

The background image shows a couple in traditional Indian wedding attire walking down a wide, ornate staircase. The woman is wearing a light blue and white sari, and the man is wearing a light blue kurta and a white turban. They are holding hands. The staircase is flanked by white balustrades with blue accents. In the background, there is a large, multi-story building with a curved facade and large arched windows. Several tall palm trees are planted along the staircase and in front of the building. The sky is clear and blue.

# TTS

Trendy Travel Trade with Food & Shop

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## Unveil Emerging Trends of New Wedding Destinations in India





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## PUBLISHER'S NOTE

### Dear Readers

Unveil Emerging Trends of New Wedding Destinations in India. As the world evolves, so do wedding trends. Couples are now seeking more unconventional and unique wedding experiences that reflect their personalities and stories.

India, with its rich tapestry of landscapes and cultures, offers a fresh array of offbeat wedding destinations that are captivating hearts and redefining the way we celebrate love. In this article, we explore some of the new and emerging wedding destinations in India that are becoming the canvas for modern couples to paint their unique love stories.

As couples seek to weave their love stories into the fabric of new wedding destinations in India, these

emerging locales offer a departure from tradition and a dive into the uncharted waters of creativity. From the surreal Rann of Kutch to the serene Andaman Islands, from the artistic allure of Khajuraho to the hillstation haven of Shillong, and from the Himalayan embrace of Spiti Valley to the rustic charm of Jaisalmer, each destination provides a canvas where couples can paint their narratives of love and adventure in ways that resonate with their hearts' desires.

Of course when it's about wedding how we can forget the foremost part "hospitality". As you start planning your wedding, the first thing on your to-do list is usually to secure the venue. An extremely important part of the celebration, the physical space sets the tone for the whole event.

One of the most stressful elements of



wedding planning is creating a celebration that is enjoyable for you and your spouse-to-be and still treats your guests to a memorable event. Centering your wedding ceremony and reception at a hotel is an easy way to remove unwanted worries about your guests, as well as simplify the day by providing a single space for all the wedding festivities.

There is a lot to think about when creating a space that will cater to the desires of your guests, as well as provide a stunning location for your wedding, so below we're featuring the top hotel for you to select your venue.

While moving ahead in lifestyle explore Razzle Dazzle. Art, architecture, technology are all

blending into jewellery designs more seamlessly than ever before.

*Vedika Sharma*  
[vedika@fabianmedia.net](mailto:vedika@fabianmedia.net)



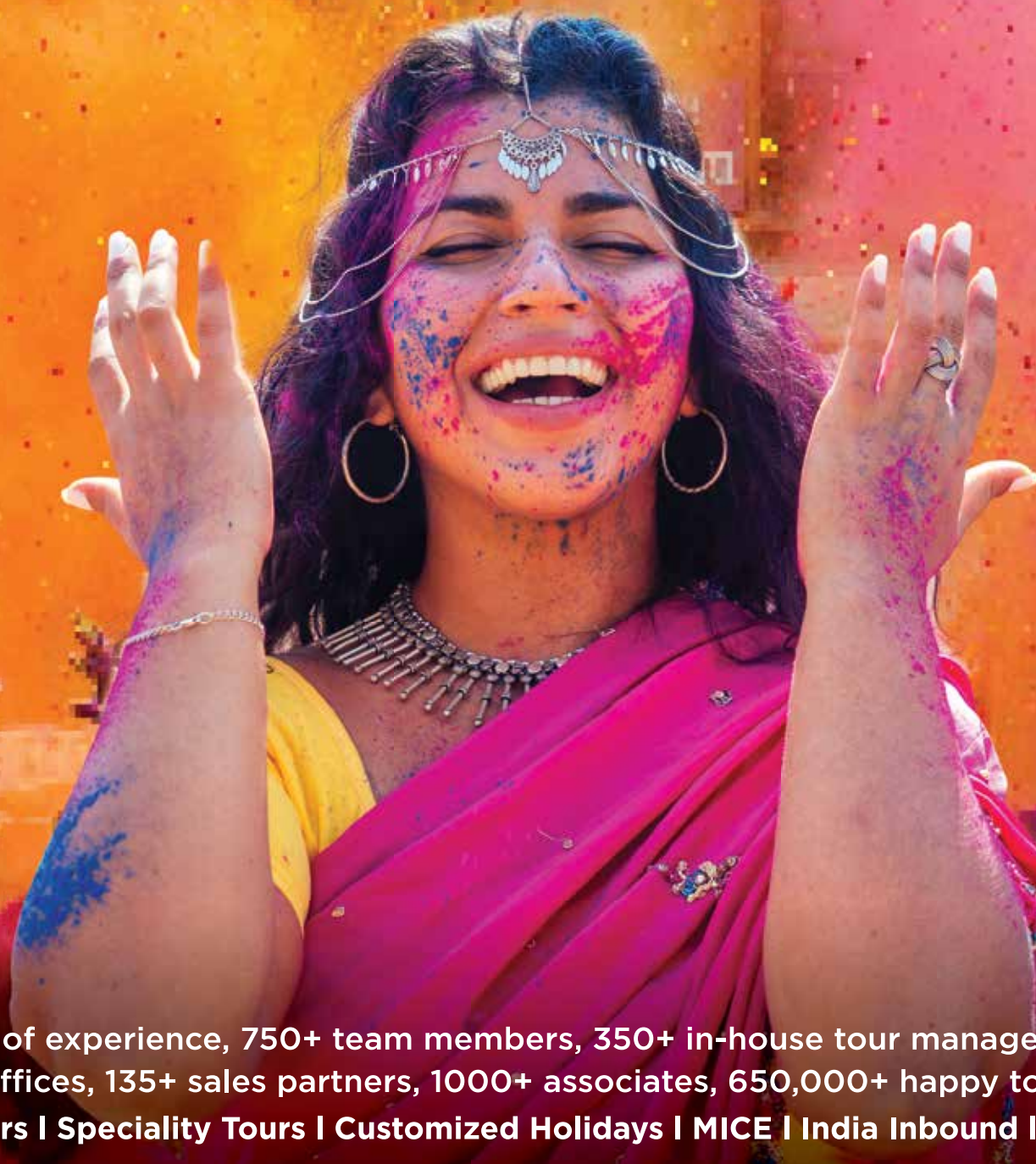
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Uttar Pradesh, India's most populous state has long been grappling with deep-rooted gender disparities for decades. However, under the leadership of Uttar Pradesh Chief Minister Yogi Adityanath government...

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# MPTB and IATO Madhya Pradesh Chapter organizes Workshop

Madhya Pradesh Tourism Board and IATO Madhya Pradesh Chapter jointly organized a workshop and Panel Discussion in Bhopal on 26th July 2023 which was attended by about 125 tourism professionals of Madhya Pradesh.

Besides the Senior officials of Madhya Pradesh Tourism Board, Madhya Pradesh State Tourism Development Corporation and Office Bearers and Executive Committee members of Indian Association of Tour Operators, about 125 tourism professionals of Madhya Pradesh and Chhattisgarh region were present. The main objective of organizing this workshop in Bhopal was as to gauge as to how we can increase the growth of foreign tourists in Madhya Pradesh, explore new destinations, circuits, collaborate with airlines & hotels with support from IATO and its members and also to increase IATO membership base in the state.

