

T3F

Trendy Travel Trade with Food & Shop
Volume VIII • Issue I • February 2021 • Pages 88 • Rs.100/-

Experience
Spirituality, Faith
and Culture

#LadyBoss



Kutch:

A Land of White Desert



Royal Journey of India

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Sawai Madhopur - Kota
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Volume VIII • Issue I • February 2021 • Pages 88 • Rs. 100/-

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Published, owned, Printed & Edited by Vedika Sharma
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Contact @ 011-41058470, 9560264449

Printed at: G.S. Basava Graphics Art Press, 35 DSIDC, Okhla Indl. Area, Phase - I, New Delhi - 110020

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PUBLISHER'S NOTE



Dear Reader,

It's our seventh anniversary!

On the one hand, it feels like I've been doing this for a lifetime, and on the other, I'm asking myself, "Where have these years gone?" It's been years of fun, highs and lows, long days of work and sleepless nights but overall it was really a great experience. These are still early days, especially in terms of age. We have, however, shown maturity throughout and have provided you with a wide variety of information-packed content over the years to help you to get updated with the latest new trends in the tourism, hospitality and lifestyle industry.

This past year taught us many lessons due to COVID 19 and one that really stands out is right planning for unprecedented times. But to stay away from the negative phase of that time we come up with the story on Spiritual Tourism cum Architectural wonders of India.

To amaze your eyes and to introduce you to the unknown and interesting facts of ancient temples here we bring you a spiritual tour of India's ancient advanced architectural

wonders.

Architecture and brilliant sculptures of Indian ancient temples leave all its tourists spellbound with their astounding beauty.

With almost all the temples built during historic and medieval times, a trip to these temples will amaze you. While writing this story I am sure a singular certainty that will echo in our heart will be "how blessed we are to be Indians". You can't stop the pride you feel if anyone mentions the word 'India.' We would be the richest nation in the world if culture and heritage were the currency. Come to think about it, we have been! As it was popularly known as 'Sone ki Chidiya' (The Golden Sparrow).

Whereas, in hospitality and lifestyle we focused on women's leadership.

I thank you from the very bottom of my heart for being a dedicated reader. Without you, these seven years would not have been feasible. I am also extremely grateful to the entire team of T3FS, who are working tirelessly to bring this publication to you. I am truly excited about T3FS future, and I believe that the best is yet to come.

Vedika Sharma
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To amaze your eyes and to introduce you with the unknown and interesting facts of ancient temples here we bring you a spiritual tour of India's ancient advanced architectural wonders.

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Experience Spirituality, Faith and Culture

Come have a religious tour in the most venerated places of Uttar Pradesh, where immense peace abides. Feel spiritual bliss by visiting some of the famous temples in Uttar Pradesh, having an utmost religious significance. Uttar Pradesh is a spiritual magnet which attracts millions of pilgrims and devotees seeking blessings of the divine.

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Union Budget 2021-2022

Finance Minister Nirmala Sitharaman presented her first paperless union budget. Ms. Sitharaman has said that the Budget 2021-22 is likely to see a massive public sector investment and expenditure push.

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Woo Your Boo

The nation's capital shines as a romantic destination with the best date ideas, from its award-winning dining scene and outstanding attractions to its scenic monuments and more

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Strong Women Leads

It is rightly said by Margaret Wheatley "Leadership is a series of behaviours rather than a role for heroes." To take into account on International Women's Day we come forward with leaders of the hospitality industry.

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Set Your (Heal)th & Wellness (In)tentions for (2021)

Experiencing a massage after a stressful time, or treating yourself to a facial before a big event, spa treatments are a luxury that many of us love to indulge in. what we really need is a day off for ourselves, dedicated solely to relaxation and rejuvenation simply because of our body needs.

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#LadyBoss

It is believed that when a man prospers, it is his family which prospers but when a girl prospers, it is a global world which prospers. By keeping this in mind we come up with women leaders of today's era.

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Kutch: A Land of White Desert

Gujarat is one of the beautiful jewels of India and the cream on the milk while visiting Gujarat is to explore Kutch. It is one of the largest salt deserts in the world.

• **Vedika Sharma**

Kutch, located in the State of Gujarat, is blessed with one of the most ecologically and culturally abundant landforms. The brimming profusion of nature's beauty, culture and tradition, superfluity of colors and celebration, cornucopia of joy and beauty, all together reflect the magnificence of the kaleidoscopic Kutch. Particularly, the spectacular sight of the boundless white desert under the moonlight presents the stunning creation of nature, unique to this world.

History of Kutch

The area was once a sprawling shallow of the Arabian Sea until a constant geological shift closed off the connection with the sea. Over the years, the region eventually became a seasonal marshy salt desert. During monsoons, the marsh fills up with water and the wetland extends from the Gulf of Kutch on the west through to the Gulf of Cambay on the east. In the summers, the water dries to create a crunchy based bed of white salty land.

Why to visit Kutch?

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 district of the state is a celebratory land of art, crafts, music, dance, people and nature.

What to explore?

Rann of Kutch

Rann of Kutch is a massive expanse of cracked earth, inland from the sea that promises to take your breath away. The nothingness for miles is both nerve-racking and stunning with small oasis of water bodies and shrub forests doubling up as homes for pink flamingoes and wild asses. Tribal hamlets with cylindrical mud bhungas (huts) are the epicenter for Kutchi embroidery, tie and dye, leatherwork, pottery, bell metal craft and the famous Rogan painting by the only surviving expert family. Approximately 200 km east of the Rann, is the Little Rann of Kutch, which houses the 4953-sq-km Wild Ass Sanctuary. It homes the only remaining population of the chestnut-coloured Indian wild ass (khur), as well as blue-bulls, blackbuck and chinkara.

Kalo Dungar (The Black Hill)

North of the village of Khavda, Kalo Dungar (Black Hill) marks Kutch's highest point (462 m), with remarkable views over the Great Rann salt flat (or inland sea if you're visiting during the monsoon). You'll need your own transport to visit. The hill is also famous for a 400-year old temple dedicated to Lord Dattatreya. You walk to the edge of the hill and look over at the sprawling blanched landscape that changes hues as the day progresses and the sun sinks behind the mountains. A 15-min drive from the base of the hill lands you on the India bridge that connects the far north of Kutch to the mainland. The area comes under the jurisdiction of the army and photography is not allowed. The Indo-Pak border lies about 40 km north from here.

Koteshwar Mahadev Temple

After traveling over the expanse of desert in western Kutch, you find the Koteshwar Temple, at a place where the immensity of dry land meets the incomprehensible vastness of the sea. After so much arid ground, the sight of the ocean will awaken your spirits; though the sea is even less hospitable to humans, a sobering thought. The only point that breaks the skyline from the flat brown horizon to the east and the wide blue horizon to the west is the point of the Koteshwar Temple, the last outpost of human construction at the westernmost limit of India. Not overrun by tourists like the



temple at Dwarka, Koteshwar is conducive to contemplating emptiness, pondering the place of humanity on earth (and ultimately, isn't that what spiritual traditions are about?).

Visitors can see the temple, walk along the beach and on a clear night, even see the glow of light from Karachi, Pakistan, on the northwestern horizon.

Narayan Sarovar

A sprawling lake on the western most 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 Trikamraji, Laxminarayan, Govardhannathji, Dwarkanath, Adinarayan, Ranchodraji and Laxmiji. A short drive from here, the Koteshwar Mahadev Temple is a grand sandstone structure that overlooks a marshy sea. Shrines dedicated to Shiva and Ganesha are the highlights here.

Lakhpatt Fort

Only 33 km north of Narayan Sarovar lies the town of Lakhpatt, 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.

Chhari Dhand Wetland Conservation Reserve

The shallow wetlands of Banni Grasslands in the heart of Kutch are a dream for birding enthusiasts. This Chhari Dhand Conservation Reserve is situated near Fulay Village in Nakhtranan Taluka of Kutch. Chhari means 'salty' and Dhand means 'shallow wetlands' in the local language. More than 370 species, including raptors, waders and larks are found in the region and the population goes up during the winters when migratory birds make this a veritable stop. Make Dhordo and Hodka villages of Kutch your base to visit here early morning.

Aaina Mahal

This Bhuj based beautiful palace, built in



1752, lost its top storey in an earthquake, but the lower floor is open for travellers, with a fantastic 15.2m scroll showing a Kutch state procession. The palace is one of the three that lie in the walled complex of the old part of town. The 18th-century elaborately mirrored interior is a demonstration of the fascination with all things European – an inverted mirror of European Orientalism – with blue-and-white Delphi-style tiling, a candelabra with Venetian-glass shades, and the Harding lithograph series *The Rake's Progress*. There are lofty views of Rani Mahal from atop the tower. The palace was built for Maharao Lakhpatji by Ram Singh Malam, a sailor from Dwarka who had learnt European arts and crafts on his travels. In the bedroom is a bed with solid gold legs (the king apparently auctioned his bed annually). In the Fuvara Mahal room, fountains played around the ruler while he sat watching dancers or composing poems.

Hamirsar Lake

An excellent place to cool off on a hot afternoon, Hamirsar Lake is where people go to swim, or sit under a tree and enjoy the water, as well as where many women do their laundry. Walking along the lake's edge is a great way to get from one place to another, with the Aaina Mahal and Praga Mahal, the Kutch Museum, the Ramkund Stepwell and Ram Dhun Temple, the Swaminarayan Temple and the Alfred High School all located very close to the eastern side of the lake; a walk from the Aaina Mahal to the Swaminarayan Temple (passing all the other sites mentioned) takes about half an hour. Further around the other side of the lake is the Sharad Bagh palace, and the road to the royal chhatardis.

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 educated 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.

Sharad Bagh Palace

Sharad Bagh Palace lies as a green oasis

in the middle of sun scorched Bhuj. It lost most of its 3rd floor in the 2001 earthquake, and the remaining lower floors are closed. However, the adjacent former dining hall now houses the palace's eclectic museum collection. Standout exhibits are two huge stuffed tigers that the erstwhile Maharao shot, and his coffin. The gardens, now turned nursery, are an oasis in the middle of the town. These are excellent to walk around on a hot day to cool off between sightseeing.

Royal Chhatardis

About a 20-minute walk southwest of Hamirsar lake, through open areas that no longer seem like you're in the city, are the royal cenotaphs (memorials to those not actually buried there and, in this case, not buried at all but cremated). Many of the monuments are in ruins due to earthquakes, but those of Lakhpatji, Raydhanji II and Desarji are still quite intact. The site is very quiet, out in the middle of a field, not surrounded by buildings, and is very peaceful in morning or evening, though in the middle of the day it can be quite hot under bright sun.

Lyari Riverbed

Kutch is famous for its rugged desert landscape, but there is more to this land. The prehistoric rock formations along the Lyari riverbed are breathtaking in their beauty and grandeur. This awe-inspiring sight dwells approx. 70 km from Bhuj, behind Dhinodhar hills.

Seema Darshan - Nada Bet

Travel to Nada Bet, a small slice of land jutting into a sprawling lake, where the Seema Darshan is held. It is an opportunity for travellers to see the workings of an

army post on the border of India. Some of the activities and sights that will interest the traveller include the retreat ceremony against the backdrop of a glorious orange sunset where the Border Security Force (BSF) jawans put up a gallant show of marching with pride to end another day of guarding the borders. Since only 600 people are allowed in a day, book ahead to secure a visit. A documentary film is showcased at the Nada Bet border for people to get a deeper insight about life on borders. A weapon display and photo gallery at nada bet includes guns, tanks and other sophisticated devices that help in keeping the border and inland places secure. As an ode to the camels and to showcase their expertise and discipline, a camel show is presented for the visitors.

Mandvi Beach

Mandvi Beach lies close to Mandvi Kutch and is a wonderful attraction and tourist location. This golden sandy beach of Kutch 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.

Fair & Festivals

Kutch is the place of life where everyone enjoys life with vibrant Fairs and Festivals. Among them, some are very unique and traditional fairs. Where different tribes of Kutch like, Rabari, Ahir, Marwada, Meghwal, Sodha, Jat, Koli and all other communities come and celebrate with extreme joy. Especially after monsoon is the season of fairs and festivals. Fairs in East Kutch like Ravechi Mela, Wondh Mela, Sangwari Mela, in August or September. And it's worth to visit for all but heaven for Photographers. And fairs in West Kutch are Mota Yaksh Mela, Hajipir Mela, Matiya Dev Mela, Mai Mela. In North Kutch- Dhrang Mela, Dattatreya (kaladungar) Mela, Sadhara Mela, Dhinodhar dada, Fulpir Mela are worth to explore. And in South Kutch Shitla Mata, Rukanpir Mela, are good. And there

are several other fairs too.

Kutch – Gujarat is also famous for vibrant festivals, that's why people say it's the land of Love and Joy where everyone enjoys life and everyone dance during 9 nights long festival Navratri. Every village, street, homes decorated during Diwali and Ied. And no one can save himself from colour during the Holi – festival of Colour. And entire sky looks colourful on the kites day – uttrayan festival. Janmashtami is the festival with sweets and fairs for whole month!

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 Kutch, 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 Kutch, 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. Kutch 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.

Special treat for your taste bud in Kutch

The majority of the population is vegetarian. Jains, Brahmins and some other caste practice strict vegetarianism. Jains also refrain from eating kandmool food grown below the ground such as potatoes, garlic, onion, and yam.

In the villages, staple foods include kadi-khichdi, bajra and milk; bajara na rotla with curd and buttermilk is very common food for all the Gujarati people. Bajra was introduced by a king of this region named Lakho Fulani. During his period of exile, he came to know about this grain in some tribal regions. They also extensively drink buttermilk during lunch. Milk is considered to be sacred food and offering it to somebody is considered a gesture of friendship and welcoming. Settlement of dispute invariably follows offering milk to each other as a concluding remark. In the Kachchhi engagement ceremony, the bride's family offers milk to the groom's relatives as a symbol of accepting their relationship.

Dabeli

Dabeli means "pressed" in Gujarati language.

Dabeli has its origin in Mandvi, a city of the Kutch region and even today dabeli masala made in the city are said to be most authentic. The dabeli is also, therefore, known as Kachchhi dabeli or Kachchhi dabeli taking its cue from the region of its origin. Bhuj and Nakhatrana towns of Kachchh are also known for authentic dabeli apart from Mandvi.

Tea

Tea is the most popular drink in this region and is enjoyed irrespective of sex, caste, religion or social status. Tea stalls where groups of people chat over tea are invariable sights of every village or town entrance from early morning to late evening.





Kachchhi Thali

The usually Kachchhi Cuisine consists of Roti or Rotlas, Curd, Buttermilk, Dal, Curry, Vegetables, Papad, Kachumbar. Dry rotlis or Theplas and Khakras and Sev (of Gram Flour) are made and stored as food during travelling etc.

The people of Kutch believe in simple living and high thinking. The staple food is Rotlas made of Bajri (millet) which the local relish with Buttermilk or 'Chhas', Butter and Jaggery or 'Gud'

Bajra was introduced by a king of this region named Lakho Fulani.

Khichadi Kadhi

'Khichhdi' made of rice and dal (pulses), Kadhi or Curry made with buttermilk and besan flour is liked by everyone.

Odho

Odho is a Kachchhi delicacy. It is similar in preparation to the ever popular 'Baingan Bharta'. A typical Kachchhi meal consists of Bajre ja rotla, Odho, kadhi, garlic chutney & 'goad' aka jaggery. The meal is almost always followed by a chilled glass of 'chhaas', a very thin buttermilk which helps cool down the body during the extremely dry hot seasons.

Pakwan

This is Kachchhi salty namkeen.

Mesukh

This is one of the India's most famous sweets, People in North India calls it Mesuk-Paak, in South India they calls it Mesur-paak. Mesukh is a Mogul item, which is invented before 300-400 years ago when Pakistan & Afghanistan were lands of India. Mesukh is the softest & most fast melting in India. You just put it in your mouth & you don't even have to chew it, it will melt itself in seconds. It is Made from Beshan, loads of Ghee, Pistachio, and Sugar.

Gulab-Pak

Gulab-pak was invented in Kutch. It is a sweet of Pure Rose Petals, Almond, Cashew, Pistachio Milk & Sugar.

Adadiya

Adadiya is a famous sweet of Kutch which is available only in winter. People enjoy this sweet around the world. It has health benefits also. Adadiya cooked in pure ghee.

Famous of Kutch to Buy

The rich and diverse creative traditions of Kachchhi live at the intersection of cultures and communities. Once a destination by land and sea for people from Africa, the Middle East, and the Swat Valley, Kutch has a rich tradition of sea trade from Mandvi and a global connection. A river system was shared between Kutch, Sindh and Rajasthan. As a border state, Kutch is constantly absorbing cultures from the north, west, and east. Kachchhi motifs can be traced to the ancient Harappan civilization, yet craft is developing and growing with the innovative and entrepreneurial drive of spirited artists.

The arid climate has pushed communities here to evolve an ingenious balance of meeting their needs by converting resources into products for daily living. While embroidery has become a craft synonymous with Kutch, other textile crafts and hard materials crafts give this land color and identity. Craft is inextricable from the numerous communities, connected by trade, agriculture and pastoralism in Kutch.

Handicrafts are an important part of Kutchi tradition and include embroidery, leatherwork, pottery, woodwork, weaving, knife work, metal ball works, namda art, Rogan (painting on cloth), silverwork, mud-mirror work, seashell product, white metal and copper bell making.

Kutch is world-renowned for its mirrored embroideries. Most of these were traditionally stitched by village women, for themselves. One can witness various types of embroideries such as Suf, Khareek, Pakko, Rabaris, Jat, Mutavas, Patchwork and Appliqué, Needlework, Ajrakh, Batik prints, Bela Prints and Bandhani.





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Architectural Wonders of India

To amaze your eyes and to introduce you with the unknown and interesting facts of ancient temples here we bring you a spiritual tour of India's ancient advanced architectural wonders.

• **Vedika Sharma**



Architecture and brilliant sculptures of Indian ancient temples leave all its tourists spellbound with their astounding beauty.

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Precision, intricacy and exquisiteness of the craft leave us awe-struck and wondering at the knowledge and skill of the people back in the day.

In terms of history, customs and heritage buildings, India is one of the richest countries in the world. In its ancient temples, historic forts and architecture lies the rich and impressive past of this region. Taking into account this majestic nation's polished and opulent historical temples, we have decided to unravel the marvels of Indian architecture and shortlist some of the most famous architectural wonders of India.



Murudeshwara Temple, Kanduka Hill, Karnataka

Murudeshwara Temple is renowned for being the second tallest statue of Shiva in the world. This temple, built on Kanduka hill, is truly unique for some extraordinary characteristics not seen in any temple in the world. The temple, located between Honnavar and Bhatkal, is surrounded by the waters of the Arabian Sea on three sides, and the scenic scenery that unfolds in front of our eyes is breathtaking from the top of the hill.

It is also famous for a contemporary Rajagopuram or tower. This is the tallest Rajagopuram in the world, standing at 249 feet. (It is tallest than Qutab Minar of Delhi) Inaugurated in May 2008, the new addition to Murudeshwara Temple is this mammoth building. The gopuram consists of 22 floors and is the only gopuram equipped with lifts. Visitors may go to the top floor and have an aerial view of the Arabian Sea and Lord Shiva's statue. Another exclusive feature of this temple is the life-sized statues of two elephants at the base of the gopuram.

Height 249 feet

Height 240 feet

Sri. Veernarayana Temple, Belavadi, Karnataka

This temple was built in the 13th century. Belavadi Sri. Veernarayana Temple is one of the classical example of Hoysala architecture where in unique temple plan is executed. The temple is a trikuta having Sri. Veernarayana in the center facing East, Sri. Venugopala facing North and Sri. Yoganarasimha facing South.

If one lies down at the main entrance of the Garbhagriha and look straight towards the East direction, you will find that the entire length of 270 feet is flawlessly leveled to such accuracy that you will keep wondering. One can also see the horizon about 3 kms away without any disturbance in the level, this kind of expertise in leveling needs to be appreciated. Also on Summer Solstice, one can see the direct Sunlight entering the Garbhagriha without any hindrances.



Amrutesvara Temple, Amruthapura, Karnataka

The temple is built according to Hoysala architecture with a wide-open mantapa (hall). It is a medium-sized Hoysala temple with certain vastu features similar to the Veera Narayana Temple, Belavadi in mantapa structure and size.

The lamp in this temple ignited

in that period is still flaming till today. The temple was founded in 1196 C.E. by Amruteshwara Dandanayaka under Hoysala King Veera Ballala. On the walls of this temple, the Ramayana and Mahabharata are carved. There are palm and coconut farms surrounding the temple. The temple looks elegant and attractive and seems to be a newly built temple.



Chennakeshava Temple, Hassan, Karnataka

The Chennakeshava Temple also referred to as Keshava, Kesava or Vijayanarayana Temple of Belur, is a 12th-century Hindu temple in the Hassan district of Karnataka state, India. The temple was built over three generations and took 103 years to finish. The temple is dedicated to Lord Vishnu. It is reverentially described in medieval

Hindu texts and remains an important pilgrimage site in Vaishnavism.

The temple is remarkable for its architecture, sculptures, reliefs, friezes as well its iconography, inscriptions and history. The temple artwork portrays, through various friezes, scenes of secular life in the 12th century, dancers and musicians, as well as a pictorial narration of Hindu scriptures such as the Ramayana, the Mahabharata and the Puranas.





Uthirakosamangai, Ramanathapuram, Tamil Nadu

Uthirakosamangai, Mangalanatha Swamy temple is a Shaiva temple situated near Ramanathapuram. At the entrance of the main precinct, the temple features exquisite stone carvings of Yali (mythological dragon), depicted with a rolling stone ball inside its mouth and it's free to move you can see it but you cannot pull it out.

To amaze you, after carving the Lion's mouth, ancient sculptors would have worked for countless days, and slowly chiselled this stone ball inside. This temple was entirely built 3000 years ago using advanced technology.



Suchindram Temple, Kanyakumari, Tamil Nadu

Suchindram temple is an important pilgrim centre and the site of the famous Thanumalayan Temple. There is an Anjaneya, (or Hanuman), statue which stands at 22 feet (6.7 m) and is carved of a single granite block. It is one of the tallest statues of its type in India.

The striking aspect of this temple is that it is dedicated to the Trinity of God, Lord Shiva, Lord Vishnu and Lord Brahma. The major attractions of this temple are the four musical pillars with a height of 18 feet. These pillars have been carved out of a single granite stone. Located in the area of Alankara Mandapam, these pillars when struck create various musical notes, presenting exceptional example of architecture.





Ekambareswarar Temple, Kanchipuram, Tamil Nadu

It is one of the five major Shiva temples or PanchaBoothaSthalams (each representing a natural element) representing the element – Earth.

The temple's Raja gopuram (the entrance tower to the temple) reaches a height of 59 meters and is one of the highest in South

India. The Aayiram Kaal Mandapam, or the 'hallway with a thousand pillars' that was designed by the Kings of Vijayanagar, is one notable feature of the temple. The interior walls of the temple are adorned with an array of 1,008 Siva lingams. With 5 prakarams (or courtyards), the campus is 25 acres and has a thousand-pillared hall. Kampai Tirtha, the temple tank is believed to have an underground holy river.

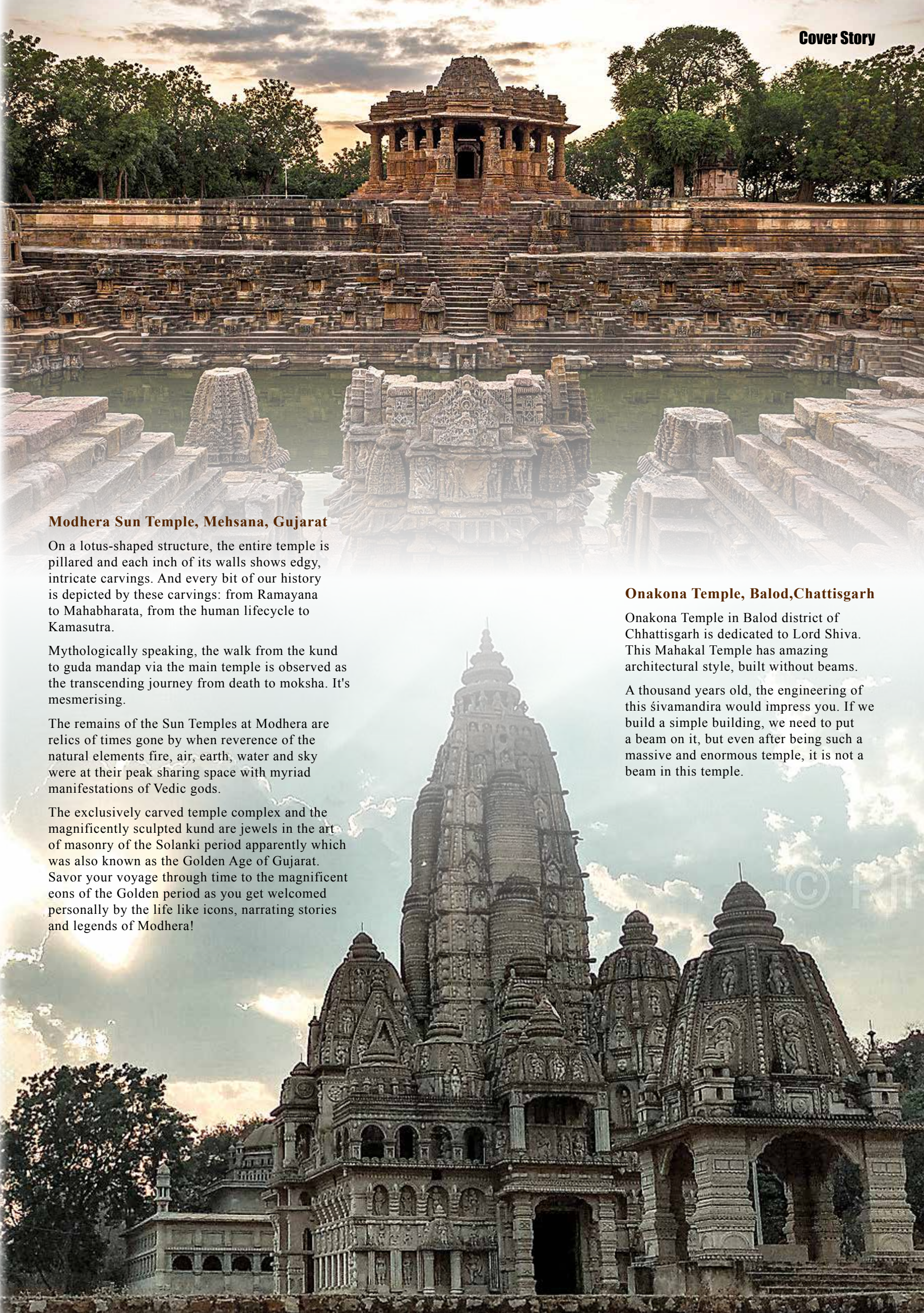


Jambukeswara Temple, Thiruvanaikaval , Tamil Nadu

Thiruvanaikaval(also Thiruvanaikal, Jambukeswaram) is a famous Shiva temple in Tiruchirapalli, Tamil Nadu.It is more than 1800 year old temple.

Thiruvanaikkoil Temple is one of the Panchabhootas (signifying the 5 natural elements) and represents water. Hence this temple is also referred as 'AppuSthalam' and the ShivaLingam here is called as 'Appu Linga' The sanctum of Jambukeswara has an underground water stream. The water underneath the Jala Linga continuously flows and nobody knows from where it comes and flows.





Modhera Sun Temple, Mehsana, Gujarat

On a lotus-shaped structure, the entire temple is pillared and each inch of its walls shows edgy, intricate carvings. And every bit of our history is depicted by these carvings: from Ramayana to Mahabharata, from the human lifecycle to Kamasutra.

Mythologically speaking, the walk from the kund to guda mandap via the main temple is observed as the transcending journey from death to moksha. It's mesmerising.

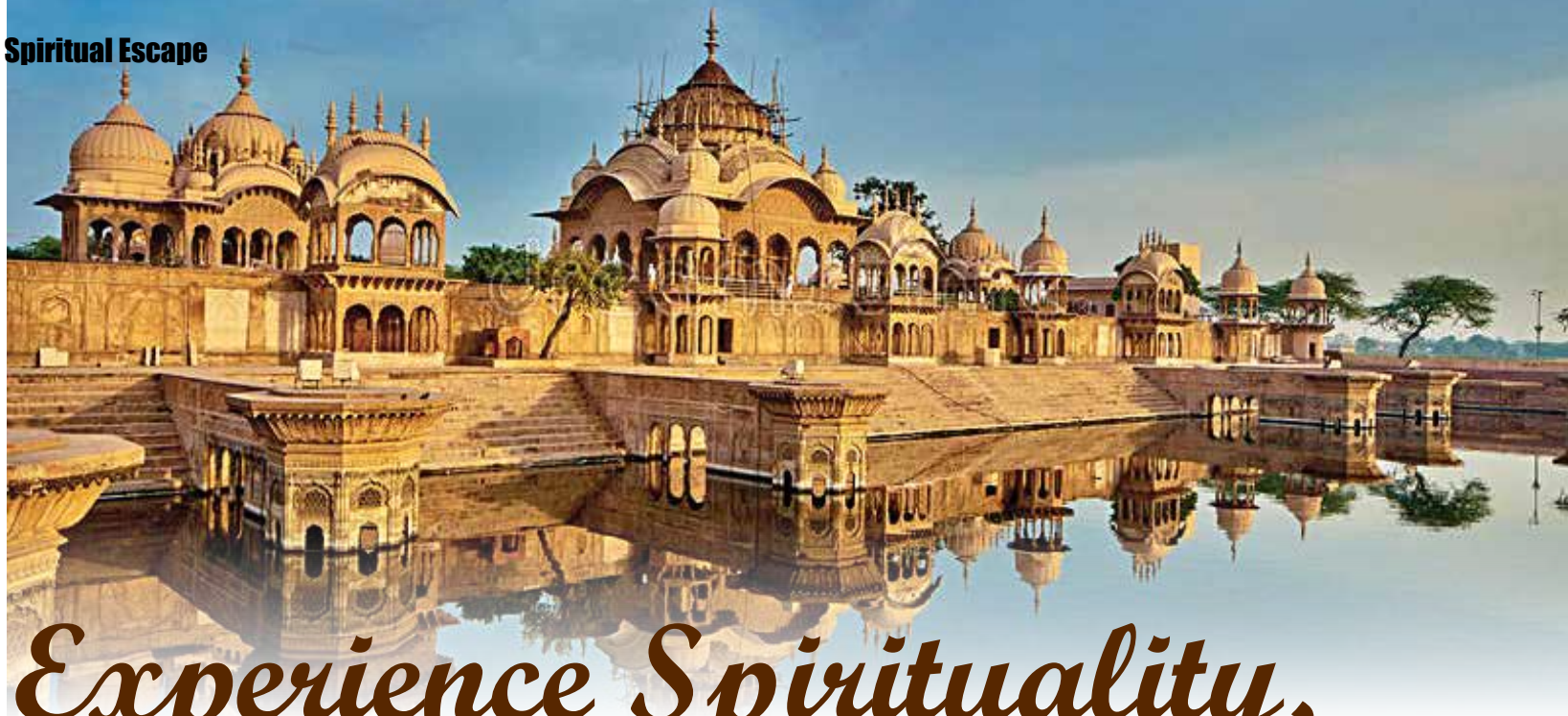
The remains of the Sun Temples at Modhera are relics of times gone by when reverence of the natural elements fire, air, earth, water and sky were at their peak sharing space with myriad manifestations of Vedic gods.

