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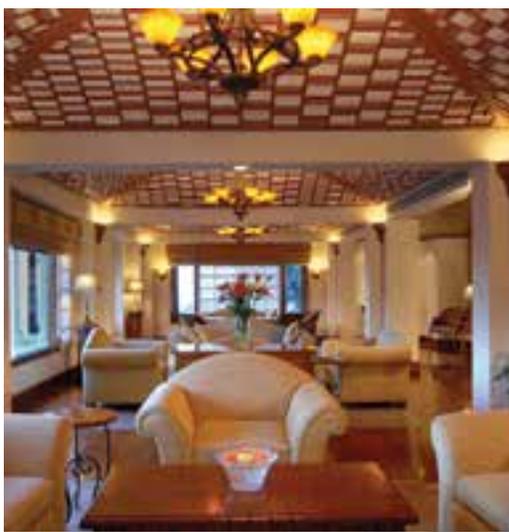
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INDIA: A Favourable Medical Tourism Destination



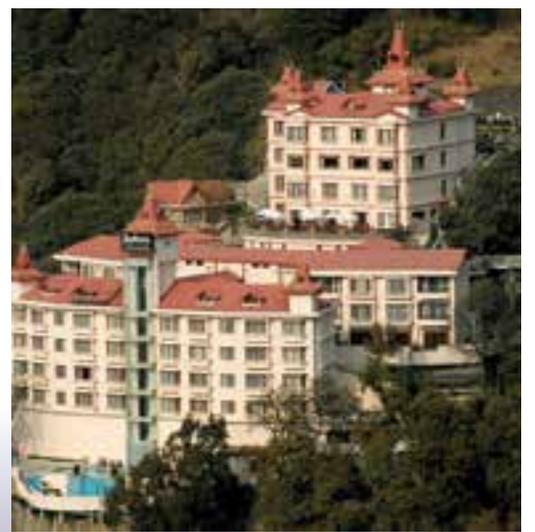
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The Art of Healing*

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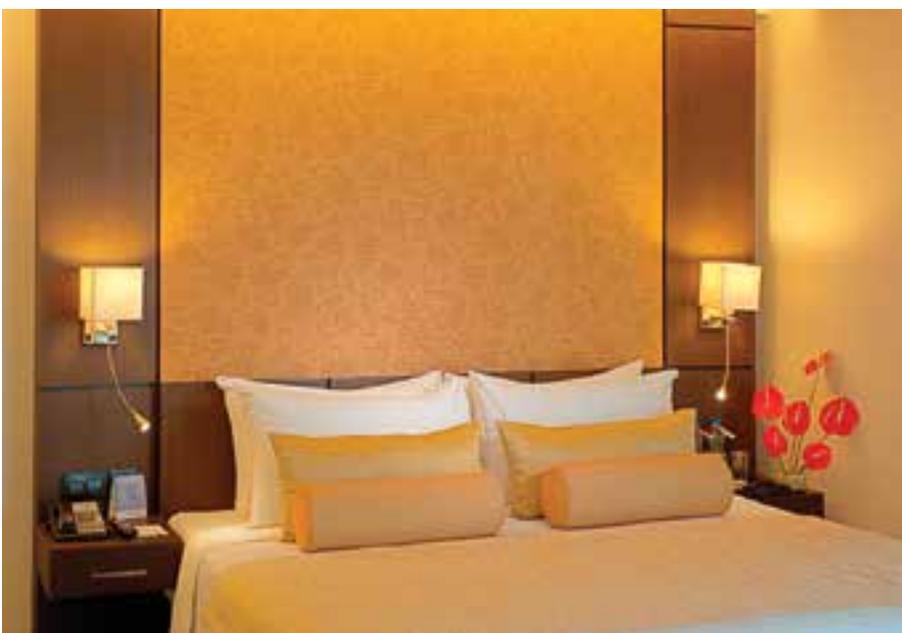
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Jaipur, popularly known as the 'Pink City' and the stunning capital of Rajasthan attracts tourists and visitors from all over the world, looking to explore and discover a history that is rich and vibrant even today, evident in the city's breathtaking forts and palaces.

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PUBLISHER'S NOTE



Dear Reader,

Greetings!

With the July issue of T3FS you will acknowledge about Medical Tourism in India. Throughout the years, India has developed to wind up a first-class goal for medicinal esteem travel since it scores high finished scope of variables that decide the general nature of care.

The capability of wellbeing frameworks, created through hundreds of years of the shrewdness of this old progress would be completely tapped. This is being finished by situating India as a focal point of Ayurveda, Yoga, Sidha, Naturopathy, and so forth together with the profound theory that has been fundamental to the Indian lifestyle.

Advanced by the government and fuelled by the corporate blast in medicinal care, India is progressively observed as the favored goal of Medical tourists who cross national boundaries to look for the treatment that is less expensive than in their nations of origin.

From the quality of therapy, the range of procedural and treatment options, infrastructure and skilled manpower to play out any Medical system with zero holding up time, the rundown of advantages of

going for medicinal treatment in India are many.

In hospitality we will get to know insights of Indian Ayurveda. Grown in the unblemished place where there is India exactly 5000 years ago, Ayurveda, the exploration of life and lifespan, is the most established social insurance framework on the planet and it consolidates the significant musings of pharmaceutical and logic.

Ayurveda and Spa tourism is one of the quickest developing portions today in India. India is the nation of a rich social legacy that offers the best in Spa and Ayurveda treatments. The broad and very much created out Spa and Ayurveda bundles are most appropriate to restore your body, psyche and soul. Plan a visit to India and experience the therapeutic intensity of nature stuffed in the sumptuous greenery and tremendous space of the beautiful scenes.

In lifestyle you will comes to know about the effects of jewellery on health and wealth of human being. Ayurvedic Science carves out a health pattern based on natural resources or – literally translated as the Science of longevity is the holistic, traditional system of Indian medicine that aims to bring health and happiness to the individual.

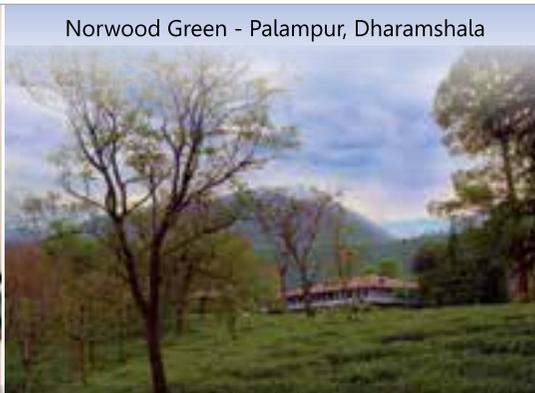
Vedika Sharma

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Norwood Green - Palampur, Dharamshala



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Bali

4D3N Bali Safari

| USD 278

based on 4 hotel
(1Night at Mara River Safari Lodge +
2Night at South Bali)

BALI SAFARI & MARINE PARK



Includes :

- Safari Journey at Bali safari Park
- Breakfast with Lion at Tsavo Lion Restaurant
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3D2N + 3rd Night Free

Relaxing Me

| USD 158

based on 4 hotel

Inclusion :

- 3 Nights stay at selected hotel with breakfast included
- Return airport transfer
- FREE : 1x 60Mins Massage OR 1x Meals at certain hotel
- FREE : Hard Rock Cafe Meals Voucher
- Choice of 1x Full Day Tour OR 1x White Water Rafting

3D2N

Villa Indugence

| USD 278

based on 4 hotel

Inclusion :

- 2 Nights Stay at Selected Villa with breakfast included
- Return Airport Transfer
- FREE 1x 60mins massage (Min. 3 nights stay)
- FREE 1x Full Day Car at Disposal with English Speaking Local Host
- FREE : 1x Indian Cuisine Voucher at all outlet Gateway of India Restaurant

5D4N Bali Safari

| USD 258

based on 4 hotel

(1Night at Lovina Beach +
3Night at South Bali)

Inclusion :

- Wild Dolphin Searching at Lovina Beach, 2 full day tours
- Indian Cuisine Lunch or Dinner where available and specified in the program
- Free 1 x 60mins massage or set meal at certain hotel



Borobudur Temple, Jogja

Bali - Jogja 5D4N Discovery USD 308

2 Night at Bali + 2 Night at Jogja
based on 4 hotel



Gedung Sate,
Bandung

Bali - Bandung 5D4N Discovery USD 338

2 Night at Bali + 2 Night at Bandung
based on 4 hotel



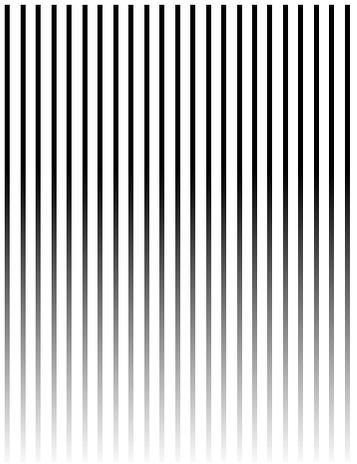
Sand Island, Lombok

Bali - Lombok 5D4N Discovery USD 328

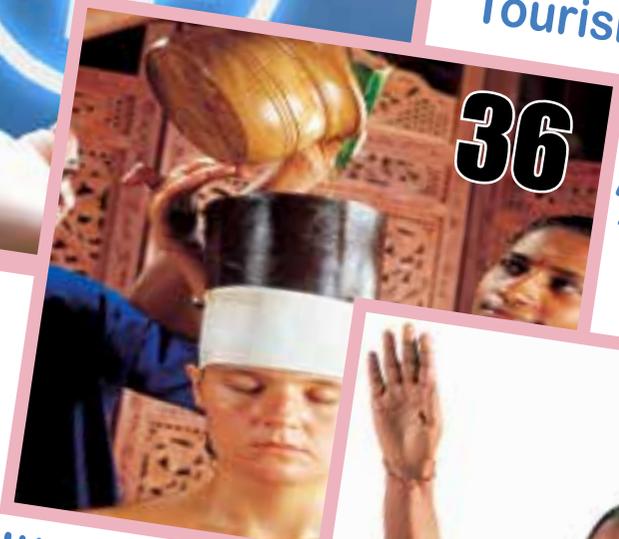
2 Night at Bali + 2 Night at Lombok
based on 4 hotel

***The rates is based on land arrangement only excluding Internation & Domestic airfare**





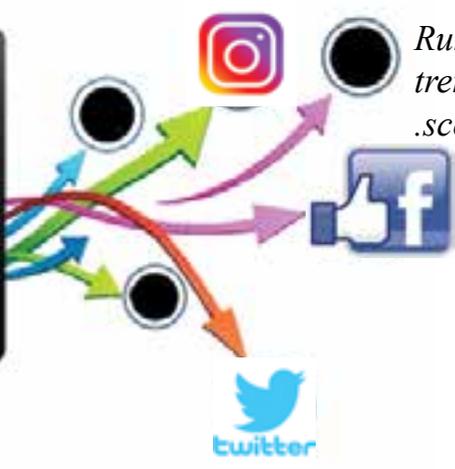
INDIA:
A Favourable Medical
Tourism Destination



Ayurveda –
The Art of Healing



Uttar Pradesh:
Witnessing
A Transformation



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trends of current
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Incredible India New Website

K.J. Alphons, Minister of State (I/C) for Tourism launched the new Incredible India website in New Delhi. The website showcases India as a holistic destination, revolving around major experiences, such as, spirituality, heritage, adventure, culture, yoga, wellness and more. Rashmi Verma, Secretary (Tourism) and other senior officials were present during the launch.

The website follows the trends and technologies of international standards, that aims to project India as a “must-visit” destination, among its overseas travellers. It has many useful features to make it more

interactive and to provide a deeper engagement to the travelers visiting the website. The Adobe solution has been used in the new website. With the help of Adobe solution suite, the Ministry of Tourism will now be able to engage effectively with visitors across Web & Social channels and measure engagement, to deliver real time personalized experiences for each visitor, based on their interest and travel persona. Ministry of Tourism has partnered with Google Arts & Culture, in bringing online a series of compelling visuals, that will give the user an immersive experience of India’s spectacular heritage, festivity, spirituality, museums and adventure, on the new website.

Reunion Island Tourism Board Representation in India

Reunion Island Tourism Board has again appointed Representation World LLP as its official India representative, consecutively for 4th year in a row. Representation World LLP has been representing Reunion Island in India since 2015.

William Techer – Head of Promotion & Marketing India, Reunion Island Tourism Board

We are extremely happy to announce Representation World LLP as our official India representative. Under their focused aegis, we have delivered various successful campaigns in the past and tourist arrivals from India to the destination has increased to multiple folds. We are very happy to associate with them and look forward for another encouraging inning with them. India is a promising market and there is a huge opportunity for Reunion Island to tap this burgeoning market. Also the cultural similarities between the two countries makes Reunion Island, a perfect choice for the Indian travellers. We will also be introducing new marketing strategies and few innovative campaigns, exclusively for India market that will further strengthen India and Reunion Island travel, relationships.



Vineet Gopal Director India, Reunion Island Tourism Board

We are extremely happy and feel proud to be appointed as India representative for the Reunion Island Tourism Board. This beautiful country has a lot to offer to Indian travellers and there is lot to be explored and experience there. We will ensure that we keep up doing good work and will deliver as per the expectation of the tourism board. Reunion Island has registered a substantial growth of 175.5% from the Indian market in the first quarter of 2017 as compared to the same period last year, according to the official statistics shared by Airport Roland Garros, Reunion Island. India ranked top among all 10 other countries in visitor arrivals in during the first quarter of 2017 in the country.

Odisha: A 21 Night Destination

So far Odisha has been promoted as a short haul destination of 2 Nights / 3 Days focusing mainly on Bhubaneswar-Puri-Konark. The Hotel & Restaurant Association of Odisha and the tour operators of Odisha now want to make Odisha a 21 Night destination.

With the addition of Jharsuguda, Rourkela and Jeypore airports, Odisha will now open up all tourism potential places of Western Odisha. The government’s pro active tourism policy promoting Eco-tourism aggressively is another reason why Odisha can easily become a 21 Night destination. To give a boost to Odisha as a 21 night destination, the travel trade has recommended 9 circuits to be developed which could focus on the 21 night destination.

So far Odisha was not able to do so because of lack of international airport but now having the advantage of Biju Patnaik International Airport, and opening up of three more airports and flights operating in UDAN scheme, Odisha which is as big as United Kingdom will now focus in all parts of the state.

With the benefits of the new tourism policy, the HRAO is now willing to spread out with additional 5000 room in all beautiful tourist locations of the state specially the Western Odisha. Presently they have the lowest number of star hotels (10 hotels) and classified rooms (670 rooms) in Odisha.

In view of this, the HRAO organized a full day state level workshop with all stakeholders, hoteliers, travel agents, tour operators at hotel The

Grand Siba, Sambalpur on 20th June 2018. Important decision makers, government officials, media, political leaders have also been invited to give their input for giving a boost to the tourism growth of Western Odisha.





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Cleartrip Joins Forces with Saudi Arabia's Flyin

Cleartrip, one of the country's leading online travel aggregators has joined forces with Flyin, Saudi Arabia's largest Online Travel Aggregator (OTA). The deal is the first major cross-border transaction of its nature by an Indian OTA, strengthening the dominant position of Cleartrip in the region.

The partnership will benefit both Cleartrip and Flyin as they make strides to capitalise on the growing shift to online in the MENA region, which is home to a large population of tech-savvy consumers and has among the highest levels of smartphone and internet penetration in the world. The combined

company will have over 60% market share throughout the Middle East and improved profitability due to better unit economics and larger scale of operations.

This transaction, the largest in the travel space in MENA, will offer Cleartrip a wider outreach and a larger client base in an adjacent market, providing economies of scale as well as enhanced competencies and regional knowledge. Cleartrip has recorded rapid growth year-on-year since the company made its first international expansion in 2012 to become the largest OTA in the Middle East.



Stuart Crighton, Founder and CEO of Cleartrip

Having established a strong position in India with our world class products, we are pushing ahead with our ambitious expansion plans in the MENA market, and together with Flyin, we have reached a major milestone in our journey. The transaction represents the culmination of our search for a strategic partner that has outstanding market association in Saudi Arabia and shares our business ethos and principles.

Building on Saudi Arabia's evolving entrepreneurial ecosystem, Flyin has firmly established itself as the leading player in the Kingdom's online travel market. With its strong customer base and rich travel offerings, Flyin is the natural partner for us in the region. We will leverage each other's strengths to enhance product development and customer experience.

2018 Asian Games

All eyes of sport fans throughout Asia and the world will turn to Indonesia when the largest and most prestigious sporting event in Asia, the 18th Asian Games 2018 will be held from 18th August to 2nd September 2018. Experience Indonesia in 360

For the first time ever, Asian Games will be hosted in two Indonesian cities: in Jakarta, the country's capital city, and Palembang, capital of South Sumatra Province. Additionally, events will also be spread out to venues surrounding the two cities including sites in Bandung and other cities in

the adjacent provinces of West Java and Banten.

This year's Asian Games carries the theme: "Energy of Asia" as represented in the logo which depicts the Bung Karno Grand National Stadium in Jakarta with the sun in the center being the symbol of the Asian Games. The logo illustrates three main aspects, which are: Asia, Sport, and Indonesia. The soul of "Energy of Asia" itself is embedded in the diversity of cultures, languages, and history which are fused together creating a powerful energy boosting the spirit of camaraderie and sportsmanship.



Sri Lanka Tourism - Multi-city Roadshow in India

Sri Lanka is coming up with its multi-city roadshows in India. The Road shows will commence in Chandigarh on 10th of July, 2018 and will be followed by Jaipur on 11th of July, 2018, 1st August at Vishakhapatnam and 3rd August at Coimbatore. This four day events will include one to one meetings, presentation and workshop offering a great networking opportunity for Indian outbound travel professionals and understanding of the unique product offerings for Indian travelers to Sri Lanka.

The roadshows aim at strengthening the tourism relations between travel partners of both the countries and are part of SLTPB strategic efforts to

promote Sri Lanka as the most preferred short-haul holiday destinations for Indian travelers.

Speaking about the roadshow, Mr. Suteash Balasubramaniam, Managing Director, Sri Lanka Tourism Promotion Bureausaid, "India continues to be our top source market. We believe that the potential of the Indian travel market is yet to realise in terms of attracting longer stay and higher spending travellers. It is our fervent hope to make Sri Lanka the most preferred destination in Asia for Indian travellers. Sri Lanka offers travellers an array of diverse product offerings and experience spread across the small island and cater to all ages"



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INDIA: A Favourable Medical Tourism Destination

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• **Vedika Sharma**



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From the quality of therapy, the range of procedural and treatment options, infrastructure and skilled manpower to play out any Medical system with zero holding up time, the rundown of advantages of

going for medicinal treatment in India are many. Medical tourism is a developing sector in India. In October 2015, India's Medical tourism sector was assessed to be worth US\$3 billion. It is anticipated to develop to \$7– 8 billion by 2020. Customarily, the United States and the United Kingdom have been the biggest source nations for Medical tourism to India. Other significant wellsprings of patients incorporate Africa and the Middle East, especially the Persian Gulf nations.

The key offerings which bring medical tourism in India are high quality amenities, cost effectiveness, zero waiting time, travel opportunities, ease of visas etc. To get to know about the insights of Status, Growth, and Impact of Medical Tourism in India and complete information of the same T3FS speaks to travel trade industry professionals.

Rashmi Verma, IAS, Secretary, Ministry of Tourism, Government of India While focusing on India as foreign medical tourism friendly country, said “India is one of the top 5 sought after wellness destination in the world. Indian healthcare industry is presently growing at 17% CAGR annually and is expected to touch the mark of \$280 billion by 2020. Indian healthcare industry has made a mark at the global level due to the following factors:

- (i) High quality of medical professions with diverse expertise
- (ii) Low costs of treatment / Affordable pricing
- (iii) Vast pool of medically trained and experienced personnel.
- (iv) Low waiting time for treatment for operations / procedures
- (v) Super-speciality treatments are available
- (vi) English as a medium of communication is widely available
- (vii) Medical centres / hubs spread all over the country which are well connected by surface and by air.
- (viii) State-of-the-art medical facilities and immense talent in terms of internationally trained healthcare professionals.

“Some of the countries generating most medical tourists to India are, Bangladesh, Afghanistan, Iraq, Oman, Maldives, Uzbekistan, Nigeria, Yemen and Kenya.”

India has emerged as a major Medical Tourism destination. Ministry of Commerce informs that as per a FICCI-IMS Knowledge Paper titled, ‘Medical Value travel in India: Enhancing value in MVT’, published in 2016, India is amongst the top 6 MVT (Medical Value Travel) destinations of the world which include Thailand, Singapore, India, Malaysia,

Taiwan and Mexico (India ranked third in the world in 2015).

Thailand, Singapore, Malaysia, India and Philippines are the major destinations in the Asian medical tourism market. Thailand is more popular among Western European medical tourists for cosmetic surgery. Singapore and India specialize in complex procedures with India having a cost advantage and Singapore a technology advantage.”

The factors and facilities which bring Medical Tourism in India are :-

- Reduction of time taken to grant of Medical Visa.
- Indian Missions/Posts issue Medical Visa (MED) valid for 1 year or period of treatment whichever is less to foreign national visiting India for Medical treatment.
- Up to two Medical Attendant visas being issued for people to accompany the patient Attendants/ family members of patient, who are coming to India for Medical treatment.
- Government of India has introduced online e-Tourist Visa for 163 and further, under the liberalization and simplification of Visa regime in India, e-Visa scheme for Tourist, Business and Medical purposes has also been implemented w.e.f 01.04.2017.
- World class hospitals whose facilities are monitored by the National Accreditation Board for Hospitals (NABH).
- Focussed promotion of Medical Tourism by a dedicated institutional framework to take forward the cause of promotion of Medical and Wellness Tourism by the National Medical and Wellness Tourism Board.
- It has been decided to set up facilitation counters at the major airports of Delhi, Mumbai, Chennai, Kolkata, Hyderabad and Bengaluru for tourists arriving on Medical Visas.

She commented on the challenges of Medical Tourism in India and stated the following issues given below:-



Rashmi Verma, IAS, Secretary, Ministry of Tourism, Government of India

- Growing Competition from other countries Singapore, Thailand, Malaysia, Brazil, South Korea and Turkey etc.
- Low percentage of private sector medical facilities are presently under the NABH.
- Presence of Unauthorised Healthcare Facilitators.
- India is a long-haul destination for the North and South American, European markets.
- Image & perception of India as a unclean and unhygienic country.
- Concern about hygiene levels in medical facilities.
- Low Accreditations and standardisation of international quality that inspires confidence in inbound patients.
- Brain drain from the medical stream.
- Quality of doctors and clinical infrastructure is considered good. However, general infrastructure does not satisfy the tourists.
- While the costs of medical procedure are reasonable, there is a general perception among the current segment that other costs (especially lodging and boarding) are costlier.

As per information maintained in the Ministry of Tourism, following are the foreign tourist arrivals in India for medical purpose during 2014 to 2016:

Year	Foreign Tourist Arrivals (FTAs)
2014	1,39,447
2015	2,33,918
2016	4,27,014



As per Pronab Sarkar, President, IATO (Indian Association of Tour Operators) In medical tourism scene, India stands unique in terms of comparative cost on medical treatments, medical Hospitals of international standards with NABH and JP recognition, available all over the country. Whichever entry points one takes, no waiting time, post recuperation arrangements, no language barrier and Pathological services are available in and around hospitals at reasonable costs. For treatments there are alternative holistic treatments available with Homeopathy, Ayurvedic, Unani which brings out over all balanced treatment. But cost efficiency, state of art hospitals and no waiting have made the difference towards India.

Since last one decade Medical infrastructure in India has improved a lot and lot of investment has come to build new hospitals and state of the Art Hospitals are in place in various cities with speciality of treatment with best of the doctors we have. In the medical world we have the best of the Indian doctors who have made a name in UK and USA. So there is no doubt about the ability of our doctors and when best of the doctors are available in the best of the hospitals then there is no question that more and more International patients are attracted because of cost effective and best treatment. We have cities with good hospital are famous now are Mumbai, Chennai, Bengaluru, Hyderabad, Delhi, Gurugram and Kolkata.

While commenting on challenges Mr Sarkar said “We have competitors in Thailand and Singapore who offer equally challenging rates and quality treatments. They have liberal visa policy. India has also come up with E Medical Visa for 3 visits along with attendant. However, the major challenge for the tour operators are that they are not covered under any Insurance company. In terms of Insurance it is the patient and the doctor who are the direct party accepting the fees for the job. Since it is not covered for the tour

operators, it is not an encouraging business for them incase of any adverse results. Secondly, there are many street interpreters are available at airport and hospitals who overtakes the tour operators and contact the patients directly due to language and same nationality and introduce to the hospitals as their friends or relative. Sometimes, patients and doctors are in consultation prior to arrival where also doctors overtakes the contact of tour operators and introduce as his patients and deprive the efforts of tour operators. Therefore, you can see hardly any tour operator is involved in medical tourism other than making arrangements for visiting tourist locations under post treatment plans and between check up date prior to their departure to the country of origin.”

“India witness great number to Mumbai mainly patronised by patients from Gulf and



E.M. Najeeb Senior Vice President, IATO (Indian Association of Tour Operators)



Pronab Sarkar, President, IATO

the Middle East and NRI's from Europe, USA etc. Kolkata for Bangladesh and SAARC countries; Chennai and Bengaluru for South East Asian countries and Gulf countries same with Hyderabad and Delhi has mix of all nationalities. Most patients inflow to India is highest from Bangladesh, Afganisthan, and Gulf countries. There is a increase day by day because of the popularity of best results of treatment, cost effective and friendly treatment at all our hospitals. There is an expectation of 30% growth every year in Medical Tourism which is a very positive for the Medical Tourism Industry.” Mr Sarkar, added. The CII - McKinsy report shows that Indian Medical Tourism sector is expected to grow 30% annually. According to a CII White paper, cost is a major factor driving 80% of the Medical Tourists around the world. The comparatively economical medical cost and accredited medical facilities have led to several medical destinations like Singapore, Thailand, India, Malaysia, Taiwan, Mexico and Costa Rica to emerge. Among these locations India is ranked as the second largest in terms of accredited facilities. The Indian Medical tourism market is expected to grow from its current size of USD 3 billion to USD 7-8 billion by 2020. While putting his thoughts E.M. Najeeb Senior Vice President, IATO (Indian Association of Tour Operators), Said “India has 28 JCI accredited hospitals. Chennai, Mumbai, Andhra Pradesh, and the National Capital Region are the most favored Medical Tourism destinations in India. Kerala is emerging as a major Medical Tourism destination. For a country like India with excellent hospitals, world-class doctors, experienced paramedics, Medical Tourism is a great opportunity. Knowing its importance the tourism industry and the Government are enthusiastic in promoting Medical Tourism in the country.

