

T3F

Trendy Travel Trade with Food & Shop
Volume VIII • Issue XII • January 2022 • Pages 56 • Rs. 100/-



Kashi: Spiritual
Capital of India



A Heritage Hotel by Prime

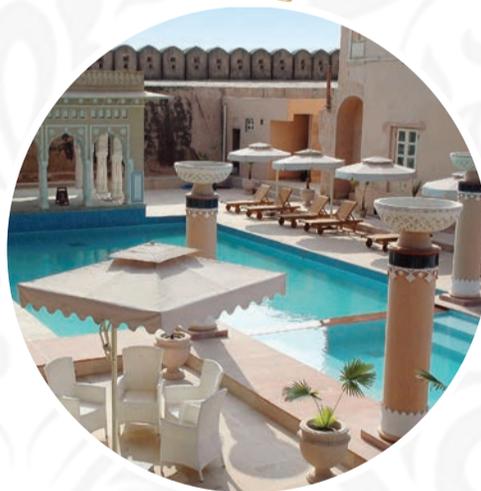
300 years of Old Elegant Fortified Palace Hotel

Luxury Heritage Hotel

It revives the gracious lifestyle of princes of Rajasthan
and the heritage of India.



Destination Wedding



Leisure Stay



Film-Shoot



DANGAYACH
GROUP

CHOMU PALACE HOTEL
Chomu, Distt : Jaipur (Rajasthan)

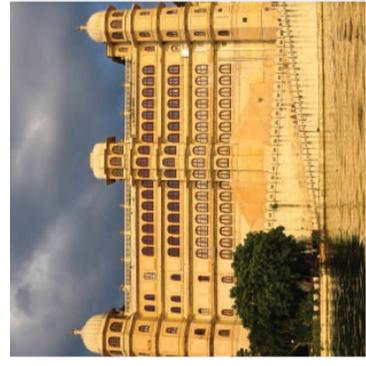
Tel: +91-1423 300 300 Fax: +91-1423 300 400, Mobile : +91-9001094081, 9782056789, info@chomupalacehotel.com



Royal Journey of India

18 to 20 Nights

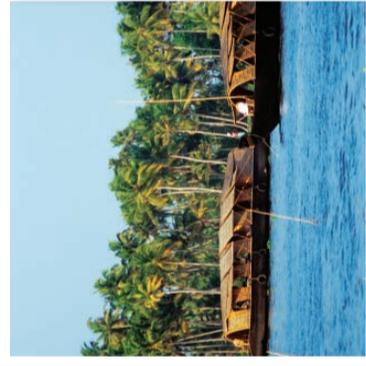
Delhi - Jaipur - Pushkar - Ranthambore
Sawai Madhopur - Kota
- Bundi - Chittorgarh - Bijaipur -
Udaipur - Kumbalgarh - Jodhpur -
Jaisalmer - Bikaner - Mandawa - Delhi



Archaeological Tour of Rajasthan

21 to 23 Nights

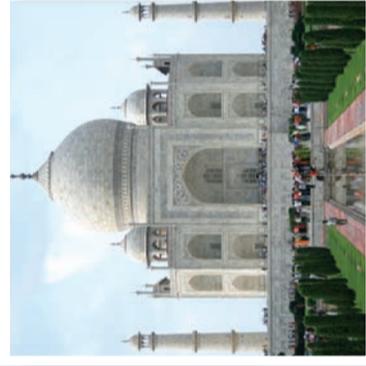
Delhi - Jaipur - Samode - Nawalgarh -
Bikaner - Gajner - Jaisalmer - Osian
- Khimsar - Manvar - Jodhpur - Rohet -
Mount Abu - Udaipur - Dungarpur
- Deogarh - Ajmer - Pushkar - Pachewar
- Ranthambhore - Agra - Delhi



Majestic Kerala

14 to 15 Nights

Mumbai - Mangalore - Bekal - Wayanad
- Kozhikode(Calicut)
- Cochin - Thekkady - Kumarakom -
Quilon - Varkala - Kovalam



Enchanting Himalayas with Taj

13 to 15 Nights

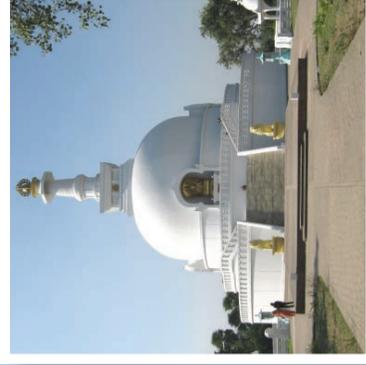
Delhi - Agra - Darjeeling - Gangtok -
Phuntsholing - Thimphu - Punakha -
Paro - Delhi



Tribal Trail

15 to 17 Nights

Bhubaneswar - Dangmal - Bhubaneswar
- Baliguda
- Rayagada - Jeyapore - Rayagada -
Gopalpur - Puri - Bhubaneswar



Buddhist Temple with North East India Tour

14 to 16 Nights

Delhi - Varanasi - Bodhgaya - Patna
- Kolkata - Bagdogara - Darjeeling
- Pelling (Pemayangtse) - Gangtok -
Kalimpong - Bagdogra - Delhi

Travok

your journey is safe with us...



Contact @ :+91- 9899359708, 9999683737, info@ travokholidays.com, travokholidays@gmail.com, www.travok.net

Editor & Publisher : **Vedika Sharma**

Director: **Babita Sharma**

Reporter : **Parul Malhotra**

Consulting Editor (West) : **S K Mishra**

IT Head : **Tarsh Sharma**

Consultant Art Director : **Anita**

Graphic Designer : **Chandrajeet Kumar**

Consulting Photographer : **Ganesh Kapri**

Manager Administration : **Gaurav Kumar**

Manager Circulation : **Himanshu Mudgal**

E-mail : **vedika@fabianmedia.net,**

babita@fabianmedia.net

Website : **www.fabianmedia.net**

Editorial & Marketing :

babita@fabianmedia.net

Published, owned, Printed & Edited by Vedika Sharma

888, Pocket – D, Dilshad Garden, Delhi – 110095,
Contact @ 011-41058470, 9560264449

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

All information used in Trendy Travel Trade with Food & Shop (T3FS) is reliable and derived from the sources. With due respect to the sentiments of the readers, none of the information published is aimed at pinching the emotions of the readers. Opinions/ views expressed by third party in abstract or in interviews are not necessarily shared by us. Material appearing in the magazine cannot be reproduced in whole or in part(s) without prior permission. The publisher assumes no responsibility for material lost or damaged in transit. The publisher reserves the right to refuse, withdraw or otherwise deal with all advertisement without explanation. All advertisement must comply with the Indian advertisement code. The publisher will not be liable for any loss caused by any delay in publication, error or failure of advertisement to appear.

PUBLISHER'S NOTE

Dear Readers

When you will pick the January 2022 edition of T3FS you will get to know about Kashi: The spiritual Capital of India. Shri Kashi Vishwanath Dham was inaugurated on 13th December 2021 by Prime Minister Narendra Modi under his vision to create an easily accessible pathway connecting Shri Kashi Vishwanath Temple to the banks of the River Ganga.

The Prime Minister visited Shri Kashi Vishwanath Temple and offered prayers, after which he inaugurated phase 1 of Shri Kashi Vishwanath Dham, constructed at a cost of around Rs 339 crores.

It was the vision of the Prime Minister for a long time, to facilitate the pilgrims and devotees of Baba Vishwanath, who had to encounter congested streets and surroundings with poor upkeep, when they practiced the age-old custom of taking dip in the holy river, collecting Gangajal and offering it at the temple. To realise this vision, Shri Kashi Vishwanath Dham was conceptualised as a project to create an easily accessible pathway to connect Shri Kashi Vishwanath Temple to the banks of the River Ganga. To kickstart the work for this pious endeavour, the foundation stone of the project was laid by the Prime Minister on 8th March 2019. The Prime Minister took a keen and active interest at all stages of the project. Regular briefings, reviews and monitoring were done by the Prime Minister himself, and he constantly gave inputs and insights to improve the project and make it more accessible for pilgrims, including for the disabled. The project was designed to provide easy access for the disabled and old age people with provision of ramps, escalators, and other modern facilities. A total of 23 buildings were inaugurated



in phase 1 of the project. They will provide a variety of facilities to the pilgrims visiting Shri Kashi Vishwanath Temple, including Yatri Suvidha Kendras, Tourist Facilitation Centre, Vedic Kendra, Mumukshu Bhavan, Bhogshala, City Museum, Viewing Gallery, Food Court, among others. In hospitality, we covered Naladhu Private Island, an exclusive luxury island haven in the Maldives, has reopened this November with a sleek new look following a complete redesign by New York based designer Yuji Yamazaki. Home to just 20 'Houses', Naladhu offers the ultimate in privacy and seclusion and ensures an unrivalled level of service to meet the needs of the most discerning traveller. Whereas in lifestyle, we focused on year 2022- Ray of Hope. Every passed year is a lesson to learn and new year is a new chapter to write in the book of your life, by keeping this in mind T3FS come up with industry leaders to have their views on 2021 and expectations from 2022.

Vedika Sharma
vedika@fabianmedia.net



Runway to get the trends of current .scenario



Get live updates of all travel & lifestyle trends .at your fingertips



BRIHADEESWARA TEMPLE



tamil nadu tourism

Enchantingly
Majestic

Tamilnadu
Where stories never end



/enchantingtamilnadu



@tntourismoffcl



/tnttdc



/TamilnaduTourismOnline



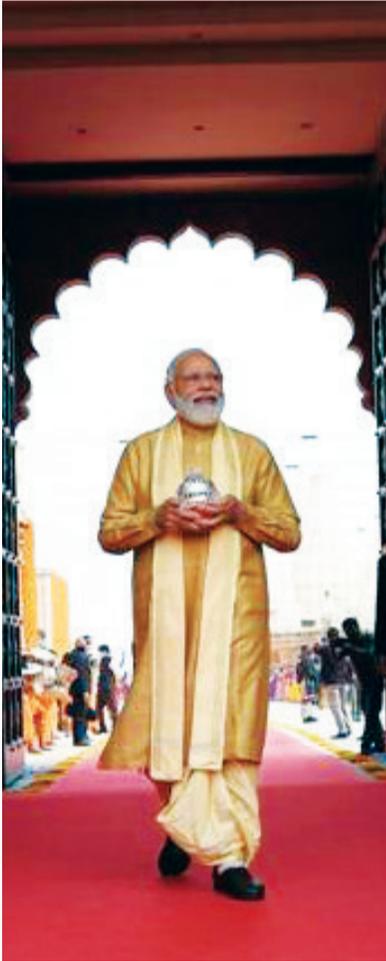
www.tamilnadutourism.tn.gov.in



1800 - 425 - 31111 | 044-25333444

D/PP/938/D/SP/AY/2021

Contents



Kashi: Spiritual Capital of India

Shri Kashi Vishwanath Dham was inaugurated on 13th December 2021 by Prime Minister Narendra Modi under his vision to create an easily accessible pathway connecting Shri Kashi Vishwanath Temple to the banks of the River Ganga.

Pg.12



Brand India: The Road to Recovery

IATO successfully organised 36th annual convention in Gandhinagar, Gujarat from 16 – 19 December with a theme Brand India: The Road to Recovery.

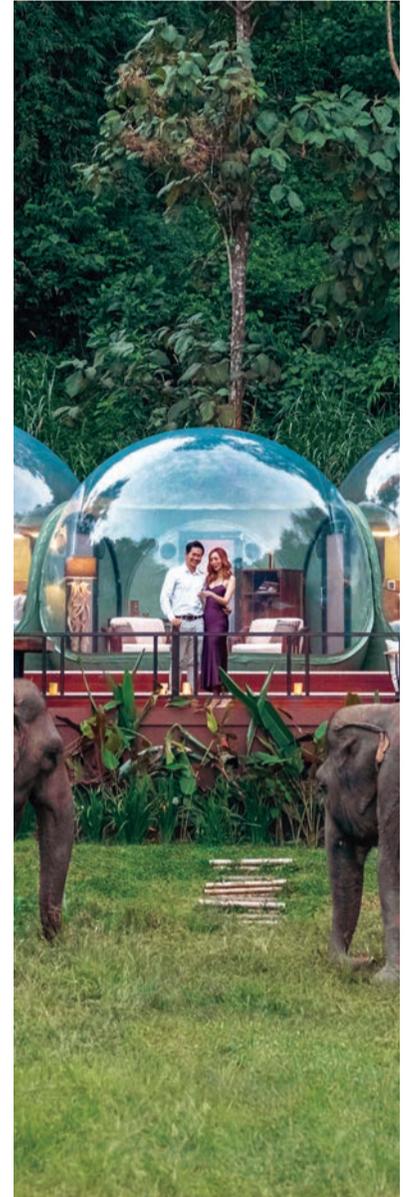
Pg.20



IAMsterdam

Amsterdam is a full-fledged fairytale, from its stunning canals and bridges to its old homes.

Pg.24



A Lifetime Opportunity for Travellers

In 2019, Anantara Golden Triangle Elephant Camp & Resort in Northern Thailand introduced a once-in-a-lifetime opportunity for travellers to spend the night observing majestic elephants in their natural habitat while staying in unique transparent Jungle Bubbles.

Pg.32



Globe Trotting Food

The Bengaluru Brasserie has been one of the most fine-dine restaurants in Bangalore and marks the perfect venue to have a relaxing evening with comfortable seating by the pool, a luxurious ambiance to host intimate gatherings and pleasant music.

Pg.42



BMW iX Launched in India

Born Electric: The BMW iX is the BMW Group's new technology flagship. It is the first BMW without any numerals in its designation. 'iX' stands for the first BMW electric all-wheel drive vehicle (SAV – Sports Activity Vehicle).

Pg.44



Samsung Electronics Unveils Its 2022 Range

Samsung Electronics unveiled its newest MICRO LED, Neo QLED and Lifestyle TVs ahead of Consumer Electronics Show 2022.

Pg.46



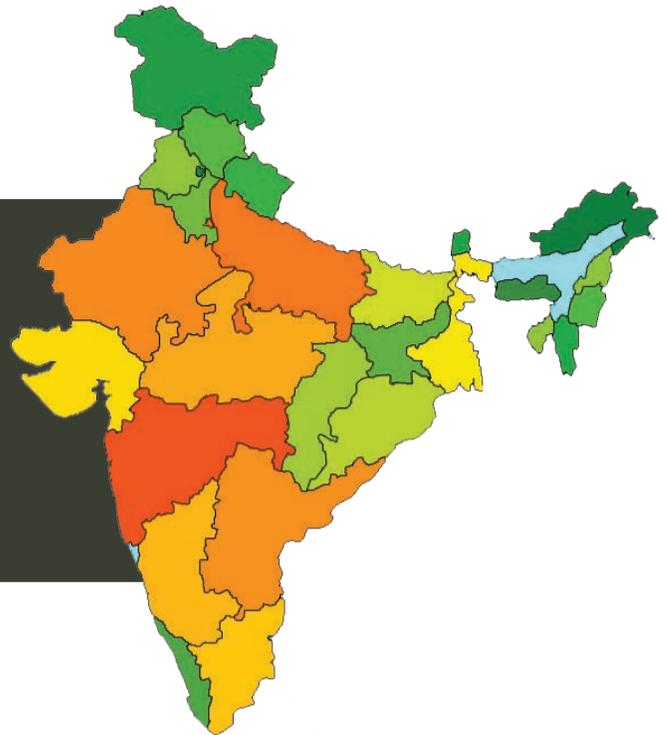
Vedix enters the onion-led Beauty market

India's largest customised Ayurveda beauty brand Vedix has announced the all new Onion range to treat your different hair problems.

Pg.54

Heal in India

Growth of Medical Value Tourism (MVT) key to India's development and achieving the goal of 'Aatmanirbhar Bharat'



A session organized at the India Pavilion during Expo 2020 Dubai with theme 'Heal in India – Rejuvenate the Body, Mind and the Soul'

The session was attended by experts in the healthcare industry including Mr. Sandeep Nanduri, Director, Tourism Department, Government of Tamil Nadu, Mr. Krishna Teja, Director, Tourism Department, Government of Kerala, Dr Azad Moopen, Chairman and Managing Director, Aster DM Healthcare, Dr D Ramanathan, Managing Director & Chief Physician, Sitaram Ayurveda and Mr. Abhilash Ramesh, Executive Director, Kairali Ayurvedic.



Shri Rakesh Kumar Verma,
Additional Secretary, Ministry of
Tourism, Government of India

India offers best of both modern and traditional systems of medicines and can provide holistic healing to people from across the world.

Our country is one of the prominent destinations for medical tourism owing to the availability of quality healthcare treatment facilities at considerably low cost. The Indian systems of medicines such as Ayurveda, Yoga, Naturopathy, etc. are among the most ancient systems of medical treatment, of the world.

The number of international patients increased from 4.3 lakhs in 2016 to 7 lakhs in 2019, with an estimated market size in the range of USD 6 billion in 2019. Some estimates suggest USD 9 billion in 2020 before pandemic hit.

India has become a favourite destination for yoga and wellness with its focus on traditional therapies through AYUSH – the government of India recognizes medical value travel and wellness tourism as important sectors having the potential of accelerating the country's development and attaining the objective of Aatmanirbhar Bharat.

The Ministry of Tourism constituted National Medical and Wellness Tourism Board to provide dedicated institutional framework for the promotion of medical and wellness tourism, including Indian system of medicine. We are developing the 'Heal in India' brand to market India as a medical and wellness tourism destination. Under the campaign, an integrated communication strategy to promote brand India will be prepared and executed in partnership with the industry.



Dr Atul Mohan Kochhar,
CEO, National Accreditation Board for
Hospitals & Healthcare Providers

We started with one program in 2006, now we are running 21 programs under the accreditation, certification and empanelment arms. We have also partnered with more than 12,000 hospitals and are actively collaborating with NHA (National Health authority) and Ayushman Bharat Yojana to create a strong system for transparent medical care.



Prof Randeep Guleria,
Director, All India Institute of Medical
Sciences (AIIMS)

India has the advantage of providing holistic care using alternate medicine, Ayurveda and other methods including yoga and allopathy. Therefore, we need to look at preventive health packages and treatment health packages specially for patients who have non-communicable diseases like hypertension, diabetes, artery disease, or chronic respective diseases.



Dr Sangita Reddy,
Past President FICCI and Joint
Managing Director, Apollo Hospitals

Indian health care system has high-quality hospitals. The nurses, doctors and other health care professionals are at par with the best in the world. India also has 39 Joint Commission international accredited multi-specialty hospitals with some of the latest technologies, infrastructure, and patients are discerning that the internet is a great medium of communication.