The exclusively carved temple complex and the magnificently sculpted kund are jewels in the art of masonry of the Solanki period apparently which was also known as the Golden Age of Gujarat. Savor your voyage through time to the magnificent eons of the Golden period as you get welcomed personally by the life like icons, narrating stories and legends of Modhera!

Onakona Temple, Balod, Chhattisgarh

Onakona Temple in Balod district of Chhattisgarh is dedicated to Lord Shiva. This Mahakal Temple has amazing architectural style, built without beams.

A thousand years old, the engineering of this śivamandira would impress you. If we build a simple building, we need to put a beam on it, but even after being such a massive and enormous temple, it is not a beam in this temple.



Experience Spirituality, Faith and Culture

Come have a religious tour in the most venerated places of Uttar Pradesh, where immense peace abides. Feel spiritual bliss by visiting some of the famous temples in Uttar Pradesh, having an utmost religious significance. Uttar Pradesh is a spiritual magnet which attracts millions of pilgrims and devotees seeking blessings of the divine.

• **Vedika Sharma**

Embedded in the heart of India is Uttar Pradesh, a land where cultures have evolved and religions emerge. The greatness of Uttar Pradesh lies not only in this confluence but also in the emergence of cultural and religious traditions along some of the greatest rivers in the Indian sub-continent – the Ganga and the Yamuna. Throughout history, great cities have emerged and established along great rivers. Within India, the Ganga and the Yamuna have nurtured a culture because of which religious faith, rituals, culture and

intellectual enlightenment have evolved in places along the two rivers. I visited the destinations by road and found it a safe destination for the women's solo travellers.

Uttar Pradesh is full of religious places with temples that attract pilgrims and religious enthusiasts throughout the year. Every year hundreds of devotees flock to the holy city of Uttar Pradesh seeking inner peace. The tranquil environment and sacred religious sites of this place offer the perfect location for people to discover their spiritual self. It is a haven even for people

who do not believe in any particular religion but spirituality. It goes without saying that for the spiritual seeker, there is no better destination than Uttar Pradesh to help explore the higher planes of belief and faith in the country.

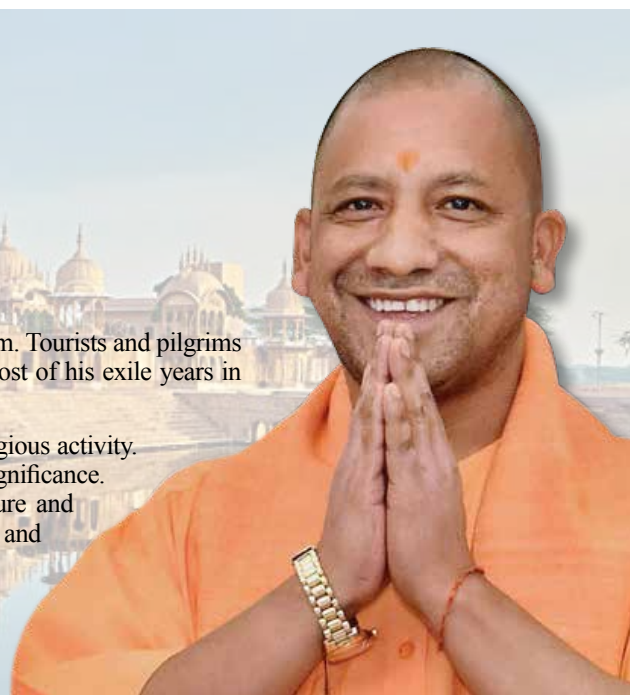
Uttar Pradesh is home to some very important Hindu pilgrim centres of India like Krishna Janmabhoomi (Mathura), Ram Janmabhoomi (Ayodhya), Sangam (Allahabad), Baba Vishwanath (Varanasi), Maa Vindhyavasani (Vindhyachal).

Yogi Adityanath *Chief Minister, Government of Uttar Pradesh*

Uttar Pradesh is a major centre of spiritual tourism and has enough potential for religious tourism. Tourists and pilgrims visit the state in lakhs. We need to tap the resources and promote tourism. Lord Ram spent most of his exile years in Chitrakoot, and government has worked on developing tourism there.

We are working on a plan to develop Ayodhya as a big centre of tourist, economic and religious activity. Ayodhya is known worldwide as the land of Lord Ram and has an immense mythological significance. Therefore, all the development works in the town will be executed keeping its ancient culture and mythological significance intact. All ghats (paved riverbanks) of Ayodhya will be conserved and beautified.

Under the central roadmap to boost domestic tourism, UP has witnessed the development of maximum religious tourism hubs, which prominently comprise Ramayan Circuit, Buddhist Circuit, Krishna Circuit, Sufi Circuit, etc.





Mathura:

Krishna Janmabhoomi

Mathura is the abode of Lord Krishna and it has a great religious sanctity among the Hindus. It also has one of the oldest historical records. Mathura is even mentioned in the epic Ramayana.

According to Hindu scriptures, Mathura is the birthplace of Lord Krishna at the centre of Braj or Brij-Bhoomi, called Shri Krishna Janma-Bhoomi, literally: 'Lord Krishna's birthplace'. The Keshav Dev Temple was built in ancient times on the site of Krishna's legendary birthplace (an underground prison). According to the Mahabharata and Bhagavata Purana epics, Mathura was the capital of the Surasena Kingdom, ruled by Kansa the maternal uncle of Shri Krishna.

Gokul, Barsana and Goverdhan are the other townships associated with the legend of Lord Krishna. Gokul is the hideout where Lord Krishna was secretly brought up- away from the eyes of his maternal uncle Kansa. His consort Radha belonged to Barsana, where the unique Holi festival Latthamar Holi is celebrated with great gusto. At Goverdhan, Krishna raised a mighty mountain on his little finger to protect the locals from the wrath of rain-god Indra.

Shri Krishna Janmabhoomi

The Krishna Janmasthan, Mathura, is important because this is where Lord Shri Krishna manifested Himself in the prison-house of the cruel king Kansa and set free his father Vasudeva and his mother Devaki. His purpose was to destroy evil, protect the virtuous, and establish righteousness on a firm footing. Adjacent to the entrance of the prison cell stands the temple where Ashtabhuj Maa Yogmaya manifested. He gave mankind extraordinary and thought provoking ideas, in the Sacred Scripture, The Bhagavad Gita. The Bhagavad Gita lays the basis of how life should be led in the various walks that govern our lives on this earth, as our soul is immortal!

Raman Reti, Gokul

Raman Reti—whose sacred sands (reti) are redolent with the stories of a bygone era when Lord Krishna frequented to engage in divine plays (raman) with his brother, Balarama and his cowherd friends. This is also the place he chose to meet his love, Radha before embarking on their journey to Vrindavan together.

Radha Raman Temple

Radha Raman means the lover (ramana) of Srimati Radha. Sri Radha Raman Temple is an early modern period Hindu temple in Vrindavan, India dedicated to Lord Krishna as Radha Ramana. It was constructed at the request of Gopala Bhatta Goswami at around 1542 AD. The temple is exquisitely crafted and one of the most revered temples in Vrindavan, especially by the followers of Gaudiya Vaishnavism. It houses the original

shaligram deity of Krishna alongside Radharani.

Shri Dwarkadhish Temple

Sri Dwarkadheesh Mandir is one of the oldest and largest temples of Mathura city in the States of India. It was built for the famous Hindu deity Dwarkadheesh (meaning the God or king of Dwarka, where Lord Krishna has shifted from Mathura and settled till his life on earth). There the main deity is of Lord Dwarkadheesh, a form of Lord Krishna seen in a black Marble idol named Dwarkanath.

ISKCON Temple Vrindavan

Sri Krishna Balaram Temple is acknowledged for being the first temple constructed by the International Society for Krishna Consciousness (ISKCON). In the vein of other temples made by the society, Sri Krishna Balrama Mandir is too called as ISKCON Temple all over. The temple stands on the banks of Yamuna River, where Sri Krishna along with Balrama used to herd their cows. The magnificent structure of the ISKCON Temple comes across the sight, as and when one enters the holy lands of Vrindavan.

Shri Banke Bihari

Shri Banke Bihari Temple is a Hindu temple dedicated to Lord Krishna, in the holy city of Vrindavan of Uttar Pradesh. Banke means "bent in three places" and Bihari means "supreme enjoyer." The image of Lord Krishna stands in the Tribhanga posture. Haridas Swami originally worshipped this devotional image under the name of Kunj-Bihari ("Enjoyer of Lakes").

Prem Mandir

Prem Mandir is a Hindu temple located in Vrindavan, Mathura, India. This Temple is dedicated to Lord Radha Krishna and Sita Ram. Figures of Shri Krishna and his followers depicting important events surrounding the Lord's existence cover the main temple.

Radha Rani Temple

Radha Rani Temple is completely dedicated to Goddess Radha. Radha Rani Temple is situated on a hill, which is about 250 meters in height. This temple is about 400 years old. In the Radha Rani temple, Shri Krishna Janmashtami and Radha Rani Janmashtami are especially celebrated with great pomp. Holi festival is special in Barsana because Barsana Holi is famous all over the world. Lattmar Holi is played in Barsana, which started in the 16th century. During the festival days, the Barsana environment is very happy.

How to Reach?



By Flight: Nearest Airport is Kheria Airport (AGR), Agra, Uttar Pradesh which is 46km from Mathura. Mathura is 136 km away from Indira Gandhi International Airport (DEL), New Delhi, Delhi



By Train: There are regular trains from other major cities of the country to Mathura. Mathura Junction (MTJ), Mathura Cantt. (MRT) are the nearest railway stations.



By Road: : Mathura is well connected to other major cities of the country via regular buses.

Ayodhya: *Ram Janmabhoomi*

Ayodhya is a city situated on the banks of holy river Saryu and is brimming with the remnants of a bygone era. Ayodhya is the birthplace of Lord Shri Ram and the setting of the great epic Ramayana. The famous epics, Ramayan and ShriRamcharitmanas exhibit the splendour of Ayodhya. An episode of Ramayan, a page of ancient history and a cluster of tourist attractions, this town has been a major centre for pilgrims, historians, archaeologists and students alike.

Owing to the belief as the birthplace of Bhagwan Shri Ram, Ayodhya (Awadhपुरी) has been regarded as the first one of the seven most important pilgrimage sites (Mokshdayini Sapt Puris) for Hindus.

Nageshwarnath Temple

The temple of Nageshwarnath is said to have been established by Kush, the son of Rama. Legend is that Kush lost his armlet while bathing in the Saryu, which was picked up by a Nag-Kanya, who fell in love with him. As she was a devotee of Shiva, Kush built this temple for her. The festival of Shivratri is celebrated here in a big way, and Shiv Barat procession is taken out during these celebrations which are remarkable. During the festival time of Mahashivratri, the temple receives thousands of devotees.

Deokali

This temple is associated with several tales from the Ramayana and is situated near Naya Ghat. As per mythology, Mother Sita after her wedding with Lord Rama arrived in Ayodhya with an idol of goddess Girija Devi. King Dashrath got a beautiful temple constructed for the idol and Mother Sita used to worship the Devi in the Temple. An impressive statue of Goddess Devkali, the local deity, is present here now.

Ram Ki Paidi

Ram ki Paidi is a

series of ghats on the bank of River Saryu. It also has lush green gardens surrounded by temples. The riverfront brings forth an outstanding panorama, especially in a floodlit night. These serve as platforms to the devotees who, it is believed, come to wash away their sins by taking a dip in the holy river.

Hanuman Garhi

Constructed in the shape of a fort and accessed by a flight of seventy - six steps, the 10th century ancient temple nestles in the centre of the pilgrim town. It has circular fortifications in each corner and is believed to be the spot where Lord Hanuman resided in a cave and protected the town.

The temple has a golden idol of Lord Hanuman and is counted amongst the most revered sites in Ayodhya.

Every day thousands of devotees visit Hanuman Garhi to offer prayers and seek Lord Hanuman's protection from evils and blessing for happiness and prosperity.

You will find here a beautiful idol of Bal (young) Hanuman sitting on the lap of Maa Anjani at the main temple.

Kanak Bhawan

Kanak Bhawan is one of the finest and most famous temples in Ayodhya and is also a must visit. It is believed that this Bhawan was gifted to Devi Sita by

Kaikei immediately after her marriage to Lord Ram. This is a private palace of Devi Sita and Lord Rama. The main idols installed in the garbhagriha (sanctum), are of Lord Ram and Devi Sita.

Jain Shwetamber Temple

Ayodhya is the place where 18 'Kalyanak' of different 'tirthankars' have taken place. Five Thirthankara were born and have preached their religious values here, which include Adinath, Ajitnath, Abhinandannath, Sumatinath and Ananthnath. Kesari Singh, the treasurer of Nawab of Faizabad, got the five Jain shrines constructed to mark the birthplace of these Thirthankars. This temple of Digamber Jain sect is dedicated to first Thirthankara Rishabhdev, who is also known as Adinath, Purdev, Vrishabhdev and Adi Brahma. This magnificent, majestic new temple popularly known as Badi Murti is situated in the Raiganj locality of Ayodhya.

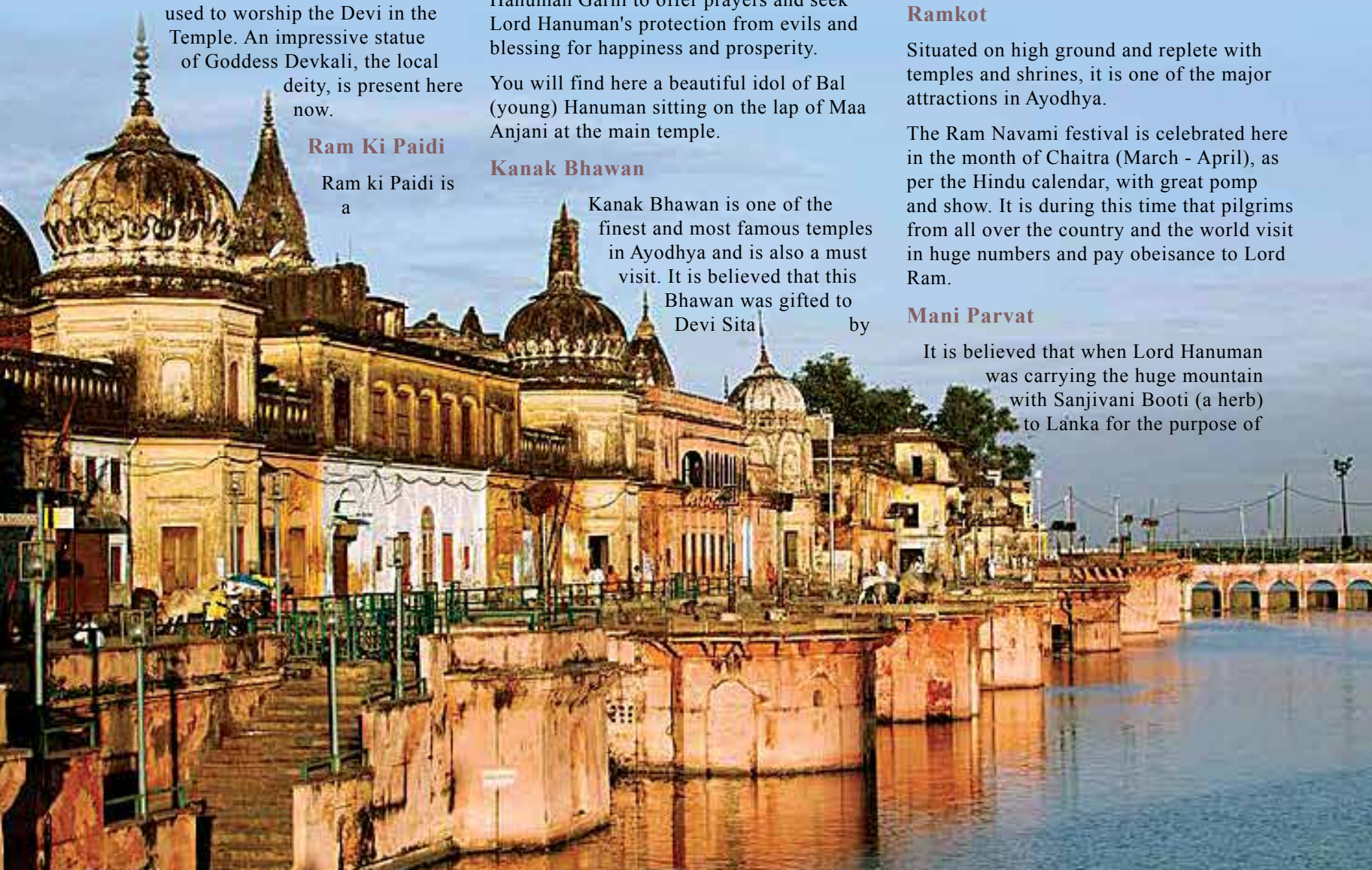
Ramkot

Situated on high ground and replete with temples and shrines, it is one of the major attractions in Ayodhya.

The Ram Navami festival is celebrated here in the month of Chaitra (March - April), as per the Hindu calendar, with great pomp and show. It is during this time that pilgrims from all over the country and the world visit in huge numbers and pay obeisance to Lord Ram.

Mani Parvat

It is believed that when Lord Hanuman was carrying the huge mountain with Sanjivani Booti (a herb) to Lanka for the purpose of





saving injured Lakshman, brother of Lord Ram, some part of it fell in Ayodhya. The hillock, about 65 feet high, was later named Mani Parvat.

Queen- Huh Memorial Park

The holy city of Ayodhya, in Uttar Pradesh, plays host to hundreds of South Koreans every year that come to pay their tributes to the legendary Queen Huh Hwang-ok. According to legend, Queen Huh Hwang-ok, also known as Princess Suriratna, was the princess of Ayodhya before she went to South Korea and married King Kim Suro of Karak Clan in 48 AD. It is believed that she reached Korea on a boat, and was the first queen of King Suro of Geumgwan Gaya of Gaya Kingdom. She was 16 when she got married.

It is because of the presence of her monument in Ayodhya that around

60 lakh people of the Karak clan consider the city as their maternal home. The memorial was first inaugurated in 2001 at Ayodhya.

Devipatan Temple

According to the Hindu legend, when Lord Shiva was carrying the corpse of his wife Sati, her right shoulder (Pat) fell on this land. Another story says that the right thigh had fallen from the corpse of Goddess Sati. The Sudarshan Chakra of Lord Vishnu chopped off goddess Sati to death. Since then the temple is believed to have the sacred part of the Goddess. The temple is on the glistening snowy mountains of the great Himalayas which believed to be the home of Lord Shiva and Goddess Parvati. It is around 70kms away from Gonda and 2kms away from the Tulsipur town in the Balrampur district.

How to Reach?



By Air: Lucknow International Airport is the nearest Airport from Ayodhya. People can also reach from Gorakhpur, Prayagraj and Varanasi Airports.



By Train: Faizabad and Ayodhya are major railway stations of the district and are well connected to almost all major cities and towns. By Rail route Ayodhya is 128 kms. from Lucknow, 171 kms. from Gorakhpur, 157 kms. from Allahabad and 196 kms from Varanasi. By Rail route Ayodhya is 135 kms. from Lucknow, 164 kms. from Gorakhpur, 164 kms. from Prayagraj and 189 kms from Varanasi.



By Road: Services of Uttar Pradesh Transport Corporation buses are available 24 hours a day, and it is very easy to reach here from all places. The city is about 130kms from Lucknow, 200kms from Varanasi, 160kms from Prayagraj, 140kms from Gorakhpur and about 636kms from Delhi. Buses are frequently available from Lucknow, Delhi and Gorakhpur. Buses are also available from Varanasi, Prayagraj and other places as per their schedule.



Varanasi: *Oldest Living City in the World*



Varanasi, or Benaras, (also known as Kashi) is one of the oldest living cities in the world. Varanasi's Prominence in Hindu mythology is virtually unrevealed.

Dubbed as the City of Lights or Kashi, Varanasi is a holy town situated on the west bank of the River Ganga. Call it the land of Shiva or simply a historic city that has several mysteries concealed deep within; this holy city has a spiritual legacy that dates back to more than 3000 years. Varanasi has stayed an important pilgrimage centre in India and for those visiting from outside the country, it reflects the authentic India. Today, Varanasi is a busy hub, where all winding roads look similar, ghats are always crowded and the fragrance of incense and the smell of burnt firewood dissolve in the air. The aartis and the floating of earthen lamps over the water of the river Ganga in the evening is also an important element of the identity of Varanasi. Apart from this, the sacred city is also the reflection of different architecture, from the Kings of Bengal to the Maharajas of Rajasthan; all have contributed in making Varanasi an epitome of rich Indian culture and faith.



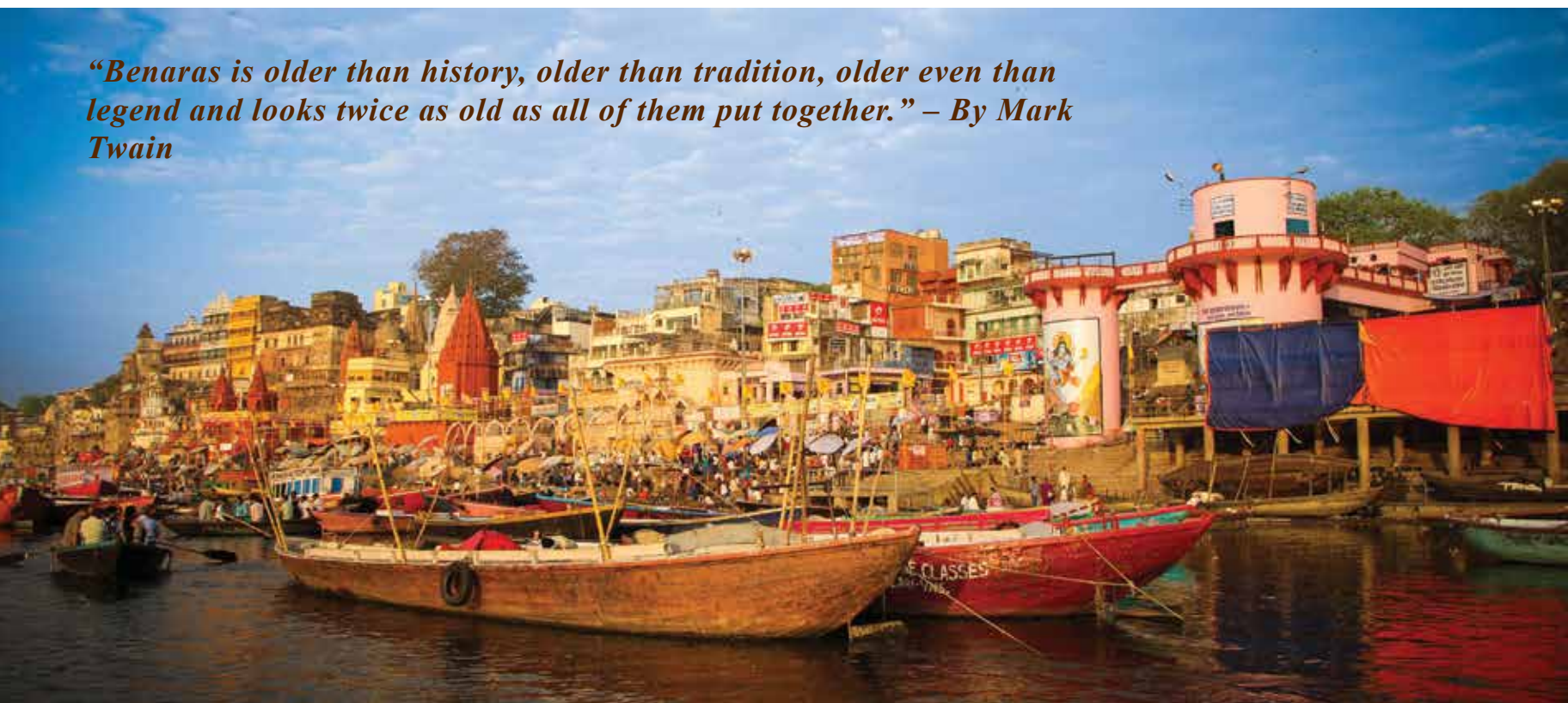
The land of Varanasi (Kashi) has been the ultimate pilgrimage spot for Hindus for ages. Hindus believe that one who is graced to die on the land of Varanasi would attain salvation and freedom from the cycle of birth and re-birth. Abode of Lord Shiva and Parvati, the origins of Varanasi are yet unknown. Ganges in Varanasi is believed to have the power to wash away the sins of mortals.

Ganges is said to have its origins in the tresses of Lord Shiva and in Varanasi, it expands to the mighty river that we know of. The city is a center of learning and civilization for over 3000 years. With Sarnath, the place where Buddha preached his first sermon after enlightenment, just 10 km away, Varanasi has been a symbol of Hindu renaissance. Knowledge, philosophy, culture, devotion to Gods, Indian arts and crafts have all flourished here for centuries. Also a pilgrimage place for Jains, Varanasi is believed to be the birthplace of Parsvanath, the twenty-third Tirthankar.



Varanasi is associated with the promotion of Spiritualism, Mysticism, Sanskrit, Yoga and Hindi language and honored authors such as the ever-famous novelist Prem Chand and Tulsidas, the famous saint-poet who wrote Ramcharitmanas known as the cultural capital of India, Varanasi has provided the right platform for all cultural activities to flourish. Many exponents of dance and music have come from Varanasi. Ravi Shankar, the internationally renowned Sitar maestro and Ustad Bismillah Khan, (the famous Shehnai player) are all sons of the blessed city or have lived here for major part of their lives.

“Benaras is older than history, older than tradition, older even than legend and looks twice as old as all of them put together.” – By Mark Twain





Varanasi Heritage Walk

The Heritage walk in Varanasi is a morning affair, also known as Subah-e-Banaras.

It takes the visitor to the ghats of the Ganga where light music in Morning Ragas, Yoga and typical Banarasi breakfast is organised.

The walk then moves to the famed lanes of Varanasi seeing glimpses of major temples.

Sarnath

Sarnath is a place located 10 kilometers north-east of Varanasi near the confluence of the Ganges and the Varuna rivers in Uttar Pradesh, India. The deer park in Sarnath is where Gautama Buddha first taught the Dhamma, and where the Buddhist Sangha came into existence through the enlightenment of Kondanna.

Ganga Ghat

Ghats in Varanasi are riverfront steps leading to the banks of the River Ganges. The city has 88 ghats. Most of the ghats are bathing and puja ceremony ghats, while two ghats are used exclusively as cremation sites

Most Varanasi ghats were rebuilt after 1700 AD when the city was a part of the Maratha Empire. The patrons of current ghats are Marathas, Shindes (Scindias), Holkars, Bhonsles, and Peshwes (Peshwas). Many ghats are associated with legends or mythologies while the other ghats are privately owned. Morning boat ride on the Ganges across the ghats is a popular visitors attraction.

Shri Kashi Vishwanath Temple

Kashi Vishwanath Temple is one of the most famous Hindu temples dedicated to Lord Shiva located in Varanasi, Uttar Pradesh, India. The temple stands on the western bank of the holy river Ganga and is one of the twelve Jyotirlingas, the holiest of Shiva temples. The main deity is known by the name Vishwanatha or Vishveshvara (Ruler

of The Universe). Varanasi city is also called Kashi, and hence, the temple is popularly called Kashi Vishwanath Temple.

Maa Annapurna Temple

Near the Kashi Vishwanath temple, there is a nice temple of Devi Annapurna, believed as the “Goddess of Food”.

Sankata Temple

Near the Sindhia Ghat, there is an important temple of “Goddess of Remedy” Devi Sankata. Inside its premises, there is a huge statue of a Lion. Also, there are nine temples of nine planets nearby.

Kaal Bhairav Temple

It is the ancient temple of Varanasi near the Head Post Office, Vishesharganj. God Kaal Bhairav is believed as “Kotwal Of Varanasi” without his permission no one can stay in Kashi.

Mrityunjay Mahadev Temple

On the route of Daranagar to Kaal Bhairav temple, this temple of Lord Shiva is situated. Just beside this temple, there is of much religious importance, whose water is said to be a mixture of several underground streams and good for eliminating several diseases.

New Vishwanath Temple

Situated in the premises of Banaras Hindu University, a modern place of worship planned by Pandit Malviya and built by the Birlas. Open to all, irrespective of caste or creed.

Tulsi Manas Temple

Constructed by the family of Varanasi, this modern temple is dedicated to Lord Rama. It is situated at the place Where Tulsidas, the great medieval seer, lived and wrote the epic Shri Ramcharitmanas, which narrates the life of Lord Rama, the hero of Ramayana. Verses from Tulidas’s epic are inscribed on the walls. It is just near Durga Temple.

Sankatmochan Temple

Besides the Assi river stream, on the way from Durga Temple to Banaras Hindu Temple this well known temple of Lord Hanuman is situated. Lord Hanuman is also known as “Sankatmochan”, the god who protects from troubles. This temple was founded by Goswami Tulsidas. This temple is also known as “Monkey” temple, as a lot of monkeys are there inside the premises.

Shri Durga Temple

Commonly called the ‘Durga Kund Temple’, it was built in the 18th century. Although it is one of the best-known temples. The stonework done on the temple is an ideal example of NAGRA Shilp. Goddess DURGA is believed as the symbol of Strength and Power which govern the entire world. There is a pond adjacent to the temple called Durgakund.

Bharat Mata Temple

This Temple was inaugurated by Mahatma Gandhi in 1936 and houses a perfect relief map of India carved out of marble. The Temple was gifted by the nationalists Babu Shiv Prasad Gupta (Rashtraratana) and Shri Durga Prasad Khatri, leading numismatists and antiquarians.

How to Reach?



By Air: Several airlines operate flights from LBS airport Babatpur which is 22 km. from Varanasi and 30 km. from Sarnath. There are both Domestic and International flights available from Babatpur Airport Varanasi.



By Train: Varanasi is an important and major rail junction. The city is served by trains from all metros and major cities across the country.



By Road: Well connected by road.

Prayagraj: *Triveni Sangam*

Prayagraj is one of the oldest cities in India. It is crowned in ancient scriptures as 'Prayag' or 'Teertharaj' and is considered the holiest of pilgrimage centres of India. It is situated at the confluence of three holy rivers- Ganga, Yamuna and the invisible Sarasvati. The meeting point is known as Triveni and is a very sacred destination for Hindus. The Kumbh held every six years and Mahakumbh in every 12 years at Prayagraj (Triveni Sangam) are the largest gatherings of pilgrims on this earth.