Medical Tourism has a great future. It is evident from the figures and projections we need to have facilities of world standard with national and international accreditation. Government should give more support to this industry. I suggest that Hospitals should

be given industry status for power, import of machinery and equipments to make it cost effective. Public Private Participation (PPP) Model should be followed in promoting Medical Tourism. Central Government should help popularize Medical Tourism through Embassies, and Health Ministries in various foreign countries. Special efforts should be targeted at SAARC countries. We have to do the needful to develop reliable referral contacts to route travelers from across the globe. Top priority should be given to the safety and security of the travelers."

In India, 34% of the total Medical Value Travel is from Bangladesh and Afghanistan. Africa, GCC and CIS regions constituting 30% of current share, create maximum opportunity for the Indian Healthcare sector.



Medical tourists from these countries favor the South-East Asian Medical Corridors. For Kerala, the GCC countries and Maldives are major sources. The CII White Paper suggests to attract the African, Asian and Middle East Patients and also the domestic Medical Tourist from other regions of the country through effective marketing campaigns supported by the Government.

According to Subhash Goyal, Chairman, Stic Travel Group and Hony. Secretary, FAITH (Federation of Associations in India tourism & Hospitality) Medical tourism is a recent buzzword in the market, combining the two of the fastest growing industries in the world --healthcare and tourism. Medical tourism is a new form of niche tourism increasingly becoming popular and India has emerged as a popular destination for providing Global standards of health care at affordable costs.

India is one of the most foreign medical tourist friendly countries and has made a mark at the global level because of high quality of diverse clinical expertise and low costs of treatment. The country has a vast pool of clinicians and the largest pool of doctors and paramedics in south Asia, thus making it a popular medical destination for foreigners.

Given India a huge tourism potential, a number of hospitals, bundle medical treatment with tourism, making it an attractive medical destination to foreigners.

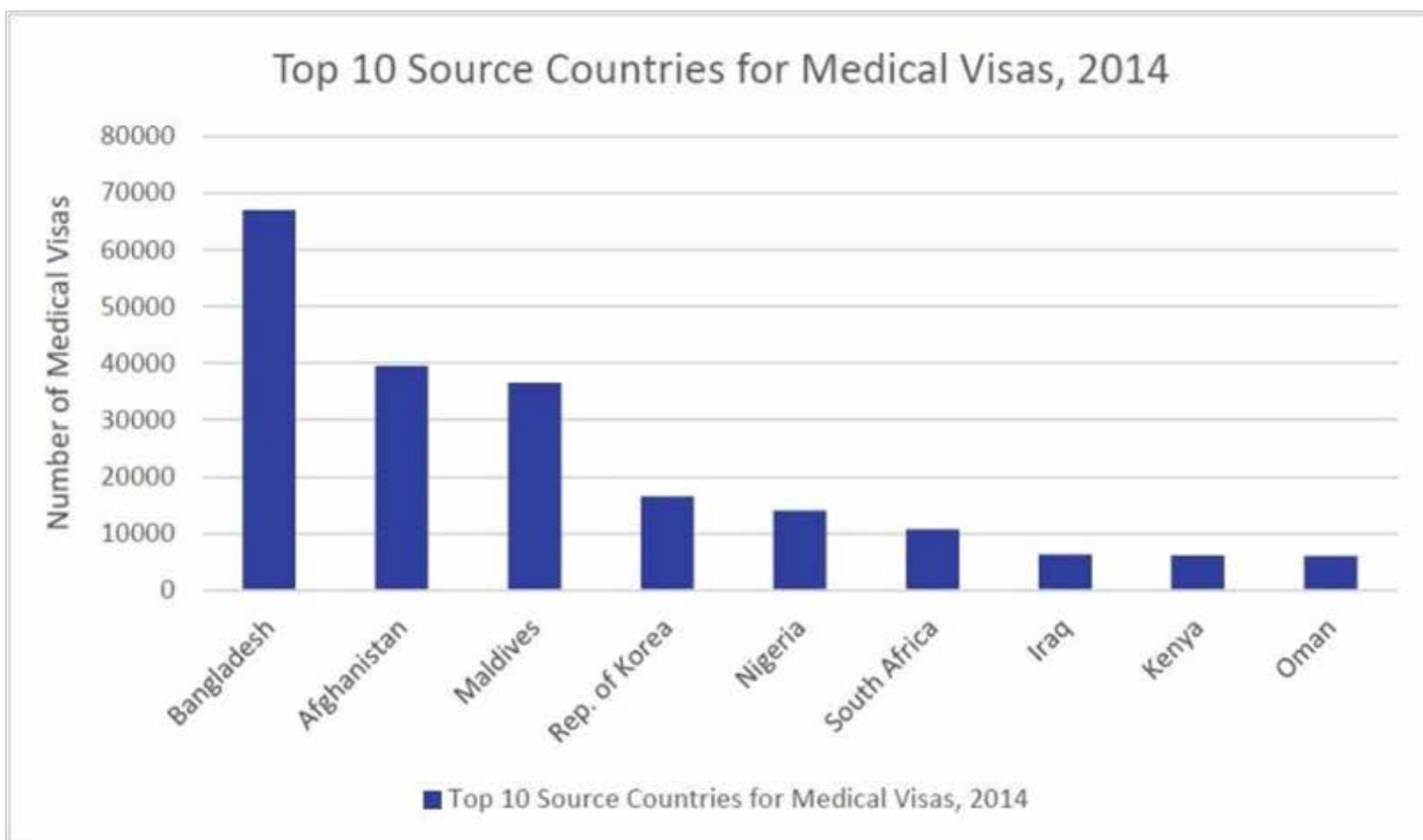
Over time India has been considered one of the best Medical tourism destinations due to availability of specialized team of doctors, low costs with world class treatment along with world class, exotic tourist attractions.



Subhash Goyal, Chairman, Stic Travel Group and Hony. Secretary, FAITH (Federation of Associations in India tourism & Hospitality)

Medical tourism in India has become accessible to international patients and the country receives approximately 1.3 million patients on an annual basis from around the world.

The most important fact is that India is having the latest technology and some of the best hospitals in the world like Medanta the Medicity, Apollo, Escorts, Max, etc. They are second to none as the cost of the treatment is



less than one third of what you get in Europe and USA.

The other factors that help India in this are

- One of the lowest cost and highest quality of all medical tourism destinations.
- It offers wide variety of procedures at about one-tenth of the cost of developed countries.
- Quality care.
- No waiting time for Surgeries as compared to developed countries.
- Recuperative services like Ayurveda, Yoga & Naturopathy which are extremely relaxing & perfect for post treatment recuperation.
- No language Barrier --as English is spoken in India.

Facilities--

- Easy Visas/ visas on arrival/Medical visas
- Quality and patient Safety
- No long periods of waiting for surgery
- Facilities for after care

While commenting on the challenges Mr. Goyal mentioned the major key issues and said “The challenges for Medical Tourism are :

- That the rates of the hospitals and the treatment have not been fixed.
- There is no short term and long term road maps and strategies for marketing and promotion of the medical and wellness tourism, both within India and abroad.
- The third challenge is that the monitoring of practices in the field of Medical & Wellness services, for compliance with legal and regulatory requirements as appropriate.
- We need to encourage the growth of professionalism with particular regard to the solicitation and servicing of medical and wellness tourism and evolve an industry code of ethics.
- We need to provide necessary guidance and feedback to the Central Government and advise the State Governments in the development of infrastructure and facilities for medical and wellness tourism.
- We need to recommend to MOT on the creation of additional incentive mechanism such as Market Development Assistance (MDA) to enhance the returns from the

medical and wellness tourism.

- To improve the website www.indianhealthcaretourism.com launched by the Services Export Promotion Council be improved with linkages provided to websites of accredited service providers as well as websites of Ministry of Tourism (MoT) and Ministry of External Affairs (MEA) through well publicized criteria.
- In association with NABH we should provide a dossier comparing and contrasting their accreditation process with that of JCI and this would be taken up by MEA during bilateral with identified countries to make the NABH accreditation accepted in those countries.
- The Ministry of Tourism should provide the guidelines of the MDA scheme to IMA and NABH who can circulate it amongst its members and accredited institutions.

If these challenges are met, it would help Medical Tourism to grow in many folds.”

“The major source markets are Africa, Afghanistan, Bangladesh, Srilanka, Myanmar and some advance countries where Medical treatment is very expensive and in India the cost of Medical treatment is less than one third of its in United States, Canada, Great Britain, Western Europe, Australia and Middle East. These are the secondary markets.” Mr. Goyal added.

According to the Indian Tourism Statistics, 2014 by Ministry of Tourism - Government of India, the maximum number of people that came in 2014 on Medical Visas were from Bangladesh followed by Afghanistan & Maldives.

The major reason so many people are travelling to India for medical treatment from these countries is because of unavailability of quality healthcare in their country & India is a better option due to its physical proximity, similarity in culture, food & language.

India offers World Class Medical Facilities, comparable with any of the western countries. India has state of the art Hospitals and the best qualified doctors. With the best infrastructure, the best possible Medical facilities, accompanied with the most competitive prices, you can get the treatment done in India at the lowest charges.

India is in the process of becoming the ‘Global Health Destination’

Gone are the days when Indians would travel the world in search of advanced remedies



Dr. Sonawane, MD- Hair Transplant Surgeon & Managing Director at Bloom Hair Transplant

for their ailments. In fact, it is the other way around these days. The world is coming to India. India has become the hottest stop on the medical tourism landscape.

And why is it so, you rightfully ask? Well, not only to make use of the affordable, world-class healthcare facilities available in the country, but also to benefit greatly from aspects such as yoga and Ayurveda, two disciplines native to India. India is no longer a cost saving destination, but a destination of choice for those seeking treatment.

Dr. Sonawane, MD- Hair Transplant Surgeon, PG Diploma in Trichology & Managing Director at Bloom Hair Transplant The future is one filled with promise and much potential. “More and more residents living in Europe and North America are discovering the benefits of healthcare in India,” he said. “The hair transplant sector has picked up as well. The number of patients I treat in this branch is growing exponentially every year.”

Indeed, this medical tourism boom, and, in particular, the heightened interest in hair transplants, is based on the fact that India now offers specialised healthcare, leading edge treatment and also fabulous post-operative care, at par with any other part of the world. As promising as this sector is, here’s a word of warning for patients seeking hair treatment in India. “Choosing a cheaper hair-care alternative by compromising on the quality is never a beneficial option,” Dr. Sonawane said. “It is unfair for both the industry and the patient who may not get the treatment he/she rightfully needs!”

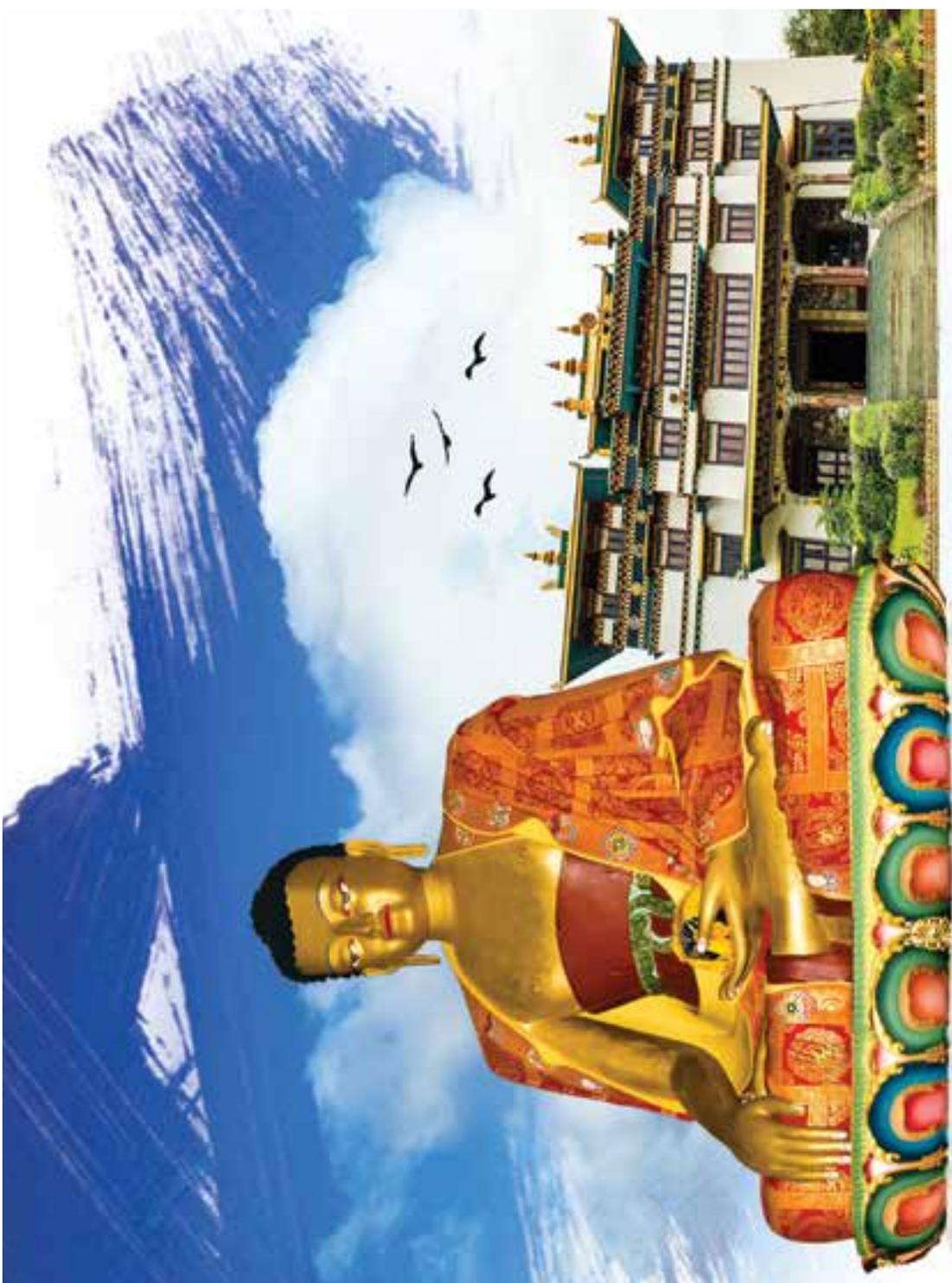
Dr.Sonawane sums it up perfectly- “If its expert hair transplant facilities you seek, India is where you need to be. Come, enjoy the spirituality of India and leave with a luscious head of hair at a value you won’t believe!”





CHANDRAGIRI

Monastery



Lalitgiri

Ratnagiri

Udayagiri

Chandragiri, also known as Jirang, is South Asia's biggest and World's second largest Buddhist monastery which houses a 21-foot high idol of Buddha. In this Tibetan settlement, the monastery is residence to around 200 monks, and has a school for Tibetan studies. The monastery has been named after Acharya Padmasambhava, who is believed to have spread Buddhism to Tibet in the 7th Century.



4th International Day of Yoga

The Ministry of Tourism celebrated the International Day of Yoga, with a plethora of events across the country.

In New Delhi, a Yoga session had been conducted from 6:30 AM to 8:30 AM at the Qutub Minar Complex, along with a cycle rally from 6:00 AM starting from the Purana Quila. The event was inaugurated by Smt. Meenakshi Sharma, ADG (Tourism), at the Sun Dial Lawn, Qutub Minar which saw a wide participation from public including more than 30 foreign hospitality guests.

In addition, the Ministry through its India Tourism offices, organized Yoga sessions and Live demonstrations, across the country, at Major Tourist destinations and iconic locations like, Taj Mahal, Besant Nagar Beach Chennai, Ellora Caves Aurangabad, Sun Temple Konark, Bodhgaya, Sun Temple Konark, Ellora Caves Aurangabad, Assam, Shillong, Somnath Temple Gujarat and many more.



Narendra Modi, Prime Minister of India

“ Yoga has become one of the most powerful ‘Unifying Forces’ in the world. It’s a proud moment for everyone that today, all over the world; people are welcoming the brightness and warmth of the sun with Yoga. From Dehradun to Dublin, from Shanghai to Chicago, and from Jakarta to Johannesburg, yoga is now spread everywhere.

The entire world has embraced Yoga and the glimpses of this can be seen in the way International Day of Yoga is celebrated every year. Yoga Day has become one of the biggest mass movements in the quest for good health and well-being.

we should not hesitate to honour our own legacy and heritage if we want the rest of the world to respect us. Yoga is beautiful because it is ancient and yet modern, it is constant and yet evolving; it has the best of our past and present and provides a ray of hope for our future.

Yoga has a solution to most of the problems faced by people, as individuals as well as a society. Yoga could lead to a calm, creative and content life, removing tensions and needless anxiety. “Instead of dividing, Yoga unites. Instead of further animosity, Yoga assimilates. Instead of increasing suffering, Yoga heals.”

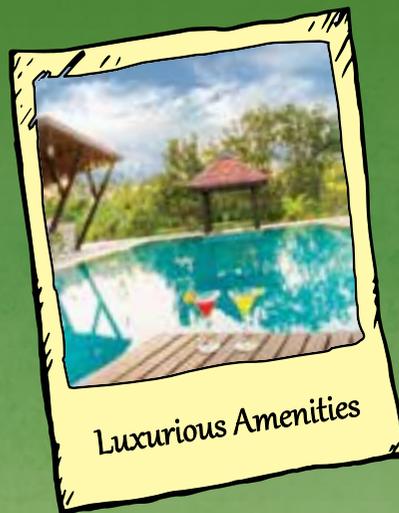


JUNGLES ARE EARTH'S ORIGINAL HERITAGE!

As it is said - You don't stumble upon your heritage. It's already there, just waiting to be explored and shared. So come and explore this nature's masterpiece with its hidden wild gems waiting to be discovered.



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Walk to the Museum of Odisha

Museum is a place which shows a high image of the past, planning a visit to Odisha don't miss these famous museums.

• **Vedika Sharma**

Odisha State Museum

This great museum was built back in 1932, when two notable historians Prof. N. C Banerjee & Prof. Ghanshyam Dash of Ravenshaw College, Cuttack started collection of archaeological treasures from various places. The small museum was then housed within the premises of the College. In 1938, by a suitable order, the Government of Odisha transformed this nucleus into the Provincial museum of Odisha. Maintaining close contact with the general public and the Archaeological Department of the Government of India and other States, the Museum continued to grow. In order to popularize the cultural exhibits of the Museum, leaflets printed both in Odia and English were published in the Samaj and the New Odisha and copies of the same were sent to officials and the public to create a sense of awareness about the significance of the Museum. As a result of this publicity, students and the general public started visiting the Museum in large numbers. The teachers of the History Department made sustained efforts to explain to them the cultural value of the Museum and its exhibits.



Netaji Birth Place Museum

Janakinath Bhawan, the ancestral house of Netaji Subhas Chandra Bose, is in the heart of the city of Cuttack at the Oriya Bazaar. The great freedom fighter that lives in the heart of every Indian spent his early childhood at this place. The house was reconstructed and was announced as a museum officially in 2007. The Department Of Culture, Government of India offered financial help to convert the house into the Netaji Birth Place Museum. The museum rooms have been transformed into galleries displaying the different stages of life and activities of the freedom fighter. The Museum also includes articles, antiques, documents, books and other objects of use found in the house and collected from various sources.

Sudarshan Craft Museum

Sudarshan craft museum was established in the year 1977 by Shri Sydarshan Sahu. For a long time Shri Sahoo, a nontraditional artist, had been practicing the art of traditional sculptures in the medium of stone and wood at his ancestral home in Kumuti Sahi, Puri town. After visiting all over India and abroad with relation to his art he thought of institutionalizing the set up so that a proper workshop, showroom along with facilities for artists will be created so that tourists and dignitaries can see and feel the inheritance and continuous development of traditional sculptures. Art lovers and connoisseurs will have the opportunity to see various forms of sculptures along with the evolution process. Some big projects can be undertaken at this center. Along with some of his contemporary artists and assistants he started the center in the year 1977 which was a new and unique concept at that time. This center in the past has developed many sculptures from non-traditional families which helped the conservative artistic society to do better work. Side by side, training, residential facilities, a Buddhist temple in Japanese style, library, showroom and workshop were added to facilitate the visitors and artists. For a long time it is exporting the handicrafts to foreign countries and has been recognized by the Government. Art lovers and visitors from all over the world have appreciated this Endeavour.



Regional Museum of Natural History

The Regional Museum of Natural History, Bhubaneswar is a museum in Bhubaneswar, Odisha, India with exhibits on plants, animals and geology of the eastern region of India. The Regional Museum of Natural History at Bhubaneswar, was inaugurated in 2004. It was undertaken by the Ministry of Environment and Forests, Government of India. The museum is located near Acharaya Vihar Square on Sachivalaya Marg, Bhubaneswar. The museum exhibits plants, animals and geology of the Odisha, the Eastern and north-eastern India and the Andaman and Nicobar Islands of India.

Khiching Museum

The Khiching Museum, one of the oldest museums in the state run by the district culture office, is in dire straits because of government apathy.

Hundreds of ancient relics of the tenth century, excavated from the area, are lying outside in the open and need immediate preservation. These relics are mostly stone engravings and human figurines which were excavated at Kichakgada and Viratgada near Khiching, the erstwhile capital of the Mayurbhanj kings in the medieval period.

The area outside the museum where the artefacts are kept is covered with bushes and plants. The museum does not have a boundary and there is no electricity

connection. The museum housed in the temple compound of the Kichakeshwari temple contains several valuable relics like copper plate inscriptions, coins of Gupta and Kusan period, palm leaf inscriptions, ancient idols. But, the museum has appointed two people- a peon and a watchman, to safeguard these valuable items.

Nature and natural resources while depicting ecological interrelationship among plants and animals. Visually challenged students can feel the exhibits of animals on the premises. The museum provides an extracurricular activity for schools and promotes environmental awareness. A skeleton of baleen whale has been installed in the museum, which is supposed to be largest for any museum in India.



Bestivals of this August

Pack your bags to play with balloons and remove all the fear with beer. Enjoy the most of this August with some awesome time in these festivals.

Notting Hill Carnival

Where: Street of W10, West London

When: August, 28 and 29, 2018

One of the biggest street festivals of Europe, the Notting Hill Carnival has performers dressed in multi-hued costumes, samba dancing, calypso music and other forms of live music ranging from dub to reggae. This two-day festival of the Caribbean community attracts people from all over the world. The festive mood starts right at 6 am with Jouvert, in which people in their most vibrant carnival attires dance to the tunes of African drums along the Notting Hill parade route. Do carry a fancy colourful outfit (or buy one from London) for this occasion. Get to the World Music Stage at Powis Square to watch some excellent soca performances. Indulge in Caribbean street food from the numerous stalls lined up along the streets. Jerk chicken and rice, goat curry and salt fish are some of the all-time favourite dishes here. If you are taking your children along, a special attraction for them is the Kid's Day where they'll definitely love the lively and cheerful children's parade taking place.



International Berlin Beer Festival

Where: Karl- Marx- Allee, Berlin

When: August 5 – 7, 2018

Beer lovers – this festival is customised just for you. With as many as 2,200 varieties of beer from approximately 340 breweries belonging to over 85 different countries, this gala event attracts huge crowd from across the world. Over a 2 km-stretch, apart from the numerous beer tents and stalls, 18 different stages are set up for performers to play live music and participate in stage shows. To avoid shoving your way through the crowd, attempt an early visit to the Bier Meile on the first day of the festival. Like most people do, get a beer map at the venue, which will help you navigate to the different beer regions. You may also buy a festival kit at the information stall for the festive period. The kit comprises a 20 cl. beer glass in a strap holder which you may carry for the rest of the 3 days.



International Balloon Fiesta

Where: Ashton Court Estate, Bristol

When: August: 11 – 14, 2018

On its 38th annual celebration this year, International Balloon Fiesta welcomes you to a grand festival of balloons. Catch the remarkable mass ascent of over 150 hot air balloons of different shapes, sizes, colours and designs and a few solar-powered balloons as well. If you are in a mood to splurge for a once-in-a-lifetime experience, you can book a balloon flight online and catch a bird's eye of Ashton Court Mansion below apart from clicking in-flight photos from the balloon. As part of a huge crowd from across countries, enjoy the fireworks in the evening along with great background music, and marvel at the tethered balloons making their way to the heavens. A number of people also hire caravans to this family fun festival and set their camp at the location to catch every moment of this vivid and lively celebration.





Burning Man

Where: Black forest Desert, Nevada
 When: August 28- September 5, 2018

A melange of enormous art installations, kite-flying sessions, hula hooping sessions, night-long dance parties and fashion show is the highlight of the annual Burning Man festival in Nevada. Temporary art displays are created which may include replicas of a huge dragon sauntering along the desert or cars which resemble magic carpets. Spread across 5 miles, the camp is arranged in a semi-circle fashion with a wooden effigy (called the Man) in the centre. Strolling at sunset along the surrounding area of Playa, a prehistoric lake, is very relaxing. Even as a tourist, you'll be expected to participate in the festival. So wear your crazy costumes and be a part of the camp. You can join a group of burners or join a theme camp and be a part of their village. Ensure you carry some food and water with you, since there isn't anything on sale at the venue except coffee. Since it is a desert, you will need to keep an abundant stock of water with you. Apply your sunscreens liberally; wear your sunglasses and rock a bandana look.

Esala Perahera

Where:Kandy, Sri Lanka
 When: August 8- 18, 2018

One of the most ancient Buddhist festivals in Sri Lanka is Esala Perahera, which honours the sacred tooth relic of Lord Buddha and is observed every year to pray for a fruitful harvest. Fire-breathers, dancers, trumpet blowers, jugglers, whip crackers and most importantly, elaborately decorated elephants form a part of this celebration. The Maligawa Tusker elephant, which leads the procession, is seen carrying a massive canopy to safeguard a model of the casket with the sacred tooth relic. You'll be amazed to see the fireball dancers perform at the procession. Pandampaliya or the turning of fireballs is a sight to behold. The darkness at nights magically brightens up with the glow of the fireballs. Do not miss capturing some snaps of the royal celebrations, especially the Perahera, comprising five major processions.