We are also committed to training and development of other ecosystems. Multiple doctors and nurses from various countries in Africa have visited India and have been part of the training program. We are committed to develop global partnerships in treatment, training, learning and research.



Ell Bee



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

India: New Tourism Policy



The Government of India is coming out with a new tourism policy to strengthen and build capacity of tourism sector in order to provide better services and facilities to the tourists visiting the country said, Shri Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism, Government of India at the inaugural session of the 'Tourism Week' at the India Pavilion in EXPO2020 Dubai.

Elaborating on the tourism policy, Shri Verma added, "The policy will create five missions including National Green Tourism Mission, to mainstream sustainability in tourism sector;

National Digital Tourism Mission, to digitalize the sector; Sectoral Mission on skill development, to ensure that the country has the best trained and qualified manpower to maintain high standards of service; National Mission on Destination Management, to focus on ensuring synergy and coordination amongst public and private stakeholders and National Mission on Tourism MSMEs to support and facilitate the start-ups, micro, small and medium enterprises."

He further said, "In order to kickstart inbound travel, India has offered 5 lakh free e-tourist visas and India is now opening up international travel in a calibrated manner. All our airports, railways and road transport have taken adequate measures for public safety and so have our tour operators and hospitality operators. As a result, India saw a significant spurt in domestic tourism in past few months."

"India is celebrating and commemorating 75 years of Independence as 'Azadi Ka Amrit Mahotsav' showcasing progressive India and the glorious history of its people, culture and achievements. Ministry of Tourism in partnership with Tourism stakeholders will launch various incentives and initiatives to encourage and facilitate your visit to India. India will host G-20 summit next year and many meetings across various tracks will be held in India in various cities," Shri Verma added.



InterContinental Marks 75 Years of Pioneering Luxury Travel

InterContinental Hotels & Resorts has become synonymous with bold exploration, travel and cultural discovery, having pioneered luxury travel in emerging and well-loved destinations for the past 75 years. This year, as the brand toasts its diamond anniversary, it invites guests to celebrate the joy of travel and rediscover InterContinental hotels and resorts around the world. From now until April 2022, guests can enjoy an exciting line up of limited-time offers ranging from sparkling anniversary celebrations to exhilarating stay experiences. As part of the 75th anniversary initiative and IHG's Journey to Tomorrow commitment, InterContinental Hotels & Resorts will also donate US\$75,000 to Water.org, supporting 15,000 people to gain access to clean water through sustainable, locally owned and run projects.

"We're delighted to raise a toast with our guests, owners, partners and colleagues to celebrate InterContinental Hotels & Resorts and everything this brand stands for – the joy of travel and the worldliness that comes from discovering cultures around the world. During a challenging period, it's important to take time to celebrate milestones and begin to enjoy new adventures again wherever we can. The InterContinental brand has been part of many special moments throughout its storied 75-year history and continues to be a place for celebration, connection and indulgence," says Jane Mackie, IHG's Senior Vice President, Global Marketing for Luxury and Premium Brands. "The next chapter of InterContinental, as we continue to open new doors from Rome to Riyadh, will encompass a fresh 360 degree approach to the guest experience with new partnerships and innovations."

"We are grateful to be part of the 75th anniversary of the InterContinental brand and their goal to shape the future of responsible travel," says Michael Mayernik, Head of Corporate Partnerships, Water.org. "They are committed to changing lives with access to safe water as part of this initiative, giving women hope, children health and communities around the world a bright future."

New Dawn for Hospitality Education in India

The Lexicon Group of Institutes, one of India's leading education hubs is soon going to launch the Lexicon Institute of Hotel Management in Pune, Maharashtra – a hotel management college which is 'By the Hoteliers and For the Hoteliers'. Distinguished leaders and veterans of the hospitality industry have come together to establish this institute which is set to bring in a new dawn for hospitality education in India.

Located at Wagholi area of Pune, the institute is spread across 3 acres and will offer a 3 Year Program in Tourism and Hospitality with International tie-ups giving a global exposure to its students.

Mr. Nasir Shaikh, Chief Executive Officer, The Lexicon Group of Institutes says, "Personally, for me it is a way of giving back to the industry for all that it has given me. There is nothing more fulfilling that adding



value to the lives of the students. Setting up the Lexicon Institute of Hotel Management is primarily with that thought and to create a lineage of hospitality leaders through our students.

It is in line with our unparalleled commitment to empower students with

quality education and make them industry thought leaders. We are focused towards creating the future of India by giving them an ecosystem to nurture their skills and harness their entrepreneurial mindset. We firmly believe that our students are the ones who will create a legacy for which our institute will be remembered for". He further added, "Hospitality sector was the worst hit during the pandemic, facing various challenges during the time. Being one of the fastest growing industries globally, the industry has fought back strongly and resiliently rallied back to business. We have observed some very interesting trends in the overall tourism and hospitality industry in the past few months and are buoyant about the future. We are launching this institute keeping this growth in mind and the opportunities it will bring for young minds in the coming days"



OTOAI: Extraordinary General Meeting

Keeping in view the “Rules and Regulations of OTOAI and Societies Act” The Outbound Tour Operators Association of India (OTOAI) hosted an ‘Extraordinary General Meeting’ on December 20, 2021, at The India Habitat Centre, New Delhi. The meet was highlighted by the presence of the Association members and well-known travel trade media people.

Mr. Riaz Munshi, President, OTOAI, addressed the gathering by highlighting the crucial matter for postponement of elections of the Association for Executive Committee for One Year keeping in view the Rules and Regulations of OTOAI and Societies Act. The decision was taken due to the Covid 19 Pandemic which has lasted for the last 18 months, the term of the present Executive Committee needs an extension to complete the objects for which they were elected. The decision was sanctioned by all the members present over there without any obligation due to the present unavoidable circumstances.

Also Mr. Shravan Bhalla, General Secretary;

enumerated the Turkey convention matter by saying- The Association was organizing a Convention in Turkey in March 2020 for its members, which got postponed due to the Covid 19 Pandemic. The Present EC is still in talks with the Tourism Board of Turkey to hold the Convention in the year 2022. The date has not been decided, the tourism board of Turkey wishes to deal with the present EC to propose the convention for the sake of continuity. Mr. Riaz Munshi, President added his words by saying; The convention will most probably be held in March 2022 in Turkey only if things go well. And if that didn't have to be happening then things are seriously not going well in the Industry”!

Lastly, for the past several months, we all have been working from home or probably not working at all due to that pandemic situation. Now definitely looking for greater and brighter 2022! We all were gearing up for this year-end season and again omicron came into our lives and everything again went back to that thing. But yes I think Omicron should be the last wave and the virus will end up and the whole world will start traveling again, said Mr. Himanshu Patil (Vice President).

TAFI Andhra Pradesh Chapter: Year End Meeting



The TAFI Telangana & Andhra Pradesh Chapter conducted its year end meeting on 23rd December 2021 at Hotel the Park, Hyderabad.

The National General Secretary Mr. Abbas Moiz and National Treasurer Mr. Hitank Shah attended the meeting; The AP Chapter Office Bearers, Chairman - Mr. Abdul Majid Faheem, Secretary - Mr. Syed Ahmed Hashmi and Treasurer, Mr. Habeeb Mujtaba. Hashmi

felicitated the National General Secretary and the National Treasurer.

The TS & AP Chapter office Bearers also felicitated Ex Secretary Mr. M.F.H. Khan - Alton Travels and Cargo and Ex Treasurer Mr. Habeeb Abdul Qadeer AL Hamid - Bismillah Tours and Travels.

Mr. Carl Vaz from EXPO Dubai 2020

conducted a training and presentation on Expo 2020, Dubai UAE which was followed by Question-and-Answer session. The session was knowledgeable, and members were looking forward to marketing the product.

Invitees from major Airlines, VFS, DVPC & DNATA attended and interacted with the members in the networking sessions. The AP & TS chapter took this opportunity to felicitate Airline and other trade partners.

The Chapter in Hyderabad, currently covering Telangana and Andhra Pradesh is in the process of expanding its Membership base, by continuing to add value to their members.

The dynamism of the Chapter's Secretary and Treasurer with the experience and mentorship of the Chairman is the perfect mix for the Chapter, for the new generation to execute while the stalwarts guide and advise.

Go Give One

Travel industry leaders have united to support the Go Give One campaign to help fund COVID-19 vaccines worldwide.

Virgin Atlantic has joined travel services specialist Collinson and the Pacific Asia Travel Association as part of the Global Travel Sector Vaccine Coalition. Together, they will use their collective reach to play a part in ensuring everyone, no matter where they are in the world, has access to the COVID-19 vaccine.

The travel industry has been heavily affected by the COVID-19 pandemic. With the emergence of a new variant and renewed travel bans, it is urgent to address low vaccination rates in middle and low-income countries.

Anil Soni, Chief Executive Officer of the WHO Foundation, said: “Vaccine inequity is morally unjust and economically and epidemiologically self-defeating. We need everyone to help protect the world. We are thrilled to see this leadership from industry heavyweights to get vaccines to people who need them most. The Global Travel Sector Vaccine Coalition is a great example of how companies can join forces to make a global difference. We invite other members of the travel industry to join us to power vaccines around the world. Together, we can all play our part to ensure vaccines for everyone, everywhere.”

The Collinson COVID-19 Testing Initiative first launched in October 2020 and is now at several major UK airports. Listening to their experience, WHO Foundation and Collinson formed the Travel Coalition in recognition of how the industry can make a real difference.

David Evans, Joint CEO at Collinson, said: “We are delighted to be supporting the WHO

Foundation's Go Give One campaign. The travel and tourism industry knows only too well how important it is for everyone, everywhere to have access to vaccines if we are to end the

COVID-19 pandemic. We've seen first-hand how our industry has had to adapt to ensure the safety of people and organisations in this new reality and are calling on the sector now to join us as part of the Travel Coalition. There's a true power in numbers to getting this done, and we're urging our customers to give what they can, as well as asking other travel

companies to join forces with us. It's time to stamp out vaccine inequality, so support

however you can, especially during this time of year – the season for giving back.”



Shri Kashi Vishwanath Dham was inaugurated on 13th December 2021 by Prime Minister Narendra Modi under his vision to create an easily accessible pathway connecting Shri Kashi Vishwanath Temple to the banks of the River Ganga.

Kashi: Spiritual Capital of India





Shri Narendra Modi, Prime Minister, India

Shri Kashi Vishwanath Dham

Lord Vishweshwara's blessings, supernatural energy awakens our inner soul as soon as we arrive. When one comes here, not only will they see faith, but they will also sense the splendour of the past. How antiquity and originality are brought to life. We can see how the ancient influences are directing the future at the Vishwanath Dham complex.

Earlier the temple area was only 3000 square feet which has now

enlarged to about 5 lakh square feet. Now 50000 - 75000 devotees can visit the temple and temple premises. Devotees can start first with the darshan then bath in Maa Ganga, and from there directly to Vishwanath Dham.

Kashi is a sensational invention, not just a collection of words. Kashi is a place where awakening is life, death is also a festival, truth is culture and love is tradition.

Varanasi is the city where Jagadguru Shankaracharya was inspired by Shri Dome Raja's purity and vowed to bring the

country together in the thread of togetherness.

This is the place where Goswami Tulsidas created a celestial creation like 'Ramcharitmanas' with inspiration from Lord Shankar. Lord Buddha's enlightenment was revealed to the world in Sarnath, here. For the betterment of the society, sages like Kabirdas appeared here. If there was a need to unite the society, then this Kashi became the center of the power of devotion of Sant Raidas.

Kashi is the land of four Jain Tirthankaras, the epitome of non-violence and austerity. From the



integrity of King Harishchandra to the knowledge of Vallabhacharya, Ramanand ji. From Chaitanya Mahaprabhu, Samarth Guru Ramdas to Swami Vivekananda, Madan Mohan Malaviya. The Holy land of Kashi has been home to sages, acharyas beyond count.

From Rani Lakshmi Bai to Chandrashekhar Azad, Kashi has been the karmbhoomi of many fighters. Talents like Bharatendu Harishchandra, Jaishankar Prasad, Munshi Premchand, Pandit Ravi Shankar, and Bismillah Khan are from this great city.

Dedication of Kashi Vishwanath Dham will give a decisive direction to India and will lead to a brighter future. This complex is a witness of our capability and duty. With determination and concerted thought, nothing is impossible.

Indians have the power to make the unimaginable come true.

India is reviving its lost heritage. Here in Kashi, Mata Annapurna herself resides. The statue of Mother Annapurna, which was stolen from Kashi, has now been re-established in Kashi after a wait of a century.

98th anniversary celebrations of Sadguru Sadafaldeo Vihangam Yog Sansthan

Narendra Modi PM India expressed his gratitude to Shri Swatantradev Ji Maharaj and Shri Vigyandev Ji Maharaj, who are keeping this tradition alive, giving a new extension and said "India is so wonderful that, whenever the time is unfavourable, some saint emerges here to change the current of time. It is India whose biggest hero of freedom is called Mahatma by the

world."

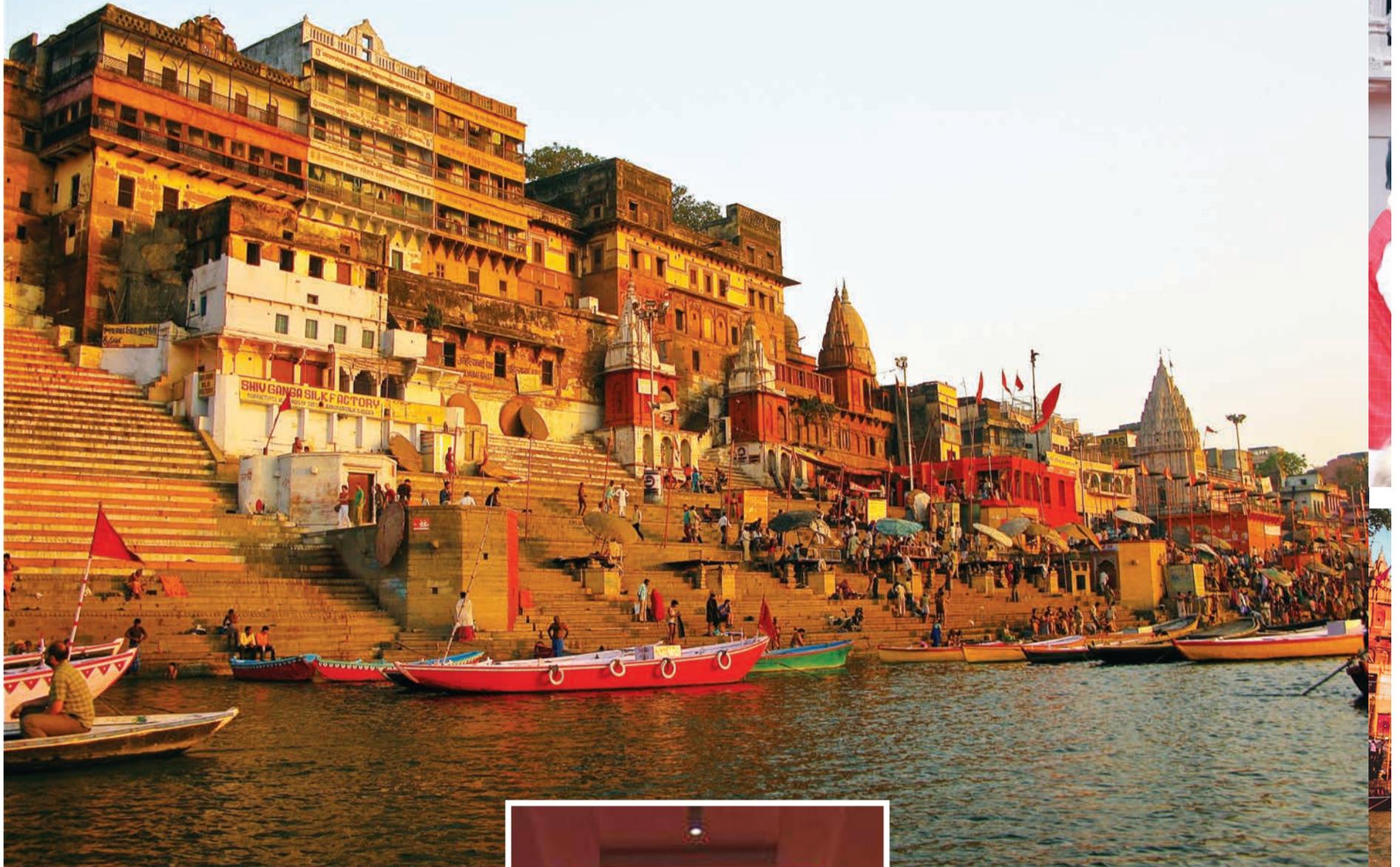
The tree begins to grow from the point where a seed is planted. As a result, when Indian citizens discuss the growth of Banaras, they will also be discussing the progress of India as a whole.

Recalling the Sadguru's mantra of Swadeshi that he gave at the time of the freedom struggle, in the same spirit, the country has started the "Aatmnirbhar Bharat Mission". Today the local business, employment and products of the country are gaining new strength. Local is going global.

Connectivity

Uttar Pradesh government is working to enhance rail connectivity as well as ensure clean, modern and passenger friendly railway stations.

Excursion



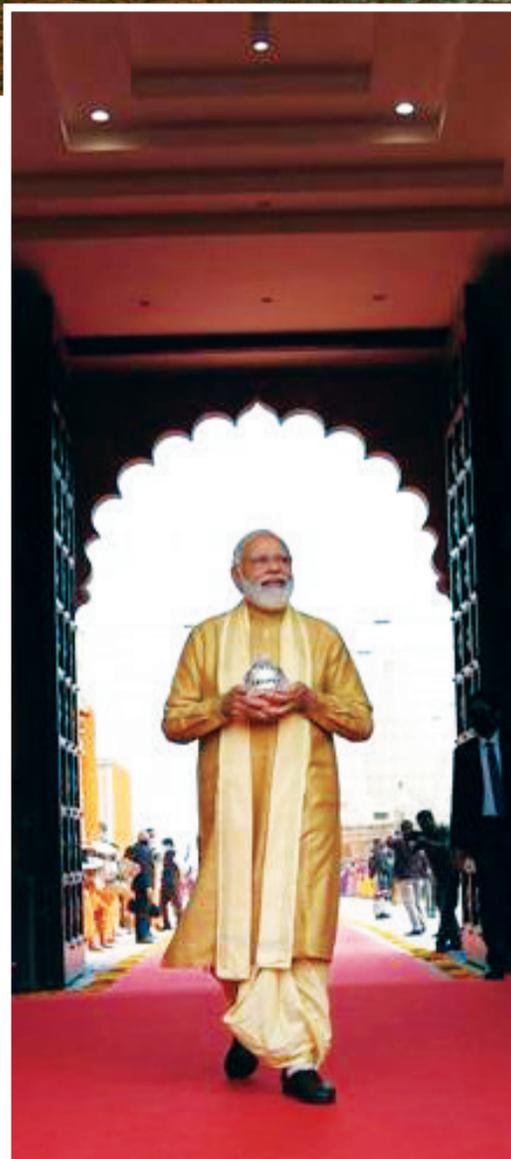
T

he Prime Minister visited Shri Kashi Vishwanath Temple and offered prayers, after which he inaugurated phase 1 of Shri Kashi Vishwanath

Dham, constructed at a cost of around Rs 339 crores.

