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PUBLISHER'S NOTE

Dear Readers

With T3FS November 2022 edition you will get to know lot about a beautiful gem of India – Tamil Nadu. With a glorious past, a vibrant culture, a rich tapestry of history, a nature's paradise of blue beaches and clear skies, it is an ideal tourist haven for one and all. To please your eyes this destination offers several unique and mesmerising tourist attractions.

Before beginning, let's familiarise ourselves with some of the aspects of the state. Chennai, the capital city of Tamil Nadu is the fourth largest city in India and also exhibits a perfect blend of ancient and modern culture. Tamil Nadu has a glorious ancient history that dates back over 6,000 years. While in Tamil Nadu, a majority of people love to visit the famous water bodies of the Indian Ocean, Bay of Bengal and Kanyakumari. Tamil Nadu essentially enjoys tropical weather throughout the year.

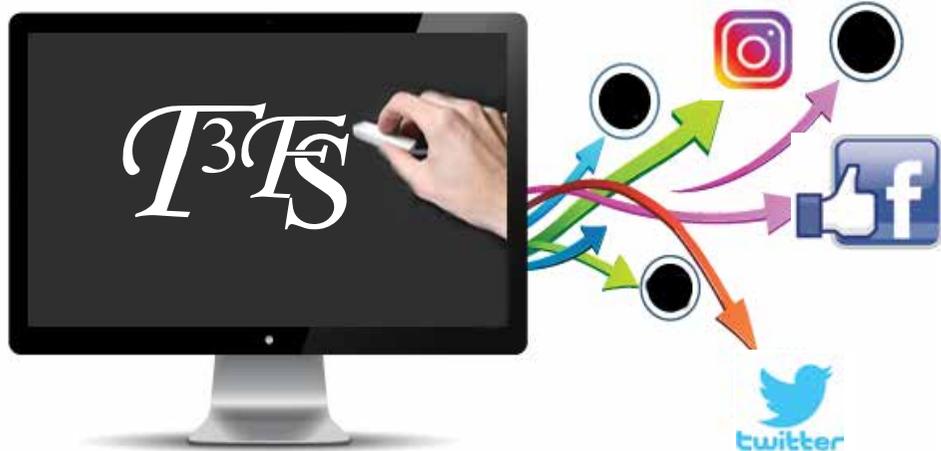
Whereas, in cover story, we focused on Buddha – A source of enlightenment and wisdom to world. BUDDHISM is not an imposed religion but the art of living life in the righteous way. Buddhism was the lifestyle and enlightening ray which was first observed by Lord Buddha and later he became renouncer of Buddhism. Lord Buddha was born in the Magadha Dynasty on the full moon day in the month of Baisakh. The life of Buddha, the journey of awakening his spirit and being the founder for Buddhist sangha to establish Buddhism as a source of contentment and insight is inspiring many souls till date. The journey of Buddha's contentment, enlightenment, sermon and salvation has been the integral part of Indian heritage and pride as they are still envisioning that ray of wisdom from Lumbini (now in Nepal), Sarnath, Kushinagar and Bodhgaya.



In hospitality, we covered on honeymoon. A honeymoon trip has to be a perfect blend of rejuvenation and fun activities to enjoy with your loved one, accompanied by a luxurious and comfortable stay.

Furthermore, in lifestyle, we paid attention towards secret of ayurvedic jewellery. Ayurvedic Science carves out a health pattern based on natural resources or – literally translated as the Science of longevity is the holistic, traditional system of Indian medicine that aims to bring health and happiness to the individual.

Vedika Sharma
vedika@fabianmedia.net



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“Tamil Nadu boasts a plethora of religious sites that attract pilgrims, historical monuments, vast terrains of plantations, astounding hill stations, diverse wildlife, delicious cuisine and loads of festivals. The state offers appealing tourist attractions for all segments of tourism.” said Dr. M. Mathiventhan, Hon’ble Minister for Tourism, Government of Tamil Nadu.

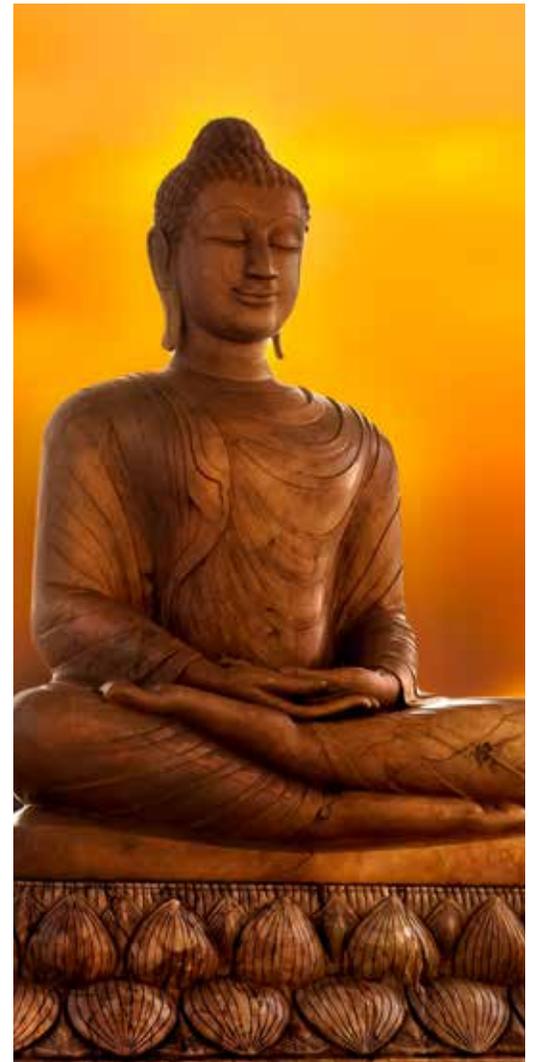
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In Pursuit of Heaven - Tamil Nadu

With a glorious past, a vibrant culture, a rich tapestry of history, a nature's paradise of blue beaches and clear skies, it is an ideal tourist haven for one and all. To please your eyes this destination offers several unique and mesmerising tourist attractions.

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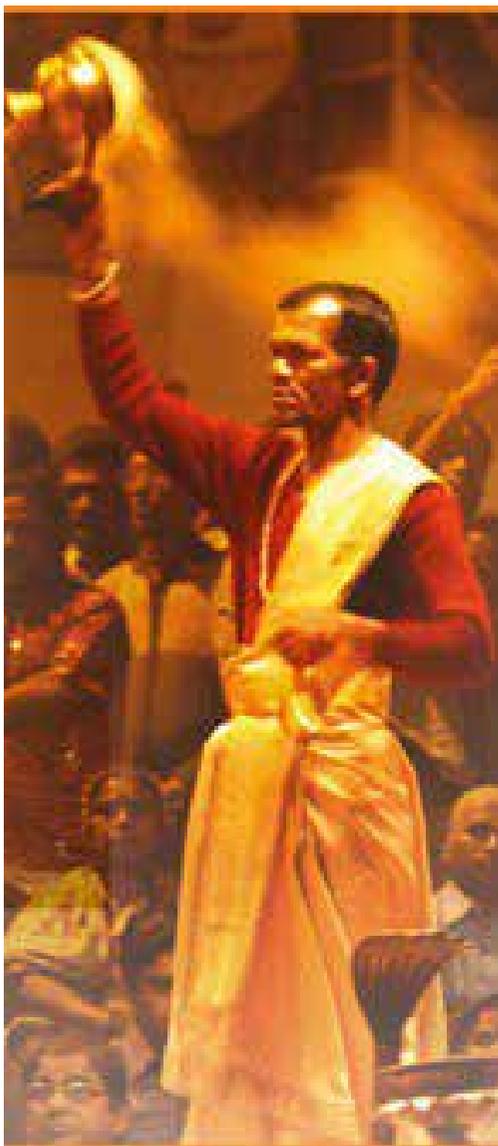


BUDDHA - A Source of Enlightenment and Wisdom to World

Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared. Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.

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Burgeoning Travel & Tourism Scope in Uttar Pradesh

India is a land of marvels where each and every state has a distinct identity of its own owing to its culture, art and regional diversity. This is what makes India rank 7th in the world for tourism which contributes to country's Gross Domestic Product (GDP) approximately Rs. 14 trillion which would be equivalent to 9.8% of India's GDP. Uttar Pradesh which ranks 2nd in terms of tourists influx in the state both domestic and international.

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Journey of Romance

Honeymoon - A fantasy journey to destinations whose very names mean romance.

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Ayurveda Secret!

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

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INBOUND TOURISM- What Lies Ahead!

37th IATO Annual Convention to take place from 16 – 19 December 2022 in Lucknow, Uttar Pradesh. The theme of the convention is: INBOUND TOURISM- What Lies Ahead !

Mr. Ravi Gosain-Vice President will be the Chairman of the convention along with Mr. Sunil Mishra-Hony. Treasurer and Mr. Prateek Hira-Chairman, IATO Uttar Pradesh Chapter as the Co-Chairmen. This was announced by Mr. Rajiv Mehra President of Indian Association of Tour Operators in the 40th Annual General Meeting held in New Delhi.

The inaugural function will be held at Indira Gandhi Pratishthan, Gomti Nagar, Lucknow and Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath has given his kind consent to grace the occasion with his presence and inaugurate the convention. The Centrum Lucknow will be the venue hotel and all other activities including registration for the convention, business sessions and evening programmes will be held at The Centrum, Lucknow.

IATO expect about 900-1000 delegates from all over the country to participate which will include senior officials from the Ministry of Tourism, Government of India and States, industry leaders, tourism and hospitality professionals, travel trade media. Added attraction for this year convention would be Post Convention Tours to Ayodhya and Varanasi. There are 5 post convention tours being organised on various sectors. This year we expect larger participation from the state government as every state is keen to re-instate inbound tourism to their respective states, said Mr. Rajiv Mehra.

Adventures Overland announces its maiden expedition to Laos in January 2023

Adventures Overland – India's first and biggest Road Trip Company, has announced its maiden expedition to Laos, a country traversed by the Mekong River and known for its mountainous terrain, French colonial architecture, hill tribe settlements and Buddhist monasteries. The capital city of this landlocked nation, Vientiane, is the site of the That Luang Stupa, where a reliquary reportedly houses the Buddha's breastbone. The journey also covers the old town of Luang Prabang, a UNESCO World Heritage site, the perfect place to relax and enjoy stunning river views.

The expedition planned between 24th January 2023 and 02nd February 2023 offers a picturesque self-drive convoy-style journey, with visits to revered monuments, kayaking across the famous Nam Song river while enjoying the Laotian countryside. A chance to explore limestone caves, go on scenic nature reserve trails, and do a few adrenaline-pumping activities. This Kingdom of a Million Elephants, with its fantastic scenery, ethnic villages, and unexplored lands, makes it any traveller's off-beat dream destination, with luxurious accommodations and a mouth-watering blend of cuisines.

Sanjay Madan and Tushar Agarwal, Guinness World Record Holders, came together in 2012 and founded Adventures Overland, India's leading niche travel company that offers first-of-its-kind self-driving expeditions across six continents. They are also the pioneers in cross-border and fly-and-drive excursions in India.

Google collaborates with Assam Government

Google signed a Memorandum of Understanding (MoU) to support and accelerate the Government of Assam's mission to promote digital growth and development in the State. Under this new initiative, Google will collaborate with the Assam Government's Skill, Employment & Entrepreneurship Department (SEED) to strengthen their school digitization efforts with digital learning tools and solutions to aid teaching and learning, while also promoting the fundamentals of online safety and digital citizenship to school children through the 'Be Internet Awesome' program.

Google will also extend scholarships for Google Career Certificates to Assam's youth in collaboration with the Assam Skill Development Mission (ASDM).

Speaking at the MoU signing ceremony, **Dr. Himanta Biswa Sarma, Hon'ble Chief Minister, Government of Assam**, said, "I thank Google for its steadfast support and commitment to Assam over the years, and for supporting our efforts to accelerate digital literacy across communities. Digital-led technology and governance are cornerstones in our vision for transforming Assam and making its economy amongst the country's leading growth drivers. We are delighted to collaborate with Google to bring the best of digital tools and technology to classrooms across the State and create new skilling opportunities. These programmes will go a long way in empowering our children and our youth in developing critical skills and for wider job and career opportunities."

VFS Global open a new India Visa Application Centre in central London

Leading outsourcing and technology services provider for governments and diplomatic missions worldwide, VFS Global, opened an India Visa Application Centre (IVAC) for the Indian High Commission in central London to help deal with the surge in demand for visa applications since the opening of international borders and relaxation of Covid guidelines.

The new Centre is conveniently located in central London - Boston Place, Marylebone and was inaugurated on Tuesday 1 November by the Indian High Commissioner to the UK, His Excellency Vikram Doraiswami. The new Centre will be the third IVAC in London. VFS Global operates a network of ten IVACs across the United Kingdom in Belfast, Birmingham, Bradford, Cardiff, Edinburgh, Glasgow, central London, Hounslow, Leicester, and Manchester.

The Indian High Commissioner, His Excellency Vikram Doraiswami said, "The number of appointments we have been able to do has increased to about 40,000 per month thanks to our partners at VFS Global."

Further, he also announced that a new process is being introduced for group tourism – for those travelling as a group, typically, via a travel agency to the same destination using the same flights. Tourists from the U.K will now also have the option of a visa at your doorstep service (VAYD) at a cost.



PEEK INTO THE HISTORY OF MADHYA PRADESH THROUGH MUSEUMS



Madhya Pradesh is often called the 'heart of India', not only because it is geographically located at the centre of the country but also because it epitomizes the historical, culture and natural variety as well as the sheer antiquity of this land. Some of the oldest human and animal fossil in the world have been excavated in the Narmada valley, and the state's many rock art shelters are rich preserves of our ancestor's imaginations. In historical times, Madhya Pradesh has been ruled by many dynasties, who built temples, forts and palaces across their empires in the state. Dozens of museums across the state are aiding the efforts to document and preserve the history of Madhya Pradesh as it has come down to us in art and sculptures, pottery and fossil, jewellery and weapons. Let's have a look at a few museums of Madhya Pradesh.

MP Tribal Museum

The capital of Madhya Pradesh Bhopal, which is also known as the 'City of Lakes', has several museums which have a lot of unheard truth of bygone era in its folds. One of the biggest attractions here is Tribal museum. The colorful museum is being divided into six different galleries showcasing various tribes of Madhya Pradesh. The folklores, lifestyle, rituals and social customs of all seven indigenous tribes of MP- the Gonds, Bhils, Barias, Sahariya, Korku, Kol, and Baiga are showcased in the museum through a repository of traditional art. In fact, lives of the region's seven tribes are being celebrated here via their craft. The moment you step into the galleries inside the museum, you get a strong feel about not just witnessing the galleries but a strong feeling of entering straight into the lifestyles of the tribes of Madhya Pradesh.



MP Tribal Museum

Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS)

Any exploration of a museum is incomplete without a visit to the Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS), in Bhopal. On a sprawling land of over 200 acres, one can see the open-air exhibition of tribal habitats from all corners of India.



IGRMS

These dwells are made by the tribes themselves using the indigenous raw material that depict the lifestyle of tribal in the villages. The open-air exhibitions include Himalayan Village, Medicinal Trail, Mythological Trails, Desert Village and Rock-Art Heritage that displays 36 rock shelters with stunning prehistoric paintings. The museum also exhibits a collection of traditional outfits, agricultural & household objects and other crafts showcasing the regime of the tribes!

Maharaja Chhatrasal Museum, Dhubela

Situated at a distance of 62km from Khajuraho, Maharaja Chhatrasal Museum is located in Dhubela on the Chhatarpur-Nowgaon highway in Chhatarpur district of Madhya Pradesh. Popularly known as Dhubela Museum, the palace was built by Maharaja Chhatrasal on the banks of Dhubela Lake. Established in

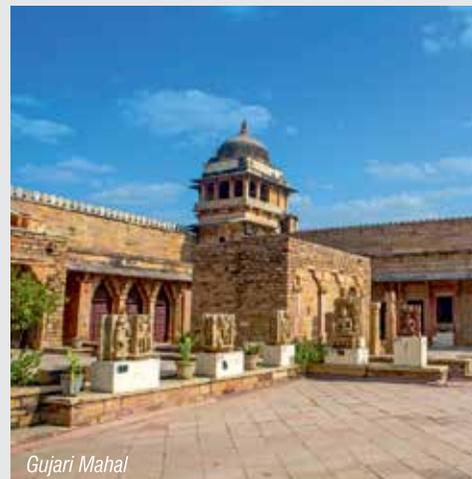
1955, the museum helps tourist to know the history of famous Bundela dynasty of Khajuraho. This museum has eight galleries, of which two galleries display inscriptions, copper plates, Sati pillars, lingas and inscribed images of the Gupta and Kalachuri period. The museum houses a wide range of sculptures of the Shakti cult. It has also a significant collection of Jaina images.

