

T3FS

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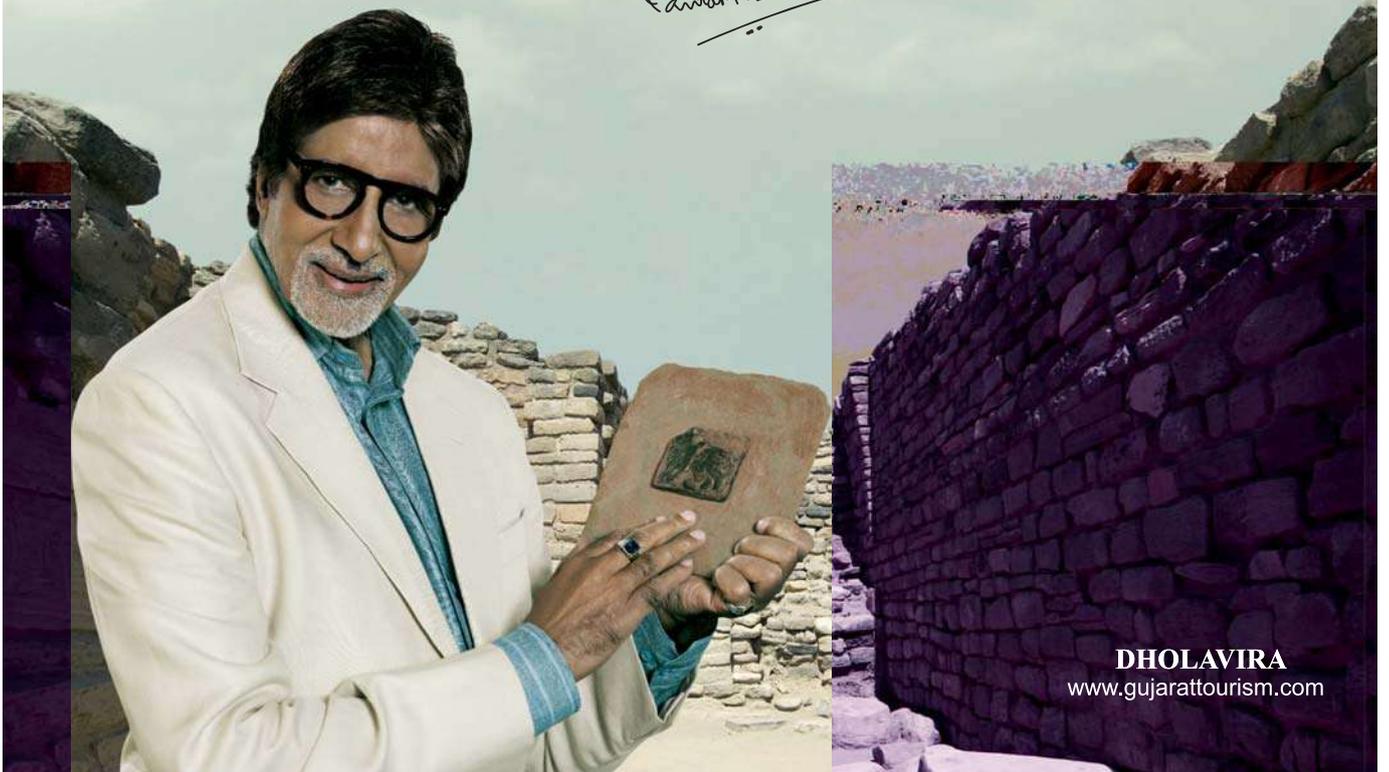


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PUBLISHER'S NOTE

Dear Readers

When you will pick the December 2021 edition of T3FS you will get to know about a beautiful festival of Kutch-Rann Utsav. A plethora of varied hues, profusion of design, superfluity of culture, cornucopia of music and dance, all together in the arid lands of Kutch creates a mosaic of exquisiteness which reflects the identity and spirit of the region. Kutch, one of the most ecologically and ethnically diverse districts of the state is a celebratory land of art, crafts, music, dance, people and nature. During the full moon night of the winters amid the awe-inspiring and contrasting landscape each year a three day festive extravaganza brimming with hospitality, vigor and traditional flavor of the area is hosted and known as the Kutch or Rannutsav. This three to four day carnival organized at the various locales within Kutch takes one around the natural grandiose while introducing the visitor to the indigenous cultural and ethnical flavor of the people. Semi parched Grasslands of the Banni hosts the most magnificent display of vernacular architecture as the exhibition platform for the varied range of arts and crafts of the region. While an array of folk music and dance performances organized in the shimmering moonlit landscape provides the most enchanting experience. The colorful fairs held near the beach or the banks of a lake swing one with the spirit of festivity, fervor and flamboyancy while the organized tour around Kutch is an ideal occasion to be part of the region and experience the zeal and uniqueness of the people through a celebration of life!

Moreover, we focused on North East region of India that is Nagaland - Perpetual Holiday Destination. A land engulfed in mystery, inhabited by vibrant people



zealously guarding their culture – dancers, warriors, head-hunters; mountains, valleys, forests – all these form the portrait of Nagaland the moment the word is uttered. But, from extreme mystery to hosting a globally famous cultural festival, Nagaland has come a long way over the years and etched a name for itself in the world's tourist destination map.

In hospitality, we cover the latest trends of hospitality.

Whereas, in lifestyle, we covered era of development in Uttar Pradesh. A sound infrastructure and fully functioning governing machinery is the base for the growth and development of a particular region. Keeping this as the paradigm and an important measure, the Yogi Adityanath Government in Uttar Pradesh has made wonderful progress in its efforts to uplift the state and define its multipronged growth strategy to make the state a major player in the economic growth story of the country.

Vedika Sharma
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9th International Tourism Mart

Chief Minister of Nagaland Shri Neiphiu Rio, Minister of State for Tourism & Defence, GoI, Shri Ajay Bhatt and MLA & Advisor Tourism, Government of Nagaland Shri. H Khehovi Yeputhomi jointly inaugurated the three day long 9th International Tourism Mart for the North East Region at Kohima, Nagaland.

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TAAI: Communication Strategies

"TAAI is the only association which has reached out & planning promotion of India with all the 20 Tourism Officers appointed by the government sitting in the 20 Indian missions globally.

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Etihad Expands Strategic Sustainability Programme

Etihad Airways has signed multiple partnership and collaboration agreements with the aviation industry's top manufactures, suppliers and stakeholders at the 2021 Dubai Airshow...

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Is lower back pain hindering your daily activity? Here are the wellness tips from health & wellness experts of Zulal Wellness Resort by Chiva-Som.

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Era of Development in Uttar Pradesh

A sound infrastructure and fully functioning governing machinery is the base for the growth and development of a particular region. Keeping this as the paradigm and an important measure, the Yogi Adityanath Government in Uttar Pradesh has made wonderful progress ...

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Agoda launches Beds Network

Digital travel platform Agoda, part of Booking Holdings (Nasdaq: BKNG), announced the launch of Beds Network, its first foray into wholesale distribution, with the aim to help properties around the world distribute their wholesale rates more efficiently and effectively. Leveraging Booking Holdings' connection to over 10,000 affiliate partners network across various markets and verticals such as airline partners, offline travel agencies, credit card companies and more, Beds Network's partners will also access Agoda's advanced distribution technology to increase productivity of their inventory. Beds Network has launched in 20 markets across Asia, Europe and Middle East, including Hong Kong, India, Indonesia, Italy, Japan, Malaysia, the Philippines, Portugal, Spain, South Korea, Taiwan, United Arab Emirates, with the view to expand globally in 2022. Its key proposition is to simplify and streamline accommodation partners' distribution networks, relieving the complexity of managing multi third-party redistribution and providing synergetic solutions that will support business growth in multiple segments.

Key features of Beds Networks' offer are:

- Flexible revenue management. During these volatile times, having the flexibility to change revenue planning on pricing and availability whenever hoteliers want to, reduces the risk hotel partners face.
- Less bureaucracy. If hotel partners already sell rooms via Agoda, there is no need for additional contracts – saving time and money.
- Expansive distribution across global markets and to audiences that suit accommodation providers' requirements.
- Better synergy between business-to-business and business-to-consumer accommodation partners' in-house teams. Access to Agoda's global data and insights, products and worldwide distribution network, help to make more efficient business decisions.

Online Banquet Bookings

Bookbanqueroom.com is proud to announce that it will be powering The Fern Hotels & Resorts online banquet booking services. The unique venue booking software developed by Bookbanqueroom.com facilitates booking a banquet hall online for meetings and events in a matter of under 2 minutes.

The Fern is one of the first chains of hotels to have partnered with Bookbanqueroom.com. The Fern Hotels & Resorts (managed by Concept Hospitality Pvt. Ltd) is amongst the fastest growing hotel brands in India. The Fern is a collection of upscale and midscale hotels and resorts. They offer a unique experience with premium accommodation and services. The Fern group currently has over 80 hotels under its management and several more properties are going to



open soon in the coming months.

Of the 84 hotels currently under management, The Fern Hotels & Resorts has installed the banquet booking engine for 58

hotels that have extensive meetings and events facilities.

Speaking about the partnership with Book Banquet Room, Mr. Sarosh Khatib, Founder & CEO said "BBR is one step towards revolutionizing an otherwise technologically limited hospitality sector. It is a software for a more user-friendly and convenient tomorrow. The partnership with a brand like The Fern is proof that the hospitality sector is ready for a technological revamp. I am glad that The Fern saw great potential in BBR and I look forward to a fruitful and profitable partnership with them!"

14th edition of IFSEC India



The International Fire & Security Exhibition and Conference (IFSEC) India Expo, South Asia's largest security, civil protection and fire safety show by Informa Markets in India commenced its 14th edition at Pragati Maidan, New Delhi. The three-day exhibition (December 9th – 11th) brought together

internationally renowned exhibitors, consultants, business experts and key government officials under one common platform.

Shri. Bhanu Pratap Singh Verma, Honourable Minister MSME Govt of India, addressing the gathering at IFSEC 2021 said, "IFSEC India 2021 is all about showcasing novel technologies and equipments in the security industry and bridging the gap between companies participating from around 40 nations. This is a great platform to highlight vital dimensions in surveillance, for a place as small as a public store to as big as an airport, defence corridor etc. We are all aware of the slowdown that the market witnessed due to COVID-19, and the wheel of our nation's economy was kept churning by the MSMEs. In order to ensure their sustenance in the long term, our Honourable PM approved Covid relief fund of around 4.5 lakh crores to MSMEs. Our ministry is looking after the smooth implementation of the same for the betterment of well-deserved businesses and enterprises. We also have a 45 day policy and addressal mechanism for all the individuals to take their due benefits."



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Karnal emerging as Haryana's most desirable tourism destination hub

In a recently concluded gala industry meet at Noormahal Palace Hotel in Karnal, Delhi-NCR the Hon'ble Chief Minister of Haryana, Shri Manohar Lal Khattar addressed industry leaders, exporters, and representatives of various associations including Hospitality & Medical Tourism and shared his vision of taking the growth of Karnal to the next level. With Karnal becoming the Tourism and Medical hub of the State along with the huge potential for growth of various rising industries, he highlighted the significant role of Smart Karnal City in promoting Haryana on the domestic as well as international tourism growth map.



Addressing various association members and industry leaders in one-of-its-kind industry meets in Karnal, Hon'ble Chief Minister of Haryana,

Shri Manohar Lal Khattar said, "Karnal and Kurukshetra are a rich pool of Indian culture and heritage with a lot of potential. Continuous work is being done to safeguard these two cities and transform them to international standards. The Karnal Smart city project will help in tapping the huge potential to become the inspiring tourism hub on the international tourism map. The development work is accelerated so that everything is completed quickly. We want the people of Karnal to prosper and want to generate more opportunities for them. The dream is to transform Karnal into role model making them sustainable and Tourism friendly."



6th Edition of Kerala Literature Festival

The sixth edition of the Kerala Literature Festival (KLF 2022) will be held at the beaches of Calicut (Kozhikode) from January 20th to January 23rd, 2022. Organized by the DC Kizhakkemuri Foundation, the event is supported by the Government of Kerala and Kerala Tourism Board. Renowned poet, critic, and writer Prof K Satchidanandan is the festive director of KLF 2022. Set along with the shores of the Arabian Sea, the 4-days festival brings artists, actors, celebrities, writers, thinkers, and activists closer to people of different backgrounds and interests. With an aggregate footfall of more than 3 lakhs, KLF is

the second largest festival of its kind in Asia, combining the best of literary and popular cultures.

The sessions at KLF, aim to map literature through discussions on aspects of Science & Technology, Art, Cinema, Politics, Music, Environment, Literature, Pandemic & Its Impacts, Business & Entrepreneurship, Health, Art & Leisure, Travel & Tourism, Gender, Economy, Culture Genomics, History & Politics and various facets that shape human consciousness. The eminent speakers include Nobel Laureates, Jnanpith Winners, Oscar Winners, Booker Prize Recipients, Literary Luminaries, Film & Theatre Personalities, Performers & Artists, Designers, Media Personalities, Sports Icons, Diplomats and celebrities from diverse backgrounds.



Madhya Pradesh pitches investment opportunities

The Government of Madhya Pradesh made a strong pitch to the UAE based investors and industry associations to explore opportunities across priority sectors like Food-Processing, Tourism, Apparel & Sourcing, Mining, IT/BPM, Infrastructure and Healthcare.

The delegation led by Mr. Rajvardhan Singh Dattigaon, Minister, Department of Industrial Policy and Investment Promotion (DIPIP) met investors in Dubai as part of the ongoing Madhya Pradesh Week recently inaugurated at the India Pavilion in Expo2020 Dubai. Mr. Dattigaon along with senior officials discussed about various areas of collaborations between the two countries and ensured comprehensive support from the State Government.

During the meetings, the Minister and Principal Secretary, DIPIP showcased the State's strengths, policies and business ecosystem for industries. In recent years, Madhya Pradesh has taken significant strides for developing the infrastructure for enhancing the industrial climate of the State. The ideas related to procurement of raw materials, sourcing, retail, trade, and investments were exchanged.

Mr. Sanjay Kumar Shukla, IAS, Principal Secretary, Department of Industrial Policy & Investment Promotion, Government of Madhya Pradesh briefed the investors about the business ecosystem of focus sectors of the State. He also emphasized that the Government of Madhya Pradesh is leaving no stone unturned to facilitate investors and is committed to take comprehensive Ease of Doing Business measures in the State.

Uttarakhand gets awards in three categories in tourism sector

Proving its excellence in tourism in the country, Uttarakhand has won prestigious national level awards in three categories. Among them, the state has won the Best Wildlife Destination, Best Adventure Destination and Best Spiritual Destination Award. The Union Tourism Minister Shri G. Kishan Reddy presented the awards to The Minister of Tourism, Shri Satpal Maharaj.

India's finest tourist destinations were given awards in 9 separate categories. Out of these, Uttarakhand has won three awards. Jim Corbett National Park in the state has been declared as the Best Wildlife Destination, Rishikesh as The Best Adventure Destination

and Kedranath as the Best Spiritual Destination.

Adding more in this Union Tourism Minister Shri G. Kishan Reddy said, "Under the guidance of our Honourable Prime Minister Shri Narendra Modi, major initiatives are being taken to promote domestic tourism and promoting India internationally."

After receiving the award, The Tourism Minister Shri Satpal Maharaj said, "Since Corona, Uttarakhand has emerged as a major hub in tourism, wellness tourism and AYUSH. Uttarakhand has been the destination of choice for its natural beauty.



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RANN UTSAV

A White Desert Festival



"Aapne Kutch nahi dekha toh kuch nahi dekha, Kuch din toh guzaro Gujarat mein" (You haven't seen anything if you haven't seen Kutch, spend a few days in Gujarat)



Kutch or Rann Utsav, a unique manifestation of the varied cultural ethos of the region is known for its ethnic flavor and celebrative zest. This festival provides an exclusive opportunity to witness the creative ingenuity of the artisans and craftspeople, the assorted array of folk music and performances, mixed representation of culture and communities, along with a vast diversity in ecology. All this and much more describe and define Kutch and the people.

Rann Utsav is one of the most eagerly-awaited tourism events of India, which celebrates the marvels of nature at the White Desert and the rich cultural and artistic heritage of Kutch. The concept of Rann Utsav was envisioned by Hon'ble Prime Minister Shri Narendra Modi, the then Chief Minister of Gujarat.



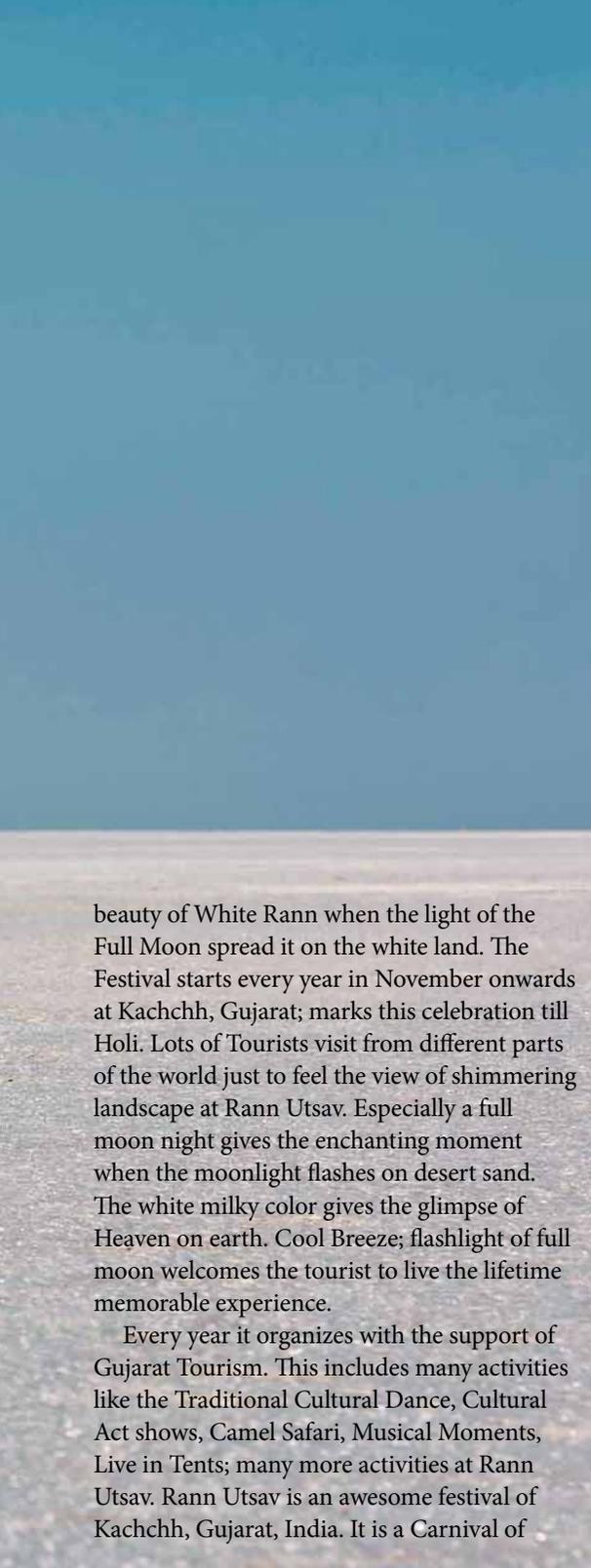
A plethora of varied hues, profusion of design, superfluity of culture, cornucopia of music and dance, all together in the arid lands of Kutch creates a mosaic of exquisiteness which reflects the identity and spirit of the region. Kutch, one of the most ecologically and ethnically diverse districts of the state is a celebratory land of art, crafts, music, dance, people and nature. During the full moon night of the winters amid the awe-inspiring and contrasting landscape each year a three day festive extravaganza brimming

with hospitality, vigor and traditional flavor of the area is hosted and known as the Kutch or Rannutsav. This three to four day carnival organized at the various locales within Kutch takes one around the natural grandiose while introducing the visitor to the indigenous cultural and ethnical flavor of the people. Semi parched Grasslands of the Banni hosts the most magnificent display of vernacular architecture as the exhibition platform for the varied range of arts and crafts of the region. While an array of folk music and dance performances organized

in the shimmering moonlit landscape provides the most enchanting experience. The colorful fairs held near the beach or the banks of a lake swing one with the spirit of festivity, fervor and flamboyancy while the organized tour around Kutch is an ideal occasion to be part of the region and experience the zeal and uniqueness of the people through a celebration of life!

Rann Utsav

It's a Rann Utsav, the Carnival of Music, Dance, Culture of Gujarat. Enhance the nature



beauty of White Rann when the light of the Full Moon spread it on the white land. The Festival starts every year in November onwards at Kachchh, Gujarat; marks this celebration till Holi. Lots of Tourists visit from different parts of the world just to feel the view of shimmering landscape at Rann Utsav. Especially a full moon night gives the enchanting moment when the moonlight flashes on desert sand. The white milky color gives the glimpse of Heaven on earth. Cool Breeze; flashlight of full moon welcomes the tourist to live the lifetime memorable experience.

Every year it organizes with the support of Gujarat Tourism. This includes many activities like the Traditional Cultural Dance, Cultural Act shows, Camel Safari, Musical Moments, Live in Tents; many more activities at Rann Utsav. Rann Utsav is an awesome festival of Kachchh, Gujarat, India. It is a Carnival of

Music, Dance, nature beauty of White Rann and much more than that when visit under the full Moon. Kachchh Rann Utsav is the shimmering landscape that gives the enchanting moments of this Fest, which feels like Heaven On Earth during Festival Time. In fact, it's a Family holiday destination to explore fun moments and store in cameras for a lifetime.

The festival is visited and enjoyed by more than 8000 tourists from all over the world. This is one time when natives of the region and travelers along with Government administrative officers all together come along to celebrate the mystical magic of Kutch and its diversity.

Banao apni Rann Ki Kahaaniya

A revelry of rustic charms, a celebration of nature, Rann Utsav is where the panoramic views embrace infinite horizons.

Where the crystals of salt hide honey-strewn tales of the skies. The adventurer in you stumbles upon your inner child. The canvas of tents showcases masterpieces of warm hospitality. Where the rural landscapes transform into a whole new urban city called Rann Utsav Tent City.

Rann Utsav is where the barren lands narrate beautiful stories, Rann Ki Kahaaniya.

Where tourists become travellers

There are tourists and there are travelers. Tourists 'see', while travelers 'explore'. 'Tourists share 'testimonials', while travelers tell 'stories'.

Stories of exploring new terrains, creating new memories with loved ones, indulging in the simple pleasures of life, marveling at the rustic charms, indulging in the local cuisines and street food, unveiling the secrets of dark night skies, gazing into the infinities of barren white desert, discovering one's voice amid the whoosh of the wind, stories of warm memories through a narrative called Rann Ki Kahaaniya.

Rann Utsav is about experiencing not just nature, but moments.

Where aspirations find expression

A walk by the sea as serene as a private beach. A family dinner against the backdrop of the sun cooling its heels in the sea. Moments of musing over the glorious past of palaces that whisper untold stories. A kabaddi by the shore. A music session within the palatial confines. A quiet moment atop a hill that overlooks the nation's international border.

Dancing like no one's watching in the middle of a White Desert with the local musicians as your 'live DJs' to ensure those feet keep tapping. Discover the simple joys of life here amid the rural charms of Kutch villages, replete with mud houses, mud paintings and unique pottery.

Rann Utsav is about exploring not just places, but yourself.





History

The tourism authorities of Gujarat organize events in Kutch to showcase the rich culture of this district, one of the largest in India. This Utsav under the tutelage of Vibrant Gujarat has been a unique opportunity for people around the world to visit Kutch and experience the true flavor of the region.

Vision & Inspiration

This Rann Utsav Festival has been organized since 2006 with the Vision of Honorable Prime Minister of India Shri Narendra Modi. He Visualize this Festival to create a new identity mark on global tourism map which celebrates now every year in November onwards at Kutch, Gujarat.

During the Rann Utsav Festival, Tourism Corporation of Gujarat Ltd. provides the arrangements of transportation, accommodation, food & guide for sightseeing visit.

What to Explore?

Mandvi Beach

Mandvi Beach lies close to Mandvi Kachchh and is a wonderful attraction and tourist location. This golden sandy beach of Kachchh is worth a visit and is not a frequently visited tourist beach. So you can truly enjoy moments of bliss with

your family and friends.

Bhuj

Bhuj is a treasure trove of heritage and culture. Like few other towns, which have escaped the tourist invasion in India, Bhuj offers to the traveler hospitality hitherto unseen in modern times. Bhuj is known for its small, meandering streets, palaces and temples. It also has the oldest museum in the state of Gujarat. It not only has numerous places of interest within the city, but places (especially villages) around it are very

famous for their traditional handicrafts and embroidery.

Dholavira

At the height of our civilization, our technological development, our social and material complexity, all signs point to progress, we often think. And yet, all is not as it seems and once in a while it occurs to us to look into the past to discover our future.

Dholavira is the larger of the two most remarkable excavations of the Indus Valley





Civilization or Harappan culture, dating back to 4500 years ago. While the other site, Lothal, is more exhaustively excavated and easier to reach, a visit to Lothal only complements, rather than replaces, a visit to Dholavira. What this site offers you, in the intense environment that comes with being surrounded by the Great Rann of Kutch, is a unique insight into the pioneering Harappan mind, with one of the world's earliest and best planned water conservation systems and what might be the world's first signboards, written in ancient Indus script.

The excavation also tells the story of the 7 stages of the civilization, from development to maturity to decay, the last of which hints at a strange piece of history, with more questions than answers. After the peak of the civilization, Dholavira was temporarily abandoned, after which it seems that the settlers returned with a markedly de-urbanized culture. There are hints that they willingly chose to simplify their lives, rather than try to ride the collapse of their once glorified civilization. Here, on the ruins, you will have a chance to contemplate what progress and civilization mean and what, if anything, is truly permanent.

Narayan Sarovar

A sprawling lake on the westernmost edge



of India, Narayan Sarovar has great spiritual significance. This is one of the 5 holy lakes of Hinduism, along with Mansarovar in Tibet, Pampa in Karnataka, Bhuvaneshwar in Orissa and Pushkar in Rajasthan, and is considered a coveted place for a holy dip. An adjoining temple built by the wife of Maharao Desalji features shrines of Shri Trikamraiji, Laxminarayan, Govardhannathji, Dwarkanath, Adinarayan, Ranchodraiji and Laxmiji. A short drive from here, the Koteswar Mahadev Temple is a grand sandstone structure

that overlooks a marshy sea. Shrines dedicated to Shiva and Ganesha are the highlights here.

