE TIE-BREAKERS OF EVERY STORY

sharing your day with him/her.

Quick decisions and Latter Realizations:

It is difficult to understand why people are in such hurry of either accepting one as their partner or not judging out how compatible they are with each other. They may find their solace as fast as they may not have chosen a pair of jeans while shopping. There were times when people used to look out a person, his/her family, his/her background which may match theirs but now we see people getting even married online which latter results with a tragic end of story.



Loss of Interest on Oneself:

One of the major issues for dramatic and dull love life is losing interest and more often complaining and comparing with others to an extreme level. People are now no more concerned what they want from their partner but are more likely interested in having a life like the one their acquaintances are living and getting.

Abusiveness:

Higher the level of expectations, higher the chances of disappointments as one does not look for what he/she can improve upon but rather focus on what he/she could not get from partner and focus escalates from how the problem can be sorted. The pain from keeping things within and of not expressing and discussing leads to anger and violence which is why we see multiple cases around us of mental and physical harassment.

Immaturity:

It is an ironical situation to see how impractical and immoral time has come that nobody dares to look out what mistake has been made from his/her side or where one can discuss, talk and resolve. It is always expected to make the initial step from either of side which is totally an exemplary of immaturity and intolerant behavior to end up such relationship wherein one might have put up his/her heart and soul.

5.Cheating:

A complete mirage is showcased by couples these days to either of partners which later on burst out as a bitter reality of life. This is also a major cause for cheating and distrust among people. In initial days partners take out time for each other, give spaces to each other, have respect towards opinion of one and another what later on is not easily managed by themselves and they lead to quarrelsome and disturbance in life. This itself is a big reason for searching solace in somebody else who can assure with same warmth and love and leads that to cheating on one another.

Fulfillment of Needs of Each Other:

It is said that money can buy anything but what it can't is love, warmth, affection and solace and those who say that people do not know the right place to buy them, may not know what they sense like. It is a basic reason of constant failure of couples to fulfill partner psychological, emotional and empathical needs. To be a perfect solace of your partner's soul, you have to go through their eternal side which may never be searching for diamonds but what it's searching for has its answers beneath that pendant you put on your partner. It is the heart that craves for comfort and tenderness of its soul mate.

Hold On or Let Go

The relationships are hard to be broken and move on but then there is a limit to everything and everyone's self-respect. A relationship always gets bitter with the passage of time if they are not being sorted and resolved. Basic reason for stretching in the relation and becoming unwanted is the fear to let go off a person and moments spent together. Only hold on to a person if he/she is inspiring you to change yourself into something which is a better edition of you, else keeping something rotten only affects one's health and life.

The major signals you get when you have to make a hard decision of life to let go off the things and not hold on to same agony and pain anymore, one fears to look upon:

Let go off a person if you are unable to believe or if your trust is being shaken again and again, look for the reason which is making you shook away your strength and affirmation.

Let go off a person if you are not able to be happy and if you are not able to share the delights and sighs of life.

Time plays crucial role in life. Please do not spend this golden part of your life with those who make you believe in what he cannot be and cannot do.

Today you will find majority of people with double faces everywhere so be attentive to not to believe on what a person until and unless you yourself have no good reason to it.

Let go off a person you think you will spend your life till eternity no matter what situation comes and what it pays from your side because it's not easy to live without them. The irony of life is nothing stops with one person going away, life is about moving on and it will move on.

GLITTERING CONNECTION OF WELLNESS

Jewelleries since centuries have held supreme values behind wearing them and besides the mysteries, mythological and spiritual values they also persist scientific facts behind them. One of the major benefactors of wearing a nice and alluring piece of jewel is the health benefits. Wellness and health is the real treasure of one's self as being fit and active leads life in the most successful and glorious demeanor. Wellness if comes out of flaunting tranquil and glittering pieces of jewels then it surely is an icing on the cake!!!

• **Vedika Sharma**

Silver Jewellery

The most commonly used in any piece of jewel is silver. Silver is believed to be a metal with coolant effect and it is to be absorbed by the skin. Wearing silver may help in reducing pain or effectively killing major strains and pressure on muscles. Due to its metallic properties, silver works great on blood vessels elastic, helps in reducing blood pressure and strengthening the bone formation. Silver in our country is mostly worn below waist line as wearing gold below waist is not considered good in terms of beliefs. So, we can see major number of females wearing either anklets or toe-rings made up of silver metal.