Adivart Tribal and Folk Art Museum, Khajuraho

Situated within the Chandela Cultural Complex in Khajuraho, this museum is an ideal place for history lovers, as it possesses a rich collection of tribal and folk art and artifacts. The museum offers the visitors a peek into the history of customs and rituals of different tribes in Madhya Pradesh. It houses over 500 tribal antiques, folk paintings, jewellery, masks, terracotta objects, metal craft and bamboo items. One can also buy some original paintings and prints here. This museum also exhibits the evolution of centuries.

Gujari Mahal Archeological Museum, Gwalior

Gujari Mahal is one of the most visited places in Gwalior. The palace was built by king Man Singh for his beloved queen Mrignayani who was born in Gurjar family. It is now known as the Archeological Survey of India's museum in Gwalior. The archaeological heritage displayed in the museum is comprised of stone sculptures, terracotta figures, stone inscriptions, copper plate inscriptions, coins, bronze sculptures, paintings, arms & weapons and excavated material. uary



Gujari Mahal

Tamil Nadu

Where Stories Never End

“Tamil Nadu boasts a plethora of religious sites that attract pilgrims, historical monuments, vast terrains of plantations, astounding hill stations, diverse wildlife, delicious cuisine and loads of festivals. The state offers appealing tourist attractions for all segments of tourism.” said Dr. M. Mathiventhan, Hon’ble Minister for Tourism, Government of Tamil Nadu.

• Vedika Sharma

Q. What’s the USP of Tamil Nadu as a Tourist destination?

Tamil Nadu is a diverse destination offering many different forms of tourism. The state of Tamil Nadu is endowed with rich natural and cultural attractions, ranging from its temple towns and heritage sites to hill stations, waterfalls and national parks. The state also boasts of some of the grandest examples of Dravidian architecture, such as the famous Shore Temple of Mamallapuram, the Brihadeeswarar Temple of Thanjavur, the Meenakshi Amman Temple of Madurai, and the Ranganathaswamy Temple of Srirangam. Tamil Nadu is blessed with 5 UNESCO Heritage sites, 400+ ASI monuments/sites, 7,000+ sq km protected areas and 1,070 km coastline.

Q. Tell us about the offbeat destinations of Tamil Nadu to touch the untouched beauty of the destination?

Tamil Nadu is home to many offbeat and unexplored destinations. The Department of Tourism endeavours to develop lesser-known destinations across the state. Destinations like Kolli Hills, Jawwadhu Hills, Yelagiri and Vathalmalai are currently being developed under the Tourism Destination Development Scheme. Greenfield destinations like Muthukuda and Muthupettai are also being promoted. Adventure and eco-camping sites are being set up across hill stations, beaches and dams across the state.

Q. What you would like to suggest for the first-time traveller to Tamil Nadu?

Tamil Nadu is a popular tourist destination owing to its historic splendour, unique culture and religious significance. The state boasts a plethora of religious sites that attract pilgrims, historical monuments, vast terrains of plantations, astounding hill stations, diverse wildlife, delicious cuisine and loads of festivals.

The state offers appealing tourist attractions for all segments of tourism.

Q. The National Strategy for Sustainable Tourism has been made public. There is a big role for State Tourism Ministries and for Local Authorities in making this strategy a success. What steps will the Tamil Nadu Tourism Ministry take in this regard?

The National Strategy for Sustainable Tourism calls for the development of destinations in a sustainable manner. The Tamil Nadu Draft Tourism Policy is currently in pipeline and envisages tourism development at destinations that facilitate economic, social and environmental sustainability. One of the key strategic objectives of the policy is to increase the economic value of the existing tourism ecosystem with balance and sustainability. The Department is also focusing on decongesting mass tourism locations through the development and promotion of lesser-known destinations like Kolli Hills, Jawwadhu hills, Muthupettai etc. It is also envisaged to facilitate the development of different forms of tourism that cause minimal impact on the natural environment – Adventure Tourism, Caravan Tourism, and Camping. Promotion of niche forms of tourism like coastal tourism, adventure tourism etc. which enable local community involvement is

Q. As a Coastal State what are the Sustainable strategies, if any, that Tamil Nadu is implementing to reduce pollution of the sea?

Tamil Nadu’s coastline extending across 1,070 km offers immense potential for the development of various forms of Coastal Tourism. Blue Flag Beach, Kovalam is an eco-friendly beach run by TTDC and has received the coveted Blue Flag Certification. Steps are being taken to limit the use of one-time plastic at the beaches. As part of Swachhta Abhiyan and Swachhata Pakhwada campaigns, beach clean-ups are being organised at different locations. In addition, initiatives are being taken in collaboration with various NGOs to conduct beach clean ups at beaches. Guidelines





have been launched for water sports operators to ensure that they adhere to sustainable practices while operating.

Q. Tamil Nadu has a vast cultural history and many ancient temples. What steps are being taken to promote this cultural history and the related festivities?

Tamil Nadu is home to more than 80,000 temples, of which 10,000 temples are more than 1000 years old. Various initiatives are being taken to promote temple tourism aimed at enhancing visitors' experience through the provision of various amenities, online booking and the installation of safety measures.

Moreover, as part of the Azadi ka Amrit Mahotsav initiative, various videos depicting the temples of Tamil Nadu have been published across the social media handles of Tamil Nadu Tourism in order to increase awareness about the rich heritage and cultural assets of the state. The Department of Tourism in collaboration with the Department of Culture organized "Namma Ooru Thiruvizha", a grand folk-art festival to showcase the various traditional folk-art forms and traditional dances

of Tamil Nadu.

Q. In your view what are the Tourist destinations in Tamil Nadu well connected or is there scope for improvement?

Tamil Nadu's strategic location and strong infrastructure setup make it an accessible tourism destination. The state boasts of an extensive rail and road network along with six airports of which 4 are international airports, three major seaports, and 19 minor seaports ensuring excellent connectivity to all major destinations. Further, steps are being taken to provide tourism infrastructure like roads, drinking water etc. in coordination with other Departments. Emphasis is being laid on improving the quality of infrastructure and amenities which visitors to Tamil Nadu encounter across their journey. For instance, to enable last-mile connectivity to destinations and improve accessibility to lesser-known tourist spots, road infrastructure will be provided in association with the Highways Department. Projects in the pipeline include the launch of Hop-On Hop-Off tours connecting places of tourism significance in Chennai. Development of the Helipad is under progress at Kodaikanal and Rameswaram to enhance connectivity to pilgrimage destinations.

Q. What are your expectations from the coming year and what were the challenges you faced during 2022 in tourism?

The state government intends to evolve Tamil Nadu into the most desirable experiential destination by leveraging its people, vibrant living cultures, diverse natural locations, ancient tradition and history. In the year 2021, the Group of Monuments at Mamallapuram, one of the six UNESCO World Heritage Sites in the state ranked as the most popular Centrally Protected Ticketed ASI Monument among foreign tourists, representing a share of almost 45% of tourist visits, ahead of Taj Mahal, Agra. This year it is expected that Foreign Tourist Arrivals to the state will revive and show substantial growth.

Q. Please convey your message to our readers.

Tamil Nadu is a land "where stories never end" – The state is being promoted as a diverse destination where adventures never end, surprises never end, experiences never end, memories never end, revelations never end, desires never end, discoveries never end.

Come experience the heritage, culture, diversity and authenticity of Tamil Nadu.

In Pursuit of Heaven Tamil Nadu

With a glorious past, a vibrant culture, a rich tapestry of history, a nature's paradise of blue beaches and clear skies, it is an ideal tourist haven for one and all. To please your eyes this destination offers several unique and mesmerising tourist attractions.

• Tarsh Sharma

Before beginning, let's familiarise ourselves with some of the aspects of the state. Chennai, the capital city of Tamil Nadu is the fourth largest city in India and also exhibits a perfect blend of ancient and modern culture. Tamil Nadu has a glorious ancient history that dates back

over 6,000 years. While in Tamil Nadu, a majority of people love to visit the famous water bodies of the Indian Ocean, Bay of Bengal and Kanyakumari. Tamil Nadu essentially enjoys tropical weather throughout the year.

There are 21 daily flights from Delhi to Chennai and the flight duration is about 2 hours 45 minutes. Chennai is the central-point of travelling whilst travelling to all other parts of the state which can be explored by road or the suburban railway network.



Thiru. Sandeep Nanduri, IAS Director of Tourism and Managing Director of TTDC

The tourism industry has emerged as a key force for sustainable socio-economic development globally. Tamil Nadu has been consistently ranked as India's leading tourist destination, receiving high tourist footfalls year after year. Tamil Nadu offers a microcosm of the many landscapes of the subcontinent. From alluring mountains and sandy beaches to historic monuments, ancient temples, and mesmerising landscapes, the state is home to tourism assets that present immense potential for the development of many different forms of tourism.

The state has been highly responsive to the evolving needs of tourists through the introduction of new tourism products in order to improve the tourist experience. Through strategic initiatives, the state government intends to evolve Tamil Nadu into the most desirable experiential destination by leveraging its people, vibrant living cultures, diverse natural locations, ancient tradition and history.



Where to go?

Beaches

Marina Beach- It lies on the eastern side of the city, bordering the Bay of Bengal. It is one of the most renowned beaches of Tamil Nadu. It is the longest beach in India and also the second longest beach in the world. Here, one can experience the

most captivating view of scenic beauty and the life of its marine locals.

Covelong Beach- It is situated at a distance of 40 km from the capital city. It is one of the most captivating and beautiful beaches. Here, one can engage in adventurous water sports like swimming and windsurfing. Don't forget to soak in the beach

shacks beneath the cool shade of the palm trees.

Elliot's Beach- Elliot's beach is located on the eastern coast of Tamil Nadu. It is one of the cleanest beaches in the capital city and is lined with several cafes and restaurants. This beach is also famous as the night beach, as it is the most preferred spot for youngsters to gather and enjoy in the evening.





Hill Stations

Yelagiri Hill

It is located at an altitude of 1,110.6 metres above mean sea level and is one of the most popular hill stations of Tamil Nadu. The Yelagiri village is surrounded by orchards, rose-gardens, and lush green valleys. Travel by the winding Ghat-road that has 14 hairpin bends to reach the Yelagiri hilltop. The ride offers panoramic breath-taking views of the hills and its surroundings. The seventh bend is significant, since it offers a panoramic view of the slopes of the mountain and the luxuriant green forests. The highest point in Yelagiri is the Swamimalai Hill, standing tall at 4,338 ft and a popular destination for trekkers and tourists alike.

Kodaikanal

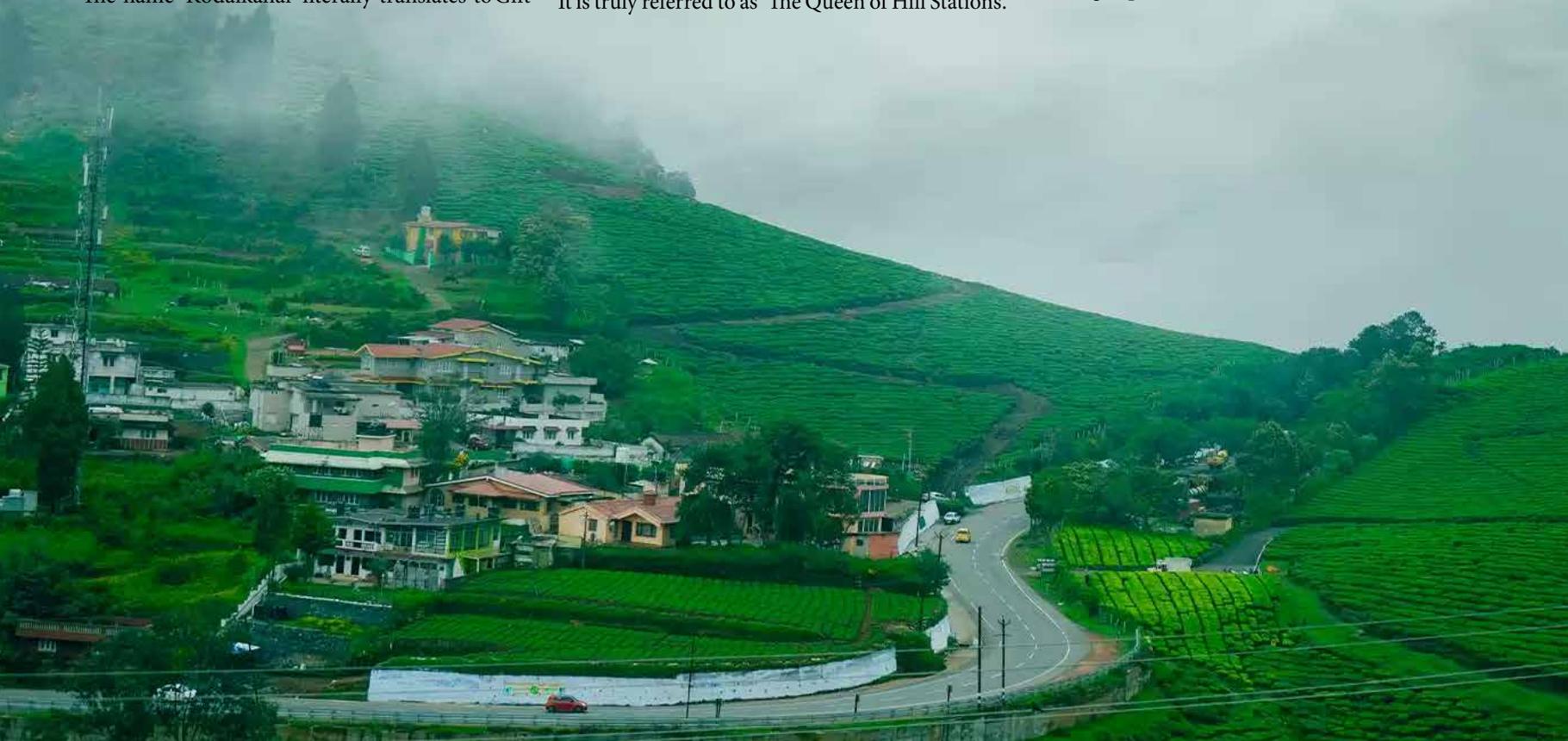
The name 'Kodaikanal' literally translates to 'Gift

of the Forest', but more commonly known as a Princess of Hill stations. Its meadows, long stretch of forests, wood slopes, mighty rocks, bowers and creeks charm the tourists in magical way. Kodaikanal is famous for the kurinji – flowers that blossom once in twelve years. It is a favourite among honeymooners. This charming place is one of the most visited tourist destinations which offers its visitors an array of activities like boat rides, nature walks, hiking, trekking and rock-climbing. The 'Kodai Lake' is a perfect picnic spot for those on a Kodaikanal tour. There's Coaker's Walk which never seems to become old and stale. One of the biggest attraction of a Kodaikanal tour, one can enjoy some of the breath taking views whilst taking the Coaker's Walk.

Ooty

It is truly referred to as 'The Queen of Hill Stations'.

Picturesque and green, 'Udhagamandalam' better known, as Ooty is the most popular hill station in the South. Located in the Western ghats at a height of 2240m, 'Udhagamandalam' is the headquarters for the Nilgiri district, where the two ghat- ranges meet. Nature has been generous with this region, which is by far the most beautiful in the state. Apart from lush coffee and tea plantations, trees like conifers, eucalyptus, pine and wattle dot the hillside in Udhagamandalam and its environs. Ooty with smaller hill stations of Coonoor - 19 kms and Kothagiri- 31 kms are the two other scenic hill stations of this district. Nilgiri is India's first biosphere. It has been declared as one of the 14 'hotspots' of the world because of its unique bio-diversity. Nilgiri truly presents itself as a kaleidoscope of visual treats and guarantees a soul stirring experience.





What to eat?

Tamil Nadu is an important part of South India and home to a potpourri of vegetarian as well as non-vegetarian cuisines. It is famous for its exclusive food culture and traditional range of cuisine, which is more commonly referred to as the 'South Indian cuisine'. The common vegetarian cuisine is Idli, sambar, vada, dosa, upma, rasam, kottu, buttermilk, chutney and curry. The non-vegetarian meal comprises of curry-based dishes of chicken, mutton or fish.

The South Indian cuisine culture also has a whole array of different dishes such as 'Parota'- made of maida with kothu, 'Puliyodarai'- also known as 'Puliyogare', 'Thayirsadam', 'Thogayal', 'Appam', 'Pongal', 'Aviyal' etc. The famous sweet dishes of Tamil Nadu are Payasam, Kesari, Sweet Pongal, etc. which form a major part of the South-Indian cuisine. Whereas, among the Non-Vegetarians- The famous 'Chettinadstyle -Pepper Chicken' is very

popular and is one of the best dishes of the city.