Lakhpat Fort

Only 33 km north of Narayan Sarovar lies the town of Lakhpat, with a walled fort as its main highlight. The town was an important coastal trade node in the 18th century. At the mouth of the Kori creek, the large fort walls still offer testimony to a short but glorious past. One can climb the fort rampart, the only remaining



structure of the fort, and look over at the placid sea. This spot is particularly stunning at sunset. Within the fort walls, also lies a 16th century gurdwara. It is believed that Guru Nanak stopped here twice during his second (1506–1513) and fourth (1519–1521) missionary journey called Udasis. The gurdwara is a soothing spot for travellers. The soft hymns play constantly in the background, as travellers visit the ancient Sikh place of worship to see relics like wooden footwear, palkhi (palanquin), manuscripts and markings of two important heads of the Udasi sect.

Art, Music & Culture

Kutch is a cultural district of Gujarat which is famous for its Culture. The music which is influenced by Sufi & Folk songs, Instruments like- Bhorringo, Manjira, Morchay, Jodia Pava & Rava. The language spoken in Kutch is Kutchi language. Various handicraft items, Garments Embroidery, Handwall painting, Jewellery items, Wood Carving, Wall Paintings, & many more. Kutch district is inhabited by various

groups and communities. Many of these have reached this region after centuries of migration from neighbouring regions of Marwar(Western Rajasthan), Sindh, Afghanistan and further.

Cuisine

Gujarat is known for its delectable cuisine, but you must try the most delectable food you've ever had at Rann Utsav food cafeteria. All cuisine is cooked with desi Ghee, and the Bajra ki roti and other milk products will be the specialties for those days. You will receive delectable goods on a daily basis with only those flavours that you will want to have again, and the taste will last for a long time.

Shopping

Aside from the fun, the Rann Utsav celebration is known for its craft bazaar. Locals used to sell magnificent arts, crafts, and a variety of homemade items. Many real Kutch crafts can be seen at this craft bazaar. This bazaar also demonstrates Gujarat's diversity and people's love and affection. The crafts item will be spectacular,

one-of-a-kind, and lovely, and you will remember this spot for a long time.

Calendar for Rann Utsav

1st November 2021 to 20th February 2022

1st November 2022 to 20th February 2023

1st November 2023 to 20th February 2024

Connectivity

By Air

The Kutch Airport in Bhuj is well connected with the rest of the country by regular flights.

By Rail

The railway station in Bhuj is your best bet to reach Kutch via train.

By Road

There are state transport and private buses available from most of the major cities in Gujarat and some even from Rajasthan to get into Kutch. You can easily hire taxis too. You can also drive and the best road to take would be National highway 8A to reach Kutch.

A tropical sunset scene with palm trees and a building. The sun is low on the horizon, casting a warm orange glow. Several palm trees are silhouetted against the sky. In the foreground, there is a building with a balcony and a railing. The overall atmosphere is serene and relaxing.

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9th International Tourism Mart

Chief Minister of Nagaland Shri Neiphiu Rio, Minister of State for Tourism & Defence, GoI, Shri Ajay Bhatt and MLA & Advisor Tourism, Government of Nagaland Shri. H Khehovi Yeputhomi jointly inaugurated the three day long 9th International Tourism Mart for the North East Region at Kohima, Nagaland.



**Shri Neiphiu Rio,
Chief Minister of Nagaland**

International tourism Mart in Kohima will give a boost to the tourism and business sector not only in Nagaland but the entire Northeast. North East will become a favourite destination in the country for tourism and business.

Secretary Tourism, GoI Shri Arvind Singh, ADG Tourism, GoI Smt. Rupinder Brar and other dignitaries of Central government and North Eastern States were also present on the occasion. The objective of the event is to highlight the tourism potential of the region in the domestic and international markets. Coffee table book on Nagaland was also launched on this occasion. Department of Tourism, Government of Nagaland & Trade Promotion Council of India (TPCI) signed MoU for the operations of SIHM.

The event was attended by the High Commissioner, Brunei Darussalam, High Commissioner, Malaysia, Ambassador Extra Ordinary, Republic of the Union of Myanmar, Ambassador, The Socialist



Shri Ajay Bhatt, Minister of State for Tourism & Defence, Government of India



Prime Minister Shri Narendra Modi appealed from the Red Fort that everyone should visit North East, it has immense tourism potential. The simple nature and hospitality of the people here is incomparable, which I am experiencing myself. Tourism and culture complement each other. If our culture is rich, then tourism is the best way to know and understand this richness. In this Tourism Mart we are emphasizing on domestic tourism. About 75 sellers from the Northeast and about 50 buyers from the country are participating in

the Mart. Many parts of this region are still untouched from the point of view of tourists. There is a huge potential of Border tourism and wildlife tourism. This year 50 students from different parts of the country have got an opportunity to know and understand Northeast India through the programme. I would also like to ask the ambassadors of different countries to motivate the tourists of their country to visit this region of India. The Government of India is doing many things for the development of tourism in the Northeast. To prepare the infrastructure, the Government of India has sanctioned funds in the northeastern states under the 'Swadesh Darshan' and 'Prashad' schemes. Under the 'Swadesh Darshan' scheme, 16 projects have been approved in the North-East these have been completed or are nearing completion.

North East region is endowed with diverse tourist attractions and each State has its own distinct features. The attractions are scattered over the entire region and are largely located in remote areas within highly fragile environment. These attractions and the people of the Region constitute rich tourism resources. North East has the huge potential of adventure and eco-tourism.

Shri Arvind Singh, Secretary Tourism, Government of India



International Tourism Marts is biggest travel and tour networking event in the North Eastern Region of the country. The rich natural beauty, serenity and exotic flora and fauna of the North Eastern India are invaluable resources for the development of tourism especially eco-tourism. The facilities for tourists to stay, for food, shopping and entertainment are improving tremendously. Travel & Tourism is one of the world's largest economic sectors, creating exports and prosperity around the world. Indian Tourism sector has emerged as one of the key drivers of growth for Indian economy. Prime Minister has stressed on the need of introducing the students to the rich culture and heritage of North Eastern Region, today in this event we have students participating from all over the country.

Republic of Vietnam, amongst other attending dignitaries and diplomats. Other high-ranking officials from participating Ministries/Government bodies are also going to be part of the event. The three-day event will be attended by over 300 delegates including government officials, industry stakeholders and local participants. In line with the Prime Minister's vision of 'Ek Bharat Shreshtha Bharat', the delegation also includes students from across the country who, as part of a study tour, will be interacting with local students and immersing themselves in the region's rich heritage and culture.

In addition to these, the event also includes presentations by state governments on their tourism potential and a vibrant exhibition by State Tourism Departments from the North Eastern region to showcase the tourism products of the respective participating states.

Various engaging discussions on several aspects of tourism and unique tourism products in the North East Region and their potential are also a part of the event.

To further enrich the experience of the participants, the Ministry has organised a visit to Kisama Heritage Village, Kisama War Museum and Morungs, Khonoma Village and Kohima World War II War Cemetery. The visiting delegation will be familiarised with the local community, local art and culture, and the rich heritage of Nagaland.

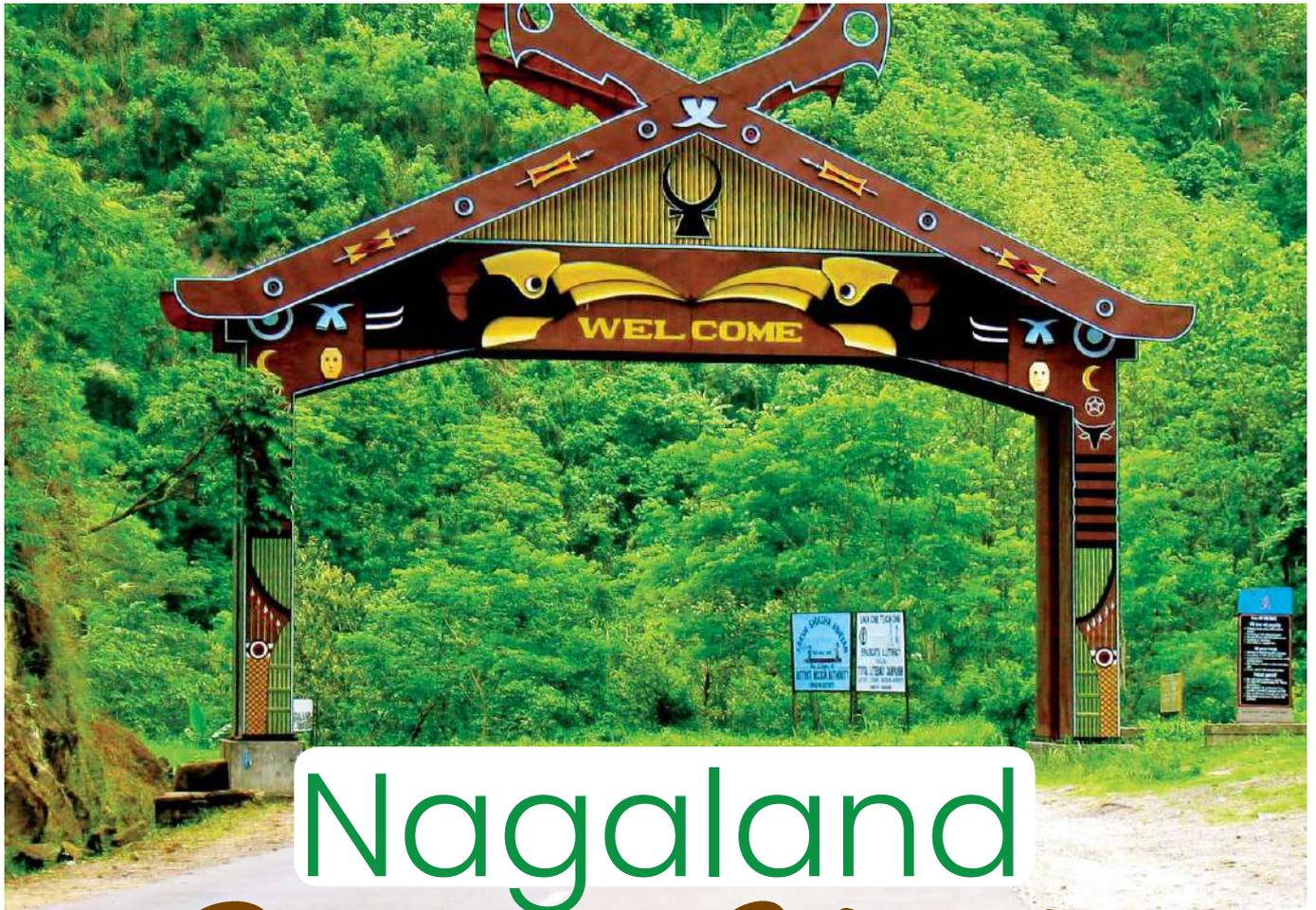
The International Tourism Marts are organised in the North Eastern States on a rotation basis. Nagaland is hosting this Mart for the first time. The earlier editions of this Mart have been held in Guwahati (Assam), Tawang (Arunachal Pradesh), Shillong (Meghalaya), Gangtok (Sikkim), Agartala (Tripura), and Imphal (Manipur).



Rupinder Brar, ADG, Ministry of Tourism

We are concentrating our efforts on homestays, which has developed as a really powerful vertical. In February, we hosted a homestay workshop in Darjeeling, which attracted 500 registrants. Whereas, the workshop received 725 people.





Nagaland

Perpetual Holiday Destination

A land engulfed in mystery, inhabited by vibrant people zealously guarding their culture – dancers, warriors, head-hunters; mountains, valleys, forests – all these form the portrait of Nagaland the moment the word is uttered. But, from extreme mystery to hosting a globally famous cultural festival, Nagaland has come a long way over the years and etched a name for itself in the world's tourist destination map.

Tourism in Nagaland is on growing stage with its glorious past and rich heritage and culture. For the adventurous and the intrepid, Nagaland is an ideal place for trekking, rock climbing, jungle camping and offers limitless exploration possibilities in its lush and verdant sub-tropical rain forests which are also a treasure trove of a plethora of medicinal plants. Above and beyond tourists can also experience a truly ethnic Naga Culture with the best local brews served in large bamboo mugs and exotic local cuisines which is much

celebrated here.

Nagaland has many advantages in this sector over its north-eastern neighbours. For a start, Nagaland has had a tradition of hosting tourists for decades. With the partial lifting of ILP in recent years during Hornbill Festival, Domestic tourists and visitors no longer need travel permits (as they do in some other states), and the security situation has improved substantially.

The location of the region and its richness in biodiversity has become a place of attraction

for tourism industry. Encompassing hills, mountains, plains and plateau, the region has many cultural groups and communities with varied cultural background and biodiversity hotspot where it lies which can easily attract tourists from the world over.

Life in rural areas is extremely engaging, more colourful and unusual compared to what travellers are used to seeing. The scenery is equally engrossing.

Destinations must explore when in the capital city (Kohima) of Nagaland.



Kohima: Mosaic of multi-ethnicity

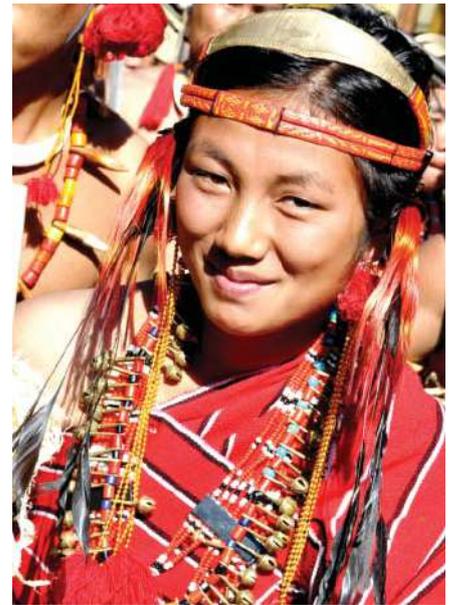
A carpet of lush emerald green, dotted with colourful blooms, Kohima, the capital of Nagaland looks like an artist's canvas. Kohima is called the land of the Angami Naga tribe and derives its name from 'Kewhira' or 'Kewhima', meaning the land where the Kewhi flower grows. The city serpentine along the mountain ranges to the top and offers a pristine and seamless blend of nature and tribal traditions and culture. Set against the backdrop of the Japfu mountain range, the city boasts a rocky terrain and many scenic trails that are ideal for adventure-lovers and thrill-seekers. The Japfu Peak, the second highest in the state (3,048 m), is a trekking paradise as it offers one of the most challenging treks in the region that takes you through picturesque routes. Tourists can also indulge in mountain climbing and jungle camping.

Khonoma Village

Famed as Asia's first green village, the centuries-old Khonoma Village is a great place to introduce yourself to the Naga lifestyle and unwind in the lap of nature. A visit to the village offers tourists an opportunity to interact with the people of the local Angami tribe and learn about how they have succeeded in creating a more conserved and sustainable ecosystem for themselves. Tourists can also choose to spend a night at the village and experience traditional homestays managed by locals. The village is also known for being one of the cleanest villages of Nagaland, thanks to the availability of dustbins and public toilets. Tourists can also enjoy birdwatching and trekking during their visit to Khonoma. Lying on the outskirts of the city, the village is known for successfully conserving rare and endangered species of animals and plants as well as terrace cultivation on the slopes of hills.

Kohima Museum

The Kohima Museum takes visitors closer to the lives of the tribals living in Nagaland. Built with an aim to introduce tourists to the rich culture and tradition of the 16 tribal groups of Nagaland, the Kohima Museum takes visitors on an enriching tribal experience. The museum is located in Upper Bayavu Hills and displays gateposts, endemic regional animals and birds, statues, jewellery items and pillars. What makes the museum worth a visit is the fact that its exhibits beautifully depict the everyday life of the Naga people. The museum also houses life-size models that depict the costumes, weapons and jewellery worn by the people of Nagaland. If you are travelling with your kids, make sure to visit the museum as it will enhance their knowledge about the rich diversity of India.



Kohima World War II War Cemetery

“When you go home, tell them of us and say for your tomorrow we gave our today,” reads an epitaph written by English classicist, John Maxwell Edmonds, as you walk through the gardens of Kohima’s War Cemetery. Set amidst picturesque surroundings, the war cemetery was built in April, 1944, to honour the brave soldiers of the 2nd British Division of the Allied Forces, who lost their lives during the Second World War. The war cemetery houses as many as 1,420 graves and is well-maintained by the Commonwealth War Graves Commission. The cemetery was built in the tennis court of the then deputy commissioner’s residence. This is the exact place where one of the fiercest battles against the Japanese was fought. Popularly remembered as the ‘Stalingrad of the East’, the battle of Kohima was fought from April 4 to June 22 in 1944. The cemetery is nestled on the Garrison Hill and offers a gorgeous panoramic view of Kohima. The cemetery’s top also houses a dome-like memorial which was raised to honour the 917 Hindu and Sikh soldiers who lost their lives in the battle and were cremated according to their faith. A visit to the cemetery leaves visitors absolutely fascinated by the courageous tales of the martyrs who rest here.

Japfu Peak

One of the most difficult treks in Nagaland is the climb to the Japfu Peak, about 15 km from Kohima. Standing at an altitude of 3,048 m, the peak is Nagaland’s second-highest and draws trekkers and adventure lovers for its scenic beauty and thrilling trails. To reach the peak, tourists first need to reach the quaint village of Kigwema and start the hike from a point near the Japfu Christian College. The trail is a demanding one and requires you to walk through dense shrubs. It takes around 5 hours to reach the peak and around 4 hours to get back to Kigwema. The Japfu peak is also famous for being home to the tallest rhododendron

tree in the world. Standing 109 ft high, approximately as tall as a 9-storey building, the tree holds the Guinness record for being the tallest rhododendron. The peak also offers splendid panoramic views of Kohima and its neighbouring areas.

Culture

Spirits, fertility, social bonding and purification are the key elements that form the essence of the Naga festivals – the custom that each tribe follows, translates into a festival. These traditional events, combined with life in the rural areas, are exceptionally engaging and distinctive. All of them are annual events with fixed dates; hence, before visiting Nagaland, the interested traveller can arrange his or her calendar accordingly. The first festival takes place in January and the last (or is it the last recorded?) in December – no matter what the season is, some festival is always round the corner.

Gift of Nature

If William Wordsworth had the good fortune of visiting Nagaland, he would unquestionably have written a full collection of poems on the flowers that dance to the tune of spring here. Just as the people colour the terrain with their bright attire and vibrant dances, so does the sky adorn itself with the flowers of the Orchids and Rhododendrons. The varieties of the native flowering flora are countless in Nagaland. Be it a valley, a hill or a mountain top – in Nagaland, Orchids, Rhododendrons and the people, welcome you everywhere.

Not only does bamboo create an ambience of enchanting wilderness, it is also a product of great economic and cultural value. In Nagaland, bamboo provides the body and the soul for traditional architecture, crafts and tools, besides being the state’s major commercial produce for paper and textile industries. The merits of this wonder grass can be seen in Asia’s largest bamboo pavilion that the Govt. of Nagaland has built in Kisama (the site of the hornbill festival in



Kohima district).

Successful experiments in the cultivation of exotic fruits, generally grown in other countries, are slowly showing potential of a new sustainable industry. Many private growers have successfully planted passion fruit, dragon fruit, mangosteen etc and such farms can be visited in Dimapur. Whereas Naga pineapples come in many fragrant varieties, the Raja (king) chilli is the global icon of pungency.

Traditional Handicraft

Handicrafts come naturally to the Nagas – master craftsmen can create anything from a small paper knife to large and trendy pieces of furniture using cane and bamboo.

The Naga Heritage Complex is a permanent site built at Kisama – the purpose of this complex is to serve as a ‘Window to Nagaland’ (WTN), aiming at providing a preview of the entire state



approach and comprehensive data base for the perpetuation of tourism promotion – since its inception in the year 2000, it has brought about radical changes in the tourism scenario of the state. A visitor gets the opportunity to catch a ring side view of all the Naga tribes, their culture and distinctiveness at one place. The Heritage complex consists of a cluster of seventeen indigenously designed houses (also called Morung meaning Youth Dormitory), each representative of a different tribe.

Climate

The climate of Nagaland is nothing but perfect. With pleasant summers when temperatures do not average above 31 degree celcius and winters when they don't average below 4degree celcius, the place is a 'perpetual holiday destination'.

Time to Visit

The best months to visit Nagaland are between October and May, when the landscape wears a green carpet and the flowers light up the skies with their bright hue. Rhododendrons and Orchids cover the landscape of Nagaland and one cannot miss them even as he is driving or trekking the challenging terrain. Traditionally the Naga people have been hardcore hunters, but awareness in conservation has resulted in common sighting of endangered birds and animals. The rare Blyth's tragopan (Tragopan blythii) is a resident of Nagaland and can be observed in plenty. In 2012, mass trapping and capture of migrating Amur falcons (Falco amurensis) was discovered in Nagaland and a successful campaign was initiated to prevent their killing. As part of this campaign, three birds were fitted with 5 gm satellite transmitters that allowed them to be tracked during their migration.

A 21st century creation of Nagaland is the Hornbill festival, an event which is now getting known globally. During Hornbill, which takes place on the first week of December, the entire Naga culture is showcased in full splendor in the Kisama village of Kohima district. The government of Nagaland welcomes one and all to this mega event for a preview of what the state has to offer in terms of culture, traditions, tourism interest and industry.

Connectivity

BY AIR

Dimapur, at distance of around 75 km from Nagaland, is the closest domestic airport. Dimapur is well-connected to Guwahati and Kolkata. International travelers have to take connecting flights from Kolkata to Dimapur.

BY TRAIN

Nearest railway station is Dimapur, which is well-connected to Kolkata and Guwahati.

BY ROAD

One can take a share taxi from Dimapur railway station (Rs 200) and reach Kohima. Direct buses also run daily between Guwahati and Kohima.

complementing each other perfectly through the fusion of traditional and modern designs; products created from this concept have caught the eye of the international fashion world. A number of young Naga designers have graduated from the best fashion schools in India and the west and they hold promises of carrying traditional Naga fashion across borders in a contemporary manner.

Festival

Nagaland is a cultural mosaic of diverse multi-ethnicity sprung up by the several tribes that inhabit the State. Each community celebrates its myriad festivals revolving around the agrarian calendar that makes Nagaland by default, a land of festivals.

The Hornbill Festival

Festival of Festivals encompasses through collective celebration the colour and vibrant elements of all the tribal festivities and gives a glimpse of Naga life to titillate cultural sensibilities. The annual Hornbill Festival is held for 10 days, 1st -10th December. It draws all the tribes and sub-tribes of Nagaland to the foothills below the lofty spurs of towering Mt. Japfu wherein lies the Naga Heritage Village, Kisama- the venue of the Festival.

The goal of creating this heritage village is the protection and preservation of the ethnic cultural heritage through a common management

on a single platform. The WTN showcases the traditional houses or Morungs, representing the 17 recognised tribes of Nagaland. Each of these units display the unique offerings of each tribe in terms of crafts, cuisine, cultural activities etc. besides providing points of sale for the local products. An added attraction is the Flower Garden for the display, sale and exhibition of flowers, plants and fruits. The WTN also house the World War II Museum.

The colours of the Naga people have been showcased internationally through their handloom products. The red and black Naga shawls and throw-overs have become a familiar sight in many countries because of the master weavers and marketing efforts by government and private stakeholders.

The traditional art of handloom products has also made space for the modern 21st century fashion apparels and the two are now



Immerse Yourself in the Scenic Beauty of New Zealand Mountains

Famously known for its breath-taking peaks, challenging climbs and hiking trails, New Zealand is surely a class apart when it comes to mountains.

Mountains surround the landscape from North Island to South Island, achieving worldwide acclaim ever since *The Lord of the Rings* Trilogy showcased these magnificent peaks. There's no denying that New Zealand has some of the most spectacular summits.

Every year, December 11 is marked as International Mountain Day by the United Nations to remember, celebrate and raise awareness about the importance of mountains in our lives and to our planet. This international mountain day prepare to be inspired as we head on a journey across some of the country's most incredible mountains:





Valley and along the Hooker River.

Mount Ruapehu

Mount Ruapehu is one of New Zealand's top alpine locations, featuring a variety of historical and natural attractions, as well as the country's largest ski slope and a volcanic summer walk. Mount Ruapehu, an active volcano in the midst of New Zealand's North island, towers above the desert with unobstructed, awe-inspiring views all the way to the coast. The spectacular alpine scenery is crowned with its own crater lake, which has been warmed by volcanic activity and is steaming at the peak. Hikers, skiers, snowboarders, botanists, geologists, and environment enthusiasts all enjoy Mount Ruapehu throughout the year.

Tititea (Mount Aspiring)

Mt Aspiring, at 3,033 metres high, is New Zealand's tallest mountain after those in the

Mt Taranaki

Mt Taranaki is known among New Zealand visitors as the world's most symmetrical volcano — it's so picture-perfect that it's hard to believe it's real! In New Zealand's North Island, Mt Taranaki is located in Egmont National Park, not far from the city of New Plymouth. Mt Taranaki has been granted the same legal rights as a person, becoming the third geographic feature in the country to be granted this status. Mt Taranaki is venerated and the summit is considered sacred.

Mount Cook

Aoraki Mount Cook is New Zealand's highest mountain, with a height of 3,754 metres. Mt Cook is so spectacular that numerous world-famous hikes are dedicated to get the best view. The rugged terrain of Aoraki Mount Cook National Park is filled with ice and rock. One can explore its ancient landscape by walking on one of its tracks. There are amazing views



of Aoraki Mount Cook from the glacier lake at the end of the track, which goes up the Hooker

Mount Cook range. This natural wonder is the centrepiece of Mount Aspiring National Park, which has its own identity. It's 30 kilometres west of Lake Wanaka, in the southern region of the Southern Alps. On their way from Wanaka to Franz Josef, many people stop in Mount Aspiring National Park. The towering Thunder Creek Falls, swimming in the Blue Pools, and hiking the Rob Roy Glacier Track are all available here.