Historically, the city has been witness to many important events in India's freedom struggle such as emergence of the first Indian National Congress in 1885, the beginning of Mahatma Gandhi's Non-Violence Movement in 1920.

Prayag has been known as the greatest pilgrimage since the Rigveda era. The basic reason is the confluence of three holiest rivers in India – the Ganga, Yamuna and the Sarasvati. It is said one who dies at the Sangam is freed from the cycle of re-birth and attains salvation. The Mahabharat, Agni Purana, Padma Purana and Saura Purana also mention Prayag as the holiest of all pilgrimages. Vinaya Patrika mentions that Gautam Buddha too had traversed through Prayag in 450 B.C.

Sangam

This is the point where the brown water of the Ganga meets the green water of the Yamuna, along with the mythical Sarasvati, which remains unseen but believed to run underground.

Wide floodplains and muddy banks protrude towards the sacred Sangam. At the mid-river point, priests perch on small platforms to perform puja and assist the devout in their ritual ablutions in the shallow waters. A dip in the Sangam water is supposed to be the holiest of the holy pilgrimages for the devout Hindu. Boats to the Sangam can be rented by pilgrims and tourists alike at the ghat near the fort. It is during the Maha Kumbh/Kumbh that the Sangam truly comes alive, attracting the devout from all across the country.

Shringverpur

Shringverpur is a must-visit excursion destination around Prayagraj. It is a place 45 km from Prayagraj on Lucknow road. According to local folklore, it was at this place that Rama crossed the river Ganges on his way to exile along with Sita and Lakshmana. Shringverpur is gaining prominence slowly and steadily. Though, the place has been mentioned at length in the epic Ramayana.

Shringverpur is mentioned as the capital of the famous kingdom of Nishadraj or the

'King of Fishermen'. In Ramayana it was mentioned that Lord Rama, his brother Lakshman and consort Sita stayed for a night in the village before going to forest on exile. It is said boatmen refused to let them cross the river. Nishadraj himself visited the site where Lord Rama was putting in to resolve the issue. He offered to give them the way if Lord Rama let him wash his feet. The permission was granted and it was mentioned that Nishadraj washed the feet of Rama with the water of Ganges and drank it to show his reverence towards him. The place where Nishadraj washed Ram's feet has been named 'Ramchura' in order to suffice the incident. There is a small temple too that is built on the site. Though the temple doesn't have any historical or cultural value attached to it, the place itself is very serene.

Akshaya Vat

It is located inside the Quila on the bank of the Yamuna. Legend has it that it is an eternal truth that would not get destroyed ever. It is said that anyone who prays at this tree or dies under it attains salvation. The boundary of the fort is 15 feet away from the tree, and its branches hang out into the Yamuna River. In 1992, marble was laid around the tree, and in 1999 a small temple was made near it with the statues of lord Ram, Lakshman and Sita. About 22 meters of cloth is used in wrapping around the tree near its roots. The Akshaya Vat, or the

eternal tree that is indestructible. Moreover, it has been claimed that Lord Ram had spent a night near this tree while on his way to the wilds. It is also a holy site for the Jains. Permission has to be sought from Army officials to visit this tree.

Shri Nag Vasuki Temple

This temple is located on the north of Sangam in the northern corner of Daraganj on the Ganga bank. It has statues of lord Nagraj, Ganesh, Parvati and a reclining statue of Bhishma Pitamaha. There is a Shiv temple in the premises. A big fair is held on Nag Panchami day.

Shri Pandeshvar Mahadev Temple

It is located 3 km north-east of Phaphamau in Soraon Tehsil. It is made up of stone and has several statues. A big fair is held here on Shivratri and in the month of Phalguna.

Lalita Devi Temple

It is located in Mirapur locality and is about 108 feet high. There are several statues inside the temple and an ancient pipal tree in its compound. It is counted among the 51 Sidh Shakti Peetha in the country.

Lakshagriha

It is said that the Kaurav king Duryodhana had made it to trap the Pandavas and eliminate them. However, Vidura alerted the Pandavas who escaped from a secret door while it was set on fire. It is located 6 km



south of Handia on the bank of the Ganga.

Goddess Alop Devi Shakti Peeth Temple

This ancient temple is located in Alopibagh locality west of Daraganj. In the sanctum sanctorum of the temple there is a round platform and a coloured cloth below which is a small cot. Devotees pay obeisance here. It is said to be one of the Shaktipeeth and a big fair is held during the Navratri. There is an idol of Lord Shiv and Shivling.

Takshakeshwar Nath

This is a temple of Takshakeshwar Lord Shankar located in south of Prayagraj city in Dariyabad locality on the bank of the Yamuna. A little away is the Takshak kund in the Yamuna. Legend has it that Takshak the serpent had taken shelter here after being hounded out of Mathura by Lord Krishna. There are many lingas and idols in here as well as an idol of Hanuman.

Samudra Koop

It is situated on a big, high mound on the bank of the Ganga. It is about 15 feet in

diameter and is built of big stones. The entire premises are surrounded by a stone wall. It is said that it was built by king Samudragupta. It is also said that the water level below the well is equal to the sea level, hence the name.

Someshwar Temple

It is built below ground level inside the fort on the bank of the Yamuna. There is a long corridor and there are 44 idols in here with a Shivling in the center. It was renovated by Bajirao Peshwa in 1735, and some idols date back to the 17th or 18th century. Legend has it that Lord Rama had come during his exile.

Prabhas Giri

It is located about 50 km north of Prayagraj city in Manjhanpur tehsil of present day Kaushambi district. This region, 10 km from Kaushambi, was once the capital of the Vatsa Empire. Legend has it that Lord Krishna left this earthly world here after being shot by an arrow. There was a big Jain temple here and the place is a pilgrimage for the Jain community. The Archaeological Survey of India has declared the entire region as protected.

Shivkuti

On the northern end of Prayagraj city on the bank of the Ganga is the Shivkuti Temple and ashram. There is the ashram of Shri 1008 Shri Narayan Prabhu established by him in 1948. The grand Lakshmi Narayan Temple with marble idols and a Durga Temple attract a big fair in the month of Shravan.

Shri Krishna Pranami Temple

King Chhatrasal of Bundelkhand had initiated the Pranami sect. This temple is said to have been built in 1700 and a huge fair is held here on Janmashtami.

Shankar Temple Bolan

This temple is situated near the Vindhya Mountains in the Meja tehsil. The water in the pond comes from the mountains and it is full of lotus flowers. The well near the pond is known as Banganga. Legend has it that Arjun had torn apart the mountains to get water for the purification of demon queen Hidimba. A lot of poisonous snakes are found here.



How to Reach?



By Air: As Prayagraj is located in the heartland of the great Indian plains, the road density is quite high in these parts and is well connected to the rest of the country via National and State Highways.



By Train: Being the headquarters of the North Central Railway Zone in India, Prayagraj has eight railway stations within its city limits, all of which are well connected to many of the major cities of India.



By Road: The Allahabad Domestic Airport, also known as Bamrauli Air Force Base, is 12 Km from Prayagraj and though it is operational for domestic flights, it serves only a limited number of cities in India.

Madhya Pradesh Tourism: First Virtual Road Show

Madhya Pradesh Tourism recently organized a Virtual Road Show for Travel Agents and Tour Operators of Pune.

“Madhya Pradesh the Heart of Incredible India” is truly honoured and privileged for hosting this virtual Road Show and e-meeting you all. Madhya Pradesh has always offered an assortment of attractions to everyone who loves to travel. It has wildlife hotspots with 11 National parks & 24 Wildlife sanctuaries with rich Flora and Fauna. “The Tiger State of India” also recently crowned as “Leopard State” for having the highest number of Leopard count in the State.

MPTB is working strategically towards getting more domestic tourists, promoting new travel circuits in different segments to the tourist

exploring heritage, culture, adventure, wildlife, spiritual, rural & wellness destinations.

The pandemic has changed the travel preferences of the tourist. Hence the "Aas Paas Tourism" campaign was launched to cater to the changing tourist needs of short-haul visits connecting Madhya Pradesh tourist destinations with neighbouring states like Maharashtra, Gujarat, Uttar Pradesh, Chhattisgarh, and Rajasthan, with a renewed emphasis on health safety of the visitors.

Madhya Pradesh is a versatile State having variety of tourism products. Madhya Pradesh have activity

filled tourist destinations, wildlife safaris, natural scenic beauty, adventure activities, camping, water sports, Cuisines, Heritage, Tribal culture, Handicrafts, Wellness and Mindful Tourism and many more things to explore and experience. The State has also developed Home Stay, Gram Stay and Farm Stay schemes so that tourists can stay and experience rural culture and traditions of the State.

Strict adherence to COVID-19 protocols and proactive compliance of safety measures have been the bedrock of Tourism campaign of the State.



Mr. Sheo Shekhar Shukla, IAS, Principal Secretary, Tourism, Govt. of MP & Managing Director, Madhya Pradesh Tourism Board

This event helps us to achieve our goals in promoting our tourism products. We are hoping that this road show will stimulate the curiosity in the Travel Agents & Tour Operators and they in turn will lead their guests to explore & experience Madhya Pradesh.

Ms. Sonia Meena, IAS, Addl. Managing Director, Madhya Pradesh Tourism Board

We are in the process to build the confidence and trust amongst the travellers we have launched various campaigns during lockdown with the intention of keeping in touch with travellers & our partners to ensure them that all the norms for safety against COVID-19 are being followed.



#GettingTourismReady

Uttar Pradesh & Bihar chapters of Indian Association of Tour Operators (IATO) organized a ‘Getting Tourism Ready’ event in Varanasi on 21 January at Hotel Taj Ganges.

The programme was aimed to bring all stake holders together on one common platform and iron out all wrinkles now, as tourism is expected to pick up soon.

The meeting was attended by 35 tour companies apart from IATO members and was chaired by

Mr. Prateek Hira of Tornos and Mr. Susheel Kumar Singh of Jatak Travels, who are Chapter Chairmen of IATO. This event was supported by Ministry of Tourism and Mr. Amit Gupta, Assistant Director India Tourism informed the industry about the new marketing initiatives and

support schemes that are now being extended for the domestic road shows. Mr. Gupta informed that India Tourism Varanasi will be organizing two road shows in Bangalore and Hyderabad to start with in February along with IATO and will then extend to other cities in India.



Mr. Prateek Hira, Chapter Chairman, IATO's Uttar Pradesh and Uttarakhand

It is time that all travel trade associations bring their members together and gear up for tourism which will start soon and be ‘Tourism Ready’ so that when tourists start coming in, we are not caught unaware and are prepared to welcome them and show them a better India. Ministry of Tourism, Government of India is leaving no stone unturned and has been really active even during the lockdown

through its outreach programme, ‘Dekho Apna Desh’.

Mr. Susheel Kumar Singh, Chapter Chairman, IATO's Bihar

State government in Uttar Pradesh should be more forthcoming to handhold tour operators, especially after the worst time that the travel industry has experienced.





THE REAL INDIAN HOME STAY

MADHYA PRADESH

The conception of tourism for Madhya Pradesh Tourism Board has always been of the belief of providing homes away from home while acquainting the travelers with the culture, heritage and history of the "The Heart of India"- Madhya Pradesh. While the business of touring has shown exponential growth in the past few years, it is the prime source of tax revenues for the local jurisdictions.

Rural Tourism, a variant of ecotourism explores the promotion of rural areas of the state for travel motives. Comprehending and experiencing the unadulterated ethos of the heritage, lifestyle and culture is a distinctive feature that only rural tourism can deliver. It also involves agritourism - the act of visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.

Rural Tourism is revolutionizing businesses and is presenting itself as a balanced solution for economic growth and enriching experiences. It presents the opportunity for the tourists to experience a new concept of travel, facilitates for the growth of economy and supports locals and their business. As an experience, rural tourism offers

1. Understanding about the lifestyle of the locals
2. Supporting local initiatives
3. A glimpse into the culture and customs of locals
4. Relishing local delicacies
5. Home away from home
6. Sustainable approach



Madhya Pradesh Tourism Board has introduced various schemes for the locals, presenting the opportunity to provide homely spaces to the tourists for them to enjoy and absorb the spirit of Madhya Pradesh i.e. laden with culture, history and heritage. The schemes will facilitate property owners to introduce tourists to the rich culture, cuisine, customs and lifestyle of "The heart of India". Madhya Pradesh Tourism Board has introduced Home Stay establishment schemes namely.

1. Homestay Establishment (Registration and Regulation) Scheme 2010 (revised 2018)
2. Bed and Breakfast Establishment (Registration and Regulation) Scheme 2019
3. Farm stay Establishment (Registration and Regulation) Scheme 2019
4. Gram Stay Establishment (Registration and Regulation) Scheme 2019

Provision of restful home stay facilities to supplement the available tourist accommodation in rural areas is the high point of these schemes. It is also an opportunity for the travellers to experience the renowned Indian traditional philosophy of "Athithi Devo Bhava" to exemplify the great Indian hospitality. Homestays are where additional space of the residential property/

whole property is spared for the tourists to experience the cosy stay and relish local delicacies while staying with a local family. Farm Stays provide an enriching opportunity to have an up close look at the local lifestyle. It is an exhilarating opportunity to unwind in the laps of nature in it's crude form.

HIGHLIGHTS OF POLICIES

- Any home owner may offer a minimum of one and a maximum of six rooms in his/her property except the rooms required for his/her personal use.
- The offered accommodation must have all the facilities for a comfortable home stay, it must be well-maintained and secured.
- The owners don't need a large number of employees or any separate area for Reception desk.
- Owners are not allowed to conduct any commercial activities on the registered property.
- Hassle free process for registration.

ADVANTAGES

- Recurring source of income with the help of government facilitated schemes
- Become a Madhya Pradesh Tourism Board's hospitality partner with these profitable schemes.
- Madhya Pradesh Tourism Board will publicize all registered properties through its website and other media sources.
- Single time financial support for marketing (Brochure/ Website development).
- Alternate incentives on achieving maximum occupancy.
- Getting opportunities to participate in National and International level events to showcase registered property.



Gujarat: New Tourism Policy 2021-25

Gujarat Chief Minister, Shri Vijay Rupani announced the 'New Tourism Policy 2021-25' with a view to develop and augment tourism in a sustainable manner.

Gujarat has the World's Tallest Statue at Kevadia, Gir National Park, India's first World Heritage City, World's Biggest Stadium, India's first seaplane services, India's first Blue-Flag certified beach, Seema Darshan, in addition to Somanth, Dwarka, Ambaji etc. These places have been attracting tourists from various parts of India and the world.

The New Tourism Policy 2021-25 encapsulates various aspects like Medical Tourism, Wellness Tourism, MICE Tourism, Adventure and Wildlife Tourism, Coastal and Cruise Tourism, Rural based experience Tourism etc.

The state has truly imbibed the mantra of 'Atithi Devo Bhava' and provides a safe and secure environment to tourists from various parts of the globe. A dedicated tourism desk will be established at each of the international airports of Gujarat.

The new policy will also promote the lesser explored products. Tourism Corporation

of Gujarat Limited will sign an MOU with Gujarat State Handloom and Handicraft Development Corporation Limited to promote local handicrafts to international tourists.

Vijay Rupani, Chief Minister, Gujarat said "The New Tourism Policy has been framed keeping in mind the mission of 'Atmanirbhar Bharat' so as to be 'Vocal for Local' thereby boosting



local employment. The state is gifted geographically. It has hill resorts, natural attractions, beaches etc in addition to a rich legacy of ancient crafts and civilizations."

Karvat Group Strengthens its Position

Karvat Group launches Asego - B2B platform to expand business reach, takes command of India travel ancillary business.

In a strategic move, the Karvat Group has taken over the reins of the travel ancillary business, and will hereon steer its business in India with sole proprietorship.

This move further strengthens Karvat Group's position in the Indian travel ancillary services market, and Mr. Dev Karvat is taking the ownership of the entire Group's operations in India, and will serve as the company's CEO. This will enable Karvat Group to achieve better overall performance across their business portfolio, while also providing strong and experienced leadership at the helm.

Karvat Group is aiming to lead from the front with a disruptive business model that will not only continue to provide best-in class travel assistance and insurance but also offer a plethora of additional opportunities for its stakeholders to expand their business horizon.

With innovation and values of integrity, genuine care, and, most importantly, excellence in client servicing practiced by the group over the last two decades, Karvat Group looks forward to begin a new revolution in the Indian Insurance sector with its new venture.



Dev Karvat, CEO, Karvat Group

22 years in the travel ancillary domain has given us immense knowledge and experience. We are thankful to the Cover-More Group for enriching that experience with their global expertise and supporting us in enhancing our capabilities. We would be happy to welcome them back to India in the future. We are now focusing on greater agility more India-centricity in our offerings for the travel business, which has seen significant changes in the wake of the pandemic.

With the aspiration to expand our portfolio and capabilities, I am happy to share with you the launch of a new venture - Asego. Based on a highly progressive business model, this new venture will create, develop and nurture unique general insurance solutions, with stronger travel assistance & insurance offering, driven by cutting-edge digitisation.



DISCOVER SERENITY

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UNESCO adds unique glass ornaments

2021 gave us another reason to travel again to the Czech Republic. The Czech glass bead ornaments from the village of Poniklá have now been inscribed on the UNESCO Intangible Cultural Heritage List (as of December 2020).

Czech glassmaking and crystal production have had a tradition spanning many centuries in the territory of the Czech Republic. And in the village of Poniklá, the area near the Krkonoše Mountains, a completely unique tradition in the world is alive to this day.

The glass beads were formerly used to manufacture necklaces, brooches and hat needles, as well as earrings and to decorate folk and theatre costumes. From first half of the 20th century that most of the production moved to festive ornaments through which more than 400 families made their living by making glass beads and fashion jewellery in Poniklá and its surroundings. Made in various shapes from elongated and pear-

shaped to round, both small and fairly big, from clear, coloured, smooth and indented glass.

The production process is very similar to long-defunct manufactories, as people do not go to work in a factory but the work goes to them – everyone does what they can do at home. Producing up to 150 thousand such ornaments, based on 20 thousand patterns, every year, the ornaments have been manufactured in the same manner as long ago, but the classic patterns, mainly Christmas stars and snowflakes, continue to be the most popular, even more than one hundred years later.

When in Czech Republic, one can visit this place to admire this unique magical craft.



As the last producer of glass decorations in Poniklá, Rautis offers a one-stop demonstration of handmade production of Christmas glass bead decorations. On the trip, you can try your own imagination in the creative workshop, or get some of the DIY kits in the company shop in Poniklá.

Fiji: Care Fiji Commitment program

In anticipation of Fiji's borders re-opening to travelers, Fiji has introduced the "Care Fiji Commitment" which is a program dedicated to enhanced safety, health and hygiene protocols to ensure the utmost safety of travelers to Fiji in a post COVID-19 world.



Although Fiji's borders are currently still closed to international travelers, the introduction of the program represents a destination-wide assurance that Fiji is ready to welcome travelers safely back to its shores upon re-opening.

Since the declaration of COVID-19 as a global pandemic, Fiji has made health and safety its top priority. Due to the country's quick and effective response to COVID-19, Fiji was able to contain the virus from a very early stage and mitigate any risk of outbreak within the islands. The government's effective containment measures put in place in March 2020 meant Fiji was able to officially declare itself COVID-contained in June 2020. Now, with the introduction of the Care Fiji Commitment, travelers can be assured that Fiji is a safe destination to enjoy on their next vacation to the islands.

"The Care Fiji Commitment is our assurance to travelers that the health and safety of everyone who lives and travels

here remains our number one priority," says Tourism Fiji Acting CEO, Robert Thompson. "Now, with this added layer of confidence in place, Fiji is primed to be an ideal post-pandemic destination – one that is and has remained COVID-19 safe, allows natural social distancing, has a wide variety of islands to choose from, offers mostly boutique resorts with under 50 rooms total, and is known for its wide-open beaches and expansive rainforests."

The Care Fiji Commitment program consists of the following key components:

Globally Recognized Control & Mitigation Measures

The Care Fiji Commitment is an ongoing commitment to maintaining protection measures against COVID-19 in Fiji. This includes having testing and surveillance processes aligned with the World Health Organisation (WHO) recommendations, local testing available at the Fiji Centre for Disease Control, WHO accredited isolation facilities, clear procedures in place for suspected cases, dedicated drop-in fever clinics for concerned visitors showing symptoms and a dedicated COVID-19 hotline.

Wellness Ambassadors

A designated Wellness Ambassador at each business will be available to travelers throughout their journey to assist with any COVID-19 related questions or concerns

that may arise. The Wellness Ambassadors have undergone extensive training and are dedicated to implementing and upholding all hygiene protocols and COVID-19 safe practices.

careFIJI Contact Tracing App

Travelers will be strongly encouraged to download the careFIJI app which is a privacy preserving, Bluetooth based mobile app which utilizes non-location tracking technology providing Bluetooth is enabled. It gives an added layer of security for visitors that any contact with a COVID-19 case will be quickly and seamlessly identified.

Two-Way Commitment

Travelers will also be asked to commit to the program by postponing any travel if they feel unwell, communicating with the Wellness Ambassadors as needed, downloading the careFIJI app and adhering to all social distancing, sanitization and face mask regulations, where required.

For added assurance, travelers can book their trip with full confidence through Care Fiji Commitment Partners. To-date, nearly 200 of Tourism Fiji's industry partners – including the resorts, restaurants, tour operators, attractions and more - have gone through an extensive training process as their first step in making the Care Fiji Commitment. The process is still ongoing and a full list of approved partners will be available once complete.

LAVAZZA is a Platinum Partner of the ATP Finals 2021-2025

Turin and tennis are the perfect blend for Lavazza, global ambassador of espresso culture.

This year Lavazza celebrates its first ten years of marriage with tennis. It all started in 2011, in Wimbledon, and went on to include all the Grand Slam tournaments, achieving some extraordinary results over the years: every year Lavazza reaches an audience of more than three million people, serving about a million and a half cups of coffee at every tournament.

In 2019, Lavazza's commitment to tennis found another field of play in its support for the sport's promising talents, through its sponsorship of the Next Gen ATP Finals 2019. This represented a key opportunity to promote an exchange of views between the members of Generation Z at the exhibition and their idols, involving them through what the company does best: coffee.

Since 2011, Lavazza has carried on a

mission to spread the true culture of Italian coffee across the globe through sport, by investing in sports personalities that so many fans know and love. Over the years, numerous champions and experts – one above all Andre Agassi - have worked with Lavazza as Ambassadors, bringing the worlds of sport and excellent coffee closer and closer together. With the aim to value young talents, Lavazza has recently widened its Brand Ambassadors' team with the Italian young phenomenon Jannik Sinner, a key personality in the sport marketing strategy and recently winner of his first ATP title, the youngest tennis player to have gained such an accomplishment – and the Australian Alex De Minaur, both joining expert tennis players like Angelique Kerber, Karen Khachanov and Johanna Konta, relevant for the brand's role in Germany, Russia and the UK.

Marco Lavazza, Vice President, Lavazza Group



As Platinum Partner, Lavazza is excited to be one of the protagonists of the upcoming ATP Finals in Turin, along with the organisers and national and local authorities. This event represents an outstanding opportunity for our city's development and international visibility and we're proud to be able to make our own contribution. For us, Turin and tennis are a "perfect blend", like the excellent espresso for which we're global ambassadors. We're ready to build an extraordinary experience, worthy of our great city and country.

SingapoReimagine MICE Virtual Show

Singapore Tourism Board is all set to hold two days MICE Virtual show on 3rd and 4th March 2021.

A two-day "SingapoReimagine MICE Virtual Show" will be organised by The Singapore Tourism Board to help the MICE travel trade and corporates to interact with 40 leading suppliers in Singapore, including convention centers, hotels, exclusive meeting venues, destination management companies and tour operators.

Buyers will also get an opportunity to gather latest updates on the progress made by Singapore towards the stable resumption of business events.

Buyers can expect to engage by the line-up of exciting virtual experiences weaving through gastronomic and cultural journeys, ranging from a visit to Singapore's oldest

coffeeshop – Killiney coffee – to uncovering the microcosm of social fabric at Waterloo Street and Little India.

In addition, the top 5 voted buyers to win a 3D2N trip to Singapore on Singapore Airlines, complete with a hosted stay and exclusive experiences, to attract maximum buyers.





Bharat Parv 2021: Ek Bharat Shreshtha Bharat

The Ministry of Tourism in collaboration with other central Ministries organised a virtual 'Bharat Parv' event from 26th to 31st January 2021, showcasing the spirit of 'Ek Bharat Shreshtha Bharat'.



Shri Om Birla, Lok Sabha Speaker

There is no state or district in our country that doesn't have a distinct speciality of its own. Because of this uniqueness, India has become a center of attraction for international tourists too. We are working to connect the whole country through tourism and culture. Through the 'Bharat Parv' programme, the Ministry has taken the commendable task of bringing together India's tourism, spiritual and other activities on a single platform.

Despite the odds of COVID-19 pandemic challenge, the tourism sector has worked to turn this challenge into an opportunity. The tourism sector is the only area that provides the largest number of employment to people. If we wish to change the socio-economic conditions in our country, then it is essential that efforts be made for the growth of tourism sector. Every state has strived towards developing its wellness, yoga and spirituality-related destinations in the tourism sector.



Shri Prahlaad Singh Patel, Tourism Minister, Government of India

Tourism is the most effective medium for exhibiting the cultural diversity and rich heritage of our country. The objective of 'Dekho Apna Desh' initiative of Ministry of Tourism is to encourage citizens to travel widely within the country and enhancing tourist footfalls, leading to development of local economy and creation of jobs at the local level. This initiative is in line with the vision of the Prime Minister asking every citizen to visit at least 15 destinations by the year 2022 to promote domestic tourism.

Tourism was the most affected industry during the Covid 19 pandemic but positive attitude and effective planning of the government is helping this industry to rebound in a magnificent way. The diverse culture of India is our great strength and we can introduce it to the world through tourism.



Lok Sabha Speaker Shri Om Birla inaugurated the 'Bharat Parv 2021', a virtual national festival showcasing the country's diverse culture, cuisines and handicrafts. Minister of State (Independent charge) for Tourism and Culture Shri Prahlad Singh Patel was also present on this occasion.

Shri Om Birla in his address to the august gathering greeted everyone on the occasion of 72nd Republic Day. Praising India's democracy, the Lok Sabha Speaker observed that due to the guiding spirit provided by the Constitution, in the journey of past seven decades democracy in our country has matured, strengthened and become even stronger.

Various Central Ministries and other organizations such as Ministry of Culture, Ministry of Ayush, Ministry of Consumer Affairs, Ministry of Railways, Ministry of Civil Aviation, Development Commissioner Handlooms, Development Commissioner Handicrafts, Lalit Kala Academy, Archaeological Survey of India, National Museum, National Gallery of Modern



Arts, Media Units of I&B Ministry, Khadi & Village Industries Commission (KVIC) etc. display handicrafts, handlooms, music, dance, paintings, literary material and other features from all over India during the celebration.

Glimpses of Republic Day Parade and recorded performances of armed forces music bands were available on this virtual platform this year. Various Central Institutes of Hotel Management and Indian Culinary Institute also display culinary delights from

across India by showcasing videos and recipes of cuisines.

This unique virtual Bharat Parv 2021 showcase multiple videos/ films, images, brochures and other information of various organizations. People from across the globe enjoyed this Bharat Parv extravaganza and experienced the true Spirit of India at their convenience on their mobile phones, laptops, computers & other devices by logging on to www.bharatparv2021.com

KarO Bar With YaarO Bar

TravFam Events has done its 2nd Networking Event with great pomp and show.

After Pandemic taking the task of doing an event of 100 people, the gathering was looking like a very courageous task being done by Travfam. But it was something which Travel Industry needs right now.

It was not just a cocktail dinner event but an interactive/networking event followed by a cocktail dinner. That's what makes this event unique. Everyone met each other through SPEED NETWORKING.



Woo Your Boo

The nation's capital shines as a romantic destination with the best date ideas, from its award-winning dining scene and outstanding attractions to its scenic monuments and more.



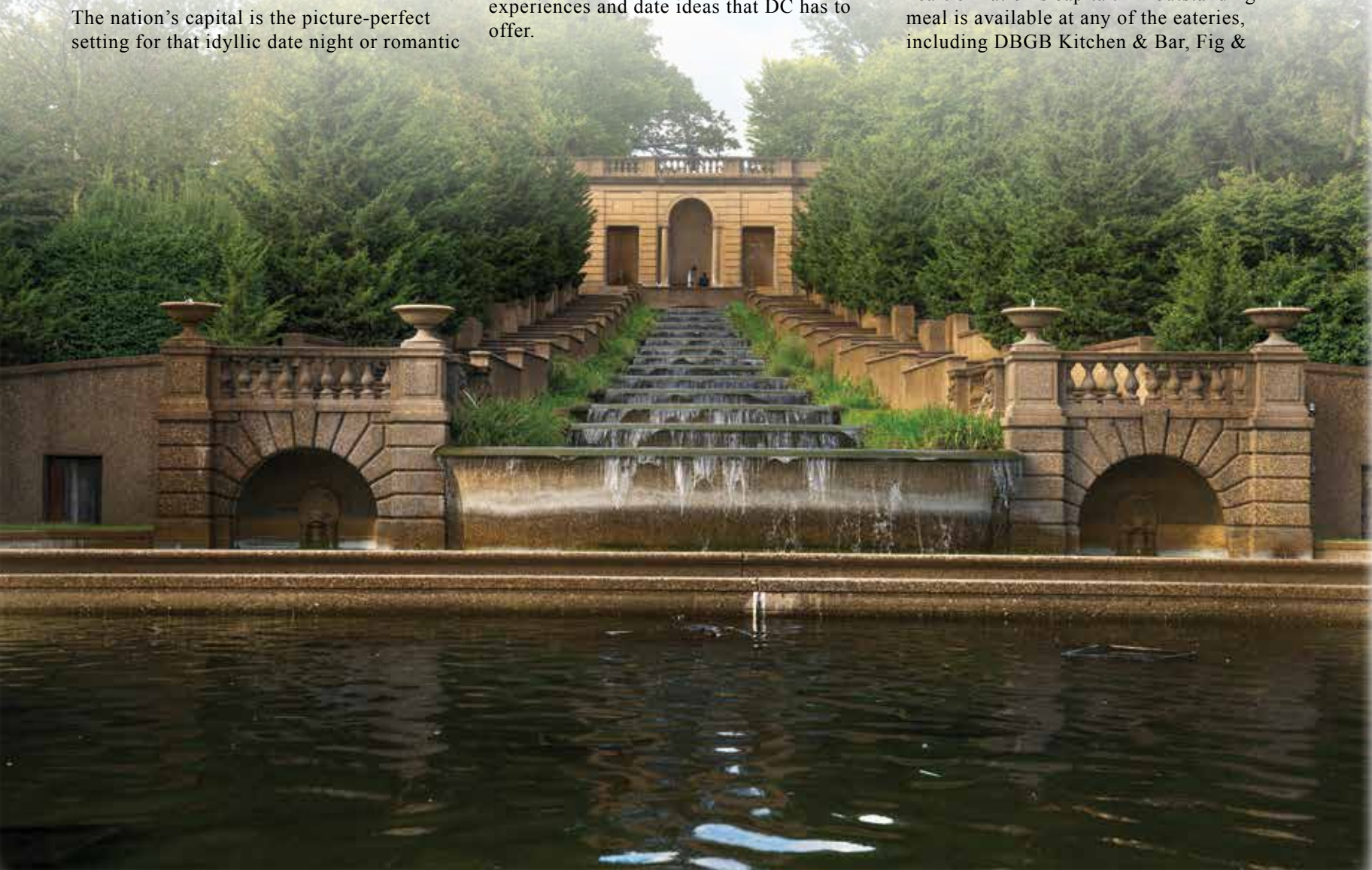
Romance is always in the air in Washington, DC thanks to monumental backdrops, romantic restaurants and much more. For Valentine's Day woo your boo with these charming ideas sure to conjure romance.