Mr. Sheo Shekhar Shukla, Principal Secretary Tourism and Managing Director of Madhya Pradesh Tourism Board was the Chief Guest who inaugurated the workshop



and spoke on forging new relationship and collaboration, investment opportunities in tourism infrastructure, Connectivity, Spoke and hub model in tourism, the 3 world heritage sites of Sanchi, Bhimbetka and Khajuraho, Gwalior to be declared as the city of music, Partnership to be worked out among hotels airlines, Create the critical mass to catapult Madhya Pradesh to the next level, Madhya Pradesh as an emerging MICE and Wedding destination - both domestic and international, Create a eco system in our state for inbound, Need for 50 strong tour operators based out of Madhya Pradesh and Rural Tourism as an USP for Madhya Pradesh

Mr. Rajiv Mehra, President of Indian Association of Tour Operators, in his speech apprised the audience about Mr. Mahendra

Pratap Singh being appointed as the Chairman IATO Madhya Pradesh Chapter and he also informed them about the 38th IATO Annual Convention going to take place in Aurangabad from 29th Sept to 2nd October and invited them to participate. He said that Madhya Pradesh to be promoted for Culture Tourism also besides other facets like Wild Life and as per a feedback from Foreign Tour Operators, North east and Madhya Pradesh are in high demand. He mentioned that IATO has taken Connectivity as a thrust area. Indigo to operate in Khajuraho – Varanasi Sector. This will be a big boost to tourism in Madhya Pradesh. IATO is pursuing with Indigo and Air India for last mile connectivity for the tourist destinations of Madhya Pradesh

## GNTO Destination Update

OTOAI in association with the German National Tourist Office recently conducted a destination update and a members meet on 12th July, 2023 at the Hyatt Regency, Lucknow.

The evening began with a welcome note by Ms. Monia Kapoor, OTOAI Joint Secretary. She said, "OTOAI was committed to reaching out to its members and updating them with accurate destination knowledge and expertise"

Mr. Shravan Bhalla, Vice President of OTOAI, called for a minute of silence in the memory of M Shoeb Qureshi (Heena Tours). He welcomed all the members and the GNTO team and said, "The event is a great opportunity for our members to network and interact with the representatives from the German tourism industry."

Ms. Anika Tandon, Manager Sales and Marketing, German National Tourist Office in India, briefed the members on the various opportunities Germany offers as a tourist destination and addressed the queries regarding

the destination and visa requirements. The event featured a presentation about the country's diverse tourism offerings and covered a range of topics including Germany's history, culture, cuisine, and natural landscapes.

In addition to the presentations, the event also included an OTOAI members meet, where the members had the opportunity to network with fellow industry members and discuss matters pertaining to the tourism industry in India.

Commenting on the success of the event, Ms. Anika Tandon, said, "We are delighted at the enthusiastic response of our partners in India. The interest shown by the OTOAI members is a testament to the growing appeal of Germany as a holiday destination for Indian



travellers. We look forward to welcoming more Indian visitors to Germany in the coming months."

The event was attended by a range of industry stakeholders including tour operators and travel agents from Lucknow. With such collaborative efforts between GNTO and OTOAI, it is expected that the popularity of Germany as a tourism destination among Indian travellers will continue to grow in the coming years.



# FSSAI safety norms will get more stringent going forward

FICCI organised a conference on Capability Enhancement for Safe Food Business and Accession Ceremony of All India Cadre of Safe Food Business Professionals.

Mr Sanoj Kumar Jha, Additional Secretary, Ministry of Food Processing Industries, Govt of India said that Indian food processing sector is growing at rapid pace and food safety plays an important part in this. He also emphasized the need for having a higher set of food safety standards in order to enhance consumer trust. "Not only for the purpose of exports but also for our domestic purpose and health issues, we need to be sure that the food that we eat, food that we export have to conform to minimum standards. For domestic consumption, we need to have high food safety standards," he added.

Mr Jha stated that Indian agriculture sector including the processed food industry proved its importance during the pandemic and post-COVID, a lot of countries are looking forward to having a regime so that they have food security in their country. Hence there is a need for industry to be aware of export related food safety standards prevailing in various countries. "If we want to export to any country including Europe, the US or Africa, we need to comply with their standards. Unless we ensure that we conform to their standards, we won't be able to export," he added.

Mr Jha further stated that FSSAI has been

coming up with new regulations with norms getting more and more stringent. "The norms will keep on getting more and more stringent going forward," he emphasized and added that food safety is paramount, and we need to ensure to take these high standards to local street food vendors as well.

Highlighting the steps taken by the government, Mr Jha said that the Ministry has already initiated capacity building institutions along with the government programs. "We all need to work together for having safe food for our consumption, exporting to other countries," he informed.

Prof Prabhat K Nema, Director, National Institute of Food Technology, Entrepreneurship and Management (NIFTEM) while highlighting the importance of public-private partnership in capacity enhancement stated that we have started collaborating with leading institutions, industry partners and developing courses aimed at making business leaders. "We need to focus on creating people with the right skills and competency to fulfil the needs of the industry," he added.

Mr Suresh Narayanan, Member, FICCI Food Processing Committee and CMD, Nestle



India Limited said that Indian food processing industry today accounts for 10 per cent of India's GDP and one of the largest employers. "We not only need to have food security but also food safety to feed the population. In this interlinked world, food quality, standards and safety are global in nature. Food safety constitutes one of the most fundamental aspects of any food operation and is the backbone of consumer trust," he emphasized.

The conference also marked the Accession Ceremony of 25 selected Professionals of the All India Cadre of Safe Food Business Professionals Batch 2022-23, organised by Nestle Food Safety Institute India (NFSI) in partnership with National Institute of Food Technology, Entrepreneurship and Management (NIFTEM).

# Hospitality Jobs Skyrocket in India as Travel and Tourism Rebound

The sector showed remarkable resilience and adaptability by embracing the changing customer preferences. Curated experiences for 'staycations,' 'workcations,' and solo trips have become the new norm, offering customers personalized and safe travel options. Technology played a vital role in this transformation, integrating seamless digital experiences into every aspect of the hospitality journey.

This resurgence not only signifies a hopeful future for the industry but also kindles optimism among job seekers, as there's a 3% increase in their interest to join the hospitality sector. This can be attributed to the variety of benefits and incentives available to the professionals in the industry. Apart from compensation, the travel agent industry also offers performance based travel discounts and commission. With a new era of innovative and customer-centric offerings, the travel and tourism industry in India is poised for a bright and exciting chapter ahead.

According to Indeed's data, Delhi (33%), Mumbai (6%), and Bengaluru (5%) are the top three cities posting for the most sought-after jobs in the travel sector. Demand for jobs in tier 2 cities

like Mohali and Coimbatore is also on the rise, with 4% each. Travel agent positions lead the demand for job roles by 60% in the last year. Job postings in the hospitality sector have witnessed a significant increase in Delhi (20%), Mumbai (7%), and Bengaluru (6%). Moreover, job seekers' interest in these cities has also seen a steady rise, with Delhi (19%), Mumbai (9%), and Bangalore (5.29%) showing notable increments in job seekers exploring opportunities in the industry.

Commenting on the data, Sashi Kumar, Head of Sales, Indeed India said: "The travel and tourism industry in India has made a remarkable comeback from the pandemic, with a significant surge in job postings for hospitality positions. According to the Ministry of Tourism, 21.1 million Indians traveled abroad in 2022 which is a large uptick from 8.6 million the previous year. This positive turnaround comes after a challenging period of decline, showing signs of a promising future. The GenZ and millennial travel influencers have also played a key role in boosting



tourism. Travelers are actively looking for budget friendly experiences, increasing the demand for travel consultants, who can curate a safe, time-intensive and cost-effective experience."

According to data by the Bureau of Immigration, the number of foreign tourist arrivals (FTAs) in India from January to April 2023 has reached 79% of the FTAs during the same period in 2019. Overall, there is a positive outlook on job opportunities in the hospitality, travel, and tourism sector in India.



## RCU Partners With IUCN to Streamline Global Conservation Accountability

The Royal Commission for AlUla (RCU) has partnered with IUCN (International Union for Conservation of Nature) to launch an innovative new conservation assessment tool that will boost the ability of nature reserve managers to benchmark their efforts against global standards and enhance the long-term accountability and success of environmental protection and conservation programs.

The new IBEX V1.0 tool is a comprehensive yet easy to use system for the evaluation and review of protected areas, with ongoing conservation work checked and measured for its alignment with critical standards laid out by the IUCN's Green List certification.

Recognised as the global best practice for the comprehensive, fair, and effective protection of threatened flora and fauna, IUCN's Green List standard provides expert guidance to help

environmental and conservation programs achieve sustained, and sustainable, results in diverse protected areas.