Sziget Festival

Where: River Danube, Northern Budapest Island
 When: August 10 – 17, 2018

As one of the biggest musical extravaganzas in Europe, Sziget festival organises famous rock concerts, theatrical performances, cabarets, literary presentations, sports activities and other fun activities for children. Spread over a week, more than 4,00,000 visitors come to this grand festival to enjoy live performances of famed international artists of different genres. before you reach the venue. You can also camp at the venue. Enjoy munching on snacks from a host of options including boiled corn, pancakes and hot dogs available at the stores. Sziget, The Island of Freedom, often sets up ruin pubs that are quite popular among youngsters in Budapest. To quench your thirst, you must try a shot of palinka, a fruit-based traditional Hungarian drink. Do keep in mind that photography at the festival is allowed only after you have written permission from the organising team.



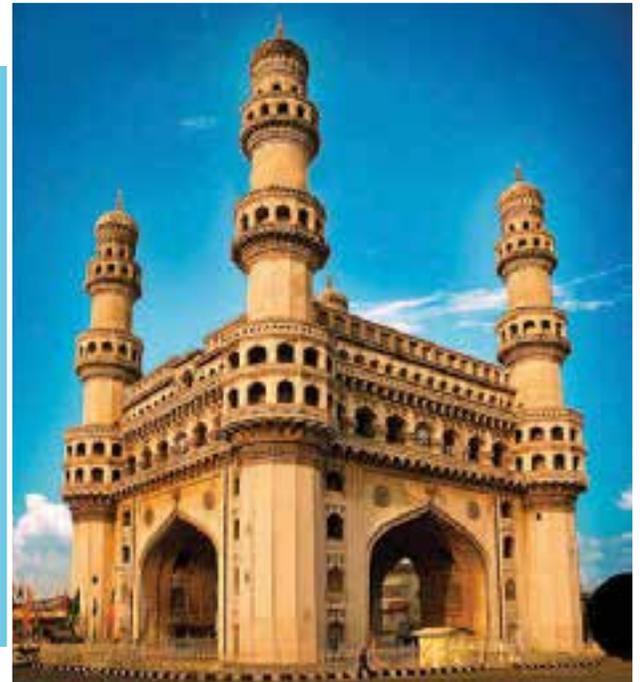
Telangana- The Land of History and Culture

Telangana has a variety of tourist attractions including historical places, monuments, forts, water falls, forests and temples.

• **Vedika Sharma**

Charminar

Charminar ("Four Minarets"), constructed in 1591, is a monument and mosque located in Hyderabad, Telangana, India. The landmark has become a global icon of Hyderabad, listed among the most recognized structures of India. Charminar has been a historical place with mosque on the top floor for over 400 years and also famous for its surrounding markets. It is one of the tourist attractions in Hyderabad. It is where Many local festivals are celebrated in Charminar area like Ramzaan. The Charminar is situated on the east bank of Musi river. To the west lies the Laad Bazaar, and to the southwest lies the richly ornamented granite Makkah Masjid. It is listed as an archaeological and architectural treasure on the official "List of Monuments" prepared by the Archaeological Survey of India. The English name is a translation and combination of the Urdu words Chār and Minar or meenar, translating to "Four Pillars"; the eponymous towers are ornate minarets attached and supported by four grand arches.



Golkonda Fort

Golkonda also known as Golconda, Gol konda ("Round shaped hill"), or Golla konda, (Shepherd's Hill) is a citadel and fort in Southern India and was the capital of the medieval sultanate of the Qutb Shahi dynasty (c.1518–1687), is situated 11 km (6.8 mi) west of Hyderabad. It is also a tehsil of Hyderabad district, Telangana, India. The region is known for the mines that have produced some of the world's most famous gems, including the Koh-i-Noor, the Hope Diamond, Nassak Diamond and the Noor-ul-Ain. Golkonda Fort was first built by the Kakatiyas as part of their western defenses along the lines of the Kondapalli Fort. The city and the fortress were built on a granite hill that is 120 meters (390 ft) high, surrounded by massive battlements. The fort was rebuilt and strengthened by Rani Rudrama Devi and her successor Prataparudra. Later, the fort came under the control of the Musunuri Nayaks, who defeated the Tughlaqi army occupying Warangal. It was ceded by the Musunuri Kapaya Bhupathi to the Bahmani Sultanate as part of a treaty in 1364.



Medak church

Towering above the Medak Landscape, the Medak Cathedral is one of the area's biggest landmarks and a very famous Tourist attraction of Telangana State. Consecrated in 1924, the cathedral was the inspiration of Reverend Charles Walker Posnett, a Methodist Christian, who laid its foundation in 1914. A modest structure with an area of 1000 acres gradually evolved into a massive cathedral about 100 feet in width and 200 feet in length and with a seating capacity of 5000 people. The Medak Church design reflects a deep influence of the Gothic revival style. Six different colors of mosaic tiles, imported from Britain, grace its walls. Its flooring has been laid by Italian masons brought in from Bombay. The whole structure rests on massive gray stone pillars. The ornate stained glass windows which grace the interiors of the church depict stories from the life of Jesus. Some of the most noteworthy include the Nativity in the west transept, the Crucifixion in the east transept, and the Ascension behind the altar. The three amazing piece of art is also famous as the "gospel trilogy" The stained glass windows are the biggest attractions for tourists who come to visit the Cathedral. The pictorial glasses serve as a book for all those who cannot read. Each window bears inscriptions in English, Hindi and Telugu.



Warangal fort

Warangal Fort, in Warangal district, Telangana, India. Appears to have existed since at least the 12th century when it was the capital of the Kakatiya dynasty. The fort has four ornamental gates, known as Kakatiya Kala Thoranam, that originally formed the entrances to a now ruined great Shiva temple. The Kakatiyan arch has been adopted and officially incorporated into the Emblem of Telangana after the state bifurcation. The

Fort is included in the "tentative list" of UNESCO World Heritage Site.

Initially, Warangal was under the rule of the Yadava kings in the 8th century; in the 12th century, it came under the control of the Kakatiya dynasty. Although precise dating of its construction and subsequent enhancements is uncertain, historians and archaeologists generally agree that an earlier brick-walled structure was replaced with stone by Ganapatideva, who died in 1262, and that he was succeeded by his daughter Rudrama Devi, who ruled until 1289, and then her grandson Prataparudra II, whose reign came to be known as a "Golden Age". Twenty years later his kingdom was conquered by the Sultans of Delhi.



Falaknuma Palace

Falaknuma is a palace in Hyderabad, Telangana, India. It belonged to the Paigah family, and was later owned by the Nizam of Hyderabad. It is on a 32-acre area in Falaknuma, 5 km from Charminar. It was built by Nawab Vikar-ul-Umra - Prime Minister of Hyderabad and the uncle & brother-in-law of the VIth Nizam. Falaknuma means "Like the Sky" or "Mirror of the Sky" in Urdu.

He Nizam used the palace as a guest house for the royal guests visiting the kingdom of Hyderabad. The list of royal visitors included King George, Queen Mary, Edward VIII and Tsar Nicholas II.

The Falaknuma fell into disuse after the 1950s. The last important guest was the President of India, Dr. Rajendra Prasad, in 1951. The palace was then restored after being leased by the Taj Group of Hotels; the restoration, which began in 2010, was managed by H.H Princess Esra Jah, first wife of the 8th Nizam. The hotel is known as "Taj Falaknumma Palace".

Taramati Baradari

The Baradari was constructed on the banks of the Musi river. Today, the region comes under the city limits of Hyderabad, India.

The tourism department attributes the name to the reign of the Seventh Sultan of Golconda, Abdullah Qutb Shah who as an ode to his favorite courtesan, Taramati, is said to have named the Sarai Taramati Baradari.

The tourism department promotes the location by romantic stories linking the then-Sultan with a courtesan named Taramati. One such story goes that during the reign of Abdullah Qutub Shah, he used to hear Taramati's voice as she sang for travelers at the Serai, while he sat two kilometers away at Golconda fort. Her melodious voice was carried by the breeze, reaching the prince's ear at the fort. There is no recorded report of the same.

Taramati Baradari pavilion has 12 doorways and was constructed to allow cross ventilation and is one of the most indigenous techniques to have been used at that time.



Telangana Tourism Conclave 2018



**Azmeera Chandul,
Telangana Minister for
Tourism and Culture**

Telangana state has made tremendous progress in the last four years. It is putting all efforts to develop tourism in the state. New projects have been taken up in Mahaboobnagar, Warangal and karimnagar.



**Hari Kishan Valmiki
Chairman Telangana Tourism
Conclave**

Telangana Tourism not synonyms of Hyderabad city. It is more than that which includes leisure and pilgrimage destination. Telangana Tourism Conclave 2018 was conceptualized to showcase them. And to reach that goal we need to promote the state the way other states are doing in terms of their signature road shows like Kerala - Kerala Travel Mart; West Bengal-West Bengal Mart; Rajasthan - Great India Travel Bazar. We want to make Telangana Tourism Conclave as our Signature Road Show.

The Federation of Telanagana & Andhra Pradesh Chambers of Commerce and Industry (FTAPCCI) in association with Telangana Tourism Department and Global Panorama Showcase hosted 'Telangana Tourism Conclave' from 28th June 2018 to 30th June 2018 at Marriott Hotel Hyderabad.

Hon'ble Minister for Tourism Mr. Azmeera Chandul, Govt. of Telangana had inaugurated the Telangana Tourism Conclave-2018 in the presence of Mr. B Venkatesham, Secretary, Tourism, Government of Telangana, Mr. Gowra Srinivas, President, FTAPCCI, Mr. G Kishan Rao, Vice chairmen and Managing Director, Yadadri Temple Development Authority, Mr. Harmandeep Singh Anand, Managing Director, Global Panorama Showcase Pvt Ltd and many tourism trade professionals, tour operators, travel agents and media delegates.

The major aim of the 'Telangana Tourism Conclave' was to provide a platform for discussions and interactions between tourism related industry and stakeholders in terms of challenges faced by the tourism and related sector in the state.

The conclave received an overwhelming response. 1230 participants from Kashmir to Kanyakumari and six other countries and travel agents and tour operators from tier II and tier III cities of both Telugu states took part in the conclave.

The first day of conclave was dedicated for education, skill, interaction, discussions and empowering tour operators of Tier I and II cities in the state, whereas day 2 and 3 were dedicated



**Gowra Srinivas
President FTAPCCI**

Tourism has the potential to provide employment on large scale across the verticals like Logistics, Hotels, Event Management & thus bringing employment to the districts away from the capital and near to their homes for example of Singapore, Thailand in near East Asia and Kerala in India as an example in providing employment and bringing in the forex with less capital expenditure by the state.



B Venkatesham, IAS, Secretary, Tourism, Government of Telangana

Telangana has the second most number of Forts and Buddhist ruins in India; also Buddhist monk Nagarjuna, the founder of Mahayana Buddhism is from Telangana. Telangana is also home to the significant number of Jain ruins.

Tourism, Travel and Hospitality industry is the most suitable for future prospects. It is the most future perfect or future-proof business. India has not touched even 1 percent of its potential. India registered only 10 million foreign tourists' arrivals last year. For the population of 30 crore in US, it has 14000 airports, Brazil for 25 crore population has 4000 airports. Indian has just 75 functioning airports for 120 crore population. Only 0.5 percent of Indian population traveled by air even if we go to 10 percent, our airports will be overcrowded and resembled bus stops and railway stations. Hyderabad airport constructed in 2008 is already overcrowded as the 0.5percent population that travels by air has gone up by 0.6 percent.



Harmandeep Singh Anand, Managing Director, GPS

The B2B event that we are addressing here will be a green event, total paper less event. It's a unique platform, this is the first time any tourism board anywhere across the world or a chamber of commerce has gone green. We have over 80 exhibitor with more than 150 products related to the travel and tourism industry and over 500 buyers from 60 different cities across India. It's a strictly B2B event educating, empower and B2B meetings.

This event showcases the green environment where the exchange of cards can also be done through GPS app. With the download of this app you get complete access to the event. All the exhibitors who are there they get VIP access whereby they upload all the brochures saving millions of rupees and many trees. Through this we have saved \$100,000 worth for the exhibitor they don't have to pay for the excess baggage, not have to carry anything not even the standees, they won't be require carrying anything except themselves being present here along with the business that they need to do.

We are the only platform in the country which is educating the complete travel industry in Tier II Tier III cities.

**G
P
S**



Onam – The Great Kerala Harvest Festival

This Onam, witness Kerala in all its glory! It's the time when, after the monsoons, nature looks radiant in her fresh green garb.

It's also the season of plenty when the fields are harvested, the cellars are full, and even the air takes on a festive feel with a gentle, soothing breeze laden with the sweet smell of flowers. Onam is not just the biggest festival of Kerala, but also the most colourful and the most extravagant. It's the festival of homecomings, a tribute to peace and harmony, and a celebration of the true spirit of God's Own Country.

The legend of Onam

The legend of Onam evokes nostalgic memories of an era of peace and prosperity. An era ruled by the great king Mahabali or Maveli. It is believed that under his reign, peace and happiness ruled the lives of men. Mahabali's growing power and popularity made the gods envious and they feared that humans would attain godliness. To destroy Mahabali's supremacy on earth, Lord Vishnu in the guise of a dwarf, Vamana, approached Mahabali and requested three paces of land to which the King agreed. The dwarf then assumed his full capacity and with his first step took the celestial world, and the world of the demons in his second. Mahabali pleaded with Vamana to take his final step over him in order to spare the earth and surrendered his life. However, the gods granted him his last wish to visit his land for one day each year. Onam commemorates the annual return of Mahabali.

Saying it with flowers

Elaborate festivities mark Onam that starts formally on the day of the Atham asterism and goes on for ten days. A key highlight of the onam celebration is the Athapookalam or floral carpets that adorn the frontyard of homes to give king Mahabali a glorious welcome.

A feast fit for kings

Onasadya, the traditional feast is another important part of the Onam celebrations. Served on a plantain leaf, the Sadya is a sumptuous spread of vegetarian delights and rice, along with payasams - a sweet porridge garnished with dried fruits and nuts. The popular saying 'Kanam vittum Onam Unnanam' (which loosely translates as 'One must have the Onam lunch even if he is forced to sell his property') says much about the importance of sadya. Today, almost all the resorts and hotels offer tourists a rich and delicious sampling of the Onasadya.

A splendid spectacle

Another not-to-be-missed Onam festivity is



the Thripunithura Athachamayam, a splendid procession that marks the beginning of the Onam festivities. Celebrated with a lot of fanfare on the day of Atham at Thripunithura in Ernakulam district, the highlights of the event are folk dance performances, dance recitals by renowned artists, musical ensembles and caparisoned elephants. (15th August 2018)

Grand Prix on the Great Backwaters

The most fascinating and vibrant of the Onam celebrations is the Vallamkali or Snake boat races. Scores of snake boats, manned by 100-125 oarsmen, participate in this event, regarded as the largest team sport in the world. Head to the backwaters of Alappuzha to witness the spectacular Nehru Trophy Boat Race (11th August 2018).

Onam Week Celebrations in the capital



Though celebrations are held across the state during Onam, the Tourism Week Celebrations held in the capital city of Thiruvananthapuram by Kerala Tourism is the biggest and most colourful. A wide range of programmes including food festivals and art festivals are held during the week that concludes with a grand procession. (24th-30th August 2018)

Tiger, tiger burning bright

A common sight during Onam is the Pulikali, a 200-year-old folk art performed by trained artists. The dancers, painted from head to toe to resemble feisty tigers, indulge in a cat-and-mouse session with gun-wielding hunters, in rhythmic steps, to the music of ethnic drums such as thakil and udukku. Take part in the Pulikali in the Swaraj Grounds, Thrissur, and get ready for the wild side of Onam! (28th August 2018)





Aviation

ETIHAD AIRWAYS - State-of-the-art Dreamliner

Effective 28 October 2018, Etihad Airways, the national airline of the UAE, will introduce a 299-seat next-generation Boeing 787-9 Dreamliner on its daily mid-morning EY653/EY654 schedule from Abu Dhabi to Cairo.

Etihad Airways will operate four daily services, the most frequent number of flights operated by any UAE airline to the Egyptian capital, offering greater choice and optimised timings to benefit business and leisure

customers travelling point-to-point between the two cities.

The convenient schedules also provide seamless East-bound connections through Abu Dhabi onto the airline's network to the Gulf, Indian Subcontinent, North and Southeast Asia and Australia.

In April 2018, Etihad Airways and EGYPTAIR expanded their codeshare partnership from Abu Dhabi and Cairo to include several African destinations served

by the Egyptian flag-carrier from its Cairo hub, including Ndjamena in Chad, Khartoum in Sudan, Entebbe in Uganda, and Dar es Salaam in Tanzania, and subject to government approvals, Abuja and Kano in Nigeria, and Asmara in Eritrea.

EGYPTAIR places its 'MS' code on Etihad Airways flights from Abu Dhabi to Seoul, Brisbane, Melbourne and Sydney, and subject to government approvals, on flights to China.



Mohammad Al Bulooki, Etihad Airways Executive Vice President Commercial

Etihad Airways has been serving Cairo since 2004 and today it is one of the largest point-to-point markets on our global network, bolstered by the hugely important historic, economic, and cultural ties existing between the UAE and Egypt, and by the large Egyptian community in the emirates, which numbers over 750,000.

In 2017 Etihad carried almost half a million guests on our multiple daily flights to and from Cairo. The introduction of the state-of-the-art 787 Dreamliner on the popular morning service from Abu Dhabi will provide guests with the latest innovation and technology, award-winning cabins, genuine hospitality and greater choice.

Record of Mumbai Airport - 1003 flight movements in 24 hours

Mumbai's GVK Mumbai International Airport Limited (MIAL), the company that manages the Chhatrapati Shivaji International Airport achieved yet another milestone by handling the maximum number of flights in a 24-hour timeframe.

On Tuesday, June 5, 2018, the Mumbai airport handled 1003 takeoffs and landings breaking its own record of handling 988 flight movements in a day. It is the highest traffic in a single day at any airport in India till date.

Aquintessence of operational excellence, the Mumbai airport is in the league of the busiest single-runway airports around the world, handling over 1000 flights per day.

Due to heavy rainfall the aircrafts were diverted to the nearby airports and were later were accommodated immediately as the rains stopped, which lead to increase in the flight movements.

This is an acknowledgement of the airport's continuous efforts towards setting quality benchmarks for the airport industry across the globe. It is a testament of GVK

MIAL's unflinching commitment towards operating with an approach that promises efficiency, safety and reliability.

GVK MIAL's efforts have constantly been focused towards placing CSIA amongst the world's best airports. The evolution brought through CSIA with respect to services, functionality and operations personifies into a dynamic travel companion that its stakeholders cherish having on their side. CSIA has continually made efforts in rendering travel to and from Mumbai as the most desirable and enriching experience.

Hahn Air inks MoU with Sunwing Airlines

Hahn Air announced that it has activated ticketing on the HR-169 document for the Canadian leisure airline Sunwing Airlines (WG). The new addition to Hahn Air’s network of over 350 air, rail and shuttle partners can be booked in Abacus, Amadeus, Apollo, Galileo, Infiniti, Sabre, Topas and Worldspan GDSs under its own code and issued on Hahn Air’s insolvency-safe ticket worldwide.

Founded in 2005, the Toronto-based airline, Sunwing Airlines, comprises Canada’s youngest and most fuel-efficient fleet of over 40 Boeing

737-800 and Boeing 737 MAX 8 aircraft. With convenient flight services from over 33 airports across Canada and five in the USA to over 45 of the most popular vacation destinations across the Caribbean, Mexico, Central America and Florida, Sunwing offers more direct flights to the sunny south than any other Canadian leisure airline.

President of Tour Operations for Sunwing, Andrew Dawson, welcomed the news. “We are pleased to finalize this agreement with Hahn Air that will now mean we can offer our wide range of flights to the sun to an increased audience both

in Canada and in our destinations.”

Hahn Air’s Vice President of the Airline Business Group, Steve Knackstedt, added: “We’re happy to help Sunwing optimise its distribution strategy and offer wider exposure through eight Global Distribution Systems. Now travel agents, who wouldn’t otherwise be able to access services of this major player in the field of leisure travel, can offer their customers additional vacation options, generating incremental business for Sunwing.”

Girls in Aviation Day

Women in Aviation International, India Chapter and Lockheed Martin Corporation in association Airport Authority of India (AAI) celebrated Girls in Aviation Day at Imphal Airport.

With the vision to encourage girls to take up STEM subjects and explore career opportunities in related industries, the initiative is aimed at showcasing opportunities in the aviation and aerospace sectors. Lockheed Martin is investing in developing the next generation of future scientists and engineers in India. This initiative also aligns

with the Government of India’s Skills India initiative.

As part of the program, Women in Aviation International (India Chapter) invited 50 students from various schools for a tour of Imphal Airport. Visiting students were given an opportunity to explore, learn, and discover the various aspects of aviation and aerospace such as air traffic controller, airline dispatch, pilot, aviation maintenance technician, aeronautical engineer or aviation management. In addition, the girl students were given a tour of the ATC Tower, Airside, Terminal Building

and AOCC and all their queries and questions were answered by the officials working in the respective departments.

Post the airport tour, the students were given a small presentation about the industry and its intricacies. Also, an impromptu quiz competition added to the delight of the students who also won small tokens as prizes. Students also received an opportunity to interact with Ms. Najma Heptulla, Governor of Manipur, chief guest for the event and Mr. S.K. Panigrahi, Airport Director, Imphal Airport.



Radha Bhatia, President, Women in Aviation International (India Chapter)

This is the third year that the WAI India Chapter is celebrating ‘Girls in Aviation Day’ and we are delighted to host the same at Imphal. This day is celebrated for the young girls to encourage them to choose aviation as a viable career opportunity. World over India has the maximum number of female pilots but there are many other avenues that are still unknown. With this celebration our aim is to see girls from the state of Manipur explore exciting careers available to them as engineers, air traffic controllers and dozens of other jobs within the aviation.

We will continue our endeavour to introduce young girls to role models and educate them in a fun and supportive atmosphere. We are very fortunate to be able to partner with Lockheed Martin India and Airport Authority of India for this event. Their efforts in leading youth into STEM careers is truly commendable.



Collaboration of AAI and Indian Navy

Continuing with its constant endeavour to ensure highest level of safety, operational efficiency and airport capacity, AAI has decided to augment the existing Air Traffic Control facilities of Indian Navy at Dabolim Airport, Goa which includes provision of real time data of air traffic operating in the airspace adjoining Goa airspace. The real time processed data of multiple ATC RADAR feeds from Mumbai ATC Automation system will be transported to Navy ATC through dedicated high speed data link and it will be displayed to Navy ATC Officers at Goa. This air traffic situational data display in Navy ATC Tower will provide a complete details of inbound, outbound flights operating to Goa as well as en-route flights under control of Indian Navy ATC.

Shri. A.K. Dutta, Member (Air Navigation Services) and team of senior officials from Corporate Headquarters, Airport Authority of India, New Delhi, discussed various operational issues with the Indian Navy enhance safety, operational efficiency and airport capacity at Goa International Airport recently.

In addition to multiple RADAR Data feed from Mumbai, AAI is also in the process of installing a Next Generation Surveillance System, ADS-B (Automated Dependent Surveillance- Broadcast), at Goa Airport. The ADS-B data also will be processed in Mumbai



ATC system and in case of failure of RADARs, the ADS-B data will still be available to Navy ATC.

With the augmentation of ATC Surveillance facilities at Goa Airport, in addition to improved safety and operational efficiency, AAI will be contributing significantly in CO2 emission reductions as ATC will be able to allocate optimum flight levels during en-route, climb and descent phases of the flight.

Also, a significant improvement in the Instrument Landing System (ILS) at Goa

International Airport is in pipeline to be executed by AAI by replacing the old Instrument Landing system (ILS) of Indian Navy with a state-of-the-art new ILS. This would help in improving the safety of flight operations at Goa Airport.

A team led by Member (ANS) along with senior officials from AAI CHQ comprising of Mr. A. K. Banerjee, ED (CNS-O&M) and Mr. Mansoor Ahmed, ED (CNS-Planning) and Mr. B.C.H Negi, Airport Director, Goa International Airport visited the site for finalising the modalities regarding implementing the New Landing system.

Cathay Pacific : Goal of Carbon Neutral Growth from 2020

Cathay Pacific is underscoring its strong commitment to eco-efficiency by planning to use a blend of alternative jet fuel to fly its new fleet of Airbus A350-1000 aircraft home to Hong Kong.

The airline has 20 of these technologically-advanced aircraft on order for delivery over the next four years. Its first A350-1000 will depart Airbus headquarters in Toulouse on 19 June. A further seven aircraft are due for delivery by the end of 2018.

Cathay Pacific operated the longest biofuel delivery flight at the time when taking delivery of its first Airbus A350-900 aircraft in 2016. Twenty-two aircraft of this type have so far been delivered with a 10% blend of alternative jet fuel in their tanks.

Compared to traditional jet fuel, biofuel can reduce life cycle greenhouse gas emissions by up to 80%.



Cathay Pacific's A350-1000 delivery flights using blended biofuel are supported by its partners, Airbus and Total.

Cathay Pacific is the world's first airline to invest in an aviation biofuel company. In 2014, it became an equity investor in US-based Fulcrum BioEnergy Inc., which focuses on turning municipal solid waste into

sustainable aviation fuel.

In May 2018, Fulcrum broke ground on its first commercial-scale plant in Nevada. When the plant begins operations in 2020, it will produce over 10 million gallons of fuel per year. Cathay Pacific will be one of the first airlines to fly on fuel produced from this facility.

Cathay Pacific Chief Executive Officer Rupert Hogg

We have been at the forefront of many initiatives to reduce the impact of greenhouse gas emissions. Achieving carbon neutral growth from 2020 is an important target that we take seriously and using alternative fuels is one of the key strategies in helping us to do so. We will continue to support the development and usage of biofuel to reach mainstream commercial viability.

Frederic Evchenne, Head of New Energies at Airbus

Through the use of the A350-1000 and low carbon fuels, we continue to demonstrate our commitment to support the aviation sector and our customers to reduce their carbon footprint.