The nation's capital is the picture-perfect setting for that idyllic date night or romantic

getaway. From its renowned dining scene and romantic restaurants to its majestic monuments, memorials and world-class hotels, Washington, DC has everything that a couple could want in the perfect evening. Heat things up with the most romantic experiences and date ideas that DC has to offer.

Discover pure elegance during an evening at CityCenterDC

Located near Downtown and Chinatown, the elegant CityCenterDC mixes shops and restaurants for a vibrant experience in the heart of nation's capital. An outstanding meal is available at any of the eateries, including DBGB Kitchen & Bar, Fig &





Olive, Momofuku CCDC and Del Frisco's Double Eagle Steakhouse. A romantic walk down Palmer Alley is a must, and you can peruse high-end fashion at retailers like Paul Stuart, Dior, Gucci, Louis Vuitton and kate spade new york.

Enjoy romance on the water with an Odyssey Cruise

Reserve a table for two aboard Entertainment Cruises' Odyssey Dinner Cruise on the Potomac River. The vessel was inspired by famous Parisian dinner boats that sail down the Seine. On the Potomac, you'll glide by DC landmarks like the Washington Monument and the John F. Kennedy Center for the Performing Arts, providing the perfect romantic setting while you dine.

Dine on a Michelin-approved meal at Plume, then head to your room at the historic Jefferson Hotel

Classically trained chef Ralf Schlegel executes European-inspired dishes to perfection at the Michelin-starred Plume, which is best experienced by ordering from the restaurant's prix-fixe menu. Once your meal is through, spend the night upstairs at the The Jefferson, one of DC's most elegant boutique properties, housed in a historic apartment building that dates to 1923.





Heat things up in a hotel room with a fireplace

Sparks can fly when you can warm up by a fire without leaving the comfort of your room. Numerous DC hotels offer fireplaces in their suites, making for the perfect romantic vibe before or after a night on the town. The recently renovated St. Gregory Hotel and the Presidential Suite at Rosewood Washington, D.C. are great options, as are the three-bedroom Presidential Suites at The Watergate Hotel, the Royal Potomac Suite at the Ritz-Carlton, Washington, D.C. and the Royal Suite at the Four Seasons Hotel Washington, D.C.

Feel the AMOR at the National Gallery of Art's Sculpture Garden

The National Gallery of Art presents some of the world's finest works of art, while its sculpture garden serves as an ideal romantic rendezvous. Walk by Robert Indiana's famed AMOR (which is Spanish for "love") sculpture, a play on the artist's iconic LOVE works.

Get cozy by an outdoor fire pit

Many bars and restaurants in the District can help you get cozy with your boo as you shake off the brr of winter and warm up by a fire. Savor the bonfire vibe at spots like

Dirty Habit in Chinatown, Top of the Gate at The Watergate Hotel, Bourbon Steak and Farmers Fishers Bakers in Georgetown and Barcelona on 14th Street.

Be romanticized by the wondrous art at The Phillips Collection

You and your date can be transported to Paris without leaving DC by visiting The Phillips Collection, which features an expansive collection of French impressionism from artists like Henri Matisse, Paul Cézanne and Vincent van Gogh. Be sure and see Auguste Renoir's famous masterpiece, Luncheon of the Boating Party.



Observe the Martin Luther King, Jr. Memorial by moonlight

This Martin Luther King, Jr. Memorial on the National Mall is truly epic under moonlight. Any nighttime stroll along the Mall will be memorable, but this memorial is particularly stunning, as King's statue

emerges from the Stone of Hope with words from the iconic "I Have A Dream" speech etched into its side.

Ice skate as the sun sets over The Wharf

The Southwest Waterfront is the place to be during winter, as one of the District's most

exciting entertainment, dining and shopping destinations features a skating rink on Transit Pier. Yes, with so many things to see and do at The Wharf you could spend a week here, but gliding across this riverfront ice rink beneath the fiery glow of a sunset is a can't-miss winter date experience.



Union Budget 2021-2022

Finance Minister Nirmala Sitharaman presented her first paperless union budget. Ms. Sitharaman has said that the Budget 2021-22 is likely to see a massive public sector investment and expenditure push.

By considering this new budget in mind, T3FS come up with travel trade leader's opinions on the budget with respect to "TOURISM".



Nakul Anand, Chairman, Federation of Associations in Indian Tourism & Hospitality (FAITH) said "FAITH the policy federation of all the national associations representing the complete tourism, travel and hospitality industry of India (ADTOI, ATOAI, FHRAI, HAI, IATO, ICPB, IHHA, ITTA, TAAI, TAFI) & cause partner AIRDA was looking forward to the Union budget Fy 21-22 with great expectations. Lack of immediate direct support in the budget has disappointed the Indian travel and tourism industry.

The union budget laid out budget proposals for enhancing rail, road, ports, metro lite infrastructure & PPP in buses, airports & ports including vista coaches in tourist routes. These infrastructure measures may boost tourism over the long term but only once they are implemented. The measures to change the small companies' capitalisation and turnover and support to single person company may boost the micro & small tourism entrepreneurs in boosting their organised state. However, the new agri infra cess will be a further dampener.

However, the tourism, travel & hospitality industry was looking at support for immediate and short-term measures for critical revival. This has not happened in the budget announcements.

While infrastructure measures announced as budget announcements may boost tourism over the long term, the opportunity for immediate support has regrettably been missed out.

To ensure that there was an immediate national common tourism vision & revival action plan, post-COVID across the centre & state, FAITH had proposed the creation of a National Tourism Council of Chief Ministers headed by the PM along with the tourism minister.

There was an immediate need for common industry status across the country for the complete tourism industry by putting it in the concurrent list to organise the industry and make them post COVID ready.

To ensure that the export potential of Indian Tourism would have been realised post COVID tourism industry should have been fully recognised at par with merchandise exports, export earnings from tourism should have been made tax free and also the incidence of taxes in tourism earnings should have been zero rated.

SEIS of 10% to all foreign exchange earning members in tourism should have been made applicable for 5 years to ensure a post COVID recovery. The SEIS for 2020-2021 should have been released in a Global MICE Bidding Fund was required to have been set up with Rs. 500 crores to restart immediately and double India's MICE share.

To communicate a tourism ready India, Indian missions abroad in each country should have been activated with tourism resources for maximum reach.

There was a need of a Corpus of at least Rs. 2500 crores for global branding budget to enable Sub Branding of three Tourism segments Indian MICE, Indian Adventure and Indian Heritage under the Incredible India main brand to enhance each of these verticals' global outreach.

Post COVID to ensure that the tourism industry would have become a mainstay domestic industry there was required an income tax exemption on travelling within India income tax credits for upto Rs. 1.5 lakhs when spending with GST registered domestic tour operators, travel agents, hoteliers and transporters anywhere within the country.

To generate post COVID corporate travel resumption it was required to incentive Indian corporates to undertake domestic MICE (Meetings, Incentives, Conferences & Events) by offering a 200% weighted income tax expense.

A Natural & Cultural Heritage Restoration Fund should have been set up with a corpus

of at least Rs. 2000 crores which would have restarted tourism post COVID and encouraged sustainable and responsible development around each vertical of adventure tourism & cultural tourism.

Post COVID, there was a requirement for a truly seamless tourist transportation experience by standardising all tourism transportation taxes making them payable at a single point which will facilitate the ease of doing business.

To increase the intensity of high-quality hotel accommodation & MICE Infrastructure in India all hotels & MICE venues across the country needed to be tagged as vital social infrastructure. This would have boosted hospitality capex driven demand in the aftermath of the pandemic.

COVID has damaged the travel & tour intermediaries. It was critical to protect the business of Indian travel agents & tour operators and a structured mechanism was required to secure travel agents future payments to ensure that security for travel agents & operators' survival. This was key as Travel agents' payments to principals are unsecured credit and some form of mechanisms whether escrow or guarantee or underwriting based mechanisms were needed to be in place to ensure that travel agents & tour operators money stays secure.

The recently introduced TCS which has made Indian travel agents globally uncompetitive should have been immediately abolished.

It was important to bring overseas global OTAs operating in India into the tax net of GST and other taxes to have a level playing field with Indian travel agents & tour operators.

There was a need for 100% tax exemption and permission to write back income / TDS/ GST etc to travel agents and tour operators on their transactions when airlines windup or close down. This would have protected them and also Indian consumers.

FAITH Associations were also looking forward to GST policy issues in tourism being addressed.

For post COVID revival it was important to bring down the 18% GST category for hotels to the category of 12% GST. There was a need for providing an option of GST at 12% to restaurants with full set-offs.

With a lot of state taxes on tourism, travel & hospitality at the state level, subsuming of

GST on fuel, Interstate transportation taxes, power cess, liquor excise and also property taxes, cess on parking charges needed to be made available as input tax costs.

For revival support, the GST on Tour operators should have been brought down 1.8% with full set offs. Hotels should have been enabled to levy IGST to enable them to give GST credits to Indian corporates who do Interstate events and ensure domestic retention of Indian MICE an utmost necessity post COVID.

Not addressing any of these critical measures in the budget announcement has thrown the industry into a state of shock and deep dismay. The Tourism, Travel & Hospitality Industry is battling the worst in century crisis from the impact of COVID 19, a revival from which will not be seen minimum for the next financial year till vaccination is fully undertaken with no observed side effects in all source and destination markets.

FAITH Associations had been vigorously interacting with all Government Stakeholders with the hope to immediately pull Indian tourism out of the COVID recessionary conditions in the crisis of the century for Tourism, Travel & Hospitality.”

Subhash Goyal, Honorary General Secretary-FAITH and President Confederation of Tourism Professionals shared his opinion and stated



“1. This was a great opportunity for the Government to revive the Tourism Industry and save at least 30-40 million jobs which are on the verge of extinction out of 75 million people who are directly and indirectly employed in this industry.

2. Not just Tourism, it is no mentioned of the services sector which is the largest employment generator, in this Budget.

3. There are a few good things which may indirectly help the Tourism Industry like more Tourist Coaches and Trains in the Railways. Privatization on the PP basis of Sea Ports may help Cruise Tourism and 35,000 crores on vaccines and increasing

medical infrastructure etc. may indirectly help Medical Tourism.

4. Rs.15,700/- crores on MSME may help indirectly to just a few small operators.

5. Privatization of Air India, we have been hearing for the last so many years, unless there is a deadline this may or may not happen.

There should be implementation deadlines in all Budgets and the previous Budget points that have been implemented should be read out before presenting the new Budget.”



Jyoti Mayal, President, Travel Agents Association of India (TAAI); Vice Chairperson FAITH; Chairperson – THSC; Member Governing Body - FICCI FLO; Member Board - CII National Committee on Tourism & Hospitality shared her views on the budget and mention “The Union Budget 2021 was a big setback. As the President of TAAI & Vice Chairperson of FAITH, I believe the Travel, Tourism, Hospitality industry is totally demoralised & frustrated. COVID19 was unprecedented & beyond protection, resulting in being demotivated & the entire value chain of the industry struggling to survive. The budget for 2021 has gone beyond, playing havoc with the sustenance of the industry. There were huge hopes from the Finance Minister & it has derailed all our revival plans & somehow it feels the FM forgot that the Travel Tourism industry exists & it certainly contribute 9.2% to the GDP & generates 10% of employment. India is the only country globally which ignores direct growth by refusing to acknowledge Travel Tourism & Hospitality.

Support on our requests, which were critical for survival & revival, incentives to revive all aspects of tourism, rebates, protection from defaults & policies to protect the industry, tax free holidays, abolishing of TCS, creating funds for encouraging MICE, SEIS of 10% to all foreign exchange earning members, SEIS for 2020-2021 to be released immediately & most importantly Industry status to be included in the concurrent list & establishment of a National Task Force

under the aegis of the Prime Minister would have not only made us strong & resilient but also paved a path for faster, sustainable recovery of the economy & revived the 5 crores looming unemployment, which the government is trying to sustain by increased Capex spending & investment in infrastructure, which is long term.

The Union budget needed to establish more spending for sure, but by investing in to drive stronger domestic tourism to build better infrastructure & ensuring better sustained business environment with credibility, clarity & certainty.”



Pronab Sarkar, President, Indian Association of Tour Operator (IATO) stated “IATO expresses its disappointment on the tourism sector being totally ignored in the Union Budget. The pandemic hit tourism the hardest with Tour Operators staring at almost nil income till date with no immediate revival insight. It is estimated the sector lost about 90,000 crore rupees and more than 5 lakh jobs have been lost. In a scenario like this IATO, the apex tourism body representing the tourism stakeholders expected some succour or relief package like tourism being treated at par with IT sector and enhancement of SEIS (Service Export from India Scheme) incentive from present 7 percent and other measures like allowing input tax credit in GST. None of these have found mention in the budget proposal.”

Mr. Sarkar added “We express our deep disappointment with the budget as we had high expectations for some relief being given to pandemic hit tourism sector, but not even one of our requests has been acceded. Greater disappointment is since we have a PM who understands the importance of tourism in nation building. In terms of revenue in normal times we earned huge foreign exchange for the government but the sector right now is in huge distress and needs a helping hand. Regret that the government has overlooked all our requests. We hope if not in the budget, government through normal announcement can announce some measure aimed at uplifting our sector”

PP Khanna, President, Association of Domestic Tour Operators of India (ADTOI) said “The budget is very



disappointing for the Tourism industry. We were expecting a great budget because COVID has affected the tourism industry badly. Though the budget has a proposal for enhancing Roads, Rail Ports infrastructures and Airports, it will take a long time to implement. If we talk about Dekho Apna Desh, Atmanirbhar, Ek Bharat Shreshth Bharat then we need to take immediate action to showcase India as a ready tourism destination to cater to the tourists. Domestic Tourism which is the only revival and hope for tourism cannot grow without the allocation of funds to Ministry and State Tourism Boards. Post COVID industry should have been recognised. Post COVID tourism industry would have become mainstay Domestic industry when Income Tax exemption on travelling within India and income tax credits for up to 1.5 lakhs when spending with GST registered Tour operators within Country. It was required to incentive widely for MICE industry in Domestic.”

With the reaction of the Hotel & Tourism Industry of Odisha on the Union Budget 2021-22, **J.K. Mohanty, Chairman – Hotel & Restaurant Association of Odisha & IATO Eastern Region; Co-Chairman – FICCI National Tourism Council / Convenor – CII (Tourism Panel); Member**



– **State Tourism Promotion Council & Tourism Advisory Committee, GoO; Hony. Secretary, Hotel Association of India** stated “After listening to the Union Budget 2021-22 announced by Hon’ble Union Finance Minister, not much benefit or incentives are there for the hotels and tourism industry in the country which has been worst affected by COVID 19.

Tourism Industry, which is considered as the 2nd largest contributor to the National GDP and employment growth after IT Sector, (which employs 10% of the total workforce in the country and generates around 9.0% of India's GDP) needs to be supported by the Union Government.

On behalf of Hotel & Restaurant Association of Odisha, we would like to suggest the followings.

Since Hon’ble Prime Minister announced to encourage Domestic Tourism, GST should be waived off for people making domestic travel within the country.

Infrastructure Status : To increase classified quality hotel infrastructure, that would imply a mammoth capital expenditure which can only come from private sector and that requires a long term favourable low interest rate regime as Hotels are projects with long breakeven period. Hotels thus require to be declared as an infrastructure sector so that long term funds are accessible at suitable interest rates to attract private capital hospitality, to create all India jobs and build quality accommodation supply.

Hotels should be charged power rates as applicable to Industries.

Enhancing funding limits to raise the SEIS rates to 10 per cent for hospitality industry and is made applicable on gross foreign exchange earnings for a period of five years to enhance the quality of accommodation and to enable discharging GST liabilities.

Bailout packages to fund and support the salaries in the Tourism and Hospitality Sector that was affected by COVID 19.

GST rates on hospitality should be slashed for at least two or three years, since, currently, large hotels are charged a GST rate of anything between 12 and 18% based on room rate charged. Now that hotels are almost empty, the GST rate should be brought down to 5 or 6%.

Incentivize investments in Infrastructure: A stimulus to investments in tourism infrastructure can provide a major boost to the growth of tourism sector as well as creation of jobs.

There needs to be made an income tax exemption on travelling within India income tax credits for upto Rs. 1.5 lakhs when spending with GST registered domestic tour operators, travel agents, hoteliers and transporters anywhere within the country. It is also needed to incentive Indian corporates

to undertake domestic MICE (Meetings, Incentives, Conferences & Events) by offering a 200% weighted income tax expense benefit to Indian companies which are undertaking mice events in India.

Incentivise the Indian corporate for holding meetings & conferences in India with 200% weighted deduction of these as tax expenses against GST invoices.

Incentivise Indian citizens through LTA like income tax benefits for holidaying within India. These could be a deductible expense (for eg of upto INR 1.5 lakhs) against GST invoices.

It is our sincere request to the Hon’ble Finance Minister, Govt. of India to reconsider its decision regarding the Hospitality & Tourism sector of the country and oblige.”

KB. Kachru, VP, Hotel Association of India and Chairman Emeritus & Principal Advisor, South Asia, Radisson Hotel Group shared his opinion and mentioned



“Travel and tourism noticeably absent from Budget 2021-22. Industry gets a visible miss yet again will impact GDP if issues are not addressed soon. Today’s budget, like the Finance Minister, said, is a part of the many mini budgets that were presented through the last one year. Broadly speaking, the government has tried to infuse a fresh lease of life into the economy, however for the tourism and hospitality sectors, this is a missed opportunity.

While the six pillars of the Budget presented a diversified approach to fundamentals, focus on the travel and tourism sector is missing, yet again. Our industry is a crucial contributor to India’s GDP and a significant employment generator, key tourism related announcements – an imperative to our survival - were clearly missed. We had certain expectations viz. industry status, rationalization in the tax rate, GST relief, relief for liquidity problems, interest payment restructuring et al, which have been submitted to the ministry on multiple occasions. We expected that there would be

some relief for the severely affected small and medium tourism enterprises.

The Union Budget has not provided any helping hand that was expected. We believe there is a long road to travel before the sector ultimately bounces back to its past glory. The pandemic has left a lasting impact on the segment and, the support of the government in recovery is extremely critical. While we welcome the focus on infrastructure that will help in providing thrust to domestic tourism, but no incentive has been provided for people to travel. We expected some tax-deductible relief measures as a policy for Indians to travel within India.

As an industry body, HAI will continue to urge the government to provide short term relief and long-term policy support. We are only hopeful that, even though missing from the budget statement, as the previous year, this year too will see government intervention in the form of policy measures to address the specific bottlenecks to the growth of the sector and help the industry unlock its potential and continue its contribution to the country's future economic growth.

The industry needs government support without which we fear the impact will be irreversible with unemployment and its impact on millions of livelihoods, potential NPAs owing to lack of financial support and lastly a lasting impact on the country's GDP in the long run."

RoopPartap Choudhary, MD, Noor Mahal claimed "Although the budget has not offered any major relief to the struggling travel and tourism industry, providing Rs 1.15 lakh crore for Railways and privatizing



airports, the government has given some aid to domestic tourism. A special impetus to local infrastructure development will definitely encourage domestic hospitality, travel and tourism. The development of road networks across the country gives regional and stand-alone players, at locations considered off the main grid, a fair chance to compete with the main-stream hospitality circuits. Other infrastructure developments in Tier-II cities would assist the growth potential of regional hospitality players and possibly flip the whole scenario in near future.

The industry largely expected a more liberal and reasonable investment and loan framework from the union budget. A more flexible and tolerant financial environment could have supported small hospitality players to explore more growth avenues in these tough times. To encourage guest occupancy, boost domestic travel and help small/independent properties to be more competitive in the market, GST on room bookings should also be reduced from 18%



to 10% as government efforts to support the industry on its path to recovery."

While commenting on Medical Tourism **Danish Ahmed is the CEO of India's largest medical travel startup Hospals** said "Rs 64,180 crore spending plan for healthcare over the next six years in the budget will take India's health and wellbeing industry to newer heights and attract millions of international patients seeking quality healthcare in India, boosting the promising medical tourism segment. With two COVID-19 vaccines available and two more expected, India can become the torch bearer of COVID vaccination drive on the global stage. By sharing millions of doses of COVID-19 vaccine in South Asia, India has already claimed its global leadership in health and wellbeing and is well applauded by superpowers of the world. With the nationwide COVID Vaccination drive, India can also act as a platform for foreign patients seeking COVID vaccination in India encouraging COVID vaccine tourism."



flydubai resumes flights to Tbilisi

flydubai, the Dubai-based airline, has announced that twice-weekly flights to Tbilisi International Airport (TBS) in Georgia are available to be booked. Flights to Tbilisi resume as the authorities in Georgia ease travel restrictions for international travel from 01 February.

In line with the recent announcement, passengers from Bahrain, Qatar and the United Arab Emirates can now travel to Tbilisi if they have a negative COVID-19 PCR test result taken no more than 72 hours before the departure time of the flight on the third day after entering Georgia at their own expense or hold a COVID-19 Vaccination Certificate (completion of two doses). Visitors will need to take a further COVID-19 PCR test on day three of their trip. Alternatively, passengers who hold a COVID-19 vaccination certificate will also be able to travel.

flydubai's passenger experience has been redesigned to enable travel in a safe environment that minimises crew and passenger contact and offers passengers confidence to travel at every step of their journey. The airline has recently introduced an extended multi-risk travel

insurance that includes COVID-19 cover to offer passengers greater peace of mind when travelling. In the UAE, flydubai has also partnered with Aster DM Healthcare and NMC Healthcare to offer passengers PCR testing at special rates. To take advantage of these special rates, passengers must be able to present a valid flydubai booking confirmation along with their Emirates ID or passport copy.

Passengers are required to make sure that they are up to date with the regulations from the IATA Travel Centre for their whole journey and follow the guidance issued by the authorities.

flydubai announced last week the launch of flights to Salzburg and Malta, in addition to the resumption of flights to Catania and Naples, which will commence from May.

**Jeyhun Efendi,
Senior Vice
President,
Commercial
Operations
and
E-commerce
at flydubai**



We have steadily grown our network to more than 65 destinations and are pleased to restart our operations to Tbilisi. We will continue to launch flights to more destinations as restrictions ease in countries within our geographic reach.

IndiGo new destination: Kurnool

As part of its mission to strengthen regional connectivity, IndiGo, India's leading carrier, has announced direct flights from Kurnool to Bengaluru, Visakhapatnam, and Chennai under the RCS scheme.

The flights will be commenced from March 28, 2021 with bookings opening from February 01, 2021. Being the 5th largest city, Kurnool will also be the judicial capital of Andhra Pradesh, as per the recent 3-capital proposal passed by the state government. Increased accessibility will not only open more avenues for tourists but also for government officials travelling to and from Kurnool.



**Sanjay Kumar, Chief Strategy
and Revenue Officer, IndiGo**

We are pleased to add Kurnool as our new domestic destination in our 6E network. It will strategically enhance regional connectivity in southern India, as Kurnool will be one of three capitals in the state of Andhra Pradesh, as well as the node for the upcoming Hyderabad-

Bengaluru Industrial Corridor. These flights will not only strengthen connectivity within and from Andhra Pradesh to Karnataka and Tamil Nadu, but also promote trade and commerce in the region. Kurnool is also known for tourist attractions such as Ahobilam, Nallamala Forest, Belum Caves, which will attract domestic tourists as Indians focus on exploring the country this year. IndiGo is committed to providing an affordable, on-time, safe and hassle-free travel experience onboard our lean clean flying machine.

Airbus Updates Production Rates



Airbus SE (Stock exchange symbol: AIR) is updating its production rate planning for its A320 Family aircraft in response to the market environment.

The new average production rates for the A320 Family will now lead to a gradual increase in production from the current rate of 40 per month to 43 in Q3 and 45 in Q4 2021. This latest production plan represents a slower ramp up than the previously anticipated 47 aircraft per month from July.

The A220 monthly production rate will increase from four to five aircraft per month from the end of Q1 2021 as previously foreseen.

Widebody production is expected to remain stable at current levels, with monthly production rates of around five and two for the A350 and A330, respectively. This decision postpones a potential rate increase for the A350 to a later stage.

Airbus continues to monitor the market closely. With these revised rates, Airbus preserves its ability to meet customer demand while protecting its ability to further adapt as the global market evolves. Airbus expects the commercial aircraft market to return to pre-COVID levels by 2023 to 2025.

Cathay Pacific: Supersize Skid Fire Containment Bag

Skid FCB service offers hassle-free transportation of lithium-ion batteries through air cargo with an unlimited loadable weight capacity.

Cathay Pacific Cargo, a leading global air freight operator has always been a pioneer in offering customers with customised and innovative product solutions. The airline recently launched cargo solution in India - the 'Skid Fire Containment Bag' (SFCB) to ensure safe and convenient transportation of lithium-ion batteries with an unlimited loadable weight capacity. This innovative cargo solution is developed to fulfil the growing global demand for lithium-ion battery shipments. Skid Fire Containment Bag (SFCB) is an advanced and enhanced version of the earlier introduced 'Fire Containment Bag' (FCB) which had a limited loadable weight capacity of up to 50 kg for lithium-ion batteries.

Currently, Skid FCB service has been rolled out to three ports of Cathay Pacific in India - Delhi, Bengaluru and Chennai, and is also available in other ports across the network, namely - Hong Kong, Shanghai, Xiamen, Chongqing, Chengdu, Kansai, London, Taipei, Penang, Dhaka and will be progressively rolled out across Cathay Pacific and Air Hong Kong network in months to come.

One of the key advantages of Skid FCB is that it is over five times larger and can exclusively be used for skid size shipments like larger-sized batteries used in e-vehicles. The Skid FCB is designed to transport hazardous cargo and is constructed of innovative fire-retardant material that can contain the fire within the bag, in case of the battery combusting. The bag limits the supply of oxygen, while letting the smoke escape triggering the smoke detectors on board, thus also safeguarding other shipments on board.

Cathay Pacific Cargo is one of the few international airlines in India that holds a government-approved license to transport lithium-ion batteries globally. And only after conducting multiple quality check trials and stringent fire-safety tests, Cathay Pacific Cargo can safely transport shipments of RBI- UN 3480 Regulated Lithium-Ion Batteries (UN Section 1A and 1B) on the freighter aircrafts. Cathay Pacific's processes are in accordance with IATA's Dangerous Goods Regulations as well as UPU Resolutions for mail and cargo handling.

Rajesh Menon,
Regional Head
Cargo - South Asia,
Middle East and
Africa, Cathay
Pacific



At Cathay Pacific Cargo, we take pride in providing our customers with holistic innovative solutions, while also ensuring the safe and secure delivery of all shipment. The support we received across our 50 ports for the Fire Containment bag has been overwhelming. To further support the movements of lithium battery shipments we have introduced 'Skid Fire Containment Bag' (SFCB). This innovative solution is also aimed to cater to the growing technology and automobile industries in India with the requirement of bigger battery sizes.

To ensure the safety of the products, we undertake many initiatives to raise awareness amongst our shippers, freight forwarders, ground handlers and staff members about the correct handling of lithium-ion battery shipments which are in line with IATA requirements.

Etihad Airways: IATA Travel Pass

The International Air Transport Association and Etihad Airways, the national airline of the UAE, announced a partnership to launch the IATA Travel Pass for Etihad Airways' guests.

The IATA Travel Pass is a mobile app to help passengers easily and securely manage their travel in line with government requirements for COVID-19 tests or vaccines.

IATA Travel Pass will initially be offered to Etihad's guests on selected flights from Abu Dhabi in the first quarter of 2021. If successful, the pass will be extended to other destinations on the Etihad network.

The IATA Travel Pass will enable Etihad's guests to create a 'digital passport' to receive COVID test results and verify they are eligible

to undertake their journey. Importantly, IATA Travel Pass will keep passengers in control of their data and facilitate the sharing of their test with airlines and authorities for travel. It will also make it convenient for passengers to manage travel documentation throughout their journey.

Etihad has been actively exploring the roll out of digital health certification for its guests, and this latest partnership with IATA, alongside similar programmes the airline has in development, shows the technology is advancing quickly to make it a reality.

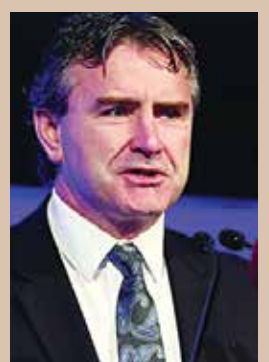


Mohammad Al Bulooki, Chief
Operating Officer, Etihad Aviation
Group

COVID-19 tests and vaccinations will be key to get the world flying again. Since 1 August 2020, Etihad is the only airline requiring a pre-departure negative PCR test result for all passengers worldwide, and again on arrival

in Abu Dhabi, giving our guests the added assurance of safety when they travel with us. A high priority for Etihad is for our guests to have an easy, secure and efficient way to identify and verify their information. Being one of the first airlines globally working with IATA as a pioneer partner on the IATA Travel Pass is a big step forward for Etihad's guests and for the industry.

Nick Careen, IATA's Senior
Vice President, Airport,
Passenger, Cargo and Security



The Etihad Airways partnership to launch the IATA Travel Pass is an important milestone on the road to meaningfully restarting international travel. Our aim is to give all governments the confidence to re-open borders to travellers based on verified vaccine and testing data. The initial stage of the Etihad launch will focus on all four elements of the IATA Travel Pass modules, one of the first airlines in the world to do so.



Hisar Airport 1st flight Inaugurated Under RCS-UDAN

First flight to the newly constructed Hisar airport in Haryana from Chandigarh was flagged off under the Regional Connectivity Scheme – UdeDeshKaAamNagrik (RCS-UDAN) of the Government of India.

The flight was flagged off by Shri Manohar Lal Khattar, Chief Minister, Haryana. The inauguration was attended by the senior officials of the Ministry of Civil Aviation (MoCA) & Airport Authority of India (AAI). The flagging off marks the operationalization of 54th airport under the UDAN scheme. To date, 307 routes and 54 airports including 5 heliports and 2 Water Aerodromes have been operationalized under the UDAN scheme.