It was the vision of the Prime Minister for a long time, to facilitate the pilgrims and devotees of Baba Vishwanath, who had to encounter congested streets and surroundings with poor upkeep, when they practiced the age-old custom of taking dip in the holy river, collecting Gangajal and offering it at the temple. To realise this vision, Shri Kashi Vishwanath Dham was conceptualised as a project to create an easily accessible pathway to connect Shri Kashi Vishwanath Temple to the banks of the River Ganga. To kickstart the work for this pious endeavour, the foundation stone of the project was laid by the Prime Minister on 8th March 2019.

The Prime Minister took a keen and active interest at all stages of the project. Regular briefings, reviews and monitoring were done by the Prime Minister himself, and he constantly gave inputs and insights to improve the project and make it more accessible for pilgrims, including for the



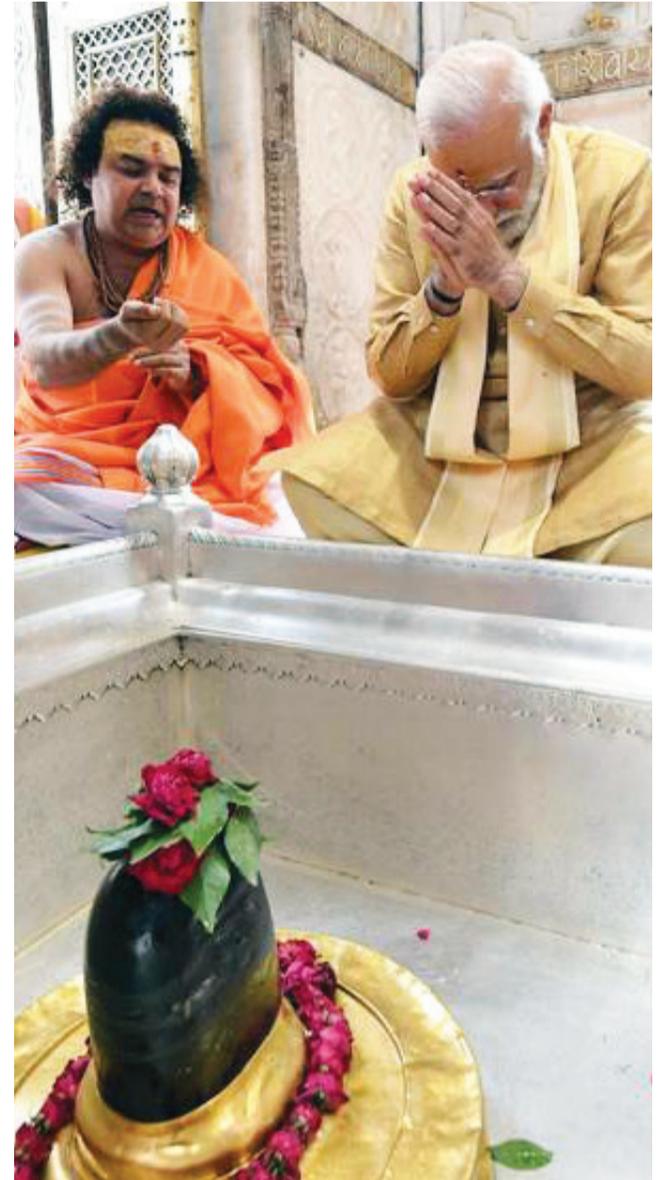
the old properties, more than 40 ancient temples have been rediscovered. These temples have been restored and beautified, while ensuring that there is no change in the original structure.

The scale of the project was such that the project is now spread over a massive area of about 5 lakh square feet, whereas earlier premises were limited to just around 3000 square feet. Despite the Covid pandemic, the work on the project has been completed as per the planned schedule.

KASHI

Kashi Vishwanath Temple is one of the most famous Hindu temples dedicated to Lord Shiva. It is 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 Shivatemples. The main deity is known by the name Vishvanatha or Vishveshvara meaning Ruler of The Universe. Varanasi city is also called Kashi, and hence the temple is popularly called Kashi Vishwanath Temple.

The Golden Temple, on the other hand, is another name for the temple. The names come from the shrine's spire, which is adorned with 800 kilograms of gold. The architecture of this prominent tourist destination in Varanasi has seen several



modifications and renovations over the years. The temple is also mentioned in the Skanda Purana, an ancient Hindu scripture. Several minor shrines within the Kashi Vishwanath Temple complex are also worth a visit for worshippers. Aside from that, there's the 2.1-meter-tall Nandi (Lord Shiva's bull) idol. The sanctity of this place gets heightened during the time of aarti.

Excursion

Kashi (Varanasi) is home to several tourist attractions but to experience the true beauty of this place is to explore its Ghats.

Assi Ghat

The Assi ghat, located in the south of Varanasi, is everyone's favourite. It is a spot where one may easily spend hours without being disturbed. It is the most natural environment in which international students, researchers, and tourists are accustomed to living.

During Hindu festivals, people flock to Assi ghat to take a sacred bath in the Ganga river to cleanse themselves of their previous misdeeds. It cleanses the mind, soul, and body, and fills them with spiritual thoughts. It allows the mind to focus effortlessly throughout Pooja without being bothered.

Assi ghat is one of the most famous

and visited ghats of Varanasi for tour and tourism. People from all the corners of the country as well as abroad must come here if they come to India for tourism. Some of the great festivals such as Mahashivaratri, Ganga Dashahara, Ganga Mahotsav etc attract a huge crowd in Varanasi at this Ghat. Most of the tourists are connected to the Jewish community at the Assi Ghat. For the security reasons of the people, additional police force is assigned to the Assi Ghat.

Dashashwamedh Ghat

Dashashwamedh ghat is one of the oldest, most spectacular and important ghat, located at the bank of the river Gange near to the old Vishwanath Temple in the Kashi. The literal meaning of the Dashashwamedh is the Ghat (river front) of the ten sacrificed horses (dash means 10, ashwa means horse, medh means sacrifice).

It is great to see the real attraction of this ghat in the evening when Ganga Arti is held here. This ghat has become the religious spot for the devotees and pilgrims for years and tourists as well. Historically, it is considered as the most favorite and main ghat among the Hindu devotees. Near to the Dashashwamedh ghat, there are various religious temples as well as tourists' destinations.

At the great festivals, Hindu devotees come in huge number because of the different religious significance of the ghat. The ghat has retained its beauty with the various Hindu God temples and religious sites. Pilgrims come here to perform a variety of rituals and religious activities. The evening Aarti of the Gange at this ghat attracts huge crowd from every corner of the city. Some of the devotees come here daily in the morning to pay homage to their Lord after having a holy bath in the Gange water.

One can be full of spiritual thoughts if he spends some time at this ghat. Some people are used of the daily meditation in the early morning at the ghat because of the beautiful environment, safe atmosphere, cool and fresh air. Spending some time here makes the one feel like sitting in the heaven. The sun rising and sun set scene in the morning and evening respectively are the awesome scenes which provides the special color to the Gange water.

Man Mandir Ghat

Varanasi's Man Mandir Ghat is a ghat on the Ganga's banks. It is one of the most important ghats in Varanasi and one of the most popular spots to visit in Varanasi, located immediately to the north of Dasashwamedh Ghat. Man Mandir Ghat,

Excursion



formerly known as Someswara Ghat, was established in the 16th century CE by Raja Man Singh of Amer and renamed after him. He also constructed a splendid palace here, which is noted for its intricate window carvings. The Archaeological Survey of India now looks after it. From the terrace of this palace, one may obtain a panoramic view of all of Varanasi's ghats. Sawai Jai Singh II built an observatory atop the Man Singh Palace in 1710 CE, which is known as Jantar Mantar.

The ghat is dotted with various temples, including Rameshwara Temple, Sthuladanta Vinayaka, and Someswara temples, and is located on the western bank of the River Ganga. The Someswara Temple in Gujarat is an exact duplicate of the Someshwara lingam. Many Hindu devotees come to this Ghat to worship Someshwar.

Lalita Ghat

Lalita ghat was built by the late King of the Nepal in the northern region of the Varanasi at the bank of the River Gange. A wooden temple of the Keshav with the image of the Pashupateshwar (sign of the Lord Shiva) has also built here at the Lalita ghat in the typical Kathmandu style.

People celebrate their local festivals including the musical parties and other favorite moments at this ghat. There is a red building right above to the Nepali Temple. From this ghat, a great scene of the rising smoke can be seen at the Manikarnika Ghat which is the central cremation ghat of the Varanasi city. Puja guesthouse is also located at this ghat by going up to the stairs. A high water tank of the water is also located at this

ghat.

As the Lalita ghat is named after the well-known Goddess Lalita (personification of the Goddess Durga), people are attached to this ghat by their variety of rituals. They consider that blessings of the Goddess Lalita will eliminate their all problems and fill the prosperity in their life.

Manikarnika Ghat

Manikarnika Ghat is associated with the two legends. It is believed that the Lord Vishnu dug a pit using his Chakra and at the same time the Lord Shiva was watching Lord Vishnu, the earring ("manikarnika") had fell into the pit created by the Lord Vishnu. According to the second legend, the Goddess Parvati (consort of Lord Shiva, Goddess Annapurna) hid her earrings, and asked Lord Shiva to find them.

It is one of the most famous, sacred and oldest ghat in the Varanasi, Manikarnika is the main burning ghat and one of most auspicious places that a Hindu can be cremated. Bodies are bring to the ghat at the bamboo stretcher covered in the red cloth which handled by the doms.

Manikarnika Ghat is also famous by the name of Mahasmasana which is one of two cremation Ghats in the Varanasi. Another famous ghat of cremation is Harishchandra Ghat. Manikarnika Ghat is historically associated with the Hindu God named Lord Vishnu and Lord Shiva. It is considered that the one who is cremated at this ghat will attain Moksha, the salvation and get directly intermingled into the Lord Shiva.

Manikarnika Ghat is also famous for the temple of the Lord Shiva and Mata

Durga which was built around 1850 by the Maharaja of the Awadh. This temple has become the holy shrine of this Ghat. A holy pond named, Cakra-Pushkarini Kund (Manikarnika Kund) is also at this ghat which is believed that dug by the Lord Vishnu. According to the history, this kund existed earlier than the origin of the Ganges.

It is also considered that the Charanapaduka (the footprints) of the Lord Vishnu is here in a circular marble slab, as Lord Vishnu has mediated for many years at this ghat.

Harish Chandra Ghat

Harish Chandra ghat is one of the two cremation ghats and is also known as Adi Manikarnika, which means the original creation ground. It is much smaller than Manikarnika that is a more significant ghat for cremation. However, Hindus come from distant places to this ghat to have their dead cremated here as many believe that they would get moksha (salvation). This is one of the oldest ghats in the holy city of Varanasi and has been named after mythological king Harish Chandra. It is said that the king once worked on this ghat for the perseverance of truth and charity. The gods impressed with his endeavours rewarded him and restored his lost kingdom and dead son to him. The ghat was modernised in 1980s when an electric crematorium was established here.

Scindia Ghat

This ghat is famous for having an old Shiva temple which is partially submerged into the Gange water at the shore. It is also famous for the cremations of dead bodies

here. Devotees come here early in the morning for doing meditation and have unforgettable experience. People come to this ghat from all the corner of the country for taking holy bath in the Gange River in order to get rid of their all past sins.

According to the history in Hinduism, Scindia Ghat is dedicated to the Lord Shiva (The God of death). It is considered that after death the soul of the human body get intermingled into the Lord Shiva.

Kedar Ghat

Kedar Ghat is one of Varanasi's oldest Ghats, and it is believed to be cleaner for bathing in the holy Ganga and praying to Lord Shiva at the Kedareshwar Temple. It is frequently frequented because of its gorgeous surroundings and spiritual atmosphere.

This place is surrounded by amazing scenery which will give you a memorable

experience in Varanasi.

Chowki Ghat

Chauki Ghat is near to two of Varanasi's most famous ghats, the Harishchandra Ghat and the Kedar Ghat. It was thought to have been constructed in 1970. It deserves as much attention as the other ghats as a tourist destination. Its wide open platforms, iron fences, and vast open space make it an ideal location for relaxing, hanging out, and taking in the scenery. A massive pipal tree greets you as you ascend the Chauki Ghat's steps. A variety of wonderfully carved stone figurines of nagas and snakes, as well as other artefacts thought to date from the Buddhist period, may be found here. The highly respected shrine of Rukmangesvara is located beside the tree. Another shrine, Naga Kupa, is a little distance ahead. Devotees visit these shrines to seek blessings during

are not authorised to enter the temple.

Madhusudana Saraswati, a well-known Sanskrit student, sought sanctuary at this ghat. The Chausatthi Devi temple is located at the top of the ghat. Chausatthi Ghat is named after the Chausath Yogini Temple and is located next to Digpatiya Ghat and to the south of Dashaswamedh Ghat. In Hindi, Chausath signifies 64. The temple is known as Chausatthi because it houses statues of sixty-four 'yoginis.'

Panchganga Ghat

Panchganga Ghat is where five sacred rivers merge to provide an amazing spectacle of beauty and sanctity, as the name suggests. The Ganges, Saraswati, Yamuna, Kirana, and Dhupapapa are the five holy rivers.

The Panchganga Ghat is a model of Hindu-Muslim coexistence. The Alamgir Mosque, also known as Beni Madhav-ka-Darera, stands towering beside the ghat on the location where the Bindu Madhava Temple is said to have once stood.

Adi Keshava Ghat

Adi Keshava Ghat, located 3.5 km east of Panchganga Ghat, is probably one of the most calm spots to visit in Varanasi. Adi Keshava is one of the few ghats in Varanasi that is rarely crowded, making it a perfect place to visit if you have a limited amount of time in the city. The River Varuna meets the Ganges at this popular holy location in Varanasi. Adi Keshava Perumal Temple, a well-known tourist attraction in Varanasi, is also conveniently accessible. The temple of Adi Keshava is reached after a short climb up a few stairs.

Connectivity:

By Air

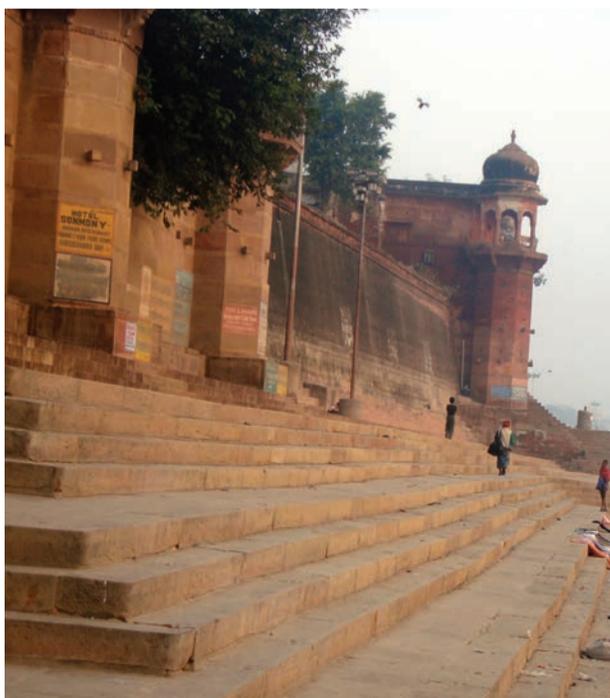
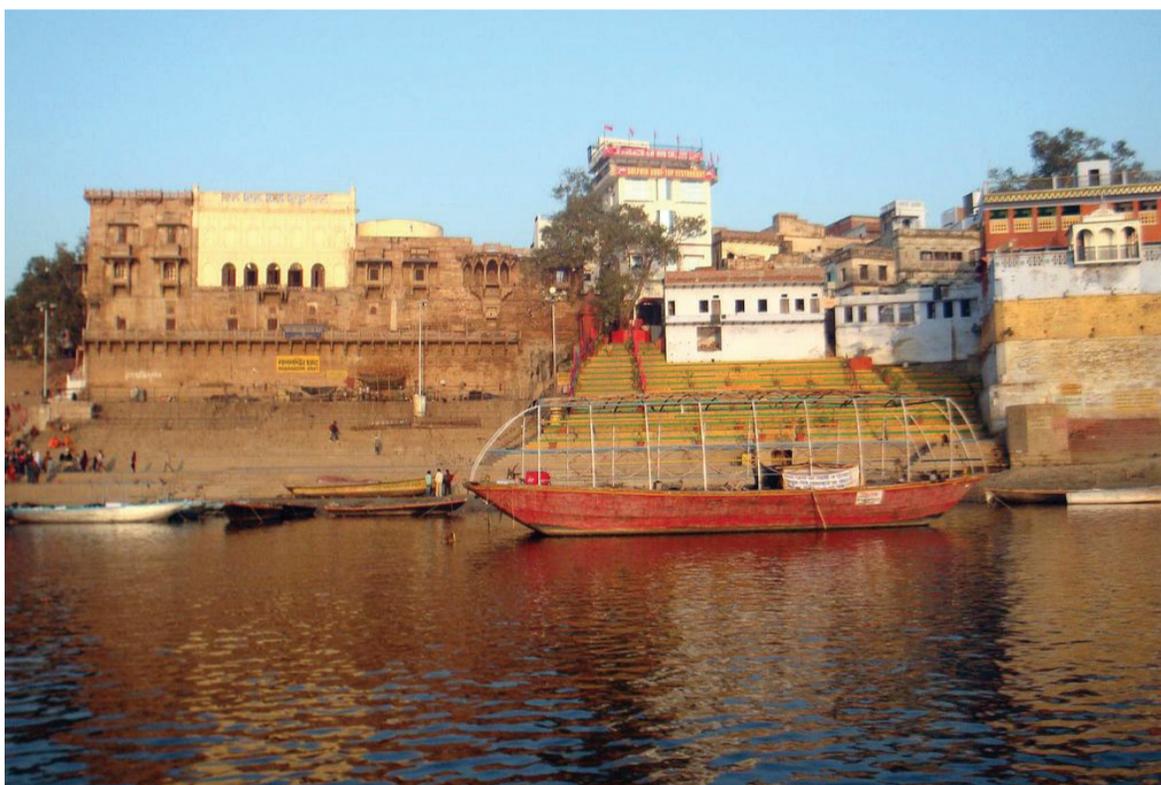
There is direct daily flight connection between Varanasi and New Delhi. It also connects Varanasi to Delhi, Agra, Khajuraho, Calcutta, Mumbai, Lucknow, Gaya, Chennai, Ahmadabad, Hyderabad, Bhuvaneshwar etc.