Rahotu (Mitre Peak)

Mitre Peak is without a doubt the most unique peak on this list and also the most well-known. This conical peak is impossible to miss from the beachfront in Milford Sound, and it will almost certainly become the focal focus of many shots. Mitre Peak has a one-of-a-kind appearance as well as a one-of-a-kind location. Fiordland National Park's 1,692-meter-high mountain rises from the Tasman Sea. Only the most experienced climbers and mountaineers can reach the summit, but everyone else may enjoy the views from a Milford Sound cruise or even a spectacular fly!



TAAI: Communication Strategies

“TAAI is the only association which has reached out & planning promotion of India with all the 20 Tourism Officers appointed by the government sitting in the 20 Indian missions globally. This certainly would be very effective partnerships.” Said Jyoti Mayal, President, Travel Agent Association of India (TAAI); Vice-Chairperson, The Federation of Associations in Indian Tourism & Hospitality (FAITH); Chairperson, Tourism and Hospitality Skill Council (THSC).

What are the strategies, benchmarks and goals implemented by TAAI to put India in a strong position as a preferred destination?

TAAI, at the outset, despite all the challenges has worked very diligently to its best in this challenging environment. TAAI signed innumerable MoU's with relevant authorities, tourism boards, and embassies/ high commissions keeping the image of the country and the association intact. Further, TAAI ensured to educate members and fraternity regarding policies, protocols, etc keeping all stakeholders such as tour operators, airlines involved, which resulted in maintaining and uplifting the image of brand India and kept travellers their itineraries ready to travel to India as and when the opportunity arises. We encouraged all our members to diversify in Domestic tourism & when the time would be good they could also promote inbound tourism.

TAAI has been reaching out & planning promotion of India with all the 20 Tourism Officers appointed by the government sitting in the 20 Indian missions globally. This certainly would be very effective partnerships.

TAAI has been reaching out & encouraging all states to start a “State Specialist Program” to educate, not only our members but also other countries travel providers. Have also been following up with the Ministry of Tourism to do effective marketing & run webinars on “Seekho Apna Desh”, beyond “Dekho Apna Desh”. I truly believe inbound

& outbound both need to be in tangent, to make tourism more sustainable & inclusive. I as the President have been voicing my thoughts strongly on insurance for all travellers supported by the government & bringing in an instrument for the protection of the consumers & our cash from defaulting airlines.

What are the challenges and opportunities for the revival of the tourism market in India?

I would say that it's a catch-22 situation for both challenges and opportunities. Currently, the main challenge is only the coronavirus & its mutants. Without collaboration & unified policies, tourism will take a long to recover. It is a pandemic & as countries are following the same protocols of masks, vaccination, hygiene, etc they should follow coordinated border policies. The first and second wave was a lesson for all of us and now it is time to become more resilient and face the unforeseen challenge.

Opportunities always follow a crisis thus there will be many which could be explored. New avenues as, domestic travel, technology apps, newer destinations, rural tourism, sustainable tourism, caravan tourism, wellness & many more. The only thing that lacks is strong & effective way of working with government bodies & ease of business. We need better norms, collaborated policies & more relevance given to relevant associations. TAAI believes we need to be our own industry's spokesperson as we know exactly what is good for our members &



the industry, for this most economically & employment-driven sector.

What are the measures taken up by TAAI to boost fast track revival for the tourism market?

TAAI being the nodal body and one of the oldest travel trade associations initially worked on communication strategies and kept the members involved through the digital medium. We totally believed in supporting our membership in every way possible. Post that it approached the central and state governments and represented on behalf of the industry the significant issue to be addressed at the earliest such as TCS, protection of cash from airlines & other stakeholders, Refunds, starting of Air-Bubbles, RTPCR, etc. Most importantly, it collaborated with the Ministry of Tourism & Ministry of Civil Aviation alongside all other connected government bodies for its various initiatives and acted as a catalyst for the promotion of tourism. Indeed, glad to mention that it yielded fruitful results on the formation of some policies as Helitourism, Rail tourism, Udaan flights, Cruise tourism, MICE, Adventure, Rural & many more. We need to now take them forward & they should be milestone-driven.

As Industry is in the phase of revival after the second wave but the third wave with Omicron variant may flow down all the expectations by keeping this in mind, do you have any projects and plans to conquer this wave as an association without depending on the government.

Yes, our focus is on supporting central and state governments to form sustainable and tourism supporting policies. For instance, we have been pushing the concerned authorities/departments to have uniform policies and health protocols, with an exception only in cases where the situation is out of control are too many cases are there. We are also advocating for more efficient testing setups at the airports & at reduced cost. Having streamlined the uniform decisions and their implementation would be a big relief and can consolidate efforts of both government and the trade. Secondly, we are working on tech-enabled solutions for travellers. Scanning devices, digital payments and many such initiatives are part of our revival plan for members and the travel trade. TAAI has also been advocating for compulsory health insurance for all inbound travellers to be brought by the government. Testing & vaccination needs to be increased, which as TAAI we had taken the initiative to run vaccination camps & will do so.

Please share about a few untouched destinations of India which must be on the list of every traveller while exploring India.

India is a plethora of destinations enriched with heritage, culture, crafts, textiles, cuisines, festivals, fauna & flora, beaches, mountains, valleys & the silver lining of all the beautiful

weathers to enjoy. We have our strength as wildlife, wellness, village tourism & so much more that it is truly difficult to explore & express. I believe the whole of India is still virgin land which needs to be explored, experienced & enjoyed bringing each one's needs & pleasures forward. India is truly a country for beauty, pleasure & experiences in every nook & corner. Each traveller & satisfy her/his lust for travel. I would be doing injustice to my own country naming a few.

What are your expectations for the tourism industry from Union Budget 2022-2023?

I wish to convey to the government that the travel trade is the backbone of the Indian



TAAI being the nodal body and one of the oldest travel trade associations initially worked on communication strategies and kept the members involved through the digital medium. We totally believed in supporting our membership in every way possible.

economy and contributes significantly to employment generation and the GDP. Therefore, travel trade specific relief package be it in the form of incentives or direct is a need of the hour. Provide Income tax exemption for domestic travel expenses within India for Indian citizens to unleash more domestic tourism.

We need a policy review for declaring tourism, travel & hospitality as concurrent industry to ensure harmonisation of Centre and state tourism policies. Set up a global bidding fund for enabling Indian MICE & hospitality players to bid scientifically and strategically for global mice events. Set up a corpus fund for industry status to hospitality and conventions infrastructure to ensure their national industry status by compensating states for any losses. We need to set up a review of the GST mechanism with the GST law committee to prevent cascading mechanism of tax on tax on tour & travel players. We also need to promote high-quality seamless road tourism, declare one county one road tax for tourist vehicles and set up a fund to compensate states for any losses. We definitely need to explore the feasibility of setting up a national land bank for multi-format hospitality on a tri-partite partnership basis between states, Centre and private players to enhance quality accommodation supply and therefore stimulate higher global and domestic travel

demand. Besides more, I believe these will be the key factor to decide our sectors survival and revival.

What message you would like to convey in closing comments.

As the President of TAAI & Chairperson of THSC, I strongly believe that travel tourism & skilling are both very important & relevant sectors. Life is all about exploring & experiencing & that can only be achieved by tourism & by being skilled. The sector needs much more focus from our Hon. Prime Ministers, to make India the most prominent country & to build on a stronger economy which can turn to generate more skilled employment. We need to work together to connect all related ministries of travel & tourism under one visionary like himself to set a coordinated working mechanism with TAAI & other associations to work towards time driven goals. We have seen time & again that we are a resilient "Atmanirbhar" sector. But we definitely need the support for better, effective deliverables, safe policies, protecting our business & finance to build sustainable inclusive tourism for the future.

Another thought which I strongly believe in is that India had missed out on the opportunity to become the biggest hub between the east & west, which the other neighbouring countries took advantage of. Post Covid19 we once again have the opportunity & we should work towards it & once again I reiterate, with TAAI as it is certainly our vision.

I would also like to add that I believe in working in a very committed manner with total transparency for TAAI members & this sector. The entire current TAAI Managing Committee is working with the same vision & commitment which is a huge support to all my efforts.

Slice of Life:

You believe in taking risks or plan beforehand – Risks as everything in life cannot be planned. To achieve you need to Act.

Your high points – Being Straightforward, Committed & Humane

Your low points – Looking for Perfection in myself & others

Favorite trade/hospitality/fashion industry leader– All my friends of the Industry are my favorite, my lifeline & my support system. I respect relationships. Most Importantly I am a believer & follower of my Husband Balbir Mayal

Favorite destination for travel (national and international) – All States with Heritage, Culture, Cuisine & Crafts/Country which has a lot of character -Netherlands.

Which type of novels you love? – Hard Fiction – Ayn Rand/Robert Ludlum

A movie that motivates you – Gone with the Wind/To Sir with Love

How you spend your day on day off – These days only work on my vision towards the industry/Earlier listening to music & family time

North East: Your Next Destination to Explore

“We have extended support to members by way of waiving 50% of the annual subscription for both years equal to one year fee waiver. With the support of Ministry of Tourism, we got relaxation in their guidelines for approval and also in the MDA scheme. This has benefitted our members who are approved by MOT to participate in the travel marts/fairs/conventions where their major expenses are reimbursed by the Ministry.” Said P.P. Khanna, President, Association of Domestic Tour Operators of India (ADTOI)

What are the strategies, benchmarks and goals implemented by ADTOI to put India in a strong position as a preferred domestic destination?

India is the most preferred destination amongst its countrymen and travellers throng at all tourist destinations, pilgrim centres, mice destinations, etc and during pre-Covid time as per statistics, an estimated 1.82 billion domestic tourists had travelled across the country.

What are the challenges and opportunities for the revival of the tourism market in India?

Stakeholders of the industry have already faced challenges since March 2020 from no business to opportunities/business slowly opening up as the people have started moving out and travelling to places of their destinations like pilgrimage, leisure, business, social, etc which are the signs of revival all-round in the industry.

Being the national association for domestic tourism how do you cope up with the COVID waves to support your members?

We have extended support to members by way of waiving 50% of the annual subscription for both years equal to one year fee waiver. With the support of the Ministry of Tourism we got relaxation in their guidelines for approval and also in the MDA scheme. This has benefitted our members who are approved by MOT to participate in the travel marts/fairs/conventions where their major expenses are reimbursed by the Ministry.

As Industry is in the phase of revival after the second wave but the third wave may flow down all the expectations by keeping this in mind do you have any projects and plans to conquer this wave as an association without depending on the government.

As of now, we look forward to a better tourism year for 2022 as the travel by public

has begun and gaining momentum be it pilgrim, leisure, business, social, etc. It all depends on the government's stand. To conquer the third wave, the first initiative needs to be taken by the government to decide how to handle the situation like imposing restriction on the movements and we all have to strictly follow the dictum. Let us be optimistic for the time being and do everything possible to promote tourism be it domestic or international. ADTOI will continue to keep its voyage by meeting its future goals and activities.

What are your expectations for the tourism industry from Union Budget 2022-2023?

FAITH representing Travel, Tourism & Hospitality Associations has already given proposals to the Ministry to consider for the growth of tourism in the country. Let us wait and see how much support the Government is going to give to the industry.

Please share about a few untouched destinations of India which must be on the list for the domestic tourism of the traveller.

North East is the focus for us and with the support of MOT destinations in the North East will be promoted among the domestic tourists.



Slice of Life:

You believe in taking risks or plan beforehand: Plan things beforehand

Your high points: Promotion of Domestic Tourism, which is the only savior for the tourism

Favorite trade industry leader: Mr. Nakul Anand

Favorite destination for travel (national and international): J&K and Singapore

Which type of novels you love? : Full of Love

A movie that motivates you: Mohabbatien

How you spend your day on day off. Family Gup Shup



ICPB: Government of India should create "India MICE Fund"

"To target global MICE events we need to create a global MICE bidding fund with a corpus of Rs.500 crores to enable our entrepreneurs undertake techno economic bids for events which have a bid cycle of 2 years plus." - By Amaresh Tiwari, Vice Chairman, India Convention Promotion Bureau (ICPB).

What are the challenges and opportunities for the revival of the MICE tourism market in India?

Major challenges in the MICE industry are given below:

- Lack of proper & suitable infrastructure
- Skilled and Trained Human Resources
- Inadequate Marketing & Promotion activities
- Problems of high taxation
- Security and Regularity Issues

Opportunities:

The global MICE industry is estimated to be upwards of \$ 800 bn and India's share is less than 1 %. Thus in line with our GDP share of the world, our first goal post COVID, in 5 years would be to double our MICE share to 2.5% of the world GDP.

As Industry is in the phase of revival after the second wave but the third wave with Omicron variant may flow down all the expectations by keeping this in mind, do you have any projects and plans to conquer this

wave as an association without depending on the government.

India successfully vaccinated approx 128 crores adults. That means most of the urban adult population is vaccinated and other than 2-3 states cases are very less and mild. So is the case in world. It's more of panic. All we need to educate people to behave responsibly and govt & MICE sector need to work together to ensure that high degree of safety measures are strictly being followed. They must have one set of rules in all states in terms of entry and exit. Those who are fully vaccinated should be allowed to move freely and DGCE must allow airlines to operate.

As an association, we are creating awareness amongst members and associations to educate them and most of them are organising events in Hybrid and physical form.

Which are your key markets at the time of opening and which are the developing markets for the MICE industry of India to target in the short and long term?

In short terms, we need to start focusing on ASEAN and GULF Countries and these are developing nations and have huge potentials and also coping with COVID much better than developed nations like Oman, Qatar, Bahrain, Saudi Arabia, UAE, Malaysian, Indonesia, Taiwan, China, Philippines, etc.

In long term, we need to focus on key markets like UK, France, Germany, Switzerland, Netherlands, Belgium, Russia and USA.

What are your expectations for tourism industry from Union Budget 2022-2023?

To target global MICE events we need to create a global MICE bidding fund with a corpus of ₹500 crores to enable our entrepreneurs undertake techno economic bids for events which have a bid cycle of 2 years plus.

We need to create state and city convention bureaus in each of our main cities which will work with ICPB as their hub to carry out a global bidding activity.

We need to enable IGST for our hotels which will complete the end to end GST chain and companies get GST setoffs for undertaking mice events in states other than their state of registration.

MICE infrastructure is a highly capital intensive long gestation business and thus we look forward to this being also declared as the infrastructure sector to have long term funding access to low-interest rates.

What message you would like to convey in closing comments.

In the global international congress associations' rankings, our goal will be to take India's rank to the top 10 in the world from 28 where we are currently. We will also aim to benchmark our cities to the top global MICE cities. Currently, we have 1 city in the top 100 ranks. Our goal will be to have 3 Indian cities in the top 100 in 5 years.

Top meetings and conventions destinations globally have attractive incentive programmes for meeting planners to consider their destinations. India too needs meaningful incentives to boost the sector and to meet global competition. ICPB recommended govt of India to create "India MICE Fund" and under this launched "India MICE Advantage Programme".

Slice of Life:

You believe in taking risks or plan beforehand:

Plan around People, Product and Profit.

Your high points: YET TO COME

Your low points: Covid-19 & Frustration with the government not helping tourism industry.

Favorite trade/hospitality/fashion industry leader: Arjun Sharma / Nakul Anand /

Sabyasachi

Favorite destination for travel (national and international): Leh / Japan

Which type of novels you love? History, Culture, Fiction

A movie that motivates you: 12 Angry Men

How you spend your day on day off: Doing whatever I miss during working days



Another feather in the cap of Azerbaijan

The unveiling of this year's Europe winners was held in virtual format on the 22nd of October.

An exceptional combination of an Eastern country with a Western outlook where antiquity merges with modernity, Azerbaijan is an enthralling mixture of people, styles, colors and traditions that never ceases to amaze. ATB is focusing on developing sustainable, eco-friendly, authentic tourism products and activities – visitors will be able to go hiking along newly marked hiking trails in the Greater Caucasus and Lesser Caucasus mountains, try

Azerbaijan is voted as the winner of the 28th Annual World Travel Awards in 2 nominations - Europe's Leading Cultural Destination and Europe's Leading Excursion Destination of 2021.

a wide variety of delicious Azerbaijani cuisine dishes and get first-hand experience of farming and cooking within the Slow Food Travel concept, enjoy pristine nature and outdoor activities away from crowded places, visit new bird watching spots all across the country and stay at guesthouses and homestays to experience the authentic hospitality of the Azerbaijani people.

The country is a perfect destination for those

Florian Sengstschmid, the CEO of Azerbaijan Tourism Board



We are extremely delighted to be voted as the winners of this prestigious award in the global travel and tourism industry.

Indeed, being the awardees of the World Travel Awards is an accolade us. Azerbaijan is a perfect destination for excursions and cultural tourism, and we look forward to welcoming new and returning travelers to take another look at this beautiful country.

Undoubtedly, Shusha, the cultural capital of Azerbaijan, famous for being the birthplace of Azerbaijani mugham music, the homeland of many famous and talented composers, musicians, poets and the center of the Karabakh school of carpet weaving, will play a crucial role in the development of tourism in the region.

who wish to explore the rich cultural offering and ancient heritage – Azerbaijan is home to 3 masterpieces included in the UNESCO World Heritage Sites list, such as the magnificent Old City (Icherisheher) in Baku, the prehistoric petroglyphs of Gobustan and the astonishingly beautiful Sheki Khans' Palace with exquisite miniatures in the historic center of Sheki. Famous for its breathtaking views, Khinalig village has been included into the UNESCO's Tentative List in 2020. There are also many amazing examples of the UNESCO Intangible Cultural Heritage in the country, including copper production in the village of Lahij, carpet weaving and the art of making women's silk headscarf "kelaghayi".

Fiji Welcomes First Flight of International Visitors

Fiji welcomed their first flight of international visitors as they opened their borders once again.

The exciting milestone marked resumption of international tourism in the idyllic nation after almost 20 months of border closures.

As of December 1, 2021, Fiji opens to fully vaccinated visitors from travel partner countries, for quarantine-free travel. The first flight, from Sydney, Australia landed at 11:25am Fiji time carrying 300 passengers eager for their first tropical island holiday.

The country which is ready to safely welcome visitors back thanks to a successful vaccination roll out, seeing well over 90% of its eligible population vaccinated with both doses, does have some travel requirements in place to ensure visitors can book and travel in confidence that they're keeping themselves and the locals of Fiji safe.

Travellers to Fiji must be fully vaccinated (children under 18-years-old can travel with a vaccinated adult) from a selected Travel Partner country, and those over the age of 12 must get a negative RT PCR test taken 72 hours before you board your flight to Fiji. Once visitors arrive on Fiji soil, they will be able

to holiday knowing that everyone they interact with is adhering to the highest health and safety practices.

Undoubtedly when Fiji's borders closed in March 2020, the economy had an immediate effect. Tourism has always been important to Fiji and its people as the industry accounts for almost 40% of Fiji's GDP and employs approximately 1 in 8 locals.

While travel restrictions are lifted, travelers from India keen to visit Fiji shores may need to wait a little longer due to the continued travel restrictions in place between the two countries. However, they can be confident that Fiji is ready and waiting to welcome them back with open arms as a safe travel destination, as announced by World Travel and Tourism Council.

Fiji continues to remain an ideal destination where travellers can enjoy a relaxing tropical holiday, stay in boutique luxury resorts and immerse themselves in the Bula Spirit for which Fiji is so well known for. Whether it's an adventure, a romantic break or a relaxing getaway, Fiji provides the perfect backdrop.

Brent Hill, CEO Tourism Fiji

It's such an exciting day for Fiji and for our tourism industry. It's been a long time coming!



From airline to accommodation, Fiji tourism operators and related services have worked hard to ensure and uphold internationally benchmarked COVID-safety practices. The resumption of both domestic and international tourism is a credit to Fiji's collective commitment for public safety, and safe and seamless travel, coupled with our famous bula spirit!

Meet The Team -DMC WALE



Imran Khan
Managing Director



Faizan Khan
Director (Dubai)
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faizan@dmcwale.com



Farhan Khan
Director (India)
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farhan@dmcwale.com

Mr. Swaranjeet Singh as Vice President

Mr. Swaranjeet Singh as Vice President (Operations) effective from 1 Oct 2021. With more than 14 years of experience in Sales & Operation, Swaranjeet in his new role will handle India Office operations management teams. He will be responsible for driving the team of DMC WALE TOURISM LLC. In his last role he was associated with Yatra Online Pvt Ltd /Asian Consolidated DMC for Prior to Yatra, he has served in various tourism organisations.



Swaranjeet Singh
Vice President
+91-7290037912
b2b@dmcwale.com

Mr. Harshh Sharma as AVP Sales

We take extreme pleasure introducing Mr. Harshh Sharma who has joined us as AVP Sales on 01 Oct 2021 and will be operating from New Delhi Office. He Posses an experience of over 19 plus years in the field of sales. Previously he was employed with Galaxy Tourism LLC, North Tours LLC and some major Dubai DMC's. Harshh will closely work with all the agents to increase Sales and presence of Dmcwale in Punjab, Rajasthan, MP and Chattisgarh.



Harshh Sharma
AVP Sales
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harshh.sharma@dmcwale.com

Mr. Tarun Sharma as Deputy Manager



Tarun Sharma
Deputy Manager
(Operations)
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res@dmcwale.com

Mr. Tarun Sharma who has joined us as Deputy Manager He will be operating from New Delhi Office. He Posses an experience of over 10 years in the field of operations Previously he was employed with Riya Travel and Tours (Holidays) serve for almost 5 years. Viva Voyages (Vyom Journeys New Zealand) for 3 years and 2 years in Lama Desert Tourism LLC Dubai.

Mr. Atiqur Rahman as Sales Head



Atiqur Rahman
Sales Head
+91-9899032349
atiqur@dmcwale.com

We take extreme pleasure introducing Mr. Atiqur Rahman Joined us as Sales Head on 15 Oct 2021 and will be operating from New Delhi Office. He Posses an experience of over 11 years in the field of Sales & Marketing. Previously he was employed with Turning Point Tourism LLC -Dubai as a Senior Sales Manager for almost 7 years. and 4 years in Lama Desert Tourism LLC Dubai as a Sales Manager. He is Indeed a worthy addition to our organization. Please offer him your usual unconditional support and coordination.

Ms. Chhavi Rajput as Astt. Manager

Ms. Chhavi Rajput who has joined us as Astt. Manager She will be operating from New Delhi Office. He Posses an experience of over 6 years in the field of operations. Previously she was employed with SOTC and DUBAI DMC's in her tenure.



Chhavi Rajput
Astt. Manager (Operations)
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res1@dmcwale.com

Mr. Deepak Verma as Sr. Sales -Manager

We take extreme pleasure introducing Mr Deepak Verma who has joined us as Senior Sales Manager on 8 Oct 2021 and will be operating from New Delhi Office. He Posses an experience of over 15 years in the field of sales. Previously he was employed with Cox & Kings for 8 years, Makemytrip for 3 years and Stic Travels for 1.5 years as a Senior Sales Manager. Deepak will closely work with all the agents for their queries and issues.



Deepak Verma
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Explore the Marvelous City of Macao

You don't need a long time to explore the marvelous city of Macao and fall in love with it. When in Macao, take a day to explore the hidden gems of the city which will leave you astonished and wowed!



Visiting Macao is a thrilling affair of culture, adrenaline, history and food that you can conquer in just 24 hours or less!

Here's how you can fall in love with Macao in just 24 hours:

Wine and Dine

For the well-travelled foodie, it might be hard to find dishes you haven't tried before, but Macanese cuisine will likely be an exception. Despite being packed full of flavor and spices, Macanese dishes are still almost only exclusively found in the city itself. Even in Macao, it's only really local restaurants, outside of the casinos, that serve it. But the uniqueness of the cuisine makes it worth seeking out and the Macao cuisine will leave you coming back for more.

One can find the finest wine in the streets of Macao which actually includes the aromatic authentic Douru or Alantejo which are imported from Portugal and one can get a good deal at duty-free prices.

One of the first things you must try is the all famous and well known Portuguese Egg Tarts. If you only have 24 hours in Macao you'll need to make a beeline straight for the best, and when we mean best we mean pork chop buns made from a 50-year-old recipe out of an unassuming shop front. Some other must try dishes are Serradura, Almond cookies, Egg Puffs, African Chicken, Minchi, Bacalhau Cakes and the list can go on and on.

Architectural Wonders

Macao's UNESCO World Heritage city centre has long drawn visitors to its cobblestoned streets.

The most interesting landmarks here are historical buildings that blend Portuguese and Chinese traditions in art and architecture, but this rich city-state has interesting modern architecture as well. The oldest buildings were built in the 15th century, but many valuable buildings in Baroque and other styles were built in the 16th – 19th centuries. Macao has also welcomed a wellspring of modern architectural marvels that make history in their own way. Here are some must see's in Macao – Ruins of St. Paul, Holy House of Mercy, Guia Fortress, A-Ma Temple, Walls of Macao. When it comes to modern wonders and hotels that have transformed the Macao Skyline we have MGM Cotai, Wynn Palace, Studio City, Macao Science Centre, The Grand Lisboa, Macao Tower. Alternately you can visit uniquely designed churches and learn more about their fascinating history.

Indulge in adrenaline spiking outdoor activities

There are many outdoor activities in Macao to choose from like Leap off the world's highest commercial bungee or just walk around it, Jet Ski in the some of the most picturesque beaches, challenge your heart with scenic views while hiking up the trail in Coloane and the grand Taipa hiking trail or try out the tower climb experience and touch the sky. The Macao Tower Climb begins from the 61st floor of the tower,

which is 233m from the ground. The climb takes you up a further 105m, until you reach the top, which is an impressive 338m up.

Shopper's Haven

Macao is a paradise for shoppers, and it has something for all travelers with different budgets. From the large malls to cheap street shopping, the shopaholics can get a good deal without burning a hole in their pockets while shopping in Macao.

For the shopaholics, Senado Square Area is the main bustling area located at the central downtown. One of the most popular piazza in the town, the Rua De S Paulo Area is a located close to the ruins of St. Pauls. Every Sunday the Taipa flea market takes place near the Bombeiros Square in Taipa. This is one of the most famous flea markets in the town. Some of the luxury hotels have house boutiques and apparel stores to make shopping convenient for guest.