Belonging to the Government of Haryana, Hisar airport is a public licensed airport that is suitable for 18 seat type aircraft. The development of the Hisar airport was undertaken by the MoCA as it aligns with the dual objectives of the UDAN scheme; "letting the common citizen of the country fly" & make air travel affordable and widespread in the country." Subsequently, the Government of India had sanctioned INR 28.60 crores for the development of the interim civil aviation operations. The land was handed over to the AAI for the up-gradation and development of the Hisar airport. The upgrade included the construction of the new terminal building, hangars, strengthening of the runway, installation of night-flying equipment, ATC, security equipment, etc at the Hisar airport.

The airline Aviation Connectivity & Infrastructure Developers Pvt. Ltd (Air Taxi) was awarded the Hisar – Chandigarh – Hisar route under the UDAN 4 bidding process. The airline has become the first startup airline of the country to assist the nation with Air Taxi services. These UDAN flights will reduce the journey time between Hisar to Chandigarh from 4.50 hours to a comfortable 45 minutes journey that too at an affordable fare since financial incentives in the form of Viability Gap Funding (VGF) is being provided from the Centre, State governments & airport operators to selected airlines to encourage operations from unserved and underserved airports under the scheme.

This air connectivity will fulfill the aspirations of the people of Haryana and Chandigarh. Many people travel frequently between these two cities for personal as well as professional purposes. Hisar is the administrative headquarters of the Hisar district of Hisar division in the state of Haryana. The place is India's largest galvanized iron manufacturing city. The commencement of the flight operations on the route will provide impetus to the local economy & enhance the aerial connectivity of the region.

Royal Jordanian Airline: India GSA

Royal Jordanian Airline has appointed STIC Travel Group as their India GSA for Passenger Services since 1st January 2021.

The airline operates scheduled international services over four continents from its main base at Queen Alia International Airport, Jordan. Royal Jordanian joined the Oneworld Airline Alliance in 2007. From India, passengers can fly on any carrier up to Dubai, Abu Dhabi and Doha and further connect to RJ for their onward destinations. The airline distinguishes itself through its young fleet of aircraft, which offers remarkable services and comfortable flights to its passengers. Its clean safety record, which has become its strong trademark, puts Royal Jordanian airline in a reputable position globally.



Subhash Goyal, Chairman, STIC Travel Group

The recent appointment of STIC Travel Group as the GSA for Royal Jordanian Airlines in India is a testament of the company's commitment and proven track record to offer genuine representation and sales and distribution tie ups. Travel agents can contact any of the STIC offices across India and I hope that together we can contribute to the growth of Royal Jordanian's business in India.

Qantas and Japan Airlines: Tourism Recovery

Qantas and Japan Airlines (JAL) announced plans to form a new joint business, designed to better serve customers travelling between Australia, New Zealand and Japan and support the tourism industry's recovery when international flying resumes.

The airlines have submitted an application for authorisation to regulators in Australia and New Zealand, with a decision expected within six months. Subject to this regulatory approval, it is anticipated that the joint business would commence operations around July 2021, when Qantas has said it expects its international network to gradually restart.

Under the proposed five-year agreement, the airlines would deliver substantial benefits for customers and help accelerate the recovery of the tourism, trade and corporate travel links between Australia and Japan, including:

- An expanded codeshare relationship and optimised schedules on flights between Australia and New Zealand and Japan, opening up more connections to more destinations beyond the major city gateways. Qantas customers would have access to 14 new codeshare destinations in Japan and JAL customers would have access to 15 new codeshare destinations in Australia and New

Zealand.

- Enhanced frequent flyer benefits for Qantas and JAL customers, including improved earn of Qantas points or JAL miles on routes under the joint business beyond what is possible today, as well as the ability to upgrade using points or miles on each other's services.
- Improvements in the customer experience, including streamlined processes for disruption management and investments in product and service inflight and on the ground, designed to better serve the carriers' joint customers.
- More premium travel opportunities, with Qantas able to offer customers a greater number of Business and Premium Economy seats on flights operated by JAL.
- Coordination of pricing, schedules, sales and tourism marketing to develop new and improved travel products, delivering more choice for customers.



Alan Joyce, CEO, Qantas Group

The joint business would play a vital role in reviving trade links with the world's third largest economy and deliver significant benefits for customers travelling between Australia and Japan.

Around half a million people visited Australia from Japan in 2019. We want to see that tourism resume and grow even further by making it easier for Japanese travellers to visit. The joint business means we'll be able to build on our existing relationship with JAL through oneworld to offer more routes, better flight connections and more benefits to frequent flyers. It also helps us diversify our portfolio of joint businesses amongst Australia's key trading partners. It will be a win for our customers, a win for trade and a win for the one million people who work in tourism across Australia.

Yuji Akasaka, President, Japan Airlines

For over 50 years, JAL and Qantas have operated flights between Japan and Australia, demonstrating our mutual commitment to support and strengthen the diplomatic relationship built by the two countries. We believe that a joint business with Qantas will make for a quicker recovery between both countries with the ability to expand connectivity within each carrier's respective domestic network, providing more customer choice and travel growth opportunities.



Lufthansa Group Appoint New CIO

Thomas Rückert has taken over the position as Chief Information Officer of the Lufthansa Group on January 1, 2021. He succeeds Roland Schütz, who left the company at his own request.

Thomas Rückert joined Lufthansa Technik as a trainee in 1995. Over the past 25 years, the 50-year-old industrial engineer (TU Darmstadt) has held various positions at Lufthansa Technik in Germany, Ireland and the Philippines. Most recently, as Vice President Maintenance Services, he headed Lufthansa Technik's worldwide overhaul network together with two other managers, reporting directly to the company's Executive Board. As spokesman for the Product Division, his responsibilities included all shared services, product

development and digitalization.

In the future, Thomas Rückert will report directly to Christina Foerster, board member of Deutsche Lufthansa AG and responsible for Customer, IT & Corporate Responsibility. In addition to implementing the Lufthansa Group's IT strategy, he is also responsible for IT security, IT infrastructure and coordinating the Lufthansa Group's digitalization projects. Through innovative, fast and flexible information management, Rückert enables the design of "Customer Centric Airlines".





2020: The Year of Ensuring Right Planning for the Unprecedented Times

The year 2020 created unprecedented times along with a global health crisis. Amid this challenging period the Ministry of Civil Aviation (MoCA) played a key role in revival of the social and economic situation.

The revitalising role of MoCA helped in facilitating medical support to people even in the remotest part of the country and on the other hand supported in resuming people and necessary cargo movement across the country. A well calibrated effort by MoCA with the support of other government agencies ensured that there was no shortage of medical as well as food essentials in the country during this Covid 19 pandemic induced crisis.

During this pandemic when the world struggled to plan their way out of this deadly situation, the Government of India used the COVID-19 calamity as an opportunity to continue the growth path and bring in systemic reforms. Below is a summary of the initiatives and activities carried out by the Ministry of Civil Aviation (MoCA) during 2020.

Ministry of Civil Aviation initiatives against COVID19:

Mission - Lifeline UDAN

- 'Lifeline Udan' flights were started by MoCA to transport essential medical cargo to different parts of the country to

support India's fight against COVID - 19. The essential cargo included reagents, enzymes, medical equipment, testing kits, Personal Protective Equipment (PPE}, masks, gloves and other accessories required by Corona Warriors across the country. Helicopter services including Pawan Hans Ltd have been operating in J&K, Ladakh, Islands and North East region transporting critical medical cargo and patients. Domestic Lifeline Udan flights operated in a hub and spoke model. Cargo hubs were established at Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bangalore, and Guwahati. Lifeline Udan flights connected these hubs to airports (Spokes) at Dibrugarh, Agartala, Aizwal, Dimapur, Imphal, Jorhat, Lengpui, Mysuru, Nagpur, Coimbatore, Trivandrum, Bhubaneswar, Raipur, Ranchi, Srinagar, Port Blair, Patna, Cochin, Vijayawada, Ahmedabad, Jammu, Kargil, Ladakh, Chandigarh, Goa, Bhopal and Pune. Special focus was given on the North East Region, island territories and the hill states. Air India and IAF collaborated primarily for J&K, Ladakh, North-East and other island regions.

- A portal for coordinating Lifeline UDAN flights was developed by National Informatics Centre (NIC) and MoCA in a record span of three days to enable seamless coordination between various stakeholders. Public information related to Lifeline Udan flights was updated daily on the portal at <https://esahaj.gov.in/lifeline-udan/publicinfo>.

Vande Bharat Mission

- MoCA vide letter No.13029/1/2020-A-MOCA dated 26.05.2020 issued Standard Operating Protocol (SOP) for private aircraft and charter operations on international sectors in order to facilitate the movement of stranded Indian nationals and certain OCI card holders to bring back to India. MoCA in association with MEA and MHA took a major decision to evacuate distressed Indian citizens due to COVID -19 pandemic from foreign shores. The mission called 'Vande Bharat Mission' started on 7 May 2020. Around 31 lakh Indians have been repatriated under the Vande Bharat Mission till 31.12.2020. The VBM has so far involved 6373 Air India flights and

474 flights by the private Indian carriers. Till date a total of 1,035,471 Indian nationals have been repatriated by Air India whereas 74,675 Indian nationals have been brought back by private carriers. The mission is still going on.

- Air Bubbles: “Transport Bubbles” or “Air Travel Arrangements” are temporary arrangements between two countries aimed at restarting commercial passenger services as international flights are suspended because of the COVID-19 pandemic. They are reciprocal in nature, meaning airlines from both countries enjoy similar benefits. India has established transport bubbles with twenty-four countries across the world.

Few new initiatives during COVID to improve the cargo movements:

- Permission to utilise the passenger cabin of aircraft for carriage of cargo subject to safety requirements.
- waiver of demurrage upto 50% on import cargo at airports; and
- extension of validity of certificates of dangerous goods (e.g. chemicals used for medicines).

GARUD Portal

- A portal called Government Authorization for Relief Using Drones (GARUD) was launched on 2 May 2020 to provide fast track exemptions to government agencies for COVID-19 related drone operations. The portal was designed, developed, beta-tested and launched by MoCA, DGCA and NIC in a record period of eight days.
- Reopening of Domestic Air Transport in a stage wise manner: On 25th May 2020, the commercial civil aviation operations were reopened with robust SOPs. The SOPs were updated time to time & aviation has emerged as the safest mode of transport.
- RT-PCR Testing at the entry airport for the arriving international passengers:

MoCA vide O.M. AV.29017/5/2020-DT dated 29.09.2020 allowed all the arriving international passengers, if they so desire, to avail the facility of RT-PCR testing at the entry airport, wherever available. The guidelines were applicable for all arriving international passengers, who arrive at an entry airport in India without RT-PCR Negative certificate and wish to avail exemption from institutional quarantine or need to take a connecting flight to domestic destinations in India.

- Risk Management Approach for the application of Exemptions/Extensions in view of COVID 19” – In view of the extension of training and checks given vide circular 02/2020, All Operators, Scheduled and Non-Scheduled were required to adopt a Safety Risk Management approach for applying the exemptions/extensions to their operation. This circular provided guidance of recording and reporting of the risk mitigation actions taken by all operators, along with General Aviation operators who have an SMS approval.
- Establishment of ICC: Investment Clearance Cell (ICC) has been established in MoCA with the key objective of prompt clearance of investment proposals.

Krishi Udan:

- In the context of “Krishi Udaan” announced through the Union Budget 2020-21 on 01 February 2020, the first marine sector pilot project was launched on 26 February 2020 during the harvesting season of mid-February through till May. The pilot entailed 06 freighter operations per week (03 between Chennai Vizag-Surat and 03 between Chennai-Vizag, Kolkata) for air transporting shrimp seeds for harvesting at Surat and Kolkata and then further exports of high value fresh and chilled shrimps out of India. Each freighter load is about 20-22 tonnes. As a measure of the significant improvement in value

realization, this pilot represents weekly upscaling by a multiple of about 20. Moreover, the commercial viability of transactions is implicit in the fact that an additional freighter has been deployed on 06 March 2020.

- Planning in advance, daily coordination was taken up with agri-exporters, APEDA, MPEDA, horticulture boards, brokers/agents, airports and airlines. Resultantly, about 2,800 tonnes of agri-produce, particularly mangoes, fruit and vegetables, was exported to Europe, Middle East, South-East Asia, Hongkong etc.
- Operation Greens Scheme has been implemented in co-ordination with Ministry of Food Processing Industries extending 50% rebate in airlines freight charges & Cargo Terminal Operators Terminal, Storage & Processing charges for 41 Fruits & Vegetables at airports in North Eastern & Himalayan States / UTs.
- Airlifting agri-produce for better value realisation for farmers Convergence between “Operation Greens” Scheme and Krishi Udaan was achieved with subsidy @50% on air freight and @50% on Terminal, Storage and Processing (TSP) at airports announced by M/o Food Processing Industries on 02/11/2020 on 41 eligible fruits and vegetables when airlifted from 12 NER and Himalayan States/UTs. The online filing of subsidy claims by Indian airlines was finalised with GoLive on 01/12/2020.
- Domestic and international aviation cargo/supply chains were strengthened by announcing measures for ease of doing business during unprecedented lockdown conditions across the entire supply chains extending from shipper, airline carriers, ground-handlers, airports, customs brokers/agents, and surface logistics. These included 50% waiver of demurrage to incentivise the removal of non-essential air cargo from airports, extensions of permits/approvals beyond 31 March 2020 (year-closing) , deferral of IATA payments for cargo agents, etc.



Belgaum-Nashik route under UDAN

The first direct flight operations between Nashik (Maharashtra) and Belgaum (Karnataka) started under the RCS-UDAN (Regional Connectivity Scheme — Ude Desh Ka Aam Nagrik) of the Government of India.

Operationalizing of this route expands the aerial connectivity of Belgaum to the 10 destinations across India. The Belgaum airport has emerged as the third busiest airport in terms of traffic in the state, after Bengaluru and Mangaluru. Officials of the Ministry of Civil Aviation (MoCA) and Airport Authority of India (AAI) were present at the launch of the flight operations. Till date, 311 routes have been operationalized under the UDAN scheme.

Several requests were received to start Belgaum-Nashik route considering the non-availability of any direct flight/train operations

between these cities, till date. People were forced to travel by road & suffer a long journey of more than 10 hours. Nashik is a big tourist and business destination. Being one of the four pilgrimage sites that organises Kumbh Mela, and the gateway city for the Shirdi Sai Temple & Trimbakeshwar Temple, the city attracts lakhs of tourists every year. Additionally, due to the presence of majority of India's vineyards and wineries in the city, Nashik is also known as the Grape and Wine capital of India and attracts business community. Further, many people use this route to visit Kolhapur & Goa for tourism and business purposes. Now, these people can travel at ease by opting for a flight of just 60 minutes.

Vistara: Upgraded Map Application

Vistara, India's finest full-service carrier, has upgraded the map application in its inflight entertainment (IFE) system and launched Arc, Panasonic Avionics' new, state-of-the-art, 3D inflight map application on its Boeing 787-9 Dreamliner aircraft.

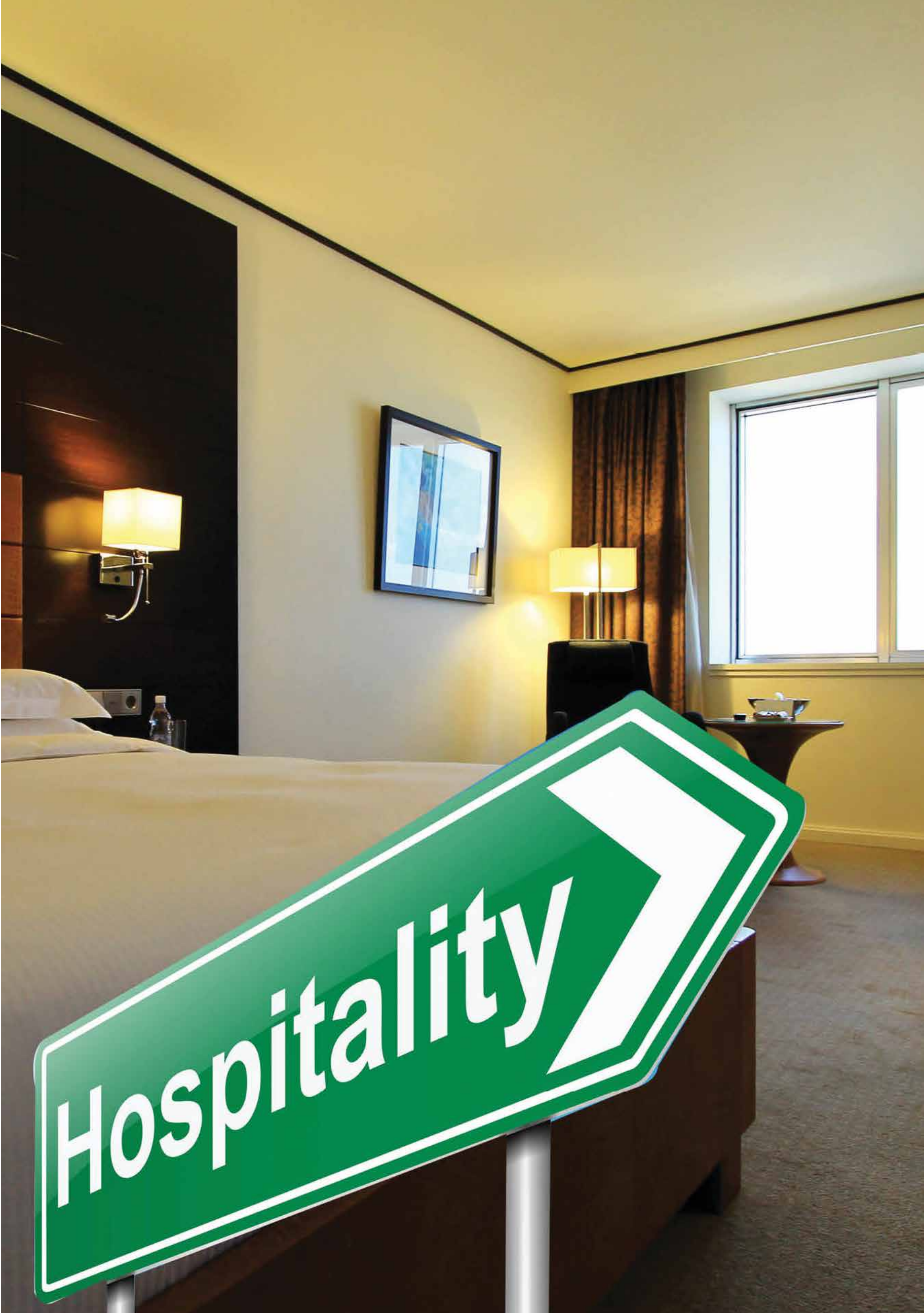
The map platform will be progressively made available on the airline's brand new A321neo aircraft as well. As the launch customer of Arc, Vistara is the world's first airline to offer this immersive inflight map experience to customers that brings a wide range of innovations to the traditional inflight map application, while expanding the concept into a fully integrated experience within the IFE and connectivity system.

Arc will be available in all cabins - in the overhead monitors, seatback screens, video handsets as well as on passengers' mobile devices connected to the inflight Wi-Fi.



Andrew Mohr, Vice President of Digital Services and Solutions for Panasonic Avionics Corporation

We are delighted by this opportunity to partner with Vistara on the launch of Arc on their Boeing 787-9 Dreamliner aircraft. Arc represents a new generation of map technology, perfectly tuned to take advantage of our latest IFE hardware. Introducing many industry firsts, this collaboration with Vistara has resulted in both companies jointly setting a new benchmark for the inflight map experience.



Hospitality

Strong Women Leads

It is rightly said by Margaret Wheatley “Leadership is a series of behaviours rather than a role for heroes.” To take into account on International Women’s Day we come forward with leaders of the hospitality industry.

• **Vedika Sharma**

We can't think of a better way to celebrate March 8th, International Women's Day, than to highlight the wisdom of some remarkable emerging female leaders. Here are quotes from women in leadership who lead by example, make a difference, and help others succeed.

Here we focused on the most challenging part of being a woman in the hospitality industry and the message of our women leaders for the women who are at the start of their hospitality careers and aspire to reach a senior position.

“Get inspired to channel your inner warrior princess”

Khyati Minglani, Marketing Head, South Avenue, Indore

The most challenging part about being a woman entrepreneur is finding the right balance between my personal and professional life. Being a wife, a mother, and a businesswoman at the same time comes with its own set of challenges and it is important to strike the right balance. I make sure to fulfil my duties as a mother and wife, along with fulfilling my professional commitments.

My only advice to all the women out there would be to follow their passions and make their dreams into reality. The hospitality industry can be very demanding and hence you need to be ready for the challenges. Try to work on a priority basis and balance your personal and professional life. Mark your career goals and plan a strategy to achieve them. As an entrepreneur, I myself set my priority list every night before going to bed so that I know what my day would be like. That really helps in keeping my mind in the right place and increasing my efficiency.



Amruda Nair, Founder, Araiya Hospitality

While women leaders have had great success in the hospitality industry particularly in Asia, the representation of women in middle management has been an issue across industries. The challenge is often maintaining networks and keeping up with technological changes in the industry after a gap. For both men and women with families, hotel operations pose a challenge as there is a requirement to not only work evening and night shifts but also over weekends and holidays as that is when hotels are the busiest.

Earlier in my career, my willingness to travel helped broaden my perspective and gave me the opportunity to learn how to operate in multiple jurisdictions and geographies. For women coming back to work after a few years off, keeping up with trends, technology and most importantly networks is key. I believe career planning with a mentor can help mitigate the challenges of assimilating back into the workforce. There are also opportunities in the hotel industry beyond traditional property roles in specialisations such as revenue management, asset management and consultancy roles in investment sales and advisory that can offer options.



**Dr. Malini Saba, Founder & Chairman,
Hotel Temptation and Coconut beach,
Cambodia**



Women suffer from several challenges and obstacles that obstruct their work in the hospitality sector which is one among the largest employment sectors. The premier of the challenges women face in this sector originates from the beliefs & customs, traditions, impressions and constants communicated by ages without a genuine explanation.

The women experience the poor operating conditions, inequality, discrimination, violence, sexual harassment and concerns in respect of enrolling, compensation, work moves, and advancements in this area.

Most parts of society feel that women abandon their customs and traditions while working in the hospitality industry. What are interfering in the career path of women are not only external factors such as problems of the family, lack of schooling facilities and employment but also internal factors such as self motivation and skills.

Women are successful in all industries they choose to put their souls into. They have to be bold and hold their own. It's inconceivable to succeed in a senior position in hospitality without hard work and continuous learning and developing yourself. And after all not without a passion and time investment.

You get to be creative and help people make the most out of their stay when visiting your hotel and your country. Don't underestimate yourself. Don't be terrified of speaking up and perpetually placing yourself for opportunities, whether it's leading a new project, attending an event, or conducting your initial business meeting. Stay on top of hospitality trends, what individuals like, what will make them feel comfortable when choosing your hotel. Apply yourself at everyday tasks, in spite of how simple or easy they seem. But most importantly, keep on gaining knowledge by participating in seminars, workshops, and conferences. That will help you exchange knowledge with peers, provide you a new perspective, and make you an important asset for the hotel.

Be ready to work hard to make steps in your hospitality career, earn the respect of your teammates and develop your leadership skills. Don't ever feel you have to succumb yourself to harassment of any kind from guests, clients or a co-employee.

**Lakshmi
Sridhar, Head
of Operations,
Novotel
Visakhapatnam
Varun Beach**



Balancing Responsibilities - A large number of women in this industry are not just entrepreneurs or career people—they have families, spouses, and other responsibilities.

Demands from personal and professional commitments need balance especially in this industry wherein there are no fixed working hours. Work is on 24*7 in our hospitality industry. While most of the women can balance these two spheres of their lives, it may be challenging for some too.

First of all, in this industry, a woman should have an abundance of patience. That is very important as we can't lose our cool in front of the guests. Inculcate the learning spirit & be passionate towards your job – If a woman has the zeal to learn & is passionate about it then she can conquer the world, she becomes unbeatable.

Commitment – Work commitment plays a pivotal role if a woman wants to be successful.

**Prachi
Chaturvedi,
Corporate
Marketing Head
of Pride Group
of Hotels**



Despite the increasing number of academically prepared women in the hospitality industry, they still appear to confront significant obstacles in their professional development. The

major challenge is that the industry is vastly dominated by male leaders. Generally, women are recruited in entry levels and lower levels of management in chosen verticals compared to core departments of the hotels which have higher authority and growth. This ultimately affects the communication levels and women are spared from the informal and formal communication networks which are very imperative in the growth and development of the career in the hospitality industry. Like highlighted, these are challenges which can be overcome by having the right attitude and making the right decisions.

One needs to always remember, there is no substitute for hard work. Focus to achieve positive results ethically. And more importantly create your network of advocates, colleagues and mentors from the day you start your career.



Neelam Singh, Founder, The Burger Company

Like most industries, the Hospitality industry also has been historically male-dominated. But the dynamics of it are changing and women are emerging as wonderful leaders in the workplace despite facing challenges.

The biggest challenge I faced in this industry is “to be taken seriously”. For most people be it investors or vendors, it is difficult to digest that we (women) are here to stay and mean serious business.

Although things are changing slowly and people have started to accept the fact that women can run the F&B business successfully and bring in a fresh perspective.

The key to success for a woman entrepreneur is to have confidence that is confidence in yourself and your business idea.

Don't be scared to enter the kitchen and experiment & don't be reluctant to play with the spices. Experimentation and differentiation are what makes you stand out of the crowd.

In the end it all drills down to Product, Pricing and Promotions. How different your product is, how aptly it is priced and how smartly you are marketing it.

Bansari Bhagat, Co-Founder, Trupt- Maa ke hath ka khana

Despite it being an industry open to and filled with women, a major challenge that women face in the hospitality industry is the fact that it still underpays them. Another hurdle is struggling harder than male employees for promotions because certain posts like manager, deputy manager, etc are most certainly given to the male in the industry which is unfair. Women generally occupy only 20% of the managerial positions and the general percentage of women in boardrooms also tends to be less than 10% which clearly highlights the gender bias that goes on in the industry and that is a major challenge for women in the hospitality industry.

Having started from scratch and having it made to a point that was far-fetched at some point, I have realized one thing and that is my biggest learning - Persistence and belief in yourself is the key. So my advice to any woman starting hospitality careers is to never give up on your dream, on where you want to be and things you want to achieve in the long run. Do not listen to people that try to bring you down, instead give your best and be consistent. You might think that there are not enough women at higher positions and that is why you should give up but no, you have got to be the change you wish to see. So strive hard and seat yourself on that managerial position one day. Go get it and don't let anyone tell you otherwise!



Usha Batra, Founder, Cafe Delhi Heights

Being a woman itself is the most challenging part of staying in the Industry. The ratio of women to men in this industry is really low, Hence making a mark in this industry is really tough. It's not only vendors who underestimate you, but at times your own industry looks down upon you.

When we were starting café delhi heights, it was a very new concept for people and knowing the fact that it has a woman behind it was in itself a major challenge as it was and is a male dominated industry. One of the major challenges that we faced was to build a good and loyal team of people to work for us which was outdone with huge success over time leaving our guests highly satisfied in terms of the food quality and quantity along with the service and hospitality. With Cafe Delhi heights, we brought a new culture to the capital, bringing my own special recipes to my brand and serving them these authentic recipes but with a twist to suit the palette of the youth, leaving them completely happy and satisfied as well. My biggest challenge being a woman in this Industry is to spread the awareness of gender equality and to get this fact accepted that Women can successfully run restaurants.

People take you lightly when you think that being a woman you will not be taken seriously. Have faith in your dreams and keep working hard to achieve your goals and there is absolutely no one who can stop you.



Avantika Sinha, Founder Kampai and Mai Bao

The hardest part about being a woman in the hospitality industry is that there are very few. It's an industry dominated by men and not many women have ventured into it, it's good and bad honestly. I love the fact that I can represent women in the industry and hopefully can make a name for myself! None of my staff members have ever worked for a woman before. I was shocked initially at this but it has been learning for them and for me.

Go for it! It is definitely challenging and it won't be easy considering you will be surrounded by men. But all you need is confidence in your work and in yourself, if you have that no one can stop you from reaching your goals.





**Dildeep Kalra,
Director
Massive
Restaurants
Pvt Ltd**

The most challenging part of being a woman in hospitality is gender equality. But over the years I feel it's slowly changing. We need to highlight women in our industry be it a chef, manager, Hr, marketing. Uplift each other.

Firstly be sure of what you want to do. Try to get investment.

Don't use our life's saving into it and it does have a high failure rate. Your product should be good. Hard work and perseverance will make you reach your goal.

Sumita Jalan, Co-Owner, La Macario Cafe

21st-century women are not lagging behind in any way to establish themselves in the hospitality industry. The fact that the hospitality sector is a male dominated one is a myth and is being disproved by many young, bright women entrepreneurs who shine their way through societal hurdles. Women have an intrinsic nature to balance both work and personal life efficiently, hence they understand the current needs of hospitality and come up with innovative solutions for the same.

A desire to host and bring smiles on people's faces, perseverance and a keen eye for detail are some of the ingredients to make it big in the hospitality world. You need to imagine yourself in your client's position and ask questions like, "Would I be happy with this standard of service? There should be no compromise on quality at any cost. Establishing a good rapport takes time and herein comes the importance of patience & consistency.



**Christine Samandari,
Co-Founder
and Director,
L'Opéra**

The challenges of being a woman in the hospitality industry are not more than just being a woman in any industry.

Incidentally, I find women have several innate advantages which actually help them in the hospitality industry. It is not the fact of being a man or woman which is important. It is the fact that as a woman, you are not only a businessperson, but you are also a mother and often a spouse with the associated expectations. As a

(business) man, you are expected to be successful in your professional activities and spend some time with the family. However, as a woman and mother, you are expected to bear children, raise and educate them, take care of the household, unite the (extended) family and be a spouse. In most cases, your entrepreneurial activities come on top of these which are considered as granted. Once you have mastered all this and have managed to engage in the hospitality industry you can use such skills as time management, organisation, warmth, caring and more professionalism to your benefit and to that of your customers.

Aspiring to reach a senior position or earning large incomes is not the right motivation and aspiration, neither in the hospitality industry nor in any other pursuit. Engaging in the hospitality industry must be your passion and what you want to do in life. You should only follow this line of activity if you are enamoured with it. If you like people and interacting with them if you like to bring joy and happiness to others if you love beauty and aesthetics... My advice would be to strive for excellence and perfection in your activities and endeavours. Do the right thing, persevere, never compromise, be patient and the success will come naturally as a result and consequence of your hard work.



**Shailja Bhalotia,
Co-Owner, Royal
China, Kolkata**

I don't see any specific challenge being a woman in the industry. As a woman Entrepreneur, I think we can do almost everything once we have adequate experience of the subject matter.

Be confident and fearless. Listen to your gut feel and let your passion drive you. Nothing is impossible if one is determined.





Prerna Puri - Founder and CEO, Prerna's Handcrafted Ice cream

The most challenging part for me was that despite our ice creams being premium, all natural, pure and artisanal, it was very difficult for us to convince stores to retail our ice creams as we are a very new brand.