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. New Delhi, Mumbai, Calcutta, Chennai, Gwalior, Meerut, Indore, Guwahati, Allahbad, Lucknow, Dehradun... the city has direct rail connections.

By Road

Some important road distances are: Agra 565 km., Allahabad 128 km., Bhopal 791 km., Bodhgaya 240 km., Kanpur 330 km., Khajuraho 405 km., Lucknow 286 km., Patna 246 km., Sarnath 10 km., Lumbini (Nepal) 386 km., Kushi Nagar 250 km. (via Gorkhpur), UPSRTC Bus Stand, Sher Shah Suri Marg, Golgadda Bus Stand.



Nag Panchami (a Hindu festival in which snakes are venerated).

Chousati Ghat

Chousati Ghat is located near to Digpatiya Ghat, south of Dasaswamedh Ghat. It's named after a total of 64 deities. The Chausath Yogini Temple is located at the top of the steep steps. A yogini is a goddess's helper, and the temple houses 60 of them. The temple is devoted to Goddess Kali, who is one of the most misunderstood Hindu goddesses, owing to her ferocious and frightening look. Kali is the goddess of death, destruction, and darkness, according to legend. She is unquestionably the mother goddess, and her worshipers adore her.

Many Hindus visit the temple on the new moon day of the month of Chaitra, which is considered an auspicious day for taking a dip in the Ganga. At any moment, non-Hindus

Brand India: The Road to Recovery

IATO successfully organised 36th annual convention in Gandhinagar, Gujarat from 16 – 19 December with a theme Brand India: The Road to Recovery.



The 36th IATO Annual Convention held in Gandhinagar from 16-19 December 2021 was a grand success and more than what we had expected, said Mr. Rajiv Mehra, President, Indian Association of Tour Operators (IATO). This convention was by far one of the best conventions of IATO as per feedback received not only from the members but few industry stalwarts who were present in the convention. This all could happen with whole-hearted support from Mr. Hareet Shukla, Secretary Tourism, Mr. Jenu Devan, Managing Director & Commissioner Tourism, Govt. of Gujarat and his team.

Hon'ble Chief Minister of Gujarat, Shri Bhupendra Patel inaugurated the convention along with Mr. G. Kamala Vardhan Rao, Director General Tourism, Govt. of India and Mr. Hareet Shukla, Secretary Tourism, Govt. of Gujarat.

IATO witness senior government officials from the Centre in the panel discussions and in the valedictory session which include, Mr. Rakesh Kumar Verma, Additional Secretary Tourism; Mrs. Rupinder Brar, Additional Director General Tourism; Mr. Rajiv Jalota, Chairman Mumbai Port Trust; Mr. Raj Muthuraj, Additional DG, Directorate General of Foreign Trade; and from the State Governments we had Mr. S.K. Srivastava, Dept. of Forests & Environment, Government of Gujarat; Ms. Shilpa Gupta, Additional Managing Director, Madhya Pradesh Tourism Board; Mr. Manoj Kumar, Managing Director, Jungle Lodges & Resort, Govt. of Karnataka; Mr. G.S. Itoo, Director Tourism Kashmir; Mr. Rajiv Jain, Addl. GM, IRCTC; Dr. Abhay Sinha, Director General, Services Export Promotion



Council (SEPC).

Other eminent personalities on the panels were Mr. Sanjay Kumar, Chief Strategy & Revenue Officer, IndiGo; Mr. Nakul Anand, Executive Director, ITC Hotels & Chairman FAITH; Mr. Puneet Chhatwal, MD & CEO, The Indian Hotels Company Limited; Mr. Anuraag Bhatnagar, C.O.O., The Leela Palaces, Hotels and Resorts; Mr. Ajay Bakaya, Managing

Director, Sarovar Hotels & Resorts; CA Talati, Chairman SEPC; to name a few. Business sessions were very fruitful and well attended. One of the achievements of the panel discussion in Business Session on "Hotels in the New Normal" was special rates for the IATO member tour operators and travel agents by the Taj Hotels with a Promo Code which was highlight of the session. This is being worked out by the



Taj Hotels and will be announced by first week of January 2022.

Mr. Ashish Vidyarthi, famous Bollywood actor and motivational speaker was the Speaker in the motivational session, who inspired the members that we need to stand strong during these crisis and look for the future opportunities.

On all the three days, IATO had good

evening entertain programmes with singers like Abhijeet Sawant, Jimmy Felix and Urvashi Arora and members truly enjoyed it along with Karaoke singing competition.

The Leela Gandhinagar, Venue of the convention, was as imposing as its quality of excellent hospitality. All arrangements including transport were perfect to order.

This year's IATO Run was a great fun and

all participants enjoyed morning cold breeze in almost zero pollution environment with AQI level below 50. Flag off was done by Ms. Bhavina Hasmukhbhai Patel, silver medallist in table tennis in 2020 Tokyo Summer Paralympics. She was also felicitated by IATO during the inaugural function.

Following the convention, 5 post convention tours were organised and over 200 delegates explored Gujarat by visiting places of their interest like Statue of Unity, Somnath, Dwarka, Jamnagar, Porbandar, Modhera, Bhuj, Patan, Little Rann of Kutch.

The basic purpose of having this convention was to bring our members come out of their house, relax their mind, interact with each other and rebuilding confidence. Having Karaoke Singing competition was to give an opportunity to the talented members to enhance confidence and to perform on the stage, said Mr. Rajiv Mehra.

#CheckInHotspots

Do you love capturing travel moments through your lens? If so, you'll be delighted to learn that Macao is an extremely photogenic destination.



Macao seems to have it all – glitzy hotels, cobblestone roads, architectural wonders, stunning UNESCO sites, and even ancient temples. With an array of Instagram-worthy spots, it's hard to know where to start. In a city where the east meets the west let's take a round-up of some of the most scenic places in Macao which can be the backdrop for your next holiday.

Senado Square

Senado Square is one of the most iconic photo spots in Macao and its right in the heart of Macao. The square is surrounded by pastel colored neo-classical buildings, creating a consistent and harmonious Mediterranean yet vibrant atmosphere. Senado Square is the place where all the happening events and celebrations take place.

Ruins of St. Paul

A trip to Macao would not be complete without a visit to the iconic and world famous Ruins of St. Paul. Today what you see is only the remains of the beautiful church which was built in the 16th century. Nowadays, the facade of the Ruins of St. Paul's functions symbolically as an altar to the city.



Travessa De Paixao

One of the most picturesque streets in Macao is the Travessa De Paixao which is just nearby to the Ruins of St. Paul. This little rainbow colour alley with its pastel colored buildings make the best background for your Instagram worthy images. It's best to visit this lane in the morning to avoid the photo-bombers. Once you done with your pictures you can wander down Portuguese street where you can find some interesting cafes.

Rua De Felicidade

Chinese-style shop houses with red-shuttered doors and windows line the street is what makes Rua De Felicidade also known as happiness street one of the most scenic streets in Macao.

Did you know that blockbuster movies such as 'Indiana Jones and the Temple of Doom' and "Now You See Me 2" where shot here. Imagine clicking pictures where these movies where

filmed. Exciting isn't it!

Rua De Felicidade has become a popular street food spot and is home to one of the oldest noodles shops in the city

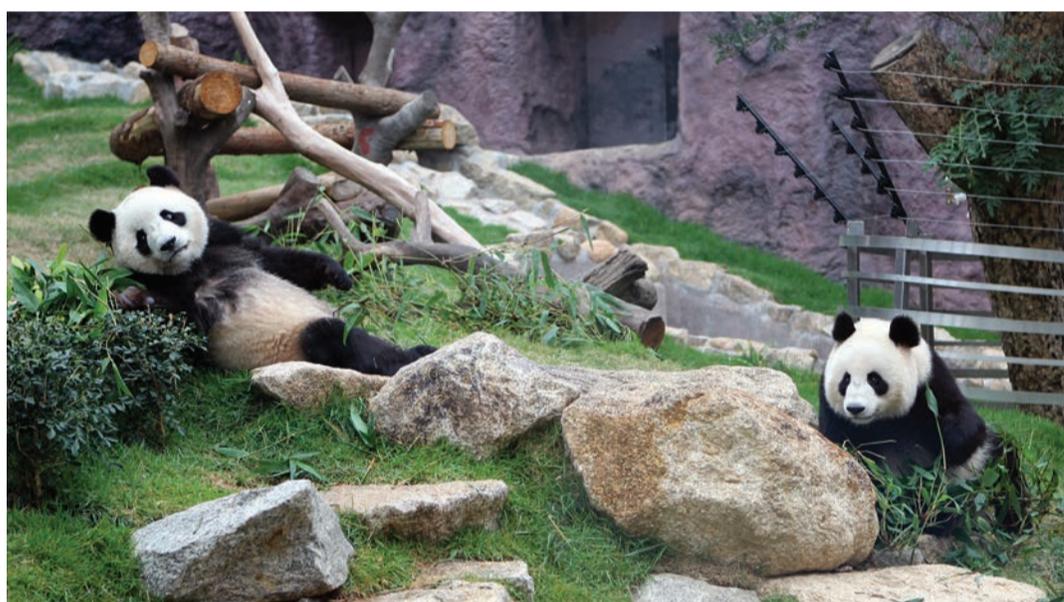
A-Ma Temple

Even if you aren't into religious temples, I highly suggest adding A-Ma Temple to your Insta-spots list of Macao. This is the oldest and for me the most beautiful temple in Macao. A-Ma temple was built in the year 1488, which means it's more than 500 years old!

There are tons of photo ops here – from the various viewpoints!

Macao Tower

If you are looking for terrific views of the Macao skyline then Macao Tower is the place to go. This tower stands 336 meters tall. Best part about this attraction is once you take in the breath taking skyline, you can also jump of



this tower and my jump we mean bungee jump if that is too daring for some of your tastes, then you can also just take an exhilarating walk around it. Once you have finished tickling your adrenaline wishes then you can relax at the café atop the tower and relax.

Fisherman's Wharf

Macao has a destination has a little bit taste of Roman in it. When it Macao, visit the cousin of the Roman Colosseum, that is the Fisherman's Wharf. Walking around this massive and impressive structure will make you feel like you have entered into the set of a movie scene. Come and experience loads of restaurants and accommodation options, as well as cute shops and European themed architecture – all in one place!

Panda Pavilion

Whether you are an animal lover or no, once you visit this place trust me you will fall in love instantly with the adorable animals here. Kai Kai and Xin Xin are the world's largest and definitely the cutest pandas. Who wouldn't want to click a selfie with these plush and fluffy cuties?



I AMsterdam

Amsterdam is a full-fledged fairytale, from its stunning canals and bridges to its old homes.

Here let us explore the upcoming developments of Amsterdam.



Sustainable visitor economy 2025

The coronavirus crisis has shown how dependent the city has become on a one-sided visitor economy. Recent years have highlighted issues in certain places, and the quality of life has been affected in certain

city areas. The question that arose was: What will the future of Amsterdam look like?

The Municipal Executive of the City of Amsterdam requested amsterdam&partners to advise on the future of the visitor economy. We painted a joint picture of a sustainable visitor economy cooperating

with more than a hundred stakeholders. This advice focuses primarily on the city, but our integrated strategy will continue to focus on the entire metropolitan area. It is a way for all of us, residents and visitors, to enjoy Amsterdam in a sustainable way. You can download the advisory report.



Escape



New openings in 2022

Although 2021 was a challenging year for the cultural sector, some exciting openings are planned for 2022.

Fabrique des Lumières

A new digital art centre will be opening in Amsterdam in Zuiveringshal West at the Westergasterrein in Spring 2022: Fabrique des Lumières. The art centre is an initiative by Culturespaces, the French company known for founding the Atelier des Lumières in Paris. Using cutting edge technology with light projections and music, Fabrique des Lumières will feature immersive exhibitions of classical, modern, and contemporary artists.

Singer Laren

Singer Laren will open a new museum wing to the public on 9 March 2022. Singer Laren consists of a museum, villa, sculpture garden and theatre, located in Laren. Changing exhibitions can be seen next to an extensive collection of works from 1880-1950 as different sculptures in the museum. With the construction of the new Nardinc wing to the current museum, 400m² of extra exhibition space will be created. The Nardinc collection will be on permanent display in the wing with various presentations.

Artis

In April 2022, ARTIS will open the doors of a new museum: the ARTIS-Groote Museum. The Groote Museum is all about the human being. It provides insight into yourself to act better in the rapidly changing world around you, as is the case now. The museum will be located in the first museum building in Amsterdam,

dating from 1855. After years of content development, the museum design is now complete, and ARTIS will soon open the doors of its museum.

Amsterdam Area

Did you know that in less than 30 minutes from Amsterdam, you will find cultural cities, majestic windmills, the famous tulip fields, historic towns, fortresses and dunes? The Amsterdam Area is divided into six thematic areas: Flowers of Amsterdam, Old Holland, Castles & Gardens, New Land, Amsterdam Beach and Authentic Haarlem. Each area has its own unique identity and icons.

And best of all, these areas are easy to explore by public transport within an hour from Amsterdam. With the Amsterdam & Region Travel Ticket you can easily discover the Amsterdam Metropolitan Area and can be used on bus, tram, metro and train. The ticket is valid for 1, 2 or 3 days and comes with a practical public transport guide for the Amsterdam Area filled with sightseeing tips.

Digital version of the I amsterdam City Card

After a long period of development and testing, the digital I amsterdam City Card went live on 14 October 2021. Visitors ordering the City Card via iamsterdam.com can opt for the physical or digital version. The digital version can then be opened in the I amsterdam City Card app. The I amsterdam City Card offers you a unique way to explore Amsterdam. You get access to all major highlights and more than 70 museums, city-wide public transport, a

canal cruise and bicycle rent.

Amsterdam Light Festival

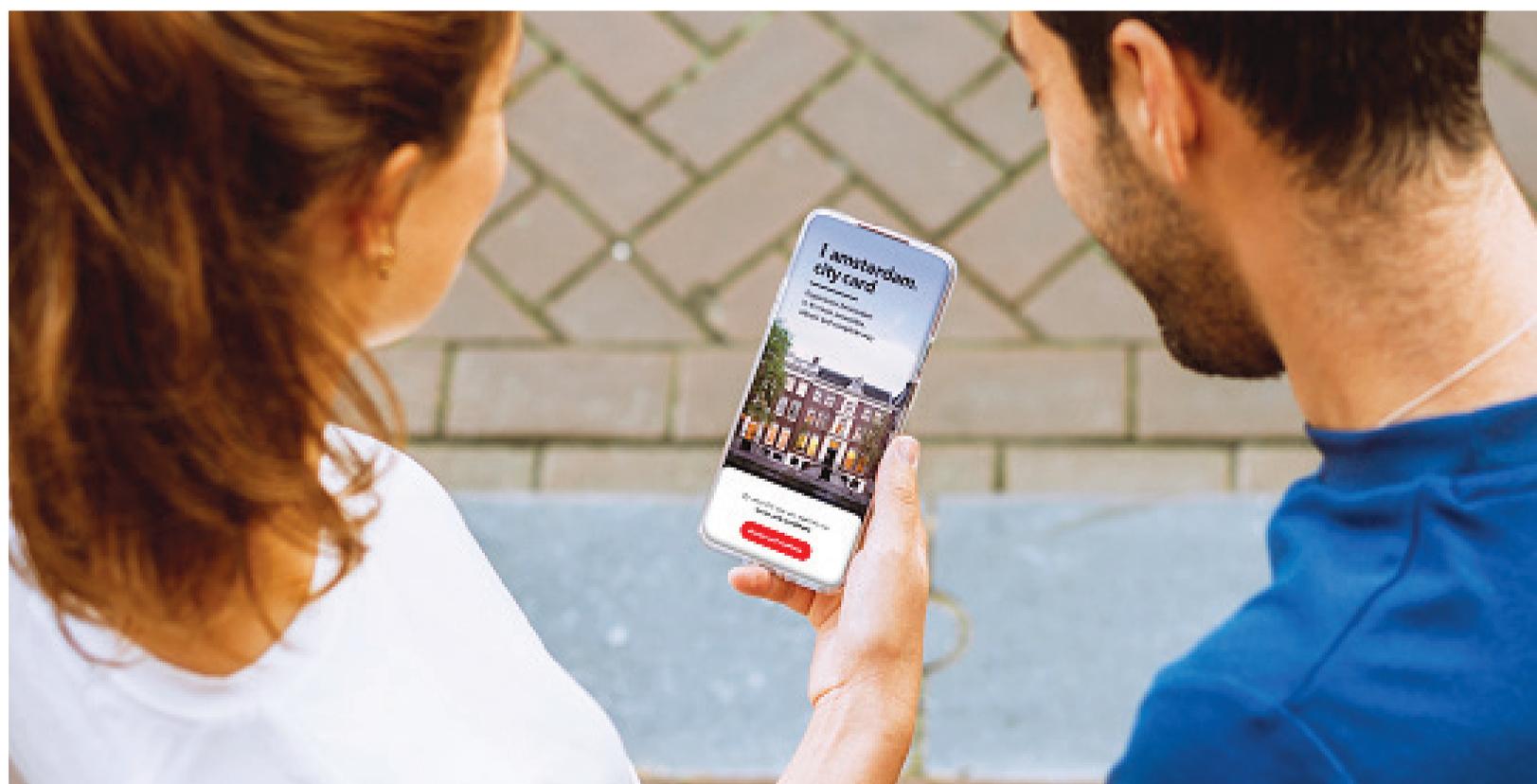
Despite the uncertainties and adjustments, the festive anniversary edition of the Amsterdam Light Festival takes place until 23 January 2022. The most inspiring and popular artworks of the past 9 editions have made a comeback on the canals of Amsterdam! Until 23 January 2022 you can enjoy the artworks.

The highlights have been selected based on their popularity and the type and use of light. Next to the artworks coming from their collection, some new works are on show. These are the result of their education projects and collaborative projects. The tenth edition is all about Celebrate Light.

Floriade in Almere, 2022

On 14 April 2022, Floriade opens its gates for six months in Almere. You will discover innovations from over the whole world that makes our cities more beautiful, but above all, more sustainable. Furthermore, you will enjoy the scent and colour of flowers, plants, vegetables and fruit.

With the theme 'Growing Green Cities', Floriade presents solutions that are needed to make cities greener, healthier and more fun. A theme that is now more important than ever. You can visit more than 40 pavilions at the Expo, where more than 40 different countries showcase their culture, plants, flowers, and local innovations for green cities.