Air India to Increase New Delhi-Tel Aviv Flight Frequency

Following an overwhelming response on Air India's newly launched New Delhi-Tel Aviv flight services, the national carrier has announced an increase in frequency on this sector, adding a fourth flight a week starting 14th July.

The airline will now fly on Saturday in addition to Tuesday, Thursday and Sunday every week on the 256-seater Boeing 787 Dreamliner.

Air India began its historic direct flight operations from New Delhi to Tel Aviv on 22nd March, 2018. The maiden flight was welcomed by Israeli Tourism Minister, Yariv Levin at Ben Gurion Airport while Air India Chairman Pradeep Singh Kharola and the Director of Israel Ministry of Tourism, Hassan Madah began this new chapter by cutting a cake at the inauguration ceremony.

In addition to Air India, Arkia has also expressed interest to begin operations soon and introduce direct flights between Israel and India.



Mr. Hassan Madah, Director, Israel Ministry of Tourism - India & Philippines

We are pleased with Air India's move to increase weekly flight frequency in light of the significant rise in tourist arrivals from India. The outbound numbers to Israel have grown exponentially in the last few years and this introduction will help meet the growing demand from India. India is an important market for us and I am delighted to say that it has been one of the best performing markets in Asia with a 31% growth last year over 2016 and 31% between January and May 2018 over 2017. The Ministry of Tourism has consistently worked towards increasing flights and seat capacity into Israel and we are happy to see our efforts yielding positive results.



Turkish Airlines Aviation Trends India Survey

Turkish Airlines recently released its Aviation Trends India 2017 survey in association with Nielsen.

The survey revealed the evolving demands of passengers for better experiences during mid to long-haul flights. Conducted online, the survey interviewed respondents to understand their likes and dislikes in the Before Flight, During Flight and After Flight phases of the journey.

The survey also reflected the growing acceptance of airline travel as a preferred mode of travel in India

due to the growth of the sector with increased options in the form of airlines, routes and benefits. 50 per cent of the respondents preferred air-travel versus other forms of transport. 99 per cent of the respondents to the survey also expressed a willingness to take a long-haul flight in the next two years. Business class travel also saw a rise with 44 per cent of the respondents travelling business class in the past two years.

The respondents also shared a 'wishlist' of services and amenities that they would like to see in mid to long-haul flights in the future. Free and fast

internet access and increased seat comfort ranked the highest in the wishlist. A significantly higher percentage of business and first class travelers expressed a need for child care on board and an area for network generation, compared to economy and premium economy travelers.

The online survey, conducted in partnership with Nielsen, reached out to a respondent pool comprised of individuals aged 18 years or older who have used flights as a mode of travel in the last two years and was conducted between 16 to 26 February, 2018.

Ozer Guler, General Manager, Northern & Eastern India, Turkish Airlines Inc.

The Indian civil aviation sector is on an undeniable growth trajectory. Favorable government policies, economic growth, an upwardly mobile middle-class and competitive air fares have given a rise to a willingness for people to adopt air travel as a preferred mode of transport in India. As such, their expectations and demands for services and amenities have significantly evolved. The Turkish Airlines Aviation Trends Survey 2017 gives us a glimpse into this changing landscape and allows us to better address our customers demands and needs.



Jet Airways - India's first Boeing 737 MAX 8

Jet Airways, India's premier international airline, announced the induction of its very first Boeing 737 MAX in its fleet in keeping with its philosophy to continuously offer its guests a considerably superior and differentiated flying experience.

The 737 MAX represents Boeing's latest upgrade to its single aisle 737 – the world's most-produced commercial jet airplane of all time – which has been the backbone of Jet Airways' fleet ever since the airline commenced operations in 1993 with the then latest 737-300s.

The 737 MAX has been specially designed to deliver exceptional performance and reliability with a fuel efficiency of up to 15 percent that translates into a lower seat per mile cost as well as an extended range. This remarkable output is delivered by a unique combination of structural enhancements that comprise several aerodynamic improvements including, revolutionary Advanced Technology (AT) Winglets that smoothen airflow, helping reduce drag and increasing efficiency by nearly 2 percent.

Performance is further optimised with a new and unique CFM LEAP-1B engine that incorporates leading-edge technologies such as a large 69-inch fan with lesser number of blades. The ultra-light fan blades made from carbon fiber composites, together with the use of chevrons at the rear of the engine cowling complement the aircraft's efficiency, lower weight and drag and reduce its noise footprint by as much as 40 percent. The unique engine design requires less maintenance and suits the MAXs lower operating weight as well as its

need for less thrust than competitors, adding to its distinctiveness.

Jet Airways' all new Boeing 737 Max 8 is replete with numerous features that will provide guests with a truly unmatched flying experience. Guests stepping onboard the new MAX are greeted by the customizable and eye-catching Boeing Sky Interior that features new, modern-sculpted sidewalls, anti-glare LED lighting and other appealing improvements to both form and function. The Sky Interior offers up to 9 different lighting scenarios for different stages of a flight. What's more, the transitions can be adapted to Jet Airways' brand colors to enhance the overall ambience and cabin experience while flying. Additionally, redesigned overhead storage bins make efficient use of space to provide guests with extra room for storing their cabin baggage conveniently, allowing for faster boarding and on time departures.

The new 737 MAX 8 will offer a standard two-class configuration comprising 12 Première and 162 seats in Economy, complete with JetScreen - the airline's in-flight entertainment system that offers over 330 hours of the latest entertainment on personal devices. Guests can relax and enjoy their favourite programming from among Hollywood, Bollywood and regional movies, TV shows, games and music.

Seats in Première have been encased in vibrant leather that has been specially sourced from Wollsdorf - providers of seating to top-notch premium automotive brands such as Porsche and Mercedes. The richness and attention to detail is visible in the use of ochre



Mr. Vinay Dube, Chief Executive Officer, Jet Airways

Arrival of the 737 MAX is a proud moment that marks the start of an exciting new chapter for Jet Airways and Indian aviation. The 737 MAX is a critical part of our strategy and is equipped to offer our guests the hospitality and travel experience they deserve. The induction of the fuel efficient 737 MAX will also enable us to meet our strategic ambitions of growth, enhance our operational reliability and reduce costs.

coloured threads for the weave as well as the execution of perfect stitches, which match perfectly with the associated upholstery, echoing the fine taste associated with every Première traveller. Première seats have been specially equipped with in-built USB ports, laptop chargers, portable electronic device holders along with generous legroom and a comfortable recline ranging from 7"-10" to provide an appropriate mix of productivity and comfort.

IndiGo 56th Destination

After a successful launch of 7 domestic and 2 international destinations since January 2018, IndiGo has announced Surat as its 56th destination.

The country's largest low-cost airline, IndiGo will now operate new flights to and from Surat connecting Delhi, Mumbai, Bangalore, Hyderabad, and Jaipur respectively.

To provide more enhanced connectivity across India, IndiGo will operate three new routes, including Jaipur-Varanasi, Jaipur Guwahati, and Mumbai-Bagdogra. All new services start in August 2018.

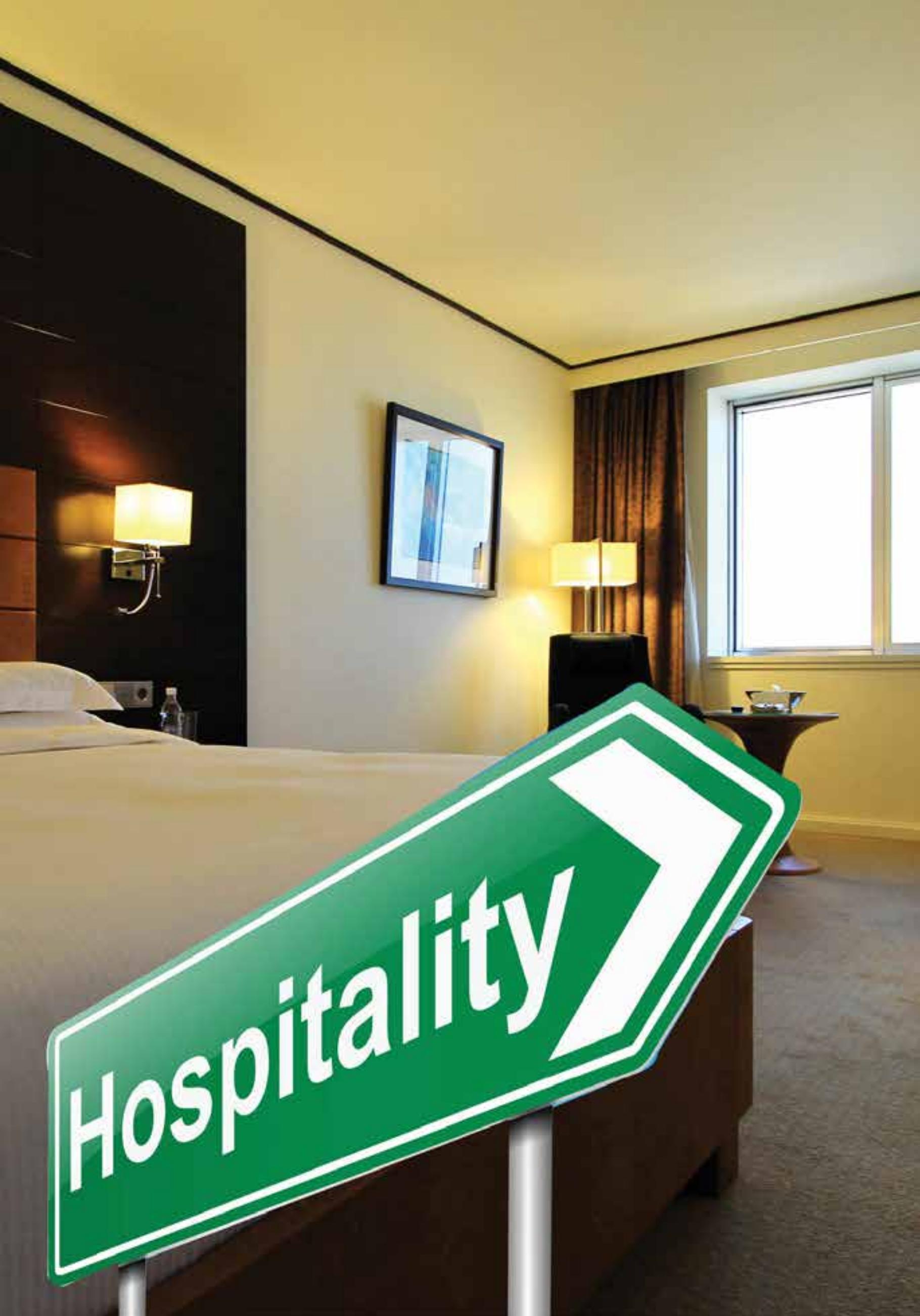
The new flights are designed to cater to business and leisure travellers who are constantly on the lookout for new and affordable flying options. Customers who wish to plan their travel can book tickets via our official website www.goindigo.in. The introduction of these flights will further strengthen the airline's operations, and will provide connectivity between Surat and other key cities with very low fares.

Mr William Boulter, Chief Strategy Officer,

IndiGo said, "We are pleased to have the opportunity to fly out of Surat starting August 2018. Surat, undoubtedly holds immense potential for IndiGo, and launching operations to and from the diamond city is in line with our growth strategy for the India market. IndiGo is looking at introducing new flights connecting Surat with Delhi, Mumbai, Bangalore,

Hyderabad, and Jaipur. We are also launching three other new routes which includes Jaipur- Varanasi, Jaipur-Guwahati, and Mumbai-Bagdogra. With these new services, we are providing more flexibility of choice to our customers as IndiGo continues to offer them on time, courteous and hassle-free service and an always affordable flying experience."





Hospitality

Ayurveda – The Art of Healing

Grown in the unblemished place where there is India exactly 5000 years ago, Ayurveda, the exploration of life and lifespan, is the most established social insurance framework on the planet and it consolidates the significant musings of pharmaceutical and logic.

• Tarsh Sharma

Since old Indus Valley Civilization, Ayurveda has remained for the healthy physical, mental and profound development of mankind around the globe. Today, it's a one of a kind, fundamental branch of pharmaceutical, a total naturalistic framework that relies upon the analysis of your body's humor - Vata, Pitta and Kapha - to accomplish the correct adjustment.

Ayurveda and Spa tourism is one of the quickest developing portions today in India. India is the nation of a rich social legacy that offers the best in Spa and Ayurveda treatments. The broad and very much created out Spa and Ayurveda bundles are most appropriate to restore your body, psyche and

soul. Plan a visit to India and experience the therapeutic intensity of nature stuffed in the sumptuous greenery and tremendous space of the beautiful scenes.

Visit any of the Spa and Ayurveda Resorts in India, and you will be offered a wide exhibit of projects in view of the Vedic Science 'Ayurveda' including spa bundles, body cleans, rubs, facials, body wraps, hydrotherapy and Ayurveda bundles.

Here we have few Ayurveda spa's with their spoke persons to learn about their spa, the product which they use, the treatments, ayurveda approach and how they differentiate ayurvedic treatment and medicine with that of the modern one.



Atmantan Wellness Resort

With respect to the statement “Ayurveda therapy is Indian traditional way of Indian Medical Treatment” Dr. Manoj Kutteri, Atmantan Wellness Resort said “Ayurveda is a consciousness based ancient healing therapy. The foundation for ayurveda is the five element theory. Ayurveda says the cause for all the illnesses are the reflection of imbalanced body humors (Doshas) and that can be taken part due to the inappropriate personal routines and dietary habits. The products used in Ayurveda are made from authentic Indian herbs and manufactured based on the ancient Ayurveda text books. We also use indigenous fresh herbal preparations using herbs grown in our garden.”

In ancient Ayurveda, a lot of importance is given to the individual and their overall built. Every individual is having a body constitution by nature. In Ayurveda practice the physician has to first identify the individual's body constitution and then the imbalanced bodily humors. This can be achieved by interrogation with the individual (Dosha analysis techniques), palpation techniques (such as pulse diagnosis) and visual examinations. There are many ancient techniques used for the same such as nadeepareeksha (pulse diagnosis),

ashtasthana pareeksha etc. After analysing and identifying the imbalanced bodily humors; measures are taken to bring them back in equilibrium.

Modern medicine is considered as a medical knowledge system. Ayurveda is not a medicine, but it is beyond the medical science; it is a way of life. Human experiences and observations, over a period of time has come to a practice and this is how Ayurveda and other drugless systems have evolved. While Ayurveda is an experiential science, western medicine is experimental. The basic principle, I believe, for allopathic medicine is physics and biochemistry; And that for Ayurveda is the five element theory. When we discuss the approach towards an illness; the modern medicine is more towards symptomatic and Ayurveda targets on the root cause in consideration with one's body mind and soul. Thus Ayurveda deals with a Holistic and “totalistic” approach and modern medicine follows an analytical approach. Ayurvedic system of medicine is a functionally oriented knowledge whereas the modern medicine is very much oriented towards the organs and structure.

Commenting on kind of treatments would



Dr. Manoj Kutteri, Atmantan Wellness Resort

one expect to have on an Ayurveda holiday Dr Kutteri stated “The scope of Ayurveda holiday can be categorised into two; i) Preventive care (swastavrita) – those who wish to rejuvenate and revitalise one's body, mind and soul. ii) Curative care – Its basically specific wellness goal oriented. Those who wish to manage their illnesses in a better way. The treatment modalities varies from body massages, body exfoliations, herbal steam, body wraps, body anointment, dhara (continuous oil flow on a specific area), oil retention, oil baths, herbal application in the form of bundles or concoctions and Dosha specific nutrition etc.”

“At Atmantan we are using an integrated approach of evidence based Ayurveda promising our guest the authenticity of traditional healing techniques. We use all the supportive therapies such as Yoga, Naturopathy, physiotherapy and holistic healing techniques that complement the Ayurveda programmes. We also believe in educating our guests in the essence of Ayurvedic living and to follow the preventive approaches in Ayurveda. We also uses Ayurveda cuisines which is palatable and appealing for both eastern and western cultures.” Dr Kutteri added.

Atmantan Wellness Resort gets so much popularity for its Ayurveda and treatments all over the nation which is presently represented by Teera Tales, Ms. Gita Chaudhary in the capital city Delhi.



Ayurtouch Ayurvedic Centre

Saji Varghese, Managing director, Ayurtouch Ayurvedic centre, Candolim, Goa focusing on Ayurveda said “Ayurvedic medicine is one of the oldest healing system in the world. For More than 3000 years India have developed and followed Ayurvedic medical system.

This healing system is based on the balance between mind, body and soul. Each medicine is prepared from many different herbs, which takes long process.

Nowadays there are different pharmaceuticals manufacturing Ayurvedic medicine in Kerala and other states.

We, At Ayurtouch Ayurvedic centre is using only the products of kottakal Arya Vaidya sala, kottakal Kerala. They are the oldest and traditionally making genuine Ayurvedic medicines.

Generally we use oil products like murivenna, kottamchukkadi Thailam, ksheerabala thailam, Dhanvantharam thailam etc. But it differs according to the condition of person.” Ayurveda is the best remedy for the wellness of human health. This practice will change a person life forever. Some of ancient ayurvedic practices are early wake up, regular exercise, drinking warm water, oil bath before shower, eat in silence, less spicy and salty food. Monsoon is the best time for Ayurvedic wellness programs. This is a preventive way to keep away from diseases.

“Ayurveda is completely different from modern medicine. Ayurveda gives priority to person than disease. it is cent percent natural and eco friendly. This have no side effects. Some ailments like rheumatic arthritis, damaged tissue, muscle injury, paralytic conditions etc ayurvedic medicine is the



Saji Varghese, Managing director, Ayurtouch Ayurvedic centre, Candolim, Goa

best remedy. It is best for rejuvenation and revitalization of body and mind.” Mr. Varghese added.

In terms of Ayurveda holiday he stated “In holidays we can have some treatments like Abyangam (full body massage with oil), kizhi massage (body pain and joints pain), shirodhara (relaxation and insomnia), udhvarthanam (excess fat reduction), herbal body scrub and pack (skin care).”

“Ayurtouch approaches clients from different parts of the world during their holidays in goa. We provide all the above mentioned packages. we make sure to provide the best quality Ayurvedic services to our clients. we use genuine Ayurvedic products (kottakal Arya Vaidya sala, Kerala.). Our therapist are professionally qualified and well experienced from Kerala.” Varghese emphasise with respect to Ayurveda approach.





Kairali Ayurvedic Group

Giita Ramesh, Jt Managing Director, Kairali Ayurvedic Group said “Ayurveda an ancient science that originated 5,000 years ago has again set its foot firmly in the Indian sub-continent. Kairali Ayurveda group has a long family lineage of Ayurveda practices and knowledge. The essence of Ayurveda with its Vedic knowledge and philosophy it imparts, is something that originated in India. One of the most preventive health systems in India, Ayurveda promises to stand for the greater humanitarian need.

Ayurveda is an ancient system of lifestyle, diet and medicine, used by the majority of Indians, and competing with pharmaceutical methods on an equal basis in India even today. The spread of ayurveda has been somewhat slower internationally than yoga despite being part of a complementary system and sharing an identical philosophy. The practitioners of Ayurveda prioritise yoga therapy among their healing techniques and these twin therapies offer identical ethics and a cohesive approach to the environment.

Every course of Ayurveda treatment begins with an in-depth personal examination, or prakruti analysis, to identify the exact balance of elements ruling your body and mind.

With such personal attention from kairali’s Ayurvedic therapy team, you can be sure of a transformative retreat experience based on the perfection on health and spirituality at Kairali’s treatment centres and the ayurvedic healing village.

To provide a complete and personalized Ayurvedic experience, Kairali manufactures

100% Ayurvedic products with highly experienced doctors who are dedicated in R&D, the products are used in our treatment centres and Healing Retreat in Palakkad, Kerala and also exported across the globe.”

“As a health system, Ayurveda is quite unique and has authentic effects, unlike the divided approach of modern medicine. It clearly distinguish between preventative and curative aspects of health.

This means that health is never seen as something solely physiological, but incorporates environmental, mental and spiritual life to remove the root cause of any disease and achieve the balance in an individual. However, Ayurvedic knowledge stands out as really authentic and holistic because it tried to attempt the diseases and conditions at core and not merely involved the treatment of symptoms. Generic healing therefore defines Ayurveda and also makes it different from the modern medicine terminology where more focus is paid to the symptoms and not the root causes of it.”



Giita Ramesh, Jt Managing Director, Kairali Ayurvedic Group

Ms. Ramesh added.

While focusing on the treatments one would expect to have on an Ayurveda holiday Ms. Ramesh stated “It be from a basic Rejuvenation to treatment of serious problems from Neurological related to Weight loss to Gynaecological etc...these treatments are varied and extensive. All depends on the severity of the ailment.”

“We first ask the person to approach the Ayurvedic Doctor and then accordingly the doctor treats the patient through Ayurvedic Therapeutic Massages and Medicines alongwith Ayurveda Diet in combination with Yoga & Meditation. The degrees and frequency may vary from one patient to other. Ayurveda believes in going to the root cause of the ailment and so do we. We also expect the person to do some alteration in their lifestyles so that the problems/ailments do not recur. One has to understand that most diseases today are lifestyle oriented.” Ms. Ramesh commented on Ayurveda approaches to use when treating a client.



Eastend Lakesong - kumarakom

While focusing on “Ayurveda therapy is Indian traditional way of Indian Medical Treatment” Rajesh Nair, said “Ayurvedic medicine is one of the world's oldest holistic (“whole-body”) healing systems. It was developed more than 3,000 years ago in India.

It's based on the belief that health and wellness depend on a delicate balance between the mind, body, and spirit. Its main goal is to promote good health, not fight disease. But treatments may be geared toward specific health problems.

Ayurveda believe every person is made of five basic elements found in the universe: space, air, fire, water, and earth.

These combine in the human body to form three life forces or energies, called doshas. They control how your body works. They are Vata dosha (space and air); Pitta dosha (fire and water); and Kapha dosha (water and earth).

Everyone inherits a unique mix of the three doshas. But one is usually stronger than the others. Each one controls a different body function. It's believed that your chances of getting sick -- and the health issues you develop -- are linked to the balance of your doshas.

Vata Dosha

Those who practice Ayurveda believe this is the most powerful of all three doshas. It controls very basic body functions, like how cells divide. It also controls your mind, breathing, blood flow, heart function, and ability to get rid of waste through your intestines. Things that can disrupt it include eating again too soon after a meal, fear, grief, and staying up too late.

If vata dosha is your main life force, you're more likely to develop conditions like anxiety, asthma, heart disease, skin problems, and rheumatoid arthritis.

Some Treatemts for Vata Dosha are

1. Abhyanga Massage
2. Shirodhara
3. Marma Treatment
4. Swedena

Pitta Dosha

This energy controls your digestion,

metabolism (how well you break down foods), and certain hormones that are linked to your appetite.

Things that can disrupt it are eating sour or spicy foods and spending too much time in the sun.

Some Treatemts for Pitta Dosha are

1. Padhya
2. Choorna
3. Lehyam

Kapha Dosha

This life force controls muscle growth, body strength and stability, weight and your immune system.

You can disrupt it by sleeping during the day, eating too many sweet foods, and eating or drinking things that contain too much salt or water.

If it's your main life energy, you may develop asthma and other breathing disorders, cancer, diabetes, nausea after eating, and obesity.

Some Treatemts for Vata Dosha are

1. Vishesh Abhyanga Massage
2. Nasyam
3. Sandhibalakara

Products that we are using in our ayurvedic centre Medicated oils, Medicinal leaves, medicinal powders, Internal medicines like kashayam, Arishtam, Ghee, and tablets etc.”

“Ayurveda is an ancient health care tradition that has been practiced in India for at least 5,000 years. The word comes from the Sanskrit terms ayur (life) and veda (knowledge).

Though Ayurveda, or Ayurvedic medicine, was documented in the sacred historical texts known as the Vedas many centuries ago, Ayurveda has evolved over the years and is now integrated with other traditional practices, including yoga.” Rajesh added.

“Modern medicine treats the symptoms only and Ayurveda treats the entire body as a whole. Each type of medicine has its own advantages and disadvantages and each person must choose what is best for him or her.” Mr Nair stated.



Rajesh Nair, General Manager, Eastend Lakesong Kumarakom

“ This could be instruction on diet, doshas, meditation, etc. or a more in depth and inclusive instruction that combines the varying aspects of Ayurveda. Revitalizing treatments include medicated steam baths, herbal massages, panchakarma treatments, Anti ageing, Slimming packages, etc.” Mr Nair commented with the treatments one would expect to have in an ayurveda holiday

In context to Ayurveda approaches to use when treating a client Mr Nair said “Beginning each treatment by really listening to the story of the patient is an extremely useful Ayurvedic approach. In Ayurveda it is an absolute necessity to quietly listen to the patient and feel what they are feeling. In my experience, in vast majority of cases, the actual root causes of physical disturbances are unprocessed emotional disturbances. The average modern doctors visit lasts only 13-16 minutes, and only 9-12 minutes in the case of dermatologists and ophthalmologists. Another Ayurvedic approach is to enter each treatment with the mindset that the best we can do is give the tools which allow the patient to uncover their health themselves.”



Swosti Chilika Resort

Swosti Group opens its door to Swosti Chilika Resort, a place for all travel seekers and holiday enthusiasts who revel in the unexplored and untouched tranquility and look to unwind and reconnect in a most spectacular setting one possibly can imagine.

Rooted in the scenic setting of the famed Chilika Lake, the essence of the resort is to unify the mind and the soul with the nature. To allow the restorative powers of the nature harness a tired body and mind delivering pampered serenity in a sanctuary of comfort and wellness.

Inspired by nature, as one step into the sprawling landscape on the banks of a pristine Chilika Lake, the Largest Lagoon on the Northern Hemisphere, one seamlessly will move from time bound madness to timeless bliss.

Swosti Chilika Resort extends its guests cottages and presidential suites with breathtaking views, while being elegant and well-appointed for a comfortable stay. 4 types of accommodations namely Sanctuary-The Presidential Suites, Millpond- The Pool Villas,

Windchime-The Quad Villas and Midlake County- The Hotel Blocks, are on offer for a luxurious indulgence.