I would always tell other women that they just need to believe in themselves and keep pushing the boundaries around them. Never fear rejection. Rejection should be a catalyst that makes you strive harder to reach your goals.

Nidhi Nahata, Founder, Justbe Resto Cafe

Coming from a family background that is hardcore into business, one of the biggest challenges I faced was being financially independent. There is not much scope to follow your own passion, it was indeed all about numbers and my concept wasn't in demand so I had to create a demand for my product and I left no stone unturned.

What bothers me the most that is, if this business failed (the stigma of this was started by a woman) is a lame comment exactly how in India when there is a road accident and I hear people ask was it a woman driving - it's utterly wrong and this particular mentality needs to change and it will surely change since there are women across industries making noise.

1-Hospitality is an inborn gift for a woman (especially homemakers), we really don't need to get into a course - we can literally give a course

2- Belief - believe in what we are doing and make it our goal as though our life depends upon this - look at no other as competition but to challenge one's own self and our own target every single day

3- Take the risk - at least you won't repent that you didn't try

4- Vision - always advisable to sit with experts and invest in it not just experience

Believe that the company is not because of you it's because of your team



If Team member grows the company will grow

6 - Time Management - compartmentalize home and work (prioritize) - that will help you to be more efficient

7- Study your industry and then create a demand for your product

8- Most important - Spend and invest wisely that's where most passionate entrepreneurs make mistake - they get carried away

9- Be open to learning from mistakes and most importantly learn to take feedback gracefully

10- Intuitive - listen to your intuitive calling and practically take action



Khushboo Chaudhary, Co-Founder, Mr. Moustache's Cakes

The most challenging part about being a woman in the hospitality industry was to get that trust and loyalty from people towards my brand. I have noticed that on multiple occasions people don't take me seriously when I was pitching them a business proposal, however, when my dad would say the same thing, they would hear him out attentively. People seem to be a little hesitant in trusting a girl with matters about business and finance. I need to have self-confidence so that no matter how much rejection I face, I have the strength to keep going. Then again, it has been a dream of mine to run a successful venture. That, and working with my father has been a joy since I wanted him to live his dream of being a baker. I haven't seen anything bring sheer happiness to a person's face the way their favorite dessert does.

I'd ask them to fight on. Hospitality is a very male-dominated field, but that doesn't mean that women have no place in it. I find it very ironic that skills that are touted as a requisite for our society's ideal woman become macho as soon as the potential to monetize them is discovered. Stand firm to your ideals, and remember you have a voice- use it. You might be pressured into remaining subservient, but isn't that just proof of you being seen as a threat? Use this to your advantage, and keep going!

Believe in the skills that you have worked so hard on; believe in yourself, and your potential. It can get difficult, especially when surrounded by many naysayers. What helped me was the support of my friends, so you should reach out for that validation now and then, let them be your support system. Trust me, this will help you gain confidence and mental peace like nothing else.

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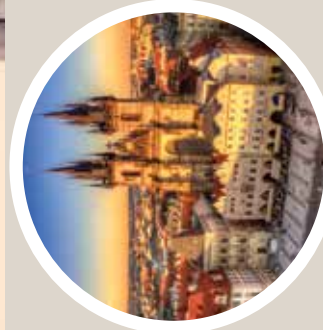
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5 N / 6 D



THAILAND
4 N / 5 D



EUROPE
10 N / 11 D



DUBAI
&
ABU DHABI
6 N / 7 D

& Many More Destinations

Set Your (Heal)th & Wellness (In)tentions for (2021)

Experiencing a massage after a stressful time, or treating yourself to a facial before a big event, spa treatments are a luxury that many of us love to indulge in. what we really need is a day off for ourselves, dedicated solely to relaxation and rejuvenation simply because of our body needs.



Palace Wellness at Badrutt's Palace Hotel – Switzerland

Bastion of Alpine hospitality, Badrutt's Palace reopened its doors recently with 40 newly renovated rooms and suites, an array of magical festivities, culinary highlights and new spoiling winter packages for guests to enjoy St. Moritz to the fullest.

Fully connect with yourself in Palace Wellness spa, with an indoor infinity swimming pool, extensive fitness facilities and full massage and beauty services. Restore and renew with a comprehensive range of massage and beauty treatments. Choose from Ayurvedic therapies and manicures to facials and eye treatments. The Spa Suites here offer the ultimate private experience and are the perfect place to recharge your batteries, rejuvenate and feel refreshed.

Leveraging the hotel's spacious layout, plentiful facilities, expansive grounds and close proximity to the slopes, the team has been carefully refining the offering to protect the health and safety of guests and staff, while ensuring the much-loved magic of the Palace remains throughout the winter season.



Aura Spa & Wellbeing, Bawah Reserve – Indonesia

Export your body and mind in Indonesian tropical bliss at Bawah Reserve. Bawah Reserve is more than a destination. It is a sanctuary to enrich your soul. Its secluded location, lush environment and commitment to sustainable living align guests with the natural world. In a day and age when we seldom take the time to experience the joy of watching the sun set, seeing stars light up the sky or feeling the inner stillness that comes from silence, the need to retreat from everyday life becomes that much more important. Bawah's Journeys to Wellbeing are designed to realign your path, replenish your energy and reconnect you to nature.

Find total zen in the soothing, natural surroundings of Bawah Reserve with Aura Spa & Wellbeing. Nestled in the island's beachfront jungle, Aura offers a natural and luxurious setting. Offering revitalising treatments and practices to ease away workday stress and enhance your physical and mental wellbeing. Indulge in a variety of tropical spa experiences, ranging from sea salt scrubs and locally sourced Ayurvedic oil massages, Pilates and sunrise qigong on the beach. All are designed to relax, invigorate and rejuvenate both the body and the mind.

From traditional to local body treatments, facial cleanses and detox programs, and relaxing and rejuvenating spa rituals. Whether you're looking to detox and cleanse your body in a tropical paradise, searching for an unforgettable holiday experience or simply looking to relax and unwind in the sunshine, Aura can help find the perfect tropical spa for you.





Cheval Blanc Spa, Cheval Blanc St-Barth Isle de France

The only property in the Caribbean with Palace distinction, Cheval Blanc St-Barth Isle de France echoes French refinement in a glamorous ambience. Whether you dream of quietude and peace or grandeur and adventure, rest assured all your wishes will be handled with care may all your longings find home at one of the Cheval Blanc Maisons here. Celebrating a delicate alchemy between tradition and innovation, local architecture and timeless elegance, Cheval Blanc's Maisons blend bold design and contemporary inspirations with local craftsmanship.

Facials speckled with the sun, four-hand massages nestled in gardens and pretty toes for squishing in the sand. Turn-off, unplug, unwind, rewind at the Cheval Blanc Spa. A haven for the body, mind and spirit. Relaxing, energising, balancing, and rejuvenating. Rare beauty rituals by Guerlain, exclusive in the Caribbean, are unveiled by Beauty Experts in four treatment rooms and the spa garden pavilion. Celebrating true island indulgence, the exotic outdoor pavilion is the perfect locale for four-hand massages for two, or pampering facial treatments for one.

Wake up, simmer down in the Maison's exquisite 61 rooms, suites and villas. Flowery dreams of gardens, the deep blue and powder-soft sand. Swim longer in fluffy white pillows and the charm of the West Indies - we won't tell. Headstands on paddle boards, Mini-Moke races to the heart of the island, hunting for treasure at the bottom of the sea. Sailors, racers, hikers, pirates, mermaids. The Maison's Alchemists indulge the young and young-at-heart in bespoke designed experiences.



Chiva-Som International Health Resort – Thailand

Chiva-Som, Thailand's iconic wellness resort is famed as one of the earliest pioneers of the wellness industry. Guests choose Chiva-Som for its world-class facilities as well as the wellness team's unparalleled skill and depth of knowledge. The resort has been attracting well-heeled visitors from far and wide with its selection of holistic treatments and immersive programmes geared towards helping form healthy habits and lifestyle transformations. Guests include celebrities such as David Beckham, Kate Moss, Serena Williams and royalty from around the world.

Asia's first comprehensive wellness resort, Chiva-Som is a beach front property spanning across seven acres of paradise. The resort has six modalities, offering guests the opportunity to focus on fitness, spa, nutrition, physio, ascetic beauty or holistic elements. Chiva-Som means 'Haven of Life' and this truly embodies the goals and philosophies of the resort. Chiva-Som believes that the Mind, Body and Spirit must be given equal care and attention in order for a person to transform their health; a retreat at Chiva-Som signals the start of this wellness journey.

Last year in April when the world went into a lockdown, Chiva-Som, a pioneer in transformative wellness practices, announced the launch of Chiva-Som Online Wellness Services, to provide



support and encourage individuals to maintain wellness goals during this unprecedented time. The Chiva-Som Online Wellness Services is provided by wellness advisors, practitioners and experts. The services include some of the resort's most popular services including consultations, activities and physical training, all of which are conducted one-on-one with its guests.

Chiva-Som has delivered its proven holistic wellness therapies to guests worldwide for over 25 years. In these challenging times, maintaining physical and mental wellbeing is much needed. The new tele-therapy service connects individuals with the resort's team to provide bespoke professional support during this time of heightened anxiety and social isolation. Participants are able to speak directly to the experienced wellness team live from home via video communication and receive personalised feedback regarding lifestyle and nutrition.

Following the successful launch of Chiva-Som Online Wellness Services, the resort introduced their Online Intensive Wellness Series in September. The new service offers interactive sessions, designed to gradually enhance participants' knowledge, strengthen abilities, and most importantly, promote maximum benefit for health and wellbeing.

The beachfront resort is located in the town of Hua Hin, which lies 185 km south of the capital of Bangkok. It can be reached by car in under three hours, private plane in 25 minutes from Bangkok and chartered helicopter in 40 minutes from Bangkok.



The Spa at Pimalai Resort & Spa - Thailand

Pimalai Spa at Pimalai Resort & Spa Krabi offers combination of traditional and contemporary techniques that will rejuvenate your body, mind and soul. In keeping with Koh Lanta's low-key, laid-back mindset, the offers guests from all corners of the globe the opportunity to savour a truly authentic Thai island experience in their very own private sanctuary.

Koh Lanta's first five-star resort, Pimalai Resort & Spa has been redefining luxury hospitality on the Andaman Island since it launched almost two decades ago. The award-winning property, located on the laid-back southern tip, cascades through 100 acres of tropical jungles easing its way towards one of Thailand's best beaches: Kantiang Bay. At Pimalai, its 900 meters beachfront and 100 acres of paradise will rekindle your love for nature amidst lush tropical forests and the endless Andaman waters.

This multiple award winning five-star resort with deluxe rooms, suites & stunning villa with private pool is truly a peaceful, romantic hideaway that offers a great variety of restaurants, a delightful spa and plenty of recreational facilities.

40 years ago, the owners and developers of this resort discovered lush, hilly land at the tip of Koh Lanta. They envisioned a personal paradise, a place where children could learn about and inherit a love for nature. They fell in love with the vivid azurecove, golden strips of sand and the verdant green of the surrounding mountains and realized that such beauty was meant to be shared. So for the next 30 years, the two of them, with a group of like-minded family and friends as business partners, built the Pimalai estate. Unlike the rest of Koh Lanta which had given way to resorts, beach vendors and the hectic buzz of tourism, the natural setting of Pimalai remains virtually untouched up to this day.

With rooms and villas situated some 60 to 80 meters above the sea level in a serene rainforest offering unrivalled ocean views, magnificent sunsets and all round privacy, Pimalai is the perfect destination whether it's a family trip, a romantic getaway or a picture perfect beach wedding. With no immediate neighbours, the 121-room resort is a serene sanctuary where guests can feel completely at peace in their private surroundings. From Hillside Ocean Pool Villas that command vistas of the stunning scenery through to the Beachside Villas, situated only a few short steps away from the shoreline, rooms at Pimalai cater to all tastes with spacious layouts and designs that seamlessly integrate with the natural surroundings.

Guests can also indulge in an array of onsite wellness experiences, ranging from traditional Muay Thai classes to early evening tennis matches and pampered afternoons at the signature Pimalai Spa.



Wellness Institute by Maison Guerlain, The Woodward - Switzerland

Oetker Collection recently announced that Spring 2021 will see the addition of The Woodward, a new hotel in the heart of Geneva, to its exclusive portfolio of masterpiece hotels. Owned by Bastion Holdings, the hotel sits directly on the shores of Lake Geneva, offering panoramic views of Mont Blanc. Originally built in 1901 by French architect François Durel, in a post-Haussmann style, the hotel is located on Quai Wilson and is currently being completely transformed and carefully reimagined by world-renowned architect Pierre-Yves Rochon.

A historic transformation creates Geneva's first all-suite hotel designed by Pierre-Yves Rochon, with restaurants by Michelin-Starred L'Atelier de Joël Robuchon and vegetable driven Le Jardinier by Alain Verzeroli as well as a 1,200 sqmetre Spa by Maison Guerlain.

In keeping with Oetker Collection's commitment to wellbeing, the hotel's 1,200 square meter spa will include a Wellness Institute by Maison Guerlain and a 21-metre indoor swimming pool – the longest in Geneva. Developed in collaboration with Maison Guerlain, the spa promises deeply sensory, highly personalised treatments to promote wellbeing and rejuvenation. There will be a state-of-the-art gym, two saunas, two steam-rooms, two Swedish baths and a jacuzzi. Guests will be able to enjoy exclusive treatments by Guerlain across six wellness suites, including one for couples and a corner dedicated to men.

Beyond The Woodward's historic façade, guests will find classic-meets-contemporary interiors, providing a stylish city sanctuary with spectacular lake and mountain views. Each of the 26-suites have been carefully curated to possess their own distinct character and individual design details with signature flourishes including marble fireplaces and bookcases. 21 of the suites have a full lake view. The jewels in the crown are the Presidential Suite, designed in elegant ivory tones and offering panoramic lake views from every room with a private dining room andloggia, and the Royal Suite, reached by private lift and designed to resemble a chic Parisian apartment.



Villa Stéphanie, Brenners Park-Hotel & Spa – Germany

Villa Stéphanie at Brenner's Park Hotel & Spa, Baden-Baden Germany, is a lieu of relaxation and luxury healthcare hospitality. The iconic Baden-Baden hotel offers Europe's finest destination spa reflecting the hotel's decades of experience and expertise in the spa and medical realm.

The building's impressive history, the magnificent natural surrounds of its location in a private park and the style and design in all aspects of the Villa Stéphanie – all create an environment of recuperation and relaxation in the character of a large private house. Covering an area of 5000 square meters an entire mansion is solely devoted to the spa experience. The building's history forms a fascinating part of Baden-Baden's 2000-year heritage.

Combining pleasure with health results, losing weight with enjoyment and medical effectiveness with a familiar atmosphere. Medical Care at Villa Stéphanie incorporates a range of preventative healthcare programmes and specialist treatments, while staying in the elegant surroundings of the villa. At your service are the highest level professionals with the most advanced diagnostics at their disposal. Villa Stephanie offers guests a unique professional staff, from masseurs to private diet cooks.

Villa Stephanie is an unrivalled landmark of European hotel. By opening the house of wellbeing, the hotel united the past with the present and the future. The building's history is just one aspect of the 2000 year heritage of the spa town Baden-Baden.



The Spa at Royal Mansour Marrakech – Morocco

Designed as a sanctuary completely devoted to your senses, the Royal Mansour Marrakech Spa creates an intimate universe with a separate entrance to the rest of the hotel. Enter via the citrus garden, where the colours and fragrances will already enchant you. For a break from life, 2500 sqm divided over 3 floors offer an infinite range of treatments.

Immaculate whiteness, the murmur of fountains, aromatic fragrances... When you come into the Royal Mansour Marrakech Spa, you will immediately feel taken over in the atrium by a rush of relaxation like you've never felt before. The lacing of the iron walls, designed in the purest Moorish style, is like an architectural metaphor for the sense of well-being that awaits you.

The treatments carried out in the ten spa rooms take the well-being experience that extra mile further. Intense hydration, exceptional massages, subtle beauty touches, make-up and hair removal will take you closer to your beauty goals. The marocMaroc, Sisley and Dr Hauschka lines offer the ultimate products for this well-being experience. For even more intimacy, opt for an exceptional treatment in one of our three private spa suites.

At the Royal Mansour Marrakech, rooms and hotel suites are replaced by luxury riads, spread across a medina filled with little alleyways and secret doors. It's here, in this location with its one-of-a-kind concept, that the 53 private residences of the Palace hide. Each riad of the collection is unique, with 3 floors decorated to its own style. All you have to do is select one and you're on for one of the most beautiful experiences of your life.

Each riad of the Royal Mansour is a completely different destination. Stand in amazement as your riad's door opens out onto the patio and reveals the quintessence of Moroccan craftsmanship. Subtly varying zelliges, fabrics, wood features, rugs, carved plaster and custom-made furniture give the riads their harmonious and elegant vibe. Captivate your senses... The roof terrace with views of the Atlas Mountains, a private pool and complete immersion in the Moroccan lifestyle... The Ochre City has never been so imperial.





Spa & Wellbeing at The Datai Langkawi – Malaysia

Nestled in the heart of a 10-million-year-old rainforest, The Datai Langkawi is a captivating destination resort that blends into its natural surroundings. Situated on the mystical island of Langkawi, the resort's lush tropical rainforest embraces each room, suite and villa, with private verandas and breathtaking views. This serene haven is where you can reconnect with nature and uplift your soul.

The Datai Langkawi offers the perfect escape and allows you to nurture to the full the well-being of your mind, body and spirit. Datai Bay is rated as one of the top ten beaches in the world by National Geographic and, together with the resort's surrounding jungle, is host to a wealth of wildlife, some of which is endemic to the area. You may well spot Dusky langurs, Tokay geckos and Sunda colugos during your stay.

The Spa at The Datai is situated along a small winding stream surrounded by the sounds and subtle aromatic scent of the rainforest. Offering uniquely delivered treatments in a natural environment, The Spa experience induces a sensory journey of overall well-being through relaxation and rejuvenation. Focusing on aligning wellness with nature, The Spa's signature treatments incorporate the healing plants and herbs found in the rainforest; adopting age-old traditions and philosophies of the Malay culture known as Ramuan.

In addition to 5 spa treatment villas offering Ramuan-based treatments, Phyto5's innovative skincare delivers the ultimate holistic skincare experience, creating an equilibrium of inner wholeness and external radiance. Manicures and pedicures using specialist Bastien Gonzalez treatment range that focuses on the health and natural beauty of nails, hands and feet is also available.

More than 25 years have passed since The Datai Langkawi first welcomed guests. A homage to the work of the visionary architect Kerry Hill, it all started with the discovery of the Datai Bay and a view so breathtaking that he fell instantly in love with the place on his first site visit with fellow designer Didier Lefort.

The magic of Datai Bay is so inspiring that on entering this ancient wilderness, Hill secretly wondered whether moving one single stone would be sacrilegious but realised that the only way to build a resort in this mesmerising setting was by honouring its natural setting.

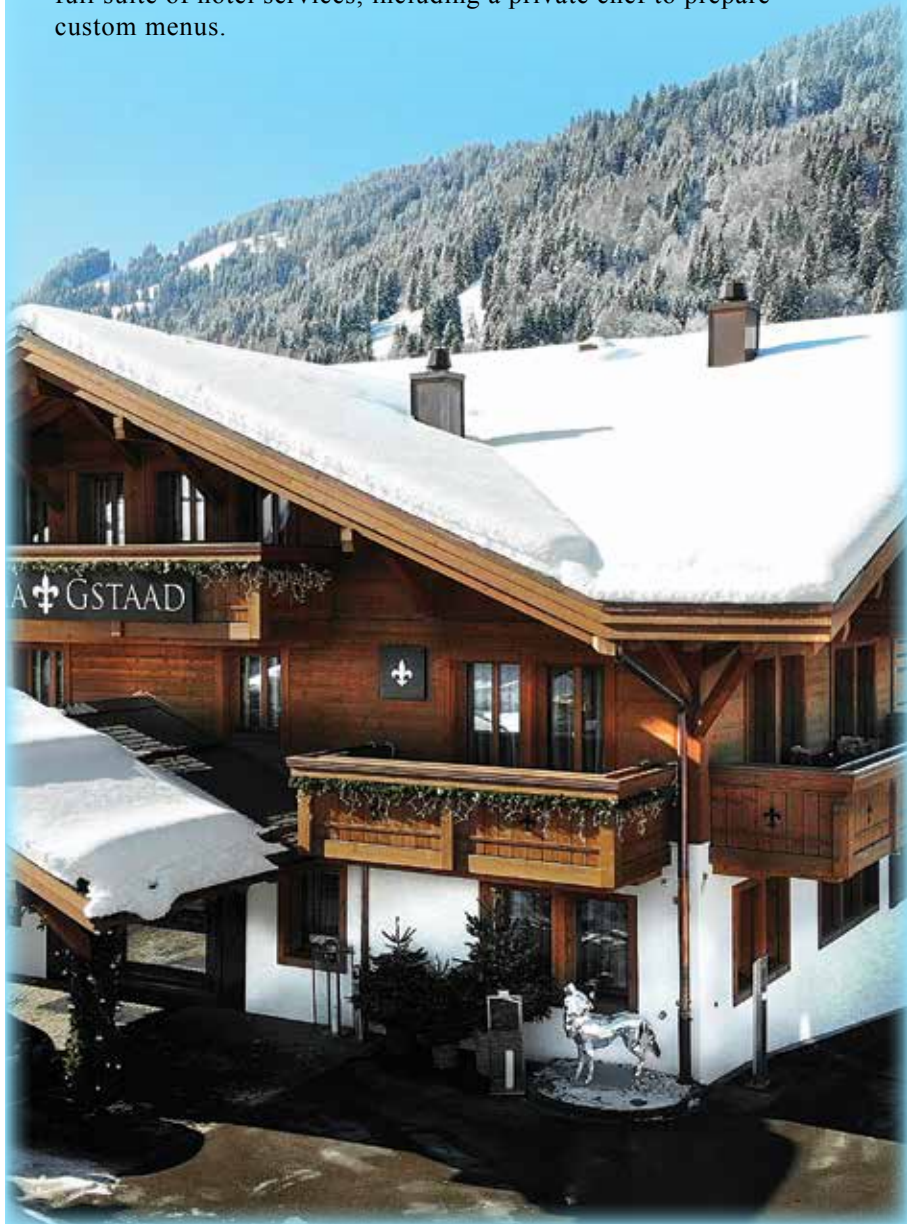


Spa & Clinic, Ultima Gstaad – Switzerland

Located in the upscale town of Gstaad, Ultima Gstaad is an award-winning boutique 5-star superior hotel, comprising three sprawling wooden chalets, blending traditional Swiss architecture and contemporary elegance. Recognised for its exceptional services, state-of-the-art facilities, as well as gastronomic and wellness experiences, it has become one of the most exclusive luxury hotels in Switzerland creating an artful getaway for the world's elite.

A world-class Spa featuring treatments from Swiss Perfection makes pampering a key focus at the Ultima Spa, an 8,600-square-foot sanctuary including a hammam, sauna, swimming pool and an indoor and outdoor jacuzzi, sauna and steam room, in addition to treatment rooms, a private cinema and a fitness centre. All treatments feature products by Swiss Perfection, renowned for its anti-ageing cellular therapy, ensuring an exceptional beauty experience.

Ultima Gstaad's exquisitely crafted chalets house eleven refined suites featuring chic-yet-lavish interiors, electric fireplaces for cosy evenings, and private terraces or balconies with breathtaking views overlooking the Alps. Each suite or residence wraps guests in the ambience of a traditional Swiss chalet, along with all the benefits of the hotel's five-star services. From lavish marble bathrooms to walk-in wardrobes and state-of-art technology, each amenity ensures ultimate comfort. For groups of friends or families looking for a cosy mountain escape, Ultima Gstaad also features six magnificent Residences offering exceptional privacy along with the comfort of a shared living space. Guests can opt for total seclusion or enjoy the full suite of hotel services, including a private chef to prepare custom menus.





Ell Bee



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Tata Starbucks Launches a Special Menu

Tata Starbucks announced the launch of its limited-edition menu curated by celebrity chef, Sanjeev Kapoor in partnership with Tata Sampann.

• **Vedika Sharma**

#SanjeevKapoorMenuAtStarbucks features a range of delicious food items handcrafted with high quality ingredients, offering various global classics with a local Indian twist. Starbucks customers can enjoy an enhanced food experience with these delightful new additions.

Carefully selected to be a savory experience, the bespoke menu features five tasty dishes:

- Turmeric Brioche with Makhani Dip - A flaky, French-inspired brioche with an Indian twist comprising turmeric and is served with a creamy Makhani Dip
- Chole Paneer Kulcha - A croissant-like pastry combined with a tangy stuffing mix inside
- Red Poha with Coconut Stew – A delicious one-of-its-kind vegan fusion of South and West India complete with the goodness of fresh carrots, green peas, cashews, and yam
- Bhuna Murgh Pie – Inspired by the Singaporean Curry Puff, this item features Indian spicy chicken and flaky puff pastry
- Masala Chicken Croissant - A mouth-watering buttery puff pastry filled with delicious spicy chicken stuffing and cheese

Customers can enjoy the #SanjeevKapoorMenuAtStarbucks across Starbucks® outlets in the country or enjoy it at home with their loved ones by placing an order with Starbucks delivery partners, Zomato and Swiggy.



*Rating: 9/10
Comment: A perfect menu which curates something for everyone.*

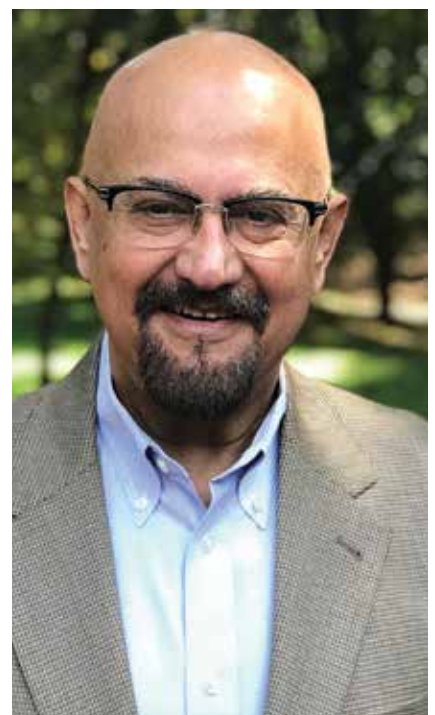


Richa Arora, President, Packaged Foods, India, Tata Consumer Products

As a brand, Tata Sampann is committed to nutrition by bringing traditional Indian food wisdom to the modern Indian plate. This partnership with Tata Starbucks takes forward our shared belief of bringing the very best to the people of India. It's an exciting menu because it takes traditional Indian ingredients and puts them at the heart of Starbucks' contemporary food experiences. We are confident that customers will relish this special menu crafted by Chef Sanjeev Kapoor with Tata Sampann ingredients that are nutritional and a delight for the palate.

Navin Gurnaney, CEO, Tata Starbucks Pvt. Ltd

We are delighted to partner with Chef Sanjeev Kapoor and Tata Sampann to launch this special menu that truly reflects the best of global and local food trends. We are united in our shared ideologies and commitment towards bringing moments of delight to our valued consumers through every experience. We are confident that the New Sanjeev Kapoor Menu at Starbucks with its vegetarian, vegan and non-vegetarian options will give our customers a truly elevated experience.



1000 types of Cheese for your taste bud

The USA Cheese Guild, responsible for showcasing the creativity and versatility of the U.S cheese industry, has witnessed steady growth in the demand for cheese from the USA in the UAE and the wider Middle East thanks to intensive awareness and trade campaigns and increasing consumer demand for new, innovative, flavourful, healthy, natural and convenient foods.

• **Vedika Sharma**



In recent years, the USA Cheese Guild has featured a range of U.S cheesemakers to the region resulting in significant inroads into the retail segment with several USA cheeses now available on shelves and deli counters of major supermarket chains in the Middle East. According to the USA Cheese Guild, the United States exports of cheese to the Middle East during 2020 is estimated at over 16,800 tonnes, worth US\$76 million. The UAE accounted for 4,800 tonnes, worth over US\$22 million. In total, the United

States produces nearly 6 million tonnes a year, which is more than France, Italy, and Switzerland combined.

As part of the organisation's drive to showcase the range of high-quality cheeses available, and the new and exciting ways of using them in fusion and local cuisine, the USA Cheese Guild has undertaken a unique and multi-faceted educational approach to showcase the quality, taste, health and nutrition of USA cheese.

The USA Cheese Guild has collaborated with several organisations in the Middle East. These have included a culinary scholarship to allow young chefs to study, work and learn more about USA cheese in Dubai through the International Centre for Culinary Arts (ICCA) Dubai and the Emirates Culinary Guild.

The USA Cheese Guild also launched the USA Cheese Specialist Certification Programme in partnership with ICCA Dubai, which saw 40 UAE-based chefs awarded global cheese certification this year. Sunjeh Raja, Founder, Director and CEO of the ICCA Dubai, said: "ICCA Dubai, is a proud partner of the USA Cheese Guild and has been delivering the Guild's Cheese Program to the UAE hospitality industry since 2018." In our experience, we have found cheese from the USA to be extremely popular with professional chefs, due to its

adaptability and ease of use in a variety of dishes and cuisines.

"USA cheese not only inspires the chefs to do more and make an impact with what they normally cook, but also helps them add value using the wide variety of exotic USA Cheese available for their fine dining menus as well." In addition to the extensive educational programme, a range of in-store activations to build consumer awareness has been launched, while participation at the forthcoming Gulfood is further underscoring the USA cheese community's commitment to the region.

The United States has a rich and diverse history of cheesemaking, including cream cheese, Monterey Jack, and Colby Jack often referred to as American Originals. However, thanks to a combination of new and old techniques, cheesemakers in the United States also produce some of the most sought-after and award-winning varieties on the market.

The United States has evolved into a robust cheesemaking community which incorporates a diverse range of flavours and textures. From some of the most extensive cheese-producing facilities in the world to small artisanal makers, the cheese community in the United States produces an astounding variety of award-winning cheeses of exceptional flavour, texture, and quality.



Chef Antonio El Khoury, Director of Culinary Programs MENA for the USA Cheese Guild

The popularity of USA cheese is a testament to its quality and varieties that suit every taste. With more than 1,000 types of cheese, there are many ways to consume USA cheeses. It is enjoyed around the world as a stand-alone food, as well as a versatile ingredient in food applications to suit every part of the day.

Drink Outside the Grape

Fruzzante is the world's first and only producer of alco-bev made from Chikoo (Sapodilla) extracts.

• **Vedika Sharma**

Conceptualized in 2010, the brand is the brainchild of Priyanka Save, an entrepreneur with a background in Mechanical Engineering. Under her leadership, the venture has produced more than 25,000 bottles since the wine's launch on the New Year's Eve of 2017. The brewery is part of her family's Hill Zill Resort in Bordi, 25 km from Dahanu, and was instrumentally aided by Mr. Dominic Rivard, an award-winning winemaker and cider specialist, from Nova Scotia, Canada.