Milestone of Civil Aviation of India

Year end review
-2021- Ministry Of
Civil Aviation.

RCS-UDAN : Fifth consecutive year of flying high

- Regional connectivity scheme RCS-UDAN entered the fifth year.
- Under UDAN 4.1, 168 routes were awarded during the year.
- 100 routes commenced as part of the vision to improve connectivity across India.
- 12 airports were operationalised which included 3 heliports.

Krishi UDAN- Seamless, cost-effective, time-bound air transportation for 'Annadata'

- Krishi UDAN 2.0 launched on 27.10.2021, with aim to ensure seamless, cost-effective, time-bound air transportation.
- Logistics for all Agri-produce originating especially from Northeast, hilly and tribal regions of the country.
- Ministry of Civil Aviation, Ministry of Agriculture & Farmers Welfare, Dept. of Fisheries, Dept. of Animal Husbandry and Dairying, Ministry of Food Processing Industries, Ministry of Tribal Affairs, DONER are coordinating for implementation of the scheme.
- Under the scheme, full waiver of Landing, Parking, TNLC, and RNFC charges for Indian freighters and P2C has been implemented at 25 airports from NER, Hilly and Tribal region and 28 airports from remaining parts of the country.
- 50% of Air Freight Charges and 50% of TSP charges of Cargo Terminal operators proposed for subsidiary.

- 7 focus routes identified to support region specific products like Lichi from Darbhanga, Pineapple from Agartala, etc.

Drone : Commitment to make India a global hub for R&D, testing, manufacturing and operations

- Drone Rules 2021 notified on 25th August 2021.

- The policy aims to make India a global hub for the research and development, testing, manufacturing and operation of drones.

- To facilitate further growth, the Government approved the Production Linked Incentive (PLI) scheme on 30 Sep 2021 for drones and drone components in India.

- Digital Sky Platform (DSP) has been launched to regulate the entire gamut of activities pertaining to drone operations as well as to function





as a single window online platform to ensure smooth functionality of the applications.

- Unmanned Aircraft System (UAS) Traffic Management (UTM) Policy framework, 2021 has been released on 24 Oct 2021 to enable complex operations of drones and increase the overall safety in the UTM airspace.

Liberalized FTO policy to support growth of Indian Aviation Industry

- On 25 Sep 2021, AAI announced a liberalized FTO policy to support growth of aviation industry in the country.
- Under the extant policy, airport royalty was abolished, and annual fee was rationalized significantly for new FTOs.
- AAI issued award letters to establish Nine flying schools at Five AAI airports (Lilabari, Khajuraho, Belagavi, Kalaburgi and Jalgaon).
- With growth of aviation industry, opportunities for pilots is increasing- 787 Commercial Pilot Licenses (CPL) were issued during Jan-Nov 2021, an all time high.

AirSewa : A single window digital solution for all stakeholders

- AirSewa 3.0 made live on 02 Oct 2021 with enhanced feature of grievance redressal.
- New features include - Grievance escalation by users or on Service Level Agreement (SLA) expiry, Grievance transfer among stakeholders, Enhanced roles and permissions for nodal officers, Enhanced flight information and tracking of flights, Public forum for discussions, Mobile app for nodal officers.
- The service has been promoted extensively by printing AirSewa QR code on the boarding cards and tickets, promotion through Flight Information Display System (FIDS) etc at



strategic locations at over 80 airports.

- Pending grievances on AirSewa portal has been reduced from 1,354 on 20 Jul 2021 to 59 on 15 Dec 2021 (96% reduction).
- Disinvestment & Strategic Sale
 - For Air India sale, share purchase agreement signed with Talace Pvt Ltd on 25th October 2021.
 - Winning bid of Rs.18,000 crore as Enterprise Value (EV) consideration.
 - Non-core assets including land & building, valued at Rs.14,718 crore, to be transferred to Air India Asset Holding Ltd (AIAHL).
 - Entire disinvestment process carried out in a transparent manner through multi-layered decision making.
 - PIM for the sale of Pawan Hans issued.
- eGCA : An innovative step towards Digital India
 - e-Governance in Directorate General of Civil Aviation (eGCA) was launched on 11 Nov 2021 with an aim of bringing about ease of doing business, transparency and automation of the processes and functions of DGCA.
 - Under this initiative, services provided to various DGCA stakeholders such as Pilots, Aircraft Maintenance Engineers, Air Traffic Controllers, Air Operators, Airport Operators, Flying Training Organizations, Maintenance

and Design organizations etc. are now available on the eGCA.

- Around 300 services of the eGCA have been implemented.
- This Single window platform will eliminate operational inefficiencies, minimize personal interaction, improve regulatory reporting, enhance transparency and increase productivity.
- Mobile app has also been launched for Pilots and Aircraft Maintenance Engineers to view their profiles and update their log books on the go.
- Airport Monetization & Development : Steps toward smooth and affordable journey of AamNagrik
 - 6 airports including Lucknow, Ahmedabad, Mangaluru, Jaipur, Guwahati and Thiruvananthapuram handed over for management under the PPP model.
 - Under National Monetization Pipeline, 25 additional airports have been identified for monetization in next 3 years.
 - Three airports including Kushinagar, Kurnool and Sindhudurg have been operationalized this year under RCS-UDAN scheme.
 - Dehradun terminal was launched and foundation stone laying ceremony done for Jewar international airport. ■



Jaipur International Airport leased out for 50 years

Jaipur International Airport handed over to Adani Jaipur International Airport Limited (“AJIAL”), at 00:00 hours on 11th October 2021 (midnight of 10.10.2021) for Operations, Management and Development through Public Private Partnership mode for a lease period of 50 years.

Through an international competitive bidding process, AEL had emerged as a successful bidder for the Jaipur International Airport and a Concession Agreement was signed by Airports Authority of India with AJIAL on 19th January 2021. As per the terms of the Concession Agreement, AJIAL shall be paying Airports Authority of India, a monthly concession fee of Rs.174 per embarking and disembarking domestic passenger. In case of international passengers, the concession fee shall be Rs.348 per embarking and disembarking passenger.



MBB Airport to now cater to 30 lakh passengers every year

Prime Minister Shri Narendra Modi inaugurated the New Integrated Terminal Building of Maharaja Bir Bikram (MBB) Airport and launched key initiatives like Mukhyamantri Tripura Gram Samridhi Yojana and Project Mission 100 of Vidyajyoti Schools. Governor of Tripura, Satyadeo Narain Arya, Chief Minister of Tripura Shri Biplab Kumar Deb, Union Civil Aviation Ministers Shri Jyotiraditya Scindia and Smt Pratima Bhoumik were among those present on the occasion.

In his address, Shri Scindia said that today a new chapter has been added to the glorious history of Tripura with the inauguration of the new State-of-Art terminal. The Integrated Terminal is an example of the vision and determination of the Prime Minister. This will open new doors of development in the state and North East Region.

The airport of Agartala, which was spread over 10,000 square meters, has now been built in an area of 30,000 square meters which will showcase the cultural heritage of Tripura. Maharaja Bir Bikram Airport will now be able to cater 30 lakh passengers every year instead of 13 lakh in a year. Under the Krishi Udan 2.0 scheme of the Central Government, 4500 kg of agricultural products have been exported in the month of November 2021, which includes pineapple and jackfruit of Tripura.

Agartala Airport is one of the major Airports in North East Region situated in the capital of Tripura. It is capable of handling 4C type of Aircraft operations. Operators like IndiGo, Air India, Flybig are presently operating 230 flights in a week, connecting Kolkata, Dibrugarh, Guwahati, Imphal, Shillong, Lengpui, Bangalore and Delhi.



Air France-KLM and IndiGo to start codeshare agreement

Air France-KLM and IndiGo, India's leading carrier, are launching an extensive codeshare agreement.

With this new partnership, Air France and KLM will offer their customers access to 25 new Indian destinations.

From their hubs in Paris and Amsterdam, Air France and KLM already serve 4 destinations in India: Delhi, Mumbai, Chennai, and Bengaluru.

On departure from the Indian provinces, Air France and KLM will open up their global network of over 250 destinations to IndiGo customers, with more than 120 destinations in Europe and about 50 in the Americas.

Subject to government approval, this cooperation will start in February 2022.



Hospitality



A Lifetime Opportunity for Travellers

In 2019, Anantara Golden Triangle Elephant Camp & Resort in Northern Thailand introduced a once-in-a-lifetime opportunity for travellers to spend the night observing majestic elephants in their natural habitat while staying in unique transparent Jungle Bubbles.

Now the luxury resort is giving families and small groups of friends the inimitable opportunity to revel in this bucket list experience together, from the comfort of a brand-new two-bedroom Jungle Bubble Lodge.

Located in a lush jungle on the banks of the Ruak River, the new Jungle Bubble Lodge is perched on a raised wooden deck offering uninterrupted views of rescued elephants and stargazing at night. Accommodating up to four guests in 150 square metres of indoors and outdoors living space, the fully climate-controlled Jungle Bubble Lodge consists of two bedrooms under a transparent roof, each with



a king bed and an enclosed nontransparenten-suite shower and vanity; and a living room under a transparent roof with comfortable lounge furnishings, a minibar, and tea and coffee making facilities. Intimate touches of bathrobes and slippers; crisp bed linen; regular and feather pillows; and exquisite bathroom amenities provide convenient functions with the comfort of home.

Outside an 80 square meters wooden deck offers ample space for quality family and elephant viewing times with separate al fresco lounging and dining areas and plunge pool.

Guests spending the night in the Jungle Bubble Lodge can participate in unique optional elephant experiences, including waking up in the early morning mist and joining the elephants on their morning walk through the jungle to the banks of the Ruak River, where the frolics and fun of a river bath demonstrate just how cheeky these graceful animals can be. Other options include inviting the resort's elephant specialist to join the group on the deck for sunset cocktails prepared by a personal butler and learn about the plight and the future of elephants in Thailand and



enjoying a tutored Yoga session on the deck early in the morning while the cast of gentle giants look on, followed by a wholesome breakfast to start the day revitalised.

Guests at Anantara Golden Triangle can purchase the Jungle Bubble Lodge experience as an optional activity and spend the night from dusk till dawn, returning to the hotel in the morning.

The well-appointed Jungle Bubble Lodge was custom designed by SkyBubbles (formerly Eye In The Sky) and is constructed with high tech polyester fabric using exclusive Preconstraint Serge Ferrari technology to create an atmosphere in which guests can enjoy an immersive, close-to-nature experience.

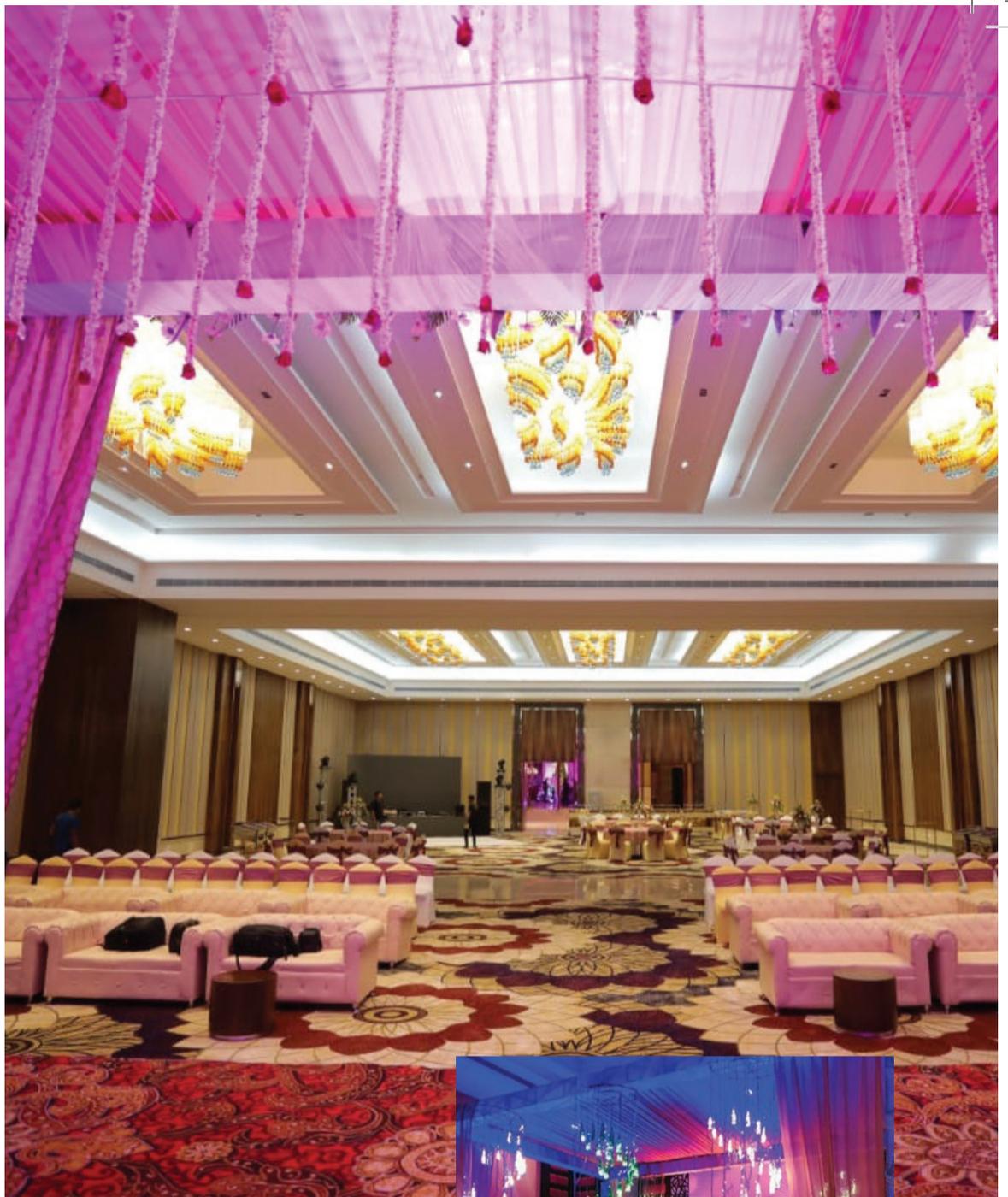
Anantara Golden Triangle Elephant Camp & Resort is world famous for its elephant camp that, along with the Golden Triangle Asian Elephant Foundation (GTAEF), were set up in 2003 primarily to help street begging elephants and others that could not help themselves. More than 20 elephants live in the jungle environment of the resort along with their entire mahout (carer) families.

A Beautiful Story to be Unfolded

Want to experience a dream wedding moment? Then, just go for a destination wedding with Lords Hotels & Resorts.

Lords' Divine Wedding Dairies is experts in presenting a fairy-tale setting to celebrate the start of love and friendship. Jammu is one such dream like destination that is highly recommended with its perfect scenic setting that creates the ideal magical ambience. And, with FOUR A LORDS RESORT in Jammu it will be nothing short of a beautiful story to be unfolded.

Located amidst lush greenery, Four A Lords Resort is an uber luxury resort in Birpur-Jammu, which is grandeur personified with luxurious guestrooms and designed with spacious and lavishly decorated banquet venues.



Right from the Mandap decoration, arrangement with the Pandit, the photographer and transport vehicle to the guest menu, our courteous staff is available to provide personalized service and to offer expert



recommendations to the couple, to make their day a special one.

At Four A Lords Resort one can also expect to experience the local culture and flavor with a traditional Dogri folk dance performance and the ever enticing wedding menu that includes the authentic cuisine of the region – the very famous Wazwan- kabab, tabak maaz, aab gosh, rogan josh, mutton-yakhni, rista, and goshtaba.

Guests such as Ravikant Saini, who attended a wedding had this to say, "A King Size banquet hall, quite spacious. Good ambience and beautiful arrangements." And, Anil Singh, another guest expressed that it "Comes as a bit of a surprise to see such a huge establishment right in the middle of nowhere. The food was good and the decor was esthetic and pleasantly out-of-the-World."

There is more to it than meets the dream of a vision...so just explore our offerings and speak to our experts; and experience the hospitality of a lifetime.



The growing avenues of national tourism ecosystem

Despite a rising number of COVID-19 cases, post the second wave governments across the world have been working towards easing border restrictions to kick-start international travel in hopes of reviving the tourism industry.



However, in the midst of an unprecedented crisis, tourists are still reluctant to go overseas as the health risks associated with international travel appear to far outweigh the benefits of a leisure vacation. This travel transition has spurred domestic travel to flourish, thus encouraging tourists to set aside their fears and embark on popular national destinations that are proving to offer an edge over global attractions.

Andaman and Nicobar Islands is one such destination that has been giving competition to its foreign counterpart islands like Mauritius and Maldives. The government's planned series of development in the region with respect to the growing number of privately owned resorts, has been credited to boost tourism

here.

Munjoh is an exclusive privately-owned group of luxury boutique resorts on the east coast of Havelock Islands, India's most stylish land of beaches. Offering guests with an authentic expression of its booming locality, each Munjoh Ocean resort is known for its elegance, simplicity and unmatched service. They are a byword for perfect hospitality delivered seamlessly in an advantageous location. The resort is specifically aimed at leisure travelers keen on experiencing the most magical holidays with plenty of in-house amenities.

Staying true to going vocal for local, there is no better way to pay tribute to our country, than by visiting here.

The hotel is first of 10 hotels slated to open in the market under the brand's umbrella within the next three to five years, catering to the needs of the new age travellers in India and across the world, with its bold and stylish properties situated in dynamic, urban and scenic locations. This offers guests endless opportunities to tune in and out – switching effortlessly between business and leisure. By incorporating art, music and fashion into its services and experiences along with an added focus on communal spaces such as the bars and lobbies, digital customer service and bold colored interiors – Radisson RED is poised to set the benchmark for the future of contemporary hospitality. The brand also prides itself on stylish public spaces with standout design, cutting-edge technology, and eclectic food experiences.

Speaking about this strategic expansion, Zubin Saxena, Managing Director and Vice President Operations, South Asia, Radisson Hotel Group said, "We believe that the style-savvy and social Indian travelers will relate and enjoy the experiences and ambience that come with Radisson RED – a vibrant, unconventional and trendy brand. We appreciate the long-standing relationship with our strategic partner Bestech Group and the trust that they have demonstrated in the Radisson RED brand. As we launch into India with Radisson RED Chandigarh Mohali, we are confident of a stellar response and look to branch out even more in the near future."