Pearl Jewellery

Pearl is used in many forms in making jewels. More often pearls are used in their finished and raw forms. Powdered pearl is mainly used as a cosmetic and skin care product as it is believed that they help in clearing the pigmentation giving us a clear complexion and glowing skin. On the scientific front, it is said that wearing pearl jewellery may benefit us in many ways; positively like giving happiness through a balanced body and calm mind. In Asian medicine, pearls are even used to increase fertility, reduced stress which ultimately results in lesser number of heart strokes and improvised digestive system.

Gold Jewellery

Gold is just not a metal for making jewellery but it has certain beliefs since ancient times. The ancestral used to find this piece of jewel to be of pious value and that it has the power to make spirit stronger and helps in extending the life of any person whosoever wears them on a regular basis. As per scientific facts, it is believed that gold has anti-inflammatory properties and can slow the signs of ageing. On going through the facts & figures of wearing gold, it does possess a positive effect on a person's affluent body and posture giving him some positive vibes and confidence. Generally, in our country more of its medicinal benefits, gold jewels are considered high on their ethical and spiritual significance and one may easily figure in common ladies wearing gold jewels in the form of earrings, nose-rings, bangles and gold chains.

Copper Jewellery

Copper is considered to contain medicinal benefits in abundance. They are a good source of multiple ailing to human body either by wearing or consuming them. Copper bracelets effectively reduce the pain of arthritis. Primarily, skin absorbs copper and the jewellery thus worn made up of copper benefits the skin and it also reduces inflammation. The anti-inflammatory property of copper bracelets thus helps patient suffering from rheumatoid arthritis in reducing pain and burning within veins and arteries.

Magnetic Jewellery

Magnetic jewellery has the most prominent scientific benefits attached with them which are widely accepted due to their logical backing. A common myth is that its magnetic property attracts iron in RBCs as well as that they can alter the magnetic fields in one. People use magnetic jewellery to erect the dysfunctions, insomniac issues due to stress, hectic work life and competitive life cycle. Due to its most common effect it is mostly used to combat pain and for their effective impact on multiple ailments.

Titanium Jewellery

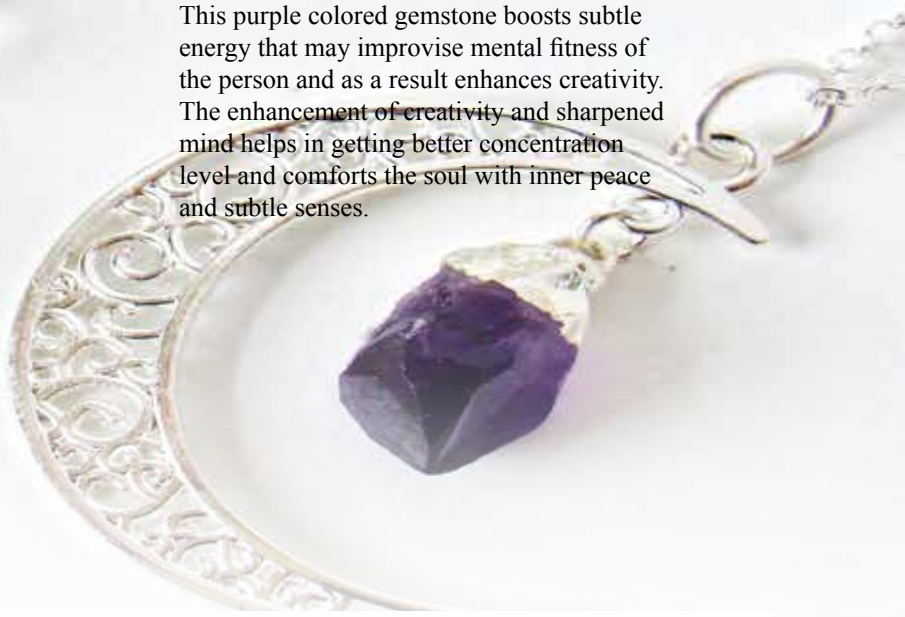
Titanium metal is highly effective and a health-beneficial jewellery. This high grade metal "Titanium" is an easily available and economical jewellery in trend as a high class fashion being an affordable jewelry. It comes with specific health benefits in mind. Wearing this metal over different parts of the body has an impactful effect on reducing pain from such areas. The hypo-allergenic qualities of titanium may benefit our health in such a way which may not be possible with other metallic jewelleries which are allergic to us like gold, silver and platinum in any particular manner. The good things with this medicinal wonderer is the number of variations and styles that can be done with its crafting.