When it comes to malls, Macao has a multitude of them. The largest indoor shopping mall in Macao, Sands Shoppes offers an amazing retail experience at more than 850 duty free outlets. From finest prestige and designer labels at Shoppes at Four Seasons, Shoppes at Venetian's world-renowned mass-market brands and boutiques, creative luxury at Shoppes at Parisian, to the family-friendly consumer vibe of Shoppes at Londoner, Sands Shoppes is the perfect shopping venue.

Whether you are looking for the latest seasonal trends, or collections from the finest designers, Macao has you covered.

Five of the Best Lord of the Rings Experiences

Can you believe it's been 20 years since The Lord of the Rings movie adventure began? The first film in the epic trilogy, The Fellowship of the Ring, was released on December 10th 2001 at a world premiere in London, and if you're a fan of Peter Jackson's cinematic magic then a visit to New Zealand is an absolute must.



Step foot into the perfect backdrop for the cinematic trilogy, and learn behind the scenes information as you discover Middle-earth for yourself with these five experiences.

Hobbiton, Hamilton Waikato.

It's impossible not to compare New Zealand to Middle-earth, and nowhere is this more true than the enchanting village of the Hobbiton Movie Set. The rolling green hills and lush Matamata farmland show clearly why Sir Peter Jackson chose this area to create the village of Hobbiton in 1998. Experience it for yourself as you witness the real life set up close, walk the same path as your favourite characters, grab a pint at The Green Dragon Inn, get a photo in front of a hobbit hole and dance under the Party Tree. Hear behind the scenes tales from the filming and feast like a hobbit on the Evening Banquet tour.

Weta Workshop, Wellington.

Wellington's Miramar suburb is home to the Academy Award Winning company that

produced the special effects, costumes and creatures from The Lord of the Rings, brought to life at the hands of creative geniuses such as Sir Richard Taylor and his team. Witness up close the artistry behind filmmaking creativity and discover the people, processes and props that bring the imaginary worlds to life.

Jens Hansen, Nelson.

The makers of the world's most famous ring. The movie's Academy Award Winning Art Direction team first approached Jens Hansen about making the infamous One Ring in March 1999. Jens submitted 15 prototypes in a variety of weights and finishes, and from this extensive collection, the final movie ring design was selected. More than 40 variations were used in the filming of The Lord of the Rings and The Hobbit trilogies. One original ring is on display and for true fans, you can take home your very own 'precious' replica. Elvish engraving optional!

Glacier Southern Lakes Helicopters, Queenstown.

The aerial film company for the Lord of the

Rings trilogy, with senior pilot Alfie Speight the principal pilot for the filming. All of the pilots are familiar with the unique landscapes that appear in the films and as part of the production crew can share insider secrets from behind the scenes. Soar into the air and above the famously majestic Queenstown and Fiordland landscapes that featured in the films, over the Shotover River gorge recognisable as the Ford of Bruinen as well as Isengard, Lothlorien and Dimrill Dale. Land high on a glacier alongside the Misty Mountains and get a sense of what it might be like to cross The Redhorn Pass.

Nomad Safaris, Queenstown.

Off-road adventure meets Middle-earth magic as the films come to life on location around the dramatic scenery of Queenstown. Travel into the out of this world scenery that inspired the film location scouts and had this area featuring prominently in the films. Witness the real life locations of the battle of the Wargs, Argonath (Pillars of the Kings), the Forrest of Lothlorien, and the loss of The One Ring at Gladden Fields.

Loy Krathong Festival

Keeping the festive spirits alive and in following the tradition, Tourism Authority of Thailand (New Delhi) along with Royal Thai Embassy and Radisson Blu Plaza Delhi Airport Hotel, celebrated the Thai festival of lights – 'Loy Krathong' on 19th November 2021 at Radisson Blu Plaza Delhi Airport Hotel.



Vachirachai Sirisumpan,
Director Tourism Authority of
Thailand, New Delhi



We are very grateful to be able to celebrate the Loy Krathong festival in New Delhi and pay respect to our Thai festivities as well as highlight the strong cultural bond between India and Thailand. I hope this event has given the guests a glimpse of Thai traditions, art & culture and a taste of delicious and authentic Thai food by Soy Neung Roi restaurant at the Radisson Blu Plaza Delhi Airport Hotel. We would like to thank all our guests who joined us and of course our hotel partner Radisson Blu Plaza Delhi Airport Hotel for their continuous support in making this a memorable celebration. Now that Thailand is open for fully vaccinated travellers from India, we look forward to welcoming travellers to experience Amazing Thailand which is now "Even more Amazing."

It was a beautiful and picturesque evening as several floating candles, flowers and krathongs decorated the venue showcasing Thai festivals & traditions.

Guests including diplomats, corporates, media and members of the travel fraternity were invited to celebrate the magical festival of lights where candle-lit krathongs twinkled on the water creating unforgettable experiences.

The evening was inaugurated with a welcome speech by Mr. Thirapath Mongkolnavin,

and religious links between India & Thailand. Other performances included a traditional Loy



Minister & Deputy Chief of Mission, Royal Thai Embassy who thanked the guests for joining the event and celebrating the Thai festival of lights.

This was followed by a welcome remark from Mr Nitin Kapur Director Radisson Blu Plaza Delhi Airport Hotel.

The event was highlighted by cultural dance performances depicting the strong cultural

Krathong dance and a dance from the four different regions of Thailand.

This was followed by the beautiful Loy Krathong procession that was led by Nang Noppamas who invited the guests to release the candle and incense lit krathongs into the water thereby paying respect to the water goddess.

Guests at the event learnt the art of

traditional Krathong making and decoration which they floated into the water. The event included demonstrations of a popular Thai noodle dish - Pad Thai which was greatly enjoyed by the guests. Office of Thai Commercial Affairs also showcased Thai products which are being imported into India and used in Thai cuisine.



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Aviation

Ethihad Airways has signed multiple partnership and collaboration agreements with the aviation industry's top manufactures, suppliers and stakeholders at the 2021 Dubai Airshow, bringing aviation's leading organisations together under its strategic sustainability programme to drive decarbonisation creating the industry's most comprehensive multi-organisational partnership to reduce Co2 emissions globally.

The airline's sustainability programme, which to date has been focused on the airline's fleet of GEnX powered Boeing 787's under the Greenliner Programme, will now be complimented by a similar programme focussed on maximising the opportunities presented by the inclusion of the Rolls Royce XWB powered Airbus A350 fleet. The first of Ethihad's A350's, launched at the Dubai Airshow as the "Sustainability50", carries a unique "UAE50" livery in recognition of the 50th anniversary of the federation of the UAE and the airline's commitment to the 2050 target of net-zero carbon emissions.

Ethihad's work with partners including Boeing, GE, Airbus and Rolls Royce supports the organisation's strategic objectives to



Etihad Expands Strategic Sustainability Programme

Tony Douglas, Group Chief Executive Officer, Etihad Aviation Group

There's no silver bullet for this one, no obvious single act that will provide a solution. It's going to require the combination and the sum of many different organisations and governments working together for small, incremental improvements.

Governments and regulators must help the industry to drive innovation for long-term solutions to decarbonising aviation. Support is needed for development of affordable and sufficient supply of sustainable fuels. Optimising flight paths on the busiest routes in the world would prevent untold amounts of Co2 from being pumped into the atmosphere. There is a big opportunity here that doesn't require any new technology to implement and could be implemented today if there was a will.

Despite the impact of Covid19 on global aviation, Etihad's Greenliner programme implemented key sustainability initiatives in 2020 and 2021 to test and develop long term



decarbonisation solutions for commercial application. Thanks to the success of the program over the past 2 years, and the airline's continued focus on sustainability, Etihad has revised its targets for CO2 reduction and is committed to remaining at 50% of 2019 emissions as flight operations grow in the post-pandemic world, based on its fleet of high-performance, sustainable aircraft. The Dubai

Airshow in 2021 saw the renewal of the Greenliner Program.

As we continue our march towards sustainable aviation, we know that we cannot do this alone. Etihad's Greenliner Programme was designed as a vehicle for collaboration, successfully bringing together over 50 partners in the past two years. As we now expand that Programme with the introduction of the A350 under the Sustainability50 programme, we once again make a call to arms, inviting more stakeholders across the aviation industry to help us on this path.

We need to be bold in addressing the climate issues facing the planet. We need to be decisive. There is no other way forward. That is why we have been insistent that we continue to focus on the challenges and opportunities, many of which are available today, as a fundamental strategic priority for our business, spearheaded by the Etihad Sustainability Programme comprising the Etihad 787 Greenliner and Airbus A350 Sustainability50 fleets, and the many partners who have now joined in the crusade. We will succeed, because we must.

Stan Deal, president and chief executive officer of Boeing Commercial Airplanes



Partnership is critically important to decarbonize our industry, and we are honored to work side-by-side with Etihad to advance sustainable aviation. Our flight test programs and other joint efforts over the past two years have clearly demonstrated the value of industry collaboration.

Based on Etihad's fleet of 787s, the renewal of the Etihad, Boeing and GE agreement under the Greenliner Programme will also see a renewed focus on propulsion,

exploring new opportunities to test new technologies from GE Aviation and GE Digital that lower emissions.

achieve a 20% reduction in emissions intensity in its passenger fleet by 2025, cut 2019 net emissions by 50% by 2035, and reach net zero emissions by 2050.

Etihad's partnership with Airbus establishes a formal framework to collaborate for sustainability across a number of core areas on Etihad's A350 fleet, in line with the organisations' respective sustainability programmes to improve aviation's environmental performance. Key areas for collaboration include the promotion and commercialisation of sustainable aviation fuel, waste and weight management, and the development of data driven analysis.

The introduction of the Rolls-Royce XWB engine powering the A350 fleet is yet another credential in Etihad's drive for sustainable operations, given the renowned fuel efficiency of this modern engine. Etihad's agreement with Rolls-Royce is built around maximising the enormous potential of this engine, and beyond, targeting the application of electrification technologies and hybrid systems, together with the use of electric motors for commuter aircraft and the fast-emerging urban air mobility (UAMs) sector.

The pursuit of sustainable aviation goes beyond the manufacturers of aircraft and engines, and the Dubai Airshow launch of the airline's expanded Sustainability Programme, included agreements with many new partners, both within and outside the aviation industry.

These initiatives add to the diligent number of efforts the airline has previously made toward sustainable aviation, maintaining a singular vision of assembling valuable relationships with partners across the entire

John Slattery, President and Chief Executive Officer of GE Aviation



Decarbonization is a challenge that the entire aviation industry faces. The only way that we can address it is with agreements like this MOU with Etihad. Through this agreement, GE will be able to test innovative technologies that can help reduce emissions as well as enhance the time on wing of our GENx engine, which may benefit Etihad and all our airline customers.

Mikail Houari, President Airbus Africa Middle East



Airbus is leading the industry in the collective decarbonisation efforts needed for sustainability. Airbus' clean sheet design A350 is the latest generation widebody offering real benefits to operators such as Etihad Airways. Less fuel consumption and lower operating costs mean business sustainability as well as improved environmental performance. We are looking forward to building on our long-standing

relationship with Etihad Airways.

Chris Cholerton, President of Rolls-Royce Civil Aerospace



Our commitment to net zero emissions by 2050 can only be achieved by working collaboratively with our valued customers and stakeholders. Our long-standing relationship with Etihad Airways provides an excellent foundation to build innovative solutions that can meet the needs of new trends in aviation as we embark on the same

journey towards an increasingly sustainable industry.



aviation supply chain and beyond. With the recent victory of the UAE in the bid to host COP28 in 2023, the national airline is further emboldened to continue its altruistic approach to sustainability in building a non-competitive network of expertise and innovation, providing access to technology development and maturation projects, comprehensive investment frameworks and leveraging every opportunity for proof-of-concept demonstration. The multitude of partnerships which have made up the Etihad Greenliner Programme to date demonstrate the airline's agile and comprehensive approach to sustainability, proven by the inclusion of Airbus A350 and Rolls Royce and subsequent expansion to Sustainability50; an evolution certain to further signify the power of the Etihad Greenliner call to arms, and Etihad Airways commitment 'For the World'.



Udan Utsav

Prime Minister Shri Narendra Modi ji has democratised the Indian Air Space, said Union Minister for Civil Aviation Shri Jyotiraditya M Scindia during the Udan Utsav celebrations at Veer Surendra Sai Airport in Jharsuguda, Odisha.

He said that the development of Jharsuguda airport is a perfect example of cooperative federalism and a great success story of Udan scheme. It is an example of how the center and state's joint work could do wonders, the minister added.

Shri Scindia said that while all the airports around the country were witnessing a steep decline in the number of flyers during the Covid pandemic time, Jharsuguda airport was among those few, which witnessed something different. "The number of flyers across the country during the pandemic saw a decline of 62% while

Jharsuguda during the same time, witnessed a mere drop of 5%. This shows the potential of the district and the region at large," he said.

The minister while speaking about the success of Udan scheme over the years, has said that the country had only 72 airports since independence while after 2014, under the able leadership of Prime Minister Shri Narendra Modi ji, the number of airports now stood at 136. "We have set a target to increase this number by 220 in the next five years which will include helipads and water aerodromes. The number of airlines, routes have also increased significantly over the years due to the advent of Udan scheme," Shri Scindia added.

Speaking of the glory of the rich land of Jharsuguda and terming it as the Power House of Odisha and India at large, Shri Scindia said that the place, which is a house to many brave

freedom fighters, natural and cultural resources, is aptly chosen to celebrate the Udan Utsav. Shri Scindia also announced the Special Joy Ride, an air ride, being planned for elderly and children during the Udan Utsav celebrations which will also commemorate the ongoing Azadi Ka Amrit Mahotsav.

Talking about airport expansions in Odisha, the minister said the Greenfield Airport at Puri and the Phase II expansion of Veer Surendra Sai Airport in Jharsuguda will commence following responses from the state government.

During the event, the minister interacted with the airport directors/officials and beneficiary flyers of Udan who were connected from different parts of the country through Video conferencing. The minister also unveiled a "Socio-economic Impact Study Report of UDAN Scheme conducted by Indian School of Business. He also witnessed the exchange of partnership agreement between Udan and Make My Trip. On the occasion, the results of UDAN Logo competition were announced. The minister also flagged off new air route between Shilong and Dimapur under RCS Scheme.

The event on Monday was attended by Sundargarh MP Shri Jual Oram, Bargarh MP Shri Suresh Pujhari, state Transport Department Minister Shri Padmanav Behera, MLA Brajrajnagar Shri Kishore Kumar Mohanty, Chairman Airport Authority of India Shri Sanjeev Kumar, Secretary, Ministry of Civil Aviation, Shri Rajiv Bansal and other senior officials of the ministry and the airport.'

Civil Aviation: Paradigm shift from restrictive regulation to constructive collaboration

The nation is celebrating the 'Azadi Ka Amrit Mahotsav' to commemorate 75 years of Independence. On this occasion, Shri Jyotiraditya M. Scindia, Union Minister of Civil Aviation dedicated eGCA, the e-governance platform in Directorate General of Civil Aviation (DGCA) to the nation.

At this occasion, Secretary, Civil Aviation Shri Rajiv Bansal, Director General of Civil Aviation Shri Arun Kumar and eminent members of the civil aviation industry were present.

Speaking on the occasion, Shri Scindia said that adopting the vision of Hon'ble Prime Minister of Digital India, DGCA has implemented its e-governance platform eGCA. The project has been aimed at automation of the processes and functions of DGCA, with 99 services covering about 70% of the DGCA work being implemented in the initial phases, and 198 services to be covered in other phases. He said that this Single window platform will bring in bring in monumental change- eliminating operational inefficiencies, minimizing personal interaction, improving regulatory reporting, enhancing transparency and increasing productivity. He lauded the DGCA for ushering in a paradigm shift from restrictive regulation to constructive collaboration. The Minister said

that we have just begun, journey is not yet over, and soon there will be a review to understand as to how the customers have benefitted from this transformation, and what more needs to be done. Shri Scindia said that ours is a responsive government, which, under the leadership of Shri Narendra Modi, converted the adversity of pandemic time into an opportunity.

The project will provide a strong base for IT infrastructure and service delivery framework. The e-platform provides an end-to-end solution including various software applications, connectivity with all the regional offices, a 'portal' for dissemination of information and for providing online and speedy service delivery in a secure environment. The project would enhance the efficiency of the various services provided by the DGCA and would ensure transparency and accountability in all DGCA functions. The project has been implemented with TCS as Service Provider and PWC as Project Management Consultant.

During the launch, Union Minister of Civil Aviation also unveiled a case study 'DGCA takes off on a digital flight', which captures the journey of DGCA through the implementation of the eGCA. The challenges that DGCA faced and the measures taken to address these through the eGCA platform have been incorporated in this case study.

The services provided to various DGCA stakeholders such as Pilots, Aircraft Maintenance Engineers, Air Traffic Controllers, Air Operators, Airport Operators, Flying Training Organizations, Maintenance and Design organizations etc. are now available on the eGCA online. The applicants would now be able to apply for various services and upload their documents online. The applications would be processed by DGCA Officials and approvals and licenses would be issued online. Mobile app has also been launched for Pilots and Aircraft Maintenance Engineers to view their profiles and update their data on the go.

OCAA and EU: Air Transport Agreement

Following nearly two years of negotiations, Oman's Civil Aviation Authority (OCAA) formally initiated a Comprehensive Air Transport Agreement with the European Union (EU) and its Member States signalling the Sultanate of Oman's ambitions for a more liberalized air traffic accord with the European Union.

His Excellency Eng. Naif Bin Ali Al Abri, President, Oman's Civil Aviation Authority



We are delighted to initiate today's Comprehensive Air Transport Agreement with the European Union and its Member States which further strengthens the mutual cooperation and air connectivity between the

Sultanate of Oman and European Union. Greater economic development through increased air traffic is just one of many benefits of an open skies agreement, and we are extremely confident that the inherent opportunities for tourism and an entire ecosystem of interconnected industries will flourish.

The initialed agreement strengthens both parties' commitment to fair access to markets for Oman and all EU Member States and is an important first step in a planned 5-year implementation leading up to a fully formalized open skies accord. The initialing was witnessed by Oman's Civil Aviation Authority President His Excellency Eng. Naif Bin Ali Al Abri, His Excellency Najeem Sulaiman Al Abri, Ambassador of the Sultanate of Oman to the Kingdom of Belgium, and Head of the Omani Mission to the European Union, and Mr. Henrik Hololei, Director-General for Mobility and Transport of the European Commission.

The Sultanate of Oman holds bilateral third and fourth air freedom rights with several EU Member States, including France, Germany and Italy. The Comprehensive Air Transport Agreement paves the way for the Sultanate of Oman to increase flight frequencies on existing European routes and add other European destinations for the national carrier Oman Air (WY) and Salam Air (OV).

Reciprocally, the Agreement will allow EU airlines to fly to all Omani airports from their home country or from any other EU Member State. Currently, Air France and KLM are

Henrik Hololei, Director-General for Mobility and Transport of the European Commission



Today's initialing illustrates the successful collaboration of both negotiating teams and further reinforces the close aviation ties between the EU and Oman. Once signed, this agreement will bring new opportunities, more choice

and higher standards for passengers, industry and aviation workers. I look forward to taking our aviation partnership to the next level!

Captain Mohamed Ahmed, Chief Executive Officer, SalamAir



We are delighted at the advancement of this agreement. This partnership facilitates diversification of air travel in line with the Oman vision 2040 and will very much be beneficial for

SalamAir. As we have taken delivery of our new A321neo long range aircraft, it is a timely opportunity for its operation on European routes. There is great potential for growth in travel between the Sultanate and Europe. This partnership will not only provide us a platform to expand our network, it will also aid us in providing a more affordable, convenient, and efficient service to passengers as well.

the only EU airlines that fly direct to Muscat International airport (MCT) — the Agreement effectively aims to ease market access to Oman for more EU airlines. Besides market access, the Agreement also contains provisions on a number of other important aspects of aviation including commercial opportunities, doing business, safety, security, air traffic management, environment, fair competition and social aspects.

Eng. Abdulaziz Al Raisi, Chief Executive Officer, Oman Air



Today's Agreement signifies a tremendous achievement and defining moment for aviation and tourism in Oman as well as in the European Union. For Oman Air, it means more choice of destinations and travel options

for both our business and leisure guests across an enhanced route network. It also gives European travellers easier access to Oman's diverse offering of beaches, mountains, wadis, deserts and UNESCO world heritage sites, allowing them to fully experience one of the Middle East's most sought-after destinations.

Aimen Al Hosni, Chief Executive Officer, Oman Airports



We are extremely delighted that this agreement has been initialed between the Sultanate of Oman and the EU and we sincerely appreciate the efforts of CAA of Oman and the European Commission for achieving this very important milestone

in our aviation history. The agreement will no doubt enhance connectivity between Oman and EU destinations—especially providing great opportunity for our home carriers – Oman Air and Salam Air - and for the European airlines to enhance their networks between Oman and EU countries resulting in increased and more efficient utilization of airspace, more competitive fares and more choices for the travelling public. As we are trying to mobilize and stabilize from the pandemic and as Oman's Aviation sector is embarking on an exciting phase in its development, the agreement indeed would maximize mutual aviation benefits and extending well beyond the aviation industry and passengers, it contributes to greater trade and tourism, inward investment, productivity growth, increased employment and economic development.

While country-specific COVID-19 restrictions have significantly dampened airline operations globally, Oman Air has been gradually resuming routes, including to popular European destinations paused during the pandemic's first and second waves. Since Oman's reopening to fully vaccinated arrivals in September this year, the airline has reinstated a number of its pre-pandemic European routes including London, Paris, Zurich and Munich, and it is confident that remaining paused routes will resume in early 2022 as global vaccination rates continue to increase and entry restrictions ease.



YIAPL Master Plan

Yamuna International Airport Pvt Ltd (YIAPL) is developing Noida International Airport under PPP model in close partnership with Government of Uttar Pradesh and Government of India.

YIAPL is committed to building a world-class airport in India which will play the role of a catalyst for the economic growth of India & Uttar Pradesh. The investment in Noida International Airport (NIA) will fuel the economy in NCR, Greater Noida, and the state of Uttar Pradesh, thereby also generating substantial direct and indirect job opportunities in the region. NIA will be a digital greenfield airport, enabling seamless flows through the airport, a pleasant travel experience as well as tailored-made and efficient infrastructure for its logistics partners. Once fully constructed, the Noida International Airport will be a thriving international airport serving the National Capital Region of Delhi and the fast-developing Yamuna Expressway Industrial Development area between Delhi and Agra. UP government's continued support towards the project has been vital in the process so far.

Recently, YIAPL signed the financing

agreements with the State Bank of India (SBI) and Noida International Airport Limited (NIAL), the Government of Uttar Pradesh's nodal agency for the project, to achieve financial close of the Noida International Airport (NIA) project. YIAPL has raised INR 3,725 crore in debt from SBI to be repaid over a period of 20 year with one-year moratorium post completion of the project. This is one of the largest financings in an Indian greenfield airport. The financial close marks another crucial milestone for the project, bringing it closer to start of construction works. The project is being funded on a debt-to-equity ratio of 65:35. Zurich Airport International AG (ZAIA), a fully owned subsidiary of Flughafen Zurich AG, is the main shareholder of YIAPL and is injecting INR 2005 crore as equity into the development of Noida International Airport.

YIAPL has secured the final approval for the masterplan for Noida International Airport (NIA) in the month of August.

The masterplan was prepared in close collaboration with aviation consultants Landrum & Brown and experts from Zurich Airport International. The approval was secured from NIAL, DGCA, AAI, BCAS and necessary environmental authorities. The Master Plan is compliant with the requirements of the Concession Agreement as well as with the applicable regulations from ICAO, DGCA, AAI and BCAS. The masterplan sets the foundation for developing different avenues at various strategic locations across the airport site and thereby launching Noida International Airport as a destination in itself. It will be a confluence of air travel, high speed rail, metro, and road transport. Though the masterplan is prepared to accommodate the demand throughout the 40-year concession period with 2 runways, the Government of Uttar Pradesh has larger aspirations over the broader time horizon to ultimately have 5 runways. The airport masterplan provides

the platform for this aspirational growth.

Some of the key structural elements as outlined in the masterplan include the following:

Two Terminal Complex:

Once completed, the airport will house two passenger terminals. Terminal 1 will have a capacity of 30 million passengers per year and Terminal 2 a capacity of 40 million passengers per year. The terminals will be interconnected to facilitate the transfer for passengers, minimize walking distances and reduce environmental impact. Additionally, the modular development plan will minimize impact on operations during construction. The Inter-terminal connector is important to ensure flexibility for airlines and their operations.

The first Terminal (T1) will be built in two stages- the first for 12 million passengers per year, the second with an additional capacity for 18 million passengers per year. Terminal 2 will also be built in two stages - with a first stage capacity of 12 million passengers per year and second stage capacity of 18 million passengers per year. The forecourts for both terminals will have direct access to a single Ground Transportation Center.

Delivering the best connecting time:

The design of the airport is focussing on low operating costs and seamless and fast transfer processes for domestic-to-domestic passengers as well as for domestic to international transfers and viz versa. NIA will provide sufficient night parking to support the strategic growth of Indian Air Carriers.

NIA is introducing a swing aircraft stand concept, providing flexibility for airlines to operate an aircraft for both domestic and international flights from the same contact stand, without having to re-position the aircraft. This will ensure quick and efficient aircraft turnarounds at the airport, while ensuring a smooth and seamless passenger transfer process - delivering the best connecting time.

Cargo & Logistics Development:

NIA has the potential to become a key air cargo gateway for North India. The airport will develop an ecosystem that consists of the state-of-the-art infrastructure and product offerings supported by best-in-class procedures that incorporate Swiss efficiency, simplicity, and quality. The integrated multi-modal cargo hub at NIA will play a crucial role in establishing the state of Uttar Pradesh on the global logistics map.

Multi-modal Connectivity:

The NIA masterplan includes provisions for an integrated and seamless road, rail, bus, and metro connectivity. Some of the key strategic connectivity points comprise the metro extension from Noida to NIA as well as an airport station for the planned High Speed Rail Link from Delhi to Varanasi. Yamuna Expressway will also connect NIA to the NCR region and city of Agra that hosts one of the seven wonders of the world - the Taj Mahal.