By following the measures required by IUCN's Green List, protected ecosystems are given the best chance of being able to thrive and contribute value to surrounding landscapes and communities. Any biodiversity conservation site can join IUCN's Green List and work its way towards achieving verified success by maintaining the high standards needed.

The new tool allows managers to submit detailed information for self-assessment, with criteria applied across the 50 core areas that need to be met in accordance with best IUCN's practices, including governance, design and planning, management effectiveness and conservation outcomes.

## 6th Edition of India International Hospitality Expo 2023

India Expo Centre and Mart, one of India's largest integrated venues for exhibitions, conventions and conferences successfully kicked off the 6th edition of India International Hospitality Expo 2023 on Wednesday, August 2nd. The inauguration ceremony of the three-day prestigious event took place at 11 AM, with Himachal Pradesh CM Sukhwinder Singh Sukhu gracing the event as the Chief Guest.

Rakesh Kumar, Chairman Indian Expo Centre and Mart hosted the event which was joined by other prominent Himachal officials such as Chairman of the HP Tourism Development Corporation Limited, Raghubeer Singh Bali, who was the Guest of Honor and Chief Secretary of the Himachal government, Pramod Saxena. After lighting

of the auspicious lamp and felicitation of the esteemed guests in attendance, Rakesh Kumar delivered his welcome address.

In his address, Rakesh Kumar welcomed the guests to the 6th India International Expo and revealed that the state in focus of this year's Expo was the "breathtaking and beautiful" Himachal Pradesh. Quoting Himachal CM Sukhwinder Singh Sukhu, Rakesh Kumar said that, "Himachal has positioned itself as an all-season destination, garnering international attention and attracting travellers from around the world." He further said that Himachal is committed to developing eco-friendly tourism and hospitality while conserving the natural beauty and ecological barriers of the state.

## Sentosa Development Corporation unveils unturned stones of Tourism

Sentosa, Singapore's premier island resort getaway and Asia's leading leisure destination, is all set to introduce a diverse array of leisure experiences to avid Indian travellers. The new developments were revealed during the visit of Mr Chin SakHin, Assistant Chief Executive, Sentosa Development Corporation (SDC), who is here to strengthen SDC's longstanding relationships with Indian trade partners to ensure that Sentosa is the preferred choice of destination for all Indian travellers to Singapore.

Strategic partnership with Thomas Cook India and SOTC. Currently, India is a top source market for Sentosa and accounts for nearly a third of overseas visitors to Sentosa Island for the first half of 2023. To leverage this high growth potential, SDC has inked one-year strategic partnerships with Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, respectively.

The Memorandum of Understanding aims to deepen the relationship between SDC and Thomas Cook and SOTC; highlight the range of discoveries in Sentosa; and shore up Sentosa's position as a top-of-mind destination. The partnership will see SDC working closely with Thomas Cook and SOTC on activities such as product development, joint consumer promotions, as well as publicity to raise Sentosa's profile in the India market, increase Sentosa's capture rates of the India market particularly in Tier 2 and 3 cities, and grow visitorship to and spend on Sentosa Island. Both Thomas Cook and SOTC will also curate exclusive packages that feature the latest offerings in Sentosa.

## Veena World recognised as one of the Leading Travel Agents by Abu Dhabi Tourism

Veena World is honoured to receive the prestigious Top Travel Agents Award from the Department of Culture and Tourism, Abu Dhabi! Veena World's founders and directors, Sudhir Patil and Neil Patil, received the award from his Excellency, Saleh Mohammed Al Geziry, Director General of the Department of Culture and Tourism, Abu Dhabi, in a function held at the St. Regis Hotel, Mumbai, on June 21, 2023.

Veena World being recognised by the

Tourism Authority of Abu Dhabi as one of the leading travel agents in the industry is truly a moment of pride and achievement for the entire Veena World family, including our Tour Managers, Sales Partners, associates, and the Veena World team.

A special thanks to Mr. Abdulla Yousuf, Ms. Marijana Mihajlovic, and Mr. Nikhil Jeet for their unwavering support. Let's together continue showcasing the magic of Abu Dhabi to the world! Celebrate Life in Abu Dhabi!







The heart of  
Incredible India

# Monsoon Bliss in Madhya Pradesh



#MPMonsoonMagic

Madhya Pradesh, The Heart of Incredible India, has a huge potential for tourism during the monsoons.

Mandu

MP's multi-hued landscapes from lush forests, rolling hills to magnificent water bodies, come alive with vibrant greenery and gushing waterfalls during the monsoon months. The national parks and wildlife sanctuaries such as Kanha, Bandhavgarh, and Pench, offers an unforgettable experience for wildlife enthusiasts to witness the flora and fauna in their natural habitat. The historical sites and architectural marvels, such as Khajuraho temples, Gwalior Fort and Sanchi Stupa, are enhanced by the monsoon. The natural settings of Madhya Pradesh becomes even more picturesque, attracting nature lovers and adventure seekers alike. With its rich cultural heritage, sublime beauty, and salubrious weather, Madhya Pradesh offers a colourful kaleidoscope for tourists looking to explore the state during the monsoons.

There is a lot to be served on the plate for the tourists. Pachmarhi, Mandu, and Amarkantak offers unique experiences and an enthralling natural beauty. While these places are popular throughout the year, they have a special charm during the monsoons. Let's explore the scope of tourism in each of these destinations during the rainy season:

## Pachmarhi

Pachmarhi a hill station located in Madhya Pradesh is known as the "Queen of Satpura." It is



Pachmarhi

nestled amidst lush green forests, cascading waterfalls, and picturesque valleys. During the monsoons, Pachmarhi transforms into a paradise with fresh greenery, misty mountains, and gushing waterfalls. The pleasant weather and rejuvenating ambience make it an ideal retreat for nature lovers and adventure enthusiasts. Visitors can enjoy trekking through the dense forests, explore the cave shelters, and tread through Rajat Prapat and Bee Falls during the monsoon season.

Nearest Railway Station – Pipariya 55 Kms  
Nearest Airport – Bhopal 210 Kms

## Mandu

Mandu, also known as City of Joy, is a historic city in the Malwa region of Madhya Pradesh. It is renowned for its magnificent medieval architecture and romantic legends. During the monsoons, Mandu becomes even more beautiful as the ancient palaces, mausoleums, and gardens get covered in lush greenery. The rain-washed landscapes and misty atmosphere create a romantic ambience, attracting tourists seeking solitude and tranquillity. Visitors can explore iconic attractions like Jahaz Mahal, Hindola Mahal, and Rani Roopmati Pavilion while enjoying the refreshing monsoon breeze and occasional drizzles.

Nearest Airport – Indore 96 Kms  
Nearest Railway Station – Indore 99 Kms

## Amarkantak

Amarkantak is a pilgrim town located in the eastern part of Madhya Pradesh, where the Vindhya and Satpura mountain ranges meet. It is considered a sacred place as it is the source of rivers like Narmada, Sone, and Johila. Monsoons bring life to Amarkantak with lush green forests, mist-covered peaks, and numerous waterfalls. The natural beauty of this place is at its peak during the rainy season. Visitors can go on nature walks, visit ancient temples, and enjoy the



Amarkantak

serenity of the surroundings. The waterfalls like Kapildhara and Durgdhara are especially mesmerizing during the monsoons, offering a beautiful sight and a refreshing experience.

Nearest Railway Station – Pendra Road 25 Kms

Several other destinations of the state offers a serene and rejuvenating experience. From exploring historical sites to savouring the cascading waterfalls and enjoying pleasant weather the state has a special buoyancy during the monsoons. One such hidden gem is Chitrakoot, known for its resonating waterfalls and lush greenery that comes alive during the rainy season. Another destination that is worth a visit is Maheshwar, where the Narmada River flows majestically, surrounded by ancient temples and architectural marvels. For nature enthusiasts, Bargi Dam is a perfect retreat, with its vast reservoir that becomes a haven for migratory birds during the monsoons. Lastly, Orchha, with its magnificent palaces and cenotaphs, takes on a mystical charm as the raindrops gently cascade over its historical structures, making it an ideal monsoon getaway in Madhya Pradesh.