Platinum Jewellery

Platinum is the most unique metallic substance that is used for making jewellery. The higher popularity of this piece of beauty is the healthy benefits attached to it and one of its kinds is hypoallergenic. Many people have various sort of allergic issues due to sensitivity of their skin and titanium can prove to be a savior for those people. Silver and gold do have lot of benefits and are mostly flaunted for the richness but platinum is something which is hypoallergenic and even class apart. Platinum is also a perfect choice for the case that does not require any sort of care and maintenance on its looks and safety due to foreign agents contact or any other issues. It is thus, a perfect investment source as well.

Amethyst Jewellery

Talking about the benefits of gemstones then, the most serene and soothing of all is Amethyst which can help people in easing their mood swings. This purple colored gemstone boosts subtle energy that may improvise mental fitness of the person and as a result enhances creativity. The enhancement of creativity and sharpened mind helps in getting better concentration level and comforts the soul with inner peace and subtle senses.



Garnet Jewellery

Another wonderer piece of jewel from gemstones and crystals' section is Garnet which is slightly more mystical and are yet less popular but it holds beneficial properties. They are said to increase level of confidence in people whosoever wear them. Garnet is bundle of crushed silicate mineral substance which is thought to have anti-inflammatory properties. Garnets are worn to enhance bodily strength, fortitude and verve.

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Wedding Asia – One Stop Show To All Wedding Concerns And Trends

Wedding Asia, the prime wedding show of nation was back in town this July at The Ashoka, New Delhi with the latest trends and arrivals of this wedding season with biggest names of industry showcasing their designer outfits.

Wedding Asia is a known and one of the oldest platforms connecting with millions of people with the ace entrepreneurs, jewelers, designers and planners of weddings.

From 14th-16th July, 2017, the three-day event was present with the choicest collection of every promising and needful essential for the wedded to be couple, by the ace personality of Fashion industry. Wedding Asia reflects best of designers and their creations with finest amalgamation of contemporary, traditional, classical and modern designs as per the required appeal & cost-effective attires for marriage ceremonial. The event had been witness of exemplary designs from all over Asia.

The event included exhibitors from sections of fashion designers, fashion accessories, wedding planners, honeymoon planners, trousseau, photographers, videographers, Groom's Wear, Jewelry designers, Beauty care services, Hair Services and Products, Light and Entertainment, Floral and Stage Design, Wedding Stationary, Wedding Cakes, Confectionary, Catering Services, Limousine Services, Financial Services and Banks and home furnishing.

An "Up Close & Personal" Session of Jackie Shroff with YFLO

Under the theme Together We Transcend for this year at The Young FICCI Ladies Organisation, held an interactive session with Jackie Shroff at Hotel Lalit on 27th July 2017, New Delhi.

The event was hosted by Ms. Aanchal Sethi, Chairperson, YFLO. Jackie Shroff is one of the top richest film star and in his luminous career with more than 200 films in eleven different languages. Over four decades of his stardom, the actor has been exemplary with his performances in his roles Jai Kishan in Hero, Ram in Ram Lakhan, Hilal Kohistani in Mission Kashmir, and Raj in Yaadein. At YFLO, in conversation with Mr. Shroff on his journey from being Jaggu Dada of the Teen Batti area to heights of Stardom, the guests had a gala time listening his moments of ups and downs of life.

Addressing the event, Ms. Aanchal Sethi, Chairperson of Young FICCI Ladies Organization said, “The theme for this year at YFLO Delhi is “Together We Transcend”. It is my endeavour to showcase to our members inspiring and engaging success stories. Mr Jackie Shroff is one such prominent figure, whose rags to riches story, broke rules of stardom and went on to achieve great success and create waves across the cinematic fraternity. He conveyed his role as a father and his varied interests spanning from organic farming to style in today’s day and age.”

During the event, Mr. Shroff made a special request to guest to parcel pack leftovers of their breakfast/lunch/dinner and give them away to kids on streets. He also focused on go green concept and requested for plantation as much as possible so that we can assure a better tomorrow for our coming generations.

The Guest spotted at the event were Neelam Rudy, Harjinder Kaur, Abha Dalmia, Divya Suri Singh, Neeta Boochra, Atashi Singhania, Mandira Lamba, Nelofar Currimbhoy and many others.

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Prediction for August 2017 by

Poonam Sethi

"The more you give, the more you receive" is the motto of renowned Tarot card reader and holistic healer, Poonam Sethi, lives by. She has studied Feng Shui and Tarot card reading at several institutions across the globe and has, through extensive self-study, practice and perseverence, mastered the art of guiding people frm the present into the future to precision.