What to shop?

Tamil Nadu is a storehouse of exuberant and famous hand embroidered sarees of various materials and patterns. Almost each district in Tamil Nadu has their own distinctive style of sarees, which can range from cotton to the most glamorous silks. Chennai is known worldwide for its silk, embroidered sarees, hand-woven garments and other handicraft items. 'Poompuhar', the Tamil Nadu Emporium and the 'Khadi GramodyogBhawan' have their shops in all major cities of the state and the country as well. These two agencies extensively promote the handicraft items of Tamil Nadu. They sell exquisite handicrafts of the state and make it available to a wider berth of buyers. Mahabalipuram is quite popular with people who are fond of collecting fine pieces of sculptures. It is also known for its ancient arts and crafts including carved sculptures of Hindu deities, exquisite woodcarvings and jewellery.

How to Reach?



By Air

The most convenient way of reaching Tamil Nadu is by air and the most important airport is located in the capital city Chennai. The airport serves domestic as well as international airlines with ample number of flights in and out of the state on a regular basis.



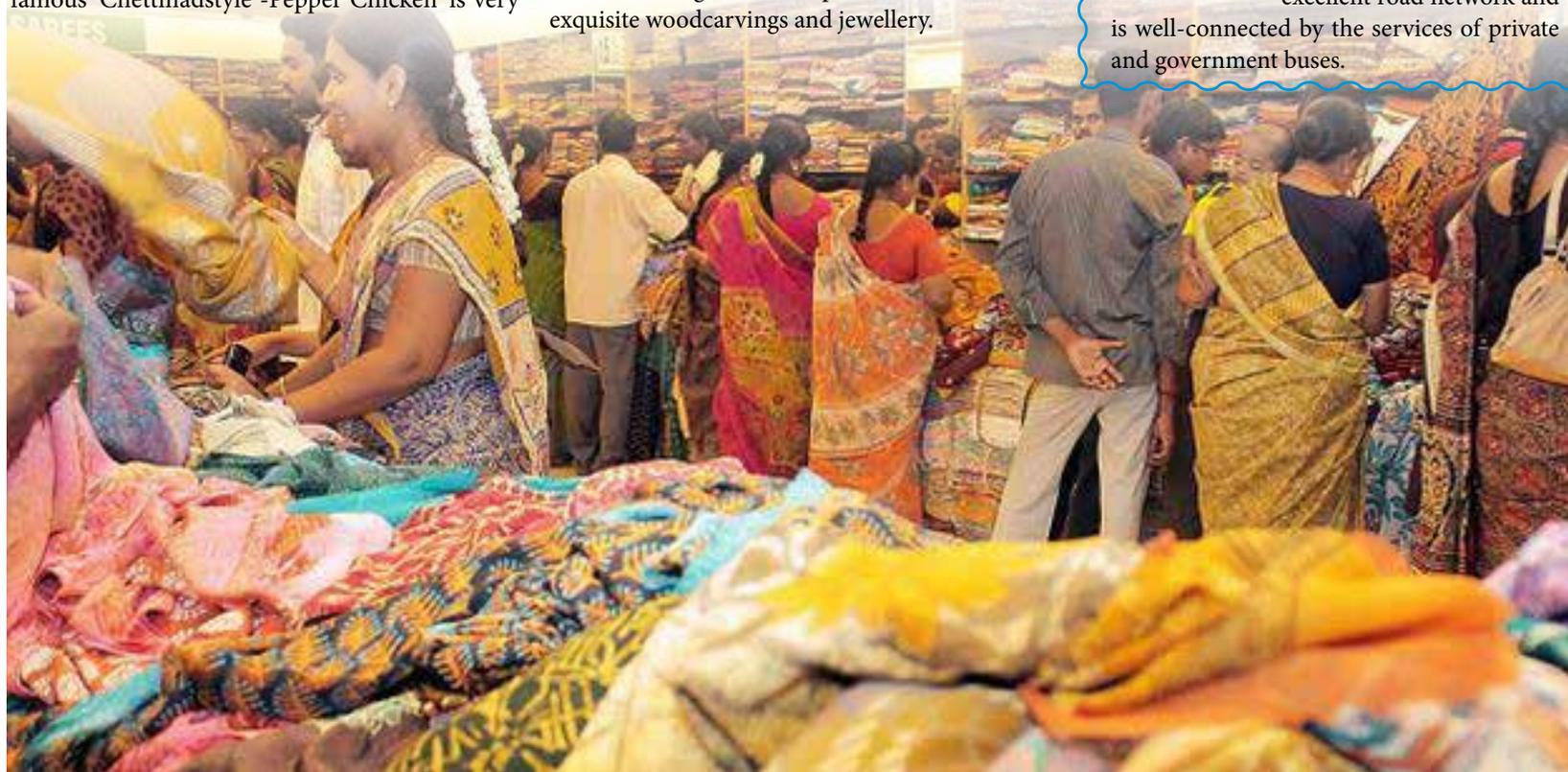
By Rail

Tamil Nadu is easily accessible by railways and the two important railway stations of the state are 'Chennai Central' and the 'Egmore Station'.



By Road

Tamil Nadu flaunts an excellent road network and is well-connected by the services of private and government buses.





BUDDHA

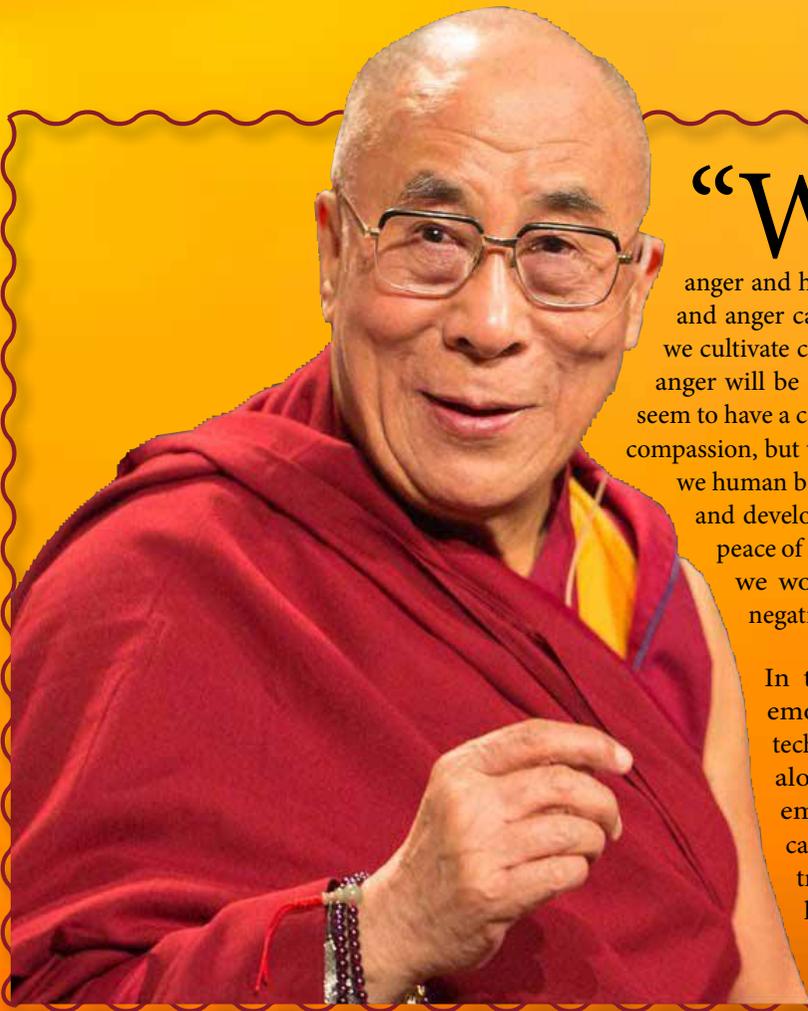
A Source of Enlightenment and Wisdom to World

Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.

• Vedika Sharma

BUDDHISM is not an imposed religion but the art of living life in the righteous way. Buddhism was the lifestyle and enlightening ray which was first observed by Lord Buddha and later he became renouncer of Buddhism. Lord Buddha was born in the Magadha Dynasty on the full moon day in the month of Baisakh. The life of Buddha, the journey of awakening his spirit and being the founder for Buddhist sangha to establish Buddhism as a source of contentment and insight is inspiring many souls till date. The journey of Buddha's contentment, enlightenment, sermon and salvation has been the integral part of Indian heritage and pride as they are still envisioning that ray of wisdom from Lumbini (now in Nepal), Sarnath, Kushinagar and Bodhgaya.

Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.



“We can change our minds. We don't have to give in to anger and hatred. Since compassion and anger cannot co-exist, the more we cultivate compassion the more our anger will be reduced. Other animals seem to have a capacity for some sense of compassion, but they lack the intelligence we human beings possess to cultivate and develop it. Compassion brings peace of mind and if we have that, we won't be deflected when negative events occur.

In today's world we face emotional crises, but technological developments alone cannot solve our emotional problems. We can only deal with them by training the mind. We can learn from the psychology of ancient India on how

to alleviate our emotional turmoil and find peace of mind. The existing system of modern education is largely oriented towards material growth, but we have to include inner values too. There is an urgent need to teach how to tackle such negative emotions.

Within each of us exists the potential to contribute positively to society. Although one individual among so many on this planet may seem too insignificant, it is our personal efforts that will determine the direction our society is heading. We need to strengthen such inner values as contentment, patience and tolerance, as well as compassion for others. Keeping in mind that it is expressions of affection rather than money and power that attract real friends. Compassion is the key to ensuring our own well-being.

Peace in the world depends on peace within. If we have that we can approach problems in a spirit of compassion, dialogue and respect for the rights of others—always a better solution than resorting to a use of weapons and force. External disarmament depends on inner disarmament.”

Lumbini

Lumbini (now in Nepal), being the birth place to Lord Buddha is considered as equivalent to Mecca for those who ardently follow Buddhism. It was the full moon day in the month of Baisakh (as per hindu calendar) viz. April Month in 623 B.C. It is believed that Maya (Mother of Gautam Buddha) was travelling to her hometown Kapilvastu for her delivery when incidentally she had to halt under a Sal tree and it was this tree where Buddha was born. It was a prophecy that Siddharth (as named by his parents) would be the renouncer of peace and harmony in the world and in respect with it, Gautam right after his birth forwarded seven steps to the north declaring the meaning for his existence and purpose of birth. He said, “I am the foremost of all creatures to cross the riddle of the ocean of the existence, this is my last birth and hereafter, I will not be born again.”

How to Reach:

Lumbini in the present days is situated in the Nepal nation in the foot hills of Himalayas. To reach from India, lumbini is just 122 kms from Gorakhpur which is a city in the state of Uttar Pradesh and 181 kms and 240 kms from Kushinagar and Shravasti respectively which are also located in the same state.



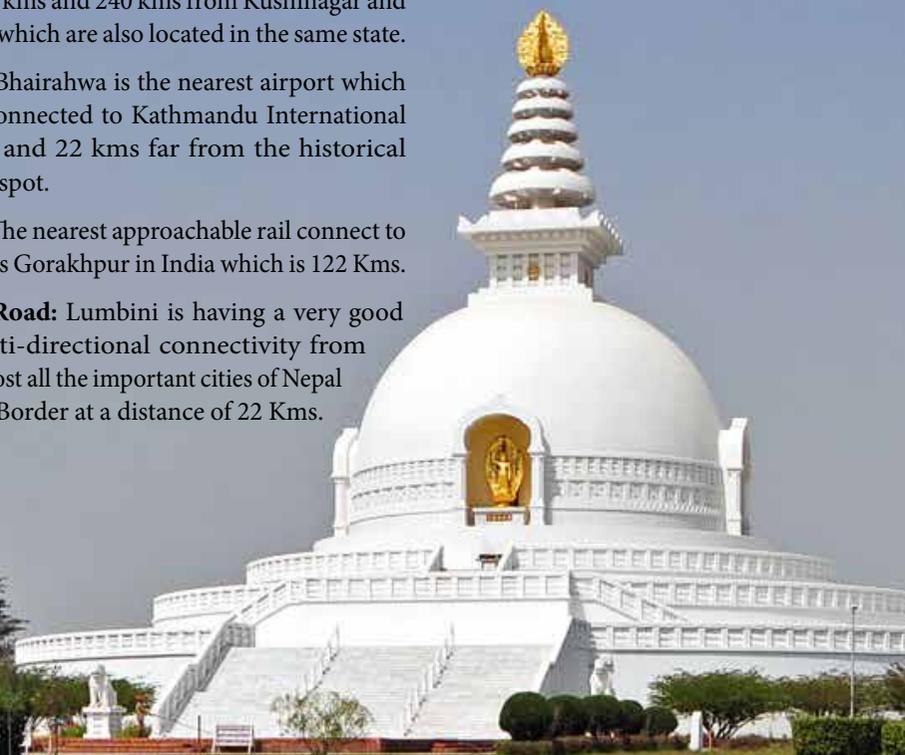
By Air: Bhairahwa is the nearest airport which is well connected to Kathmandu International Airport and 22 kms far from the historical heritage spot.



By Rail: The nearest approachable rail connect to Lumbini is Gorakhpur in India which is 122 Kms.



By Road: Lumbini is having a very good multi-directional connectivity from almost all the important cities of Nepal with Indian National Border at a distance of 22 Kms.





Birth of Wisdom and Contentment – Prince Siddhartha

Around the span of 624 BC which is around 5th Century, a royal prince was born in the dynasty of Magadha who was named as Siddhartha by his parents- the King of this dynasty. Siddhartha was born to the place called Lumbini which is now in the beautiful countryside of Nepal. Buddha Shakyamuni is what he is being lovingly referred and herein 'Shakya' is the name of the royal family for which he was born to and 'Muni' means being an 'Able One'. In the early years after his birth

only, it was prophesied that Siddharth was born to enlighten world with the path of knowledge, wisdom, peace and non-violence. Afraid of this prophecy and in the blind affection and love, King Suddhodna and Queen Maya tried with every comfort and luxury to shield and to keep their son spaced out from the spiritual path and built up all sources of comforts for Siddharth to their level best. The prince was then also partially being used to such luxuries and not with his whole heart, as he was still searching for

his inner peace. Being born to enlighten world with peace and contentment, Siddharth always got attracted towards philosophy and wisdom path instead of ruling and reigning. The three palaces built up for royal prince featured all majestic placates and amenities and there were even special arrangements for martial arts to make him strong enough to fight battles in his regal time and education required to make him the most successful king of his dynasty.

We are shaped by our thoughts; we become what we think. When the mind is pure, joy follows like a shadow that never leaves.

A Ray of Hope for gratification – Journey of Siddhartha Being Buddha

Though in his early life, Siddharth was enjoying his being royal prince in his reign but the real meaning to his birth established at the age of 29 years. Once Siddharth was on the tour of his state wherein he saw an old person struggling his days of life which enlightened his soul to salvage in the path of monk in the spiritual world of meditation.

It was the awakening of Prince Siddhartha for peace and contentment what gave laid to the occurrence of Buddhism which has now spread as religion for peace, wisdom and divineness for those who are no more cohorts of Vedic rituals. It was during 6th century BC when Prince Siddhartha was on his tour to his princely state where he got to see a man at the last stages of his life, pleading for death due to severe ailments he had and it was this pain, sorrow and desire to life which blown Prince's mind. It was the contrasting reality of life what Prince got to see and experience out of his life till date and that reality what he saw in that old man's sufferings. Thus, all of this brought him to the conclusion that all what he is living is temporary and will last shorter and life is beyond all lavish and luxury tangible things, and it is the inner peace that awakens our soul and leads us to real sense of life. This was the turning point of his life and to world, when he decided to leave everything behind and walk on the path of Nirvana. In the very next morning, Prince Siddhartha left his kingdom and his family to the path of salvation and as it was predicted by a soothsayer that he is born to be a renouncer, he found meaning to his life

SARNATH

After attaining enlightenment and realizing worth of life, Buddha came to Sarnath which became his first place to deliver Sermon. It is also believed that Buddha came Sarnath in search of five of his companions who discarded him as he found them deviated from self-mortification. In Sarnath, it was the deer park wherein Gautam Buddha taught Dharma and it was Sarnath where through the enlightenment of Kondanna, the Buddhism came into existence. His first sermon of Sarnath was set in the motion of the Wheel of Law known as Maha-Dharmachakra Pravartan. And it was Emperor Ashoka during 232 BC who erected the world renowned Sarnath Stupa in the name of Buddha to spread message of love and compassion. This trail of Buddha trail comprises of ruins of Ashok erected Stupa, The museum and Buddha temple.