# Unveil Emerging Trends of New Wedding Destinations in India

As the world evolves, so do wedding trends. Couples are now seeking more unconventional and unique wedding experiences that reflect their personalities and stories.

## • Tarsh Sharma

India, with its rich tapestry of landscapes and cultures, offers a fresh array of offbeat wedding destinations that are captivating hearts and redefining the way we celebrate love. In this article, we explore some of the new and emerging wedding destinations in India that are becoming the canvas for modern couples to

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artistic allure of Khajuraho to the hill station haven of Shillong, and from the Himalayan embrace of Spiti Valley to the rustic charm of Jaisalmer, each destination provides a canvas where couples can paint their narratives of love and adventure in ways that resonate with their hearts' desires.



# Rann of Kutch: Mirage of Love



*The vast expanse of the Rann of Kutch, with its salt-crusted desert plains and ethereal landscapes, has caught the eye of adventurous couples. With the Great Rann's white sands and the Little Rann's wild beauty, this destination offers a surreal backdrop for intimate ceremonies under the open sky. The region's vibrant culture and local crafts also add a touch of authenticity to the celebrations.*





# Andaman Islands: Beachside Elegance



*For couples dreaming of a romantic beach wedding, the Andaman Islands offer pristine beaches, crystal-clear waters, and lush tropical scenery. Amidst swaying palms and turquoise tides, exchanging vows takes on a tranquil yet exotic charm. From sunset beach ceremonies to underwater weddings, the Andaman Islands cater to couples looking for a blend of natural beauty and adventure.*







# Khajuraho: Architectural Marvels and Romance



*Known for its intricately carved temples, Khajuraho, a UNESCO World Heritage Site, is emerging as an artistic wedding destination. The temples' exquisite sculptures provide a unique backdrop, blending history and romance. Couples can immerse themselves in the cultural richness of the past while celebrating their future together amidst architectural splendor.*







# Hill Station Charms

*The quaint hill station of Shillong, nestled in the North-Eastern part of India, offers an intimate and refreshing setting for couples seeking a cozy celebration.*

*With its misty hills, cascading waterfalls, and colonial architecture, Shillong provides a tranquil escape for weddings that are as romantic as they are scenic. The region's indigenous cultures also offer opportunities for unique customs and traditions.*





# Jaisalmer: Rustic Grandeur

*Known as the "Golden City," Jaisalmer's desert charm and timeless architecture are captivating modern couples. The city's majestic forts, havelis, and sand dunes offer a blend of rustic elegance and historical grandeur. A wedding in Jaisalmer is a journey through time, where couples can celebrate their love surrounded by the echoes of ancient tales.*





# Udaipur: The City of Lakes and Royalty

*Nestled in the Aravalli Mountains, Udaipur enchants with its opulent palaces, tranquil lakes, and regal charm. The City Palace, standing tall on the banks of Lake Pichola, sets the stage for weddings fit for royalty. The shimmering waters reflect the twinkling lights as couples exchange vows under the starry skies. Udaipur's legacy of romance and its blend of culture and luxury make it a captivating choice.*







# Goa: Where Waves Dance to Love's Melody



Goa's sun-kissed beaches and vibrant atmosphere provide the perfect backdrop for couples seeking a relaxed yet celebratory wedding. With its blend of Indian traditions and Western influences, beachfront ceremonies come alive as the crashing waves bear witness to vows exchanged in the golden sand. Goa's laid-back charm and lively spirit infuse weddings with a sense of free-spirited joy.





# Jaipur: The Pink City's Grandeur

*Jaipur, Rajasthan's capital, unfolds like a majestic tapestry with its historic forts, colorful markets, and rich traditions. The Amber Fort's regal architecture and Hawa Mahal's intricate facade offer exquisite settings for couples looking for a blend of opulence and heritage. The city's royal aura, complemented by traditional music and dance, creates a wedding experience that's steeped in magnificence.*



maharaniweddings.com



# Kerala: Amidst Nature's Embrace



*In the tranquil backwaters of Kerala, couples find a haven of natural beauty and serenity. Houseboats adorned with floral decorations glide through the peaceful waters, creating a poetic setting for intimate ceremonies. Surrounded by lush greenery and soothing waters, Kerala's backwater weddings reflect a connection with nature and a celebration of love in its purest form.*





# Jodhpur: Fortresses of Love and Valor



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# Rajasthan Travel Mart 2023

3rd edition of RDTM 2023 inaugurated by Rajasthan Tourism Minister, Vishvendra Singh.

• T3FS Desk

RDTM's 200 exhibitors from Rajasthan showcased their tourism products and more than 200 domestic tour operators from pan-India participated in the event. Over the course of the two days, there were over 7000 pre-structured B2B meetings between buyers and sellers from Rajasthan who showcased the prowess and potential of their 600 tourism products like hotels, motels, resorts, eateries, heritage properties, amusement parks, etc. Buyers from almost all the States including Gujarat, Maharashtra, Madhya Pradesh, Uttar Pradesh, Karnataka, Andhra Pradesh, Tamil Nadu, West Bengal, Odisha participated. Knowledge sessions on topics such as Sustainability in Tourism, Holistic Growth while conserving our heritage, Sustainability in Heritage and Culture based Tourism, Tourism for Rural Resurgence were held.



With its forward-looking tourism policies such as Rural Tourism Policy, Film Promotion Policy, etc. Rajasthan is a role model for other states across the country. It is the first state to give industry status to tourism and hospitality sector and till now around 1000 hotels have also benefitted from this in areas such as UD Tax and electricity rebate, among others. The State Government has also increased the tourism development fund from Rs 1000 crores to Rs 1500 crores. Furthermore, 5 international golf course

and 5 MICE centers are also coming up in the State. This was stated by Chairman, RTDC, Mr. Dharmendra Rathore at the inauguration of the 3rd edition of Rajasthan Domestic Travel Mart (RDTM) at the Rajasthan International Center.

Earlier, the Mart was inaugurated with the cutting of the ribbon by the Rajasthan Tourism Minister, Mr. Vishvendra Singh. In his message he said: "Looking at the huge success of the Rajasthan Domestic Travel Mart last year, it is only fitting that



we are having yet another edition this year. Having taken a big hit by the pandemic – RDTM last year gave a fillip to domestic tourism in Rajasthan. I have no hesitation in saying that Rajasthan today is one of the most preferred destinations in the country. Not only because of its tourism products but also because of its tourism friendly policies, schemes and initiatives. I wish the RDTM 2023 all success and fruitful networking”

The RDTM is being organized by Department of Tourism, Government of Rajasthan and the Federation of Hospitality and Tourism of Rajasthan (FHTR). The theme of the Mart this year is Sustainable Tourism.

**Chairman, Rajasthan Small Industries Corporation, Mr. Rajiv Arora** said that due to Government initiatives, 206 new projects with a proposed investment of Rs. 4500 crores and 14856 rooms have been registered in the Year 2022, as compared to 187 projects in the year 2019. The upscale hotel chains have come to Jaipur and are under various stages of development. In the year 2022, 10.87 crore tourists visited Rajasthan as compared to 2.20 crore tourists during the year 2021. The increase in number of visiting tourists by 8 crores in one year is milestone achievement of Congress Government.

**Principal Secretary, Tourism, Mrs. Gayatri Rathore** said that to cover maximum number of tourism units under the umbrella of Industry benefits, the State Government has now considered tourism units in rural areas having conversion order by revenue department/district collector, hotels, motels, having 10 or more rooms, operating hotels on RIICO land allotted for hotel purpose, RTDC and RSHC hotels and Central and State Government museums. Rajasthan is not only a preferred destination for tourism but also for investment. New religious circuits are also being developed in the state. There is a need for a behavioural change towards practices like responsible tourism and adopting the best practices for sustainability, she added.