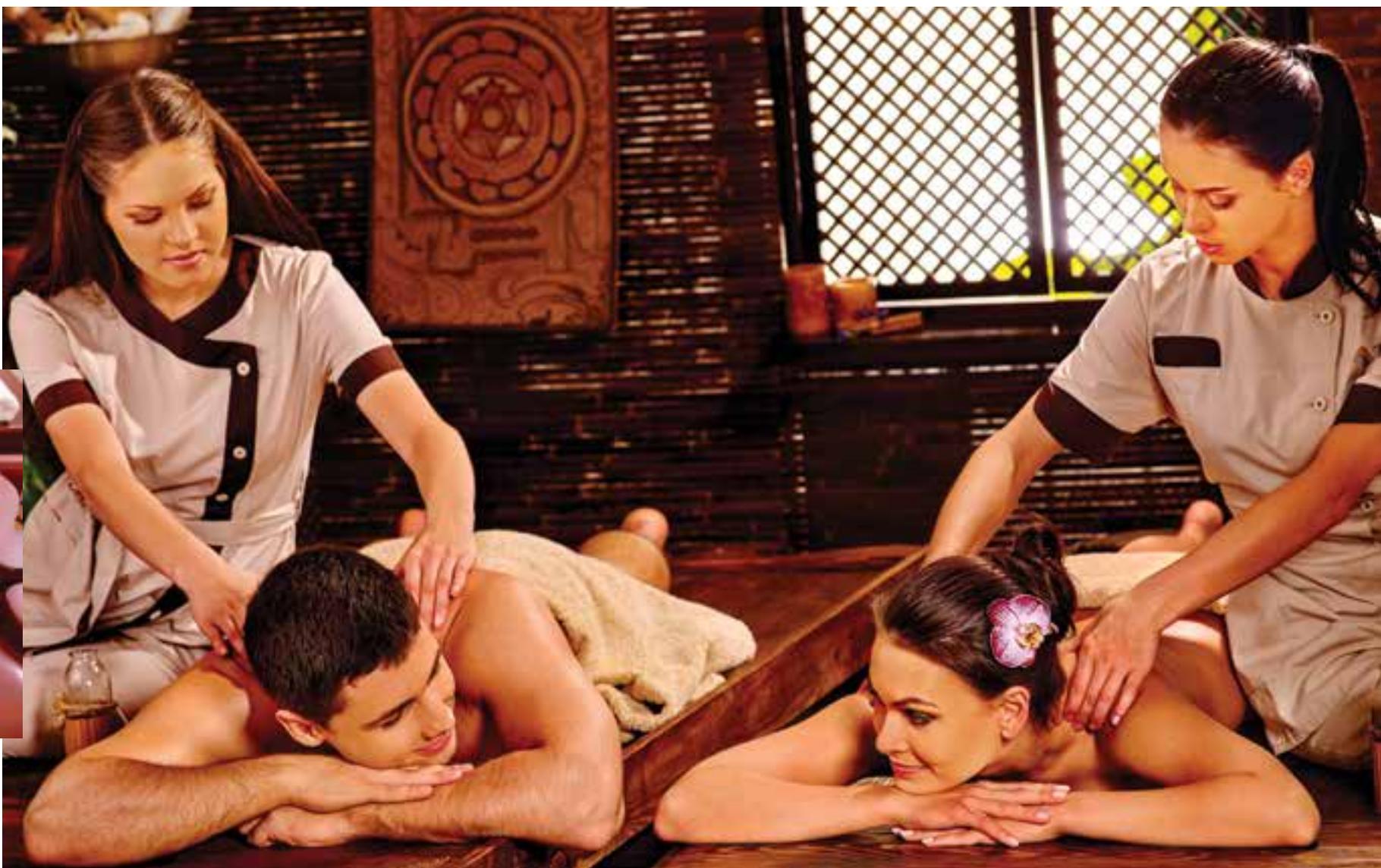
J K Mohanty, CMD Swosti Group, said “Ekayaa, the SPA, is a world of pure bliss. A world of peace, calm and tranquility awaits as one indulges in traditional Indian wellness therapies. Equipped with single and double treatment suites, beauty treatment rooms, meditation and relaxation decks and with various SPA therapies such as Exotic Himalaya, The Lava Stone Therapy, Abhyangam, Shirodhara, Ekayaa Classical Massage, Aroma Holistic Massage Therapy, Deep Tissue Massage, Ekayaa Quick, Chocolate Body Treat and many more, the experience can rejuvenate and reenergise the mind, the body and the spirit in equal measures.”

With well appointed conference halls, Swosti Chilika Resort provides a unique ambience for corporate as well. With nature providing inspiration, the quest for something inspiring may find an unexpected answer. This resort is also the first Green Building Certified Resort in Odisha from Indian Green



J K Mohanty, CMD, Swosti Group

Building Council (IGBC) and ensures least adverse impact on the pristine environment of Chilika Lake.



The Tamara Coorg

Dr. Abhilash, Tamara, Coorg focusing on Ayurveda said “Ayurveda is one of the world’s oldest medical systems and the principle traditional health care system in the Indian subcontinent. Ayurvedic principles on health and disease promote the use of herbs, special diets, and other unique health practices. At Tamara we procure natural and organic Ayurvedic herbal remedies prepared under the guidance of traditional practitioners with modern equipment and the highest standards of quality control. All our products are GMP certified.”

Ancient Ayurvedic practises and principles are enumerated and described in ancient Sanskrit texts, passed down over the centuries. An Ayurveda practitioner can assess the root cause of an ailment, identify imbalances of body types and work to correct those underlying causes, rather than solely treating symptoms.

“In Ayurveda the priority is towards prevention of disease and the treatment of the root and underlying causes in order to bring the body back into health, as opposed to treating visible symptoms with interventions. Ayurvedic treatment does not typically have emergency management, but involve effective

treatments for chronic disorders over sustained periods of time.” Dr. Abhilash added with respect to the contrast between Ayurveda and modern medicine.

“At Tamara we offer different programmes based on Ayurveda for rejuvenation, stress management, weight loss and more. For those visiting over a shorter duration, we provide basic treatments described in by classical Ayurvedic texts, including Abhyangam, Shirodhara, Podikkizhi, Kativasthi etc. Our specialists assess each guest’s special needs, body constitution and health condition before suggesting a treatment. We insist on an Ayurveda consultation before any treatment is administered.” Dr. Abhilash stated.

In context of ayurveda approaches Dr. Abhilash said “We believe that good health and overall wellness depend on a balance between the mind, body, and spirit. The main goal is to promote good health, but treatments may be geared toward specific health problems. We incorporate a range of approaches to maintain a health, including at emotional and spiritual levels. We provide treatments based on an initial Ayurveda consultation which includes a detailed assessment on a guest’s lifestyle and a pulse diagnosis.”



Dr Abhilash, Tamara, Coorg

The resort is gaining too much popularity in terms of its various advantages with respect to its location, Ayurveda etc. This resort is marketed by Terra Tales Hotel Marketing.



Dr. Arun Aravind, Head-Niraamaya Spa, Niraamaya Retreats

Niraamaya Retreat

Dr. Arun Aravind, Head-Niraamaya Spa, Niraamaya Retreats commented on the products which is used in Niraamaya Spa "All products used in Ayurvedic treatments are herbal in nature. For the body therapies we use various types of medicated oils, medicinal powders and fresh/processed herbs. The oils are mostly sesame oil based or coconut oil based and are processed with various herbs in it based on the specific formulation of each preparation. The oils form a carrier through which the medicinal properties of the herbs are infused to your body system. We also have a medicinal herb garden and some of the herbs used in the therapies are sourced from these plants."

Ayurveda is the Science (Knowledge) of Life and provides valuable information on the art of well-being. This Indian System of Medicine is as old as man itself, which believes to cure the disease and not merely the symptoms and ensures its followers are restored to the peak of Health - Physically, Mentally and Emotionally. The oldest documented holistic medical knowledge has originated in India over 5000 years ago and from its early roots to today. Ayurveda has represented an overall approach to physical and mental well-being of an individual. It also provides a fresh perspective to today's challenging health issues especially related to lifestyle disorders and degenerative health issues.

Ayurveda encompasses both ancient wisdom and practical science, which not only cures the disease but also teaches us how to maintain and protect one's health. The objective is not to treat disease, but to address the individual person, bringing him back to the unique state of balance or equilibrium. Thus Ayurveda goes to the source of disease to create ultimate health, which is defined in Ayurveda not only as optimal functioning of body, mind and the senses, but also as the presence of a joyful soul within.

"An Ayurveda program would consists of one or two Ayurveda therapies which are administered on a daily basis, along with practice of Yoga and a prescribed diet based on individual requirements. Most commonly administered therapies include Abhyangasana, Udwarthanam, Shirodhara, Kizhy, Pizhichil, Nasyam etc." Dr. Arvind stated with respect to the treatment one would expect to have on an ayurveda holiday.

In context to Ayurveda approaches he added "The client would be first screened for his suitability of undergoing Ayurveda therapies. Then a treatment schedule is prepared as per the requirement of

the client. The dietary requirements are assessed based on the body type analysis. Medicines are also administered as indicated.

Ayurveda treatment approach is based more on fasting and dietary understanding that deals with the root of the disease creation rather than on consuming medicines to fight out the symptoms of diseases. Half the disease is cured simply by appropriate dietary control. Principles of diagnostics and therapeutics are based on the identification of the level of Doshas Vata, Pitta, and Kapha through visual observation or darshana, touch or sparshana, interrogation or prashna. Tools of diagnosis involves the tenfold method of examination or dasavidhapareeksha and an eight-fold method of examination or ashtasthanapareeksha.

Principles of Diagnosis

Trividhapareeksha

There are three basic activities of a Ayurveda doctor; examine the patient, to make a diagnosis, and accordingly treat the patient. After examining diseases completely and from all aspects of the individual as well as the imbalance allows a correct decision regarding diagnosis to be arrived at.

The ways of assessment are called TrividhaPariksha.

- Darshana (by looking at the patient)
- Sparshana, (making the assessment by touch)
- Prashna. (By interviewing the patient)
- DashavidhaPareeksha (Tenfold Examination)
- Regarding the structural and functional abnormalities of the body.
- Geographical situation of the place where patient lives.
- Physical strength.
- The season and climatic conditions.
- The digestive system of the patient.
- Prakruti or the Tridosha constitution of the body.
- Age of the patient.
- Psychological strength of the patient.
- General and personal habits of the patient.
- Nature of food (e.g. vegetarian or non-vegetarian).

After tenfold examination, the eightfold examination is conducted to diagnose the imbalance

or disorder. In this examination, there are eight types, which are more practical and useful.

AshtaSthanaPariksha (Eightfold Examination)

- Pulse
- Urine
- Faecal matter
- Tongue / taste
- Voice and speech of the patient
- Touch, skin and tactile sense
- Eyes and vision
- General body build & Facial diagnosis

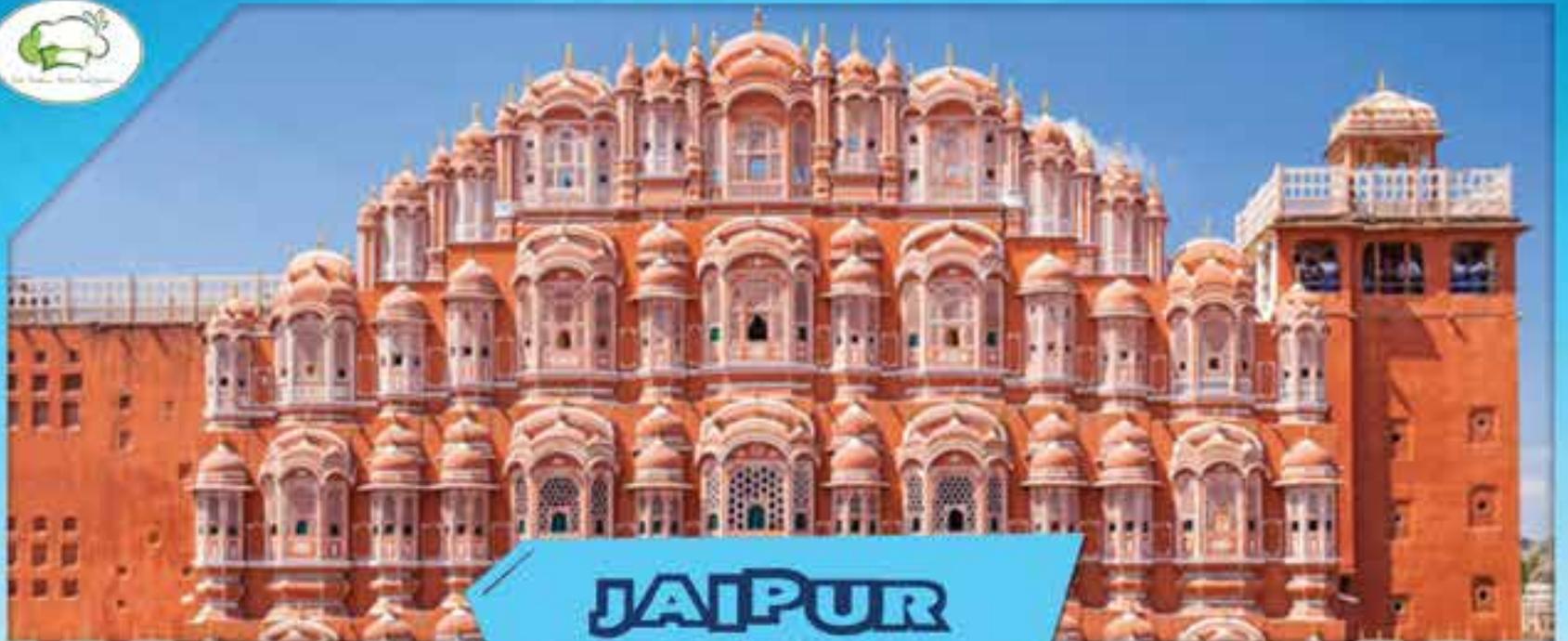
Ayurvedic treatment methods do not aim towards suppressing the symptoms of an ailment and creating some new ones as side effects of the main treatment. The main aim of Ayurveda treatment is to remove the root cause of the ailment and provide permanent relief.

There are four main classifications of management of disease in Ayurveda: shodhan, or cleansing; shaman or palliation; rasayana, or rejuvenation; and satvajaya, or mental hygiene.

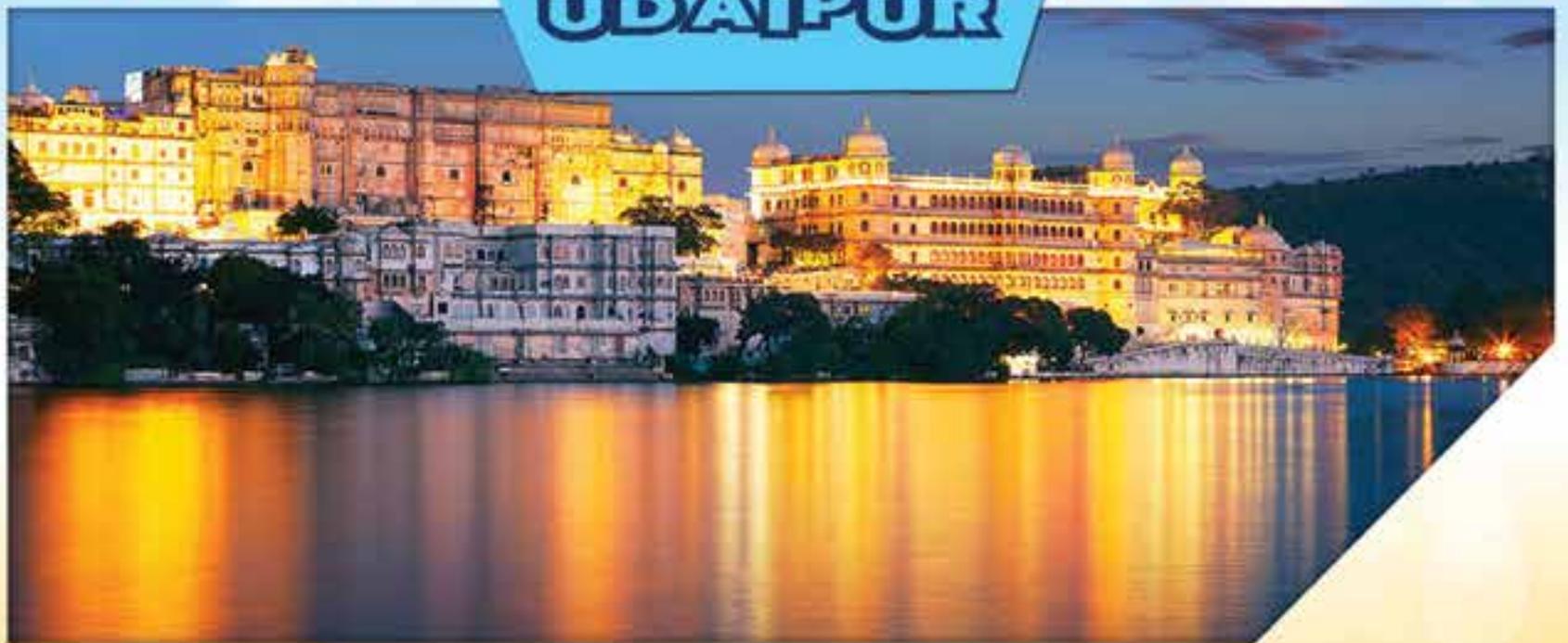
In Shodhan which is also known as Panchakarma therapy, five types body cleansing therapies are administered as per individual requirement. Vamana (emesis therapy), Virechana (purgation), Vasthi (enema), Nasyam (nasal infusion therapy) and Rakthamoksha (blood letting therapy) are the body purification procedures. The treatment methods mainly contains of powders, tablets, decoctions, massages / body therapies with medicated oils and powders all prepared from natural herbs, plants and minerals. Since the medicines are all from natural sources, they are easily accepted and assimilated in the body without generating any side effects.

In the Ayurvedic treatment method along with medicine, proper diet, exercise and living style is also recommended. Following this regime is equally important. If you are taking an ayurvedic medicine or therapy to remove the root cause of a disease but are not following the prescribed diet, lifestyle and exercise regime then you will never be able to get the complete benefit of the ayurvedic treatment."

Key Points	Allopathy	Ayurveda
Side Effects	Every single modern medicine specifically mentions on the side effects	Completely natural similar to food intake, so there is no issue of the side effects.
Approach	Takes body in pieces- totally objective and incomplete. A heart specialist seems helpless to handle simple fever.	Takes body as a whole. A complete physician is one who has knowledge of all the systems of medicines!
Evidence	Considered as evidence based system of medicine- but not in practice. The way allopathic physicians launch and withdraw medicines, it never seems to be an evidence based system of medicine.	Ayurveda has its own principles and follows these principles. Evidence is defined in a peculiar way by Ayurveda. When Ayurveda follows nature it directly means that it is following some natural wisdom and a universal truth, which need not be launched and withdrawn. This is the reason that Ayurvedic Scholars have emphasized the thought that Ayurveda has no end and no beginning, hence no need to launch/withdraw experimentation at the patient's expense.
Wholesomeness	Allopathy is a system of physical health and has increasingly become a bio-engineering and bio-mechanical system of medicine- where they believe to replace/change the organs or systems in name of treatment, not much worried about the CURE.	Ayurveda talks about complete wellness- physical, psychological, spiritual, economical, as well social wellness. For Ayurveda wellness is a complete package, not a scattered issue.
Natural	Modern day medical sciences understand the value of being natural, but have no natural aid for the body. They believe in chemicals and synthetic things alone.	Ayurveda is completely natural and it believes that to follow nature is the only way to achieve complete wellness.
Therapeutic Level	On a therapeutic level, modern day sciences seem to be confused for most of the time. These talk about the treatments and management...but never think about the CURE and REPAIR.	Ayurveda considers Cure of a disease as the only way to go for the treatments. According to Ayurveda there cannot be less than the Cure in a medical science.
Root Cause	You keep on plucking the leaves of a tree and this tree will never end...because growth seems on its leaves and branches but the reason for this growth is only one- the Roots. Same applies to Diseases! Modern day medical sciences don't seem to understand this, they suppress the signs and symptoms alone- not with the root cause of a disease.	Ayurveda understands the root cause first, and then applies the same understanding to eradicate the disease from the body, this is the reason Ayurveda achieves the complete wellness and state of cure and return to normalcy very easily.
Diet and Lifestyle	Modern day sciences are slowly accepting the role and usefulness of both diet and lifestyle but they don't have any guidelines for either one that are not constantly being revised. This is the reason these modern sciences are not that successful against the diseases either in curing them completely or in preventing them.	Ayurveda is all about how to live life. So diet and lifestyle are main concerns in Ayurveda. Medicines are not that important as is diet and lifestyle, according to Ayurveda.
Complete Eradication	As modern sciences believe in suppressing the signs and symptoms, the focus is not to remove the disease causing factors from the body. In allopathy the garbage is hidden under good skin.	Ayurveda considers detoxification a primary part of the treatment and considers that unless the disease causing factors are removed from the body, diseases will keep on popping up again and again.



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AccorHotels India

AccorHotels announced the appointment of Apoorva Maheshwari as the Director of Marketing for AccorHotels India. Apoorva holds close to a decade of rich and diverse consumer and brand marketing experience across industries including FMCG and E-Commerce. Apoorva has managed brands and led marketing campaigns for multinational and Indian firms including P&G, Lodha Group and Zivame in varying capacities. In her new role, Apoorva will be responsible to lead the marketing activities for the growing portfolio of brands in the country. Apoorva replaces Madhu Joshi.

Bengaluru & Kochi and Bengaluru Marriott Hotel Whitefield

Ranju Alex has been appointed as the Multi-Property Vice President, Bengaluru & Kochi and General Manager for Bengaluru Marriott Hotel Whitefield. Prior to this role, Ranju served as the General Manager of the JW Marriott Kolkata and Multi Property Vice President for East India, Bhutan and Bangladesh. Ranju brings with her experience of more than two decades. She is a true champion of the values and commitment towards service excellence which encompasses taking care of associates and their career development plans. She enjoys the diversity of dealing with guests, meeting individually with department heads, exploring opportunities for improvement, solving concerns and moving forward together as a team.



Courtyard by Marriott Pune Chakan

Vijay Rajiwade have joined as Loss Prevention Manager in Courtyard by Marriott Pune. With more than 17 years of experience in Hospitality sector. His career so far is associated with Marriott only with his earlier assignments being at JW Marriott Mumbai Juhu and Renaissance Mumbai Convention Centre Hotel. Vijay expertises in Loss Prevention domain of Hospitality industry and his roles and responsibilities include safety and security of guests and associates, Implement guidelines on Loss Prevention Consistency Review, Brand Standard Audit, Fire and Life Safety Systems and Controllers Audit Checklist for Loss Prevention Operations.

Hilton

Hilton announced the appointment of Matt Fry as senior vice president, development in Asia-Pacific (APAC). Effective August 6, 2018, Fry will oversee the team responsible for the overall development strategy for APAC. A seasoned professional, Fry brings with him to Hilton over 20 years of experience in the real estate and development industry, with nearly 18 years leading diverse teams at Starwood Hotels & Resorts. Most recently, Fry served as the head of global real estate operations and Americas real estate at WeWork – a company growing rapidly around the world to provide shared workspaces with a strong emphasis on community for entrepreneurs, freelancers, small businesses and large enterprises.



The Westin Mumbai Garden City

The Westin Mumbai Garden City announces the appointment of Saurabh Chowdhury as Director of Sales and Marketing. During a remarkable career that spans over a decade, Saurabh has spent the last two years working with the hotel as the Director of Sales. Prior to joining The Westin Mumbai Garden City, Saurabh worked at The Renaissance Marriott Mumbai Convention Center Hotel and Marriott Executive Apartments, where he led the team in generating FIT and MICE for all 28 Pan India properties. In his new role, Saurabh will delve deeper into understanding the client base, devise and implement strategic plans to achieve maximum revenue, promotional coverage and marketing opportunities for the hotel.

JW Marriott Kolkata

Gaurav Singh appointed as the General Manager of JW Marriott Kolkata and Cluster General Manager, Bangladesh. Having gained substantial experience in a career span of close to two decades, Gaurav Singh brings with him a wealth of knowledge in hotel management, administration and operations. He joined the Marriott family in the year 2013, when he moved to Courtyard Ahmedabad in the capacity of General Manager. In his current role, Gaurav will oversee all aspects of operational management and will be responsible for enhancing the productivity and guest satisfaction and implement strategic initiatives for the hotel. Additionally, he will also administer the portfolio of hotels in Bangladesh.





Novotel Visakhapatnam Varun Beach and Varun Bheemli Resort

Rajesh Gopalakrishnan has been appointed as the General Manager for Novotel Visakhapatnam Varun Beach and Varun Bheemli Resort. In this role, he will be responsible for spearheading the overall operations of both the properties, which are owned by Varun Hospitality Pvt Ltd. Rajesh has been associated with AccorHotels since 2005 and was the General Manager of Grand Mercure Vadodara prior to this move. Fascinated with the hospitality industry since his early years, Rajesh has worked at various positions in the hospitality industry across India, the Middle East and Maldives.

Radisson Blu Pune Hinjawadi

Radisson Blu Pune Hinjawadi has appointed Pushparaj Srinivasan as Director of Sales & Marketing. The newly appointed DOSM comes with 12 years of experience at International Hotel Brands. He had worked at Bangalore, Hyderabad, Chennai in his previous assignments. He is very excited to begin his new tenure in Pune. Pushparaj has proved his proficiency in handling Unit hotel's Sales & Marketing, Cluster Sales & Marketing, National & Global Sales Office's Performance & Management. His areas of expertise lie in Sales Strategy & Planning, Forecasting, Business Development, Customer Relations, Brand Building, Marketing, Training & Performance Improvement.



Sheraton Grand Bengaluru Whitefield Hotel and Convention Center and Aloft Bengaluru Cessna Business Park

Nitin Marriya has been appointed as the Complex Director of Sales and Marketing at Sheraton Grand Bengaluru Whitefield Hotel and Convention Center and Aloft Cessna Park. 15 years of experience in the hospitality industry has seen Nitin evolve into a collaborative leader with a strategic and analytical perspective. Prior to joining Sheraton Grand Bengaluru Whitefield Hotel and Convention Center, Nitin worked at The Westin Hyderabad Mindspace and Sheraton Hyderabad Hotel as the Complex Director of Sales and Marketing. In addition to providing advisory and executive support to the Complex General Manager to achieve goals and maximize various revenue and marketing opportunities of the hotel, he also liaises and ensures that Marriott International's globally acclaimed Hotel standards are met with and exceeded.