ARIES

The disappointments which you have been facing since a few weeks are now over. You need to put in a lot of hard work this month. Financially a good month but again,don't squander whatever you have. You will have gains around Thursday. A good month for people in love.

Lucky color: Jade

Lucky number: 2

TAURUS

This week you will receive tremendous amounts of happiness & possibly an addition to the family. Let go of any surplus clutter in the mind. Donate a little to charity. Do not allow emotions to overpower business deals. Minor health issues may irritate you.

Lucky color: green

Lucky number: 9

GEMINI

A very important time to lay base for your career. You will be facing alot of competition in your field of work so put up that fight and emerge as a champion! A prospect at work will enhance your career in a big way. Be careful of a young man who might try to cheat you. Do not spend unwisely this month.

Lucky color:Violet

Lucky number: 8

CANCER

A major patch of destruction is over this month. A lot of overseas travel indicated for you with new ventures coming into form. A young person may offer you new business from where monetary gains will start coming. Health seems good. Romance is on the cards. You could be stepping into a new life with someone you love.

Lucky color: Purple

Lucky number:2

LEO
Overdue issues, will get resolved this month which will help release all the tensions in the mind. You will come across a very influential middle-aged couple who might pose a problem related to emotional issues. Its time to give up old issues because they have no positive outcomes. You need to move on to more dimensions now. Watch out for stomach related ailments.
Lucky color: Amber
Lucky number: 4

VIRGO
A person you trusted betrays you. But don't worry, it will be an eye opener. This month shows you on a roller coaster of the good and bad. You might face politics in your workplace and heavy competition. But a major opportunity around Saturday helps you to ease your financial issues.
Lucky color: Lemon Yellow
Lucky number: 1

LIBRA
You would be entering into a new venture during this time, maybe a second business which will do good for you in future. For people who are single there is some good news for you. Somebody, maybe an emotional anchor come in your life around, so i guess, time to settle down happily. But be careful of your friends, there is one who is not to be trusted.
Lucky color: Orange
Lucky number: 3

SCORPIO
Very good month for you financially & career wise. People in jobs can be assured of an increment or a better opportunity and businessmen can await a lot of new ventures coming their way. Students get opportunities to go overseas for further studies. An addition to the family is also seen.
Lucky color: Indigo
Lucky number: 9

SAGITTARIUS
You might be getting into some venture which has you transacting with the overseas market. Frequent travel on the cards for you after Thursday. This week also shows stability in work & finances. There is a possibility of a love triangle in your relationship so watch out; your mate could be cheating on you.
Lucky color: Black
Lucky number: 5

CAPRICORN

You may suffer agonies of the mind as you imagine the worst and worry about financial loss, illness, malice etc., but none of these are real or happening, so let go of the anxiety. The cards show beginning of a new life & you can be rest assured that you will come into much monetary gain. But be wise at that time or you might consume it all.
Lucky color: Pink
Lucky number: 5

AQUARIUS
Career wise, a better week for you.
Grab all the opportunities coming to you, however small. Some work are near to their completion successfully. For people entangled in court cases, divorces etc. need not fear because justice is around the corner. These issues will get resolved soon and that too in your favour.
Lucky color:Yellow
Lucky number: 7

PISCES
A very busy month ahead. Keep taking risks which are work related as you could have sudden gains. Monetary gain could come through a long lost matter. Be satisfied or else your disatisfaction could trouble your mind. Make sacrifices whereas your health is concerned.
Lucky color: Blue
Lucky number: 7

Asia's Natural Healing Hub!!!!

In an exclusive interview with T3FS, Doctor IM MYUNG JIN from Korea shares about the cure for acne and itching and on elixir meditation.

Q. To begin with, can you speak a little bit about yourself?

IMJ: I'm the frontier of Korean medical tourism and have an outgoing character to the world. I can speak in English, Chinese as well as in Korean. So, these days I have been focusing on East Asia Medical Tourism market including the South-East Asia and India. I have the clientele ranging from the celebrities to the Korean superstar baseball team. I have published two books about the cure for acne and itching (the book of change) and on elixir meditation.

Q. How is the Medical Tourism doing in Korea?

IMJ: In 2009 Korean Medical Tourism finally began. In East Asia it has been popular in korea cosmetic plastic surgery part, but there are another several best points in medical technology, for examples Korean traditional medicine for the spine disease using "Tsuina manipulation and acu-knife" and human organ transplant, especially liver transplant is the best in the world (five year survival rate is 91%).