**President, FHTR, Mr. Apurv Kumar** said that with boosting tourism there is also a dire need to conserve the tangible as well as intangible heritage of our state and this is why the theme of the mart this year has been aptly kept sustainable tourism. He appreciated the efforts of the State Government and the Department of Tourism for its forward looking policies and enabling incentives.

On the occasion, a travel publication on ‘Regal Rajasthan – Sustainability Empowering the Future’ was also released by the dignitaries.

Also present on the occasion were, Patron of FHTR, Mr. Lalit K Panwar; Director, Tourism, Dr. Rashmi Sharma; FHTR, President Honour, Mr. Bhim Singh, Indian Heritage Hotels Association (IHHA), President, Mr. Randhir Vikram Singh Mandawa, FHTR, Senior Vice President and Hotel and Restaurant Association of Rajasthan (HRAR), President, Mr. Kuldeep Singh Chandela, Vice President, FHTR, Mr. Khaled Khan, Rajasthan Association of Tour Operators (RATO), President, Mr. Mahendra Singh Rathore and General Secretary, FHTR, Mr. Mohan Singh Mertia.





# Make Your Dream Trip to Germany a Reality



The German National Tourist Board (GNTB) is inviting Indian travellers to embark on an enchanting journey through the country's rich history and fairy tale landscapes.

## • T3FS Desk

With 25,000 enchanting sites, from UNESCO World Heritage Sites to hidden gems, Germany's historic treasures offer both romantic getaways and legendary tours filled with pure magic. Whether it is the Baroque-style Moritzburg Castle constructed on its own artificial island near Dresden or Kriebstein Castle that looms ominously over the River Zschopau in Saxony; the Barockgarten Großsedlitz in Heidenau or Germany's oldest "porcelain palace", the Schloss Favorite Rastatt near Baden-Baden.

The wonderous sites promise unique experiences, from open-air concerts under starry skies to captivating exhibitions. Indian visitors can participate in the Hohenzollern Mountain Race, conquering 365 vertical metres to reach Hohenzollern Castle's courtyard; explore the world's first playing card museum to design their own cards at Altenburg Residential Castle; or experience music fusion at Spandau.

Explorers can also discover other fascinating landmarks such as Sanssouci Palace, which is actually an ensemble of palaces and gardens; immerse themselves in culture at regular musical performances and events at Wartburg Castle; experience the annual theatrical tribute paid to William Shakespeare at Neuschwanstein Castle; and visit Heidelberg Castle, which hosts a 2 series of unforgettable theatre, opera, and concert

productions. Each of these landmarks highlight Germany's rich history and architectural wonders.

Lifestyle is a priority. The people of Germany always like to show their best side, a country with a big heart, as suave as it is easy-going, buzzing and yet tranquil. We have rounded up some of the best festivals in Germany this summer besides the Oktoberfest. Come celebrate with us!

## Rheingau Wine Festival Wiesbaden: 11th – 20th August

For 10 days in August, Wiesbaden's Schlossplatz and Dern'sche grounds will once again be transformed into a dream destination for wine lovers. There will be over 100 booths, as well as three large stages where an extensive music program will be presented. Come visit "The longest wine counter in the world" in Wiesbaden, which is only a 45-minute drive from the Frankfurt airport, and taste some delicious wines with the locals!





## Rhine in Flames: August – September

On five nights between August and September, villages, cultural landscapes, castles and parks in the state of Rhineland-Palatinate shine bright when a fascinating firework display illuminates them while about 75 festively decorated ships move in convoy along the river. The festival has five stops along the Rhine river and invites guests to enjoy music concerts, a living room stage, and the silent disco in the cosy castle garden.

Spay - Koblenz: August 13, 2023

Oberwesel: September 9, 2023

St. Goar - St. Goarhausen: September 16, 2023

## Reeperbahn Festival in Hamburg: 20th – 23rd September

Since 2006, the Reeperbahn Festival has become one of the most important meeting places for the music world. For four days in September, more than 350 live concerts take place in and around Hamburg's St. Pauli neighbourhood. The festival combines a diverse line-up of new, international talent with the thematic diversity of a progressive music marketplace. Venues range from underground clubs and bars to state buildings, such as the Imperial Theatre, School Museum, and St. Pauli Church. In addition to concerts, there is also an extensive art program.

## Cannstatter Volksfest in Stuttgart: 22nd September - 8th October

The 176th Cannstatter Volksfest is rich in tradition: the festival is not only the biggest in Baden-Württemberg, but it also has one of the greatest funfairs in all of Europe. It is a family-friendly event with numerous rides, colourful parades, haunted houses, roller coasters and Ferris wheels. At the many food stands and in the beer tents you can taste delicious regional specialties, German beers, and wines.

In the enchanting land of Germany, immerse yourself in the rich cultural heritage and vibrant musical scene. With pleasant weather, it is the perfect time for Indians to indulge in cultural musical activities, from attending operas at the world-renowned Berlin State Opera to experiencing the exhilarating classical music festivals. Germany promises an unforgettable journey through music, unlocking the doors to a world steeped in history and artistic brilliance." said Romit Theophilus, Director, German National Tourist Office in India.

Furthermore, Germany has been promoting its slogan, "Germany Simply Inspiring", aimed at promoting sustainable travel and communicating the country's positive image as a travel destination with a wide range of eco-conscious tourism experiences. The goal is to extend the length of visitors' stays and create a more innovative, climate-friendly place to visit.





# Challenge is ON

Get ready for a test of grit and strength in AlUla. On August 26, the ancient Saudi Arabian city will unleash the ultimate racing event: the first AlUla Desert Blaze.



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Athletes from the region and around the globe will put themselves through one of the newest, hottest and most intense endurance races, going head-to-head with other extreme challenges held around the world. Online registration is now open, with cash prizes worth SAR110,000 (US\$30,000) in sum to be won.

Prepare to embark on a journey like no other - a first-of-its-kind formidable challenge that is undoubtedly the toughest to date within the GCC. Set amidst the visually stunning landscape of the historic region of AlUla, with a route that will see athletes traversing scenic landscapes and majestic canyons, runners from all over the world are set to take on this ultimate test of endurance in soaring temperatures of up to 42C (107F).

With distances spanning 5km, 10km, 21km, and 42km, men and women of all fitness levels will vie for the honour of being among the

first individuals worldwide to conquer this formidable new challenge that will push their physical capabilities to the limit.

The excitement kicks off in historic Hegra, Saudi's first UNESCO Heritage Site, for runners participating in the 5km, 10km, and 21km races. For those tough enough to tackle the gruelling 42km route, their journey begins in the heart of the Ashar Valley at Maraya, the record-breaking multi-purpose entertainment venue.

Phillip Jones, Chief Tourism Officer at the Royal Commission for AlUla said: "AlUla Desert Blaze is not just a race; it's a unique and transformative experience. Not only does this represent a new performance milestone for athletes, but it will also give everyone taking part a unique perspective on AlUla and its various visitor offerings, with a route that winds past ancient monuments, through undiscovered landscapes and in the shadow of

monumental cliff faces edging vast sandstone canyons."

He continued, "We continue to diversify our offerings for visitors from all around the world, and the AlUla Desert Blaze is an addition to what the destination can offer adventurers and sports enthusiasts who are looking to indulge in a truly unforgettable experience."

AlUla Desert Blaze is the latest in a thrilling roster of sports events that take advantage of the city's awe-inspiring and unparalleled landscape, which includes sandstone cliffs, lush oases, and fertile farmlands. From hosting the AlUla Camel Cup and the Custodian of the Two Holy Mosques Endurance Cup to the prestigious Saudi Tour, AlUla has championed sustainable development in its sports and adventure offerings, paving the way for a future filled with unparalleled experiences.

## JNTO's Future with a New Inbound Marketing Strategy

Japan National Tourism Organization has formulated a marketing plan spanning three years, covering the strategic period from FY2023 to FY2025.