The Westin Kolkata Rajarhat

Sales and Revenue management professional, Anil Swain is armed with over 12 years of experience in sales management with Luxury Hotels. He holds the position of Director of Revenue at The Westin Kolkata Rajarhat, and will be in-charge of the negotiations, pricing and budgeting exercise on the basis of market and demand analysis for the Property. Prior to this he was working with Mayfair Resorts as the Assistant General Manager- Revenue Management and Distribution with 10 properties under his leadership. In his current role, as Director of Revenue at The Westin Kolkata Rajarhat, his key responsibility areas include management of Hotel revenue, preparation of Budget and Revenue Forecasting.



The Westin Kolkata Rajarhat

Being a part of the Hotel Industry for over 14 years, Rajiv Vyas has proved his exemplary performance in Sales, Marketing and Business Development by devising strategies that have given high yielding results. Prior to this he was with Courtyard by Marriott, Raipur, as Director of Sales. Currently, Rajiv is with The Westin Kolkata Rajarhat in the capacity of Director of Sales. In his current role, he will be looking after company sales functions alongside development and implementation of sales strategy. As the Director of Sales, Rajiv will manage sales forecasts as well as pricing strategies thereby implementing effective techniques to increase the occupancy of the hotel.

‘Do Not Disturb’ Summer Offer

All luxury desert enthusiasts planning their summer staycation ahead should look no further as Bab Al Shams Resort & Spa launched its new ‘Do Not Disturb’ summer promotion with attractive rates and numerous benefits.

With an impeccable location only 40 minutes from Down town Dubai and a wide range of leisure activities and extensive dining experiences, this award-winning luxury oasis offers 115 Arabic-designed rooms and suites overlooking the golden desert, lush gardens or infinity pools, marking a perfect destination for families, couples or simply desert lovers.

To complete Bab Al Shams Resort & Spa experience, guests are offered a wide selection of complimentary leisure facilities and activities to enjoy during their stay, from infinity temperature-controlled swimming pools, state-of-the-art gym to the ‘falcon display & camel ride’ experience* as well as the extensive fun and entertainment programs available for all young guests aged 5 years to 12 years old at ‘Aladdin’s Kids Club’. Moreover, various lawn game activities are available for hotel guests to enjoy including volleyball, croquet table tennis, mini golf and boules.



Geneva Fit & Fun Mountain and Lake Adventure Sports

A new luxury accommodation package launched by Mandarin Oriental, Geneva gives guests an opportunity to enjoy adventure sports in the surrounding region’s big outdoors. By booking the Geneva Fit & Fun offer, guests can participate in a variety of relaxing or adrenalin-pumping pursuits on Lake Geneva or in the nearby Alps or Jura Mountains.

Guests booking the Geneva Fit & Fun package can go paddle-boarding or sailing on Lake Geneva, or they can admire breathtaking views while cycling along the water’s edge. They can experience the pure excitement of paragliding from Mount Salève, or simply head into the mountains to marvel at the beauty of

the surrounding landscape, enjoy the fresh air, and reconnect body and mind while getting into shape. Pierre, the hotel’s Activity Concierge, and a local outdoor activities and water sports expert, will help guests choose which options suit them best. A mountain lover, Pierre knows the region like the back of his hand.

Voted Best European City Break Destination for the third time in four years at the World Travel Awards (WTA) 2017, Geneva is ideally located for enjoying outdoor sports, because of its location on the shores of Lake Geneva, and close proximity to the Alps and Jura Mountains. Easily accessible by land and air, the city is the ideal destination for a weekend break.



Indian Chefs create a Guinness World Record

Mr. Soundararajan P. and Mr. Sanjay Thakur, two of India’s leading Chefs, have created a Guinness World Record with #ProjectTriyagyon. The remarkable culinary feat was achieved at Island Peak, above Mount Everest Base Camp. The two Chefs prepared an exclusive fine-dine meal inclusive of marquee traditional Indian dishes for six guests from around the world in the highest altitude pop-up restaurant.

#ProjectTriyagyon was conceptualized by Chef Soundararajan P, Corporate Executive Chef, Mahindra Holidays, and Chef Sanjay Thakur, Etihad Airways, to showcase Indian cuisine on a global platform. In an exemplary expedition, the Chefs trekked all the way to the Base Camp and collected valuable herbs and other natural ingredients that have been the hallmark of the cuisine, which has evolved over the last 8000 years. These unadulterated fresh herbs were blended organically with

authentic Indian spices to curate a never-before culinary experience. Beginning on May

24, 2018, the project concluded on June 1, 2018.





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Salvator Mundi to be Unveiled at Louvre Abu Dhabi

Salvator Mundi, a masterpiece by Leonardo da Vinci, will be unveiled to the public at Louvre Abu Dhabi on September 18, 2018.

Acquired by the Department of Culture and Tourism Abu Dhabi (DCT Abu Dhabi) in 2017, Salvator Mundi is one of fewer than 20 known surviving paintings by the Italian Renaissance master, one of history's greatest and most renowned artists, and is his final work to enter into a cultural institution's collection.

His innovative breaks from the artistic standards of his day have guided generations of artists since. He is among the most influential artists in history, having left a significant legacy not only in the realm of art but in science as well, each discipline informing his mastery of the

other. Today, no name better seems to symbolise the Renaissance age than Leonardo da Vinci.

As the ultimate symbol of the Renaissance, da Vinci's seemingly infinite curiosity was equalled only by his power of invention. His genius lay in his ability to connect science and anatomy, geology, math, engineering, architecture, theatre, optics, and dozens of other disciplines. In Salvator Mundi, da Vinci's knowledge of optics is evident in the representation of the orb. It is rendered with beautiful scientific precision, even including the jagged bubbles visible on the bottom right that have the irregular shape of the tiny gaps in crystal that are known as inclusions.

Dating from around 1500, Salvator Mundi is an oil on panel painting, executed onto a walnut

panel, depicting a half-length figure of Christ as Saviour of the World, facing the viewer, and dressed in flowing robes of lapis and crimson. The figure holds a crystal orb in his left hand as he raises his right hand in benediction. It is believed to be a contemporary of both La Belle Ferronnière and the Mona Lisa.

After its unveiling at the Louvre Abu Dhabi in September, the Salvator Mundi is scheduled to be loaned to Musée du Louvre in Paris, where it will form part of the Leonardo da Vinci exhibition which will run from October 24th, 2019 to February 24th, 2020. Salvator Mundi is planned to return to Abu Dhabi after the exhibition, and will be on display again at the Louvre Abu Dhabi.

HE Mohamed Khalifa Al Mubarak, Chairman of the Department of Culture and Tourism Abu Dhabi

The Salvator Mundi highlights the inclusive nature of Louvre Abu Dhabi's narrative and Abu Dhabi's mission to promote a message of acceptance, and openness. It is an opportunity for Abu Dhabi's residents and visitors from around the world to engage with a rare and iconic work of great cultural significance at Louvre Abu Dhabi. Lost and hidden for so long in private hands, Leonardo Da Vinci's masterpiece is now our gift to the world. It belongs to all of us, who will have the chance to stand before it, and bear witness to the mastery of one of the most significant artists in living history.



First Novotel in India With a New Design and F&B Concept

Chennai, also popularly known as the Detroit of India, is a conglomerate of urban villages and diverse neighbourhoods and businesses. Sprawling and busy, yet steeped in deep rooted traditions and culture, Chennai welcomes its seventh AccorHotels property with the opening of Novotel Chennai Chamiers Road.

The chic Novotel Chennai Chamiers Road is ideally and conveniently situated in the heart of the city within walking distance of many clubs like Madras Club and elite neighbourhoods like Boat Club. It is a mere 10-minute drive from popular locations like

the T. Nagar shopping district, Marina beach and the business districts of Nungambakkam, Egmore, Adyar, Mylapore and Alwarpet. The hotel is well located for the local and international traveller as it is less than a 30-minute drive from both the Chennai International Airport and the Chennai Central Railway Station

Novotel Chennai Chamiers Road is owned and promoted by Dr S.K. Gupta, Chairman, Gupta Group of Companies and Ashish Gupta, Managing Director, AG Hospitalities Pvt Ltd. The promoters bring a combined total of 40 years of experience in the garment export

and real estate business and have recently diversified into hospitality.



Pullman First Hotel in Singapore

AccorHotels and EL Development Pte Ltd, a Singapore-based property developer, have announced they will open a new-build five-star Pullman on a prime site on Hill St, in the civic and cultural heart of the city. The 342-room hotel will be Singapore's first Pullman and will feature a rooftop bar and executive lounge with sweeping views over Fort Canning, the Singapore River and St Andrew's Cathedral, along with a vibrant lobby, health and fitness centre and pool. The hotel is set to open in 2022 after a complete

redevelopment of the site.

Mr Lim Yew Soon, Managing Director of EL Development Pte Ltd said, "We are pleased to appoint AccorHotels to manage our first hotel and we will bring the same high quality that symbolises our residential and mixed-use buildings to what will be our first hotel development.

"We are confident that the Pullman brand is the perfect fit for the market in Singapore as the brand has really built a strong reputation, especially in Asia."





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A 'JOBBOOM' WITH TAJ

The Honeymoon, the Staycation and the Babymoon are all well-known travel terms but there's a new buzzword - the 'Jobbymoon'.

This emerging travel trend is for trips taken by those in between jobs. It relates to people taking holidays in order to recharge, refocus and reboot before they start work elsewhere. Making life easier for those at a career crossroads, Taj rounds up its top 'Jobbymoon' locations - places to disconnect, de-stress, detox, escape and re-energise before the next work phase begins.

DISCONNECT - GO OFF-GRID ON THE ANDAMAN ISLANDS

Located on the relatively undiscovered Andaman Islands, Taj Exotica Resort & Spa, Andamans is perfect for disconnecting from the stresses and strains of work life. Guests can navigate the exotic island with experiences ranging from snorkelling, scuba diving and night time kayaking through the mangroves with its fascinating nocturnal world of bioluminescence-phytoplankton.

DE-STRESS & DETOX - IN THE MALDIVES

Perfect for those needing to refresh body and soul before taking on a new work challenge, Taj Exotica Resort & Spa, Maldives is encouraging deep and effective health and wellbeing with the introduction of its new 4 and 7 night programmes. Each programme will begin with a private consultation with a wellness physician, who will fine-tune a diet, treatment and Yoga plan as per the individual's 'Dosha' or particular energy type.

ESCAPE - ENJOY BUCKET-LIST TRAVEL EXPERIENCES AT THE BEST HOTEL IN THE WORLD

Making the most of uninterrupted time off is a must and Jobbymooners travelling with Taj can follow in the footsteps of the Maharajas. Recognized as the Best Hotel in the World, a stay at Umaid Bhawan Palace is the perfect opportunity to tick off some bucket list experiences. Built in 1928, dotting the skyline of the 'Blue City' of Jodhpur, Umaid Bhawan Palace is one of the world's largest private

residences set amidst acres of verdant gardens.

RE-ENERGISE - COME FACE TO FACE WITH THE MAJESTIC BENGAL TIGER ATTAJ SAFARIS IN MADHYA PRADESH

Taj Safaris, offers travellers the unparalleled beauty of the jungles of Madhya Pradesh. Spot rare wildlife including Star Birds, Sloth Bears and the Bengal Tiger. Taj Safaris' is India's first and only wildlife circuit across 4 jungles, offering a decade of safari expertise, coupled with legendary Taj service. The new season starts in October 2018.



IHCL Second Hotel in Katra

The Indian Hotels Company Limited (IHCL), India's largest hospitality company, announced the signing of a Vivanta in Katra with the Delhi based DMG Group.

Speaking on the signing Ms. Suma Venkatesh, Executive Vice President – Real Estate & Development at The Indian Hotels Company Limited said, "We are pleased to partner with DMG Group in bringing the

Vivanta brand to Katra. This announcement is aligned to our strategy of expanding our footprint and driving growth across popular pilgrimage and tourist destinations."

Located in Katra - the base camp for the holy pilgrimage of Vaishno Devi, the hotel is conveniently located 42 kilometers from the Jammu airport. The 80 room hotel, spread over eight acres, offers charming views of the Holy Shrine and Trikuta Mountains. The hotel

features an all-day restaurant, banqueting and recreation facilities including a gym, swimming pool and badminton court.

Commenting on the partnership, Mr. Sushen Gupta, Managing Director at DMG Group said, "We are delighted to partner with The Indian Hotels Company Limited. We look forward to working with them to bring their unique Vivanta brand and legendary experience to visitors to the holy shrine."

The Setai Tel Aviv opens its gates in Israel

The Setai brand of hotels has recently opened its latest property The Setai Tel Aviv, located on the Mediterranean Sea at the entrance to the ancient city of Jaffa.

The 120 guest room and suite urban resort is the second Setai property in Israel following the 2017 opening of The Setai-Sea of Galilee and is the fourth property in Israel to be designated as a member of the Leading Hotels of the World organization (together with the Mamilla, American Colony and King David hotels).

The property was initially constructed as a fortress during the Crusader Kingdom's rule over Jaffa in the 12th-century. The Setai Tel Aviv's five-building complex, referred to locally as the "Kishle," or "jailhouse" in Turkish, is amongst the most important properties in Israel from a historical, cultural and architectural perspective. The building was part of a complex that was conquered and then inhabited by the most dominant empires in history beginning with the Crusader period and through the Roman, Byzantine,

Napoleonic, Turkish-Ottoman and British rule over Jaffa. Following the fall of the Ottoman Empire and Israel's War of Independence in 1947, the complex was used as a police station until 2005, at which point it underwent a monolithic restoration process that transformed the building into The Setai Tel Aviv.

The original buildings and stone corridors that wrap around an inner courtyard have been meticulously restored over the span of a 25-year preservation process, which was spearheaded by the Israel Antiquities Authority, Israel Preservation Society, Feigin Architects & preservation architect Eyal Ziv. As part of the renovation effort, architects demolished several buildings, restored the original structure, added three floors and dug out a basement level. The latter spurred a series of extensive archeological digs throughout the property, unearthing artifacts that date back to the 12th century, all of which will be on display in the The Setai Tel Aviv for guests' enjoyment.

The Setai Tel Aviv accommodations from the

hotel's guest rooms and suites to public spaces and outdoor courtyards feature rich walnut furnishings, white sea-stone from the building's original structure, custom brass fixtures and Middle Eastern fabrics. The Setai Tel Aviv's interiors evoke a seamless blend of classic and contemporary design that reflects its Jaffa location.

The Setai Tel Aviv features JAYA, a new restaurant concept which celebrates the best of Israeli food culture, while also honoring the culinary heritage of Jaffa and the property's Turkish roots. Here, guests are treated to the best in seasonal and local fare, while across the courtyard; The Setai Tel Aviv Bar serves handcrafted cocktails, fine wines and a traditional



Lifestyle



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Love The Chinese Way- The Reality Of Today...

For many it may be a little awkward sentence but from an editors point of view it is the latest trend which is highly popular and equally followed these days, as the Chinese products are having a vital impact in Indian market and the product are not having any guaranty its totally depends on you how carefully you are using the product. For a short term duration these products are valuable therefore I have given a new term 'The Chinese way'. The never ending bond as prescribed by many people but is it really so?. The promise made that will be with you ever, forever but is all that just for impression. Well different people will be having different views let's get a little deep into it to find the real reason. All modern things comes with a replacement guarantee, so is love now days?

Love At First Sight

This sounds real crazy, "The moment I saw you my eyes stopped and I was unable to stop thinking about you". At a age of 23 I am still finding one good reason to believe on this phenomena we see many eye catching things in our daily life but we don't actually love them

it's just a liking for some particular time period, humans are bond for changes, today what all catches our eyes may be replaced by some other things, it is same with relationships...

"You took my eye – but definitely not for life."

Age Factors

The major factors for breakups or short term relationships is the age, falling for someone and calling it love is basically at that time of life when exactly we don't understand the meaning of love and we are confused between love and liking. It is the age when we are unable to differentiate love and liking, we think that liking someone is loving someone. And it takes a lot of

time to know the difference and by the time we realize this we start thinking about the time we spend in making an impact on the other person or approaching the same. We never think that it is never too late and why should we spend moretime or you can term it as waste moretime for the wrong person. In most of the cases people have idea about the dreadful ending but we go on with the same approach that we have spend a lot of time and then after a long time we agree that it was a mistake and was aware about it but was unable to step back.

Flirting

Despite the pitfalls flirting can be a key step towards initiating a date. It's equally important





of holding each other's hands forever, or the country is moving towards the culture of dating many before choosing the partners for life!

You Are My Option Not A Priority

At a certain point of time you've been on someone's hook. You think that one day this person will turn around and put you above everyone else, and it will somehow morph into a perfect relationship with someone you keep hoping that things in life will get better, even though you've never been the first thing or priority on your partner's mind even though you don't ask for much, but they've made you feel like it's your fault for feeling the way you do. Few time you're made to feel really special by your partner, but for the most of the time the situation is terrible.

Love – Now days (goodbye too early.. after that hie!)

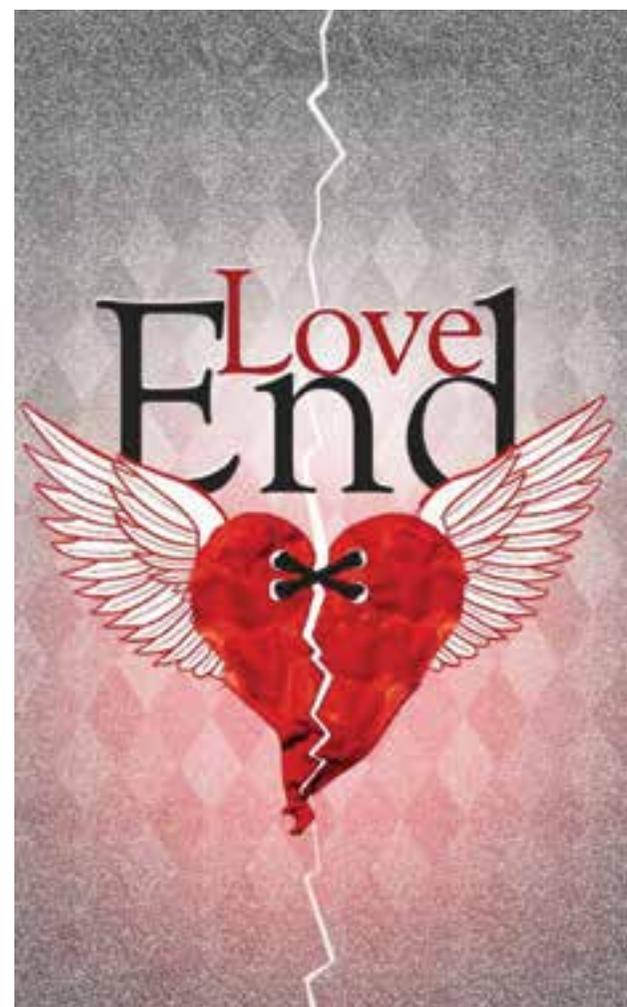
Nothing is more common than the three magical words "I LOVE YOU". But as we always knew what is more common, easily loses its value. The importance of love has



in maintaining a romantic relationship although we have all flirted and been flirted with, have you ever thought about why we actually flirt. I am sure that many people have not had moments of deep reflects on the question, but the fact is that all communications are goal oriented and there are many reasons why a person flirt. It may be a traditional dream love story or a Chinese style love story. Apart from this everone have a talent to flirt someone rightly said about *firting- That it is the only talent or skill that we cannot include in our bio-data, despite having years of experience and number of references*

Dating

To find the prince and to find a princess you got to kiss some toads. But people are not making any efforts they just want the cake in a platter served to them, from lasting forever to a particular date of time. Dating have significantly change through the passage of time, previously it was a very serious thing for both the couples, it was a stage of romantic relationship between two people it also involve sexual feelings towards each other, but some or the other way there was a serious intention of holding each other's hands forever. But now days it has totally changed there is attraction, there is love but something is missing, might be the courage



lost its value or is getting faded away because of its improper usage. Youth are crazy to get committed they take it as a trend and they just wants to follow the trend without thinking about love and its significance they propose... Loving someone and liking someone both are two different aspects and youths are completely ignoring it. And these type of peoposal are the major reasons for breakups!!

love you more then anything... but holding your hands forever is a very different thing.

Ayurveda = Old age Healing Treatment

Ayurveda an ancient healthcare tradition or we can say unpredictable arrangement of healing that has been drilled in India for at least 5,000 years.

The fundamental traditional Ayurveda treatises start with incredible records of the transmission of therapeutic learning from the Gods to sages, and thereupon to human doctors. We can discover chronicled proof of Ayurveda in the antiquated books of wisdom known as the Vedas. In the Rig Veda, more than 60 arrangements were specified that could be utilized to help a person in beating different afflictions. The Rig Veda was composed more than 6,000 years ago, but really Ayurveda has been around much longer than that. What we see is that Ayurveda is more than just a medical system. It is a Science of Life. We are all a vital part and parcel of nature. Similarly as the animals and plants live in harmony with nature and use the Laws of Nature to create health and balance within their beings, we, too, adhere to these very same principles. Hence, most would agree that Ayurveda is a framework that keeps up wellbeing in a man by utilizing the innate standards of nature to carry the person once again into harmony with their actual self. Generally Ayurveda has been in presence since the get-go on the grounds that we have dependably been represented by nature's laws.





Principles of Ayurveda

Let's move at a portion of the principles of Ayurveda and how they may influence us.

Ayurveda names seven basic tissues

Dhatu- Which are plasma (rasa),

Rakta- Blood

Māmsa - Muscles

Meda- Fat

Asthi- Bone

Majja- Marrow

Shukra- Semen

Like the prescription of traditional artifact, Ayurveda has historically divided bodily substances into five established components, that is earth, water, fire, air and ether.

There are also twenty qualities or characteristics which are considered to be inherent in all substances. These are organized in ten pairs of antonyms: heavy/light, cold/hot, unctuous/dry, dull/sharp, stable/mobile, soft/hard, non-slimy/slimy, smooth/coarse, minute/gross, and viscous/liquid.

Ayurveda also names three elemental substances, the doshas (Vata, Pitta and Kapha), and states that a balance of the doshas results in

health, while imbalance results in disease. One Ayurvedic view is that the doshas are balanced when they are equal to each other, while another view is that each human possesses a unique combination of the doshas which defines this person's temperament and characteristics. In either case, it says that each person should modulate their behavior or environment to increase or decrease the doshas and maintain their natural state.

In medieval taxonomies of the Sanskrit knowledge systems, Ayurveda is assigned a place as a subsidiary Veda (upaveda). Some medicinal plant names from the Atharvaveda and other Vedas can be found in subsequent Ayurveda literature. The earliest recorded theoretical statements about the canonical models of disease in Ayurveda occur in the earliest Buddhist Canon.

Benefits of Ayurveda

The Ayurvedic way to deal with disease is comprehensive and in this way, after an Ayurvedic treatment, a patient will discover a change in their psychological, physical and mental conditions. The ingredients used in Ayurvedic pharmaceuticals are mostly derived from plants, herbs, blooms, natural products, and so on making it a cure near nature.

.Practice of Ayurveda

Ayurvedic specialists regard physical presence, mental presence, and identity as a unit, with every component having the capacity to





impact the others. This is an all-encompassing methodology utilized amid determination and treatment and is a principal part of Ayurveda. Another piece of Ayurvedic treatment says that there are channels (srotas) which transport fluids and that the channels can be opened up by massage treatment utilizing oils and Swedana (fomentation). unhealthy channels are thought to cause disease. From its inception in India Ayurveda have made some amazing progress and is very well known through the world.

Ayurveda – in Present India

As per a few sources, up to 80 percent of individuals in India utilize some type of traditional medicine, a classification which

incorporates Ayurveda. In 1970, the Indian Medical Central Council Act which expected to institutionalize capabilities for Ayurveda professionals and give certify organizations to its examination and research was passed by the Parliament of India. In 1971, the Central Council of Indian Medicine (CCIM) was set up under the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH), Ministry of Health and Family Welfare, to screen advanced education in Ayurveda in India. The Indian government support research and instructing in Ayurveda through numerous stations at both the national and state levels, and regulates conventional solution with the goal that it can be considered

in real towns and cities. The state-supported Central Council for Research in Ayurvedic Sciences (CCRAS) is designed to do research on Ayurveda. Numerous facilities in urban and provincial zones are controlled by experts who qualify from these establishments. Starting at 2013, India has more than 180 instructional hubs offer degrees in customary Ayurvedic medicine.

To fight biopiracy and unscrupulous licenses, in 2001 the legislature of India set up the Traditional Knowledge Digital Library as a storehouse for plans of different frameworks of Indian prescription, for example, Ayurveda, Unani and Siddha. The details originate from





more than 100 conventional Ayurveda books. An Indian Academy of Sciences record citing a 2003-04 report expresses that India had 432,625 enlisted therapeutic experts, 13,925 dispensaries, 2,253 healing facilities and a bed quality of 43,803. 209 under-graduate showing establishments and 16 post-graduate organizations. Insurance agencies cover costs for Ayurvedic medicines if there should be an occurrence of conditions, for example, spinal line issue, bone issue, joint inflammation, and tumor. Such claims contain 5-10 percent of the nation's medical coverage claims.