How to Reach:

The most convenient modes to reach to Sarnath can be best commuted from the India's first civilized town Varanasi which is only 22 Kms from the town.



By Air: the nearest Airport to Sarnath is Varanasi at a distance of only 29 Kms and directly well connected to cities like Delhi, Agra, Mumbai, Kolkata, Bhubaneswar and Kathmandu.



By Rail: Varanasi is a most crowded railway network in the nation being major tourist destination. Varanasi Cantonment and Mughal Sarai are important rail junctions connecting tourists to Sarnath.

By Road: As spoken, Sarnath is well connected to Varanasi and Varanasi is well connected to all four points of nation and international border of Kathmandu.



Path of Admiration and Niravana



Thaye Dorje
His Holiness the 17th Gyalwa, Karmapa

“In terms of a practical way of engaging with this, we have to think of all sentient beings, and it starts with all those that are near or close to us. In a way it is helpful, practical, and much more effective to begin like this, to focus on the nearest individuals.

Afterwards, by continuing,

persisting and putting effort into maintaining that attitude, engaging in supporting others becomes easier. I think that the benefit is not only for now, not only for the moment, but it brings peace and meaning in one's life, and at all times. Generosity, patience, ethics, effort, as well as meditation - all five of these

are like a friend.

They are the skillful means to generate happiness, compassion and loving-kindness. When these five skillful means are combined with wisdom, then one will be able to bring forth all of the wonderful qualities of the enlightened being.”

Health is the greatest gift, contentment the greatest wealth, faithfulness the best relationship.

Kushinagar

Kushinagar is the third phase of the epic Buddha Trail where Lord Buddha attained his destination and last chapter of living being ended. Kushinagar is worth of all admiration and homage to be paid to epic Lord Buddha who gave this world the right path of wisdom, enlightenment and gratification towards mutual love, harmony and satisfaction in self love, self esteem. It is a place near the River Hiranyavati where Lord was cremated at the Ramabhar Stupa. In the Mallah Kingdom, people hailed multiple stupas and viharas which signaled their prosperity. It was 543 BC, full moon night of Magh Month when the Lord delivered his last lecture to the Buddhist sangha and made the announced that he soon will the mortal world. Kushinagar constituted major artifacts and structures of Buddhism which even symbolizes a sacred connection of Buddhism with that of Viharas, Chaityas, Temples and Tibetan Monastaries.

How to Reach:



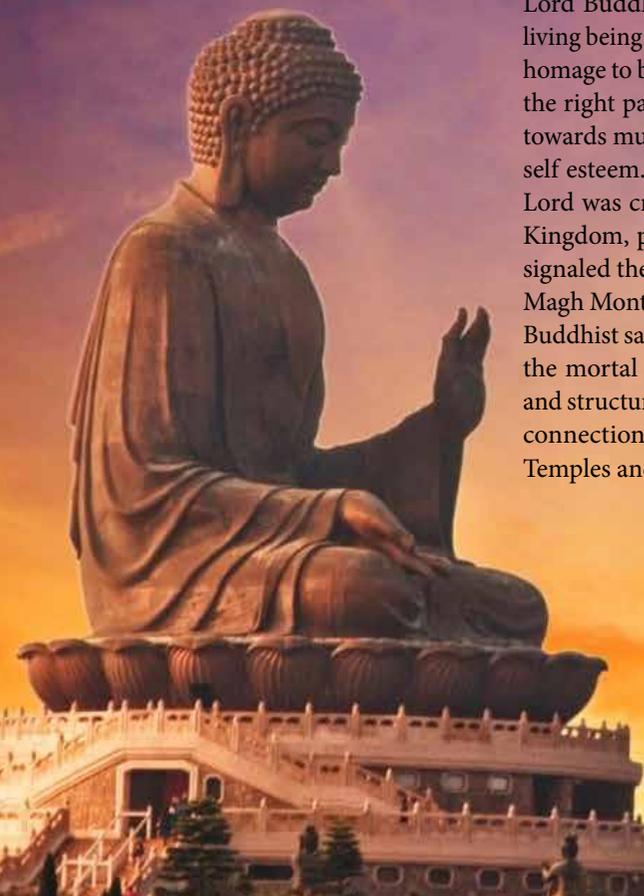
By Air: Gorakhpur is the nearest airport which is at a distance of 44 kms from nirvana land of kushinagar. Apart from gorakhpur, people can opt for lucknow and varanasi airport which are at a distance of 252 kms and 286 kms respectively.



By Rail: The nearest railway station is Gorakhpur at a distance of linking to all major railway networks and junctions in the country.



By Road: The best route to opt for road travel to Kushinagar would be NH 28.

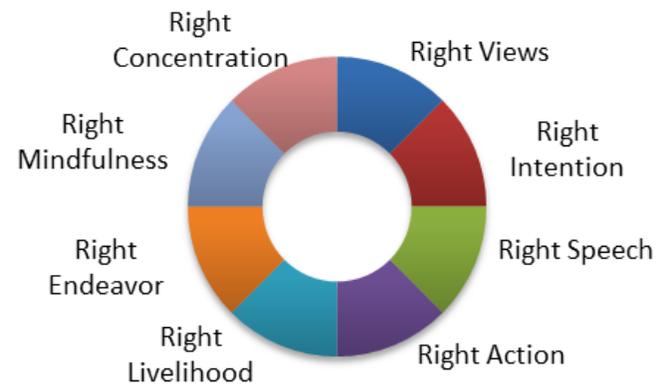


Buddhism – Source to attain Awakening and Contentment

It was a Bodhi Tree under which Siddhartha found his values and worth of living. He got inspired with several preachings and went on severe and tougher renunciation under that bodhi tree until the time of near-starvation as he sat down there and meditated. Under the bodhi tree, Siddhartha has given birth to Buddha who was the key driver towards a new ray of hope and gratification in world. This was the morning; he attained Nirvana (enlightenment) realizing the true answers for all those pains, griefs, sorrows and disappointments which he had seen during his ruling times and were making him afar to his real happiness and satisfaction. Once, Buddha attained that enlightened source, he started preaching others about the reasons of sorrows, pains and the disappointment that comes only for the search of happiness. It was his belief that it is the hunt of happiness what drags us to more of a desire attaining it and more of the mirage created for its accomplishment but alas, it is only the pain at last which we get in lieu of our hundreds of trial and efforts of holding that happiness.

You, yourself, as much as anybody in the entire universe, deserve your love and affection.

The Eight Fold Path



The Quintessence of Factual Articulatory

The practice of mindfulness is one of the main practices which was introduced by the Lord Buddha, and this is surely an amazing and very skillful method. Without it, it is not possible for any person living in this materialistic world to be able to keep a track of the positive actions or accumulations we have made yesterday or the day before. And then not knowing what is what, not knowing how to differentiate, it really makes things more and more complicated. So therefore, with the practice of mindfulness only, one will be able to actually identify, and truly see things as they are. The lineage of Buddhism is alive in the non-violence, peace, harmony and compassion of one and all. With the knowledge about real peace of world, Lord Buddha underwent for Samadhi and left his body and enlightened his soul for eternity. Health is the greatest gift, contentment the greatest

wealth, faithfulness the best relationship.

Bodhgaya

During the enlightenment period, it was the quest and anxiety of Lord Buddha while travelling which brought him to the Bodhgaya wherein he left his footprints. Bodhgaya is situated onto the banks of river Phalgu which makes this sacred place more serene and tranquil. It is popular especially for the Bodhi Tree under whose shade Gautam Buddha attained wisdom of his supreme soul power. It was almost 2500 years but still the serenity of the place makes it a perfect path for the meditation and attaining soul wisdom. The serenity makes the soul become subconscious.

The magnificent Mahabodhi Temple of the Bodhgaya and it is said that the tree standing in

the premises still contains the original sapling. The architecture of the temple is a perfect blend India's heritage and culture alike the other Gupta dynasty architecture.

How to Reach:



By Air: The nearest airport to the temple is Gaya which is just 7 Kilometers.



By Rail: The nearest railway station to the temple is just 16 Kilometres.



By Road: The Mahabodhi Temple is well connected to Gaya, Capital City Patna is 105 Kms and Varanasi is 243 Kms.

Wine Pairs with Portugal

Visit Portugal promoted Portuguese Wine Tourism at Prowine Exhibition in Mumbai

Visit Portugal made its successful participation in the Prowine Exhibition in Mumbai' 2022 on 17th and 18th October. 12 of the best wineries from Portugal took part in the event as a representing Wines of Portugal and CAP (The Confederation of Portuguese Farmers). The country was highlighted as the only destination associating wine and wine tourism at Portugal pavilion, which featured some of the country's incredible wines. The event was graced by the presence of H.E. Mr. Carlos Pereira Marques, the Portuguese Ambassador to India.

The event kicked off on October 17 with a fantastic presentation on 14 Portuguese wine regions and the uniqueness of Portugal as a wine tourism destination by the Sommelier Ricardo Dias, also Director of Turismo de Portugal School of Hospitality and Tourism of Portalegre. (Turismo de Portugal Network of Tourism Schools). During the Masterclass, a very special wine tasting with the distinctive Ameal Loureiro-Quinta do Ameal from Herdade do Esporão, was offered to the audience.

Visit Portugal also invite a selected number of high-end, niche and important trade partners to the Portugal pavilion in order to introduce them to the unique Portuguese wine varieties and offer them the opportunity to interact directly with wineries including AdegaCooperativa e Regional de Monção, AdegaCooperativa da Vermelha, Casa Relvas, CASA SANTOS LIMA - COMPANHIA DAS VINHAS, S.A. Caves Campelo, FALUA - Wines from Portugal, João Portugal Ramos, Manuel Costa e Filhos, Lda, Quinta das Arcas, Quinta da Raza, Santos & Seixo Wine Export and Viniverde - Promoção e Comércio de Vinhos Verdes. B2B meetings between the director of Visit Portugal in India, Ms. Claudia Matias, and the trade partners were also organized to increase awareness about Portugal as a wine and leisure destination.

Portugal has a lot to offer. Apart from wine tourism, it is also a haven for



**H.E. Mr. Carlos Pereira Marques,
the Portuguese Ambassador to
India**

India is a significant and valuable source market for us. It's a growing market and it's great to see the diversity of travellers that India have. We intend to do more initiatives in India in the upcoming year to promote the country's beauty among our trade partners. We anticipate seeing significant numbers of Indian tourists in the coming future.

other types of travel, making it the perfect destination for tourists of all ages and interests. In 2021, Portugal also ranked second after Italy in terms of international tourism.

Ms. Claudia mentions "It's wonderful to testify that our approach to promote wine tourism from India to Portugal is accurate. The interest the trade partners demonstrated given that wine tourism in India is still a niche and premium sector, the industry's response has been excellent, and we are extremely grateful for that. It shows that the Indian traveller profile is changing and diversified. Portugal was the second wine tourism destination worldwide, after Italy. In the upcoming year, we intend to take promote more wine tourism initiatives in India supported by our wine tourism platform www.portuguesewinetourism.com .

Australia's new short film invites the world to Come and Say G'day

Tourism Australia has created a live-action short film with CGI animated characters. The short film, G'day, is part of a new global tourism campaign inviting international travellers to Come and Say G'day, and plan and book an Australian adventure of their own.

Directed by acclaimed Australian director, Michael Gracey (The Greatest Showman) and produced by FINCH, G'day the short film shows the unlikely adventure of a plush souvenir kangaroo named Ruby, voiced by beloved Australian actor Rose Byrne, and a toy unicorn, Louie, voiced by actor Will Arnett.

The short film follows Ruby and Louie as they 'break out' of a gift shop on the Great Barrier Reef and take an incredible adventure around Australia, visiting iconic sites including Sydney Harbour, Melbourne's laneways, and stunning natural landscapes like Uluru and Nitmiluk Gorge. Along the way, they explore the magnitude of travel experiences Australia has to offer, connect with Australia's Indigenous cultures, and learn why every great adventure starts with the unmistakably Aussie greeting, "G'day!"

Tourism Australia Managing Director, Phillipa Harrison, said "Come and Say G'day is unashamedly and unmistakably Australian. After a challenging time around the world, our uplifting and joyful campaign will stand out in what is a highly competitive international tourism market."

Ms Harrison, concluded, "Another hero of the campaign is the remake of the Australian classic song Down Under by up-and-coming Australian band King Stingray, who sing in both English and YolŋuMatha, an Indigenous language from northeast Arnhem Land in the Northern Territory."

Brent Anderson, Regional General Manager for South & South East Asia, Tourism Australia comments, "India, among other South and Southeast Asian

(SSEA) markets have been critical in Australia's recovery and I'm really excited to reveal our new campaign to inspire even more Indian travellers to explore Australia. Through Ruby and Louie's adventures, we are inviting travellers to Come and Say G'day - where they can build new authentic connections with friendly Australian locals and communities, our incredible nature, wildlife, islands and beaches, and enjoy our delicious food and drink. We are ready and can't wait to welcome back our valued travellers from India. We are excited to announce that we have Qantas as our major airline partner across multiple markets, including here in India. You might see Ruby hopping on a Qantas plane in the near future."

The multichannel campaign includes new broadcast advertisements (in 60, 30 and 15 second versions), print and high impact Out of Home (OOH) advertising placements, as well as social, digital, and content marketing initiatives. The campaign activity will be further amplified by partnership activity with airlines, State Tourism Organisations, and key distribution partners including Thomas Cook, SOTC, PickYourTrail, Kesari Tours amongst others.

Australia's Indigenous cultures and peoples are at the heart of the story in G'day, and their warmth can be felt throughout. The musical score, written by Australian composers Jonathan Dreyfus and Amy Andersen, features legendary Indigenous Australian musicians including William Barton, Frank Yamma, the Marliya Gondwana Indigenous Girls Choir and Iwiri Choir. Notably, the film features a fresh new cover of the classic Aussie song Down Under, which was produced in collaboration with Men At Work's Colin Hay for the campaign and film

German National Tourist Office organises India Week 2022

Germany, the diverse travel destination, has launched its Autumn/Winter campaign, encouraging travellers to visit, explore, and experience its sustainable and diverse culture. From unspoilt landscapes to authentic cuisine, urban attractions to historical locales, Germany is the ultimate European destination to travel sustainably.

The 'Feel Good' campaign encompasses a plethora of guiding tips highlighting the country's eco initiatives providing conscious travellers with adequate tools and information on reducing their carbon footprint while touring different regions.

With the German Environment Agency having set the goal to reduce greenhouse gas emissions by 65 per cent by 2030, and complete neutrality by 2045, the German National Tourism Board is consistently supporting this goal through various ongoing initiatives with one of them being the 'Feel Good' Campaign.

Under the initiative, states and towns are highlighting their innovative transport solutions, pioneering examples of green architecture, and sprawling parks – all of which ensure an exciting city break that can be enjoyed eco-responsibly. Berlin has an abundance of green hotspots including vegan restaurants and alternative events within the city's urban oasis; Freiburg features a Plusenergy House, which aims to achieve the world's best energy values for buildings and represents the efficiency standards expected in the future. The tranquil Black Forest in Deidesheim has long been known for being a hub for local food produce and handmade crafts, while Celle recently became a certified sustainable destination for its eco-friendly initiatives and practices.

In addition to measuring carbon footprint of both air and car journeys using a CO2 calculator by myclimate.org, the ideal partner for effective climate

protection, travellers can also sponsor carbon offset programmes in various countries around the world. These include providing cooking stoves for people in Kenya, reforestation assistance for Nicaraguan farmers, and much more. This compensation initiative was created to help positively shape the future of the world while making the trip as climate neutral as possible.



Romit Theophilus, Director the German National Tourist Office, India

Germany will continue to position itself as one of the Indian's all-time favourite destinations with easy accessibility and valuable tourism experiences that can cater to all travel desires.

For the Indian market, we will focus on creating awareness and offering eco-friendly and sustainable things to do to promote Germany as a responsible and sustainable tourism destination.

Germany's 'Feel Good' campaign offers the right advice and tips to enjoy sustainability on the move in the country. Not only can travellers reduce their ecological footprint, but they can also calculate their carbon emissions through our CO2 calculator, ensuring their trip is climate neutral and as sustainable as possible.

Jamaica Poised to Generate Record Tourism Earnings of US\$5 Billion in 2023

Jamaica is poised to generate a projected US\$5 billion in earnings from tourism for the 2023 calendar year, based on the current trend in the industry's out-turns, according to Portfolio Minister, Hon. Edmund Bartlett.



Mr. Bartlett says the country is also expected to welcome five million visitors in 2024, one year ahead of the initial target timeline. The Minister was addressing day two of the Jamaica Customer Service Association's (JCSA)

National Customer Service Week (NCSW) and Service Excellence virtual conference.