For preventive medicine, immune cell (T cell) injection therapy have been approved officially, it has worked by injection after cultivation from patient's own blood.

Korean cosmetic surgery is still best choice in the Asia, so many Asian people comes to Seoul for it.

Q. How you find it interesting to enter in India in terms of Medical Tourism?

IMJ: I have worked as a chief doctor in the integration center in the hospital which has been combined a western continental medicine, Korean traditional medicine, TCM and Ayurveda medicine. From then I have interested in India and I have found out India medicine has many merits as well as Ayurveda.

Q. What are the major demands in the market for Indian Medical tourism?

IMJ: As I know Indian medical tourism is so popular in the Middle East Asia and Africa. It has a high level technology especially in field of cardiac surgery & replacement arthroplasty that's also at low prices. For medical tourism consumers can consider with price, technology and language but geometrical distance is important too. So for East Asia people it's not easy to go to India for medical treatment, In addition many Korean people have thought India is not unsanitary, but actually just part of Indian clinics are like that…. most of bug hospital is so modern and clean. So in order to get more patients from East Asia, it needs to change images and announce high technology of India medical system and so many merits.

And I want to be cooperated with Indian cosmetic markets, as Korean physician developed technology and medical materials…for examples fine thread lifting treatment and injection devices.

Q. Please shed some light on cosmetic and anti ageing.

IMJ: My major is an oriental medicine called Korean medicine, but I have been interested in an integrated medicine for a long time. In Korea integrated medicine means the integration between a western and eastern medicine. My medical purpose can be represented by three word that is Prevention, Antiaging and Beauty. Human being focus on beauty at first, but and then its interest moves to antiaging. Antiaging is one of goals from oriental ancient wisdom, for example Daoism and oriental medicine. So western and eastern cosmetic technology can be upgraded to antiaging and real prevention medicine.

Q. What drives you? What is the highest purpose for which you do what you do?

IMJ: My first purpose is to make health care program for East Asia people which is from Korea, Japan and China. So I have worked with some health care companies in korea and China. I want to be key doctor for total health management for Asia people and then I can extend it to South East Asia and India.

Q. What are the most challenging aspects about your job?

IMJ: "Integration" This word is so simple but as there are so many races and country, it's not easy to integrate with several different medical theories. And for fine medical treatment it's very important to communicate with foreign customers well, it need to surpass the limit of cultural and linguistic differences.

Q. What's the next step?

IMJ: I only step is first to combine Korean, China and Japan infra networks.

Q. What is the biggest mistake which you would like to re-do during your career?

IMJ: In the beginning of medical tourism I have focused on Japan market only, but one day diplomatic relations between Korea and Japan was worse, my Japanese customer decreased each day, It was a big risk, So I have got good lesson that it need to get hedge for risk to be get customers variably - internationally.

Q. Have you reached the top of your career ladder? What's your limit?

IMJ: Of course not yet. I'm still on the way and it's not time to say limit.

Q. T3FS Magazine connects the dots between tourism, hospitality and lifestyle markets and hence the readers would love to hear a few words of encouragement and heartfelt messages from that bring us together.

IMJ: I'm so excited to contact with T3FS Magazine readers because since early times India have been the gate between East and West civilization. So in the near future real global convergence can be realized in India and T3FS tourism, hospitality and lifestyle leading magazine can promote it faster, I think.

Slice of Life

You believe in taking risk or plan before hand.

IMJ: In my own character, taking risk 6, plan 4. I like to make a long term plan widely.

Your high points.

IMJ: I really like to smile and it gives warm feeling to people !!!

Your low points.

IMJ: Too much smiles… so let many people misunderstand like them..haha

Favorite travel trade leader of the industry.

IMJ: I have never thought about it, I will watch this industry from now… sorry.

Which type of novels you love?

IMJ: About human mind and inner world like <Demian>

A movie that motivates you.

IMJ: Point break 1991. I like the story with nature and action.

How you spend your day on day off.

IMJ: I like to exercises to go upstream against or using the gravity as scuba diving and skiing as well as swim. These days I love clash royal game by supercell.