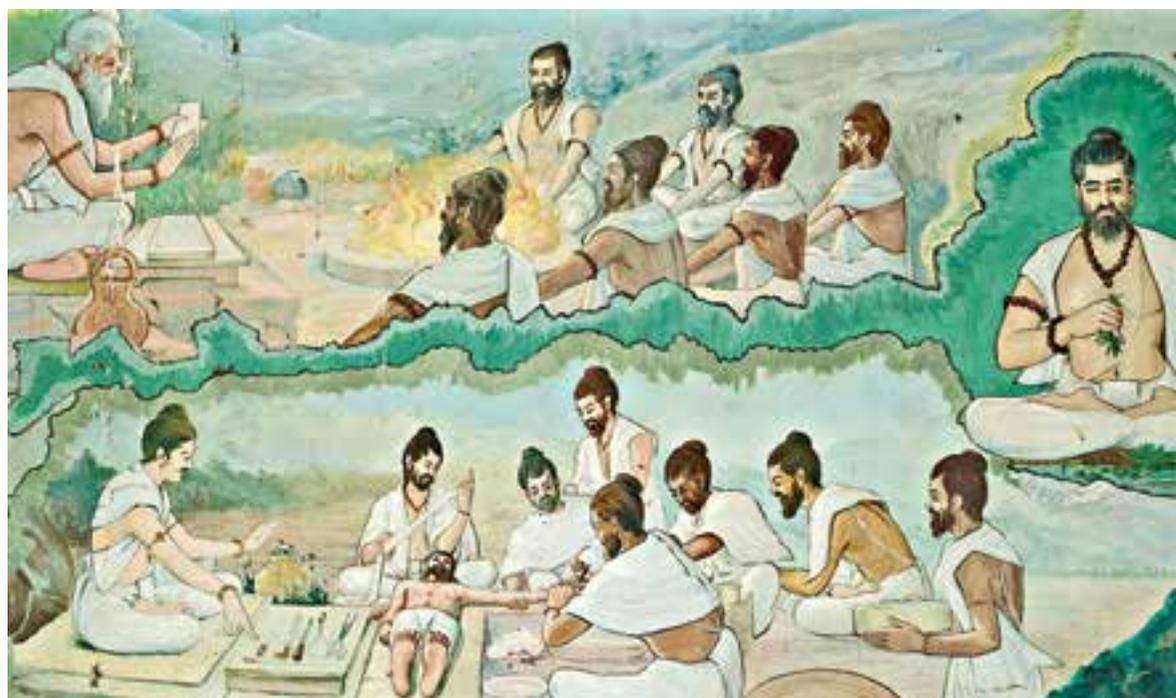
Worldwide Presence of Ayurveda

World Health Organisation (WHO) acknowledged at Alma Ata in 1978 the role of the traditional, alternative and complementary system of medicine in the healthcare segment of both developing and the developed area. Amongst the commands of United Nations, the strength of humanity is the pushed zone of UN through world health organization (WHO) arranging and execution of approaches for mainstreaming of traditional medicine (TRM) of respective nations. Alongside traditional arrangement of medicine (allopathy) first in the nation of starting point took after by the worldwide field, is the need plan of activities of WHO. Ayurveda is under chief

consideration of WHO.

Therapies of Ayurveda

Ayurveda is accepted as the oldest treatment on the planet. Totally in light of the regular components (medicinal plants, herbs, milk, cured oils, herbal powders, curd etc.), this procedure of healing has no side effects.



The basic therapies are as given below:-

Panchakarma

A five-fold purification therapy that creates balance between Doshas or bio energies (Vata, Pitta and Kapha). Panchakarma therapy has three main stages: Poorvakarma, Pradhanakarma and Paschatkarma.

Abhyanga

It is a synchronized full body massage, which is performed by two therapists. It is done with specific herbal oils prescribed according to the body type. Abhyanga is helpful in improving eyesight, promoting sleep and providing a glow to the skin.

Udwarthana

It is a dry massage process with the use of herbal powders. It is a wonderful therapy to reduce fat.

Choornaswedan

This vigorous massage is performed with a cloth bundle, which is filled with herbal powders. It is very helpful in curing neurological disorders, rheumatism, arthritis and sports injuries.

Njavarakizhi

It is again a massage therapy done with small linen bags that are filled with cooked Njavara rice. This is a complete rejuvenation therapy for your mind and body.

Kaval

It is a process of gargling with medicated oil. Is highly beneficial for ear, nose, throat disorders. It also improves the voice and brings a glow to the face.

Vamana

It is a therapy of administering herbal decoction to induce therapeutic vomiting. The process is helpful in curing Kapha imbalances such as asthma, cough, psoriasis and other skin disorders.



Virechana

It is performed with Virechak Aushdhi, a purgative, in milk or warm water. It removes excess Pitta in the body and helps treat dermatitis, chronic fever, heartburn and jaundice.

Kerala - Capital of Ayurveda

Kerala is considered as the capital of Ayurveda. This land is blessed with equable climate, natural abundance of forests (with a wealth of herbs and medicinal plants) and the cool monsoon season (June-November). All these factors are best suited for Ayurveda's curative and restorative packages. Kerala boasts of being the only state in India, which practices this system of medicine with absolute dedication.

Kerala possesses an unbroken tradition of Ayurveda that has surpassed many invasions and intrusions both foreign and native. For hundreds of years the Ayurveda Vaidyas (traditional practitioners of Ayurveda) were almost the only solution for people seeking healing from every kind of disease in Kerala. The legendary eight families of Vaidyas (Ashta vaidyas) and their successors treated the entire state for centuries. Unlike the other Indian states the status of Ayurveda in Kerala is not that an alternative but is main stream. In fact, today, Kerala is the only State in India which practices this system of medicine with absolute dedication.

Being the only resort of treatment for the people, the Vaidyars of Kerala were challenged to interpret the theories of Ayurveda and adapt them actively into effective healing systems in everyday life. Thus almost all the contemporary procedures and protocols of Ayurveda have evolved in and around Kerala.

The Boons of Nature

The equable climate, natural abundance of forests and the cool Monsoon season of Kerala are best suited for Ayurveda's curative and restorative packages. Kerala is perhaps one of the few places on Earth where a temperature of



24-28 degrees is maintained during a period of continuous rain. This prevalence of moisture in the air and on the surface of the skin makes it the ideal place for natural medicines to work at their highest levels of potency. The land is also blessed with innumerable medicinal plants and provides the continuity and consistency of Ayurveda medicines needed for effective treatment procedures. The same herbs with the same potency are available year after year across every season. The rich alkaloid content of the soil enhances the intensity and potency of many Ayurvedic medicines when compared to places with a different soil constitution.

The Advantages of Ayurveda in Kerala

Ashtangahridayam, the practical, user friendly interpretation of Ayurveda, compiled by the great Sage Vagbata is seldom used anywhere in the world as it is extensively done in Kerala. The Vaidyars of Kerala are proficient in this most contemporary treatise of Ayurveda which many scholars consider an advancement over the earlier samhitas of Charaka and Sushruta, the pioneers of Ayurveda. It is in Kerala that Kashaya Chikitsa (treatment with concoction) has become a standardised protocol involving

hundreds of Kashayams that were scientifically classified and organised according to various treatment needs. Keralite Vaidyars were the first to focus on the anti oxidant properties of Abayangam leading to the profusion of kizhis. The largest number of Ayurveda colleges and the largest number of practitioners in comparison to any place in the world has led to a tradition of Ayurveda research in a scientific manner in Kerala.

Ayurveda as a lifestyle

In Kerala Ayurveda is not just a healthcare system but it is a part and parcel of every aspect of life, in Kerala. Miracles like paralysed people walking, incurable diseases cured etc. that happen even today inspire respect and awe for

the vaidyars of Kerala.

He fundamental traditional Ayurveda treatises start with incredible records of the transmission of therapeutic learning from the Gods to sages, and thereupon to human doctors. We can discover chronicled proof of Ayurveda in the antiquated books of wisdom known as the Vedas. In the Rig Veda, more than 60 arrangements were specified that could be utilized to help a person in beating different afflictions. The Rig Veda was composed more than 6,000 years ago, but really Ayurveda has been around much longer than that. What we see is that Ayurveda is more than just a medical system. It is a Science of Life. We are all a vital part and parcel of nature. Similarly as the animals and plants live in harmony with nature and use the Laws of Nature to create health and balance within their beings, we, too, adhere to these very same principles. Hence, most would agree that Ayurveda is a framework that keeps up wellbeing in a man by utilizing the innate standards of nature to carry the person once again into harmony with their actual self. Generally Ayurveda has been in presence since the get-go on the grounds that we have dependably been represented by nature's laws.



Happy & Prosperous Farmers: Face of New U.P.

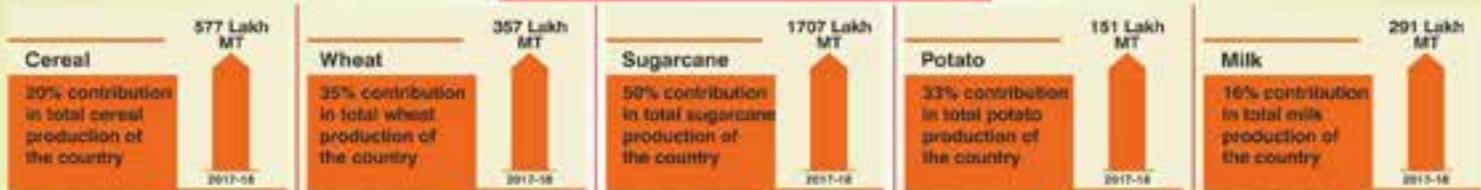


We Keep Marching Ahead...

‘The economy of Uttar Pradesh is mainly based on agriculture. Keeping this in view, state govt. is giving top most priority to the welfare of farmers. Fertilisers, Seeds, other necessary farming inputs as well as technical know-how are being made available to farmers in a time bound manner.’

Yogi Adityanath
Chief Minister, Uttar Pradesh

First Position in India



Record Purchase & Payment of Agricultural Produce



- The distinction of being the **first state in India** that has paid the subsidy on agriculture inputs through D.B.T.
- Direct subsidy payment of Rs. 456 cr. to 23-29 lakh farmers.



- Only farmers will be made President/Vice President in Mandi Societies.
- Farmers are free to sell their produce in any Mandi of the country.



- Record Wheat purchase** of 49 lakh MT in year 2018-19.
- Payment of Rs. 8,474 cr. through RTGS to farmers, further purchase going on.



- Under Pradhan Mantri Fasal Bima Yojna claim settlement of damaged crop worth Rs. 21,335 cr. of Rabi & Kharif crops, begins.
- Distribution of 31 Lakh quintal certified seeds & 27 lakh MT fertilizer in Rabi season.



- Technical know-how imparted to more than a million farmers about agriculture, horticulture, animal husbandry & fisheries under 'The Million Farmers School'.
- Establishment of 20 'Krishi Vigyan Kendra' in progress.
- Distribution of Soil Health Card to 2.29 cr. farmers so far.



- For the first time** in the state, 4700 MT pulses and oil seeds procured so far under MSP.

- Crop loans of 86 lakh small and marginal farmers redeemed with a provision of Rs. 36,000 cr.
- Eligible farmers left out in loan redemption have been given the facility to apply till 15th June, 2018 through online portal.



- New sugar mills established in Pipraich-Gorakhpur and Munderwa-Basti.
- Crushing capacity augmented for Mohiuddinpur-Meerut and Ramala-Bagpat sugar mills.
- Sathiyon-Azamgarh and Nazibabad-Bijnore distillery dedicated to the people.



- 7201 km long link roads made pot-hole free to facilitate transportation of farm produce to mandi yards.



- 18 hour electricity supply to rural areas.
- Provision of Rs. 4210 cr. for Irrigation & Water Resources.
- Work on Bansagar Project completed.



- Up to 80 percent subsidy to the farmers of Bundelkhand region on certified hybrid seeds and incentive to bio-fencing and cluster farming.
- Pahuj, Pahadi, Gunta, Pathrai, Lahchura and Maudaha Dam projects completed in Bundelkhand.



- Free cattle health fairs organized in all the development blocks of the state, health check up and vaccination for 3,02,675 cattle heads.



UTTAR PRADESH

Witnessing a Transformation

The people of Uttar Pradesh are now witnessing a transformation that was difficult to imagine till sometime ago. It is not mere rhetoric but on the ground level, reports from all corners of the state suggest that the new, dynamic approach towards governance has started showing results within a year.

For the Chief Minister Yogi Adityanath, the challenges were enormous when he took over the reign of power after getting a massive mandate in March 2017. The State was beset with a mindset of indifferent governance with allegations of favouritism and other irregularities.

The problems that the state faces are aplenty – but they are not insurmountable if right priorities are in place. In a state as large and populated as this, the people need a place to live, a certain quality of life, with avenues of proper education to their children, security and social equality. This is what the people truly deserve as right from their democratically-elected government and this is what set the agenda for the government as it embarked on its journey to bring about overall transformation of the state.

While there has been marked improvement in the system of governance, there are certain areas where the change is truly remarkable.





aside for the urban housing scheme.

Cleanliness now a Part of Life

Related to housing is the ethos of cleanliness which has become the clarion call of the people of India over the last four years – Clean India (Swachh Bharat). This ethos is part of our culture and civilization. While everyone understands how crucial it is for a healthy future, somehow it had slipped down the ladder of conscious action of the people. A sense of sanitation and cleanliness has slowly but surely become a part of people's lives all over the country. The Swachh Bharat campaign is no longer a mere slogan but we can see people making efforts to keep their premises clean, contain the spread of garbage and pass on the message to others. A crucial part of this campaign

is the eradication of open defecation which is not only an archaic practice but also extremely harmful to health and environment.

Community Led Total Sanitation (CLTS) programme is an innovative campaign undertaken by state Government to mobilize communities to completely eliminate open defecation. Under this campaign communities are facilitated to conduct their own appraisal and analysis of open defecation and take their own action to become ODF. Volunteers are identified from society and trained to spread the message regarding cleanliness and significance of ODF. The campaign is significant as it acknowledges that merely providing toilets does not guarantee their use, nor result in improved sanitation and hygiene. It therefore aims at bringing about behavioural change need to ensure sustainable improvements. In villages across the state, the campaign has helped raise awareness that open defecation poses a risk of disease to everyone and thus triggers the community's desire for collective change. Reports from several villages suggest that with multi-pronged efforts, UP is going to become open defecation free very soon.

The panchayati Raj Department of the state Government has imbibed the CLTS approach and has engaged CLTS trained NGOs to ensure ODF targets. Each NGO selected five villages in their working block/district to make them ODF with a time frame of 90 days to make those villages ODF.

Providing houses to All

For scores of people in distant villages of eastern and central UP, their dream of having a roof over their heads, to protect them and their children from the vagaries of the weather, had remained a mere dream. Year after year they had to spend their days and night under the open sky, be it torrential rains, torturous cold or torrid summer. Empty promises by successive governments had almost convinced these villagers that they were not destined to get a shelter they could call their own. But things started moving with a remarkable speed with about a year ago. After some routine official activity, construction work started in most districts and up to March 2018, construction of more than 7.71 lakh unit under the Prime Minister Rural Housing Scheme has been completed.

This is a unique distinction for UP, placing it at the number-one position among all states. According to the statistics of the Government of India, UP has achieved 85 percent of the target in implementation of the rural housing scheme. On the second and third position are Chhattisgarh and Madhya Pradesh, while the national average is 34 percent. Construction of most of the houses under this scheme has been completed in 8 to 9 months. The total amount spent on this scheme is pegged at about Rs 10,000 crores and the amount has been transferred to the beneficiaries through the direct benefit transfer (DBT) scheme. It was

a heartening experience for the beneficiaries when they found that complete transparency had been maintained in this scheme. The list containing their names had been displayed publicly through wall painting in villages, and contact numbers of officials concerned too had been mentioned so that queries could be answered without any middlemen.

The state government in the first six month of its tenure, ensured registration of 9.76 lakh beneficiaries and approved more than 8 lakh houses for them. Thereafter an amount of over Rs. 3000 crore was transferred directly to the beneficiaries accounts.

Enthused by this spectacular performance, the UP Government now aims to construct 11 lakh houses under this scheme in the next year so that its promise of houses for all can be fulfilled. The UP Government has made a provision of Rs 11,000 crore for rural housing Scheme in this year 2018-19.

Under the Prime Minister Urban Housing Scheme. Central assistance is to be provided to all eligible applicants so that houses for all can be ensured by the year 2022. The beneficiaries include those belonging to the Economically weaker Section (EWS) and Low Income Group (LIG). For each unit meant for EWS category, the Central Government provides a share of Rs. 1.50 lakh whereas the State Government provides its share of Rs. 1 lakh making the total assistance of Rs. 2.50 lakh for the year 2018-19 an amount of Rs. 2217 corer has been set



As per the all-India Swachh Bharat Mission (SBM) to make the state open defecation free (or ODF), the UP Government set a target of providing toilet facility to more than 10 lakh people to make them ODF. In the year 2017-18, the state stood first in India in terms of toilet construction. In 2017-18, 37.26 lakh toilets were constructed. Of the 98,498 villages of the state, 19,591 villages have so far been declared ODF, of which 13,561 got this distinction in the current year itself. This mass-scale construction of toilets across the state has started showing results.

Major Relief to Farmers

Agriculture is the life line of Uttar Pradesh and its economy. Not only the state is a major contributor of food grains to the national kitty, it is also in the forefront of national efforts to make life better for farmers. In this sector too, farmers had been a disillusioned lot, surviving on their hard work and little support from the successive previous governments. Rolling out several measures in this direction, the first action of the state government was to announce a major loan relief. The measure aimed to help about 86 lakh small and marginal farmers with loan relief of up to Rs 1 lakh. Out of total of 34.80 lakh eligible farmers, loan relief worth Rs 20,598 crores has been already provided to 34.11 lakh farmers. This has come as a major relief to small and marginal farmers.

In a simultaneous action, the state government also stepped up its exercise of wheat procurement to make available just price for their produce to farmers. In Rabi season of 2017, a record 37 lakh tonnes of wheat was

procured as against 7.5 lakh tonnes in the previous year. Also record purchase was made of paddy and sugarcane directly from farmers. In the year 2017-18, 43 lakh tonnes of paddy was purchased, whereas in the previous year this figure was only 30.41 lakh tonnes. This year the purchase was made from 4.90 lakh farmers and they were paid their dues worth Rs 6608 crore within 48 hours of the purchase through the RTGS route. This is the highest level of purchase from farmers without intermediaries and has resulted in large scale rural empowerment as farmer has more money at their disposal.

The state government has been making payment of dues to sugarcane farmers in a prompt and transparent manner. A total payment of Rs 26.769 crore has been made to sugarcane farmers towards clearing their arrears and the present payment. This include Rs. 16,381 crore for the crushing season 2017-18 (which is Rs 1466 crore more than the total payment for the crushing season 2016-17), Rs 10,044 crore for the crushing season 2016-17, Rs 234.88 crore for the crushing season 2015-16 and Rs 21.83 crore for the crushing season 2014-15.

The state government has also taken steps to reopen and start the sugar mills lying closed for the past several years in the state, in addition to setting up new mills. New mills are being set up at Pipraich, Gorakhpur and Munderwa, Basti. These mills have capacity of 5000 TCD. The capacity of the Mohiuddinpur chini Mill in Meerut district has been increased from the existing 2500 TCD to 3500 TCD.

It is the objective of the Yogi Adityanath

Government to double the farmers income by the year 2022. It is being ensured that farmers get the right price for their produce. For the first time in UP, the support price of wheat has been increased by Rs 110 per quintal and it now stands at Rs. 1735 per quintal against the previous year's price of Rs 1625.

A market intervention scheme has been launched for potato farmers. Under this scheme, potato may be procured under the scheme by the State Agency at Rs 487 per quintal. An addition provision of Rs 50 per quintal has been made for transportation. This is double of the last year's figure. This too has happened for the first time to take care of long standing demand of millions of potato – growers of the state.

Better Education

It is acknowledged globally that better education means better future and the foundation of a strong future is made by quality education only. Considering this vital component of overall development, the state government has given special attention towards education. Ensuring that all children of the school going age go to school and get an equal opportunity to study has been among the top commitments of Chief Minister Yogi Adityanath. The state government has taken several steps to improve enrolment in schools in Uttar Pradesh under the Schools Chalo Abhiyan (Go to School Campaign). This campaign targets the enrolment of children aged between 6 and 14 years in schools. Children are provided free school bags, books, uniform, shoes and socks.



The erstwhile khaki uniform has also been changed. The Chief Minister has made it clear that the colour of the uniform should be of the choice of the children. The department got samples from several states and after a careful study, the uniform design chosen was pink, checks and brown pants. The objective was to ensure that the uniform was attractive for children.

Under a phased programme, the state government has also launched a programme to ensure enrolment of eligible students in private school under Right to Education (RTE). This year it started on February 14 and will continue till May 10.

Another landmark measure is the Self-Financed independent School (Regulation of Fees) Ordinance 2018 brought by the Uttar Pradesh Government to put a curb on School charging exorbitant fees from students- parents. The new ordinance is applicable to all self – financed CBSE, ICSE, UP Board-run private school which are charging total fees more than Rs 20,000 annually from their students up to Class XII.

As per the ordinance, no private school is allowed to charge admission fees every year or the entire fees in one go. The admission fees have to be charged only once at the time of the admission and second when the student passes out Class X. The ordinance binds all the schools to publish the statement of total fees charged on their website by December 31 each in order to bring transparency in fee regulation school managements are also bound to publish their balance sheets. The government has also decided to constitute Fee Regulations Committees at the divisional commissioner level in all zones across state. The committee will be granted all legal power to resolve fee related disputes.

The state government is committed to conduct copying-free examinations in educational institutions. All relevant measures have been taken to stop use of unfair means in Schools, Colleges, University and other examinations. The move to check use of unfair means in school examination has been widely welcomed in the state.

The Chief Minister has laid stress on teaching English right from nursery class in the government school. Yoga teaching and physical education will also be provided in schools. According to this decision. English will be taught from nursery class and will become a part of syllabus from class one.

The state Government has also decided to recruit 68,500 teachers in primary schools in the state to keep the entire process transparent and efficient, there will be a written test in which TET and Shiksha Mitra will also be eligible to participate. The Objective is to complete this process in an earliest possible period.

The measures have helped improve the standard of education in schools and colleges in Uttar Pradesh. This has also led to creation of an environment of quality in educational institutions in the state. The Chief Minister himself is monitoring the education scenario and the progress of various schemes in this sector. It is his commitment that all children must go to schools, and everyone must get equal opportunities for education. As a result, enrolment in government school has started showing an upswing.

Series of measures towards Social Security

It is the state Government's commitment to

ensure development for all sections of society without any favour or discrimination. The promise to usher in a crime-free injustice-free and fear-free era in the state was among the earliest ones made by the Government. A series of measures have been taken in the last one year to establish rule of law in the state. Multi-pronged action has been initiated against criminals, land-mafia and anti-social elements, as a result of which not a single incidence of riots has been reported in the state during the last one year. This has caused a huge sense of relief among the people who are now feeling the impact of change. In keeping with the commitment of ensuring social justice, the State Government has also initiated several steps to provide relief and justice to the economically weaker sections of the society including members of the Scheduled Castes and Tribes. Having adopted a tough stand on discrimination and injustice towards the weaker sections, SCs and STs, lodging of reports in cases of atrocities against these sections of society has been eased. As a result, there is a substantial increase in this number and appropriate action is taken as follow-up. It is in striking contrast to the practice till some years ago when great reluctance was noticed in lodging such reports.

To encourage talented numbers of the young generation among SCs/STs, scholarships to these sections are given in addition to total fee reimbursement. Under this scheme, 10.59 lakh students belonging to the SCs and 21,511 students of the STs have been given scholarship in last one year. Eligible students of these categories are also being provided necessary training and coaching to prepare them for the Civil Services examinations.

The saga of development continues to unfold as the state look ahead into a secure and prosperous future.

BOTOX IN DENTISTRY

In an exclusive interview with T3FS, Dr. Sanjay Aggarwal, Managing Director, Advanced Dental Root Canal Treatment Centre, share about Botox.

Most of us are not aware of the considerable benefits that Botox has in therapy for cosmetic and dental treatment. There are many innovative, minimally invasive uses of Botox in dentistry. It is a conservative minimally invasive treatment.

Q. What is BOTOX

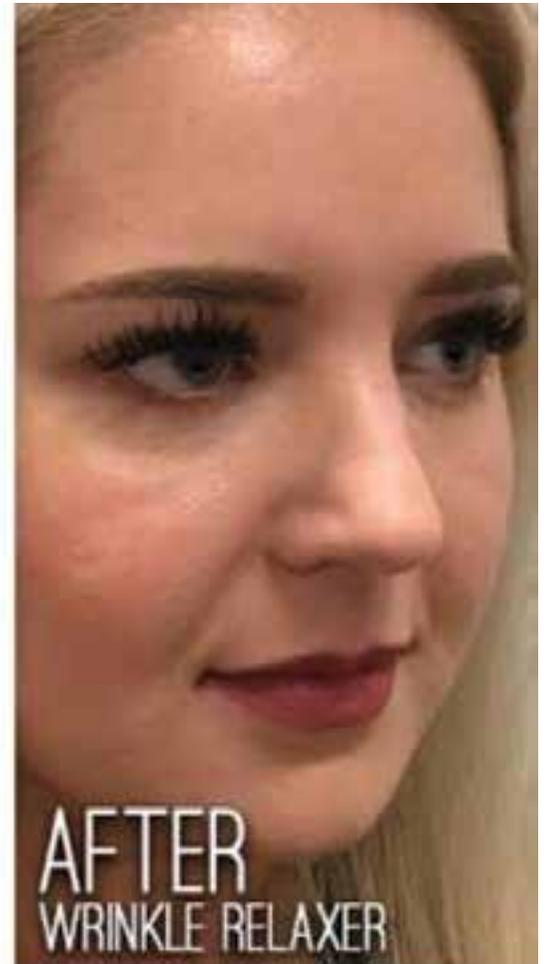
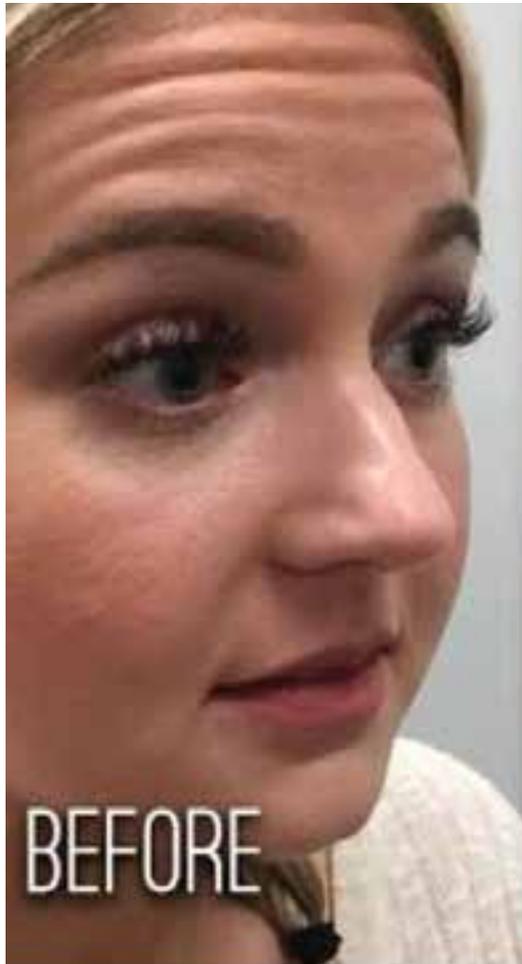
Commercially available botulinum toxin is the purified exotoxin of the anaerobic bacteria, Clostridium botuli-num. Allergen’s BOTOX (Botulinum Toxin Type A), a protein derived from the Clostridium botulinum bacterium, has both therapeutic and cosmetic applications. It is a sterile, vacuum-dried powder that is diluted with saline solution, without preservatives, for injection.