The objective of this plan is to boost inbound travel and fulfill the government's ambitious targets, including achieving 5 trillion JPY in revenue, attaining a consumption unit price of 200,000 JPY per person, attracting foreign visitors to rural regions, and fast recovery of international arrivals. These targets have been established as part of the comprehensive 'Tourism Promotion Basic Plan'.

As the world gradually emerges from the global pandemic, the tourism industry is witnessing a resurgence, with travelers eagerly seeking new destinations to explore. Japan, renowned for its captivating culture and breathtaking landscapes, is welcoming visitors once again. In a recent announcement, the Japan National Tourism Organization (JNTO) revealed a three year marketing strategy based on the three pillars of 'Strategy by Market,' 'Cross-Market Strategy on high-value-added

travel, adventure travel (AT) and Osaka Kansai EXPO' and 'MICE Strategy' aimed at revitalizing inbound travel and showcasing the country's unique allure.

In the market-specific strategy, aim is to select targets with a high per unit price of travel consumption and intention to visit local areas from each market, and organize promotional passions (themes) and tourism content according to the interests of each target. In addition, effective promotion methods based on the contact media and travel reservation methods of each target are listed in order of priority.

As a cross-market strategy, it will promote the networking of domestic stakeholders, the collection of service details, and the strengthening of sales in order to attract high-value-added travel. In addition, AT cooperates with AT's international organization, Adventure Travel Trade

Association (ATTA), aiming to support initiatives in various parts of Japan and promote the attraction of tourists. In preparation for the Osaka-Kansai Expo, JNTO will promote the promotion of attracting tourists to regional areas while promoting the momentum of holding the Expo.

In the MICE strategy, in addition to the "Tourism Nation Promotion Basic Plan", based on the "New Era Inbound Expansion Action Plan" formulated in May this year, JNTO will work to attract international conferences and incentive trips.

New strategy has been carefully crafted with a strong emphasis on sustainable tourism, aiming to ensure the long-term viability and preservation of Japan's natural and cultural resources. Based on this strategy, the government will conduct meticulous promotions to the world.





# Australia Marketplace India witnesses record participation

Tourism Australia has held the 18th edition of its flagship trade initiative, Australia Marketplace India (AMI), in Bengaluru from 23 to 25 July.

The return of this key B2B event, for the first time since 2019, aims to assist representatives from the Australian tourism industry to develop and establish business relationships with key qualified travel agencies and tour operators from India. At the three-day event, 86 Australian tourism businesses displayed their products and services to a record 94 Indian travel agents, demonstrating the country's rising appeal as a holiday destination for Indian tourists.

AMI has been a pivotal platform in connecting India's top travel agents with Australian tourism industry stakeholders and delegates to promote Australian holidays with the country's latest and diverse offerings and experiences. This year's participating Australian tourism representatives and distributors included a diverse set of businesses, including lodging and tour operators, attractions, experiences, cultural institutions, along with state and local tourism organizations. Compared to AMI 2019, this year's event saw a 20% increase in seller delegates, who support Tourism Australia's commitment to growing tourism demand from India to enable a competitive and sustainable tourism industry by exploring destinations through new experiences and products. The Indian travel buyers have been represented by 94 companies from across 8 Indian cities – Mumbai, Delhi NCR, Bengaluru, Hyderabad, Chennai, Pune, Ahmedabad, and Kolkata.

Commenting on the event, Mr. Andrew Hogg, Executive General Manager – Eastern Markets and Aviation, Tourism Australia, said, "India has been Australia's fastest growing source market and continues to be one of Australia's most valuable and promising tourism markets

now and into the future. Australia Marketplace India is our prime platform, bringing together some of Australia's leading industry experts and tourism delegates to showcase Australia's world-class appeal to India's trade stakeholders; to drive future growth in visitation and tourist spend from India. We continue to receive outstanding support from our Indian travel partners, who are some of our biggest advocates in making Australia a preferred holiday destination for India's High Yield Travellers."

Mr. Nishant Kashikar, Country Manager – India & Gulf, Tourism Australia, shared, "India has improved its ranks among Australia's source markets, and reached a milestone of emerging as the first market to recover to pre-Covid levels, with several marketing, public relations, distribution, and partnership initiatives aimed at enhancing Australia's attractiveness and consideration. Our Key Distribution Partners, Aussie Specialists and Business Event agents have been vital in inviting Indians to Australia. We seek to maintain our current trajectory and unlock India's potential growth towards the next decade of travel."

The demand for travel to Australia has been stimulated by Tourism Australia's direct to consumer communication with the launch of the global Come and Say G'day campaign aimed at building consideration amongst High Yield Travellers (HYTs) through integrated media campaigns and a robust Public Relations and Advocacy program as well as through partnerships with Key Distribution Partners (KDPs) and airline partners to drive conversions through tactical co-op campaigns. Demand has also been encouraged by the tripling of direct aviation capacity between India and Australia and the ease of obtaining a

visa - which is a completely digitized process, that does not require in-person attendance for lodgements, biometrics, or an interview.

Tourism Australia's distribution strategy in India includes dedicated trade engagement initiatives and a range of online resources such as the Aussie Specialist Program (ASP), Trade Resource Hub and Australia 365 On Demand. As on date, Tourism Australia has over 4,650 Qualified Aussie Specialists across India, who promote and sell Australian holidays. The ASP agents receive special access to a resourceful online toolkit to sell Australian holidays and a chance to participate in innovative training programs and remain updated on the destination through informative newsletters. Tourism Australia has also introduced a second tier to its Aussie Specialist program in India with the introduction of the Premier Aussie Specialist Program. Up to 40 agents in India have been awarded the Premium Aussie Specialist title and are known to sell bespoke experiences across Australia. In addition, there are opportunities for select frontline staff and product teams to gain a first-hand experience of Australia through global trade events like the Australian Tourism Exchange and G'day Australia.

India ranked as Australia's fourth-largest inbound tourism market for arrivals for the year ended May 2023. According to Australian Bureau of Statistics (ABS), visitor arrivals data for the year ended (YE) May 2023 confirms Australia welcomed around 375,500 visitors from India, surpassing the pre-Covid levels. Spending by Indian visitors for YE March 2023 was A\$ 1.97 Bn (+16% over YE March 2019), exceeding pre-Covid levels.



# Record Set in Qatar: World's Longest LED slackline Walk

Globally renowned Red Bull athlete JaanRoose has completed the world's longest LED-lit, single-building slackline to cross one of Qatar's newest and most iconic architectural landmarks.

The Estonian national and three-time Slackline World Champion defied the odds by achieving the walk, titled "Sparkline," at the first attempt, walking the distance between the and that are home to Raffles and Fairmont Doha in Lusail City.

Covering a distance of over 150 meters, the Sparkline walk is not only the longest on a single building, but also Jaan's highest urban walk to date at an elevation of more than 185 meters on a line just 2.5cm wide.

**Speaking on the new world record set, Roose commented:**

"When I first saw the Iconic Towers, I knew this was a building that I had to walk. Anything worth achieving comes with its fair share of challenges, and I'm proud to complete this one. Per metre walked, this line was my toughest ever. As an athlete, I'm always looking to push myself further and defy the odds. In this case the heat and wind conditions added a different element that I needed to react to and manage spontaneously while I was on the slackline. The warm LED lights and their extra weight also changed how the line interacted with me and my bodyweight. It's like skateboarding on a big heavy tree trunk rather than a light board."

"The Iconic Towers are an incredible place to be completing this feat and mark a very special visit for my first time in Qatar," Roose added.

The Raffles Doha and Fairmont Doha are two luxury hotels that face each other in beautifully imposing structures shaped like scimitar swords. The towers are some of the latest to be added to Lusail City's expanding list of architectural marvels and create a distinct silhouette against

the backdrop of the Arabian Sea. Featuring the world's tallest chandelier, the Fairmont Doha is a masterclass in design, while the suite-only Raffles Doha showcases a spell-binding entrance, a personal butler service and fine-dining delights by world-renowned chef, Enrico Crippa.