With a playful twist on the conventional, Radisson RED Chandigarh Mohali gives travelers the perfect balance between striking natural landscapes and a thriving business district as well as central access to Mohali, Chandigarh, and Panchkula. Radisson RED Chandigarh Mohali's positive and upbeat service style allows its guests the freedom to own their experience with maximum flexibility. The design of the hotel is eclectic and bold portraying a new philosophy in the hospitality world. Touches of red on the walls, furniture and paraphernalia tie together the entire brand experience. Modern lighting, fun and interesting decor are identity traits at Radisson RED Chandigarh Mohali, intended to attract independent and savvy clientele. The common areas resemble art galleries, heavily decorated to create a chic and cool ambience.

"It gives us great pleasure to open the first Radisson RED in the country as part of our strategic alliance with Radisson Hotel Group. The hotel is perfectly positioned to provide guests with a safe and inspiring environment including unique dining options and all of it draws inspiration from the local culture and experiences. We anticipate that this bold, playful and eclectic twist on conventional hospitality will resonate with Indian travellers looking for novelty," said Mr. Dharmendra Bhandari, Managing Director, Bestech Group.



Radisson RED: Need of the New Age Travellers in India



"We have had an immensely successful partnership with Radisson Hotel Group and are proud to grow the relationship further. The Group's operational expertise and brand reputation are key factors that win guest confidence, especially now as travellers seek assurance of health, safety and hygiene as they venture out. We are honoured to be a part of this landmark launch and cannot wait to see the response from the new-age travellers," said Mr. Sunil Satija, Managing Director, Bestech Group.

With 154 rooms, guests can choose from four room categories including standard room, superior room, junior suite and executive suite. All rooms and suites are fitted with king-size beds, stylish furnishings, selfie spots, digital screens, and revitalizing amenities to ensure that guests have a fun experience.

At the Radisson RED Chandigarh Mohali, guests can choose from the expansive meeting and events spaces and outdoor lawn areas. They have the freedom and flexibility to personalize their own events with over 3,500 sqm of space. With the naturally lit venues, modern audiovisual equipment, alongside a wide selection of creative and exclusive food and

Radisson Hotel Group announced the launch of its bold and unconventional brand, Radisson RED, in India, with the opening of Radisson RED Chandigarh Mohali.



beverage packages – the hotel offers great scope for MICE and social events. Guests can also enjoy the hotel's fitness center and outdoor pool, immerse themselves in the social hub and stay connected on workcations with free, high-speed Wi-Fi.

Radisson RED Chandigarh Mohali's on-site restaurants offer experimental and unique menu options with a focus on fresh and organic produce. Guests can spice up their routines and enjoy all-day dining at the buzzing and modern REDHABA; relish finest selection of wines and spirits at JIGGERA BAR; recharge at LAVO&GO, the hotel's specialty coffee and tea lounge.

Recently appointed General Manager, Kshitij Jawa will introduce the unconventional Radisson RED to the country. "I truly believe that Radisson RED and the Tricity area is a perfect match. We are located in the hub of culture, art, architecture and commerce, making it easy for our guests to make the most of their trips whether they are travelling for business or leisure. The hotel will add an edge to the city's thriving energy, and I am excited for the possibilities that come with opening the first Radisson RED here.

Naladhu Private Island: Haven in The Maldives

Naladhu Private Island, an exclusive luxury island haven in the Maldives, has reopened this November with a sleek new look following a complete redesign by New York based designer Yuji Yamazaki.

Home to just 20 'Houses', Naladhu offers the ultimate in privacy and seclusion and ensures an unrivalled level of service to meet the needs of the most discerning traveller.

The public areas and all 20 'Houses' in this intimate resort have been renovated during a six-month closure. The resort's top suite, the Two Bedroom Beach Pool Residence, now boasts a 20-metre private beach and the resort interiors throughout have a contemporary feel using Indonesian teak furniture, and high-quality materials such as Indonesian white stone for a lighter colour palette, creating a modern colonial style.

Yamazaki has focused on maximising the number of spaces around the Houses where guests can claim a moment of pause, ranging from ocean-side seating for breakfast to pre-dinner cocktails on the chaise longue overlooking the pool. The island's restaurant, bar, wine cellar and gym have been transformed and the new Coconut Grove offers a secluded area for private experiences such as cinema under the stars or private yoga and fitness classes.



Hospitality

Educating guests about the ecosystem of the Maldives' and locale is a high priority. The resort has introduced some new experiences including a snorkelling trail with in-house marine biologist and sustainability manager, Emilia Fulgido, to observe some of the 2,000 species of tropical fish and corals and to understand more about the resort's reef restoration programme. Guests can become involved in a coral adoption programme and learn more about coral planting, fish identification and marine life alongside the recycling of micro plastics and a soon-to-launch workshop will study plankton under a microscope lens. Guided walks also teach guests about the flora and fauna on the island.

As part of its sustainability commitment, Naladhu is working with Parley Air to reduce marine plastic pollution and recycle plastic waste and has eliminated all single use plastic on the island. Bathroom amenities are in natural packaging, with toiletries in luxury refillable dispensers. Water and waste management programmes are in place and the resort has its own water desalination and bottling plant. The resort's pre-renovation furniture has been donated to the Maldives' only hospital for mental health.



The resort's two categories of Houses, each with 300 sqm of living space, are surrounded by tropical vegetation and invite a total immersion in nature. The Beach House with Pool has direct access to the white sands and lagoon, whilst the Ocean House with Pool and Private Beach Cabana has a large terrace with panoramic ocean view, in addition to its own dedicated cabana, where guests can relax on their oversized day bed attended by their butler, known as a Kuwaanu. Each House is named after an indigenous Maldivian flower or plant that grows on the island, with the chosen flora featuring in the House's garden. For example, Dhigga or Sea Hibiscus, famed for flowers that deepen to orange and finally to red before they fall in the course of a single day, and Finifenma or Pink Rose, the national flower of the Maldives, which the top suite is named after.

The 600 sqm Two Bedroom Beach Pool Residence, sleeping up to six guests, is a vast space guaranteeing peace and privacy. The Residence benefits from both sunrise and sunset views, with its pool and large deck facing the ocean, along with loungers, al fresco dining area and swing. Its new private beach, also with a beach cabana, offers direct access to the turquoise lagoon.

The guest experience at Naladhu is enhanced by the personal Kuwaanu. Deriving from the Dhivehi word for storyteller in the Maldivian language, the Kuwaanu offers a refined and seamless service for guests 24 hours a day. Before guests have even departed for their holiday, the Kuwaanu ensures the in-House wine fridge is stocked with their choice of wine and Champagne, whilst dive and snorkelling equipment is ready to wear in their exact sizes.



As butler and guide, the Kuwaanu takes care of everything from unpacking and serving early morning coffee to organising a private island picnic and discussing each day's dining requests for the chef.

Dining is completely bespoke with guests curating a daily menu and choosing their favourite dishes and locations around the clock, whether it's an all-day breakfast taken barefoot on the beach, or a 'journey around the world' dinner. Favourite dining spots include The Living Room with views over the lagoon, a Champagne floating breakfast in the pool and moonlight midnight snacks on the beach. Led by Executive Chef Philippe Wagenfuhrer, the resort's culinary team is experienced in cuisines from around the globe ranging from Arabic to Italian, French to Sri Lankan and Japanese to Indonesian, in addition to local Maldivian flavours.

Naladhu Private Island has renewed its focus on wellness with a new dedicated spa treatment area including a double treatment room with private bathing and changing area. A Naturopath and Nutritional Therapist is also in residence and guests can arrange a consultation to focus on their nutrition to help overcome specific issues including stress, sleep and unhealthy eating patterns as well as their digestion, immunity, weight management, hormones, skin and blood sugar balance. A new health programme RESET focuses on the crucial role the gut plays in health and overall wellbeing. The five or seven-night personalised programme is tailored to the individual and examines the way the gut affects everything from moods to sleep and energy combined with detoxifying treatments such as colon hydrotherapy and IV therapy to yoga and core exercises.



Leela Discovery to Meet Expectations of Today's Discerning Travellers

The reimagination of Leela DISCOVERY, offered in partnership with Global Hotel Alliance (GHA) has been officially launched to meet the needs of evolved travellers with more rewards, recognition and opportunities to experience hotels and resorts at home or away.

Operated by GHA, the programme, which embraces new travel and lifestyle trends, encompasses more than 500 hotels across 35 brands in 85 countries, serves more than 11 million members and is the world's largest loyalty programme for independent hotel brands.

An extensive member feedback study conducted by GHA and new consumer behaviour showed that travellers are asking to be rewarded instantly and fairly, not just for nights stayed but also for spend, in a clear and straightforward way. Today's consumers like to feel part of the community and the chance to enjoy hotel experiences close to home. Leela DISCOVERY is modelled around three member-centric concepts: a new digital rewards currency, DISCOVERY Dollars (D\$); Recognition, with more tiers and multiple ways to progress and benefits from the first stay; and Live Local, inviting members into the

hotels even without a stay, through offers and experiences, from pool access to spa days to dining and more.

"Keeping our guests at the centre of everything we do, our guest loyalty program Leela DISCOVERY has been redesigned to meet their expectations for instant recognition and rewards. The program has introduced industry's first digital rewards currency, DISCOVERY Dollars, enabling members to earn from their very first stay and redeem on future stay spends. We are looking forward to delivering enhanced and more memorable experiences to our patrons with the newly added benefits and features of this program," said Mr. Anuraag Bhatnagar, Chief Operating Officer, The Leela Palaces, Hotels and Resorts.

Beyond rewards and benefits, Leela DISCOVERY better leverages the emerging role of hotels and resorts as community and lifestyle hubs, tapping into consumer appetite



for connection to people and places and encouraging them to spend locally, giving a much-needed boost to the hospitality sector and local economies.

"Ultimately, the new GHA DISCOVERY programme will help the revival of popular international destinations while building local travel communities. We are taking a very forward-looking approach to loyalty, not only meeting the needs of today's consumers but giving them a good reason to spend, supporting the organic rebound of travel and hospitality as a key part of the global economic revival in 2022," said Chris Hartley, Chief Executive Officer, Global Hotel Alliance.

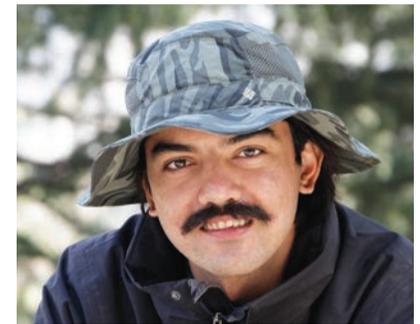
The conscious travel movement, accelerated by the pandemic and embraced by GHA and its hotel brands, with an onus on giving back to communities and the environment, is reflected in a special promotion to mark the relaunch of the program.

Rejuvenate and Reconnect in Tree of Life Resorts & Hotels

Tree of Life Resorts & Hotels, a collection of resorts and lodges centered around serenity and sanctity, has added two brand new resorts located in Darbargadh, Dared, Gujarat and Chhota Mahal, Amer, Jaipur. Striking the perfect balance between the rawness of nature and the comfort of luxury, Tree of Life has a wide collection of properties located pan India.

Tree of Life Resorts & Hotels is a collection of luxury getaway experiences to provide an escape from the daily hustle and bustle of life. With the ideal environment to reconnect with nature and one's inner self, Tree of Life Resorts & Hotels is the ultimate rejuvenation destination that seamlessly blends into the uniqueness and richness of its location. The new property in Darbargadh, Dared is built keeping the Saurashtra style of architecture in mind and every corner is representative of architecture and design. It is located at convenient distances from major cities of Ahmedabad and Bhavnagar and oozes of tranquility and history from the get go. The rooms are a perfect amalgamation of old-style architecture and modern amenities, and the property offers picturesque spaces that are reminiscent of old-world charm. There is a vast dining menu consisting of local Gujarati dishes, North Indian as well as Continental food options which can be enjoyed in a comfortable outdoor seating. While the property itself serves as a destination to rejuvenate and relax, there is a wide list of activities and experiences for the guests. From a sundowner on the riverside to a drive through Blackbuck National Park, the location offers it all.

Equally magnificent is the beautiful new property in Chhota Mahal, Amer, Jaipur. The property is set within the great expanse of open fields with the backdrop of the Aravali hills, at a comfortable drive



of 10 minutes from Amer Fort. The retreat, set in a lush green setting, has eight rooms and suites. The carved pillars that line large hallways, as well as the stone work jaalis, are all examples of Rajasthan's architectural style. A swimming pool with a distinct narrative to tell is featured at the destination. You can indulge in delicious Rajasthani cuisine and participate in a specially curated list of experiences such as a tour of the Pink City, cycling through the Aravali Hills, hot air balloon ride in the sky and so much more.

Talking about the expansion, Akhil Anand, Director, Tree of Life Resorts and Hotels, said, "Tree of Life is the result of a pure vision and unparalleled drive. We are so grateful that our mission to pave the way for luxury getaway properties in the country has come to fruition and has been so well received across India. Gujarat is incredibly rich and diverse environmentally and culturally and we are delighted to be expanding there. The Tree of Life Resort and Spa, Jaipur has seen an overwhelming response since its inception and it nudged us to open a second property in the beloved Pink City. It gives us immense pride to present to you these magnificent properties that offer a holistic experience for the mind, body and soul."

Tree of Life Resorts and Hotels understand and cater to the masses in a way like no other. They continue to create unique and magical luxury getaways in the trenches of nature and provide unforgettable and irreplaceable experiences. These two new properties enable tourists to experience these locations in an authentic yet comfortable way and truly blend into the mystique and magnificence of nature, culture and solitude.

Sarovar Hotels enters Assam

Sarovar Hotels Pvt. Ltd. announces the opening of Pushkara Sarovar Portico, Dibrugarh, marking the group's foray into Assam. One of the fastest growing hotel chains in India with over 95 operating hotels across 65 destinations in India and Africa.

Set against the backdrop of the Himalayas, Pushkara Sarovar Portico, Dibrugarh provides a superb sojourn for guests. The upscale hotel with views of the outer Himalayas and the mighty Brahmaputra river is located on NH-37, allowing easy access for travellers while offering picturesque views of the surroundings.

The hotel owned by Pushkara Gardenhave57 elegantly built guestrooms, suites and penthouse welcoming business travellers and tourists with warm personalized services.

For dining and entertainment, the hotel offers QUBE-a multi-cuisine restaurant. TAP21, the bar, is well-stocked with a large array of international beverages styled in a chic, friendly manner. At CLOUD16, a rooftop lounge area, guests can relax and sip innovative cocktails and nibble on delicious snacks.

The hotel features expansive banqueting and conferencing facilities offering five venues ranging from 1500 sqft. to 20,000 sq. ft. ideal for weddings, social gathering, exhibitions, corporate events / conferences. This includes striking indoor, outdoor and rooftop venues.

Commenting on the development Anil Madhok, Executive Director, Sarovar Hotels said "We are delighted to mark our presence in the growing market and present Sarovar's hospitality to our guests. Pushkara Sarovar Portico, Dibrugarh is well connected and centrally located and will appeal to business and leisure travellers"

Dr. Zombie: New Flavors to the Menu Card

Dr. Zombie, a fine big Connaught place-based dine-out restaurant, has added some new flavors in its Chinese, Italian, and Indian cuisine.



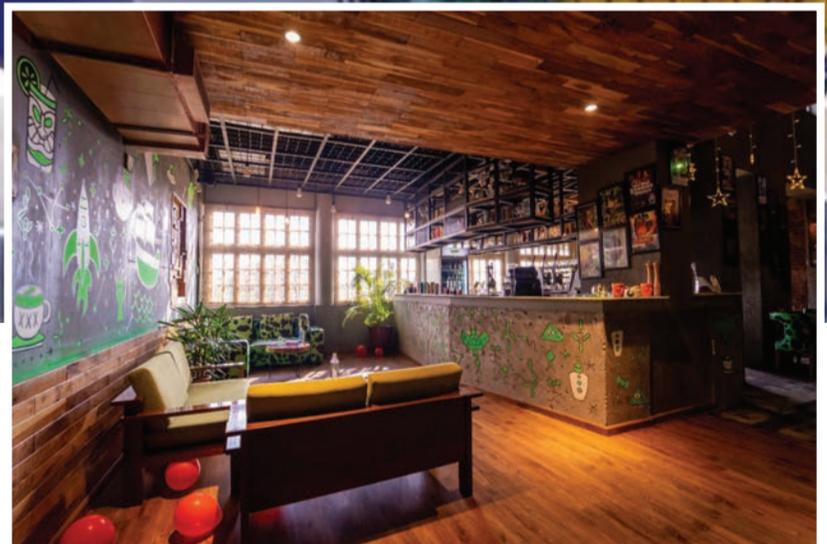
The restaurant deals in North Indian, Asian, Italian food and beverages at a reasonable price and serves it in the restaurant's theme-based quirky serving cutleries.

The cuisine menu of the dine-out has enlarged as its name in the hospitality sector. By adding new Pasta and Pizza flavors in its finger-licking food category, the restaurant is hoping to touch the sky-high. Chef Govind, the executive chef of the restaurant introduced the new varieties of food to the presented subjects and told them about the qualities of the Italian ingredients that they use in their delightful Italian food items. He also rationalized to the customers and visitors about how they make their special Artesian Rustic Napolitano Pizza

Margherita with step by step process and ingredients quantity with its benefit.

The dining area was decorated with dim lights and elegant zombie templates around the walls. The unique theme of the diner is another reason youngsters love to hang out with their friends over here.

Commenting on the event of introducing new dishes to the menu, Mr. Govind, Managing partner, and executive chef, Dr. Zombie said When we started Dr. Zombie 2 years back, we've no big expectations to the restaurant. We decided to dedicate 2-3 years of our to the place



to make it the best restaurant in central Delhi and as of now when our zombie restaurant has become a huge success, we are gradually investing in the business. We've taken feedback from our customers and found most of them wanted us to add more new flavors to the listed menu card. We've started the restaurant with the notion of serving customers the best Italian and Asian foods and drinks. We decided to add the number of new dishes to our card for our happy customers.

Globe Trotting Food

The Bengaluru Brasserie has been one of the most fine-dine restaurants in Bangalore and marks the perfect venue to have a relaxing evening with comfortable seating by the pool, a luxurious ambiance to host intimate gatherings and pleasant music.



With an aim to serve something new every time to its patrons, this time Hyatt Centric MG Road Bangalore has come up with a Globe Trotting Food Menu that offers lip-smacking cuisine from around the world specially for millennials. The menu offers a variety of dishes that includes Burrata Salad, Dajaj Harra, Crispy Podi Chicken, Papad Paratha Rajma, Sambar Risotto, and much more.

The new menu is the brainchild of its Head Chef Manish Uniyal's who has infused it with his culinary experience of over 20 years. He has a verifiable record of achievement and mastery over the nuances of fine dining and gourmet cuisines. His keen understanding of the consumer palette, along with his ability to



translate the same in the cuisines that have given him the opportunity to shoulder the crucial responsibility. Talking about the New Food Menu, Head Chef Manish Uniyal said, "This new food menu is a balance of nutrition, wellness, and health. It always gives me immense pleasure to create these dishes which reflect my love and create extraordinary experiences for our guests."