The deep gold-hued carbonated wine produced by Fruzzante does not require added sugars as the diluted juice is enough to get the amount of alcohol required. The fruits used for making alco-bev are sourced directly from the farmers to raise the bar on quality. Fruzzante is the only company producing fruit-based and non-grape bottled products in the wine category that is currently commercially available. The products are both vegan and gluten-free which makes it a healthy choice. What's more, is that the product is made cider style by using cold-pressed fruit and carbonation.

Fruzzante has also released other variants in the vegan beverage range made in cider style in the form of Pineapple and Spice Garden (Cinnamon, Ginger and Honey with Chikoo) & Mango. The gluten-free alternatives are intended to glamorize the cider and fruit industry where consumers

interested in wines, beers, cocktails and healthy alco-bev options are targeted. The current focal areas include the urban and tourist areas of Maharashtra.

Fruzzante was awarded a silver medal at "Drink Outside the Grape" challenge 2017 held in the USA where they were pitted against 145 wines and ciders of the world. Apart from being a refreshingly new option in alcoholic beverages, Fruzzante is a brand that is as socially aware as it is innovative. Going forward, the company aims at working on various other fruits long nurtured by our ancestors. To add sparkle to the wine, Fruzzante helps promote native food growers by mentioning them on each bottle of their refreshing cider-styled beverages. Proceeds from the sale of the special "Starfruit Jiwa" flavour of the drink go to India's native Warli tribe.



Lifestyle



#LadyBoss

It is believed that when a man prospers, it is his family which prospers but when a girl prospers, it is a global world which prospers. By keeping this in mind we come up with women leaders of today's era.

• **Vedika Sharma**

For instance, certainly the number of women in business today is much higher than in previous generations. And to promote womanhood further we cover a story on "How important is it for women to lift each other up and what does that mean to them?"



Ritika Jatin Ahuja, Chief Operating Officer (COO), Big Boy Toyz

As someone who has grown from the grassroots level, I feel it is extremely important for us women to help each other grow & lift up in our lives. If all of us as a community aid one & all we can reach greater heights. Motivation & Belief also go hand in hand when it comes to success & that personally has been the contributing factors to my story. I have been able to sustain & work positively at BBT only because of the belief I had in myself & the amount of motivation I received from my near & dear ones. The time is not far when women will be making remarkable contributions in every sector because they are now being given a chance to work as leaders. I hope this can be an inspiration & motivate my fellow females to chase their dreams & achieve success in everything they do in life!



**Sumedha Jain,
Director - Marketing &
Communications, Madame**

In current times it is a women's strength that makes a table stronger in many ways. I believe there is always power in a pack. Women always think of collaboration over competitions. There have been many circumstances where women have constantly exhibited the courage to rise up from the hurdles that they face across systems, cultures and leadership positions. We all are bred in traditions that encourage us to prioritise relationship building. This process is a constant part of a women's journey. To be a supportive team player, inspiring leader and mentoring other women are signs of an uplifted community. It also means to find your squad and tap into them, seeking honest advice or the go to group during an emergency. It forms an important part of a women's mental wellbeing.

And there are some who say, "There is a special place in heaven for women who support other women."





Shahnaz Husain, Founder, Chairperson & Managing Director, Shahnaz Husain Group

It is so important for women to support each other and improve the lives of other women, in terms of empowerment, because only a woman can truly feel and understand the problems women face. Today, I feel proud that women have achieved so much. But we still have a long way to go. Woman empowerment is not about one day in the year. It is an on-going process so that each woman can focus on areas that need change and do her bit. Each woman must realize her own potential and strength as an equal member of society. To me, it means supporting education, financial independence and self-reliance for women.

In fact, the educated and self-reliant women can also bring about change in the mindset of society. They will then treat their daughters and sons equally and also teach their sons to honour and respect women.



Mansi Gupta, CEO & Founder, Tjori

I would say one woman's accomplishment is an accomplishment for all women.

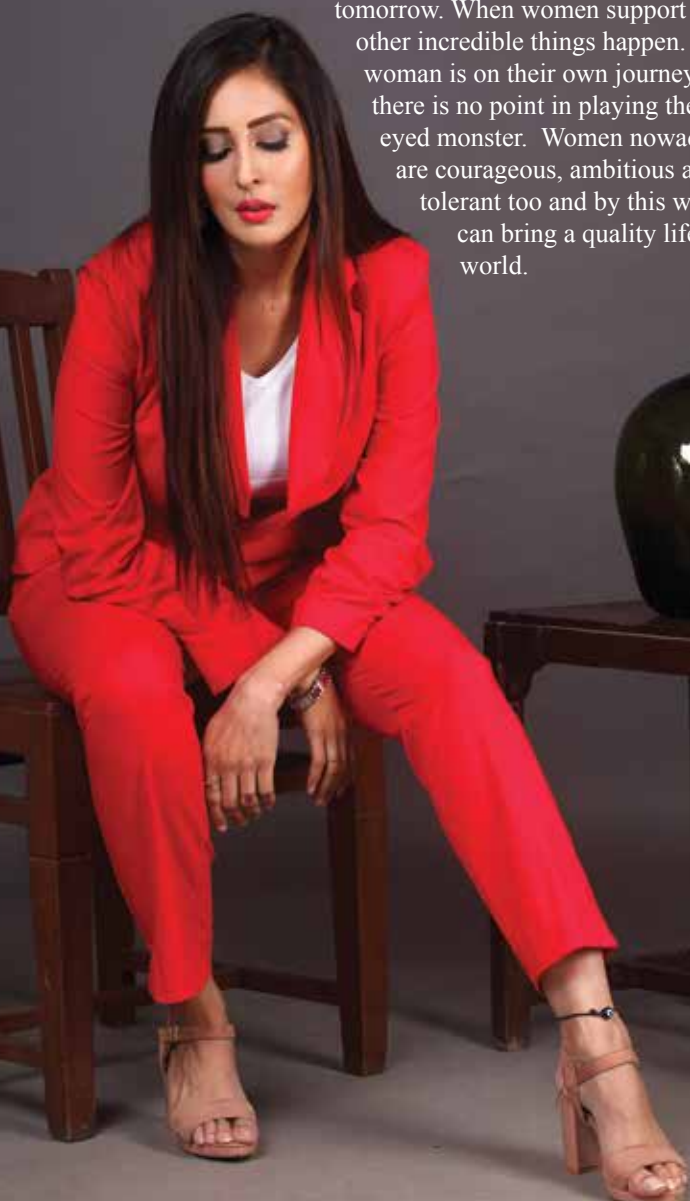
And we must all celebrate that. We are living in an era where women come across opportunities more than ever before. Honestly, being women, part of our survival instinct is to help each other. Women helping women can be a real movement to grow effectively for a better tomorrow in transforming her life. It will help rebuild our society and promote the nation on a path to better development.

For me, It's all about to strengthen the social, educational and economic powers of women. To add further, creating an environment where there is no gender bias and has equal rights in society and workplaces. It is the greatest gift you can give.

Chahatt Khanna, Director, Ammarzo Industries Pvt Ltd

Women need to realize that unless we advocate for each other, meaningful progress won't be made. Personally, I know I wouldn't be where I am today without the inspiration of other women. It can be a real movement to grow a sisterhood for a better tomorrow.

When women support each other incredible things happen. Every woman is on their own journey so there is no point in playing the green eyed monster. Women nowadays are courageous, ambitious and very tolerant too and by this way, they can bring a quality life in this world.



Sonia Gupta, Founder, Anybodycanbake

The stronger eats the weaker. And traditionally, that strength has been associated with masculinity. The leadership roles are heavily dominated by males. The other gender believes women to be weaker in decision making abilities.

Women need to realize that unless we support each other, meaningful progress and a substantial change in society won't be made.

For a female, the opportunities are less and the risk of getting abused is always high. Women will need to come together to support each other in all possible ways. They should understand that only when they support each other, they will make the environment better. They need to develop their skill along with celebrating the other women around them.

Unless we believe that women could be soft but not weak, we won't succeed.

Vishakha Mota, Co Founder, Brand Sentry

For a woman to lift another woman up is the absolute most important thing. In a world where women have fought for their basic rights and have risen above everything only to conquer every single sector today, it's important that we have each other's back. We encourage each other to work better, to live better, and to explore our talent and passion, to make space for another woman to succeed beside us is everything. We have to be each other's role models and support each other to get a quality of life that deserves.



Sarta Lamba, Chairperson, Buddy Cabs

I believe when women support women, incredibly great things happen. I feel that independence is good but co-dependency is better. When I am empowered I help other women to empower those who do their bit by empowering others. Thereby making this a chain reaction where each one of us lives in harmony and peace. The first woman in each one of life is their MOTHER; if she is empowered then we have a more evolved humanity.



Devika Verma, Co-Founder, BuildWorx

It's extremely important that women today need to realize that unless we support each other, it might be a difficult journey to reach the heights that we might deserve or are capable of achieving. We have to behave like a support system for each other for meaningful progress in our work environment.

I believe in the power of women connecting and supporting each other. If we are in a position of making purposeful decisions, it's our responsibility to encourage, support and inspire the woman in our team. As leaders, we need to identify each other's potential and capabilities, try to bring out our best.



Nilofer Rustomji, founder, Colonial Collections

One of my favourite quotes is, "Individually we are one drop, together, we are an ocean." I recognise that today, I hold a leadership role in the male-dominated industry of furniture manufacturing because women before me fought to break the glass ceiling and create equal opportunities for all of us. To me, progress for one is tantamount progress for none. So, I have always worked to not only recruit women to my team but also to empower them to hold key positions in my company. I truly believe that this has played a vital part in my own firm's success story because trust me there is nothing more formidable and unbeatable than a woman with a will!



Dr. Namrata Rupani, Dentist

Sheryl Sandberg once famously stated, "We need women at all levels, including the top, to change the dynamic, reshape the conversation, to make sure women's voices are heard and heeded, not overlooked and ignored." It is a quote that really resonates with me, and I am a big believer that we can uplift all women kind by actively empowering each other and building a changing world together. This is a highly competitive world we live in today, and as we forge a new path for ourselves, it works wonders just being there for each other.



Dr. Priyanka Reddy, Founder, DNA Skin Clinic

Even in this day and age, entrepreneurship remains a male-dominated domain. While building a company is extremely hard work, the challenges faced by women entrepreneurs are much greater and often different from those encountered by men. With little or no outside support, it becomes the responsibility of women entrepreneurs to help mentor and lift each other up.



Radhika Lavu, Filmmaker & Founder, Ellanar Films

There is something so universal and personal about the sisterhood women share, as we support and uplift each other through every phase of life. I believe every woman deserves that safe place, with her tribe, as we collectively learn to fly through every obstacle we confront in our respective journeys. For me, this is not just limited to being there for one another, but also encouraging each other to become the best version of ourselves and giving the other person the strength to challenge every outdated and unfair notion society has towards women.



Vanya Chandel, Founder, Forfurs

I believe that there is room for many of us at the table. While it is good to have a healthy competition, the world presents us with so many opportunities, that we can rise with others and not over. We are taught to fight for a certain spot in order to be successful when in reality we can just make space for others like us. Raising each other up, co-existing and collaborating is truly how we bring change in our work environment.



Neelam Goyal, Founder, Little Jamun

We are currently in an era where women are being celebrated and given great opportunities. Let's make the best of it and support, encourage and empower each other. Healthy competition, acknowledgment for each other's hard work can go a long way to uplift each other. If you are in a position, try to give women the opportunities that they deserve. Collaborate, share, inspire each other and grow together!

Jyoti Bhandari, Founder & CEO, Lovak Capital Pvt. Ltd.

Someone recently shared a quote with me - "More you Give, More you Get." More we empower women around us with knowledge, compassion, love and support; it will carve our own space of growth and wellness not just at work but around us. From my never been to school grandmother empowering my mother with education, and my mother's confidence in me and courage imparted to me leading to a successful corporate career to running an enterprise speaks of how we can empower women around us to make a springboard of empowerment and growth for each other. Do well by doing good.



Punam Kalra, Creative Director, I'm the Centre for Applied Arts

Going back in time, in 1979, when I joined an engineering college, entered a COMPLETELY MAN's WORLD, we were just ten of us in the entire campus and were told that we had taken boys seats and may not even utilise our professional qualifications.

There are immeasurable twists and turns in everyone's lives that often account for unpredictability and complexity. But when we women grow as a community, it makes our battles far more perceivable to the world. When the struggles are out in the open, they represent strong and just causes and are in no way mundane but highly ideological.



Swati Pasari, Artist

Since time immemorial, women have been taught to live by a certain set of rules, and those rules have been passed on for generations. But if you ask me, it is very important to turn this wheel into a different direction. Supporting one another and helping each other grow should be on each one of our list.

Priyanka Girotra, Co-Founder, Mystiq Living

In this country, women have not got any equality to be it in the household, at workplace or let's say in the boundaries of this vast society which was once dominated by others. Today also the glass ceiling is prevalent in many parts and we are explicitly excluded from leadership positions. We have come a long way from there and whatever we have achieved till now is just because of unity and coordination. Today even I know that I wouldn't be where I am without the support and inspiration of other women.



Vanity Wagon, Co-founder, Naina Ruhail

I strongly believe that if a woman alone has power; collectively, we have an impact. My mission is to help women connect with each other to build a strong global community of inspiring women and mentor girls to ascend the ladder into adulthood. Women empowering women can be a real moment to grow a sisterhood for a better and brighter tomorrow. It will help raise each other and we can channelize the power of collaboration.



Surbhi Bansal, Founder, Nirmalaya

It is extremely important for women to help and support each other in whatever they are doing. Every woman and man are seen with equal eyes these days though our society is still a patriarchal society. Women these days help other women to Empower to improve their economic status through education, career advancement, and entrepreneurship.

Our work supports local organizations which include women's shelters, women in poverty, mentor-ship of young women, and girls.

Alpana Bhartia, Founder, Trustee, People for animals

It is most important for women to lift each other up.

We were four women, all under 30, who together, in 1996, embarked on this journey to start "People for Animals, Bangalore". From that day we have come a long way indeed. Working together, we women realised we each had different strengths and different ways. We complemented each other well and soon we went from milestone to milestone. We made it fun and creative and even got together socially. When one of us was pregnant, or busy with home and family, we could understand and excuse the absence.



Simran Sainani, COO, Moisture Essentials

This quote summarises it so well: "Here's to strong women. May we be them, may we know them, may we raise them." we all have a chance to make our own way, to connect with another woman who is also making her own way, and to come together to uplift others who are on their way up as well. I believe I've always been blessed with empowering women around me, to pull me out of the darkest times, and I feel friends and family play an important role there. When women are uplifted, we mentor one another to great heights, and it's the responsibility of each of us to continue doing so.



Chulamas Jitpatima, Country Director, MQDC India

Women by nature are nurturers & the ability to support and that what inherent in them. In a world where women constantly endeavour to reach new heights and fight cut throat competition, it is essential that we be kinder, nicer and more supportive towards each other. As Women, we must realise that real power lies in empowering someone else and that we are the ones capable of doing it with their inner abilities. The idea is to stay true to your own belief system and ensure harmonious existence for each other.

Ankita Ashara, Brand Manager, PlayerzPot Media Pvt Ltd

As women, we need to realize that unless we advocate for each other, meaningful progress won't be made. One way we've made this happen by lifting and supporting each other in actualizing our potential and reaching the success we thrive. Helping one woman will help many other women. It is the greatest gift that you can give which will not cost a dime. When you show someone what you think then you can transform their life.



Akansha Kohli, Founder & Creative Director, Saffron Gourmet

The path for women has never been as easy as for men. Being a first time entrepreneur I too have had my share of struggles and continue to deal with them on regular basis. Women need to support one another if we want ourselves, and our country to grow better and develop itself on various fronts.



Sangeeta Boochra, Jewellery Designer

It is very important for women to lift each other up, and it means a lot to me. I have worked over the years on women empowerment through various means which includes by helping them through my business or personally. I have been working tirelessly since 1994 with the Artisan sector of India, and the basic problem which we faced in those days and in today's India as well, is that the families in villages don't allow their women to go out and work, and hence it leads to a shortfall of money.

Kavita Jalan, Founder, SHI Fashions

In the past years, women have always had to struggle and face challenges while attempting to venture into spaces that have been previously dominated by men, such as the business sector. Now, women entrepreneurs have been launching businesses at an increasingly higher rate and have become powerful contributors towards India's economy.

Supporting our sisters is the need of the hour, as so many of us have the potential to create innovative, successful companies, and the power to change communities for the better.



Shivali Bhammer, Artist

Women lifting each other up, means women understanding their essential nature of being the Goddess. Women within themselves have infinite power, they are creators, preservers and destroyers. Therefore why are we threatened by one another? Why do we feel that there isn't enough room for all of us to succeed? We shouldn't tolerate this kind of feeling. Instead, we should see our reflection in another and recognize each woman for the individual power and spirit.



Mansi Chandra, Founder, Ta.Ra Innovations

While talking about empowerment, Women supporting women is the easiest yet the most seldom practiced gesture. Similar to charity staring at home, empowering women is also a practice that should be something that is initiated by Mothers for their daughters and sisters for each other. Once we achieve the milestone of encouraging women and supporting each other, no force can stop us to reach great heights.



Sushmita Singh, The Principle Designer, Sushmita Singh Design

The emancipation of women is very important as they are the torch bearers of the next generation. Women not only help bring new life to earth but today, they are the backbones of the economy globally.

If a woman is literate and well educated, the next generation automatically is well versed in all aspects of life, therefore healthily contributes to the country's environment, economy, leadership, and home.



Swati Sahney, MD - The Centre of Healing

It is very important for women to lift each other up. It helps women connect with each other to make the world a better place. Women helping women: it can be a real movement to grow a sisterhood for a better tomorrow. We should empower the women around us to succeed and excel in every aspect of their lives.



Prerana Agarwal Saxena, Founder, Theme Weavers Designs

Often have we heard, "Strong women support strong women". My mother, grandmother, sister, mausi and many other inspirational women who I have met in the wedding industry are examples of women who pull together for a greater purpose and for a greater good like that of a family or an organization. To me, especially, when I seem to hit a wall, my mother and sister are the ones who lift me up. They always seem to muster up selfless strength from inside them and infuse it in me when I am falling short.

Kamakshi Khurana, co-founder, The Sound Space

As women, we are extremely gifted and powerful, in a way. Our body language, words, thoughts, emotions can have a very strong influence on individuals, groups and society in general. Be it at home, or at work, we can have a positive influence on family, colleagues and friends. While this itself is empowering, it also gives a woman a great responsibility towards the overall progress of society. So, by encouraging a woman you not only help another woman, but contribute to society in general.



Kanupriya Khanna, Nutritionist and Founder Karamelle

Women do need to uplift each other as 50% of the world population is made of women, and if we don't lift each other then we are losing a lot of support and encountering so much more opposition. It means a lot of things, of course, it needs to begin right at the beginning when Girl child is born. Uplifting Each other encapsulates education, equal opportunities, equal pay scale and all of those but what I feel is important is that people think this is the problem only in rural areas which I tend to disagree with. I feel both the strata need to think of women as equal gender.



Pavithra Rao, Co-founder and Retail Marketing & Growth- Head, WaterScience India

This generation of women are in a unique position of finding their place in spaces that have traditionally been male dominated. We have reached here by the efforts of women before us and therefore it is important for us to continue paving the way for women. To create opportunities for other women, encouraging them to do their best, removing barriers and helping them realise their potential.

Mansi Chandok, Co-Founder, Wonderskin India

The word Women is derived from Wo + Men and I believe that women encompass the masculinity within themselves which they show beautifully by being feminine. Women were stereotyped and a little still exist & that makes it important for us to lead by example. On International Women's Day, it's not about gender equality but about celebrating the essence of women-hood or sisterhood that helps each other grow. The benchmarks are raised each time a woman accomplishes a new place on the podium.



Khushboo Solanki Sharma, Founder, Zero Gravity Communication

It is the need of the hour. We need to move beyond the worldwide perception that women can't see eye to eye with each other. Unless we support each other, we can't expect others to make a beginning. Lifting another up isn't about boosting the morale only; we need to adopt a more inclusive approach by understanding the challenges, social background, upbringing, family constraints, among others.



Saumya Kabra, Founder, Confettigifts

Women are a strong force of nature. They have the ability to multi-task. Their emotional stability gives them the strength to achieve anything they desire. Women also have the innate quality of nurturing. This quality is highly successful in motherhood but also in interpersonal relationships at work and home. Therefore, uplifting and supporting each other comes naturally to us women.

Shivani Chauhan, Founder, The Artisan Bakehouse

Despite the increasing numbers of females in the hotel/food industry, 'women are still expected to be the face of the brand, not the brain'. Our work must be seen and appreciated. Sometimes it becomes difficult to keep a good balance between personal and professional life. We don't get enough opportunities to hang out for networking because of our family obligations.



Tithi Tewari, Co-creator, Trezi

Women are often undervalued and underestimated within the field of construction as well as technology. Since I associate myself with both, I often find myself encountering situations where I must assert myself a little more strongly than usual. In such situations, it helps to have comrades in the audience and I believe that the strongest role women can play is to lift each other up. By simply creating a safe and encouraging environment for fellow women, we can allow them the room to grow.



Mansi Gupta, Founder, Nature's Cuddle

It is really important to uplift each other. Women know each other psyche and their way of working. They all know the difficulties of being a woman, and hence they can co-relate with Each other. Uplifting each other means you are able to generate so much support for yourself in a society which will eventually make a better environment for you to work. It means Unity to me.



Detailed Solution for Retailers

When you set out to build something that will challenge the status quo, be prepared for everything that can go wrong. Remember Murphy's Law "Everything that can go wrong, will go wrong".



Mr. Veer Mishra, Co-Founder, CMO, Veda Labs said "And talking about things that can go wrong, I hope you all remember we are living in a Pandemic. Although the vaccine may be just around the corner, the new normal or the post-pandemic world will never be like the one we lived in the past. Thinking about the past, I am Veer Mishra, a serial entrepreneur, product designer, and marketer by profession. I lead marketing as the CMO at Veda Labs which is one of the prominent names now in retail analytics in India and in the US.

Our journey started way back in Jan 2018 when I met Vivek Singh (my university senior) & Saurabh Shandilya (now my partner and

CTO) at a co-working space in New Delhi. Somehow we all realized that our interests in AI and its applications are very similar and thus we started brainstorming on all possible things we can do together. Starting from Saurabh Shandilya & Saurabh Yadav's past experience in building software for autonomous vehicles to working on edge computing, we all decided that we can create a detailed solution for retailers that can allow them to grow their businesses.

That's where, the first version of Veda's product was born, which was a simple software that worked on any existing CCTV camera and presented the total footfall and age/gender demographics of all the visitors of the retail store. Based on the initial trials with few major retail brands & some iteration later, in 2019 we raised some initial capital from Alchemist Accelerator in the US which allowed us to understand global retail business in much more depth.

It took us a while to rebuild a new version of the product that not only presents footfall analytics to retail store owners but also performs much deeper analytics like measuring unique vs. repeat count of visitors, along with detailed consumer journey in the store in the forms of customer direction flow and heat maps. We were pretty happy with the results of all trials and POC for our products. But suddenly the world was hit by the novel coronavirus and everything changed.

I still remember, it was March 2020, when all of the major retailers stopped investing in

technology as most of their stores were asked to shut down. Retail as a vertical was one of the topmost hit by the pandemic. It was all so sudden that the world was never prepared for all things that happened. Airlines shut down, travel companies went bankrupt overnight & many major retailers declared their losses.

We were sure that this phase is going to last for a long time, and if that will be the case, we must think about a pivot for the company. Thus we started working on a COVID Safety Kit powered by AI that can allow retailers to not only monitor the floor's occupancy wrt to the footfall and social distancing but also screen people automatically for mask usage and body temperature.

The turnaround time for implementing this pivot in the company was actually not very long, within a month, we built occupancy alerts that presents a display to all visitors if it's safe to enter the floor or not based on the floors occupancy. We built it on the backbone of our footfall counter. Mask Detection & Temperature screening was also completely built by the team in-house in the same timeline. Retailers and businesses have now started understanding the importance of having such a safety solution in their stores

It's been a few months since we've rolled out our COVID Safety Kit in the market and people really like the solution. I firmly believe that the market is the best judge for any product. We as business owners must be always prepared for the worst and yet operate to yield the best."

Daira

World-renowned designer Ayush Kejriwal has collaborated with Indian ethnic brand Label Varsha. The collection is titled 'Daira' and draws its inspiration from the cashmere paisley motif originating from Kashmir

Ayush Kejriwal, based in Glasgow, Scotland is a reputed name worldwide for his womenswear collection which includes jewellery, lehengas and sarees. Label Varsha, founded in the late 1900's specialises in women's traditional wear. The collection is therefore timeless and an ethnic masterpiece.

Ankit Jain, the founder of Studio Gaaba captured this ethnic masterwork through his lens breathed life into the images. Ankit has captured the essence of the collection and brought the designers vision to the audience.

"The collection is very grand and luxurious but traditional at the same time. It reminds one of the grandeur that kings and queens of Indian lived in. The clothes are made of velvet and have a deep jewel-toned colour. The cut is simple and the kurtas are paired with digitally printed velvet shawls. We wanted to capture its elegance so that the audience seeing it should get the feel of the collecting without touching it." Says Ankit.

Ankit founded Studio Gaaba, a collaborative network of innovativeness in the production industry. Studio Gaaba serves to portray visuals in the fields of fashion, lifestyle, and travel among many others. Studio Gaaba has been a part of many international print campaigns and has worked extensively with international technicians and designers. It has continuously integrated Indian and international techniques to bring a state of art campaigns to the audience.



#ChaiLover

“NRI Chaiwala is opening India first exclusive chai store (restaurant) where a cup of Chai will start from 1500 Rupees this store will be for super-elite people like a businessman, corporate, celebrities, politician, and bureaucrats.” Said Jagdish Kumar, CEO, NRI Chaiwala and Corpbite.

• Tarsh Sharma

Q. Tell us about your journey so far?

During my chai journey, I have been through many up and down. A hotelier from New Zealand having an experience of 20 years in the industry returned to India with a dream of having a cup of tea with our honorable Prime Minister Narendra Modi. Jagdish Kumar, a follower of Modi Ji, sacrificed my green card and came back to India in December 2018. Here I started my own business of selling chai.

But that was not easy as I thought; from the beginning, I started approach many corporate. I used to walk & knock on all doors with a wet shirt and an empty bottle of water. No one offered a glass of water to walk in even. But my passion my love for tea was much more than my problems I was facing.

When I found no one (Corporate) bother to entertain, I arranged some pot, table and gas and started selling chai and target their employee.

Started from the scratch of selling usual tea, I then started a brand named Chotu Chaiwalah serving 35 variants of tea and their most popular varieties with quirky names like- Mummy Ke Hath Wali Chai, Mardo Wali Chai, Corporate Wali Chai and Dosto Wali Chai and Udhar wali Chai are what makes it a unique point of attraction.

After receiving quite applaud for my work in this sector, I started my own company named Corpbite under which I opened multiple food brands, inspired by Modi and his journey.

I was the first one in India who introduced immunity booster tea when COVID was just approaching India. During the months of April, May, June I served more than 3500 families my immunity booster chai so that somehow it helps them to strengthen their immunity.

Kindly shed light on your entrepreneurial journey. What were the initial challenges while launching NRI Chaiwala and how did you counter the same?

When I came, I prepared my mind to do a startup in F&B Industry, I traveled many states of India first three months, then I started from Nagpur as I found Corporate in Nagpur as comparison of Metro city is far behind, in terms of catering business and the standard of food & Beverage service Standard was not up to my expectation also there is not much

competition around. For me, it was not that much easy to gather all the resources special when you are new in town.

What makes NRI Chaiwala so different? Highlight the innovative differentiating factors involved and services offered.

Corpbite is known as the best fast-growing leading catering company in India. There are 11 brands under Corpbite as of now and spreading rapidly in pan India.

We are known as the best fast-growing leading catering company in India. Our devotion and commitment to providing quality and maintain ability have earned us a faithful audience, one that keeps on becoming dependent on excited referrals.

We have conquered any hindrance between the land, the ocean, and your table. We have 13 brands under the mother brand called Corpbite, brand outlets are Chotu Chaiwalah, Chaat House, Unlimited 24, Kebab24, Pizza 69, Motulal Bhatuwalla, Chak de Punjab, minimal Idle, Burger bomb, Chaap Shaap, Oye-Hoye chaat, and sweet house Other than having the outlets we likewise deal in Corporate Digital Catering, Corporate Catering, Corporate Parties, Wedding Catering, Outlet Catering, Event Catering, Theme Catering, Niche Catering, Cocktail Catering, Birthday and Anniversary, Private Parties. Our goal is to give numerous brands, each with a one of a kind idea and at an extremely reasonable cost.

What is your assessment about the tea market in India? According to you what are the factors propelling the continuous and sustainable growth in this segment Competition around to make sure you get your audience?

Our investment plan is to go to new city.

Today we are offering our franchise on fofo and foCo model both and offering for pan India. Our franchise fee is from 2lac to 5lac Franchise setup cost is 8lac to 45lac Area required from 150sqft to 2500 sqft. Also, we offer a complete solution for a food court.

We are coming up with two café concept one is exclusive and another one is regular

NRI Chaiwala is positioning our brand (10-15 outlets) in the first year by the end of 2021 in Delhi NCR, Bangalore, Pune, Chandigarh,



Gujarat and Mumbai.

Nri Chaiwala Exclusive Store (restaurant) – NRI Chaiwala is opening India first exclusive chai store (restaurant) where a cup of Chai will start from 1500 Rupees this store will be for super-elite people like businessman, corporate, celebrities, politician, and bureaucrats.

Chai will be served here will be exclusive, no one can find those chai in India, and we will hire a food designer for our snacks.

Tell us about the current business development and going forward what are the plans the scale up the business?

Our Business model is B2B and B2C we worked on both model and our unique business strategies are:-

Pricing - Our pricing is very reasonable, based on location, clientele and menu selection.

Menu Selection – we do change our menu as per local preference for example (Only) if we think on this particular location we have pizza lover rather than Wraps.

Variety- we always offer variety in the selected menu we decide.

Higher output in less time - NRI Chaiwala works on a strategy to value and satisfy every customer of outlet that worked as USP for the brand in producing higher outputs.

Nri Chaiwala is working on two different sectors.

1. Establishing a Nri Chaiwala café pan India opening own and franchise model both
2. Launching my tea leaf (FMCG) company pan India

Tell us about your unique Marketing Strategy.

All Our brands have a cutting edge idea of showcasing as opposed to going for the old techniques like flyer circulation, we decided to target online stages like social media, web journals, e-papers, and e-magazines and to pull in the crowd we additionally arrange different food festivals where we welcome food critics, YouTubers and mainstream media for food tasting.

Impact of COVID 19, new developments amid the pandemic and what kind of change had to be executed in the response to it.

Stay Healthy and Look Beautiful

The Natures Nest, Unit of Innovadors by Sadhika Malhotra.