Mr. Bartlett said the 2023 revenue inflow projection was based on the fact that come the end of 2022, "we are going to pass US\$4 billion [in] earnings", describing this as "a huge achievement... for the industry".

"We are now seeing [over] the last three or four months of reporting, starting in June, where we are exceeding arrivals for 2019. Initially, we had set ourselves the target of having five million visitors [and] earning US\$5 billion over five years. We had set that in 2020 to make it a programme for 2025, [and] we are well down the wicket in that regard," the Minister said.

Mr. Bartlett said the tourism industry is rebounding well from the two-year slump caused by the COVID-19 pandemic and continues to experience growth. The Planning Institute of Jamaica (PIOJ) April to June 2022 Quarterly Report indicates that tourism continues to drive the country's post-COVID-19 economic recovery. The economy grew by 5.7 per cent during the period,

relative to the corresponding period in 2021, with the tourism and hospitality sector contributing substantially.

Data from the PIOJ indicate that the 'Hotels and Restaurants' subsector grew by an estimated 55.4 per cent. The data also show that the average length of stay by stopover visitors has returned to 2019 levels of 7.9 nights, and is moving towards 10 days/nights, according to Mr. Bartlett. The Minister further advised that the average spend per tourist has increased from US\$168 to US\$182 per night.

Consequent on this, Mr. Bartlett pointed out, Jamaica has welcomed 5.1 million and earned US \$5.7 billion, since the industry's reopening in June 2020, following its closure due to the COVID-19 pandemic. The Minister maintained that consequent on the local industry's faster than anticipated recovery, "we now know we can be earning close to US\$200 per night per visitor". The Conference is being held from October 2 to 8 under the theme 'Celebrating Service Excellence: Reigniting a Culture of Care'. It is being staged in collaboration with the Office of the Cabinet.

Central Beach Bazaar

One of Singapore's leading operators of a suite of leisure and lifestyle services, Mount Faber Leisure Group (MFLG), has introduced a brand new attraction - Central Beach Bazaar.

A unique day-to-night carnival beach experience of immersive new sights, scents and sounds at the heart of Sentosa's beaches, Central Beach Bazaar offers a plethora of entertainment and dining experiences for families at a single location.

With Singapore being one of India's most visited tourist destinations, Central Beach Bazaar is perfectly designed to offer a fantastic luxury experience on a budget. As a result, the new offering from MFLG is expected to attract a host of tourists and travellers from India, along with other neighbouring countries.

Besides Sentosa SkyJet, the tallest fountain in Southeast Asia, the carnival beach experience introduces eight vibrant street food concepts at International Food Street, exhilarating simulation rides and carnival games, and entertains guests from day to night with spectacular music and water displays by the Sentosa Musical Fountain and Wings of Time. Located just footsteps away from the Sentosa Express Beach Station, this new destination adds to MFLG's existing attractions, the Good Old Days Food Court & Western Grill and FUN Shop @ Beach Plaza.

F&B vouchers are available for purchase via MFLG's website, and can be redeemed across the kiosks at the International Food Street. Each \$5 voucher comes with a complimentary entry to the Sentosa Musical Fountain & Sentosa SkyJet main viewing gallery.

Mr Buhdy Bok, Managing Director of MFLG, said, "The opening of Central Beach Bazaar is perfectly timed as a nice segue to Sentosa's Jubilee celebrations. As tourists return to Singapore seeking new adventures, and locals look for new leisure experiences, Central Beach Bazaar hopes to fulfill these aspirations



of discovery by providing a vibrant world of endless fun in our carnival-by-the-beach entertainment concept where their senses are invigorated from day to night."

Ms Thien Kwee Eng, Chief Executive Officer, Sentosa Development Corporation, said, "With travel picking up, we are ramping up efforts to welcome more Singaporeans and international guests with a diverse range of offerings. The Central Beach Bazaar will thus inject new vibrancy to Sentosa's beaches, tapping into the unique beachfront setting. Come October, we will also be hosting the Sentosa Food Fest, with the return of GrillFest along Siloso Beach, starting from the Central Beach Bazaar. We look forward to our guests discovering these new experiences on their next visit."

23rd Edition of IIFA Awards

Yas Island Abu Dhabi, Abu Dhabi's leading leisure and entertainment destination, will welcome back the glitz and glamour of the International Indian Film Academy Awards (IIFA) 2023 at Etihad Arena, featuring Bollywood megastars and personalities on 10 and 11 February 2023.

In celebration of the prestigious event, the destination is offering an exceptional IIFA Awards stay package for a truly immersive experience.

Guests can enjoy a spectacular celebration of Indian culture, performance, fashion and style with three packages to choose from on yasisland.com. The Standard package includes a stay at one of Yas Island's leading hotels as well as two Upper Tier A tickets to attend the awards at Etihad Arena, starting at AED 907.5* per package. Guests can also opt for the Premium Package starting at AED 1,567.5*, with Middle Tier B seats closer to the stage, or the Ultimate Package starting at AED 2,467.5*, with Lower Tier B seat right next to the stage. All packages are based on two adults sharing a room as well as two tickets to attend IIFA Awards night - stay dates must include the event date.

As part of the packages, additional experiences can be incorporated into the stay including tickets to the destination's award-winning theme parks - Ferrari

World Abu Dhabi, Yas Waterworld Abu Dhabi, Warner Bros. World™ Abu Dhabi - as well as driving experiences at Yas Marina Circuit and cultural admissions to Qasr Al Watan, Louvre Abu Dhabi and Qasr Al Hosn. For a truly immersive Bollywood experience, guests can opt to attend IIFA Rocks during their stay at the Island, featuring a combination of live music and fashion - additional information on IIFA Rocks will be announced in due course.

Guests staying on the Island during the IIFA Weekend and Awards can enjoy a host of dining opportunities across the destination including on Yas Bay Waterfront, which is the Island's vibrant day-to-night destination and in close proximity to Etihad Arena overlooking the glittering waters of the Arabian Gulf.

To ensure the health and safety of all guests, concertgoers will be requested to show their green status on the Al Hosn app.





Ell Bee



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



ITB ASIA 2022

More than 27,000 business appointments recorded at ITB Asia, MICE Show Asia and Travel Tech Asia 2022

The 15th edition of ITB Asia, Asia's Leading Travel Trade Show, witnessed over 27,000 business appointments and meetings recorded. The success of the first face-to-face ITB Asia since the beginning of the pandemic signals returning confidence that travel industry professionals have in the recovery of the tourism sector in Singapore and the region.

"The positive feedback from all attendees showed us how important personal exchange is after two years of holding a purely digital event. As a leading trade fair for Asia's travel industry, ITB Asia once again provided a unique opportunity and platform for the industry to rebuild, reconnect and give answers to questions about how the MICE industry is making a huge comeback", said **Martin Ecknig, CEO, Messe Berlin**. Stellar line up of industry giants headlined ITB Asia Conference sessions

Under the theme "Go Big & Go Forward: Travel Industry on the Road to Recovery and Growth", ITB Asia 2022 also had a large conference line-up including the co-located MICE Show Asia and Travel Tech Asia. This year's conference sessions ended with over 3950 minutes of high-powered content over 100+ sessions where over 180 leading industry heavyweights and innovators in three conference theatres discussed topics critical to the future of MICE, corporate travel, leisure travel and travel technology. Prominent speakers included senior representatives from Agoda, Amadeus, Corporate Travel Management (CTM), Expedia Group, FCM Travel, IHG Hotels & Resorts (IHG), International SOS, George P Johnson, Marriott International, Saudi Tourism Authority, Travelpoort and many more.

"The successful turnout for the three shows indicates a positive return of MICE events in Asia Pacific as the travel industry gains momentum on the route to recovery", added **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of MICE Show Asia, Travel Tech Asia and ITB Asia**.

The Singapore Tourism Board extends strategic partnership with ITB Asia. Messe Berlin (Singapore), the organiser of the 3-in-1 show, has announced the extension of its milestone partnership with the Singapore Tourism Board (STB) from 2023 to 2025.

The two parties announced at this year's ITB Asia that they have signed a Memorandum of Understanding (MoU) to extend the collaborative partnership for the next three years.

Mr Keith Tan, Chief Executive, Singapore Tourism Board said, "Messe Berlin's commitment to anchor ITB Asia in Singapore for the next three years is testament to Singapore's ability to deliver quality MICE events. We are excited that tourism businesses in Singapore and the region will continue to benefit from the opportunity to forge new partnerships and exchange knowledge and ideas."

The next in-person edition of ITB Asia, MICE Show Asia and Travel Tech Asia will take place from 25 to 27 October 2023 at the Sands Expo and Convention Center, Marina Bay Sands, Singapore.



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



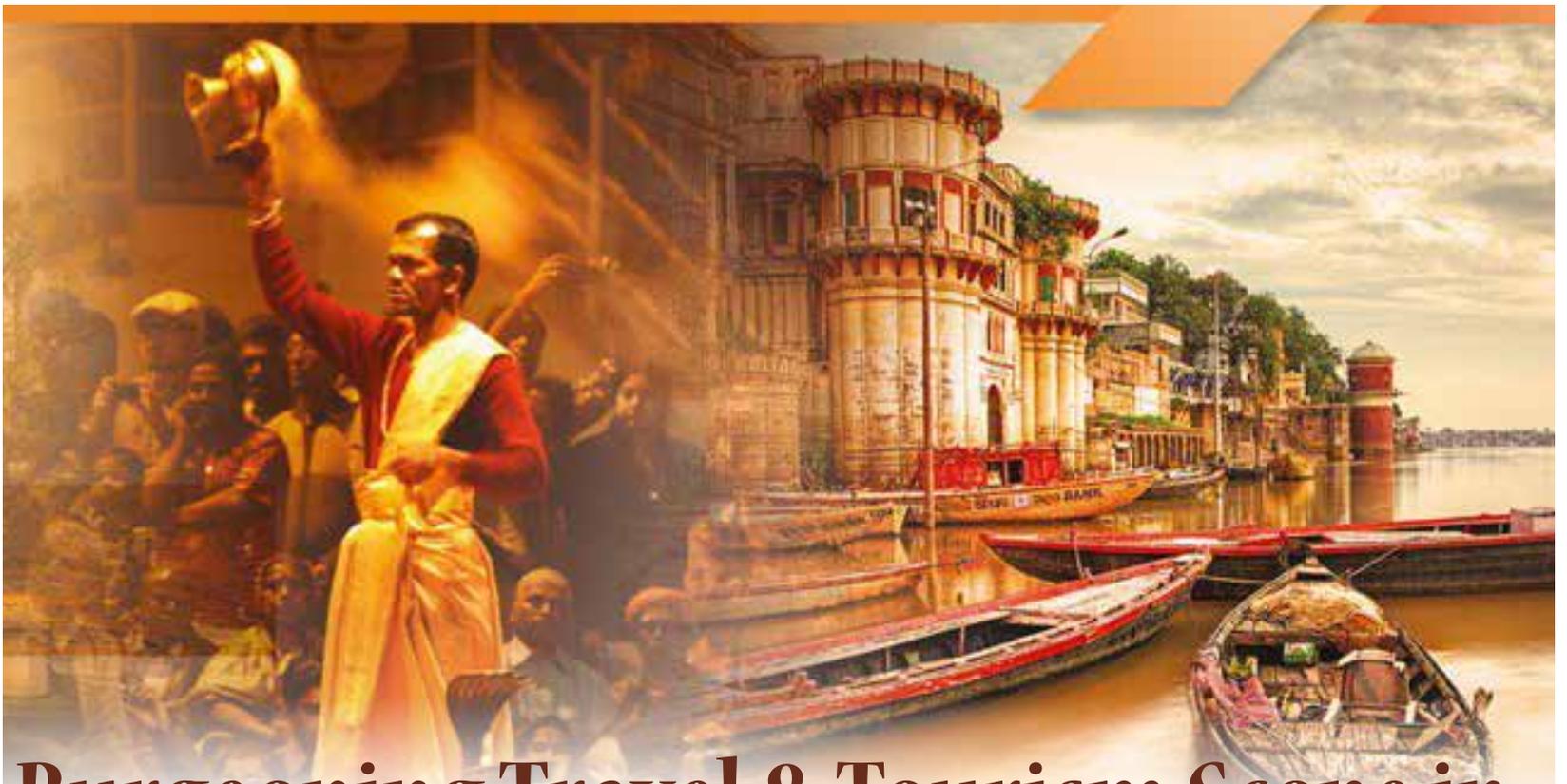
Film-Shoot



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Burgeoning Travel & Tourism Scope in Uttar Pradesh

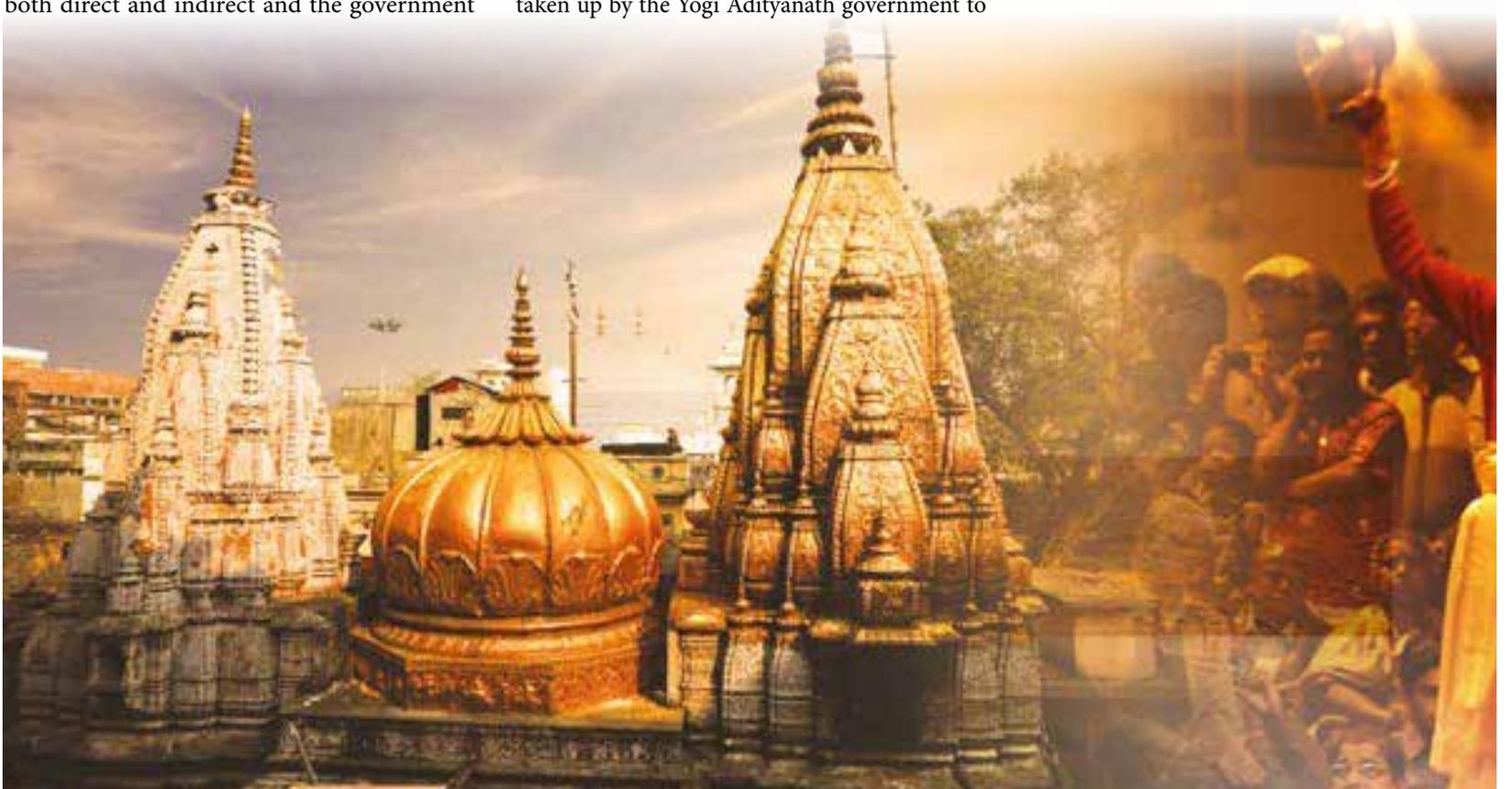
India is a land of marvels where each and every state has a distinct identity of its own owing to its culture, art and regional diversity. This is what makes India rank 7th in the world for tourism which contributes to country's Gross Domestic Product (GDP) approximately Rs. 14 trillion which would be equivalent to 9.8% of India's GDP. Uttar Pradesh which ranks 2nd in terms of tourists influx in the state both domestic and international.