The ideation behind the Globe-Trotting Food menu is inspired by a lady traveler and the culmination of all her travel chronicles from across the globe and the discoveries that



followed. Commenting on this, Chef De Cuisine, Jamal Sha, said, "For her traveling in itself is infectious, but traveling for food is an unstoppable desire. Bringing in a variety of her experience and diverse flavor gathered and collated through her journey and her eye for various cuisines in the Globe Trotter's Menu."

The menu has got massively expanded with mouthwatering dishes prepared with love. There's something for everyone on the menu, and everything tastes delicious. So, make a date with your partner, friends, and family and book a meal at Hyatt Centric MG Road Bangalore!



#icedcoffeecreamchallenge

CNIEL, the French Dairy Board, and the European Union have launched a new campaign to showcase European cream by challenging people to create a one-of-a-kind iced coffee using French cream.

The campaign, which launched in October on @thecreamlab.me Instagram account, saw the French Dairy Board partner with six influencers and bloggers from the UAE by challenging them to develop a unique recipe highlighting dairy cream's versatility, taste, and quality. A video highlighting how to make the iced coffee drinks were then uploaded to their social media channels, encouraging their followers to take up the challenge and post their videos.

Using one of the finest dairy creams, social media users incorporated a range of ingredients, including peanut butter, pumpkin spice, maple syrup, chai spices, and cream, which could be whipped or used as pouring, to create their respective iced coffees.

Marie-Laure Martin, Head of Communications for Middle Eastern markets at CNIEL, said: "The coffee break is a massive part



of our everyday lives but none more so than in the Middle East where it forms an integral part of the day to meet family and friends. We wanted to create a campaign that would resonate with consumers in the region and challenge them to experiment with dairy cream and use it in less conventional ways, such as in iced coffees.

"We've seen people embrace the challenge and create recipes that included everything from spices and dates to pistachio powder and chocolate, all of them making a truly unique iced coffee."

European cream, particularly French cream, has a reputation for elevating the taste of everything from desserts to cakes and pastries, and now even coffee. The cream is 100% dairy therefore 100% natural.

"Dairy cream is the essential ingredient in many dishes because of its unique attributes and ability to enhance taste and flavour. It is, however, a versatile ingredient and can adapt with differing techniques, such as whipping in the instance of adding it to coffee," added Martin.

Lifestyle



BMW iX Launched in India



Born Electric: The BMW iX is the BMW Group's new technology flagship. It is the first BMW without any numerals in its designation. 'iX' stands for the first BMW electric all-wheel drive vehicle (SAV – Sports Activity Vehicle).

It effortlessly combines premium mobility with zero-emissions, sporting agility and a long operating range with luxurious spaciousness.

The car will be available as a completely-built-up unit (CBU) and can be booked through BMW dealerships across major metropolitan cities in India as well as shop.bmw.in. Deliveries will start by beginning of April 2022.

Mr. Vikram Pawah, President, BMW Group India said, "In a rapidly changing world, the first-ever BMW iX is the 'Ultimate Driving Machine' for a new generation. Latest BMW eDrive technology, combined with the functionality of X5, dynamics of X6 and striking appearance of X7, has given birth to the symbol of a new age. Born Electric, the BMW iX imbibes the principles of sustainability

throughout its lifecycle, right from production to usage to end-of-life, making comprehensive use of natural and recyclable materials. It is so much more than a car - it's a modern way of life. It is Joy, born again!"

The first-ever BMW iX xDrive40 has been launched at an introductory price of - INR 1,15,90,000.

*Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), RTO statutory taxes/fees, other local tax cess levies and insurance. Price and options are subject to change without prior notice. For further information, please contact the local authorised BMW Dealer.

The first-ever BMW iX is available in exciting

metallic paintworks Mineral White, Phytonic Blue, Black Sapphire and Sophisto Grey. It is also optionally available in BMW Individual Aventurine Red metallic paint finish. Exclusive olive-leaf tanned natural leather upholstery 'Interior Design Suite' comes in Castanea color scheme.

'Shy Tech' (or stealth technology) is technology that remains out of sight with exterior and interior features that only become visible when actually in use – Intelligent BMW kidney grille with sensors, camera and radar tech, proximity sensors in body edging, flush door openers, washer under front logo, camera with washer in rear logo, integrated speakers, BMW Head-Up Display's projector recessed into the instrument panel among others.

Characterised by sculptural and monolithic



design, the iX represents a new face that makes mobility easier and comfortable while creating powerful presence and dynamics rarely seen in a vehicle – large BMW kidney grille, narrowest BMW headlights ever, frameless windows, 3-D bonnet, rectangular wheel arches, flared shoulder area and slim one-piece rear-lights. Interior is minimalist yet spacious due to absence of central tunnel and a flat floor that leaves one surrounded with a feeling of ease and relaxation with freedom of movement giving it a lounge-like atmosphere.

The most striking features include the longest ever single-piece BMW Curved Glass Display angled towards the driver, race car inspired hexagonal steering wheel making entry / exit easier, electrochromic BMW Sky Lounge Panorama Glass Roof, multi-functional seats with integral head restraints and massage function, bespoke leather upholstery, Ambient Lighting for every mood and luggage capacity of up to 1,750 litres with 40/20/40 split.

Fifth generation BMW eDrive technology features a highly integrated drive unit within a single housing that is powered by two electric

motors (for front and rear axles), single-speed transmission and power electronics. The iX instantly accelerates from 0 to 100 kilometres/hour in 6.1 seconds with an output of 326 hp. The intelligent all-wheel drive is quick to respond and distributes the right amount of torque between the front and rear wheels to suit the driving situation and road surface. 'My Modes' switch changes driving character to Personal, Sport or Efficient. BMW IconicSounds Electric creates engaging driving sounds and pedestrian alerts.

Two high-voltage batteries integrated in the floor have a combined capacity of 76.6 kWh and provide a range of up to 425 kilometres.

The first-ever BMW iX ensures fast and hassle-free charging. Charging time is –

- 150 kW DC Charger - 80% in 31 min / 95 kms added range in 10 min

- 50 kW DC Charger - 80% in 73 min / 100 kms added range in 21 min

- 11 kW AC Charger - 100% in about 7 hrs / 100 kms added range in 2.5 hrs

As an introductory offer, the BMW iX will come with a complimentary smart BMW

Wallboxcharger. It can be integrated at home to enable safe and convenient charging up to 11kW.

BMW Group India aims to build one of the best charging networks in the luxury segment with fast chargers at BMW dealer network in 35 cities across India.

A host of BMW ConnectedDrive technologies continue to break the innovation barrier. BMW Live Cockpit Professional includes the freestanding BMW Curved Display with Navigation, a 12.3-inch digital information display behind the steering wheel, a 14.9-inch Control Display and BMW Head-up Display. The occupants can operate a number of car functions simply by speaking to their BMW Virtual Assistant. Hands do the talking with BMW Natural Interaction that recognizes six pre-defined hand movements for control of a number of functions. The smartphone holder integrated into the centre console allows inductive, Wireless Charging for mobile phones. Wireless Apple CarPlay® / Android Auto ensure seamless smartphone connection with the car to access several functions. Harman Kardon Surround Sound System with 18 speakers conjures an engrossing treat for the ears. Parking Assistant Plus with Surround View Camera makes parking in tight spots easier. The Reversing Assistant provides unmatched support in reversing out of a parking spot or narrow driveways. It records the last 50 metres driven and assists by taking over the steering.

Sustainability is in the DNA of BMW long before Sheer Driving Pleasure begins. BMW principle of Circular Economy - 'RE:THINK, RE:DUCE, RE:USE, RE:CYCLE' cuts down use of primary raw materials and increases secondary materials. Reduction of carbon footprint is achieved throughout the value chain and all stages of lifecycle by making comprehensive use of natural and recyclable materials and production with 100% green electricity.

The first-ever BMW iX comes with standard two-year warranty for unlimited kilometres. The batteries are covered by a warranty valid for eight years or up to 160,000 kilometres. Repair Inclusive can extend warranty benefits from third year of operation to maximum fifth year without any mileage limitation.

BMW India Financial Services is offering a complete package for loan, insurance and vehicle services especially designed for the first-ever BMW iX. Benefits include flexible and customised ownership plans like BMW 360° which give best-in-class assured buyback value of 54% in 3 years. 100% financing of accessories is also available including additional BMW Wallbox charger. The insurance delivers maximum protection with additional options such as zero depreciation, battery cover and return to invoice. Road-Side Assistance provides complete peace of mind while on the move with facilities like portable roadside charging. Customers will also enjoy attractive offers to trade-in / upgrade to a new BMW before the end of contract.

SAMSUNG Electronics Unveils Its 2022

Samsung Electronics unveiled its newest MICRO LED, Neo QLED and Lifestyle TVs ahead of Consumer Electronics Show 2022.



With advancements in picture and sound quality, more screen size options, customizable accessories and an upgraded interface, the 2022 screens bring the vision of ‘Screens Everywhere, Screens for All’ closer to reality with life-like images, immersive sound and hyper-personalized experiences.

MICRO LED: The Pinnacle of Display Technology

As Samsung’s state-of-the-art display, MICRO LED offers a best-in-class picture quality thanks to 25 million micrometer-sized LEDs that individually produce light and color, creating an incredibly immersive experience through impressive depth, vibrant colors and a heightened level of clarity and contrast. At CES 2022, Samsung will unveil the MICRO LED in three different sizes – 110”, 101” and 89”.

In addition to the hardware innovations, the

2022 MICRO LED supports 20-bit greyscale depth. This means MICRO LED models can express every detail in a scene, offering the finest control with over 1 million steps of brightness and color levels, delivering a true HDR experience. It also expresses 100% of DCI and Adobe RGB color gamut, resulting in stunning, lifelike colors. Together with immersive design made possible by its 99.99% screen-to-body ratio, MICRO LED delivers revolutionary performance.

Finally, MICRO LED comes packed with enhanced usability and customization features.

- Art Mode allows consumers to turn any room into an art gallery as they can select and display their favorite artwork or digital photography. The 2022 MICRO

LED also comes with two exclusive media pieces from noted artist and designer RefikAnadol.

- Multi View lets users view content from four different sources simultaneously – from any or all of the four HDMI ports – in pristine 4K resolution at up to 120fps.
- Dolby Atmos delivers a premier immersive audio experience with top, side and bottom channel speakers for breathtaking, multi-dimensional sound.

Evolution of Neo QLED With Neo Quantum Processor and Dynamic Sound Experience

Thanks to the Neo Quantum Processor and the advancements in picture technology and sound it delivers, 2022 Neo QLED will provide some of the most pristine images and immersive soundscapes possible. In fact, this year’s Neo Quantum Processor introduces advanced contrast mapping with BLU (back-light unit), increasing the brightness level from 12 to 14-bit gradation for greater control of the light source – the Quantum Mini LEDs. This allows the TV to control its lighting across 16,384 steps, quadrupled from the previous 4,096 steps.

The new Shape Adaptive Light technology leverages the Neo Quantum Processor to analyze lines, shapes and surfaces to control the shape of light from the Quantum Mini LEDs, enhancing the brightness and accuracy of all shapes on the screen. The result is outstanding image quality that puts full HDR content on display. Samsung’s 2022 Neo QLED also features Real Depth Enhancer, a multi-intelligence picture quality algorithm. This technological advancement creates a greater sense of realism by determining and processing an object on the screen against its background to create a sense of depth.

Additionally, Samsung’s 2022 Neo QLED features EyeComfort mode, which automatically adjusts the screen’s brightness and tone based on a built-in light sensor and sunset/sunrise information. As the ambient light changes, the screen will gradually reduce the amount of light and offer warmer tones, adjusting the blue light levels accordingly. This allows for a more comfortable viewing experience at night by

reducing the blue light which may affect one's sleep quality.

Neo QLED's sound features are getting a major upgrade as well. Building on OTS (Object Tracking Sound), which directs the sound to move across the room along with the object on-screen, the 2022 products will feature OTS Pro, which incorporates powerful up-firing speakers to create overhead surround sound. 2022 Neo QLED also delivers a truly remarkable Dolby Atmos experience thanks to the addition of Samsung's new top channel speakers. With multi-channel speakers placed throughout the TV, Neo QLED delivers a dynamic sound experience that tracks the actions from all corners.

Award-Winning Lifestyle TVs With Seamless Integration of Design and Technology

Samsung's 2022 Lifestyle screens seamlessly blend design and technology for a unique and personalized experience. A new Matte Display with anti-glare, anti-reflection and anti-fingerprint properties has been applied to The Frame, The Sero and The Serif, providing one of the most pleasant and comfortable viewing experiences. As a result, the new Matte Display on Samsung's 2022 Lifestyle screens received three verifications from UL (Underwriter Laboratories) for being 'Reflection Glare Free', 'Discomfort Glare Free' and 'Disability Glare Free'.

- The Frame now offers the most realistic art viewing experience outside of a museum thanks to the anti-glare, low-reflection panel technology featuring an embossed, Matte Display. It also avoids fingerprints and smudges, allowing users to enjoy their favorite artwork in perfect condition. The Frame comes in sizes ranging from 32" to 85".
- The Serif also comes with a matte finish body to blend seamlessly with the Matte Display, elevating the iconic design to give the most premium look and feel. With the addition of a 65" size option, The Serif is now offered in sizes ranging from 43" to 65".
- The Sero offers an optimized watching experience with its new Matte Display in both vertical and horizontal modes. The new vertical Multi View function takes multitasking to the next level, allowing users to simultaneously view different content on the top and bottom of the screen, or search information online while watching something.

The New Smart Hub and Apps for the Ultimate User Experience

Samsung's 2022 Smart TVs come with a new Smart Hub that puts content curation and discovery front and center with their viewing preferences. The new Smart Hub will guide users to their favorite content or help them discover something new all while spending less time searching. The Smart Hub's sidebar also allows for a seamless transition between



categories – Media, Game (Gaming Hub) and Ambient – letting users focus on various in-home activities.

- Gaming Hub: The Samsung Gaming Hub will empower players to discover and jump into the games they love faster through game streaming services. Players will have access to an extensive library of games through Samsung's partnerships with industry leaders – NVIDIA GeForce Now, Stadia and Utomik – and that's just the beginning.
- Watch Together: The new app allows users to video chat with friends and family while watching their favorite shows and movies, guaranteed to bring everyone closer together.
- NFT Platform: This application features an intuitive, integrated platform for discovering, purchasing and trading digital artwork through MICRO LED, Neo QLED and The Frame.
- Smart Calibration: This feature allows users to fine tune the settings for optimal picture quality. Basic mode features a quick and easy way of calibrating the screens within 30 seconds, while Professional mode optimizes the screens for pristine picture quality in about 10 minutes.

Expanded Accessory Options Personalized to Users' Needs and Tastes

The 2022 models also come with expanded accessories to personalize the user experience. The Auto Rotating Wall Mount and Stand inherits the vertical viewing experience from The Sero, allowing users to enjoy mobile viewing by automatically rotating their screens.¹

To complement the accessory, the 2022 products will support a vertical interface, including the Smart Hub, and offer a vertical Multi View feature. It will offer apps such as YouTube and TikTok as well as mirroring and casting in vertical mode. Lastly, lifestyle features such as Ambient Mode+ and Art Mode are also available in vertical mode. The new rotation key

on the remote control lets users easily rotate the screen with a click of a button.

Additionally, with expanded bezel options for The Frame and full motion slim-fit wall mounts for all TVs,² there are endless possibilities of personalization with Samsung's 2022 displays.

Breaking Sonic Barriers With the Latest Soundbar and Features

The 2022 soundbar lineup gets technology upgrades to provide even more immersive, three-dimensional audio experience. Q Symphony, the signature surround-sound experience which allows Samsung's Neo QLEDs and soundbars to work together, has been improved with added synchrony. This enables the soundbar and TV speakers to work together with all the speakers on the TVs, including the top channel speakers, providing for an expansive, powerful soundscape.

Samsung's 2022 soundbars also come with Wireless Dolby Atmos connectivity,³ a wireless Smart TV-to-soundbar connection in which both the screen and soundbar speakers deliver an incredible audio experience with no distracting cables.

Additionally, the new HW-S800B Ultra Slim Soundbar resets the standard in the slim soundbar category, delivering a powerful bass in compact form by integrating passive radiator technology with its subwoofer. With true top-firing speaker channels, the new ultra-slim soundbar packs powerful sound at just 1.6" in depth.

"The role of the screen has changed dramatically in recent years with advancements in technology and how entertainment is distributed. With our new lineup of products, we are providing customers an entirely immersive video and audio experience that is customizable to their needs," said Simon Sung, Executive Vice President and Head of the Sales & Marketing Team of the Visual Display Business at Samsung. "Whether you are a movie buff, TV lover, gamer or even an art enthusiast, Samsung has leading-edge offerings that can enhance any room."

2022 A Ray of Hope



Rishubh Satiya,
Co-Founder, Plix

Every passed year is a lesson to learn and new year is a new chapter to write in the book of your life, by keeping this in mind T3FS come up with industry leaders to have their views on 2021 and expectations from 2022.

Health and wellness practices have gained a lot of attention in the post-pandemic times. D2C and e-commerce retail grew in traction as offline markets were disrupted by the pandemic. The D2C startup sector has displayed great flexibility and customization of products as per consumer needs. People have become wary of chemical-based health and wellness products. This is where Plix has been focusing on spreading awareness about the importance of consuming wellness products that are completely clean and natural, and are created with specific health and nutrition needs of the audiences. Plix's range of delicious, effective and purely plant-based nutraceuticals are witnessing a surge in demand from well-informed millennials and Generation Z consumers. We are regularly introducing new products that are replacing the conventional pills with palatable gummies, superfood powders, and effervescent. Such products are in demand in a wide range of categories including weight loss, hair and skin nutrition, daily wellness, women's health and as workout supplements. The demand has grown significantly in 2021, and we plan to introduce several new SKUs which are soy, gluten, preservatives and GMO free in the year ahead. A range focusing on women's health, mental health in men & women, and an expanded range of gummies along with healthy functional foods will also be added to the Plix's portfolio in the 2022.



Ankit Kedia,
Founder and Lead
Investor, Capital A

There is tremendous dynamism in the Indian startup arena today. With the year ahead expected to push the Indian economy towards a strong revival, there is likely to be good growth in most sectors. However, the biggest beneficiaries will be industries with faster and widespread digitization. For instance, the emergence of online D2C and e-commerce markets has created a great opportunity for the logistics and supply chain startups. Fulfillment and last-mile connectivity companies are receiving a lot of investments. Similarly, infrastructure development is bound to get a big push from the public as well as private sector in the next few years. With a focus on sustainability, e-vehicle manufacturers and companies related to the EV ecosystem are set for spectacular growth in the coming years. Another high potential investment area will be the SaaS companies. Today, the Indian domestic SaaS market is witnessing a rapid surge in demand from almost every segment. Digital technology is going to be the key enabler of efficiency and market dominance, and innovative SaaS startups that build the right solutions will be a good investment option.