Ground Transportation Center (GTC):

NIA will develop a multi-modal transit hub at the Ground Transportation Center to provide seamless connectivity between various public and private modes of transport. The GTC will house metro and high-speed rail stations, taxi, bus services and private parking along with large concourse area housing commercial spaces, restaurants, and lounges. The Ground Transportation Centre (GTC) will be a one of its kind, multi-level building structure, located centrally and will be developed in subsequent stages. The GTC will offer a hassle-free experience and seamless transfers between the terminals and different modes of transport for passengers, visitors, and employees.

Real Estate Development:

The land use planning reserves 167 acres of land along the main access to airport for real estate development. Development studies are on-going. The real estate land is positioned to benefit from the footfall of the airport and is located close to the transportation centres.

Sustainable Planning:

There are plans to implement technologies and processes like zero-emission fuels & Maximum Use of renewable energy (solar), waste treatment & recycling & waste-water recycling and environmental management system to realise this goal. NIA will be a role model for sustainable infrastructure and operations in the country.

Yamuna International Airport Pvt Ltd (YIAPL) developed the four sub concepts (energy, fuels, waste, and water) and developed feasible solutions to pursue in the design, construction, and operation of the airport.

The NIA masterplan has earmarked 8 ha of

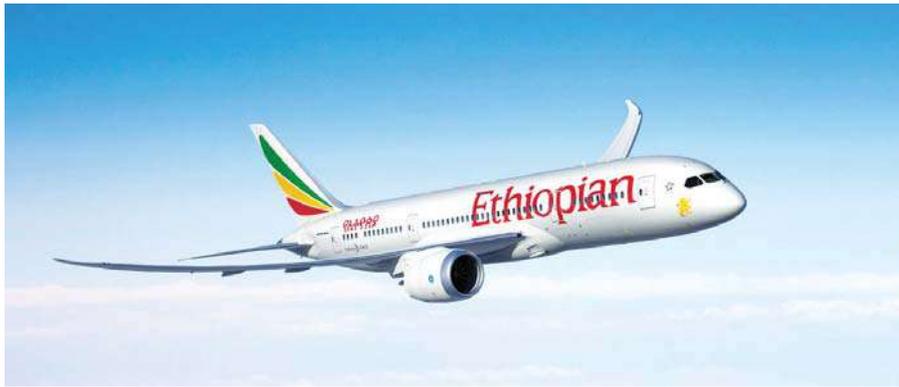
land to develop a forest park using trees from the project site. It will serve as a space for passengers and visitors to spend their leisure time and become an attractive destination for health/fitness activities as well as for nature-focussed recreational activities. This will be a sustainable green grove for the airport. NIA plans to preserve all native species and be nature positive throughout the development of the airport. In line with its aspirations to be a green airport, NIA is committed to provide infrastructure and facilities for 100% electrically powered vehicles at the airport in a phased manner.

General Corporate Aviation:

The NIA masterplan also has provision for General Corporate Aviation facilities, including a VVIP terminal, a General Aviation Terminal and Heli taxi pads. These facilities will cater to the needs of state dignitaries, handle private jet movements and helicopters.

In October 2020, the Government of Uttar Pradesh signed the concession agreement with ZAIA, a 100% subsidiary of Flughafen Zürich AG, to commence the development of the Noida International Airport at Jewar for a period of 40 years. ZAIA received the security clearance from the Union Ministry of Home Affairs to develop the Noida International Airport at Jewar in May 2020, after winning the contract to build and operate Noida International Airport (DNIA) in Greater Noida in November 2019. YIAPL was incorporated as a Special Purpose Vehicle (SPV) to develop the greenfield Noida International Airport in Jewar. Zurich Airport International AG is the sole shareholder of YIAPL. With this significant foreign direct investment, ZAIA consolidates its role as a leading global airport operator with experience in three continents, benchmarked quality and innovations and successful global projects. The investment substantiates ZAIA's strong belief in India's growth story, and its commitment to invest and support India's national agenda through infrastructural development and job creation.





Ethiopian Partners with IDC

Ethiopian Airlines, the largest aviation group in Africa, is pleased to announce that it has finalized preparations for the launch of Zambia's National Carrier in a joint venture with Industrial Development Corporation Limited (IDC).

Ethiopian has 45 percent stake in the joint venture while Industrial Development Corporation Limited (IDC) retains 55 percent, the shareholders have contributed USD30 million in capital towards the establishment of

the airline.

The new Zambia Airways (ZN) is to join African sky with its initial domestic flight from Lusaka to Ndola on 1st December 2021 and it will operate at a frequency of six and five times a week to Ndola and Livingstone, respectively. Other domestic routes to Mfuwe and Solwezi will follow before introducing regional destinations, to Johannesburg and Harare, to its network within the first quarter of 2022.

Tewolde GebreMariam, Group CEO of Ethiopian Airlines



The strategic equity partnership in the launching of Zambia's national carrier is part of our Vision 2025 multiple hub strategy in Africa. Ethiopian is committed to its growth plan in collaboration with African carriers and the new Zambia

Airways will serve as a strong hub in Central and Southern Africa availing domestic, regional and eventually international air connectivity for passengers and cargo to the major destinations in the Middle East, Europe and Asia, which will enhance the socioeconomic integration and tourism industry in Zambia and the region.

Through its multiple hubs strategy in Africa, Ethiopian currently operates hubs in Lomé (Togo) with ASKY Airlines, Malawian in Lilongwe (Malawi), Tchadia in N'Djamena (Chad) and Ethiopian Mozambique in Maputo (Mozambique) while having the already acquired stakes in Guinea's and Democratic Republic of Congo's national carriers.

IndiGo: 2000th A320neo family aircraft from Airbus

Ronojoy Dutta, Chief Executive Officer, IndiGo



IndiGo was early to recognise the fuel efficiency and performance of the A320neo family, which resulted in large orders for neo family aircraft. The vision was not only to increase the efficiency, but also the sustainability of the fleet. IndiGo took delivery of the 1,000th A320neo Family aircraft produced in 2019 and just two years later is taking delivery of the 2,000th aircraft. This continued induction of Neo family aircraft despite the challenges posed by the pandemic, is a testament to the airline's unrelenting commitment to sustainable aviation and the fuel efficiency of the A320neo Family.



In line with its vision for sustainability, IndiGo has been replacing its old fleet with the fuel efficient neo aircraft.

The airline took the delivery of the 2000th A320neo family aircraft on Tuesday, which follows two years after the airline also received the 1000th A320neo aircraft in 2019, despite the challenges posed by the

pandemic. The IndiGo aircraft MSN10654, an A321 neo, produced and delivered in Hamburg, Germany. IndiGo is the world's largest customer for the A320neo Family with orders totalling 730 aircraft. Since its first NEO was delivered in March 2016, its fleet of A320neo Family has grown into the world's largest with 187 aircraft operating alongside 61 A320s and 34 ATRs. In an extremely competitive aviation market, the fuel efficient A320 Family has been instrumental in IndiGo's rise to become India's largest airline by fleet size and passenger

numbers.

The A320neo programme was designed with fuel efficiency in mind. Building on the A320neo's popularity, the aircraft delivers 20% reduced fuel burn as well as 50% less noise compared to previous generation aircraft. Seating up to 240 passengers, depending on cabin configuration, the A320neo Family features the widest single aisle cabin in the sky and incorporates the very latest technologies including new generation engines and Sharklets.



Hospitality



#ToastToTomorrow

As the year winds to an end, it is that time of the year when families and friends gather together to celebrate another year gone by and ring in a new year with hope and joy.

Even as you catch up with loved ones, maybe after a rather long hiatus, revel in the year end festivities with curated

experiences at select Taj, Vivanta and SeleQtions hotels across India with the #ToastToTomorrow festive offer.

Be it waking up to the sound of the waves in beautiful beach-side resorts in Goa or Kerala, or wrapping oneself in cozy woollens whilst enjoying the chill of winter amidst the mountains in Darjeeling, Shimla or Uttarakhand, a family vacation away from the hustle and bustle of daily life is the perfect antidote to beat the year end blues. For those looking to indulge in an experience of a lifetime to kick-start 2022, journey to the deserts in Rajasthan to holiday king-size at Taj's many authentic palaces. Or luxuriate with a quick getaway with loved ones in the comfort of one's city with a staycation that is replete with sweet surprises and celebrations.

From Christmas carolling to delectable treats and curated festive menus to myriad experiences to delight you, each hotel will bring alive the spirit of the season. Moreover, the #ToastToTomorrow offer will allow guests to enjoy special discounts on stay and meals in addition to a complimentary meal during the course of the stay.

Christmas Bells with a Fun & Joyous Cake-Mixing Activity

The Westin Pune spreads the joy of Christmas at the sundowner cake mixing event.

The timeless tradition of cake mixing at The Westin Pune truly set the mood for the festive season that brought Christmas cheer along, as they celebrated the event with their guests, by performing the tradition with much fun and enthusiasm. The event had been set up at the alfresco sitting area of 'The Market', the in-house high energy all-day multi-cuisine restaurant of the hotel, by the outdoor pool. The event also was inclusive of kids, where another interactive space had been designated for the little ones to join in on the fun ceremony, where orange juice and syrup was mixed with candied fruits and dry fruits. The well thought out, seamless planning and execution on behalf of the team at The Westin Pune, enabled guests to participate and savor every sweet moment.

The event was attended by friends and family alike, along with the chefs and other staff members of the hotel who thoroughly enjoyed mixing fine quality wine with dry fruits and candied fruits. The heady mixture was then taken to rest, as the fruits and nuts



were left to soak up the goodness from the spices and the spirits. The redolent, fruity mixture will then be used to create some of the finest Christmas cakes and other traditional festive delicacies. The enthusiastic participants were also offered small bites of refreshment as food and drinks were served after the ceremony.

Speaking on the success of the cake-mixing event, George Bennet Kuruville, General Manager, The Westin Pune, said, "At the city's favourite address The Westin Pune Koregaon Park we ushered in the yuletide spirit with the traditional cake

mixing ceremony with our patrons and associates. Several gloved hands poured a variety of spirits to soak in and wielded its magic on the fruit mixture. Our chefs then store the mix in vats and continuously churn it in preparation for the festive season's sweet offerings. We are delighted to have conducted this event by following all sanitisation protocols out in the open, and look forward to serving our guests with many more exciting events that celebrate togetherness and joy".

Keeping in mind the prevailing pandemic, the cake mixing merriment was observed following all Covid-19 safety protocols. The event was hosted outdoors and in addition, each guest was provided with an apron, a pair of gloves, a chef hat and a mask.

An elaborate set up, the breath-taking ambience of the hotel, the festive décor and the effortless efficiency of the staff, all made it a perfect blend of an evening filled with panache, excitement and cheer. So, don't wait for the last Christmas hour to get your hands on some decadent sweet treats, when you can simply reserve your presence in advance, for joyful celebrations at The Westin Pune on Christmas Eve.



Sanjeev Mandal, General Manager, Courtyard by Marriott Chennai



The cake mixing ceremony is very traditional and religiously followed at the hotel. It is the beginning of the upcoming festive celebrations and it is a great opportunity for us to bond and make good memories with our guests and associates in this fun filled activity of cake mixing. We look forward to hosting more such merriments at the hotel and spread camaraderie.

Courtyard by Marriott Chennai: Annual cake mixing ceremony

Ushering in the festive season with good tidings and happiness with our annual cake mixing ceremony as we welcome the advent of Christmas & New Year here at **Courtyard by Marriott Chennai**.

Guests reveled in the pre-Christmas cheer of enthusiastically engaging themselves in the fragrant flavors of dry fruits, nuts, spices and beverages.

The mixing of ingredients is done prior to

let the dry fruits, nuts & spices infuse in the beverages for the Christmas goodies and cakes. Bringing in a mélange of spectacular mood and cuisine, the elaborate mixing was followed by a delectable brunch curated by our culinary maestros at Paprika.

What is Christmas & New Year without its goodies? Relish in the signature cakes, pies & cookies like 'Plum Cake, Panettone, Dundee Cake, Ginger Cookies, German Stollen Bread, Plum Puddings' all made in-house by our chefs. Decadent hampers are also available for gifting purpose which would include Christmas favorites such as cookies, chocolates, plum cakes, Christmas inspired trinkets and much more.

Fairfield by Marriott Expands in India

Fairfield by Marriott, part of Marriott Bonvoy's portfolio of 30 extraordinary brands, announced the opening of Fairfield by Marriott Dehradun, marking the brand's first opening in the Uttarakhand region.

Nestled in the foothills of the Himalayas in Dehradun, the 102-room new hotel is set to welcome guests with the brand's signature warm service, friendly hospitality, and effortless experiences.

Fairfield by Marriott builds upon its strong heritage of warm hospitality and the belief in the beauty of simplicity, creating a place where every moment is an inviting and seamless experience for guests. The experience is backed by 'The Fairfield Promise™', evident in the hotel's commitment to delivering reliable service and accommodations.

Known as the Doon Valley, as well as the capital city of Uttarakhand, Dehradun is renowned for its diverse birdlife and rich forest cover. Guests staying at Fairfield by Marriott Dehradun can explore some of India's most popular pilgrimage sites such as Haridwar and Rishikesh and the renowned hill station, Queen of the Hills, Mussoorie.

Fairfield by Marriott Dehradun offers 102 spacious, modern and well-equipped rooms with separate work and rest areas. Each guestroom features the sweeping views of

either the lower Himalaya ranges or the scenic pool for guests to relax and rejuvenate. The property's public spaces feature the "modern calm" aesthetic of the Fairfield by Marriott brand, which encompasses open layouts, multifunctional spaces and natural light.

Fairfield by Marriott Dehradun presents three signature dining outlets. Pano, the all-day dining restaurant, overlooking the stunning



foothills of the Himalayas, offers both authentic Indian and international favorites from the restaurant's à-la-carte menu as well as the many selections made available at the daily buffet. Plumeria, a contemporary lounge where guests can enjoy light bites, coffee and cocktails. It also offers guests the shopping convenience of a 24-hour utility store, stocked with daily essentials. Those who are looking to unwind after a long day can enjoy sundowners by the poolside at The Pool Deck.

The hotel offers three versatile meeting rooms and an event space covering over 5000 sq. ft, featuring a state-of-the-art ballroom, a foyer and an adjoining outdoor lawn making it the perfect venue for weddings, special occasions, and corporate events.

Guests staying at Fairfield by Marriott Dehradun will have access to an array of amenities including a fitness centre, a scenic outdoor swimming pool and an open-air pool lounge overlooking the luscious hills of the valley.

Neeraj Govil, Senior Vice President – Operations, Asia Pacific (Excluding Greater China), Marriott International



We are delighted to introduce our first Fairfield by Marriott hotel in the pristine land of Uttarakhand in India. The opening also marks the 21st Fairfield by Marriott hotel in the country, indicative of the market's appetite for the brand and a testament to our focus on bringing a diversified portfolio for different types of travelers. We look forward to expanding our portfolio further across India to offer new accommodation in attractive destinations.

Qatar Tourism projects for 2022



Qatar Tourism reveals 10 spectacular new hotels and attractions set to open before the tournament kicks off.

Qatar Tourism previously revealed there are over 100 hotels and hotel apartments in the country's construction pipeline. More than 40 are scheduled to be opened over the next 12 months, as Qatar gears up to welcome more than one million fans across the duration of the tournament.

To meet demand Qatar is looking to utilise every available accommodation option. Innovative choices for fans in 2022 will include camping in the desert and staying on board a temporarily moored cruise liner with stunning views of Doha's cityscape skyline. Qatar will have up to 130,000 available rooms for the one million-plus fans expected over the course of the 28-day tournament.

The new properties add to a large list of major developments and openings launched in the past two years. This month saw the opening of the hotly anticipated Zual Wellness Resort by Chiva-Som, a pioneering destination already accoladed the 'World's Best New Wellness Retreat in 2020' by the World's Spa Awards UK.

Zual is the largest wellness destination in the Middle East. The 280,000-square metre resort is split into two parts: Zual Serenity, designed for adults and Zual Discovery, designed for families.

Another exciting recent opening has been the

Berthold Trenkel, Chief Operating Officer of Qatar Tourism



Football fans will have an exceptional variety of accommodation options to choose from. We want travellers to discover the best of Qatari and Middle Eastern hospitality and have an unforgettable experience

that will make them want to return. As well as watching the football, we encourage all fans to investigate Qatar's variety of attractions, from sampling the local cuisine to exploring our iconic museums, from exhilarating dune bashing to relaxing in the spa or at the beach, there is something for everyone.

Banyan Tree Doha, a five-star luxury property elegantly designed by renowned interior designer, Jacques Garcia. The hotel features an authentic Italian restaurant called Il Galante, inspired by the authenticity of the 18th century Il Cuoco Galante Cookbook.

New theme parks have also recently opened, including the Desert Falls Water & Adventure Park at Hilton Salwa Beach Resort & Villas, the country's largest waterpark with 28 exhilarating



rides and slides. And the Quest theme park, which opened in July, is home to the world's tallest indoor shot and drop tower and the world's tallest indoor rollercoaster.

Every new hotel and attraction contributes a unique amenity or experience to Qatar's existing 180+ property portfolio. The country's priority is for all fans and travellers who visit Qatar to have a safe and seamless end-to-end experience.

Qatar is consistently ranked by Numbeo as the safest country in the world for crime and general safety. The average temperature in Qatar during November and December is 18-24°C – perfect for fans and players.

Hilton Global Trends Report

There is no doubt that the pandemic modified travel—but that’s just part of the story. Hilton released a global trends report unpacking how the pandemic changed people.

“The 2022 Traveler: Emerging Trends and the Redefined Traveler, a Report from Hilton” dives into an important truth: in two years, people’s lives were dramatically altered and that radically changed people.



Dr. Kate Cummins, Psy.D, a clinical psychologist



The pandemic’s impact on the travel industry has been well documented. However, it’s equally important to recognize the psychological impact the pandemic had, and will continue to have, on travelers for years to come. The traveler may have changed, but the benefit of travel remains the same – increased emotional health and wellness, and after a tough two years, that’s something we all need.

Alexandra Jaritz, senior vice president, Brand Management, Asia Pacific, Hilton



With travel restrictions gradually easing in some Asia Pacific markets, 2022 looks promising for the region. Despite the pandemic, we continued to expand our footprint at record pace and introduced new brands in Asia Pacific, and we are looking forward to welcoming the travellers of tomorrow and spreading the light and warmth of travel and hospitality. Our guests are at the heart of everything we do at Hilton, and understanding how the traveller has evolved is central to us delivering the exceptional experiences they have been dreaming about the past two years.

Set Your Playful Spirit Free

With the year-end holidays fast approaching, Finolhu Baa Atoll Maldives has confirmed its exciting line-up for the festive season.

Guests spending their festive holidays at the luxury Maldives resort are in for a treat of fun-filled experiences and vibrant entertainment designed to thrill everyone



from couples and families to groups of friends.

The seasonal activities begin on December 21 with cocktails on the beach and a toast to the lively Festive Tree Lighting, followed by Finolhu’s signature LobsterFest at Crab Shack. The anticipation begins to build on December 24 with a Festive Cocktail Party and Kid & Teens Fashion Show followed by a Festive Night Feast at Beach Kitchen. On December 25, enjoy a special Festive Day Lunch with family and loved ones in the lead-up to the much-awaited enchanting spectacle of Santa’s Arrival Parade in the late afternoon.

Chris Nassetta, president and chief executive officer, Hilton



The world – and the hospitality industry – went through so much in the last two years. And as we’ve uncovered in this report, travelers’ needs and interests have shifted too. At Hilton, we’ve been incredibly focused on delivering the experiences our guests are looking for, through every up and down we’ve faced. As we look to the future, I am optimistic about what lies ahead – travel is certainly returning, and we’re excited to build on that momentum.

Celebrations continue on December 26 with a not-to-be-missed Festive Caviar Night, showcasing fine caviar paired with luxurious Champagnes selected by Finolhu’s sommelier.

Finolhu has designed fun-filled programmes throughout the holiday season, where every day offers exciting activities for both the young and young-at-heart, from festive cooking, baking and art classes to a friendly fishing competition for teens. The exciting line-up of kids’ activities include a Bubble Pool Fun Party, a thrilling Pirate Cruise, and exploring the underwater world snorkelling with the Marine Biologist, while families are invited to engage in friendly competition with the Family Fun Challenge on the beach or for an afternoon of Aqua Fun at the Main Pool on New Year’s Eve.

The vibrant build-up to New Year gets underway on December 31 with a New Year’s Eve Cocktail Party on Finolhu’s beautiful sandbank, followed by a lavish New Year’s Eve Dinner. Guests will be treated to a spectacular

evening of thrilling entertainment of tribal fire dances, traditional Maldivian Boduberu performances, live music, colourful aerial hoop acts, and magical LED shows leading up to a champagne toast to the New Year with an unforgettable countdown under the stars.

Start the morning after with Finolhu’s New Year’s Day Brunch and follow with a selection of friendly water polo, futsal matches and beach soccer games lined up throughout the week, or take the holistic route by signing up for wellness programmes by visiting practitioner Karen Gay, who will be leading a diverse schedule of Yoga, Pilates, Personal Reiki and Elemental Movement classes.

Guests are invited to indulge in a special Orthodox Eve Festive Night on January 6 at Beach Kitchen, while festivities continue the next day with Finolhu’s first White Party of 2022 on January 7, where fire dance performances and DJ sessions set the tone for an unforgettable evening at Crab Shack.



Step into an island devoted to imagination

Kandima presents the very kool festive theme 'Imaginarium' for all its guests this season. A place devoted to imagination, this festive season has been designed to stimulate the senses and ignite guests' creative fantasies yet again. With a 2 weeks long schedule of activities, performances and imagination infused art installations, guests at Kandima Maldives will be endlessly entertained, whether it's the Mad Hatter's Tea Party, DELI Of Illusions, Cocktail Making Masterclasses, Resin Art Exhibition, Gingerbread House Decorating or Island Scavenger Hunts and not to forget the legendary Kula Run, there's something for every imaginative traveller. Whether you are a family, a couple or just a solo traveller, Kandima is the place to be this festive season!

A KANDIMA CHRISTMAS

Everyone's invited to take part in Kandima's Christmas Tree Lighting Ceremony on the 22nd of December. Kandima's Breeze Beach will be transformed into a treelighting extravaganza, with decorations, creative tropical lights, and singing Christmas carols. On Christmas Day itself, forget the city grotto and line up for a photoshoot with Santa! With an in-house photographer to capture memories, everyone can put down their screens and have a wonderful time relishing the stunning Maldivian sunsets against the backdrop of the festivities. For the Christmas day buffet, expect delicious menus serving classic Christmas

dishes with a Maldivian twist. Fresh seafood and accompanying imaginative cocktails and bubbly will whet your appetite with live music to enjoy whilst dining. Try five imaginative and wonderful chocolate flavours specially curated by the Kandima pastry chefs all available to be picked at Kandima's kool food retail outlets.

ENDLESS ENTERTAINMENT

From incredible bands such as the high-octane group Nothing but Hits to globally renowned DJs such as Tanya Vie and famous children's entertainer Mr. Marvel, Kandima has music and dancing to everyone's taste from day to night to mark your perfect Maldivian festive holiday. With 10 unique dining choices, from restaurants and bars, Kandima is the best place to keep the party going.

The oh-so-kool resort will be throwing a festive bash on Christmas Eve before Christmas day but the party doesn't stop there day next brings on a retro party before a big adult's only white party hosted at the islands forbidden bar on the 28th, but don't let the name fool you, nothing is forbidden at Kandima! Every generation has been thought of, with pool parties, guest football matches, kids crab hunts and karaoke at the island so parents can enjoy themselves without worrying about the kids.

The big entertainment kicks off with the official launch of the Imaginarium soon after Christmas where the islands transform into the new world of fantasies! From the Kula Run to the entertaining art illustrations to the super

kool entertainment with fireworks to bring in the New Year's! Maritime imaginers and adrenaline chasers will be delighted to discover a calendar of paddle board races, water volleyball, night snorkelling, dolphin cruises and diving with Santa during the period of Imaginarium festivities!

ARTS, CRAFTS & K'REATIVITY

The Imaginarium theme will see the anything but ordinary Kandima's DELI transformed into a 'DELI Of Illusions' where guests will have the chance to experience the entertaining illusionary illustrations while they sip their kool-coffee's and get creative at the nearby spaces with a Tattoo Parlour, resin art painting, Cocktail creation masterclasses or just a wellness filled vacation at the resorts esKape Spa to relax your imaginative soul. The guests are also invited to join Kandima's resident artist for painting sessions and unleashing creativity at the Kula art studio at Kandima. Located at the edge of a natural lake with a special ecosystem also boasting of the Aroma Café with a view, take a moment of peace to marvel at the work of talented local artists and their inspiring. And for anyone looking to keep fit during the festivities, join the endless sports activities including football matches for the guests. Getting even more imaginative, everyone is invited to take part in the KULA Colour Run, an epic trail that sees guests run through clouds of colour as they explore one of the Maldives' longest stretches of beach.

A NEW YEAR LIKE NO OTHER

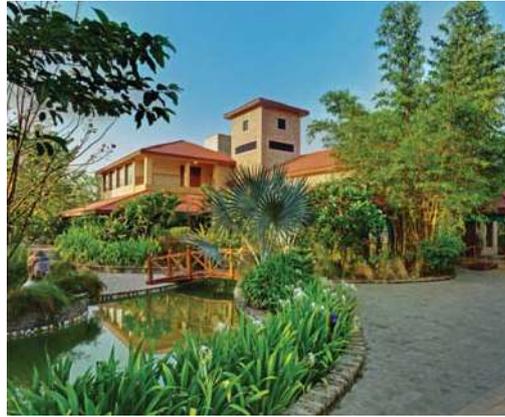
Welcome 2022 with tasty treats at the 2 expansive all-day diners Zest, Flavour & other fine dining restaurants, offering a worldly New Year's Eve selection. Think of a world of choices, from the freshest seafood to the choicest of meats or the Asian delicacies to the mouth-watering delicious desserts – there is something for everyone's palate. After dinner, guests are invited to party the night away on the white sandy beach for anight with live entertainment and oh-so bedazzling fireworks display, a NYE that will be for the books, an unforgettable night of fun fit for the imagination, but in the real world. The day after, guests can soothe aching heads with an indulgent New Year brunch, an intimate floating breakfast or lunch in your private villa, plan a castaway island experience for the couple /family or simply soak up the sun discovering the incredible reefs around the island.