• Tarsh Sharma

The Yogi Adityanath government has understood the importance of tourism and its contribution to the state's economic growth. It will also help in employment generation both direct and indirect and the government

understanding the criticality of the segment has identified tourism as a priority sector. In its efforts to help tourism grow and thrive in the state, strategic and organized initiatives have been taken up by the Yogi Adityanath government to

make the state a major tourist attraction. The state government envisions a new tourism policy for the state, with a focus on establishing Uttar Pradesh as a Brand.



The objective of the policy is to create a long-term, pro-growth and pro-poor ecosystem. The policy is geared toward bold initiatives, attractive incentives and regulatory reforms that will ensure large-scale investment support through private participation, this will also enable valuable partnership between public and private sector and among various sectors for achieving viable and tangible growth in the tourism sector.

The state government's tourism policy is based on inclusive tourism development of the local communities and make optimum use of tourism experiences across vibrant cities, attraction, nature, wildlife, adventure, food, handicrafts (including the promotion of One District, one Product Scheme), heritage, region and culture of Uttar Pradesh.

In this regards, the

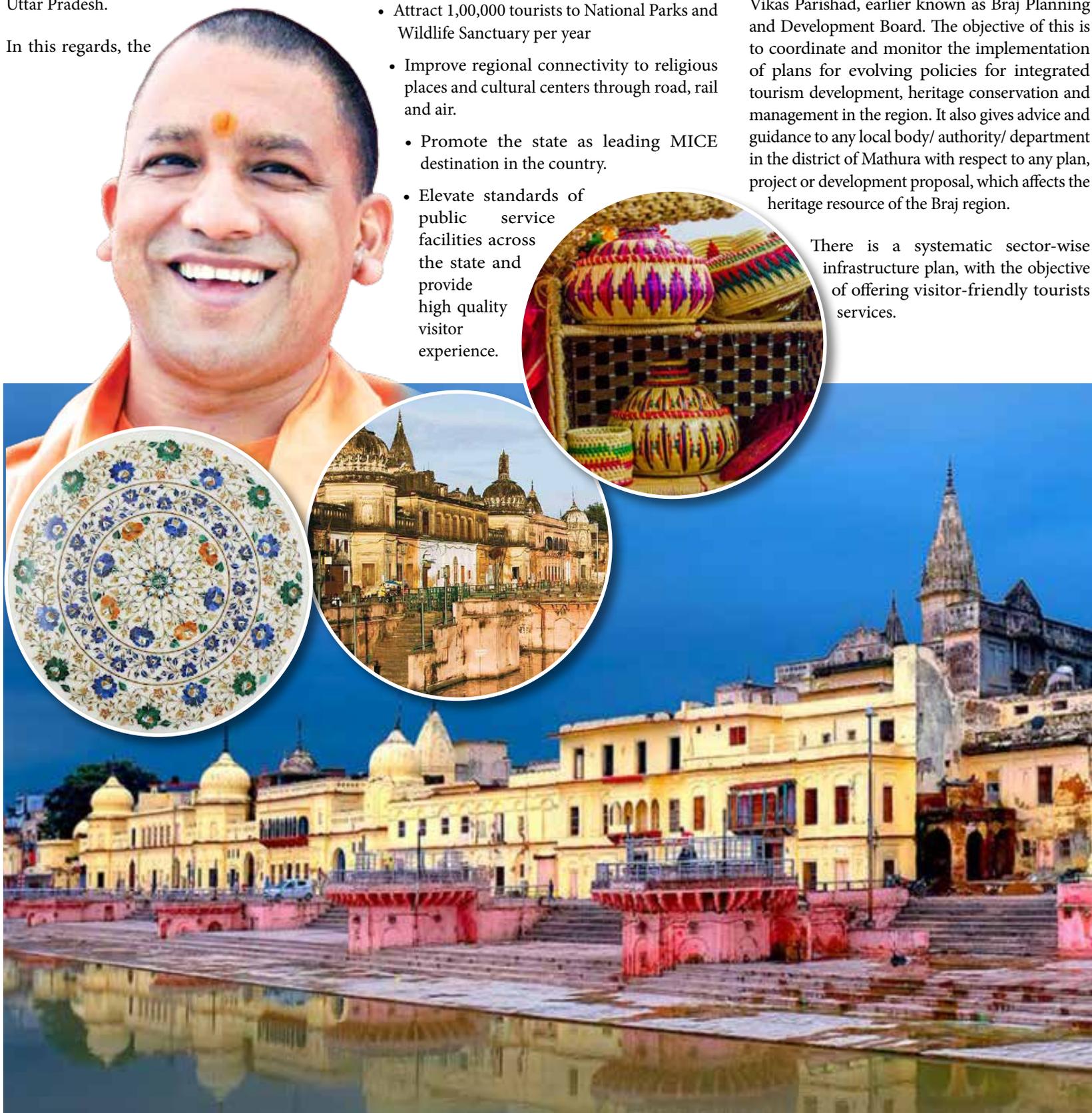
UP government has set some benchmarks, through which it aims to achieve targets like-

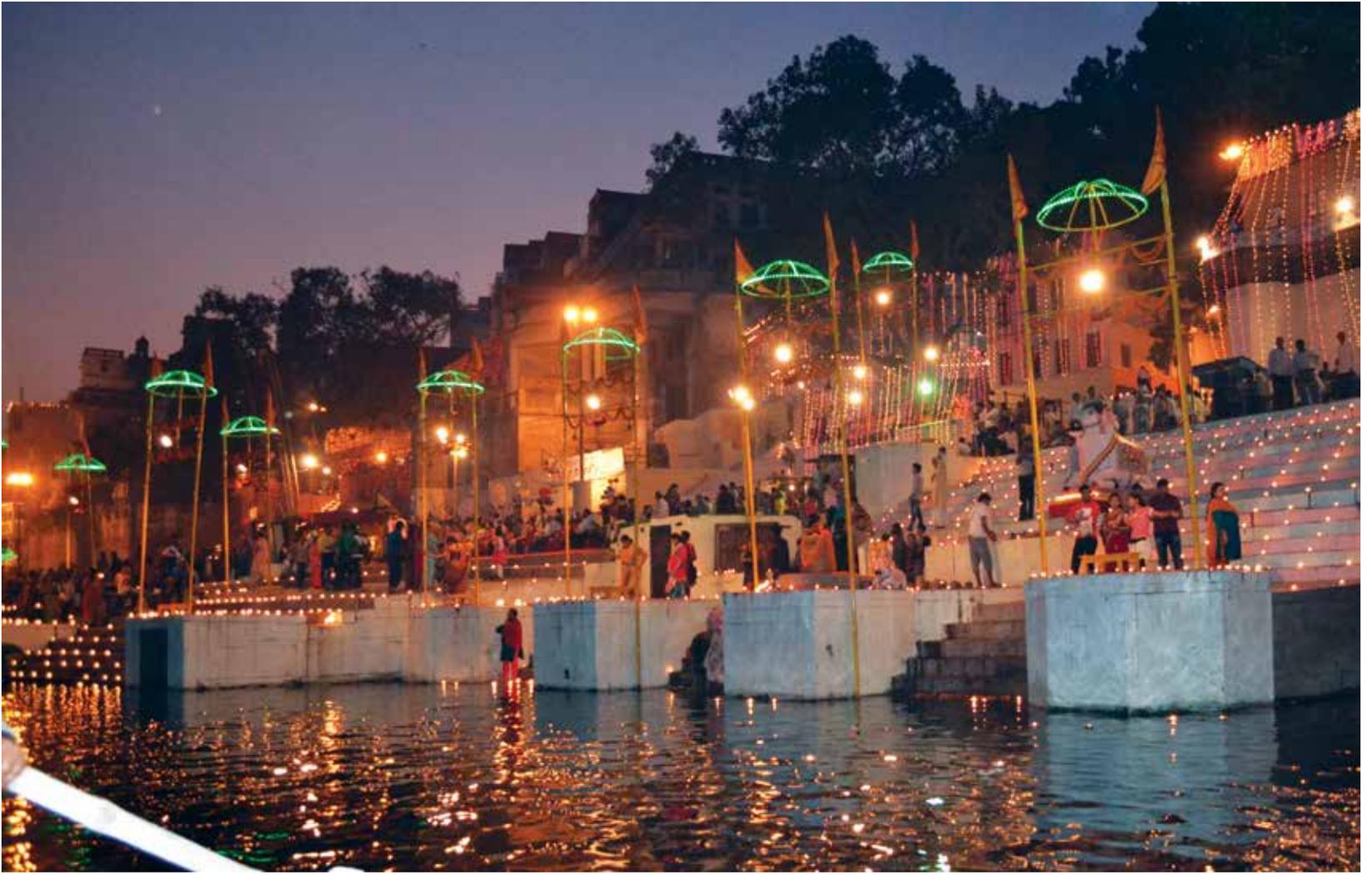
- Become the most preferred tourist destination in the country by 2023
- Achieve an annual increase of domestic tourist by 15% and international tourist by 10%
- Attract investment with a target of about Rs. 5,000 crore per year
- Provide employment to 5,00,000 people of the state per year
- Impart training to 10,000 tourism service providers over the next few years.
- Convert 10 heritage buildings to heritage hotels per year
- Attract 1,00,000 tourists to National Parks and Wildlife Sanctuary per year
- Improve regional connectivity to religious places and cultural centers through road, rail and air.
- Promote the state as leading MICE destination in the country.
- Elevate standards of public service facilities across the state and provide high quality visitor experience.

- Promote local entrepreneurship avenues through execution of tourism events and festivals

The state government taking cognizance has launched certain schemes like World Bank Pro-Poor Project, which is funded by the World Bank and aims to unlock the potential of unique heritage of Uttar Pradesh through pro-poor tourism development for inclusive growth and poverty reduction in asset rich but particularly low-income areas of the state. This scheme will benefit the state's residents and its poor through provision of jobs. It will enhance the management of states unique natural and cultural assets as source of inclusive growth. It will enable private investments and associated job creation opportunities especially for youth and women. The other initiative is Braj Teerath Vikas Parishad, earlier known as Braj Planning and Development Board. The objective of this is to coordinate and monitor the implementation of plans for evolving policies for integrated tourism development, heritage conservation and management in the region. It also gives advice and guidance to any local body/ authority/ department in the district of Mathura with respect to any plan, project or development proposal, which affects the heritage resource of the Braj region.

There is a systematic sector-wise infrastructure plan, with the objective of offering visitor-friendly tourists services.





Spiritual & Religious Tourism

For spiritual engagement and a better understanding of Buddha's life & philosophy, the 'Sound and Light Show' has been launched at Dhamek Stupa, Sarnath with a cost of INR 7.88 crore under the Prasad Scheme of the Ministry of Tourism, Government of India. Under the spiritual circuit of Swadesh Darshan scheme, the 'Sound and Light Show' is already running at the Gorakhnath temple which is based on the spiritual journey of Saint Gorakhnath.

Under the Swadesh Darshan scheme, public convenience facilities, development of pathways, tourist facilitation centre are being developed

in Gorakhnath temple. Development works at Kabir Dhuni/Gorakh Taliya, Shaheed Smarak Chauri Chaura, Ramleela Ground, Munjeshwar Nath Temple are underway. An integrated tourism development plan at Kushinagar is under planning stages on a land parcel of 195 acres of the Department of Culture, which will enable a variety of experiences to the visitors at one place resulting in enhanced stay by the visitor. Under the PRASAD scheme, development of ghats, tourist facilitation centre, temple lighting works is underway in Varanasi. Improvement of the pedestrian walkways is being developed for the convenience of pedestrians.

Tourism development works under the Swadesh Darshan scheme include the development of ghats, tourist facilitation centre, last-mile connectivity, solar lighting, signages, etc for providing better experiences to the tourists visiting Shringverpur. Under the Swadesh Darshan scheme in Ayodhya, street rejuvenation work, improvement of pedestrian streets, multilevel car parking, development of Guptar ghat, tourist shelters at Panchkoshi parikrama and improvement of basic tourism infrastructure facilities is in progress. Special focus is on providing the public amenities to the tourist visiting these places.



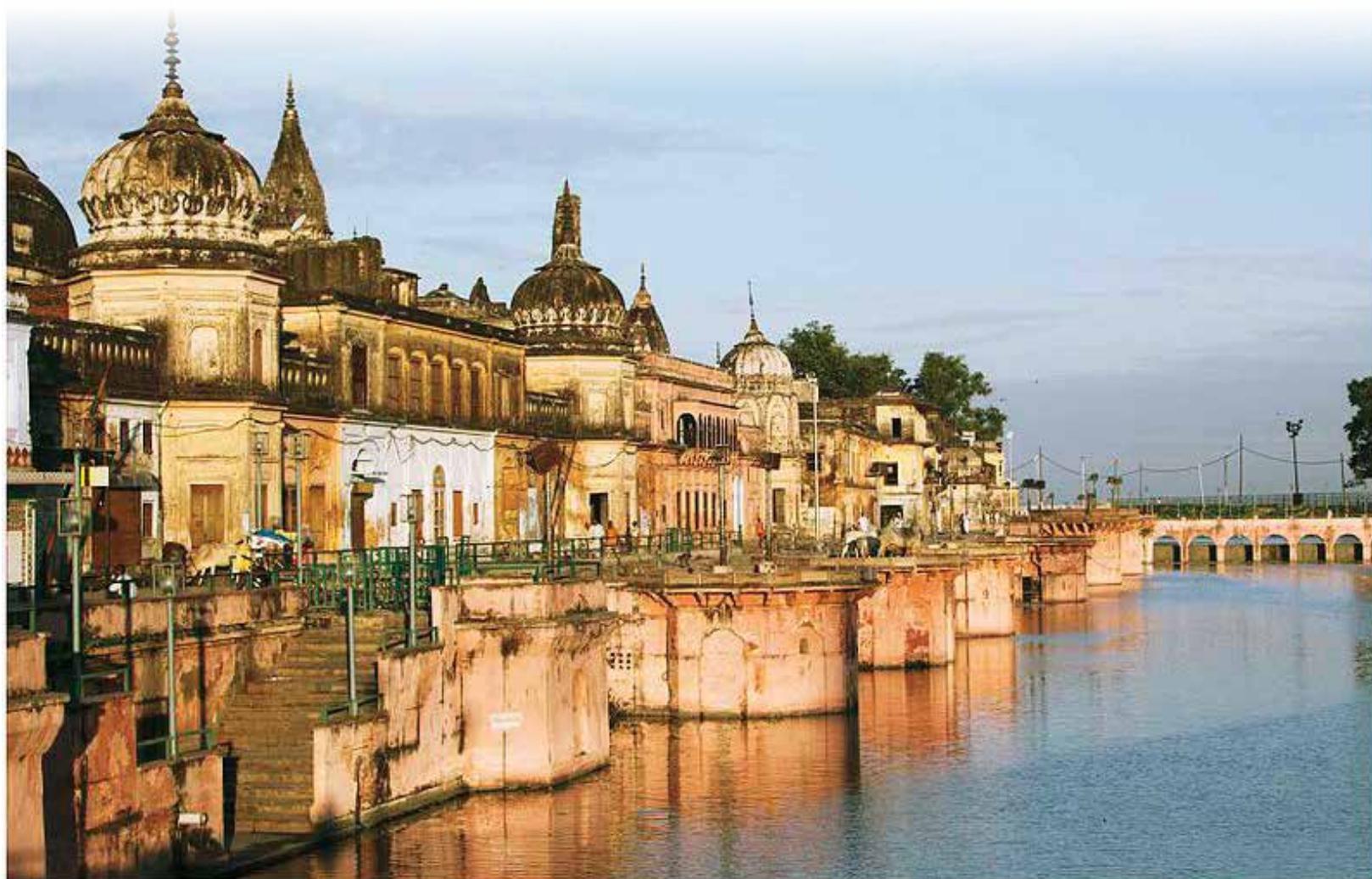


Heritage Tourism

Kumbh which is recognized by UNESCO as the Intangible Cultural Heritage of Humanity, will be promoted extensively in the national and international markets. All UNESCO world heritage sites will be promoted through dedicated marketing

channels, including participation in summits, fairs and roadshows in select countries. The Department will work with architects and Archaeological Survey of India (ASI) to undertake restoration projects of sites at Kushinagar, Kapilvastu, Sarnath,

Shravasti, Agra, Fatehpur Sikri, Barsana, Gokul, Nandgaon, Vrindavan, Goverdhan, Ayodhya, Kashi, Chitrakoot, Vindyalchal, Devipatthan, Tulsipur and other under developed potential tourist sites in state.



Escape

Experiential Tourism

Newer experiences to attract tourists are being conceptualized and implemented, like the 'Digital Ramayana Gallery' at International Ram Katha Museum and 'Art Gallery' is being developed in Ayodhya that will depict the story of Ramayana through holographic projections and newer digital interventions. The 'Sound and Light Show' at Gorakhnath temple and Dhamek Stupa (Sarnath) prove to be a major crowd puller.