Mandu

August'17

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August ki chhutti main dil hoga bachche sa

HOW TO REACH

Indore Airport: 83kms

Indore Railway Station: 100kms

Indore: 100kms
Dhar: 60kms
Maheshwar: 85kms

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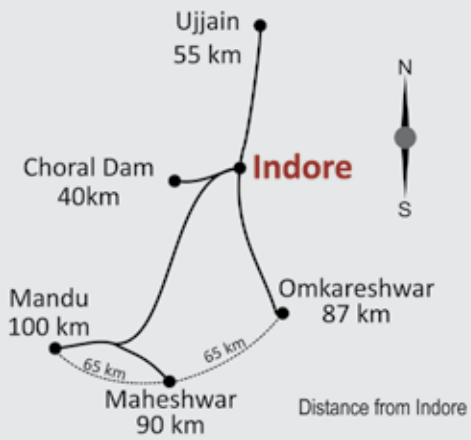

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Travok

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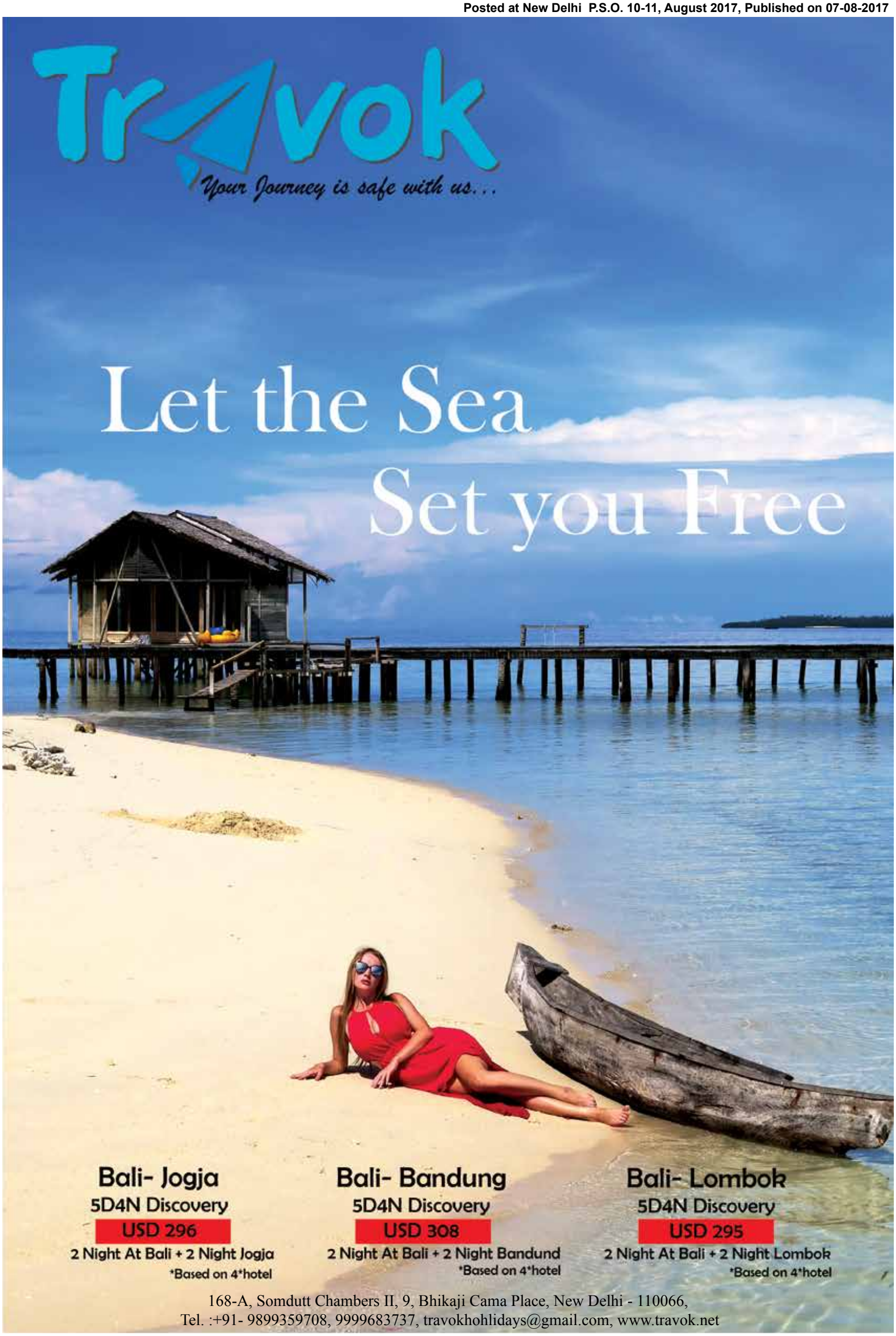
Let the Sea Set you Free



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