With great accommodation options for every type of traveller and enough space to discover something new each day, Kandima is the fail-safe recipe for escapism this winter. After months of stunted summer plans, it's the perfect time to start a tropical tradition of Christmas in paradise or the Imaginarium New Year's to give you that rush. Equipped with all the couple or family feels of a year-end holiday in the middle of the blue azure but none of the winter blues, guests find their imaginations ignited at Kandima this Christmas.

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Santa Spotting Around the World

Enjoy a dose of festive cheer this Christmas, as Santa Claus gets creative with his arrivals at your favourite Anantara Hotels, Resorts & Spas around the globe.

Having made his list and checked it twice, Santa has been sighted at Anantara in Mozambique, Oman, Thailand and the Maldives ready to make dreams come true on Christmas morning.

Anantara Bazaruto Island Resort

Dashing through the sand, surfing on a board, o'er the dunes he goes, laughing all the way!

Santa visits families in Mozambique in a totally unique way on the archipelago paradise of Bazaruto island, carving up the powdery white dunes at breakneck speed in a bucket list worthy dune board experience.

Anantara Al Jabal Al Akhdar

Forget shimmying down chimneys, Santa is swinging into the festive spirit by abseiling through the majestic natural wonder that is Oman's Grand Canyon, stopping to soak up the incredible views in the spot where Princess Diana once stood. The Jabal Activity Wall is an unmissable experience and certainly one to add to the Wish List of every self-respecting adrenaline junkie.

Anantara Golden Triangle Elephant Camp & Resort

Journeying through the mountains of



Thailand, Santa can't pass by without paying a visit to his other four-legged friends, the elephant residents of the Golden Triangle Asian Elephant Foundation. Here guests will wake up to not only presents at the foot of their bed, but elephants grazing outside their window at the world-famous Jungle Bubbles.



Anantara Dhigu Maldives Resort

Father Christmas makes a pit stop in the tropical paradise of the Maldives, swapping his iconic sleigh for a jet ski to zip through the turquoise lagoon at Anantara Dhigu Maldives. You better not pout we're telling you why, his sack full of presents will certainly be waterproof!

Niyama Private Islands Maldives

Before setting off to deliver presents in the rest of the world, Santa Claus takes a well-deserved break to sample a taste of the high life at sister hotel, Niyama Private Islands. With twin islands for Chill and Play, Niyama is a tropical winter wonderland in the heart of the Indian Ocean.



Ell Bee



ELLBEE GANGA VIEW, RISHIKESH
355 Haridwar Road, Rishikesh – 249201 (Uttarakhand)
+91-888 266 1577 | reservations@ellbeehotels.com



Essence of Luxury

Come experience resplendent regality with Chomu Palace's heritage in class offerings.



The demeanour of royalty is rightly felt the moment you enter the majestic fortress of Chomu Palace nestled in the small township of Chomu in Sikar district of Rajasthan. The magnificent décor and architecture of the palace hotel will leave any one visiting the place spellbound of its beauty. The 300-year-old palace echoes the rich past and heritage it has commanded for itself all these years and yet stayed its ground by adapting to modern amenities and trends.

The palace which is converted and uplifted into the hotel stands for the rich history and culture that resonates with Rajasthan. The hotel under the tutelage of Dangayach group has garnered itself the prominence as an ideal destination for any scale of events, weddings, shoots or just an upscale aristocratic stay experience for the hospitality like the Maharaja's.

As the pandemic seemingly is getting on the backfoot, things now fairly seem to take off which have almost over the past two years take a hit, like the weddings and events which are by far the largest and most awaited events for a large number of Indian's and their families. Let the pandemic no more dull your sparkle if you are looking for an extravagant wedding in regal style, then you may have just hit the right place



with the ideal choice. Not only does Chomu Palace make your wedding a grand event of sorts, which will be etched in your memory forever but entrusted to them they can prepare well for you an entire wedding itinerary right from pre-wedding events to wedding and post wedding and that too at exciting offers.

The hotel offers an enchanting view of the property as they offer a range of rooms right from suites to deluxe rooms which are super comfortable and do not compromise on style and luxury which it aims to offer. The hotel décor and interiors are resplendent with burst of colors, motifs, mirror work, jharoka art, artistry and architecture.

The hotel staff which is highly trained and efficient at carrying out events of any scale, they can offer you signature chef's special menu specially curated for your tastes. The staff is very forthcoming with ideas they can incorporate to the best of all what you have planned for your big day that even includes decoration, music, dance and stops at nothing short to make you feel your regal self. The hotel has some good vendors on board with regards to marriage preparations in which case all your marriage requirements can be served under one roof. The hotel has the best-in-class services to offer you for your special day and making it the perfect destination heritage wedding away from the hush- hush of city life.

As the festive fervour is gripping us again and soon life seems to resume back to normal, it would be an ideal time to either plan your big fat wedding in grand style and aplomb with Chomu Palace or just a seemingly relaxed luxury getaway with your family which will be most loved by all in the family as it has many activities that can be offered to all age groups.

If you want a first-hand glimpse of what

**C.P. Rathore,
General Manager,
Chomu Palace
Hotel
Luxury & Royal
weddings at Chomu
Palace**



Luxury & Royal weddings at Chomu Palace set a new standard for once-in-a-lifetime occasions. From bridal showers, cultural etiquettes to grand gala dinners to afternoon tea to martini nights for bachelor parties and other ideas you may have only dreamed of, our professionals combine the finest elements with the most beautiful wedding venues to ensure an unforgettable experience. Comprehensive wedding services are our specialty.

Heritage Hotels represent a unique holiday staying experience.

you can be offered you can even opt for the virtual tour the hotel that the hotel has been conducting for the potential guests, which can be easily accessed via their website or also upon request from the hotel.

Accommodation

Chomu Palace Hotel has 70 suites that reflect its regal past. Guests will find a good mix of old-world hospitality heritage and modern elegance. A night in this romantic, aristocratic ambience surrounded by antique furniture and grandeur with marble bathrooms and luxurious furnishings makes an experience as memorable as it is inspiring. Each suite is unique, but reflects love of quiet comfort and understated

Travel is a profoundly meaningful experience, and are increasingly looking for immersive, authentic travel experiences. As travellers they don't just want to see a place, they want to feel it. Hotel stays are not just about tightly tucked beds, mini fridges and room service anymore; they are about memorable moments that complement and enhance the travel adventure.

It's clear; for hotels to appeal to the modern traveller's desire for authenticity, and to stand out from other hotels offering all the same features and amenities, they should focus on selling an experience, not just a pretty room. In other words, a hotel should be a destination in itself. This is where boutique and other independent properties have the upper hand and position to provide memorable stay experiences that reflect their local destination, the unique character of their property, and the desires of their target demographic. All it takes is a little passion and creativity.

elegance.

Food Zone

The Palace's fine dining Restaurant offers a delightful gastronomic experience. They create something special, blending aromatic Indian spices with modern cooking techniques to produce an eating experience that is recognized as exceptional.

MICE

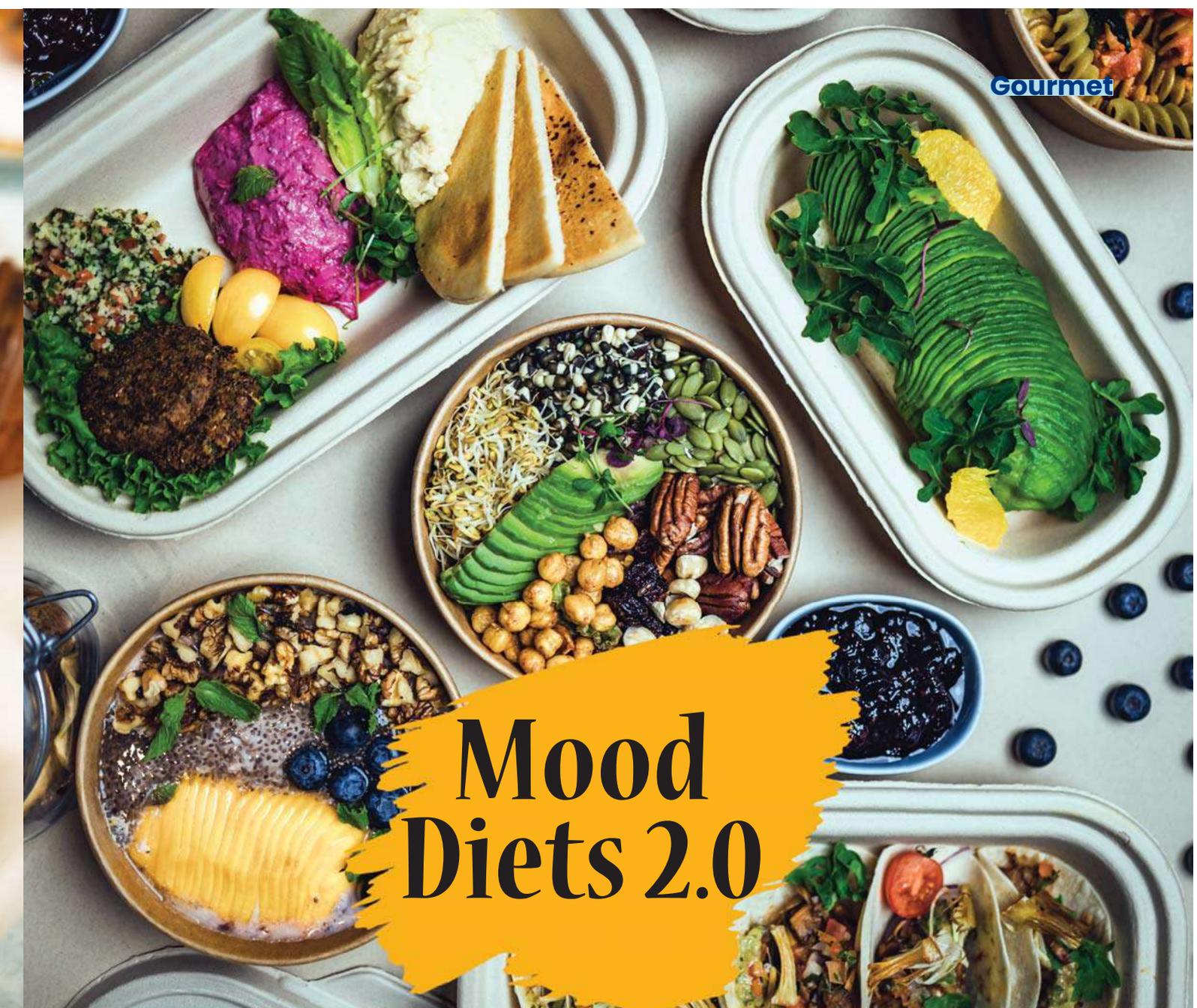
The Banquet halls reflect a fine blend of aesthetics and shape, practicality and flexibility. Banquet halls have different variations, each one versatile in its own way, to cater to varied needs. The halls ensure uninterrupted free movement.



Pizzo and Crozzo

What's the first thing that comes to your mind when you hear the words "Frozen Pizzas" or "Butter Croissants"? Sharan Goyal is striving to change the very answer that brewed up in most of your minds. He is revolutionizing the world of packaged food with his brands, Pizzo and Crozzo, and we are so ready for it.

Sharan, the 26-year-old with brilliant vision but even better skills to take important decisions, is on his way to make Pizzo and Crozzo household names in the next half a decade. The management graduate first launched an ice-cream company called 'Where's my cone?' that is now on hiatus. Moving on from that, he found a gap in what the frozen food industry was offering to their customers. Healthy, good quality items had taken a backseat in the process of providing quick meals. Sharan took on the challenge, with the motto of providing healthy, tasty, consistent tasting food products to all. He refuses to use any subpar ingredients like margarine or shortening, saying that I will only create products that I would happily feed my family members. If they are not good enough for them, they are not good enough for my customers.



Mood Diets 2.0

Committed to serving innovative and scrumptious delicacies across its properties, earlier this year Marriott International introduced the 'Mood Diets' menu which was designed to meet the nutrient requirements of guests while simultaneously meeting the unconscious food cravings that emerge from fluctuating temperaments. Keeping the momentum alive, Marriott International is taking it a notch higher with the introduction of Mood Diets 2.0, with a vegan touch to all the dishes, curated from natural, plant-based dishes.

The new Mood Diet 2.0 menu will be co-created by crowd sourcing authentic recipes via a contest that will be hosted across 15 cities. The recipes will need to be vegan based, simple and fuss free preparations using one or more of the 10 organic ingredients shortlisted by our master Chefs. The top 3 recipes will be featured in the upcoming Mood Diets 2.0 menu that will be introduced by the end of year. Participation is simple and easy, recipes to be mailed at Mbow@marriott.com along with the participants full name, location, and contact details. The ingredients and recipe format can

be downloaded from here [MoodDiets2.0](#). The contest will run from the 1st -15th December.

Sharing her thoughts on this initiative, Khushnooma Kapadia, Senior Area Director of Marketing - South Asia, Marriott International said, "Our first installment of 'Mood Diets' as part of our delivery platform Marriott Bonvoy on Wheels was very well received and was hugely successful across most of our hotels. Given the positive feedback we got from our guests we decided to introduce Mood Diets 2.0 with more changes and innovations. With sustainability becoming an integral part of our lifestyle choices and a significant priority for us as an organization, the intent was to create a newly minted diet that is uplifting and engages in creating the right kind of mood setting for our customers. Mood Diets 2.0 showcases not only the culinary expertise of our chefs, but it also reinforces our commitment to keep providing guests & patrons with unique & innovative f&b offerings".

Commenting on the crowdsourced menu design, Himanshu Taneja, Culinary Director – South Asia, Marriott International said, "Every

ingredient has a unique flavour, most of which may still be undiscovered. With this initiative we want to engage with the larger community, encouraging them to share authentic recipes with their own local touch. We are confident the added filter of sustainability will get foodies and home-grown chefs interested & excited, to try something new and creative. Overall research also shows a sustainable diet improves moods and productivity levels, making it an obvious choice for the Mood Diets menu".

Mood Diets 2.0 will be rolled-out across 21 Marriott International hotels including - Renaissance Mumbai, JW Marriott Pune, JW Marriott Kolkata, Westin Pune, Marriott Indore, Aloft Aerocity New Delhi, Marriott Kochi, JW Marriott Bengaluru, Sheraton Grand Whitefield Bengaluru, Sheraton Grand Brigade Bengaluru, Renaissance Bengaluru, JW Marriott Chandigarh, Courtyard by Marriott Amritsar, Courtyard by Marriott Raipur, The Westin Chennai, The Westin Goa, Le Meridien Nagpur, Sheraton Hyderabad, JW Marriott Bengaluru, JW Marriott Mussoorie, Courtyard by Marriott Agra and Courtyard by Marriott Hebbal.



sweet food products for its band of loyalists across its cafes.

The Third Wave Coffee's GK II outlet spread across 70 sq. Ft., welcomes you into its cozy, warm interior done up in hues of beige and off white and the most sensory, appetizing aroma of coffee. The cafe offers a personal, inclusive space for its customers that helps foster relationships over a cuppa.

“What keeps us going is what we'd like to call a 'coffee-high'! It's so addictive, we're gearing up for a rapid expansion spree over the next couple of years. With a median age of 31, India has one of the largest young populations in the world. With most of these youngsters falling in the high disposable income group that consumes premium brands more frequently, we see a huge demand for a superior, responsibly sourced and authentic product like Third Wave Coffee that also offers a unique experience to coffee lovers. We aim to serve our exclusive blends in over 300 cafes across 20+ cities by FY '23,” said Sushant Goel, Founder, Third Wave Coffee.

By March next year, Third Wave Coffee will have captured the largest market share for offline specialty coffee consumption in Bengaluru, which the brand aims to replicate across India.

Third Wave Coffee operates its own fully equipped centre where coffee beans are roasted, brewed, and developed into bespoke blends. The brand has introduced in India, the 'Third Wave movement' that is dedicated to providing high-quality coffee brewed to perfection from farm to cup.

Third Wave Coffee

Premium coffee brand Third Wave Coffee has built a close-knit, loyal community of coffee lovers in Bengaluru since its launch in 2016. It has now opened its flagship store Delhi at the hip M-block market in Greater Kailash II. With this new cafe, the brand currently clocks a total of 21 cafes in India — eighteen in Bengaluru and three in Delhi and Gurgaon, and plans to expand to over 300 stores in 20 cities by FY '23.

Third wave coffee is the brainchild of three young coffee aficionados — Sushant Goel, AyushBathwal and Anirudh Sharma — who travelled across several Arabica coffee estates across North Karnataka to find the perfect coffee brew for the Indian palate. Today, the brand sources 100 % Arabica beans from 14 different estates and curates high-quality, ethically sourced coffee accompanied by a thoughtfully put-together menu of savoury and

“Beer, if drank in moderation, softens the temper, cheers the spirit, and promotes health.” Adhering to this adage and becoming an oasis for beer lovers, Independence Brewing Company (IBC), India's premier craft brewery has opened the doors of its new outlet in Versova, Mumbai, to the public from Saturday, 19th November 2021.

Committed to offering top-notch, authentic beers in a setting that helps the mind and heart feel considerably lighter while also creating memorable moments, Independence Brewing Company's Versova outlet, located in the heart of Bollywood, aspires to throb to the beat of the surrounding rhythm, attracting beer lovers. Brewed meticulously by a team of highly competent brewers, the beers have their ingredients gathered from all over the world. And the combination of terrific beers, delicious food, and exceptional service is sure to delight your heart.

Speaking on the launch, Anirudh Khanna, Managing Director of Independence Brewing Company, said, “The consumer today is looking for experiences and memorable ones at that. The time was right for us to lift the craft beer experience and make it far more contemporary. What we have now is a Craft Bar. Brasserie - an apt combination to match the mood of the millennial. With every



Independence Brewing Company launches a new outlet

handcrafted pint we serve, we aim to provide customers with an out-of-the-world craft beer and social experience. The new Versova outlet has been designed painstakingly to appeal to the new-age customers, and we are looking forward to welcoming them.”

The high ceilings, sleek, striking wooden furnishings, the Instagramable, and the eclectic decor of Independence Brewing Company designed by experts emanates pleasant vibes making it a perfect place to enjoy the fresh-brewed award-winning beer, and amazing music to dance the night away. They also feature nice and relaxing outdoor seats. Apart from that, the Independence Brewing Company's (IBC's) creative, hearty, and exquisite multi-cuisine menu, which features local and global favorites prepared by a celebrity chef, is unrivaled. The venue also provides a facility for Valet Parking, Free WI-FI, Flexible/ modular seating, Free beer knowledge & world-class service.

Thriving on the concept of 'Togetherism,' Independence Brewing Company (IBC) is the ideal hangout for those who enjoy life as well as fine beer. Hence, its consumer base includes energetic, outgoing, fun-loving large city youngsters who value experiences above possessions, appreciate craft brews, and want to unwind in a beautiful ambiance.

Lifestyle





Be FIT & FINE to SHINE

Is lower back pain hindering your daily activity? Here are the wellness tips from health & wellness experts of Zula Wellness Resort by Chiva-Som.

Most people will experience back or neck pain at some point in their lives. Back and neck pain are among the top causes of disability worldwide, and the number of cases is rising. The factors behind this include poor posture, increased use of mobile devices, and unhealthy lifestyle choices.

If you suffer from lower back pain for more than a couple of weeks, your doctor will probably refer you to a physical therapist. While simple measures such as applying heat or cold, or using over-the-counter pain remedies may help, the best approach is exercise and other treatments supervised by your therapist. Here are some of the recommendations of our physiotherapist at Zula Wellness Resort by Chiva-Som.

The key is to maintain good posture for the spine (lumber, thoracic and cervical areas) to minimise stress on the joints, and also to reduce postural mistakes like holding your head too far forward or rounding your shoulders, especially when working at a desk.

- When you sit on a chair, keep both feet planted on the ground, knees above hip level, your pelvis neutral with buttocks



- against the back of the chair, and ears, shoulders and hips aligned.
- During sleeping hours, make sure to

use a good mattress that supports good alignment and posture. This will reduce joint stress and lower back pain. We also advise keeping knees bent, perhaps using a pillow to prop up the knees.

- The diet and exercise choices you make can also protect your spine. Good nutrition is essential to helping you feel your best and reaching your optimal health. Combined with exercise, a healthy diet will also help you maintain a healthy weight, another way to ensure your spine is not overstrained.
- By strengthening the muscles supporting your vertebrae, exercise can help prevent back and neck pain. Flexibility training, strength training, and aerobic exercise are all part of a healthy exercise routine, and each type of exercise contributes to spinal health.

A healthy lifestyle overall will help you maintain a healthy body. Minimise stress, maintain a proper sleep regimen, use food as medicine, and make sure physical activity is a regular habit. These lifestyle changes can easily prevent or reduce back pain.

Paksha By Tarinika welcomes Shruti Haasan as its brand ambassador

Paksha, a Tarinika brand, known for its exquisite high-quality 925 silver jewellery globally, has signed Shruti Haasan as brand ambassador. With the talented actress and musician as a muse, Paksha will bring forth its splendid line of jewellery with a fine amalgamation of timeless design and meticulous quality. The brand has some exciting campaigns planned with their muse, showcasing some of their best and boldest workmanship on her.

The brand campaigns will continue to focus on quality-led heirlooms and Shruti will feature in a series of photoshoots and video campaigns for the brand's global launch. Shruti Haasan will be making appearances on advertising campaigns around the country and across many global platforms, representing the magnificent quality of Paksha.

Paksha, is thrilled to invite Shruti Haasan, a multifaceted personality, into their family. Shruti embodies Paksha's values of being rooted in high-quality workmanship, providing luxury experience and being best-in-class. She is a woman who knows what she wants and would only stand for the highest of standards. She is confident, glamorous and one of the best in the industry.

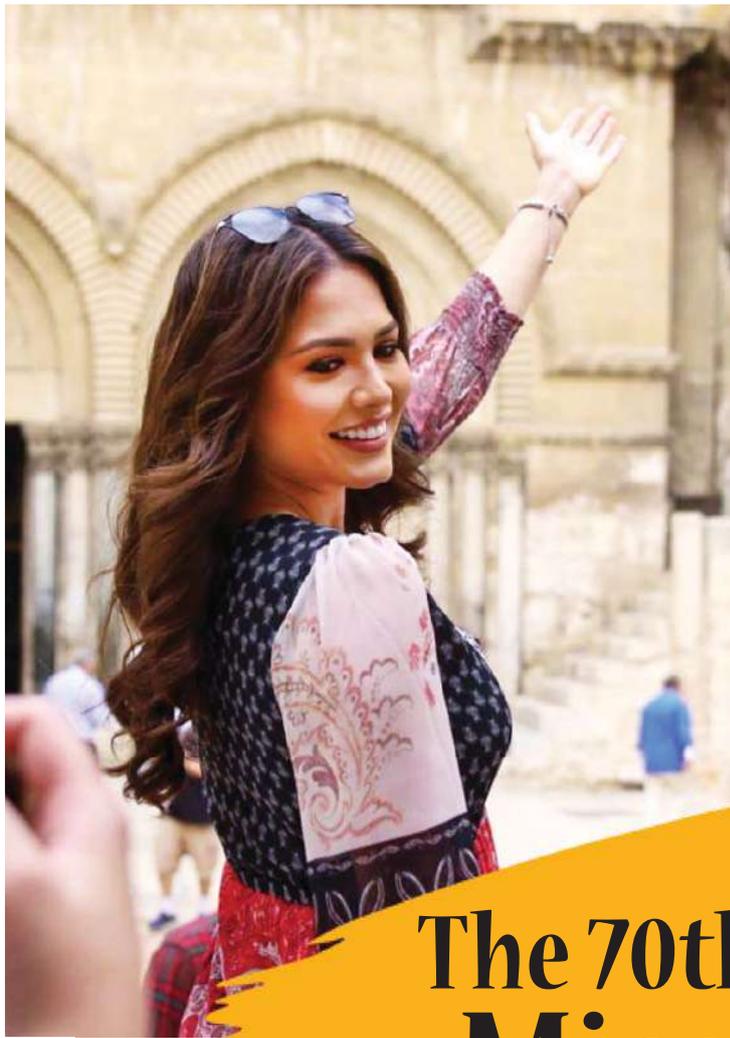
Speaking about the association, Shruti Haasan for their upcoming collection that is an amalgamation of classic, traditional, and unique jewellery said, "It's an honour for me to be associated with a global brand such as Paksha ByTarinika, which is a pioneer in the jewellery industry. I am delighted to carry the brand's journey forward with some exciting new launches. Their jewellery is exquisite, and I am more than thrilled to be associated with the brand. Their workmanship would appeal to a wide audience around the world, ranging from young to wise for a variety of occasions. I have had a chance to wear and experience some of their best pieces and am thrilled to share that with everyone".

The journey of Paksha began with special focus to offer high-quality 925 silver jewellery to customers worldwide. Naturally, Shruti's persona resonates with the luxurious appeal of Paksha as a jewelry brand. Shruti Hassan will play a key part in positioning the brand's portfolio globally, since the line is meticulously made for buyers with a sophisticated eye for detail. Having attained great prowess in high quality scaled sustainable production, the brand custodian Tarinika, has been in the jewellery making business for several decades now and will extend their expertise to Paksha as well.

Speaking on the exciting occasion, SunainaRamisetty at Paksha said, "Shruti is a powerhouse of talent and a natural fit for Paksha. With her multifaceted, vibrant, vivacious, and dazzling personality, she brings the right kind of panache for our brand. A multi-dimensional artist, Shruti is confident, bold, glamorous and embodies the brand's philosophy in her own individual way. Paksha as a brand is created to make one feel truly special and we think with Shruti as our ambassador, we will share exactly that vision with our customers."



Red Carpet



The 70th Miss Universe Competition[®]

The Miss Universe Organization, the Israeli Ministry of Tourism and the city of Eilat announced that the 70th MISS UNIVERSE[®] competition will air live from Eilat, Israel on December 12, 2021 at 5:30A.M. IST (India Standard Time).