Arun Bagaria,
Co-Founder,
TravClan

The year 2021 has been a mixed bag for the travel and tourism industry. There has been significant growth of domestic tourism across regions. Platforms that enable travel businesses to adopt technology have seen great traction. For startups in the travel sector, the key is to continue to strengthen their offering and prepare for resumption of international travel in 2022. It is not a question of 'if' global travel movement will resume, but when and at what pace. Hence, resilience and revenue generation through domestic and local travel is going to be important. Startups that reach the other side of 2022 will stand strong and have a large market for them to capture.



Shashank Vashishtha,
Executive Director,
eXp India

Despite being a tumultuous year, Indian real estate has witnessed growth in both the residential and commercial segments. With lockdown restrictions easing, and the festival season gaining some sense of normalcy, real estate investments have also seen an increase of over 20% in some cities. This is also spurred on by the low home loan rates, coupled with festival season and year end offers. NRI Investments have also seen an uptick, with Bangalore being the most favoured region, followed by Ahmedabad, Pune, Chennai, Goa, and Delhi.

Year 2022 promises to bring in heightened growth to the sector with the worst of the pandemic behind us. Thanks to PropTech becoming more widely used during the pandemic, investors have discovered the ease and convenience of digital house hunting. This is sure to act as a precedent for a number of new trends in 2022. For instance, we can see an increase in flexible working arrangements, such as hybrid models and hot desks. Real estate agents will also evolve into a more tech savvy workforce, by expanding their skill sets and embracing technology.

eXp Realty met with a warm welcome during our first year of India Operations in India. We have on-boarded over a 1000 agents in less than a year, and this shows that both agents and customers are more open to adopting our virtual and transparent method of transacting. With covid making it difficult for investors to physically see properties and interact with their agents, our virtual office where agents are available anytime and anywhere has accelerated our growth in the market. Not to mention with Facebook announcing its Metaverse, virtual reality in professional environments will lead to work models similar to ours becoming more mainstream. Moreover, as one of the most technologically progressive agencies in the country, we are also looking forward to implementing many new PropTech solutions to support our agents with their business in 2022.



Prem Kumar,
Founder & CEO,
SnapBizz

2021 has been a year of significant transformation in consumers' tastes, preferences and buying patterns. With the Coronavirus seemingly under control, thanks to lockdowns and vaccination efforts, this year's festive season saw some sense of "normalcy". Shops had an increase in footfall, as compared to the same time last year. There was an increase of 36% in the FMCG sales this year as compared to the last two years. Online shopping continues to be preferred, due to the convenience of shopping and ease of payment.

Approximately, 10 million small kiranas serve the entire population of the country and are the backbone of the retail ecosystem. With consumers having a median basket size of less than ₹200 and shopping for up to 3 to 5 times per week, it has become very important to help these small businesses survive the digitisation era.

The government continues to discourage large gatherings, and festivals as a preemptive measure, so we can expect this trend to carry

on well into 2022. On the business front, this has paved the way for even small businesses to make the switch to online payments to limit social contact. This trend will only flourish with digital payments being adopted increasingly by rural sectors, and leading to the "millennial mindset" becoming more prevalent. Furthermore, value based buying will see an increase in 2022.

The financial inclusion of small and medium businesses is led by various fintech companies. Digitising Kiranas have led these small entrepreneurs to be able to reach their customers in a more streamlined and safe manner. SnapBizz, for example, maps store performance indicators like median basket size, footfall, merchandise, stock turnover ratios, profile of shoppers and much more. Tools like this can make it easy for these businesses to strategize and make the most of their transactions. In my opinion, 2022 is sure to see the role of online and digital payments play a crucial role in the marketing success of brands.

Inside Track



**Jerin Venad, CEO and
Co-founder, Cityflo**

The year 2021 has been a peculiar one for the urban mobility sector, with a recovery shot down by Lockdown 2, followed by 6 months of even faster recovery. While this faced players with challenges and led to many shutting or scaling down, it has presented the survivors with a massive opportunity for growth and consolidation. Besides this, the need for better commute options in Indian cities has accelerated, in line with the country's economic growth. In our metro cities, there is a growing demand for full-stack commute solutions, like Cityflo, for car owners, and for first- and last-mile options too, to complement our public transit infrastructure. Cityflo benefits from both these tailwinds, as our growth over the last 6 months has indicated. We are fast multiplying our presence in Mumbai, and expanding our footprint to a second city.



**Abhishek Goenka,
Head & CIO RPSG Capital
Ventures**

The post-pandemic market scenario and customer expectations have brought to fore some highly promising opportunities for investors to back brands in various verticals. In 2021, the D2C segment gained a lot of traction as customers are now increasingly looking for personalized and high-value products that meet their expectations as well as lifestyles. This shift in mindset and acceptance of new D2C brands is going to further strengthen in 2022 and beyond. At the same time, there is a much greater attention on sustainability and wellness. Consumers, especially the millennial and Gen Z audience, have become extremely particular about what they eat, products they use and how they live. Clean foods that have no chemical or artificial ingredients, flavors and colors are now in vogue. Climate change has brought to fore questions around sustainability of manufacturing, information about by-products and how the waste from manufacturing will be disposed of. Therefore, businesses that offer wellness solutions, green products, clean nutrition and other such services aimed at sustainable living will be the ideal investment avenues in 2022 and beyond. Last but not the least, with several e-commerce platforms now building infrastructure and network in Tier 2 and 3 cities, we expect good traction from this segment in 2022 as well.



**Aditya Sanghi,
Co-Founder,
Hotelogix**

In 2021, hotels learned to stay relevant with technology. This will impact their tech adoption decisions in 2022. Implementation of cloud-based Hotel PMS will go up for efficient multi-property operation as chain brands are in consolidation mode. This will also help them address issues like workforce shortage while enabling them to offer system access to their remote employees. There will be an exponential rise in demand for touchless and AI-driven solutions to enhance the guest experience.



Gaurav Burman
VP & APAC President,
75F, India

As 75F specialises in Smart Building Technology, our IoT solutions focus on employees' health and safety. This has become a hot topic no doubt in recent times, with the entire world slowly emerging from the pandemic. There is also the need to maintain ambient conditions, most conducive to work, including air, lighting and temperature. Looking back, we see that the entire HVAC industry is undergoing a technological revolution to keep up with the evolving demands of home buyers and builders. New, eco-friendly buildings are being designed to use minimal energy to balance the heat and cold inside the building.

Indoor air quality has become a priority in the Covid era as the risk of catching viruses is particularly high in an enclosed space shared by multiple people. And hence, businesses that are planning to bring back their employees have a clear obligation to safeguard employee well-being by ensuring that indoor air is both clean and optimally balanced for productivity.

Also, this pandemic emerged as the year giving rise to digital transformation across functions including facility management services, regardless of the nature and size of businesses. The main objective of any facility manager is to ensure that the employees are able to work efficiently within the office environment. Tenants are expecting an office environment that gives a connected workplace experience to collaborate with multiple teams. I think Facility management in 2022 will witness trends such as an increased number of shared workplaces and increased adoption of technology to optimize operations and to increase energy efficiency.



Jose Ramapuram,
Director of Marketing,
Evolve Back Luxury Resorts

With the majority of the population being vaccinated and industries returning to normalcy, the hospitality, travel and tourism industries are well equipped for a period of revival. Bringing in the new year, we believe that the worst is behind us, and the sector will witness heightened growth and activity. We have observed that revenge travel and work-from-anywhere culture due to remote work opportunities were emerging trends during the pandemic. Longer stays, a preference for private experiences and an emphasis on sustainable tourism were also more commonplace this year. We foresee these trends to continue into 2022, with rising demand for immersive cultural experiences, a strong focus on wellness during holidays and sustainable tourism. Travel bookings are bound to increase, and we are optimistic that the upcoming years will usher in needed growth and stability. And as always, our team will continue to follow government mandates and guidelines with stringency for the safety of customers and our staff.



Priya Naik,
Founder,
Samhita-CGF

We've spent 2021 crafting pathways to prosperity for workers & micro-entrepreneurs by collaborating with companies, multilateral and bi-lateral agencies, foundations, and civil society organisations. We have also been focused on protecting the protectors — healthcare, sanitation and frontline workers. While an immediate need to respond to the crisis brought these diverse partners together, they are now deeply committed to ensuring the recovery, resilience and prosperity of their vulnerable stakeholders. Together, we are all creating a "Better Normal" for our citizens.



Prediction for January 2022 by Poonam Sethi

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



ARIES

You will prosper in all financial transactions, complete every task you set out to do, and accomplish much more than you thought you would; and/ or you will succeed in launching great plans, building new platforms, and making executive decisions. You can expect an increase in your finances, which will allow you to spend money

on gifts or luxuries, and if you had a problem collecting money it will be resolved. You'll be thinking about the one you love and will want to be with him/her again, and he/she will be thinking the same about you. You will be worried about a physical condition (yours or that of another) and your teeth may need attention. Also, if you are concerned about a tumor, it will benign. Sex will be much better the second time around.

Lucky color: Lemon yellow

Lucky number: 6



TAURUS

You will handle your affairs skillfully and complete all projects or financial matters successfully... but love will be more important than work. You will be successful in all of your negotiations, agreements or financial transactions. Money that is owed will be paid, and/or money for a subsidy or grant will soon be given. You will think about love and what it would be

like to live with someone or get married. You will try to accomplish too many things at once and that will affect your health adversely. Also, do not ingest food that you are not certain of. In the end you will triumph, and all matters will conclude successfully or to your satisfaction.

Lucky color: Red

Lucky number: 9



GEMINI

You'll have repeat clients, and some financial increase or profit, but will be waiting for something to happen or turn up, and will fear the work you're doing has little value or that you wont be able to sustain yourself in the future. Financial problems will arise over someone who will stick you with the bill or try to take more than their

share, but you will have enough to get by. You will hold off on an idea because you wont be ready to commit or will feel the time isn't right or that there's too much hard work involved. You will be waiting to see what a lover will do. This could also indicate a sudden flight from home, but not a permanent one. You need to get more rest, and to get rid of those who 'zap' your energy or take all and give nothing in return.

Lucky color: Turquoise

Lucky number: 4



CANCER

You'll take a break from your work or current project and do something more pleasurable. Something that moves you from behind the scenes to center stage (maybe a workshop or seminar) or mental work will be very successful and a lot will get accomplished.

You will succeed in overcoming difficult situations, and in obtaining the help or a professional. You are going to experience tension related to finances, but difficulties will be overcome and a payment or settlement is in the offing. An amorous and impetuous suitor is going to try and win your heart...he/she just might. You will finally take a much-needed rest, and will be nursing yourself or a loved one back to good health.

Lucky color: Purple

Lucky number: 2

**LEO**

Someone will displease you, unearth hidden insecurities, or make you feel that your work is inferior or that your job is in jeopardy.

You will be feeling a definite crunch in your pocketbook and will wonder where your next rupee is coming from. But your finances are

about to improve. You will review the quality of your love life or relationship(s) and will realize that's exactly what you want- quality not quantity- and so far its been the other way around. Your teeth will need attention. Wait for time to take its course.

Lucky color: Green

Lucky number: 4

**VIRGO**

You will suddenly become more goal-oriented or motivated and will have the wherewithal to attract whatever it is you need in your work environment, and/or you will receive a considerable increase in salary or income. Expect a new beginning and a fresh start. A new partnership could also be in the making.

You will do very well financially or in your business transactions.

Though you don't think so now, a new romantic beginning or rekindled affair is at hand and a great love affair is imminent. You will experience stress and/or will find it difficult to ascertain the problem or obtain the correct medication.

Lucky color: Brown

Lucky number: 1

**LIBRA**

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

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

Lucky color: Teal

Lucky number: 6

**SCORPIO**

Professionally, you will make many important contacts, but will have to wait for things to unfold. Personally you will be weighted down with responsibilities and feeling that you will have no one to lighten your load or ease your burdens. Your greatest success will come through new or repeat business contacts, but

will want to make more. You will be easily irritated, explosive or impatient but will change because a new vision or romantic opportunity will inspire more confidence or optimism. You may suffer from tension headaches or lower back aches.

Lucky color: White

Lucky number: 5

**SAGITTARIUS**

You will be concentrating on making money or bettering your financial condition so you'll busy yourself with activities geared to promoting or advancing endeavor. You will soon experience better financial conditions and a pleasant surprise. Your sense of connectedness with another is going to end, a partnership will

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

Lucky color: Grey

Lucky number: 7

**CAPRICORN**

You will be concerned about the lack of business and money and may begin to feel that you've made a mistake, but you will try to take a positive point of view and wait for the final verdict. But, your financial position will improve considerably and success will come through improved business, new opportunities and recognition for your talents. An

unexpected event will destroy your trust in the one you love or your love for that person. You'll need to rest before commencing any new ventures. Some unexpected or surprising news is going to overthrow existing conditions and bring a new opportunity...go for it!

Lucky color: Orange

Lucky number: 7

**AQUARIUS**

You will run into conflicts which will require a great deal of emotional control, but you will master the situation internally rather than moving into an external fray. You will be paid that which is owed or due to you, but will feel shortchanged or cheated. Change will bring a new perspective and a new you, and by putting your pessimism or insecurities

behind you, you'll become a much stronger and happier person. You are going to be disillusioned and disappointed in a relationship you thought would work but didn't. You could have physical premonitions of that which is to come, or be subject to strange sensations, sleeping disorders, or lumps, bumps or cysts.

Lucky color: Royal blue

Lucky number: 8

**PISCES**

Your work will start off bright, and then turn dark, and then bright again. Don't worry, after a slight reversal you'll see material gain or a good outcome. Withhold judgment for now, and don't make premature evaluations. Money that was promised or anticipated will be delayed, but should arrive shortly. You will want the same things as

before, but with a different partner or in a different way. It can't be the same as it has been... it must be better. You will be an emotional wreck or will have bouts with insomnia or troubled sleep.

Lucky color: Burgundy

Lucky number: 3

Smart Stuff



Live Smarter with Just Corseca

There is often a lot of debate about usability and value of smartwatches. But if your watch gives you update on health, lets you answer calls from your wrist and makes your underwater diving experience smooth, then you are on the right track. So, if you are still not able to figure out the best buy for you, here gift yourself to make your vacays more fun and thrilling.

JUST CORSECA SPORTIVO

It is designed to keep an eye on your fitness and health, the SPORTIVO can monitor your heart rate, count steps, track calories, monitor sleep, blood oxygen, and more. It works as your personal fitness trainer, which helps you maintain your physical wellness. It comprises of a 220 mAh battery with 8 days of functioning time and 15 days of standby. It has multiple Sports modes with Accelerometer, gyroscope and sleep monitor for accuracy. One can get all the messages and in app notifications straight on your wrist with intuitive customizable vibrations. The watch is equipped with 2.5D curved Glass IPS LCD screen with 240x280 pixels, metallic frame and TPU band, 1.69-inch full touch display with elegant and fashionable design. The smart watch has 4 dials readily available to choose from and 100+ UI faces in the app to define your personal style. One can also check their incoming calls and reject them when they are occupied. Don't miss any important messages and calls anymore. Range starts from INR 5,499. Available at all major online and offline stores.



Rating: 8/10

Comment: Best smartwatches to buy under Rs 10K

Vedix enters the onion-led Beauty market



India's largest customised Ayurveda beauty brand Vedix has announced the all new Onion range to treat your different hair problems. Vedix which is the fastest growing D2C beauty brand has brought unadulterated Ayurveda led customisation of hair care regimes to the market. Over the last few years,

Vedix has created a dominant position in the Indian D2C beauty market with their range of customized Ayurvedic oils, serums and shampoos.

With this, the company has boosted its hair care category and rolled out 10 new products in the market consisting of 3 hair oils, 4 shampoos and 3 hair masks. The collection is now live on top marketplaces – Amazon, Flipkart, Myntra, Tata Cliq, Trell, Nykaa and Purple.

Vedix Onion range is designed to tap the full potential of the revered herb - Palandu (Onion). The high Gandhak (sulphur) content of onion is highly prized in ayurvedic Rasa shastras. Sulphur aids tissue repair, strengthens hair, skin and fingernails. It improves skin's elasticity thus preventing hair breakage. Dandruff also reduces owing to the Sulphur. Sulphur is highly effective against skin infections.

The Vedix onion range is a poly herbal formulation. Many herbs together exalt the sum effect of Onion on hair fall. Onion is formulated with a specific dosha balancing herb appropriate for your Hair type (Prakriti).

Hair care is of primary importance today and Ayurveda believes that the dosha imbalances can affect various parts of our body, including hair and how well it grows. Since, everyone's dosha's are different, a hair growth regimen that works for one person, might not work for someone else. Ayurveda involves the concept of Ahara Vihara (diet and lifestyle) that benefits the entire wellbeing of your mind and body along with your hair health.

The customised Vedix onion range comprises an Oil, customized for your hair. The shampoo is customized based on hair type. Scalps prone to Dandruff receive a customized version too.

An Onion mask, customised as per scalp type, conditions hair deeply.

The pungent smell of onion is balanced skilfully. Another reason to indulge and bask in onion's glory.

Rating: 9.5/10

Comment: One stop destination for all budgets.

Jatin Gujrati, Business Head Vedix

Vedix continues being at the cutting edge of innovation and R&D in Ayurveda to



deliver efficate Beauty solutions in modern format. Customers are slowly understanding the importance of natural ingredients for their hair and onion is a key part of that shift. Hair loss is a common condition and can be caused by diet related factors such as nutrient deficiencies which can negatively affect hair growth along with environmental factors in which we live today. We launched the entire onion range keeping in mind our unique formulations and given our Ayurveda led deep understanding, we have bought this exclusive range in a modern format which is highly customised for normal to oily

Incredible !ndia

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

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



Khushboo Gujarat Ki

Amitabh Bachchan

Amitabh Bachchan



At: Dhordo Village, Dist : Kutch,
Gujarat, India

For attractive packages log on to
www.gujarattourism.com



Book Your Romantic Destination Date with Travok

Travok

Your Journey is safe with us.



BALI
5 N / 6 D



THAILAND
4 N / 5 D



EUROPE
10 N / 11 D



DUBAI
&
ABU DHABI
6 N / 7 D

& Many More Destinations

Tel. : +91- 9899359708, 9999683737, travokholidays@gmail.com, info@travokrepresentation.com, www.travok.net