There is one common aim of each and everyone- and that one aim is to look beautiful. Beauty is the utmost concern of each and everyone and any problem related to it becomes worrisome situation. Are you facing any problem with your Skin? Is your hair in good texture? Are you worried about freckles on your skin? Or if your skin is dry or any other beauty concern bothering you? To all your beauty concerns- there is a solution in 'Nature Nest by Sadhika Malhotra' the brand that solves all your problems with natural care. Sometimes passion grows into profession and that's when you enjoy each moment of your work. Such is the case with 23-year-old young entrepreneur Sadhika Malhotra whose inclination towards Beauty gave birth to The Natures Nest, Unit of Innovadors by Sadhika Malhotra. T3FS in conversation with the Founder of Nature Nest Sadhika Malhotra to know more on her journey and brand insights-

Tell us about yourself as a person, your educational background and as an entrepreneur?

I would describe myself as Cheerful, Mindful, fun loving girl who has always been focused on studies and Work. I don't mind calling myself as a Go-getter who believes in fulfilling her dreams with my sheer dedication and hard work. I finished schooling from GD Goenka public school,

Vasant Kunj I am graduate from GD Goenka University Sohna road I did my course in entrepreneurship into cosmetology into beauty products and into perfumes. After that, in year the 2017 I did an internship to start practice in beauty products then my family helped guided me hire machines then I learned and started the art of making products for natures nest as well as the scent studio our culture nature is considered as a mother for every need of ours we look at nature as a solution so from the house of Mother Nature we take pride in introducing The Natures Nest. The large and researched range of nature's nest helps to protecting the hair, body and skin of every individual as per their body types. The Natures Nest is a nest of naturally made certified products specially made with all natural herbs and extracts of all natural fresh fruits and we make sure that all the products manufactured by us as free from parabens, mineral oil and harmful chemicals.

How did your company's journey as a pre-eminent brand begin? What was the underlying bedrock idea behind incorporating the company? What made you choose this type of business?

Since childhood, I have seen that my parents utilizing the bounties of nature for staying healthy and looking beautiful. My father used to go to great lengths to procure the purest and best quality ingredients - be it the Shikakai and Amla or purest Chandan and Kashmiri saffron. We grew up witnessing

the miracles of nature and the importance of purity plus quality. As I grew up I started looking for ready-made natural products. However, I found that most products that I used were not a patch on the homemade beauty products. That is when I decided to launch Nature's Nest.

Please let us know about your various product ranges?

We are making around 300 types of products. We have a Massive product range wherein anything and everything you can imagine in the beauty segment is available. Right from body wash to shampoo to under eye gel to face wash to creams to face mask to hair oil to moisturizers to soap bars to face massage gel and lip balms... etc

Our product range is a solution to all your beauty worries.

How do you see your entrepreneurial journey till date?

My entrepreneurial journey has been exhilarating till now. Unlike conventional beauty brands, we have kept our marketing costs extremely low. All our efforts are dedicated to indulging modern women with herbal products, which are delicately crafted using the purest ingredients. Today's women are extremely busy - be it a career woman or a homemaker. They do not have the time to take care of themselves. Therefore, there is a huge unmet market for high-quality herbal products, which they can trust.



What are your 5 best Hostellers?

Here are 6 best hot sellers that nature's nest users swear by

1. Nature's Nest Under Eye Gel helps to keep the beauty of the eyes by reducing puffiness and dark circles. Refreshing Gel for rejuvenating exhausted eyes. It targets all 3-problem areas around the eyes - dark circles, eye bags and wrinkles. Natural ingredients keep the formula gentle enough even for the thin and sensitive skin of the eye area. It's Great for daily use For women & men Of all ages groups

2. Dead Sea minerals shampoo: This shampoo has a unique blend of natural herbs like ginko biloba, Dead Sea salt. It is based upon minerals from the Dead Sea. It cleanses pores on the scalp and dead cells on the scalp. It rejuvenates damaged hair and also detoxifies the scalp Certified products can be safely used by both men and women. Dead Sea Minerals Increase Blood Circulation, which reduces Hair Loss.

3. Unique charcoal body wash - Say goodbye to dirt and blemishes. We have harnessed the cleansing and detoxing power of unique charcoal to help you remove toxins and impurities, unclogging pores and breathing life back into the skin in need. Our keys ingredients help extract toxins from your skin's pores while also removing dead skin cells. Intense moisture makes it a great acne body wash and a great sensitive skin body wash.

4. Tea tree face wash - Everyday Use Tea Tree Face Wash with Neem helps to control and prevents the development of new acne and Pimples by controlling excessive oil secretion Removes excess oil. Tea Tree Extract helps purify the skin and improves its Resilience, it gently Removes Clogging Dirt, Oil, and impurities from the skin, making skin Clean and Healthy enriched with Tea Tree extract and Tea Tree Oil Famous For Their Natural Anti Bacterial and Cleansing properties, prevents the regular breakout of acne and pimples.

5. Herbal skin renewal cream aloe Vera When skin health matters, there's nothing more vital and pampering than an herbal daily moisturizer that's light and non-greasy, and also a natural source of essential vitamins and minerals to provide complete moisture and nourishing skin rejuvenation. Nature's nest herbal skin renewal aloe Vera cream is most loved by women of all ages. It works to improve the strength and elasticity of the skin so you look clean, refreshed, young and renewed. Its herbal antioxidants help protect your skin from environmental damage too. Best of all, it's safe for all

skin types.

6. Gift Boxes- Natures nest includes 2 premium gift boxes for all happy occasions. Natures nest most loved and hot selling gift boxes Starts with the price range of 1800-3000 Rs. The box can accommodate 3 products at minimum and can go to maximum products depending upon the product choice of our customers. Natures nest gifting box with four items product range is from 2500-5000 depending on the selection of products

Is there any new Product range you are working on?

Having Product segment to keep us safe in the Covid Pandemic has become the need of an hour. We have worked on the new range to fight this pandemic which includes products like face masks, gloves and sanitizers.

Could you name a person/mentor/ book/ who has had a tremendous impact on your entrepreneurial journey?

My father has had a tremendous impact on my journey. Despite being born in a very wealthy and conservative family, where women are not

expected to go out and work, he has always pushed me to start something on my own.

He treats his daughters as he would treat a son. Since the time I was a child, it was made very clear to me that being financially independent is very important. I owe the entire credit of this thinking taking to him.

How do you see yourself growing in the next five years?

The modern, urban Indian woman is well educated, traveled, and is no more hesitant to demand the best that is available in the market. I have been very conservative, as I have been testing the market. However, I think I am now ready to shift gears and move into a higher orbit. The growing class of discerning women who are ready to pay for a great quality product buoys me. With a well-executed plan, we should be able to grow to more than Rs. 10 crores of revenues in the next five years.



Uplift your Valentine's Day with Crocs

Valentine's Day is not a day only for lovers or love birds it's a day to celebrate love, affection care for your near and dear ones also. And what will be the best way to express love rather than giving a touch of your true feelings with the new classics clogs, Jibbitz and Crocs caps collection from Crocs.



You have probably been sending candy hearts with Valentine's Day messages since your grade school days, and now that you are older and your Valentine's card list is smaller, you have

Rating: 9/10

Comment: Celebrate valentine with the true rhythm of love of classic clogs.

more time to express yourself entirely.

Whether you've got heart eyes for your BFF, a family member, or your special one. This Valentine's Day shower them with affection by giving a personalized touch to your gift with Crocs.

The Jibbitz charms collection from Crocs will uplift your Valentine's Day as it allows you to add that pizzazz to your gift.

The Classic Clogs collection from Crocs is the ideal footwear for your loved ones

giving them the perfect combination of comfort and style. You can personalize your favourite pair of Classic clogs with Jibbitz charms which are a fun, symbolic and sentimental way to represent your unique self to the world. Jibbitz charms allow you to make your favourite Crocs uniquely 'you'!

Make the most out of this Valentine's Day and express your love in a special way with Crocs!



India's First Bamboo Based Sheet Masks

Mamaearth, a brand driven by innovation, is all set to take the skincare industry by storm with their revolutionary Bamboo-based sheet masks.

A first of its kind in India, these bamboo sheet masks are skin as well as environmentally friendly. Suitable for all skin types, the sheet masks provide a quick and easy way to give the skin an instant boost of hydration.

What sets apart Mamaearth Bamboo Sheet Masks is the promise of 9 times Serum Hydration i.e. one sheet mask can give up to 9 times the hydration that the skin would get by applying a hydration serum. The masks are also free of alcohol & harmful toxins such as Parabens, Mineral Oil, Silicones, etc.

Mamaearth has launched the most diverse range of sheet masks with carefully selected ingredients that are proven for some of the most common yet persistent skin issues. These weightless masks feel light as air but contain potent ingredients that penetrate the skin quickly and effectively while gently meeting the skin's needs.

Hyaluronic Bamboo Sheet Mask with Rosehip Oil for Soft & Plump Skin

Power-packed with Hyaluronic Acid and Rosehip Oil, it is an excellent hydrating mask that keeps the skin soft and plump, reduces the appearance of fine lines and pores and keeps the skin looking youthful.

Retinol Bamboo Sheet Mask with Retinol & Bakuchi for Fine Lines & Wrinkles With the goodness of Retinol & Bakuchi in the sheet mask give the skin a radiant glow and keep away early signs of aging and fine lines. The presence of antioxidants reduces hyperpigmentation and dark spots, resulting in evenly toned skin.

Rose Water Bamboo Sheet Mask with Rose Water & Milk for Glowing Skin

This mask is made with nature's best to rejuvenate tired skin. The ingredients present in the sheet keep the skin nourished and hydrated while imparting a natural glow.

Vitamin C Bamboo Sheet Mask with Vitamin C & Honey for Skin Illumination

Enriched with the goodness of Vitamin C and Honey, this sheet mask gives the face

a radiant glow, reduces blemishes and promotes even skin tone.

Niacinamide Bamboo Sheet Mask with Niacinamide & Ginger Extract for Clear & Glowing

Infused with the collagen-boosting properties of Niacinamide & antioxidant properties of Ginger Extract, this sheet mask reduces blemishes and enlarged pores and improves skin texture.

Rice Water Bamboo Sheet Mask with Rice Water & Coconut Milk for Deep Hydration

The two key ingredients of the sheet mask, Rice Water and Coconut Milk together, retain firmness and give skin a clear, smooth, and radiant appearance.

Rating: 8/10

Comment: offer instant deep hydration for the skin.

Innovative Booster Chairs by Chicco

Our baby's first meal is a precious occasion as it brings fun moments for both of you like when you see your kid enjoying different flavours for the first time.

To cherish the same, when a baby starts taking solid diets, it is important to have a spot, which is safe and comfortable. For ensuring the same, Chicco has come up with innovative booster Chairs, one thing that every mom must have for her little one. Right from holding your baby effortlessly to providing a correct posture so that your baby can relish the meals, Chicco High Chair is a multi-purpose product by the proactive brand that has always been brilliant support for the parents.

A high chair should be picked according to a baby's height and weight, thus the brand offers a wide range, suitable for different ages offering utmost comfort featuring styles, designs, and colours. Coming in variety of

safety and customisation features, Chicco's high chair helps in developing proper table manners right from the beginning so that the family can easily arrange their mealtimes. Some of the unique features like a large washable tray, compact foldable design, adjustable height & backrest, multiple reclining options, and wheels with brakes are great for comfortable & convenient meals for growing kids. This chair is durable enough to withstand several years of daily use and cater to the daily mealtimes of your baby smoothly.

Let your baby snuggle in the stylish and lightweight booster chair of Chicco India and enjoy the fun and munching time together.



Rating: 8/10
Comment: Fun And Comfortable Experience for Your Baby

Kindle the Romance with FNP

It is time to swirl in the mood of love and spice up the valentine's week. Valentine's Day is the perfect day to declare your love for someone, spend it with your loved ones or light a new spark in an existing relationship.



Gifts are exchanged, to express love, romance and togetherness. It's a big day for all the lovers across the world, but this year may not exactly have you brimming with anticipation. To ensure the spirit of celebration is not affected and with a focus on product innovation, Ferns N Petals, one of the largest flower and gifting company, has come up with unique and romantic gifting ideas and offerings this year for Valentine's Day. One can also

use FNP's express, same-day, next-day, or midnight delivery services, to schedule mesmerizing surprises for their loved ones, anywhere in India. Some of the beautiful gifting options that are sure to evoke those warm and fuzzy feelings includes-

Flowers

Nothing can beat the classic and romantic appeal of flowers. A bouquet of flowers will definitely complement and enhance the romantic vibe of the occasion.

Valentines Gift Hampers & Personalized Valentine's Gifts

FNP offers gift hampers of spa materials, cosmetics, and edible things. Also, look out for the hampers of chocolates and cookies. In the personalized category, you will be pleased to find printed cushions, LED cushions, bottle lamps, rotating lamps, key chains, mugs, mobile covers, etc.

Accessories

Among accessories, you will have a vast option to choose from diary to notebook, passport cover, handbags, leather wallets, belts, etc. So, pick up the one that your sweetheart would love.

Explosion Gift Box

This is FNP's latest addition and it is an excellent Valentine's Day gift idea. A beautiful box that will explode with your sweet memories whenever you want. It is also a unique way to store your memories.

Experiential Gifts

A candlelight dinner or a poolside lunch, a hot balloon ride or food in a plane – choose the adventurous yet romantic ideas to spend this special with your significant other.



Rating: 7/10
Comment: Keep the spirit of love and romance high with Fern n Petals

It's time to shop!

In recent years, the buyer's decision-making process has changed significantly. People these days prefer online shopping rather than traditional shopping.

Buyers now make more direct online and mobile transactions, never stepping into conventional brick-and-mortar shops. But a question comes which site is more trustable as there are many fraudulent sites online as well. And here to answer this in terms of quality of product and trustable online shopping website I must suggest you go for www.modicare.com with my personal experience with this website.

Rating: 9/10
Comment: Worth shopping from www.modicare.com



I use few products of modicare and found it worth to invest and the only reason stand behind this statement is "Quality of Product".

Pro Quick Dry Nail Lacquer

Pro Quick Dry Nail Lacquer is an exclusive range of quick drying nail enamels which give a perfect salon like finish in 60 seconds! A high shine nail color formula that delivers a luxurious, high-gloss finish for nails.

SM Men's (Day & Date) Black Dial Leather Strap Watch

The case is made of brass with premium stainless steel to give a perfect finish. The premium watch is water-resistant with high quality Japanese Quartz Movements and

with toughened glass. It is designed to give you a feeling of pride and affordable-luxury.

Too Good to be Matte Lipstick 4.2g

Matter – than – Matte Formula. A full-coverage lipstick with a Powder Matte formula that offers a mega-pigmented color with an opaque finish for an intensely matte, modern finish. Enhanced pigment dispersion provides an even application that does not feather or bleed, with a lightweight feel.

UC Ultimate Radiance Primer 30ml

Ultimate Radiance Primer is an oil-free formula that helps conceal fine lines & uneven texture while controlling oil and shine. It can be used alone or before foundation for a smooth, flawless complexion.

India's 1st Healthy Carbonated Drink

Rating: 8/10
Comment: A perfect family drink.

Third Culture was incepted in Seattle, USA in 2017 to celebrate the inherent goodness of all natural, low sugar drinks brewed the traditional way without any artificial ingredients or preservatives with our everyday superfoods.

The perfect super healthy carbonated drink for the entire family, these luxury beverages are craft brewed over 3 days in small batches. Made with a little magic using everyday superfoods sourced locally - Ginger, Lemon and

Cane Sugar, it has no preservatives, no concentrates, no additives, no high fructose corn syrup and no chemicals.

Available variants:

Cold Brew, Old Fashioned Cold Brew, Sparkling Ginger and Sparkling Haldi

Products USPs-

- No Bad Stuff EVER
No artificial colors, flavors, artificial concentrates or preservatives in any of the food/beverage's products. No high fructose corn syrup, artificial or chemical sweeteners. Third Culture is a clean label product – with everyday ingredients that everyone understands
- International & LOCAL – Proudly Made in India
Sourcing the best local ingredients, supporting local farmers and communities and using cutting edge international techniques & learnings based on experience to craft the beverages to perfection for consumption.
- Environmentally Conscious-
Committed to sustainability and protecting our environment, minimizing our impact through sustainable packaging and minimizing the use of plastic



Solution for your Acne Problem

We saw many girls looking for instant solutions to hide and heal acne, now you get that with DermaAngel Day and Night acne patch. Instant and effective way to heal and conceal acne.

DermaAngel is an internationally acclaimed skin-care brand which is headquartered in Taiwan, since 2016. A part of BenQ Materials Corp, DermaAngel Acne patch is admired globally for their fast and effective results and is currently the No. 1 acne patch brand in China, Thailand and Philippines.

In India, DermaAngel is the only/ 1st officially registered acne patch brand.

Rating: 9/10
Comment: Say bye-bye to the barrier of your glowing beauty

The concealment of the DermaAngel acne patch makes it special as it is translucent, highly invisible, make-up friendly, water proof and works on all skin types. The hydrocolloid material heals the acne effectively and the patch prevents you from touching the acne or picking it which may lead to further scarring.

Understanding that acne or “acne vulgaris” is the 8th most prevalent skin condition in the world, affecting both men and women not just physically but also mentally.

I used it and would like to recommend to my readers a perfect and instant solution for your Acne/pimples. (Visit the DermaAngel website www.derma-angel.in)



Fragrance of Soul

It was rightly said by C. JoyBell C. “You are never fully dressed without perfume!” and to enhance the beauty of your dress with perfect fragrance is the wisdom fragrances layering miniature by Sheetal Desai.

Fragrances layering miniatures is a special collection by Sheetal Desai. Layering fragrances is a great way to make the fragrance more dynamic and personal. You can use just one fragrance at a time or layer them depending on your mood or occasion. Play around and you can experience a unique scent each time you wear them. The collection has 3 * 10 ml miniatures fragrances in a box.

Blend 91- Delicate fresh top on a very rich white floral with a spicy woody base. Its for the mature taste. It’s for the sophisticated.
Blend 103 - The fragrance is a rich blend of floral gourmand and woods. For the sensual and chic!
Blend 131 - A spectacular oriental fragrance for the women of today. For the Bold and Beautiful.
 Each fragrance comes in a 10ml glass bottle with Silver cap. Labelling is in Black and

silver foiling. The box is black in colour and slides open. There is a short description of all the 3 fragrances and how they can be worn independently or together.

Rating: 9/10
Comment: Heart winning fragrance for beautiful you.



Prediction for February 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

The week begins with a celebration in the family. A lot of workload on you, which does not seem to ease this week. You will meet someone influential who will help you out with a stuck deal. Finances show a small rise towards the weekend. Try to get rid of the negative thinking, remember it's delayed, not denied. Health

reads fine.

Lucky color: Orange
 lucky number: 5



TAURUS

A good day and then a bad one. This might continue for a little while more. Finances are improving. A good time to make investments. Emotionally you will feel all tied up, unable to resolve certain issues. Leave them alone for a while, as time is the best healer. The peace that was lost in the family returns this week. You will make a renovation or will change house.

Remove that clutter from the mind and let bygones be bygones. Health reads fine.

Lucky color: Red
 Lucky number: 1



GEMINI

Too many unnecessary arguments causing emotional loss. Divert your mind towards work, as there might be certain changes you would have to make. A marriage is well on the cards. Finances dip low this week as you are probably spending more than usual. Do

not make any investments yet. Wait a while. The worry on your mind will ease out this week. Look out for blood pressure or diabetes, as health needs a check.

Lucky color: Parrot Green
 Lucky number: 3



CANCER

Time for some charity. Get rid of your negative karmas. The disappointments will soon come to an end. Good news comes to you by mid-week changing a lot around you. Your court cases will soon get resolved in your favor. You will also now be able to get rid of your loans. A friend needs you, go ahead and help him. Your health reads fine.

Lucky color: Yellow
 Lucky number: 8

**LEO**

You need to "let go" or else you will be caught in your own web. Don't get stubborn. There will be a fruitful travel towards the sea. You may also decide to settle abroad. A project now nears completion, something that was getting delayed for some reason. You should follow the advice

of elders; they are guiding you in the right way. Watch out for migraines or socialities problems.

Lucky color: Sky Blue

Lucky number: 5

**VIRGO**

You maybe going through problems in marriage. This is due to the interference of a third person. Sit and analyze the situation. It's not as bad as you see it. You are not as bad as you see it. You are undergoing a change, which is why everything dipped low. Business is at a standstill and will start

moving by the weekend. You will have to face a tough competition so be ready. Your health will trouble you a bit so be careful.

Lucky color: Black

Lucky number: 9

**LIBRA**

Its time to reap the rewards now. Your hard work will pay off. There is travel on the cards towards the sea. A lady overseas will be helpful in your venture. There could be a sudden monetary gain too. You could be buying/selling property this week. Watch out for cheating or treachery, from your own people. Some chest or lung problems may come up so be very

careful.

Lucky color: Silver

Lucky number: 3

**SCORPIO**

Your decision making power is weak right now; so don't take any major decisions. Your money, which was stuck, gets released but control your expenses, as you will tend to overspend. Give a little more time to your family, as they really need it. You will get rid of the tension caused by your children, as they will start feeling responsible. Health will be fine.

Lucky color: Pink

Lucky number: 7

**SAGITTARIUS**

Something died out in the past leaving you in a mess. Its time now to lay the base for a new venture/business. You will change your line of work where you will excel. There could be a change in job as well. There is no satisfaction in whatever you are doing which is frustrating you, but wait for the right opportunity. Don't

run too fast take time to decide. Watch out for blood related problems.

Lucky color: White

Lucky number: 9

**CAPRICORN**

Just went through a patch of ill health? Take care, as you haven't totally healed. A new alliance is forming soon. Childhood memories will keep coming in your mind making you nostalgic. You will meet a very old friend soon. Some family feuds may arise over property matters so be prepared. Don't wait for things to happen, make them happen. Your health reads fine.

Lucky color: Maroon

Lucky number: 2

**AQUARIUS**

You may move base. A change in home/work environment is strong. There will be an increment or a raise in your position. Be careful of a lady who will try to harm you. A new love affair is on the cards, something that might bloom into a permanent one. Its time for you to give up that ego and move on. You will receive some good news through the

mail. Watch out for stomach problems.

Lucky color: Purple

Lucky number: 4

**PISCES**

You have been overworking your mind these days. Don't take so much tension. There will be a monetary gain around Friday. You will get a lot of help from someone most unexpected. You will also make some renovations at home/office. You need to shuffle your staff a bit, get rid of useless people. You will travel towards the sea for work and your

ventures will be successful. Throat problems may trouble you.

Lucky color: Royal Blue

Lucky number: 4

Madhya Pradesh: The Heart of Incredible India

“Madhya Pradesh Tourism has been consistently trying to promote sustainable tourism which enables socio-economic development, generates employment opportunities and establishes Madhya Pradesh as a destination that provides complete tourism experience.” Said Sheo Shekhar Shukla, IAS, Managing Director, Madhya Pradesh Tourism Board & Principal Secretary, Tourism, Culture & Public Relations Department, Government of M.P.

Tell us about the journey of Madhya Pradesh Tourism to revive from the wave of COVID 19.

Madhya Pradesh Tourism has been actively promoting tourist destinations in the State through Social and Digital media. We have launched many of the social media campaigns like #MPMonsoonMagic to promote the monsoon destinations of Madhya Pradesh. #BufferMeSafar to promote the buffer areas of Tiger Reserves to the potential wildlife enthusiasts. #IntezaarAapka carried out through a series of Social Media Posts covering various destinations of Madhya Pradesh. #Intezarkhtamhua a traveller centric campaign with two influencers on a road journey in a caravan.

The pandemic has changed the travel preferences of the tourist. Hence the ‘AasPaas Tourism’ campaign was launched to cater to the changing tourist needs of short-haul visits connecting Madhya Pradesh’s tourist destinations with neighbouring states like Maharashtra, Gujarat, Uttar Pradesh, Chhattisgarh, and Rajasthan, with a renewed emphasis on health safety of the visitors. We are in the process to build the confidence and trust amongst the travellers through all social media platforms and Handles to ensure them that all the norms for safety against COVID-19 i.e. wearing of mask, social distancing, hand sanitizing, temperature checking and other safety measures are followed. Hotel staff has been trained to handle the Guest with minimal contact.

What is the long term vision for Madhya Pradesh Tourism?

Madhya Pradesh Tourism endeavours to position Madhya Pradesh as preferred tourism destination by integrated marketing strategies and promotional campaigns. The special elements of promotional efforts undertaken include participation in Fairs and exhibitions, conducting roadshows, organizing events like JalMahotsav and other promotional campaigns like heritage run, heritage walk, cycle safari, Tigress on the trail. In addition to that, advertising in print and electronic media, radio, cinema as well as active promotion on social and digital media handles.

The long term plan is to attract Domestic Travellers from neighbouring States to the beautiful tourist destinations in our State & offer new emerging trends in tourism, such as Experiential Tourism, Wellness Tourism and Rural Tourism.

“Madhya Pradesh Tourism promoting Film Tourism” Comment.

Films showcase the natural and cultural heritage of the state which inspires and influences tourists to visit this location, it also the reopening of Film Shooting in Madhya Pradesh will definitely contribute in State’s Tourism revenue, Employment generation and increase in tourist footfall. Beautiful locations attract filmmakers and tourists both to visit destinations where films are being shot. With the help of recently launched Film Tourism Policy, film making in Madhya Pradesh has increased many folds.

Year 2021 will be the year of domestic tourism in India. What you would like to say about it.

Keeping in mind the New Normal our Focus is more on the destinations that fit into the frame of experiential activities. Responsible Tourism, Wellness and mindful tourism. We are also focusing on promotion of Homestays, Gramstays and Farmstays as safe and culturally rich stay options for the guests to experience the rich Rural Culture, Food and Traditions of the State. We have special interest itineraries created for source markets to promote Destination Madhya Pradesh.

What are the key points of promoting Madhya Pradesh Tourism in the present scenario?

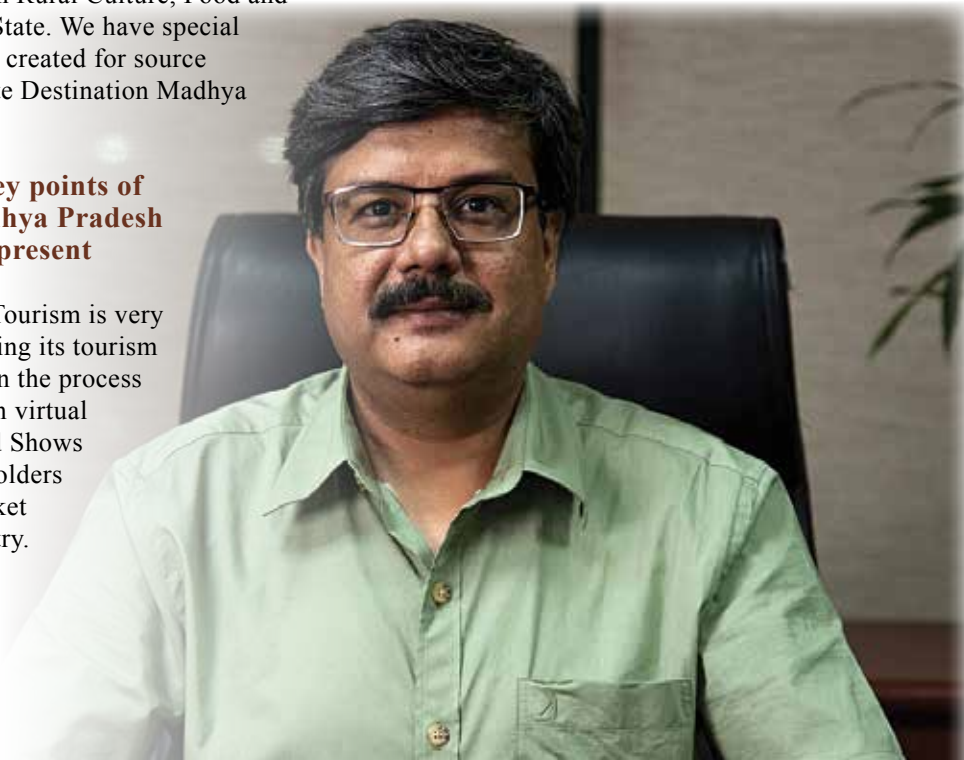
Madhya Pradesh Tourism is very much into promoting its tourism products; we are in the process of conducting both virtual and physical Road Shows for all our stake holders in our source market cities in the Country. MP Tourism also

gradually started organizing virtual and physical events from 15th December 2020 to 15 January 2021 -JalMahotsav and now planning to organize virtual Madhya Pradesh travel mart to showcase and promote tourism products of our State.

Madhya Pradesh Tourism has been consistently trying to promote sustainable tourism which enables socio-economic development, generates employment opportunities and establishes Madhya Pradesh as a destination that provides complete tourism experience.

Madhya Pradesh is always considered as a destination of international traveller’s choice but it hit badly due to COVID 19. What are your plans to boost that international traffic back to Madhya Pradesh?

Madhya Pradesh has very rich wildlife tourism, the State is crowned with “The Tiger State of India” and now also “the Leopard State”. Besides Wildlife the State has 3 UNESCO World Heritage Sites and very well preserved History and Architecture. We would continue promoting our State in all major international trade shows and through road shows in our potential source markets & we believe once International tourism will resume we will receive good number of international tourists.





Bali

3D2N + 3rd Night Free Relaxing Me | USD 158

based on 4 hotel

Inclusion :

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

3D2N Villa Indugence | USD 278

based on 4 hotel

Inclusion :

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

4D3N Bali Safari

| USD 278

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

BALI SAFARI & MARINE PARK



Includes :

- Safari Journey at Bali safari Park
- Breakfast with Lion at Tsavo Lion Restaurant
- Indian Cuisine Lunch or Dinner where available and specified

5D4N Bali Safari

| USD 258

based on 4 hotel

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

Inclusion :

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



Borobudur Temple, Jogja

Bali - Jogja 5D4N Discovery USD 308

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



Gedung Sate,
Bandung

Bali - Bandung 5D4N Discovery USD 338

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



Sand Island, Lombok

Bali - Lombok 5D4N Discovery USD 328

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

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

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One Destination. A Lifetime of Experiences.



It's time to experience the true symbol of India's unity – the iconic 182 meter Statue of Unity. A tribute to the Iron Man of India, this statue is the largest of its kind in the world. It is a symbol of Sardar's ideologies of unity, patriotism, inclusive growth and good governance. The complex also offers a kaleidoscope of experiences encompassing awe-inspiring sights, nature, adventure, technology, wildlife, knowledge and luxury.

OTHER ATTRACTIONS

- Laser, Light And Sound Show
- Jungle Safari & Dino Trail
- Children's Nutrition Park
- Boating, River Cruise and Rafting
- Glow Garden
- Valley of Flowers
- Butterfly Garden
- Luxury Tent City Stay

For online ticket booking www.soutickets.in

www.gujarattourism.com | Toll Free number - 1800 203 1111

Disclaimer: The details and pictures contained here are for information and could be indicative.
Some of the activities listed may be unavailable due to seasonal and technical reasons.