60 Trendy Travel Trade with Food & Shop



Israeli singer and star Noa Kirel will perform at the competition. This year's competition will also feature two other contestants from the region: Miss Universe United Arab Emirates and Miss Universe Morocco. This will mark the first time that a delegate from the United Arab Emirates has competed in the competition. Additionally, Miss Universe Morocco returns to the competition for the first time in over four decades.

The organization also unveiled details for the competition's venue, a state-of-the-art, bespoke arena. The custom "Universe Arena," which was imported from Portugal, rises to a height of 16.5 meters and has the capacity to hold over 70 tons of equipment. The building is treated to accommodate television filming and contains a stage and approximately 5,000 seats.

Senior members of the Miss Universe Organization were in Israel throughout October to tour the country and attend planning meetings. They met with Mayor of Eilat, Eli Lankri, and closely supervised the infrastructure and construction work of the Miss Universe complex.

Andrea Meza- Miss Universe 2020, is currently in Israel preparing for the upcoming Miss Universe competition, which will be broadcast live from Universe Arena in Eilat on December 13, 2021 (IST). Ms. Meza met with Mr. Amir Halevi, Director General of the Ministry of Tourism, where she shared her impressions of Israel so far, as well as her views on the Miss Universe competition. During the meeting, the Tourism Ministry presented Ms. Meza with a certificate naming her a Goodwill Ambassador of Israel.

During her visit, Miss Universe 2020 will tour the cities of TelAviv-Yafo, Jerusalem, the Dead Sea Region and will also shoot a video clip in this year's host city of Eilat.

The contestants for Miss Universe 2021 will arrive in Israel ahead of the competition to explore all the host country has to offer, beginning their trip in Jerusalem and ending it in Eilat. The competition, in addition to celebrating the past 70 years of championing strong women and their platforms, will also shine a spotlight on the issue of global warming as part of a green agenda that corresponds with the values of the host country. Using the Miss Universe platform, the production will highlight both the bold contestants of the past and the social and global issues they faced in their time, as well as the fact that climate change is on the world agenda for the next generation. The broadcast will aim to raise awareness amongst the hundreds of millions of spectators with the hopes of inspiring action in contestants' community.

Noa Kirel, Israeli singer

I'm so excited and honoured to be performing at Miss Universe. By believing in themselves and



fearlessly chasing their dreams, these women from around the world live and breathe the values of the Miss Universe Organization, and I can't wait to share this celebratory moment with

all of them on this incredible global stage.

Yoel Razvozov, Israeli Tourism Minister

Despite the challenges the COVID-19 pandemic placed in our path, we knew how



to maintain the balance between health and the economy, to bring tourism back to Israel. We needed to create tourism anchors that will promote and present Israel to the world as a vaccination nation that

invites tourists to visit. The Miss Universe pageant is without doubt an important and significant anchor of this plan.

Eli Lankri, Mayor of Eilat

The choice of Eilat will continue to strengthen its position as a leading international tourist



city. Hundreds of millions of spectators around the globe will be able to enjoy the rare beauty of the city of Eilat and its spectacular sites.

Andrea Meza- Miss Universe 2020



I was very excited to come here, as well as my family, especially when they knew about my visit to the Holy City. I will be Israel's ambassador, and I am also convinced that Israel will win another 80 ambassadors

once the contestants of the competition arrive in the country.



Paula M. Shugart, president of the Miss Universe Organization

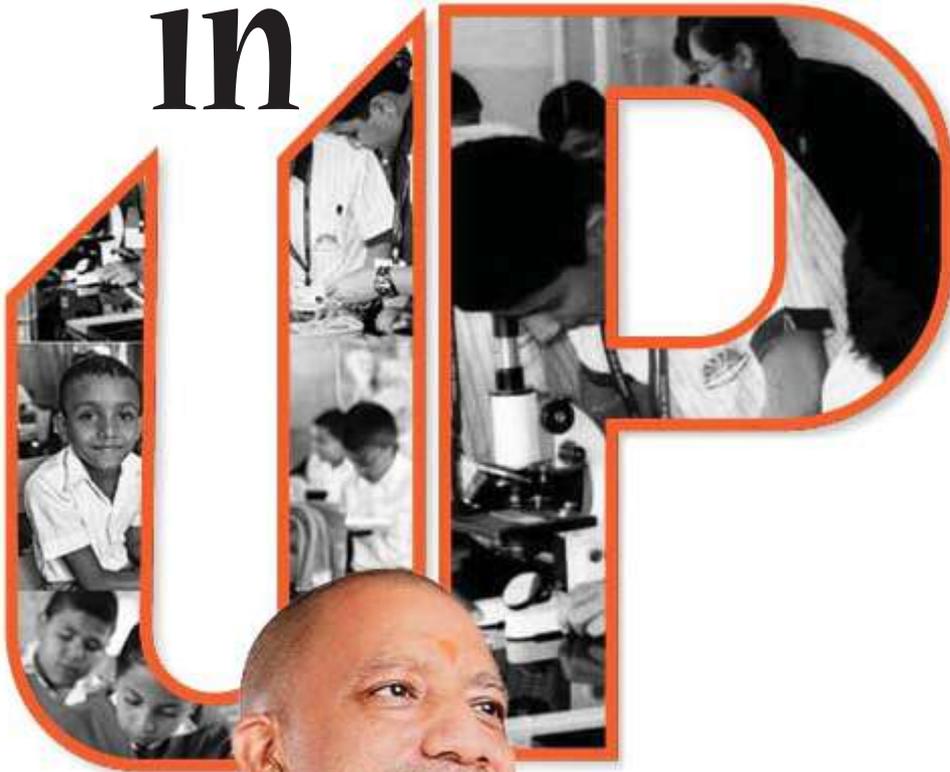


As a company that has the distinct advantage of bringing a global spotlight to world issues, I look forward to showcasing both how our contestants can make a difference in their communities and around the world. I know that the city of

Eilat will provide a great space for our contestants to learn and grow together.



Era of Development in



A sound infrastructure and fully functioning governing machinery is the base for the growth and development of a particular region. Keeping this as the paradigm and an important measure, the Yogi Adityanath Government in Uttar Pradesh has made wonderful progress in its efforts to uplift the state and define its multipronged growth strategy to make the state a major player in the economic growth story of the country.



Do you know?

- Uttar Pradesh government is offering free ration twice a month
- A 'booster dose' from the government: free 10 kg food grains starting in December.
- Pulses, edible oil, and salt all will be provided for free
- The benefit will be available to 'Antyodaya' and Eligible Household Ration Cardholders
- A transparent biometric identification method for food grain delivery
- PM lays foundation of about Rs 30,000 crore project of Jewar airport
- Jewar Airport's MRO facility will save Rs 15,000 crore per year.
- With Noida Airport, Uttar Pradesh to Become First State in India with 5 International Airports
- Uttar Pradesh is expected to have the most international airports in India.
- Uttar Pradesh is ranked first in terms of aviation connectivity
- Uttar Pradesh emerges as the fastest state to carry out Covid-19 vaccination
- During Yogi's reign, the 'Swachhta Abhiyan' became a 'mass movement'
- Lucknow jumps from 1-star ranking to join 3-star ranking as 'Garbage-Free City'
- Uttar Pradesh is turning into a Medical Hub
- The UP government pays out Rs 415 crore in crop loss compensation
- Yogi government allocates Rs 20 crores for blanket distribution, bonfires
- The Yogi government has announced a relief fund for homeless and defenceless persons who have been afflicted by the cold
- UP government Set up Night Shelters to protect poor & homeless from cold
- The Uttar Pradesh government is taking steps to protect cows from the winter chill; adequate arrangements will be made at cow shelters
- 8 crore benefit from Yogi Government's employment schemes for youth
- 2 crore youths get direct or indirect employments
- 4.5 lakh youths get govt jobs, another 3.5 lakh provided jobs on contractual basis
- Kanpur Metro Rail Services will provide seamless connectivity while maintaining citizens' safety and comfort
- UP ranks sixth in Logistics Ease Across Different States (LEADS) 2021



“ Narendra Modi, Prime Minister of India

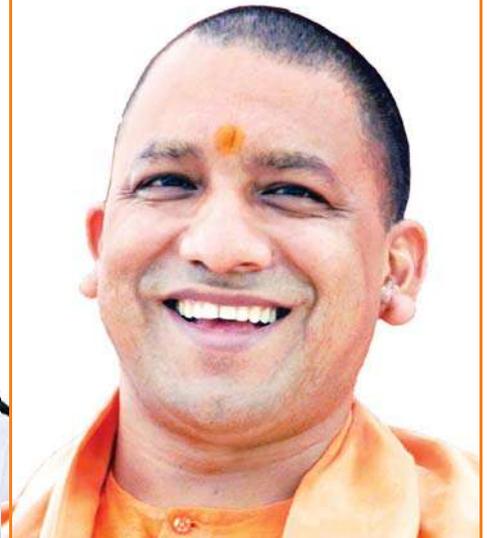
Jewar Airport: The Noida International Airport, Asia's largest, world's fourth largest as well as India's first net zero emission airport, will open up new avenues of development and take progress of Uttar Pradesh, especially Western UP, to new heights.

It will not only boost tourism, including religious tourism, and create jobs for millions of youths of the state, but also connect small farmers and manufacturers of Western UP with international markets.

The Noida International Airport puts Jewar on international map today. The airport will be the logistics gateway of north India and also boast of an integrated multi-nodal cargo hub. It will fast track development of the state. The airport will also have a full-fledged maintenance, repair and overhauling facility spread over 40 acres, which will save Rs 15,000 crore spent annually on maintenance and repair of aircraft in the country.

The amount was big given the fact that the total cost of the airport was about Rs 30,000 crore.

Better roads, rail network and air connectivity are key to development of a state and a country and UP has recently been making rapid strides in this direction with the opening of expressways, metro networks and domestic and international airports.



“ Yogi Adityanath Chief Minister, Government of Uttar Pradesh

UP as Medical Hub: Uttar Pradesh is transforming into a medical centre thanks to the help provided by the central government. There was a time when the state lacked health-care facilities, but now all 75 of the state's districts have ICU beds, 1.80 lakh emergency beds, and 518 oxygen plants are fully operational. Ordinary citizens respect doctors, but this esteem has dwindled in recent years. There was a period when doctors were regarded as the 'God of the Earth', but the profession's commercialization has shifted public perception.

In addition, ventilators have been installed in all of the districts. Thirty-three medical colleges are now being built, with nine of them having reached the operational level.

When the initial wave of the Covid-19 outbreak reached the country, we had no medical facilities. We had to send samples to be examined at other locations. The state currently has the potential to conduct four lakh tests every day.

Apprehensions of the Third Wave: COVID-19 is causing havoc in Europe, the United Kingdom, and China once again. Our government had already devised a strategy to address the third wave. We had faith in all the Corona Warriors including our doctors, health workers, Asha, Anganwadi.



Health of Children & Infants

Owing to the sustained efforts of the Yogi Adityanath government in Uttar Pradesh to promote the health of children and infants, the state has seen substantial improvement in maternal and child health indicators as revealed by the NFHS V (National Family Health Survey 5).

Prior to the year 2017 in the state, where thousands of children used to succumb to diseases such as encephalitis, NFHS V has revealed Uttar Pradesh leading in many areas and that figures have improved as compared to the previous survey of NFHS 4.

While the number of malnourished children is decreasing in Uttar Pradesh, there is a significant increase in vaccination. In a major boost to the health and medical facilities under the present Yogi regime, full immunization coverage in Uttar Pradesh has gone up from 51.1 to 69.6 per cent.

Children between the ages of 12-13 months who have been fully vaccinated has increased from 51.1 percent (NFHS-4) to 69 percent (NFHS-V).

The data of the National Family Health Survey-5 is testimony to the fact that UP has improved more than the national level. The number of women affected by anemia has come down by 5.1 percent. Whereas at the national level it is 1.8 percent. There has been



a 6.6 percent reduction in cases of decreased growth of children in the state, which is 2.9 percent at the national level. The state has recorded a decrease of 7.4 per cent in cases of underweight children. Whereas at the national level it is 3.7 percent.

Improvement in immunization of children

Due to the relentless efforts of the state government, UP has shown considerable progress in the National Family Health Survey-5. In the last four and a half years, the government has launched and implemented various special schemes to enhance the health of children. All these schemes have paid off at the grassroots level, as a result of which the graph of children from breastfeeding to their



vaccination has increased.

The breastfeeding rate of six-month-old children in the state has increased from 41.6 to 59.7 percent. The general immunization rate of children has also increased from 51.1 to

69.6 percent. Awareness regarding the health of children has also increased among the people of the state.

Meningitis in control

As a result of the planned and phased strategy implemented by Chief Minister Yogi Adityanath to curb diseases in children, there has been a 75 percent reduction in meningitis-like illness and 95 percent reduction in deaths due to this disease, which has killed thousands of children over the years. The Gorakhpur division has also gained appreciation for the control of infectious diseases at the national and international levels.



Double Benefits of Double-engine Government



This way the beneficiaries will get around 10 kg of free food grains in a month. Not only the ration card holders here will get free wheat and rice twice a month, but pulses, edible oil, and salt will also be provided free of cost. The initiative of the double engine government aims at reducing the woes of the economically marginalized citizens,

More than 15 crore people of Uttar Pradesh will now get the double benefit of the free ration scheme as the Centre extends the Pradhan Mantri Garib Kalyan Anna Yojana till March 2022. While ration will be available for free under this scheme, Chief Minister Yogi Adityanath has already announced the extension of Free of Cost food grains till Holi, apart from PMGKAY, with the addition of cooking oil and salt to the relief package.

who are not able to arrange for ration and food due to COVID-19.

The Pradhan Mantri Garib Kalyan Anna Yojana, which was started due to the pandemic, was ending in November. In this scheme, free ration was being given to all the ration cardholders. After the end of this scheme, on November 3, CM Yogi Adityanath had announced in Ayodhya that now this facility will be provided by the state government for the month of December, January, February, and

March 2022.

In a massive exercise, the government will start distribution to ration cardholders of Antyodaya and Eligible Households at 80,000 fair price shops from December. The Chief Minister has issued instructions to the officers for making all arrangements regarding the distribution of free ration in the state

Notably, there are around 1, 30, 07,969 units of beneficiaries under the Antyodaya Ann Yojna and 13, 41, 77, 983 units under Eligible Household cardholders.

In the last four and half years, the Yogi government has reached out to the poorest of the poor, to the last man at the bottom of the pyramid with facilities unheard of. The free ration distribution aimed at providing food security to the poor and deprived in the state through the Public Distribution System is a major step in this regard.

The distribution of free food grains under the fourth phase of the Pradhan Mantra Garib Kalyan Anna Yojana (PMGKAY) is already being carried out in November.

The State has so far distributed more than 128 Lakh MT of free food grains in State since the first wave of the COVID-19 pandemic (April 2020).

Connectivity



Prime Minister Narendra Modi lay the foundation stone for the much-anticipated Rs 5730 crore Noida

International Airport, labeled as Asia's largest and India's first net zero emission airport, near Jewar in Gautam Buddha Nagar on November

25, 2021.

With this landmark event, Uttar Pradesh have the unique distinction of being the only state in the country to have five international airports. Unimaginable only five years ago, this milestone has been achieved with Prime Minister Modi's vision to create a future ready aviation sector and CM Yogi's resolve to see to it that the vision is realised.

The important feature of the Noida International Airport is that it will be the logistics gateway, especially of northern India. People from all over north India will be able to export their products to international markets through the airport.

It is worth mentioning here that the Kushinagar International Airport was inaugurated recently while work is going on in full swing at Ayodhya International Airport.

At present, Uttar Pradesh has 8 operational airports, while 13 airports and 7 airstrips are being developed. The operational airports handling commercial flights in UP are Lucknow, Varanasi, Kushinagar, Gorakhpur, Agra, Kanpur, and Prayagraj.

Swachhta Abhiyan



In what comes as an encouraging development for the Yogi government, as many as 18 cities of Uttar Pradesh have been awarded for maintaining cleanliness, hygiene and sanitation in 'Swachh Survekshan' for the year 2021.

Swachh Survekshan is an annual survey of cleanliness, hygiene and sanitation in cities and towns across India.

In all, 18 UP cities, including Varanasi,

Meerut, Noida and Ghaziabad, won awards in different categories.

To maintain the streets and roadways of the cities clean, the government adopted a door-to-door waste collection system in 11913 wards out of 12007 wards of municipal authorities. Municipal cars chanted slogans like "Gaadi wala aaya ghar se kachra nikal" at every door. As a result, Lucknow received accolades in the Swachh Survekshan 2021 categories of "best

state capital in citizen feedback" and "garbage-free cities" (for cities with over 10 lakh people).

The government also made all the 75 districts open defecation free by constructing more than 2.61 crore toilets across the state.

In addition, Meerut got the 'fastest moving big city' award in the 10 to 40 lakh population category, while Ghaziabad got the 'best big city innovation and best practices' award. Noida got the 'India's cleanest medium city' award in the 3 to 10 lakh population category.

Hapur got the 'best city in maximum citizen participation' award in over one lakh population category while Patiyali town in Kasganj got the 'best city in maximum citizen participation' award under less than one lakh population category.

Meerut Cantonment got 'India's cleanest cantonment award in one lakh population category while Varanasi Cantonment got the 'best cantonment in citizen feedback' award in over one lakh population category.

Ghaziabad, Aligarh, Noida, Jhansi also got the 'garbage-free city' award in different population categories.

Medical Hub

In another effort to bring a transformation in the healthcare system of the state, Chief Minister Yogi Adityanath handed over appointment letters to 310 specialist doctors selected from the Public Service Commission.

CM Yogi also inaugurated the Bio-Safety Level (BSL)-2 labs for Covid-19 in 15 districts in a program organized at Lok Bhawan. These laboratories will be operated in Amroha, Baghpat, Sambhal, Hardoi,



Bhadohi, Chandauli, Shamli, Rampur, Pratapgarh, Hapur, Muzaffarnagar, Pilibhit, Farukhabad, Sultanpur, Sant Kabir Nagar. The state's health infrastructure, according to the CM, has improved dramatically in the last seventy years, with only 12 medical colleges being created in that time. Now, in only four and a half years, 33 new medical colleges are being erected. Eight medical colleges have started MBBS programmes, and nine more will begin soon.



Crop Loss Compensation

Providing adequate compensation to the farmers so that they recover from the loss owing to recent floods, the Uttar Pradesh government has allocated over Rs 415 crores in relief funds during the financial year 2021-22.

In pursuance of the instructions of the Chief Minister, the officials have expedited the relief work. Yogi Adityanath had clearly given directions that every single farmer, whose crop has been damaged due to floods or excessive rains, must be compensated and work should be done on priority maintaining utmost sensitivity and promptness.

Till now, the Uttar Pradesh government has given over Rs 4,15,45,03,977 in relief funds to farmers benefitting more than 11 lakh farmers across the State. The respective district collectors will distribute it among farmers through DBT.

The farmers' crops here have been badly damaged due to torrential rains and heavy floods in September and early October. The compensation amount will be directly



transferred to the bank account (DBT) of farmers from the district treasury. In wake of the natural calamities, the state government is

providing financial assistance from the National Disaster Relief Fund (NDRF).

The Shivering Period

To ensure proper arrangements for the poor, destitute, and homeless in the cold wave and inclement weather conditions sweeping the state for the past few days, Uttar Pradesh Chief Minister Yogi Adityanath announced a relief fund of around Rs 20 crores.

Under the relief measures ordered by the government, night shelters are being established across the state. The government has allocated the fund of Rs 20 crores to light up bonfires and distribute free blankets to the poor and needy. In pursuance of the instructions of the Chief Minister, relief measures against cold weather are being rolled out in all the districts.

For the purchase of blankets, an amount of Rs 5 lakh has been allocated per tehsil taking the total amount to Rs.17.50 crore for 350 tehsils across the state. Along with that, Rs.50,000 per tehsil has been given out for arranging bonfire taking the total fund amounting to Rs.1.75 crore for 350 tehsils.



In this way, a total of Rs.19,25,00,000/- (Rupees nineteen crore twenty-five lakh only) has been allocated for the relief measures.

With the night temperature dipping low and fog engulfing the state, the homeless and the destitute on the streets and roadside have just plastic sheets to save themselves

from cold. The blanket distributed by the government will help the poor in distress.

To comfort the street dwellers and make their survival easier, the Chief Minister has also urged the social welfare organisations to contribute to better management of the night shelters.

Milestone

Steps to Protect Cows from The Winter Chill

Furthermore, the Yogi Adityanath government has made a significant decision to protect the state's cows from extreme cold and severe weather throughout the winter months. CM Yogi has asked the Department of Animal Husbandry to ensure that the cows at the cow shelters are properly cared for (Gaushalas).

The cow shelters will be stocked with enough fodder and water to last a long time. In addition, a caretaker will be stationed at these shelters during the nights to look after the cows during the colder months. Furthermore, hay and straw will be spread on the ground in the cow sheds to protect the cows from the cold.



Employment

Youths of Uttar Pradesh, for whom a sea of opportunities has opened up in the last four and a half years, might turn out to be the trump card for the Yogi Adityanath Government in the upcoming assembly elections in the state.

According to experts, a total of 8 crore people, including around 2 crore youths and their six crore family members dependent on them, have been benefitted from the Yogi Government's employment schemes for the youth.

The youths have been at the centre of the Yogi Government's policies and decisions and have benefitted from the several measures undertaken by the Government on the ground to get them the best of education and create job opportunities for them cutting across cast and community lines.

CM Yogi kept the youth in his priority, whether it was providing government jobs, creating employment in the private sector, helping the youth in setting up business ventures by facilitating loans, or providing scholarships for students and now distributing tablets and smart

phones to them.

Never before in UP, a government provided four and half lakh government jobs to the youth in a short span of four and half years. Earlier, 50,000 to one lakh youths used to get government jobs in

five years of a government's term. Similarly, Yogi Government provided contractual appointment to 3.50 lakh youth. Furthermore, two crore youths got employment through 82 lakh Micro, Small and Medium Enterprises (MSMEs), which were provided loans worth Rs 2.16 lakh crore.

Besides, in the ODOP (One District One Product) sector, loans worth more than Rs 8,875 crore were disbursed, facilitating employment for over 25 lakh youths of the state. A total of 11296 ODOP products are currently available on Amazon's website, competing with the world's



biggest brands.

Similarly, more than 3 lakh people have got employment in industrial units. Under the Yogi Government's Startup policy, 5 lakh youths have got jobs.

All these are a hallmark of the visibly different style of functioning of the Yogi Government compared to the previous governments. The figures were simply unimaginable during previous governments. It is indicative of the Yogi Government's performance and development-oriented approach towards governance.

In Kashi, diesel-powered boats are being converted to run on compressed natural gas (CNG)

On the last Dev Deepawali, Prime Minister Narendra Modi took a trip on the Ganges in Kashi, vowing to rid the Ganges of the harmful smoke and noise of diesel-powered boats. With Chief Minister Yogi Adityanath in charge of Uttar Pradesh, work on this massive project was only a matter of time and got underway right away.

The state government has set a goal of running 500 CNG motorboats in the Ganges by November 19, which is Dev Deepawali. There is a plan to run all boats in the Ganga on CNG in the near future. As a result of this, the sacred Mokshadayini Ganga would be the first river in the world to run CNG-powered boats on such a wide scale.

Tourists come to Kashi to explore the religious city, take Ganges boating, and view the buildings, temples, and monasteries that have stood for centuries on the banks of the crescent-shaped ghats. Tourists will now be able to enjoy boat excursions in the Ganges without being exposed to the harmful smoke or the loud noise of the boat.

A proposal for a floating CNG station in the Ganga is also being considered. CNG can even be filled in the middle of the Ganges while boating with this system. About 1700 small and large boats ply the Ganges, according to Smart City GM D Vasudevam. About 500 of these will be powered by diesel engines.

CNG engines have been installed in 177 boats. The goal is to keep the remaining CNG-powered motorboats running till Dev Deepawali. GAIL India is carrying out this effort as part of its Corporate Social Responsibility programme. With a budget of around 29 crores, CNG engines are being installed in 1700 small and large boats.

A small boat costs approximately 1.5 lakh, whereas a large boat and barge costs approximately 2.5 lakh. The sailors' boats are getting a free CNG kit installed. According to Suman Kumar Rai, Project Manager of Smart City, the diesel engine will be removed from the boat and replaced with a CNG-powered engine.

At the ghat itself, there is a 'daughter station.' On the jetty, the dispenser has also been put. Sailors claim that a CNG engine allows them to travel twice as far for half the price. Tourists are also pleased because there is no smoke or excessive noise.

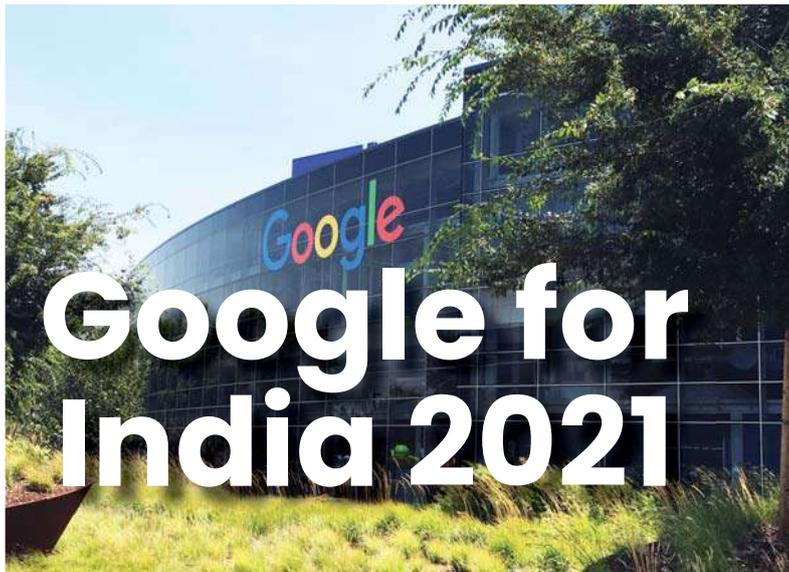


CNG will also reduce pollution

When compared to diesel and petrol engines, the CNG-based engine reduces greenhouse gas emissions by 7 to 11%, while pollution is also reduced due to the absence of pollutants like sulphur dioxide. When a boat is powered by a diesel engine, noxious gases are emitted, posing a serious health risk to those who live close; however, this is

not the case with CNG.