**Managing Director of Raffles and Fairmont Doha, Christian Hirt, expressed his excitement about the event being hosted at the Iconic Towers, saying** "Raffles and Fairmont Doha have always celebrated the extraordinary, and this event embodies that spirit. The project serves to underline our commitment to showcasing high-calibre talents that defy the impossible. As this daring athlete 'Sparklines' across our towers, we hope it captivates the world and inspires others to push their boundaries."

**Katara Hospitality's leadership commented:** "We are proud of this activation, working alongside Qatar Tourism and Red Bull, as it exemplifies Katara Hospitality's commitment to utilizing the Iconic Towers as a powerful asset to promote tourism and enhance the destination's appeal. Through this event, we aim to showcase the extraordinary capabilities of the Iconic Towers and position them as a symbol of Qatar's excellence in hospitality and entertainment."



**Commenting on the project with JaanRoose, Chief Operating Officer of Qatar Tourism, Berthold Trenkel, said:** "Qatar has built a sporting legacy for itself and is now a true hub for international sporting events. We're delighted to support the exhilarating slackline walk event and champion renowned athletes. By fostering a culture of athleticism, we strive to create opportunities for athletes to showcase their skills and reach new heights in their athletic careers. In addition to its world-class sporting facilities, Qatar is home to a fresh and diverse suite of incredible hotels that make Qatar a global destination of choice for all travellers."

The Sparkline walk took place as part of an action-packed calendar of global events in Qatar. With several key sporting events expected to take place in 2023, including Qatar MotoGP, AFC Asian Cup, Qatar Formula 1 Grand Prix, and Geneva International Motor Show, visitors can expect extraordinary sporting experiences in Qatar all year round.





# Seychelles: The Best Destination for a Tropical Beach Vacation

Seychelles is a literal paradise on earth, with its pristine white sand beaches, crystal-clear turquoise waters, and lush tropical landscapes.

**L**ocated in the Indian Ocean off the eastern coast of Africa, this archipelago of 115 islands is renowned for its breathtaking natural beauty and is often considered the ultimate destination for a tropical beach vacation.

Here are several reasons why Seychelles stands out among other beach destinations and why it should be at the top of your travel bucket list:

## The allure of the cleanest beaches:

The beaches in Seychelles are unparalleled in their beauty and diversity. Whether you're looking for a secluded cove for a romantic getaway or a vibrant beach for water sports and socializing, Seychelles has it all. Imagine swimming in the emerald waters of Anse Source d'Argent on La Digue Island. This iconic beach, characterized by granite boulders and fringed by palm trees, is one of the most photographed in the world. Other stunning beaches in Seychelles include Anse Lazio on Praslin Island, renowned for its crescent shape and green hills lining the shore, while Beau Vallon on Mahé Island offers lively beach vibes with a range of water sports and activities for travellers to enjoy.

## Adventure in every alley:

Seychelles provides a unique blend of tranquility and adventure. The beaches offer the perfect setting for relaxation and sunbathing, while the shallow waters are ideal for snorkeling, diving, kayaking, paddle boarding, windsurfing, and sailing,

turning every day of your vacation into an opportunity for adventure! The islands also serve as gateways to exciting outdoor activities. Hiking enthusiasts can explore the verdant trails of Morne Seychellois National Park on Mahé Island, where breathtaking vistas and rare bird species encounters await. Opting for the Anse Major Nature trail allows visitors to explore the northwest side of the national park and cool down with a swim in the sea.

## The kaleidoscope of diverse marine life & wildlife:

Apart from its breathtaking beaches, Seychelles is renowned for its well-preserved marine biodiversity and vibrant coral reefs, attracting snorkelers and scuba divers. The archipelago is home to lively coral reefs teeming with colorful fish, sea turtles, and other marine life. Stepping into the crystal-clear waters of Seychelles is akin to entering an underwater wonderland, where you can explore coral gardens, encounter playful dolphins, and even swim alongside gentle whale sharks.

Moreover, Seychelles serves as a paradise for nature lovers and wildlife enthusiasts. The archipelago is home to several endemic species, including the Seychelles giant tortoise and the Seychelles black parrot. Visitors can explore the UNESCO-listed Vallée de Mai Nature Reserve on Praslin Island, an ancient forest housing the rare Coco de Mer palm found exclusively in Seychelles. The Aldabra Atoll, another UNESCO World Heritage Site, stands as the world's largest raised coral atoll, offering sanctuary to numerous species,

including the Aldabra giant tortoise.

## The stay that feels close to nature:

Seychelles also boasts luxury resorts and world-class hospitality. From private villas nestled amidst lush greenery to five-star beachfront hotels, the accommodations in Seychelles offer unparalleled luxury and comfort. Many resorts are designed to harmonize with the natural surroundings, ensuring an immersive and eco-friendly experience for visitors. The warm and friendly Seychellois people contribute to the charm, with their genuine hospitality and welcoming nature, ensuring that every visitor feels at home.

## The culture that is unique and vibrant:

Seychelles provides a unique cultural experience with its diverse blend of influences. The islands have a rich history shaped by African, Asian, and European cultures, resulting in a vibrant fusion of traditions, music, and cuisine. Visitors can explore the vibrant markets of Victoria, the capital city, where they can savor Creole delicacies, shop for local crafts, and immerse themselves in the lively atmosphere of Seychellois culture.

Whether you seek relaxation, adventure, or a deeper connection with nature, Seychelles offers something for everyone. So, pack your swimsuit, grab your snorkel, and get ready to experience the beauty and tranquility of Seychelles—a tropical haven like no other, where you can create lasting memories in this breathtaking tropical paradise.



# Treat Yourself to a Luxurious Los Angeles Getaway



With travellers spending more money on travel this year, Los Angeles continues to enhance its luxury offerings, from exclusive designer pop-ups at world-class resorts, to securing the highest number of accolades at the esteemed 2023 James Beard Awards.

## • T3FS Desk

Los Angeles Tourism is pleased to share an array of splurge-worthy offerings for those seeking a star-studded trip to the City of Angels.

“There is no better destination for visitors seeking those once-in-a-lifetime experiences than Los Angeles, at the crossroads of the entertainment, fashion and culinary worlds,” said Adam Burke, Los Angeles Tourism President & CEO. “From our 5-star hotels and 25 MICHELIN-starred restaurants to world-class arts & cultural institutions and unforgettable events, we invite you to indulge in LA’s limitless possibilities.”

Higher spending on luxury travel is a trend that continues through 2023 as high-net-worth travelers continue to spend on extravagant travel, and they are prioritizing memorable experiences above all else, according to travel agents cited in a recent Travel Weekly article. To keep up with the demand, Los Angeles continues to add luxury experiences to its already stacked roster of VIP offerings. Here are some suggestions on how to fill a glamorous LA itinerary.

## Stylish Stays and Exclusive Experiences:

- Guests staying at the newly refreshed Fairmont Century Plaza can enlist a dedicated

concierge to arrange top-notch experiences including an exclusive helicopter ride to Rocky Oaks Private Vineyard Estate for a tour and catered dinner, followed by transportation back to the hotel via helicopter.

- The brand new Conrad Los Angeles hotel recently opened in Downtown LA’s The Grand, as the area’s newest five-star hotel. This 20-story tower welcomes visitors with five restaurants, two from the celebrated Chef José Andres and ThinkFoodGroup.

- Check into the iconic Beverly Hills Hotel, which this summer is delighting visitors with an exclusive Dior pop-up shop, which includes an assortment of summer-ready apparel, themed spa cabana incorporating Dior Beauty skincare products, Dior ice cream cart, and pink and grey Dior surf inspired cabins.

- Dine at The Restaurant at Hotel Bel Air, one of Los Angeles’ most acclaimed dining institutions. Chef Connor McVay ushers in a new era for the restaurant which features a range of innovative dishes inspired by California and Mediterranean cuisine.