Q. What are the uses of BOTOX in the field of dentistry?

As BOTOX use became more prevalent general dentists began to use it to treat dental problems and these days, more and more dentists are offering cosmetic treatments to their patients.

Uses in Dentistry

- 1) Tempromandibular disorders
- 2) Massetric Hypertrophy
- 3) Hemifacial Spasm
- 4) Myofacial pain
- 5) Bruxism
- 6) Trismus, sialorrhea
- 7) Retraining muscles during orthodontic therapy, in patients with a very strong musculature.
- 8) Training the patient to get used to new dentures, especially in patients with strong irregular muscle contractions.
- 9) Jaw line contouring by injection into masseter muscle thus weakening it and some bulk of this muscle is reduced, resulting in a more tapered jawline.



Botox has useful clinical uses as an adjunct in bruxism and temporo-mandibular joint (TMJ) cases, even more so for patients with chronic facial and TJM Facial pain.

When BOTOX is typically given in half the amount that is normally used for a something treatment for facial wrinkles, it can greatly decrease the strength of the muscle contractions that contribute significantly to facial and TMJ pain and provide dental patient significant pain relief.

Q. How often do Patients Need to Return from Additional Injections?

According to Allergan, the effects of BOTOX injection last up to six months. It is important not give injection prematurely (Before the effects of the treatment have worn off), as this can result in a buildup of antibodies to BOTOX that would dilute the effect of further treatments.

Q. Please enlighten the reader’s with safety & adverse

effects of botox.

Botulinum toxin has high affinity receptor binding to cholinergic nerve ending and enzymatic specificity, which leads to a low adverse- event profile. In general, adverse reactions are uncommon and relatively mild and transient. They are more common at or near the site of injection. These include dry mouth, dysphagia, dysphonia, transient muscle paralysis, headache, urticaria and nausea. Often, but not always, these side effects are noted when the dose exceeds that recommended. Although the drug is considered generally safe, there are a number of uncommon, relatively mild adverse reactions.

Q. Please highlight the contraindications of Botox.

- 1) During pregnancy or while breast feeding.
- 2) Presence of inflammation or injection at the site of proposed injection.
- 3) Anyone with known hypersensitivity or allergies to human albumin, BOTOX toxin, or saline solution.
- 4) Anyone with know motor neuropathy, neuromuscular disorders such as amyotrophic lateral sclerosis, myasthenia gravis, Lambert Eaton Syndrome, muscular dystrophy, multiple sclerosis etc. aminoglycosides may interfere with neuromuscular transmission and potentiate the effect of BOTOX therapy.
- 5) Anyone taking Calcium Channel Blockers.



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Ayurveda Secret!

Ayurvedic Science carves out a health pattern based on natural resources or – literally translated as the Science of longevity is the holistic, traditional system of Indian medicine that aims to bring health and happiness to the individual.



The entire body loaded with ornaments systematically and attractively boosts the immune system of the body by way of pleasantness. The person gets mental satisfaction and hence the power of immunity enhances manifold. Ornaments emit specific rays and their touch sensation helps to regularise the blood circulation.

In Ayurveda, all natural substances like gems, metals, and stones possess reservoirs of energy known as 'prana' which can be used to heal, protect and strengthen the body against the negative energy that may come from the cosmos.





Metals

When metals like gold, silver or copper are put in water for a specific time period, the resultant water gets charged with the health benefiting qualities of the metal. Precious metals have been used since ancient times in Ayurveda to cure various ailments & they are considered to provide innumerable health benefits.

Gold

The healing powers of gold could cure all manner of physical, mental and spiritual ailments. Gold is strengthening to the nervous system and the heart, improves memory and intelligence, and increases stamina. It is also good for weak lungs. Gold can be helpful for students' pre-exam tension, for arthritis, and for heart arrhythmia. Ornaments without stones or a lot of joints, like chains and necklaces should not be used for this purpose.

Silver

Silver has numerous health properties that have been used across time and culture. It is a powerful antimicrobial agent that aids in cold and flu prevention, wound healing, and skin care. Silver also helps with internal heat regulation and circulation. When applied in the right quantity and manner, silver also provides protection against harmful electromagnetic radiation from cellphones and other electronics.

Copper

Those suffering from a number of chronic and complicated diseases like joint diseases, polio, leprosy, high BP, knee pains, stress and mental tension, paralysis find it benefits to consume copper charged water.

Copper is needed by the body for various physiological functions like RBC synthesis, protein metabolism, enzyme activity and benefits the nervous and circulatory systems and bone health.



Gem Stones – 9 Navaratna

Gemstone are one of the most beautiful & exotic minerals with elegant appearance and color. They are profound & mystical healing tools that are being used all over the world from past few centuries across different cultures. Gems enliven the vital energy centers in the body (the chakra) and have a direct influence on Tridoshas that is vata, pitta, and kapha.

Ruby - Sun

The light red color ruby gemstone (Manik Stone in Hindi) represents the planet Sun. And, it is being said that this gemstone occupies the magical powers of the sun and encourages removing or healing serious health diseases. The Sun ruled ruby gemstone curbs the serious health diseases with the assistance of effective rays of the Sun and brings prosperity.

Where to wear - In a ring on a the ring finger or in a necklace.



Pearl - Moon

It is recommended for the person who belongs cancer sign can get the benefits of the pearl. If the planet Moon is debilitated and afflicted, the pearl helps immensely especially, during the mahadasa and antardasa of Moon. This influence is represented by the hypothalamus in our psychology which controls our behaviour, our emotions, our hormonal and reproductive cycles and our body temperature. Pearl is very useful for ladies as it increases their beauty and facial luster. It develops good harmony between husband and wife.

Where to wear- A ring in little finger or 109 pearls garland.



Yellow sapphire - Jupiter

Yellow sapphire gives wearer good health, wisdom, property, longevity, name honors and fame and protects from evil spirits. Medically it is effective in jaundice, throat infection, protects the livers, lungs, ears and blood circulation, dropsy, flatulence, dyspepsia, abscess, disorders of pancreas, tumours, skin troubles, cerebral congestion, catarrh, circulation of blood in the arteries and fat in the body.

Where to wear - In the index finger.



Red Coral – Mars

Red coral is believed to transmit the cosmic color yellow, which is related to blood, bone marrow, lymph nodes, and the head. Wearing red coral may provide relief and protection from diseases in affected parts of the body.

Red coral is also associated with the genitals. In combination with other gems, red coral can help to cure cancer, anemia, kidney ailments, nerve disorders, gallstones, diabetes, asthma, hernia, appendicitis, meningitis, gout, carbuncle, paralysis, rickets, boils and wounds, menstrual disorder, and painful childbirth. Children who suffer from malnutrition and slow development may find relief while wearing this gemstone.

Where to wear - A ring or pendant set in gold or silver.



Emerald – Mercury

Emeralds are associated with the planet Mercury, which corresponds to intellect, speech, memory, short travel, wisdom, and intuitive power. A person who has favorable Mercury in their Indian astrological chart will find emeralds beneficial, especially if they are politicians or orators or if they work in business or public relations. Emeralds are symbolic of love and generosity. Emeralds support good health, wealth, and happiness, and reduce the possibility of snake bites. A pregnant woman who wears an emerald will not endure prolonged labor. Emeralds are also said to reduce mental stress and regulate blood circulation.

Where to wear - A ring or pendant set in gold or silver



Diamond – Venus

It will remove evil and fearful thoughts making his or her personality attractive and charming. Diamond will help to improve native's facial lusture and gives more confidence which in turn open many ways to success. Person will have more peace of mind and goodness in thoughts after wearing diamond. It helps to cure and fight many diseases like diabetes, urine problem, problems of private parts, skin problems etc. it indicates love, marriage, partner, beauty, modesty, sincerity, music, dance, drama, actor, acting, amusements, all things, attraction and relation with opposite sex.

Where to wear - In the middle finger of the right hand.



Blue Sapphire – Saturn

this gemstone has a mending impact on the brain. It sustains the brain and restores mental peace. Furthermore, it encourages mental recuperating by getting out the negative musings or the mental disarray, which appears to haze the psyche of the local with perplexity. It is known to enhance the memory and increase the prospects of the wearer, empowering the stream of positive vitality in his brain. Fundamentally, blue sapphire enhances the strength of the mind, sense organs and sensory system. The blue sapphire gemstone is known to bring greater wellbeing, lifespan, achievement, mental peace and success for the local notwithstanding giving insurance from mishaps and underhandedness spirits.

Where to wear - In the right middle finger, preferably in a silver setting.



Hessonite – The Ascending Lunar Node

The uniform cow urine colored Gomed neutralizes the evil effect of Vedic planet Rahu and protects the wearer from the negative vibes & energies. It calms the mind of the wearer and relieves him/her from depression, deep seated anxieties and mental problems.

Gomed helps to boost concentration, focus and gives clear direction to help achieve goals. Therefore, it is quite beneficial for students and people who are working in the field of research. Hessonite provides professional progress and enhances one's social & financial status. It helps improve the health of the wearer and cures ailments like epilepsy, allergies, infections of the eye & sinus, haemorrhoids and palpitation of the heart. It also helps in healing diseases like cancer, varicose veins, boils, leprosy, clumsiness, intestinal issues, fatigue, blood pressure and fatigue. A Hessonite brings to its wearer the five fruits of life: Meditation (Dhyaana), Financial Prosperity (Artha), Righteous living (Dharma), Pleasures of the body (Kama) and Salvation/Nirvana (Moksha).

Where to wear - The ring should be worn in either the middle or little finger of the right hand.

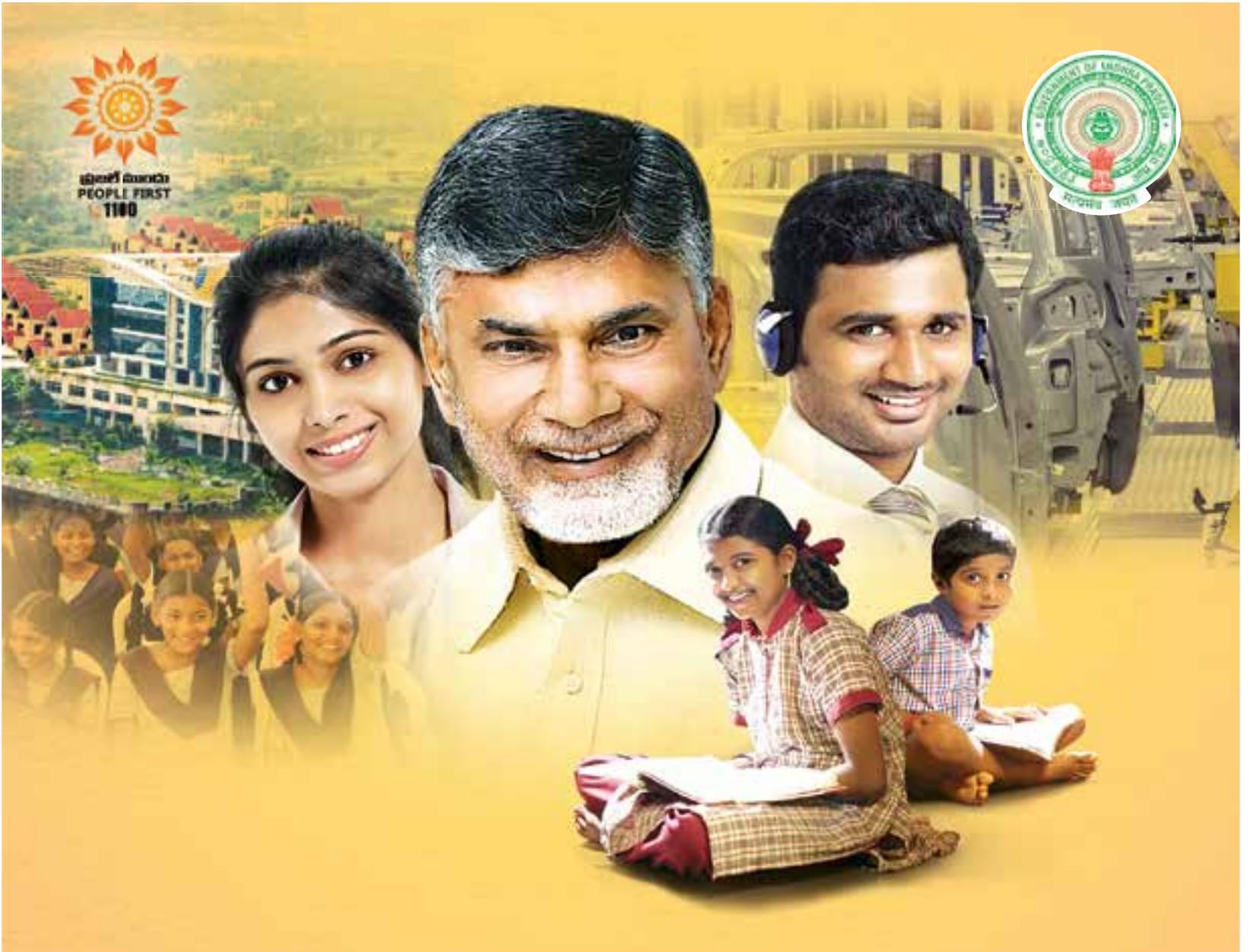


Cat's Eye – The descending Lunar Node

This stone is good for allergies, repeated colds and congestion, and allergic asthma. It pacifies kapha and vata while slightly increasing pitta. It aids in healing kidney dysfunction. Cats-eye enhances awareness and helps a person not get caught up in emotions.

Where to wear - Gold settings ring in little finger.





EMPLOYMENT GENERATION AND THE 'KNOWLEDGE STATE'

- ▶ Andhra Pradesh is being transformed into a Knowledge State and an Innovation Valley
- ▶ 5,62,338 cycles have been distributed to 8th and 9th grade girl children under the 'Badikostha' scheme
- ▶ 2,358 digital classrooms have been established and work is in progress for the establishment of 4,000 virtual classrooms
- ▶ Efforts are made to implement 100% enrolment in schools
- ▶ 175 MSMEs have been established in 175 constituencies
- ▶ 24-hour power is being supplied to industries
- ▶ Andhra Pradesh has been ranked no. 1 in ease of doing business
- ▶ Andhra Pradesh has transformed into an automobile hub by bringing in Kia Motors, Isuzu, Hero Motor Corp, Apollo Tyres and more
- ▶ Visakhapatnam is being transformed into an IT hub. Andhra Pradesh is becoming a centre for hardware and software solutions
- ▶ 3 partnership summits have been successfully conducted. In the just concluded partnership summit of 2018, MOUs have been signed with 734 industries resulting in ₹ 4,39,765 crores of investment and employment opportunity for 11,02,125 youth
- ▶ Efforts are being put to skill 14 lac youth by 2020 through Andhra Pradesh Skill Development Corporation

2022

To be one of the top 3 developed states in India (per capita income of ₹ 2.95 lacs)

2029

To be the best state in the country (per capita income of ₹ 9.65 lacs)

2050

To become a leading global investment destination (per capita income of ₹ 1.67 crore)

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Junior's Fashion Week

One of its kind edutainment platform, Junior's Fashion Week showcased the Spring '18 collection of international brands like USPA Kids, Cherry Crumble California, The Children's Place, Flying Machine Boyzone, Marks & Spencer. The collection brought a refreshing air of fashion to life at the glitzy JFW Runway Showcase on June 10, 2018 at Pullman, Aerocity, New Delhi.

The Spring 2018 collection of U. S. Polo Assn. was an assortment of striped and overdyed polo tees, graphic round neck tees, and trendy washed denim, Henley tees in playful colors, lively garment dyed cargo shorts and knit dresses with the brand's signature stars and stripes print.

With the motto "Think like a mom, see like a kid and find the fun in everything", the Spring '18 collection of The Children's Place encompasses styles which parents want to dress their children in for special occasions or everyday play. From apparel to accessories to shoes, the brand promises a stock of big fashion at little prices.





Alok Dubey, CEO, Lifestyle Brands at Arvind Lifestyle Brands Ltd.

We are pleased to partner with Junior's Fashion Week for the 3rd year in a row. It is a wonderful platform for us to showcase our Spring Summer collection for 2018, that is a perfect blend of the classic American style that USPA stands for and the preferences and needs of the Indian audience. We realize over the years that kids have very specific tastes and hence, we went a step ahead to translate their love for colors and prints in our new collection.

Himanshu Bansal, CMO, Cherry Crumble

We are delighted that JFW is our exclusive fashion show partner in India. They have a great event presence across India and a follower's base that really aligns with our brand. We are sure that JFW will offer new ways for the customer to connect and discover Cherry Crumble. Their followers have been loyal to them for years. We are both happy and excited to have extended our partnership and presented to you Cherry Crumble California in association with Juniors Fashion Week.

Pankaj Kapoor; Head of Marketing – Reliance India

Marks & Spencer is proud to be associated with the Juniors Fashion Week in India. It is a great platform for us to showcase our quality, innovative kidswear collections. As well as being fun and stylish, we pay extra attention to comfort, safety, and convenience to ensure we offer clothing that parents are happy to buy and kids love to wear.



Prediction for JULY 2018

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 perseverance, mastered the art of guiding people from the present into the future to precision.



ARIES

Keep an optimistic attitude and let time be the deciding factor. You will be very surprised at the unsolicited attention you're going to get from one who really piques your romantic interest. Pleasure pursuits, financial agreements, and spiritual matters are going to bring you a lot of personal satisfaction, and something that was cut off (or you thought was dead) in the past is going to spring back again.

Lucky Color:- mauve

Lucky Number :-7



TAURUS

You will be surprised by your unexpected progress, good fortune, or “arrival” in business or financial matters, or you'll surprise yourself by, taking a, major “yes” decision you've been putting off. Plodding work, a sordid relationship, or an extramarital affair will trouble you. You and a partner or loved one will unite and discuss plans for the future.

Lucky Color:- Pink

Lucky Number :- 8



GEMINI

Someone will help you collect money that is owed to you. You'll get together with someone on an idea or partnership and will also be making revisions in your work or presentation in order to increase your earnings or make your returns more lucrative. An awaited message will arrive with very positive results...could be from an admirer.

Lucky Color:- Green

Lucky Number :- 6



CANCER

Someone will present you with a very enticing opportunity concerning your home or place of business that could open up a whole new vista or increase your income substantially. The choice will be up to you. You will want to share your deepest feelings but will keep them to yourself because you can't find an “outlet” or won't want to run the risk of being vulnerable; and/or you'll have superficial involvements or fast flings with strangers.

Lucky Color:- Peacock Blue

Lucky Number :- 3



LEO

You're going to experience a chain reaction in money matters with only a partial response at first, and then one thing will lead to another and a moderate degree of success will be attained. You will feel hurt or slighted because your partner is ignoring you or not including you in his/her plans, being completely honest with you, or living up to his/her promises or commitments. You'll feel nervous, agitated, frightened, or confused, and will have a difficult time maintaining emotional balance.

Lucky Color :- Red
Lucky Number :- 2



VIRGO

You can expect fortunate changes in business and finance- new opportunities, expansion, and increase. You will think about mailing a letter to a company but will put it off, and/or a letter will arrive that will make you angry. You'll wonder if you'll ever have the relationship you want because in your mind, it seems that no matter what you try to do, you never manage to achieve results.

Lucky Color :- Lime Green
Lucky Number :- 4



LIBRA

A payment is going to be late or will not arrive at all and it will really aggravate you, but money will come in from a new undertaking or different source. Don't try to assess situations and effect solutions in advance. Your heartfelt desires are going to be met through the entry of a kindred spirit (one you've met or feel you've met before) with whom; you will establish a deep rapport and mutual feeling of affinity, passion, and trust. The time will come when you'll know what is true or what to do and if you wait for that moment, you'll leave an opening for the Universe to step in and solve things for you.

Lucky Color :-Yellow
Lucky Number :- 5



SCORPIO

Professionally, you will make many important contacts, but will have to wait for things to unfold. Personally, you will be weighted down with responsibilities and feeling that you have no one to lighten your load or ease your burdens. Problems will cause you to shut down emotionally, but not letting on to what is really going on inside will make the pressure build. Loosen up and you'll find that love is everywhere.

Lucky Color :-Orange
Lucky Number :- 9



SAGITTARIUS

Money will be acquired from a business of your own or business done out of your home. Be sure to handle financial negotiations and business transactions before you get started, or misunderstandings will arise. You will be in a romantic or flirtatious mood, and life will offer several opportunities for romance, but those who try to exercise a claim will have to compete with stiff competition...your work and your "ideal" lover. A disagreeable situation and a negative emotional condition are going to come to an end.

Lucky Color :-Turquoise blue
Lucky Number :- 4



CAPRICORN

You will have discussions about work or finances, which will be agreed upon by everyone, and if in business for yourself, you'll make money but will have to make some concessions. You will be trying to maintain emotional control when faced with upsetting news or circumstances; yet, unbeknown to you, your lover feels the same.

Lucky Color :-Navy Blue
Lucky Number :- 2



AQUARIUS

You will hold off on an idea because you won't be ready to commit, or will feel the time isn't right or that there's too much hard work involved. You are going to have a complete reversal in your thinking. You will be waiting to see what a lover will do. This could also indicate a sudden flight from home, but not a permanent one.

Lucky Color :-Peach
Lucky Number :- 1
Lucky Gemstone :- Aquamarine



PISCES

You'll be pleasantly surprised by some unexpected good news about your career and positive changes in your home or work environment. A new romantic interest could also be indicated. Your emotional state will greatly improve through the intervention of another. Don't dive up, you will receive an answer or clear-cut direction that will solve your problem(s) and get you back on the right track.

Lucky Color :- White
Lucky Number :- 5



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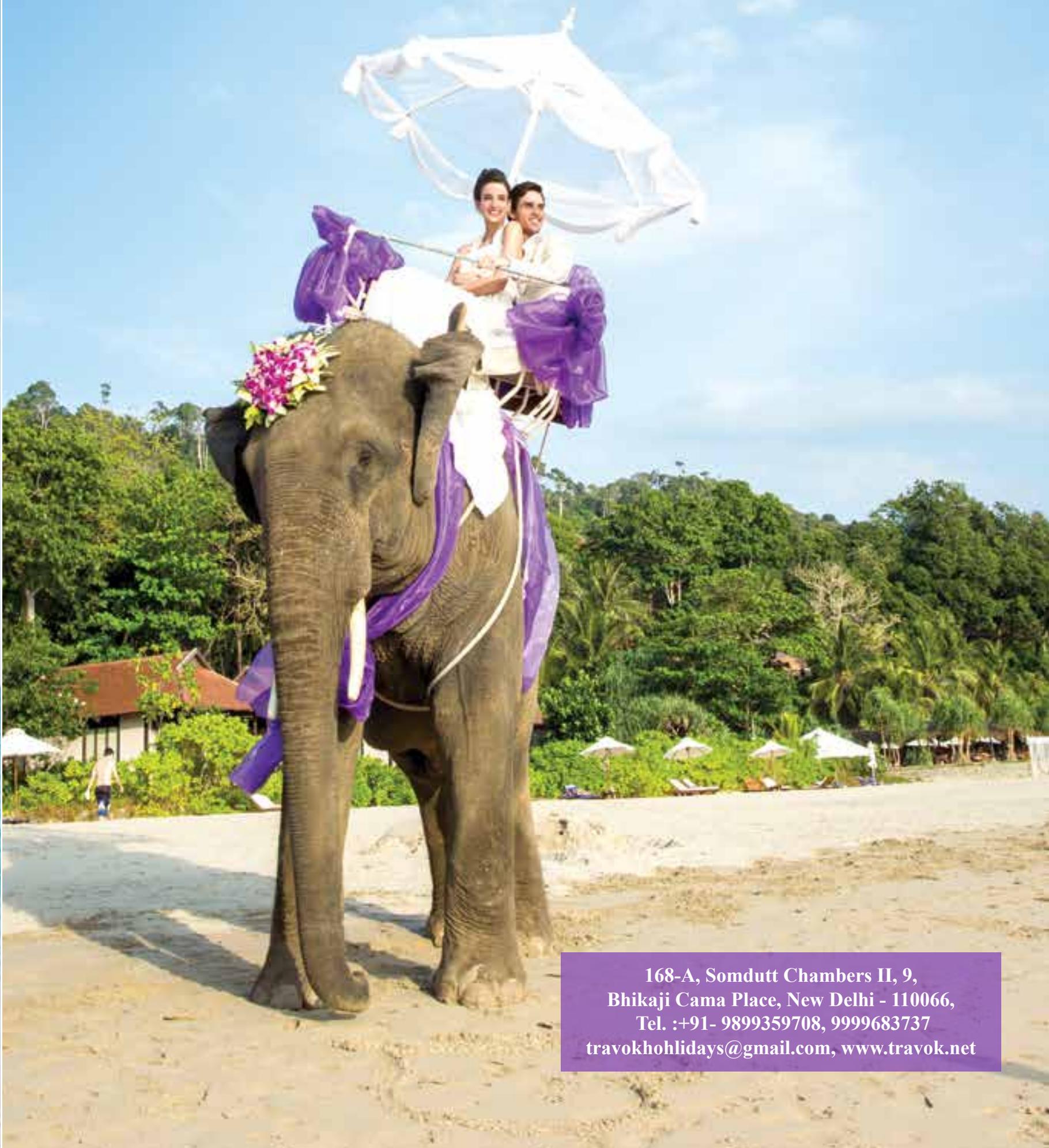
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- Online application, fee payment, tracking, monitoring and approval facility.
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