The loud sound of the diesel engine vibrates, causing harm to humans and aquatic species, as well as corroding and scarring the ecology. Along with this, the historical heritage that had been preserved for thousands of years on the banks of the Ghat was being harmed. Because CNG is less combustible than diesel, the chance of a disaster from a CNG-powered watercraft is minimised.



At the seventh edition of Google for India, Google announced a slate of new product features and partnerships in the country aimed at extending the benefits of India's growing digital economy to more people. Google growing focus on product innovations that will help new Internet users in India get easier access to information in Indian languages, create more natural ways for local language speakers to interact with the internet, make the Android experience more helpful, and provide support to India's small businesses and youth.

Bridging the talent gap with digital career certifications

Spotlighting the need to expand the base of digitally-trained talent that is ready for job opportunities in high growth areas, Google announced the launch of 100,000 scholarships for Google Career Certificates collaborating with NASSCOM Foundation, Tata STRIVE, and SafeEducate who will help in identifying underserved learners across the country for a free enrolment to a Google Career Certificate of their choice.

Google steps up product focus to drive digital inclusion in India

The certificates are available via Coursera for IT Support, IT Automation, Project Management, Data Analytics and UX Design. Recognizing the importance of connecting job seekers with employers who have an ongoing demand for these skills, Google has also joined hands with an initial set of companies that recognize the certificates. Along with Google India, Accenture in India, Tech Mahindra, Wipro, Genpact, Times Internet, and Better.com will recognize the certificates, and more will be added to the employer pool.

Google Assistant-enabled, end-to-end vaccine booking flow will guide users through the process of booking a vaccination appointment on the COWIN website with voice guidance in English and eight Indian languages at each step. Google has worked closely with COWIN to enable this integration, where even a relatively new internet user will now be able to easily book a vaccine appointment. This feature will be available in Chrome on Android and will begin rolling out in early 2022.

Making digital payments universally relevant and inclusive; helping merchants make forays into creating a digital presence

With a goal to further simplify digital payments, Google Pay today announced an industry first and a first for Google globally, the additional option of selecting Hinglish as a preferred language on Google Pay. With this addition, users will be able to easily navigate the app in the language of their preference, with Hinglish as an option to mirror how a large section of Indians interact naturally.

Bringing further convenience to users, Google Pay also announced the upcoming

Sanjay Gupta, Country Head & Vice President, Google India



Across people, businesses, and institutions, the outbreak of COVID-19 has catapulted India's adoption of digital to unprecedented levels. With the fundamental drivers of digitization now in place, and millions of new users coming online, India's goal of becoming a truly digital economy is within sight. It is now imperative that we step up our efforts in building products that are even more inclusive of India's diverse and unique needs. Last year, we launched the 10 billion dollar Google for India Digitization Fund. Today's announcements aim at bridging more gaps and further broadening the inclusive base of India's digital economy so that the advantages of this crucial transformation are accessible to everyone.

Prabhakar Raghavan, Senior Vice President, Google



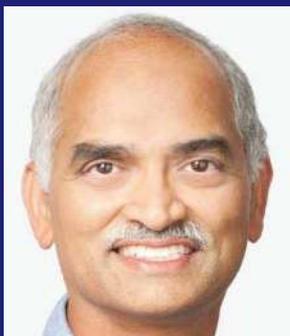
The pandemic showed us that we're only scratching the surface of how we can make information as useful as possible. Over the last few years, we've strived to reduce this complexity and remove barriers to information, especially with innovations in speech recognition and language understanding. India continues to be a global leader in the adoption of these technologies. In fact, the number of Indians using voice queries daily is nearly two times the global average, and one-third of Google Assistant users in India are communicating with it in local languages for needs big and small. I'm happy to share our next milestone in this important work, with a pilot of the first-ever Google Assistant-enabled, end-to-end vaccine booking flow in India.

Ambarish Kenghe, Vice President, Product Management, Google Pay



With over 10 million merchants now on Google Pay for Business, and many more joining the fold of digital payments every day, we are making it easy for merchants and micro-entrepreneurs to create an online presence directly from the Google Pay for business app. With the launch of MyShop - merchants will be able to effortlessly build a storefront where they will be able to add images, descriptions of their products, and prices in an easy and intuitive way, then share the link, through their Business Profile, across Google surfaces and beyond Google on social media. We hope this will further fuel the adoption of digital payments amongst new adopters, and help them create their online presence, and gain from the growing digital economy. The coming months will see MyShop and other features go live on Google Pay.

Pandu Nayak, Vice President, Search and Google Fellow



A new feature in Search that will give users an option to access web pages from other languages and view it in their preferred local language. This stems from a key challenge with local language queries and the lack of adequate local language content available on a topic to deliver high quality results. Now, when searching in a local language, if Google is not able to locate websites that have information in that language, it will find high-quality content on pages that may be in other languages and translate these into the language of the user's query. When a user taps the translated title and snippet in search results, they can access the page with the content already translated into their language of choice, or view it in the original language. This feature aims at bridging the information gap that local language users often encounter when searching for information online.

Also launching in India – a global first – is a feature that will enable people to hear search results out loud, making it easier for users who prefer consuming information by listening. Aiming to expand voice driven experiences in local languages, this feature will be available in Hinglish and five Indian languages including Hindi, Bengali, Marathi, Telugu, and Tamil, and will be extended to other Google Search experiences in the future. We hope these improvements go a long way towards helping local language users access relevant information. We're looking forward to bringing these and many more language-based features to Google products, to help advance the Indian internet ecosystem.

launch of speech to text, which allows users to use voice as an input to add account numbers into the app to initiate a payment and an additional feature to split bills for shared expenses within a group.

Leveraging tech to mitigate the impact of climate change

Climate change is clear and present, and we are seeing the effects of it in increasingly real and personal ways. In states like Tamil Nadu and Kerala, heavy rainfall continues to have a devastating effect on people and infrastructure. Google has been at the forefront of developing technologies and initiatives to help manage and mitigate its detrimental effects. Google's flood forecasting efforts in India have focused on delivering timely information that gives affected people the lead time to prepare and to make decisions on their safety, such as evacuating their location. Since the start of the monsoon season this year, Google has sent 110 million notifications to at least 20 million affected people in affected areas across the country.

Building on this successful collaboration with authorities in India, Google announced its partnerships with the Central Pollution Control Board to bring the latest Air Quality Information, and with the Indian Meteorological Department (IMD) to launch Weather Alerts for extreme climatic conditions, both of which are now accessible on Google Search. Searching for "Air quality near me", or "Air quality in Noida" will show real-time AQI information from the nearest station.

Supporting micro-SMBs with reliable credit to spur growth

Google today also joined hands with the Small Industries Development Bank of India (SIDBI) to launch a USD 15 million (INR 110 crore) financial assistance program, enabling Indian micro-enterprises avail loans of INR 25 Lakh to INR 1 crore at competitive interest rates. The program aims to fulfill the credit needs of Indian micro-enterprises, helping them make investments in their business operations, such as purchasing new machinery

Shri Rajeev Chandrasekhar, Hon'ble Union Minister of State, Ministry of Electronics and Information Technology and Ministry of Skill Development and Entrepreneurship



Collaborations between government and industries will go a long way in reinforcing India's and Prime Minister Modi's Atmanirbhar Bharat mission. To achieve this, we must focus on skilling, talent development, and the capabilities India needs to become a significant digital economy player globally. Google's contributions through investments, technology, and platforms, can accelerate the adoption of digital to well beyond the 800 Mn Indians who are online. I am pleased with Google's focus on driving India-first launches and the progress that Google has made on delivering on their promises.

Sivasubramanian Ramann, Chairman & Managing Director, SIDBI



Today we feel proud that SIDBI's efforts in reviving the sector are backed by a strong collaboration with Google, a public spirited and conscientious partner. This one-of-a-kind program brings a corpus of INR 110 Crores to small businesses and crisis response related to Covid-19 to reinvigorate the MSME sector in India. This also marks SIDBI's launch of a paperless journey to its customers from onboarding to the disbursal stage. With renewed hope in making a full and vital economic recovery, we look to this collaboration to enhance our efforts in expanding the sector's access to credit and are very eager to see the constructive impact that we can achieve together.

and equipment, production infrastructure, and working capital requirements. The program will prioritize women-owned businesses and those engaged in the production of equipment for the country's fight against the pandemic.

Shri Dharmendra Pradhan, Hon'ble Union Minister, Ministry of Skill Development and Entrepreneurship and Ministry of Education



With the digital economy's potential to add millions of jobs, the government is committed to providing Indians every opportunity to upskill. PMKVY's

new phase focuses on digital technology and industry 4.0 skills and has already trained approximately 300,000 learners. It is heartening to see Google Career Certificates provide training in digital skills and launch an employer consortium to facilitate employment. If every Indian citizen has access to digital skills, it will not be long before India becomes a one trillion-dollar digital economy.

Achiever's of the year 2021



Aacharya Sandhya Sexena {The Best Astrologer and Social Worker of the Year}



Astrologer Aditya Shastri {The Best Astrologer in India}



Astrologer Hemant Venus {Venus-The Most Promising Astrologer and Vastu Shastra Consultant of the Year (Kolkata)}



Chalu Chinese Fusion Desi Chinese {The Most Leading Chinese Chain Restaurants of the Year(Maharashtra)}



Design Your Nest {The Fastest Growing Architectural and interior Design Firm of the (Bengaluru)}



Dr. Madhu Sudan {The Most Trusted Sexologist of the Year(India)}



B.K. Arogyam & Research Pvt Ltd {The Best kidney Treatment in Ayurveda (Varanasi)}



Dr Pai's Hair Grow Clinic {The Best Hair Transplant Clinic of the Year(Kerala)}



Divine Skinthetic {The Most Innovative Dermatologist and Cosmologist of the Year (DelhiNCR)}



Dr. SATISH JAIN {The Most Experienced, Brilliant and Versatile Oncosurgeon of the year (Punjab)}



Dr. Zeba Siddiqui {The Most Promising Dentist of the Year (Delhi)}



Elan Vital Food & Beverages {The Excellence in Food Innovation and Quality of the Year}



Kanha Plastics Pvt. Ltd {The Leading Pipes Manufacturer and Suppliers of the Year}

Achiever's of the year 2021



Ende Elevation Interiors Pvt. Ltd {The Best Interior Designer Firm of the Year (Mumbai and Pune)}



Flair Mania Bartending Academy {The Best Bartending Academy in Hyderabad}



Gautam Clinic Pvt. Ltd {The Most Admired Sexologist in Asia}



Gulve Architects {The Best Industrial Architecture Services provider of the Year (Western Zone)}



Honeybee Interior Designers {The Leading Interior Designer Firm of the year (Hyderabad)}



Insa Hospitality {The Most Admired Hospitality Business of the Year}



Jewellery Shop India {The Most Trusted Seller for Natural Gemstones in India
JEWELLERY SHOP INDIA}



JW Rodricks Architects {The Leading Architect of the Year (Maharashtra)}

Achiever's of the year 2021



Klara Skin & Hair Clinic {The Innovative Skin and Hair Care Clinic of the year (Tamil Nadu)}



M78 Beauty Salon {The Most Innovative Skin and Hair Treatment Beauty Salon of the Year (Maharashtra)}



Medy Info Solution OPC Pvt. Ltd {The Most Trusted Healthcare Portal of the Year}



Mits Healthcare Private Limited {The Most admired Pharmaceuticals Company of the Year (Haryana)}



Mits Healthcare Private Limited {The Most admired Pharmaceuticals Company of the Year (Haryana)}



Priyal Cosmetics {The Most Promising Cosmetic and Herbal Products Manufacturer of the Year (Gujarat)}



Redifice Developers (India) {The Best Ultra Luxury Developers in Karnataka}



S R CREATIONS {The Most Trusted Architects & Interior Designers in Bangalore}



S S Systems pvt. Ltd {The Most Innovative Software Development Company of the Year (Bihar)}



Safal Hospitality & Maintenance Services {The Most Innovative Housekeeping and Building Maintenance Service Provider of the Year (Gujarat)}



Sajai Steels And Project Limited {The Leading Electrical Contractors Company of the year}



Sandstone Constructions {The Most Trusted Residential and Commercial Construction Company of the year (Telangana)}



Seo Tech Experts {Top Notch Digital Marketing Agency in India}



Signity Pharmaceuticals PVT. LTD {The Most Trusted Pharmaceuticals Company of the year (Maharashtra)}



Suyen Spa & Wellness {The Most Innovative Wellness Spa Therapy Centre of the Year (Sikkim)}



Swarna Fertilizer and Chemical Pvt Ltd {The Most Promising Fertilizers and Agro Chemicals Manufacturer Company of the year (Madhya Pradesh)}



The Global Institute of Information Technology {The Leading Vocational Training Institute of the Year (India)}



THE MANVIN'S GROUP-HOTELS & HOUSING {The Best Budget Hotel of the Year (Goa)}



Udgam Global Education {The Upcoming Overseas Education Consultancy of the Year (DelhiNCR)}



Udgam Life Enhancing Abilities {The Upcoming Special Kids Education of the Year (DelhiNCR) The Upcoming Special Kids Education of the Year (DelhiNCR)}



Udgam Pre School {The Quality Education Pre School of the Year (DelhiNCR)}



XTRIM Fitness Care {The Best Womens self Defense and Fitness Services Provider of the Year}



Divine Skinthetic {The Most Innovative Dermatologist and Cosmologist of the Year (DelhiNCR)}



Prediction for December 2021 by Poonam Sethi

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



ARIES

You will review the quality of your love life or relationship(s) and will realize that's exactly what you want- quality not quantity- and so far its been the other way around. Someone will displease you, unearth hidden insecurities, or make you feel that your work is inferior or that your job is in jeopardy. You will be

feeling a definite crunch in your pocketbook and will wonder where your next rupee is coming from. But your finances are about to improve. Your teeth will need attention. Wait for time to take its course.

Lucky color: Red
Lucky number: 3



TAURUS

There will be discussions concerning travel, schedules, or marketing; new groups or unions; and philanthropic endeavors. Money will be fair or alternating from good to bad, and will be spent on household items, living expenses, and various sundries. And, if a financial transaction has been bothering you, you'll soon have a pleasant surprise.

Also, money will come in through clients, dividends or legacies. There will be no love life at this time because all of your activities will be geared to daily living, family ties or your home. You, a family member or a pet will need attention, shots, grooming or looking after.

Lucky color: Royal blue
Lucky number: 4



GEMINI

You will be easily irritated, explosive or impatient but will change because a new vision or romantic opportunity will inspire more confidence or optimism. Personally you will be weighted down with responsibilities and feeling that you will have no one to

lighten your load or ease your burdens. Professionally, you will make many important contacts, but will have to wait for things to unfold. Your greatest success will come through new or repeat business contacts, but will want to make more. You may suffer from tension headaches or lower back aches.

Lucky color: Peach
Lucky number: 7



CANCER

You will soon experience better financial conditions and a pleasant surprise. You will be concentrating on making money or bettering your financial condition so you'll busy yourself with activities geared to promoting or advancing endeavor. Your

sense of connectedness with another is going to end, a partnership will look as if its over and a business is about to fold. Beware the demon rum, which will give you the courage to act impulsively; or someone you know may have a drinking problem. This also indicates that one who's been ill or had surgery is on the road to recovery.

Lucky color: Orange
Lucky number: 6

**LEO**

You'll need to rest before commencing any new ventures. Some unexpected or surprising news is going to overthrow existing conditions and bring a new opportunity. Your financial position will improve considerably and success will come through improved business, new opportunities and recognition for your talents. You will be concerned about the lack of business and money and may begin to feel that you've made a mistake, but you will try to take a positive point of view and wait for the final verdict. An unexpected event will destroy your trust in the one you love or your love for that person.

Lucky color: Navy
Lucky number: 6

**VIRGO**

Change will bring a new perspective and a new you, and by putting your pessimism or insecurities behind you, you'll become a much stronger and happier person. You will run into conflicts which will require a great deal of emotional control, but you will master the situation internally rather than moving into an external fray. You will be paid that which is owed or due to you, but will feel shortchanged or cheated. You are going to be disillusioned and disappointed in a relationship you thought would work but didn't. You could have physical premonitions of that which is to come, or be subject to strange sensations, sleeping disorders, or lumps, bumps or cysts.

Lucky color: Pink
Lucky number: 5

**LIBRA**

Withhold judgment for now, and don't make premature evaluations. Your work will start off bright, and then turn dark, and then bright again. Don't worry, after a slight reversal you'll see material gain or a good outcome. Money that was promised or anticipated will be delayed, but should arrive shortly. You will want the same things as before, but with a different partner or in a different way. It can't be the same as it has been... it must be better. You will be an emotional wreck or will have bouts with insomnia or troubled sleep.

Lucky color: Chocolate brown
Lucky number: 9

**SCORPIO**

You will succeed in overcoming difficult situations, and in obtaining the help of a professional. You are going to experience tension related to finances, but difficulties will be overcome and a payment or settlement is in the offing. You'll take a break from your work or current project and do something more pleasurable. Something that moves you from behind the scenes to center stage (maybe a workshop or seminar) or mental work will be very successful and a lot will get accomplished. An amorous and impetuous suitor is going to try and win your heart...he/she just might. You will finally take a much-needed rest, and will be nursing yourself or a loved one back to good health.

Lucky color: Chocolate Brown
Lucky number: 10

**SAGITTARIUS**

You will be successful in all of your negotiations, agreements or financial transactions. Money that is owed will be paid, and/or money for a subsidy or grant will soon be given. You will handle your affairs skillfully and complete all projects or financial matters successfully... but love will be more important than work. You will think about love and what it would be like to live with someone or get married. You will try to accomplish too many things at once and that will affect your health adversely. Also, do not ingest food that you are not certain of. In the end you will triumph, and all matters will conclude successfully or to your satisfaction.

Lucky color: Ink blue
Lucky number: 2

**CAPRICORN**

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'll have repeat clients, and some financial increase or profit, but will be waiting for something to happen or turn up, and will fear the work you're doing has little value or that you won't be able to sustain yourself in the future. Financial problems will arise over someone who will stick you with the bill or try to take more than their share, but you will have enough to get by. 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. You need to get more rest, and to get rid of those who 'zap' your energy or take all and give nothing in return.

Lucky color: Red
Lucky number: 3

**AQUARIUS**

You can expect an increase in your finances, which will allow you to spend money on gifts or luxuries, and if you had a problem collecting money it will be resolved. You will prosper in all financial transactions, complete every task you set out to do, and accomplish much more than you thought you would; and/or you will succeed in launching great plans, building new platforms, and making executive decisions. You'll be thinking about the one you love and will want to be with him/her again, and he/she will be thinking the same about you. You will be worried about a physical condition (yours or that of another) and your teeth may need attention. Also, if you are concerned about a tumor, it will benign.

Lucky color: Jade
Lucky number: 1

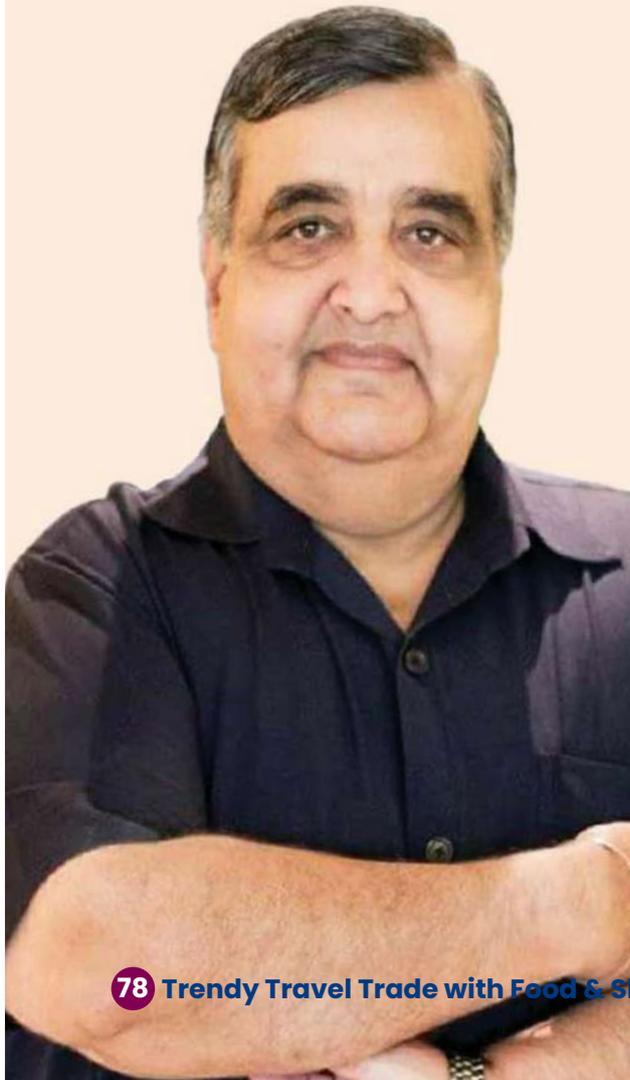
**PISCES**

Expect a new beginning and a fresh start. You will suddenly become more goal-oriented or motivated and will have the wherewithal to attract whatever it is you need in your work environment, and/or you will receive a considerable increase in salary or income. A new partnership could also be in the making. You will do very well financially or in your business transactions. Though you don't think so now, a new romantic beginning or rekindled affair is at hand and a great love affair is imminent. You will experience stress and/or will find it difficult to ascertain the problem or obtain the correct medication.

Lucky color: Green
Lucky number: 2-

“The 36th IATO Convention will have a major impact as we are ready to capitalize on the borders opening up with cautious optimism viewing the Omicron challenge and hence timely networking, adapting to strategic ideas emanating from the sessions and presentations will leave our members to view the road map to rejuvenate their business.” Said Mr. Rajiv Mehra, President, Indian Association of Tour Operator (IATO)

Omicron Wait and Watch Situation



What are the challenges and opportunities for the revival of the MICE tourism market in India?

With the current challenge of Omicron, nothing can be said. It is a wait and watch situation and there is cautious optimism. With the advent of VCs, many conferences of smaller nature are likely to take this route. However, the Wedding Industry has seen growth. The Government and the stakeholders are keen on the revival of MICE and we hope the scheduled flights open up soon.

What are the measures taken up by IATO to boost fast track revival for the tourism market?

Suggesting various policy initiatives to the concerned authorities and constant follow ups over one to one meetings, participation in circuit tours & travel fairs organised by the Ministry of Tourism and private stakeholders, our budget recommendations and above all our Annual Convention where we have a congregation of policymakers from the centre and states besides leading stakeholders from the industry over strategic discussions and the endeavour to chalk out the revival plan.

As Industry is in the phase of revival after the second wave but the third wave with Omicron variant may flow down all the expectations by keeping this in mind, do you have any projects and plans to conquer this wave as an association without depending on the government.

It will all depend on how this variant pans out and affects tourism. Presently it is a wait and watch policy. We all depend on the government for policy formulations. The country comes first. IATO will facilitate tourism ones the policies are conducive to viewing the situation at hand.

Please share about a few untouched destinations of India which must be in the list of the foreign travellers while visiting India.

Let me put it this way, Eco-Tourism destinations, Wellness Resorts and high end hotels will be a priority for foreign travellers when the situation comes under control. Viewing this Gujarat, Kerala, North Eastern States, Himachal, Uttarakhand, Ladakh, Kashmir, Parts of Maharashtra, Tamil Nadu, Odisha and Uttar Pradesh can be a huge draw

What are your expectations for the tourism industry from Union Budget 2022-2023?

1. Tourism industry to be treated as deemed exporter at par with IT Industry under export of services
2. Removal of cascading effect of GST on Tourism Industry
3. Removal of GST on services provided outside India to foreign tourists

4. Withdrawal of tax collection at source (TCS) for the foreign tourists

5. Extension of Service Exports from India Scheme (SEIS) for the tourism industry for the next 5 years in the upcoming Foreign Trade Policy, 2021-25

6. Small correction in the conditions prescribed against 5% GST notified for tour operators services

7. Refund of IGST paid by the tourist leaving India on supply of goods taken out of India-Tax Refund for Tourists (TRT) Scheme to be implemented.

8. Reduction of GST on private ferry tickets at Andaman

Please share some insights about the 36th IATO convention.

India is gearing up, it is ready to welcome tourists with all SOPs in place, the government is supporting the industry with its policies, the states are looking at seamless travel, the stakeholders are keen on networking and discussing issues with the policymakers – the case is thus ripe and a perfect fit for the Theme of the convention. The well-appointed inaugural, quality speakers at the strategic business sessions, meaningful State Presentations, a motivational talk, informal networking at the hosted Luncheon and Dinners are the key highlights that shall address relevant thoughts. Post Tours add the opportunity for onsite marketing of destinations in Gujarat, the IATO Run for the fitness enthusiast, the evening entertainment – all add up to make the entire convention package a memorable one. The 36th IATO Convention will have a major impact as we are ready to capitalize on the borders opening up with cautious optimism viewing the Omicron challenge and hence timely networking, adapting to strategic ideas emanating from the sessions and presentations will leave our members to view the road map to rejuvenate their business.

Slice of Life:

You believe in taking risks or plan beforehand: Plan beforehand

Your high points: Leading IATO with my able Executive Members

Your low points: I never count them
Favorite trade/hospitality/fashion industry leader: No favorites, there are many I look up to

Favorite destination for travel (national and international): Kevadia, never seen a place so clean with an awesome eco-tourism profile

Which type of novels you love? I hardly find time to read a novel

A movie that motivates you: My work motivates me

How you spend your day on day off: Try to declutter my mind as the next hectic day knocks at the door.

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10 N / 11 D**



**THAILAND
4 N / 5 D**



**BALI
5 N / 6 D**



**DUBAI
&
ABU DHABI
6 N / 7 D**

& Many More Destinations

Incredible !ndia

The sand is exactly as white as shown in this picture.
The ocean of white sand stands out stark and pristine in its
colourlessness, interrupted only by passing hoards of camels.
On moonlit nights, the desert reveals another colour.
Something that can hardly be described in words.

Which colour of Kutch will catch your eye?
Maybe one that I couldn't find!



Khushboo Gujarat Ki

Amitabh Bachchan

Amitabh Bachchan



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