Modern cruise facilities have been started at the ghats of Varanasi, which offers 30-minute ride covering different ghats with Audio/Video narration of the related stories of the ghats. Under the Prasad scheme, a 20 meters long cruise vessel with a seating capacity of 100 pax is being introduced from Raj Ghat to Assi Ghat that will have Audio-Visual narrations of temples and ghats. Recently, an MoU was signed with 'Inland Waterways Authority of India' (IWAI) for the operation of RO-Pax that will also be run by the ghats of Varanasi. This would be operated on a revenue-sharing basis between IWAI and Government of Uttar Pradesh.



Eco-Tourism

The Department is planning to set up tented accommodation at various sites in Uttar Pradesh, which will include setting up of deluxe cottages near prominent eco-tourism spots, along with offering local cuisines and showcasing the culture. This will be an opportunity for the visitors to experience the culture, cuisine, and at the same time visit the special eco-tourism spots/wildlife sanctuaries. An MoU has been signed between 'Uttar Pradesh Forest Corporation' and 'Uttar

Pradesh State Tourism Development Corporation, to promote eco-tourism in the state. Nature interpretation centres, nature camps, boating and nature tour programmes will be organised and managed at the centralized level. To create the visibility of the prominent eco-tourism sites/wildlife sanctuary, the Department is planning photoshoot & video-shoot, to disseminate destination information in both the domestic and international market. The Department is also

formulating a strategy for engagement of the local community for the socio-economic upliftment of locals. Bird sanctuaries at Nawabganj, Hastinapur, Sur Sarovar, Ranipur Sanctuary (Banda), Kaimoor Sanctuary (Mirzapur), Samaspur Sanctuary (Rae Bareli), Surha Taal Sanctuary (Ballia) and Patna Sanctuary (Etah) to be promoted. Nature Interpretation Centres, Nature Camps, Boating and Nature Tour Programs, will be organized and managed at centralized level in Lucknow.





Wellness Tourism

The Department will identify specialized centres for AYUSH- Ayurvedic, Yoga and Naturopathy, Unani, Siddha and Homeopathy and will collaborate with them for setting up units in Uttar Pradesh.

The Department is focusing on setting up International Yoga Conclave to promote wellness centres and resorts to draw more traffic in order position Uttar Pradesh as a wellness tourist destination.



Craft, Handloom and Textile Tourism

To promote regional crafts industry of various districts like Moradabad's craft, Bhadohi's carpet, Agra's inlay work and Zardoji, Varanasi's silk, Gorakhpur's Terracotta, Nizamabad and Khurja's pottery and Lucknow's Chikan.

Shilpgram and Shilp Bazaar will be established across the state to promote Uttar Pradesh's rich handicrafts legacy. The Department will develop textile tourism circuits including khadi to promote the indigenous art by linking it to major tourist destinations. The Department will organize thematic fairs and exhibitions to publicize the broad variety of handicrafts. Special visits to handicrafts units has been integrated in the itineraries created by travel agents/tour operators.

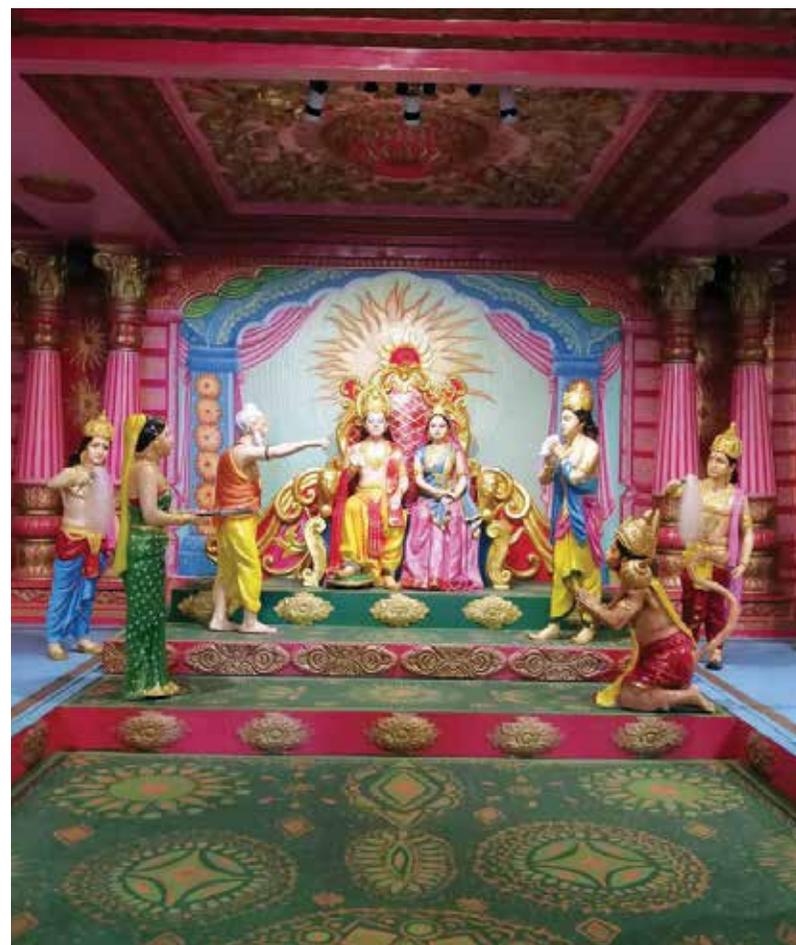
Escape



Rural Tourism

The Government's focus is on developing villages known for special form of handicrafts, music, dance and art will be identified and introduced to the urban and foreign tourists to encourage their stay in the state. This will enable tourists to experience village cuisine, art, culture and lifestyle.

Development of local infrastructure, market linkages (both backward and forward integration) and academic centres will be developed with the help of local communities. The government has established the facilitation office to ease the single window clearances for rural tourism growth.



MICE Tourism

The Government has decided to make special mention of MICE hotels (more than 5,000 sq ft area) in social media and websites to promote these hotels. Initiatives are jointly being undertaken by Department and Industry players to promote UP's business events offerings, conducting of market feasibility studies and bidding activities. The Department will engage and build corporate tie-ups with the companies which organize such meetings and further increase the earnings for the state.

Cultural Tourism

To promote cultural exchanges, the department will release annual calendar for all religious/ cultural events and organize events with the objective to promote tourism and promote Uttar Pradesh as a brand. The Department will form a special task force with experts/consultants to organize cultural events, food festivals and other art based festivals.

Ethiopian Commences Passenger Flight to Bulawayo

Ethiopian Airlines, Africa's leading carrier, has launched a new flight to Bulawayo, Zimbabwe, via Victoria Falls starting from 30 October 2022. Ethiopian has started four weekly flights to Bulawayo, a third destination city in Zimbabwe after Harare and Victoria Falls and a third new destination opened after the pandemic. With the addition of Bulawayo, Ethiopian global destinations reach 131. The new flight will be operated with B787

on Tuesdays, Thursdays, Saturdays and Sundays. Bulawayo, also known as "The City of Kings" is rich in cultural history and is the second largest city in Zimbabwe after the capital, Harare.

Bulawayo is an important trade and tourist hub for travelers from all corners of the world and Ethiopian will provide the best connectivity service along with African flavored hospitality. Ethiopian has been flying to two other cities in Zimbabwe –Harare and Victoria falls, with its first flight to Harare in 1980. The airlines' new flight to Bulawayo is aimed at providing convenient and affordable service to the growing post pandemic business and leisure travelers to and from Bulawayo and the Southern African region.

Bulawayo is the second largest city with the second largest airport in the country. The suitable geographical location, road infrastructure and hotel businesses have made the city a center of tourism. The city also hosts international trade fair where people from different parts of the world gather attracting tourists and business travelers. However, the airport is underutilized with only few carriers operating to Bulawayo. Ethiopian Airlines commencement of flights brings about additional connectivity options with competitive fares for the people of Bulawayo and the southern African region.

Ethiopian Airlines growing connectivity is backing the utilization of the huge potential of the continents tourism industry. The new flight to Bulawayo will add convenience to travelers, thereby activating the trade activities in the industrial hub of southern Africa.



Mesfin Tasew, Ethiopian Airlines Group CEO

We are continually growing our network in Africa to provide affordable and convenient air connectivity and facilitate trade within Africa and beyond. The commencement of flights to Bulawayo is crucial in connecting Southern Africa to the world with our

130 destinations in five continents. We are glad to serve Bulawayo, the industrial hub of Zimbabwe and Southern Africa accelerating trade with our cargo and passenger services. Our flights to multiple cities in a country indicate our solid commitment to serve our customers and support our continent as the best pan African carrier.

flydubai adds second destination in Kyrgyzstan

flydubai, the Dubai-based airline, announced the launch of flights to Osh in Kyrgyzstan from 03 November with a twice-weekly service, becoming the first UAE carrier to operate direct flights from Dubai. The addition of flights to Osh makes it the second point in Kyrgyzstan including the capital, Bishkek.

With the launch of operations to Osh, flydubai expands its network in Central Asia to eight points, providing passengers from the UAE with more options for travel to the region. This includes Almaty and Astana in Kazakhstan, Bishkek and Osh in Kyrgyzstan, Dushanbe in Tajikistan as well as Namangan, Samarkand and Tashkent in Uzbekistan.

Osh is the second-largest city in Kyrgyzstan after Bishkek and has a history spanning more than 3,000 years. The city is located in the Fergana Valley, a densely populated agricultural region which is home to more than 13 million people and is shared with neighbouring countries including Kyrgyzstan, Tajikistan and Uzbekistan.

Commenting on the launch of flights, Jeyhun Efendi, Senior Vice President, Commercial Operations and E-commerce at flydubai, said: "We have seen sustainable demand from the market since we first started operations to Bishkek in 2012 with a twice-weekly service. Today that service has increased to a daily frequency and up to a double-daily during the summer. Our flights to Osh will be a welcomed addition for passengers who now have



Ghaith Al Ghaith, Chief Executive Officer at flydubai

Central Asia continues to be a fast-growing market and we are excited to see our network grow in Kyrgyzstan with the start of operations to Osh, a cultural melting pot with one of the most important and oldest bazaars in the region. flydubai is committed

to enhancing connectivity between different cultures and with a combined frequency of nine weekly flights to the market, we are confident that our new service will reinforce trade and tourism relations between the UAE and Kyrgyzstan.

an easier option to travel to Dubai from an additional point in Kyrgyzstan and enjoy our reliable and enhanced services onboard our young fleet of Boeing 737 aircraft."



JSW's Jindal Vijayanagar Airport Hosts Alliance Air's New Flights

JSW Group's Jindal Vijayanagar Airport in Torangallu, opened its doors to Alliance Air's new flight operations to Hyderabad and Bengaluru, under the Regional Connectivity Scheme (RCS). The Hyderabad flight was flagged-off by Chief Guest Sri. E Tukaram, MLA, Sandur, Guest of Honour Sri. Pavan Kumar Malapati, IAS, Deputy Commissioner, Ballari, Smt Usha Padhee, IAS, Ex-Joint Secretary, Ministry of Civil Aviation and Sri. PK Murugan, President, JSW Steel Vijayanagar & Salem Works, in the presence of officials/guests from the Ballari Administration, Alliance Air and JSW Group. The formal launch of the flight operations was preceded by a ceremonial lamp-lighting ceremony joined by all the dignitaries.

The Prime Minister's UDAN (UdeDeshKaAamNaagrik) scheme has proved to be a convenient travelling option for the people of India. After having realised the noble intentions behind this ambitious UDAN scheme, JSW Group's Jindal Vijayanagar Airport was the first private airport in the country to accommodate flight operations during the launch of the UDAN initiative of the Ministry of Civil Aviation and has handled over one lac passengers in last three years.

Alliance Air is the only airline connecting Vidyanagar (districts of Ballari and Vijayanagar) to Hyderabad and Bengaluru through the Regional Connectivity Scheme (RCS) and is a keen



participant in the Government of India's flagship UDAN initiative. Its new flights will not only be an impetus to the region, but also to the nation at large, in providing affordable and accessible air connectivity to all.

Ballari District and surrounding areas are important business and tourist destinations due to the presence of JSW Steel Ltd. and several other Steel & mining players based in the region. It also harbours Hampi, the seat of the erstwhile Vijayanagar Empire, which today is a marvelled UNESCO World Heritage Site besides Daroji Bear Sanctuary & Interpretation Centre, Sandur Iron-Ore Mines and Ballari Fort to name a few. This new destination connecting Hyderabad to Hampi, Sandur, Ballari and other adjoining areas, will enormously facilitate international tourists and entrepreneurs.

Sri. E Tukaram, MLA, Sandur and Sri. Pavan Kumar Malapati, IAS, Deputy Commissioner, Ballari lauded JSW for hosting its private airport as a partner in the UDAN scheme. They said that the much-needed connectivity will not only add convenience to travel to Hyderabad and Bengaluru but will also significantly reduce travel time.

Sri PK Murugan, President, JSW Steel Vijayanagar & Salem Works said: "JSW is committed towards the fulfilment of the government's noble & welfare schemes. JSW shall not shy away from extending its regular support to the government for any airport-related operations. Hyderabad and Bengaluru cities being important destinations for people in the region, these flights will ease the lives of the people of Kalyan-Karnataka & Kittur-Karnataka Region and will further improve the connectivity to the state capital." Sri Murugan thanked the Ministry of Civil Aviation and the Government of Karnataka for extending their earnest support and guidance.

Jindal Vijayanagar Airport today is a state-of-the-art airport. To further strengthen the existing facility, JSW group has invested Rs.48 crores in the last three years for airport expansion and the upgrading of its runway. In addition, Rs. 12 crores are also being invested to improve the passenger terminal facilities and safety initiatives, slated to complete in the next 6- 8 months.

Easily booking tickets with Vietjet from now on

From now on people and tourists from Kazakhstan and Vietnam can travel easily when Vietjet's first route connecting the coastal city of Nha Trang to Almaty, Kazakhstan officially launches.

With just over 9 hours of direct flight per leg, 2 return flights per week, Vietjet's new route offers an unprecedented convenient flight option between the coastal city Nha Trang and Almaty, the largest economic center of Kazakhstan.

Passengers flying with Vietjet will experience the A330 wide-body aircraft, along with modern utility products and services with a variety of tickets classes including SkyBoss Business,

SkyBoss, Deluxe, Eco and a menu of fresh & hot meals representing the world's famous cuisines, soft leather seats, health care products with friendly and professional cabin crews and especially enjoy special artistic performances right on the aircraft at altitude 10,000 meters.

With many promotional programs offered continuously attractive fares, passengers can easily book tickets at website www.vietjetair.com, on Vietjet Air mobile app or at Vietjet official agents or booking offices worldwide. Especially, passengers can enjoy free payment fees when booking and paying through Vietjet SkyClub.

The route connecting Nha Trang and Almaty offers the opportunity to discover Almaty, the economic center and famous tourist destination of Kazakhstan, experience the serenity of the plains, the majestic space of the mountains or the modern life's rhythm along with unique cultural and artistic space of the city. At the same time, bringing international tourists to the beautiful coastal city of Nha Trang, where the climate is mild and sunny, the long and worldwide famous coastline together with the friendliness and hospitality of the local people.



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Journey of Romance

Honeymoon - A fantasy journey to destinations whose very names mean romance.

• **Vedika Sharma**

A honeymoon trip has to be a perfect blend of rejuvenation and fun activities to enjoy with your loved one, accompanied by a luxurious and comfortable stay.

Cuddle by the fire at a mountain retreat, enjoy grand sunsets together, savor a gourmet meal and pamper yourselves with a massage at these hotels that will surely make you and your partner swoon!

The hotel industry is so vast that many hotels do not fit into a single well-defined category. Industry can be classified in various ways, based on location, size of property etc. Honeymooners as a consumer could choose the type of hotel for them to stay in their honeymoon. They can choose to stay whether in a city hotel, resort, large hotel, small hotel, upscale, midscale, budget hotel, theme hotel, and

many more.

However, wherever you choose the hotel to stay, there must be the reason behind why they choose a particular hotel. Whether you are looking for a secluded romantic retreat, a cozy honeymoon or a lavish romantic vacation, these most romantic hotels in the world will definitely rev up the romance in your life.





Ayada Maldives

Ayada Maldives is a luxury resort located within the southern rim of the Gaafu Dhaalu Atoll in the southern Maldives. The island occupies 15 hectares and features indigenous vegetation with uninterrupted views of Maldivian landscape and the Indian Ocean.

Honeymoon at Ayada can truly be exquisite; the remote location of Ayada is ideal for couples and allows the guests to enjoy varied romantic

experiences to create a memorable holiday in the Maldivian paradise.

Ayada Maldives offers romantic packages and experiences ensuring a perfect holiday for couples celebrating honeymoon. One can take a private sunset cruise around the island, enjoy a romantic dinner on the beach or relax during an hour couple's spa treatment at the award-winning AySpa.

Ayada offers complete privacy to the honeymooners. One can start the morning with their beloved in the villa's private pool enjoying a romantic floating tray breakfast with a view. Newlyweds can also plan excursions from the resort to nearby islands during the day. Ayada offers the deserted island picnics for a romantic Robinson Crusoe experience or sail out in a Romantic Sunset Cruise experience.



Hospitality



Banyan Tree Samui

A Overlooking the azure waters of the Gulf of Thailand, Banyan Tree Samui is nestled amid the lush jungle of a private bay and presents an ideal choice for honeymooners.

Couples can choose to unwind in the comfort of their pool villa, amuse their palate with the culinary adventures provided from our dining outlets – including the exclusive Destination Dining experience in a secluded beachside setting, partake

in a range of recreational activities such as yoga classes or a guided snorkeling tour of our house reef, indulge in the tender touch of the therapists at the award-winning Banyan Tree Spa Samui, soak away their stress in The Rainforest – our hydrotherapy wellness facility, or create a true sanctuary for the senses with our specially-prepared Intimate Moments turndown arrangement for their villa.

Beyond the secluded haven of the resort, lies an

abundance of excursion options including a variety of cultural attractions as well as the idyllic natural beauty of Samui's jungles and the breathtaking beaches. Our private speedboat, Sense of the Sea, provides an ideal option for a day on the water taking in the coastal scenery of the Gulf of Thailand.

For newlyweds seeking comfort or adventure, tropical splendor awaits at Banyan Tree Samui.





Kingsbury Hotel

The Kingsbury Hotel is located in the heart of Colombo featuring stunning views of Sri Lanka's iconic Galleface Green. The hotel boasts a collection of varied cuisine from its outlets - The Kings, Yue Chuan, Harbour Court, Honey Beach Club, The Gourmet Station, The Grill and The Ocean. The Kingsbury High Tea is legendary with a wide spread of delicacies. Since its inception, The Kingsbury has consistently catered to the diverse needs of customers. As the newest offering, the award winning Singaporean

dining and entertainment brand CÉ LA VI has arrived in Colombo to embellish The Kingsbury rooftop as it takes entertainment and nightlife to a new pinnacle. The Kingsbury has earned global accolades including Regional Winner Luxury Business Hotel in South Asia and Best Luxury Business Hotel in Sri Lanka.

Experience the bustling metropolis as newlyweds when you stay at one of the most preferred honeymoon hotels in Colombo. Enjoy a candlelit dinner or indulge in a variety of activities as you

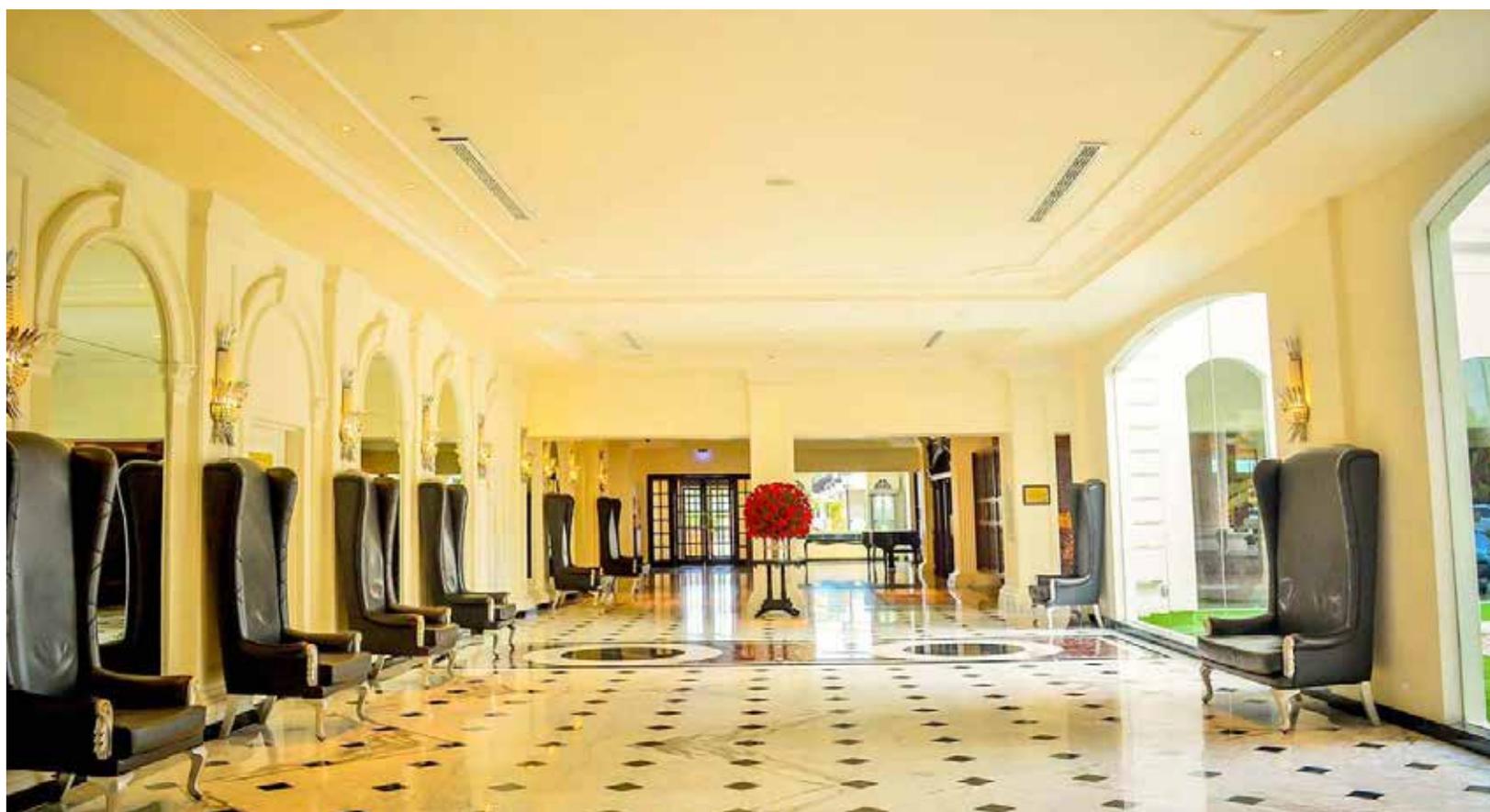
begin your lives together.

Private Dining- Indulge in amazing cuisine in complete privacy

Romantic Suites for Two- Luxury dwellings for newlyweds

Fairy Tale Experiences- Breakfast in bed or high-tea; the choice is yours

Location- A myriad of experiences awaits you





Banyan Tree Vabbinfaru, Maldives

Amazing turquoise waters, soft white sand, swaying coconut trees and beautiful tropical flowers that's what first comes in mind with the name of the hotel Banyan Tree Vabbinfaru, Maldives. Banyan Tree Vabbinfaru resort in the North Male Atoll is the perfect spot for honeymooners. Surrounded by the Indian Ocean, couples can enjoy peace and togetherness, while we take care of everything else with our signature hospitality. It's a once in a lifetime experience that you will want to reprise – again and again.

There's no better place for honeymoon romance than the Maldives. Enjoy that special time together, when you have gone from being a couple to becoming a family unit. Celebrate the paths that brought you together, as you prepare for a life together. Take romantic strolls amongst the palm trees, have a beach side dinner, and enjoy the intimate private pool setting at Banyan Tree Vabbinfaru.

With endless stretches of beautiful beaches and an abundance of vibrant marine life, be enchanted by this ocean lover's paradise at Banyan Tree Vabbinfaru.

Banyan Tree Vabbinfaru offers varied romantic activities to create a gorgeous honeymoon experiences for the newlyweds:

1. **SANDBANK DINING:** Dine on an intimate sandbank and enjoy a delicious spread of continental, Asian or Maldivian dishes to please the most discerning of palates. With discreetly attentive service to ensure your every need is met, enjoy your meal on a private island.
2. **SIAM MASSAGE ON THE BEACH:** Performed on the shores of the tranquil atoll beach, our professional therapists will pamper and indulge you and your partner with relaxing Thai massage techniques of palming and thumbing.
3. **SHARKPOINT DINNER:** Sharkpoint Dinner is a memorable private dining experience. Couples can dine on the beach and enjoy the refreshing sea breeze while feasting on a gloriously cooked meal.
4. **SNORKELLING:** Explore the amazing underwater world with your partner. Admire the vast coral reefs teeming with exotic sea creatures including reef sharks, stingrays and turtles.

5. **ROMANTIC BEACH BBQ DINNER:** An exquisitely set table under the stars, candlelight and the tangy scent of sea breeze. Indulge in freshly cooked seafood and steaks perfectly complemented with chilled wine and enjoy an intimate conversation with your beloved.
6. **CULINARY DEMONSTRATIONS FOR COUPLES:** Overlooking the sea and shaded by palm trees, the couples can enjoy a scrumptious Maldivian meal and take part in a culinary demonstration conducted by our Sous chef.
7. **WATER SPORTS:** For the adrenalin-seeking couples, enjoy a wide array of exciting water sports activities, from wakeboarding, water-skiing to catamaran sailing. With the wind in your sails, take a guided catamaran excursion for an exhilarating sandbank tour or a sunset sail, or even take on the challenge yourself after a private lesson with our instructors.
8. **SUNSET CRUISE:** Cruise through the lagoon on a traditional Maldivian dhoni as the sky explodes with the colours of the sunset, while you and your loved one sip champagne.





EXPLORE Australia

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3N SYDNEY, 2N MELBOURNE, 3N GOLD COAST

PACKAGE 02

A\$1550 10D 9N

3N SYDNEY, 3N CAIRNS, 3N GOLD COAST

PACKAGE 03

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An Enterprise called LORDS HOTELS & RESORTS!!

The prolific journey of Mr. Pushpendra Bansal, COO, Lords Hotels & Resorts.

• **Vedika Sharma**

Mr. Pushpendra Bansal, a hospitality stalwart is a civil engineer by profession, who expanded his family business in construction, executing projects for L&T, ONGC, ESSAR, Food Corporation of India, Indian Railways, and many more.

Later, he moved to the USA in 2003 and it was there that he acquired hotels, motels, and resorts of reputed brands like Howard Johnson and Comfort Inn among others. He had a passion to give back to his homeland and ventured into the mid-segment hotel business in India. In due course of time, Lords Hotels and Resorts was formed. Now, a preferred choice of traveller's, whether for business or leisure. Lords has constantly strived for excellence, by providing exhilarating hospitality to its guests. The confluence of traditional values and modern hospitality makes Lord's group extraordinary.

The actual journey began in 1990 when accidentally he became the owner of an under-construction Hotel in Surat. This was not the best period for the hospitality industry, as the country was going through turmoil. Surat in particular faced floods, and plague. The business had come to a standstill. In spite of such a challenging situation, Mr. Pushpendra Bansal completed the hotel in 1998 and tied up with Carlson to manage the hotel.

In 2001, he shifted base to the USA, where he owned and operated Harvard Johnson, Best Western, and Holiday Inn hotels. He Learned a lot about hotel operations and management. Underwent hotel management courses from Cendant now called Wyndham. The time spent in the USA made him think of coming back home to India and giving back his hospitality services to his fellow countrymen.

In 2007, Lords Hotels and Resorts was formed with two owned hotels and other hotels in the construction stage. A new era in hospitality had begun.

It has indeed been a long journey and now he is an accomplished hotelier, operating 42 hotels and 15 more in various stages of completion. His dream is to be the largest mid segment market chain, operator.

What are the highlights of your business?

Coupled with our "Guest First" sensibility, we at Lords also believe that even in the new era of hospitality, the old charm still works. Our long-term relationship with the guest is the key element of our philosophy. Lords offer luxurious accommodations at "True value" prices for our guests as cater to business, religious, and leisure travellers. A warm Ambiance and an array of memorable touches served by a team of dedicated professionals to make the guest stay more memorable.

At Lords Hotels we make available state of art facilities in terms of infrastructure, standards, operating systems, and services, giving the organization a definitive edge over the others and ensuring that every Lord's hotel is contemporary and highly efficient by mixing global standards with local flavours.

What are your expansion plans?

We are One of the fastest-growing mid-segment hotel chains in India and Nepal, Lords Hotels & Resorts has become an eminent name within a decade of its inception. As I stated before, we at Lords have always been exploring new territories to expand our growth in the Industry; and intend to do it in leaps and bounds. There are many more destinations to be explored and presented to enhance guest experiences. Our immediate expansion plan is to take the brand international with opportunities coming up in Southeast Asia, Africa, the Middle East, and the USA. In India, we are strengthening our presence in Key metro cities, besides expanding very rapidly in



North-eastern states.

How do you look at competition?

Competitions are always healthy. The more competition, the more fun to do business, and it challenges one's own strength. We welcome and learn from competitors, and the challenges increase your own output in a positive way.

What are your views on the industry? How do you foresee the future?

After the pandemic turmoil, our industry has bounced back tremendously. This is the best time for hotels after a long time, Occupancies and room rates have seen a tremendous increase. We are very optimistic that this trend will continue in the future.

What challenges did you face in the year 2022 and what are your expectations from the upcoming year 2023?

Our industry is facing many challenges as it evolves out of the covid era. Global factors, leading to an increase in energy cost, and inflation, is also affecting our industry. Inbound travel has considerably reduced. Another challenge being faced by our industry is rising manpower costs and employee retention.

We are hopeful that in the coming days the government will come out with more friendly incentives for the hospitality industry, and rationalize the taxes, licenses, and other norms.

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Ayurveda Secret!

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

• Tarsh Sharma

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

circulation.

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

Metals

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





health benefits.

Gold

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

Silver

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

Copper

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

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

Gem Stones – 9 Navaratna

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

Ruby - Sun

The light red color ruby gemstone (Manik Stone in Hindi) represents the planet Sun. And, it is being said that this gemstone occupies the magical

powers of the sun and encourages removing or healing serious health diseases. The Sun ruled ruby gemstone curbs the serious health diseases with the assistance of effective rays of the Sun and brings prosperity.

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

Pearl - Moon

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

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

Yellow sapphire - Jupiter

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

Where to wear - On the index finger.

Red Coral – Mars

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



Bling Factor

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

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

Emerald – Mercury

Emeralds are associated with the planet Mercury, which corresponds to intellect, speech, memory,

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

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

Diamond – Venus

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

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





Blue Sapphire – Saturn

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

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

Hessonite – The Ascending Lunar Node

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

Gomed helps to boost concentration, focus and gives clear direction to help achieve goals. Therefore, it is quite beneficial for students and people who are working in the field of research. Hessonite provides professional progress and enhances one's social & financial status. It helps improve the health of the wearer and cures ailments like epilepsy, allergies, infections of the eye & sinus, haemorrhoids and palpitation of the heart. It also helps in healing diseases like cancer, varicose veins, boils, leprosy, clumsiness, intestinal issues, fatigue, blood pressure

and fatigue. A Hessonite brings to its wearer the five fruits of life: Meditation (Dhyaana), Financial Prosperity (Artha), Righteous living (Dharma), Pleasures of the body (Kama) and Salvation/ Nirvana (Moksha).

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

Cat's Eye – The descending Lunar Node

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

Where to wear - Gold settings ring in little finger.

Campus's Shimmer Range

CAMPUS SHIMMER, the hot pick from the women's line, has a splash of peppy colours on the upper, and the sole is built with memory TechLite. The shoes have a full length air unit and adaptive cushioning technology which resists the shoes to D-shape. Use of TPR material makes the sole more elastic and resistance to oil, grease and abrasions. The Shimmer range is available in seven eye-catching colours, all of which are a display of rich and vibrant flamboyance.

Campus is the largest sports and athleisure brand in India terms of value and volume in Fiscal 2021, market share in India. It is well known for combining fashion with comfort for today's youth. Campus offers multiple choices across styles, colour palettes, price points and an attractive product value proposition, commanding a 17% market share in India.

The brand strives to bring the best of global designs and technology to Indian streets. They focus on trends which resonate with the personality of GenZs by innovating constantly to make products which bridge the gap by uniting their aspiration with affordability.

With more than 18,200+ multi-brand retail stores, over 160 company exclusive outlets, and amongst one of the top brands available on e-commerce portals, Campus secured its pan India presence while capturing the imagination of millions of people.

Rating: 8.5/10

Comment: Campus, Shimmer range are great for party wear, while being very comfortable.



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Rating: 9/10

Comment: Achieve your targets with PLAYFIT STRENGTH



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Rating: 8/10

Comment: Your everyday beauty regime.



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