## Dine like a celebrity:

- LA secured the highest number of accolades at the esteemed 2023 James Beard Awards. A winner to check out is Margarita

Manzke’s Republique, a premier daytime bakery and desert destination in the U.S.

- Los Angeles is home to 25 MICHELIN-starred restaurants, including Kato in DTLA which boasts a top-notch bar tasting menu, and they are launching a Kavalan Old Fashioned Bar Cart for the main dining room where the cocktail is made tableside. This restaurant has the best non-alcoholic beverage pairing in the city, and likely beyond. Their bar program was just awarded the singular MICHELIN cocktail award for California.

- Nobu Malibu is the perfect stop for worldclass sushi on the way to the beach, sure to deliver a celebrity sighting or two.

- Perch, the buzzing rooftop restaurant and bar, sits atop a skyscraper in Downtown LA and welcomes guests with an unbeatable view of the city skyline. Another hot spot in Downtown’s Arts District is Damian, a newer California-Mexican restaurant by Chef Enrique Olvera who also owns New York City’s famous Cosme restaurant.

- One of the most coveted dining reservations in the City of Angels right now is Mother Wolf. Celebrities have been flocking to this dining institution created by Chef Evan Funke for its wood-fired pizzas and traditional handmade pastas for which Funke is renowned.





- Explore Melrose Avenue and its boutique shops and cafés such as John Varvatos, Paul Smith, Fred Segal, and Urth Caffé made famous by Mark Wahlberg's hit series "Entourage."
- From Intermix, Lauren Moshi, and the Altman Brothers Realty, Robertson Boulevard is a happening destination with celebrity-favorite restaurant The Ivy and The Henry nearby.
- A trip to LA cannot be complete without a stroll down Beverly Hills' iconic Rodeo Drive, known as one of the most expensive streets in the world. The famed three-block stretch houses more than one hundred of the world's leading international brands.

## Enjoy exclusive access to only-in-LA experiences:

- For those wanting to experience the Hollywood magic during their stay, and for any big movie fans, attend a behind-the-scenes deluxe studio tour with Warner Bros. Studio Tours, which is celebrating its centennial anniversary this year.
- Venture to the South Bay and indulge in the thrill of an adrenaline-fueled ride in a new Porsche model at Porsche Experience Center Los Angeles. For those afraid to take the wheel, a Porsche Drive Coach can spin you around the 1.3-mile Handling Circuit.
- Explore notable locations where iconic movies have been filmed, such as:
  - Los Angeles Theatre, where "The Prestige" and "Man on the Moon" were filmed.
  - Scenes from "Legally Blonde" and "Saving Mr. Banks" were shot at Heritage Square Museum in Downtown LA.
  - The grounds of the Arboretum & Botanic Garden have been used for countless film shoots, from "Tarzan" flicks in the 1930s to "Bridesmaids."
  - Malibu is not just a Miley Cyrus song, but a purveyor of many luxury experiences including the Malibu Wineries Private Tour curated by ExperienceFirst, which provides a car service to take you to Malibu's top wineries with a dedicated wine guide.
- For those attending a sporting or entertainment event at the new SoFi Stadium, an abundance of luxury suites are available for rent including the field-side cabanas, Google Cloud Suite, and Corona Club Deck Suite.



• For those seeking to splurge and indulge in MICHELIN-worthy cuisine, n/naka is a top choice with 2 Michelin stars. Chef Niki Nakayama's Japanese tasting menu has captivated diners with its artistry and precision. Through her culinary creations, Nakayama seamlessly blends traditional Japanese techniques with a modern and innovative approach. Additionally, her casual counterpart, n/soto, offers a more accessible dining experience without compromising on quality or flavor.

• It's obvious why celebrities are falling in love with Gucci Osteria, given its connection to the iconic fashion house. This one-Michelin-starred locale in Beverly Hills is an outpost of

the Florence flagship and offers pristine views of bustling Rodeo Drive below.

• Chef Eli Hiroyoshi delivers a terrific nigiri and \$125 omakase at Hamasaku, which has hosted President Barack Obama. This popular dining institution has 30 inventive rolls and though it sits in a strip mall, the authentic decor makes it feel like Japan.

## Explore LA's world-renowned shopping:

• Abbot Kinney Boulevard has the latest fashion, arts, and food just minutes from Venice Beach. Visitors can shop at Farm Rio, Aviator Nation, Salt & Straw, and the acclaimed restaurant Felix.



# AirasiaSuperapp Partners with STAAH

AirasiaSuperapp, the leading one-stop travel platform by Capital A has partnered with STAAH, a leading hotel distribution and booking technology specialist, to grow its package travel offering.

Following the integration, the company will have a direct connection with more than 18,000 properties, expanding the travel options available for the thousands of travellers choosing airasiaSuperapp to book their flights, accommodation and transport.

Tan Mai Yin, Chief Commercial Officer of airasiaSuperapp, says the move offers the dual benefits of greater online visibility for local hotels and a one-stop solution for consumers who otherwise suffer from browsing fatigue.

“For hotels, airasiaSuperapp partnership with STAAH provides an opportunity to be seen on our platform and gain a diverse reach in Asean. For travellers, this means more accommodation options to select from as part of a complete travel package,” said Tan

Tan highlighted that typical customer

behaviour involves booking flights first. “We understand from our customer data that they would like to book accommodation and transport at the same time, if given the option. They are tired of looking at multiple booking sites and never truly knowing whether they got the best price and package. By offering a broader suite of accommodation options to complement the lowest flights in the sub-continent, consumers can be confident they are receiving the best package.”

The airasiaSuperapp is the one-stop travel platform business of Capital A offering consumers over 15 lines of products and services via the Superapp as well as the airasia.com website. Powered by data and technology, the airasiaSuperapp leverages its digital ecosystem of 51 million users and 40 million downloads to generate a personalised

and seamless consumer experience.



Users can also engage in real-time conversations, join like-minded communities, play games and much more. From travel needs to everyday lifestyle essentials, there is always something for everyone on the airasiaSuperapp.

“We are proud to offer such an important connection as airasiaSuperapp to our hotel partners looking to expand their reach, particularly in the Asian region,” says Tarun Joukani, Director – STAAH. “Our deep footprint in the Asian region combined with airasiaSuperapp’s penetration here provides a brilliant opportunity for our partner hotels to convert the growing and highly engaged traveller subset on the airasiaSuperapp platform into guests.”

## VietJet announces new direct route to Tamil Nadu.

Vietnam’s leading new-age carrier, VietJet officially welcomes Indian passengers on direct flights connecting Ho Chi Minh City (Vietnam) and Tiruchirappalli (Tamil Nadu) from November 2, 2023.

Constantly expanding the flight network connecting India with Vietnam, the airline will operate with a frequency of three flights/week on this route.

Flights from Tiruchirappalli will depart at 00:30 and land in Ho Chi Minh City at 7:00 (local time) on Monday, Wednesday, and Friday. Return flights will depart from Ho Chi Minh City at 20:00 (local time) and arrive in Tiruchirappalli at 23:30 on every Sunday, Tuesday, and Thursday.

With the addition of this new route, the airline will now operate 35 weekly return flights between India and Vietnam, connecting big cities in India – Mumbai, New Delhi, Ahmedabad, Kochi and Tiruchirappalli and the Southeast Asian country.

On this occasion, the airline will offer a 24-hour flash sale of up to 88 % discount to all the passengers - only on 8th August 2023 valid from 0:00 - 23:59 (GMT+7). The offer is applicable for all the routes. Additionally, Indians can further plan their Diwali travel with VietJet’s signature

mega sale promotions on every Wednesday, Thursday, and Friday with a one-way ticket price from only INR 5,555 (\*).

VietJet is offering special inflight hot meals with a variety of dishes, both vegetarian and non-vegetarian, served by a dedicated and friendly cabin crew as well as other services. Further the airline is the only airline offering comprehensive travel insurance package- Skycare to all passengers covering flight-related issues (such as flight delay, baggage delay, lost luggage, etc.) and others

Ho Chi Minh City is a young, dynamic city with a history of just over 300 years.

The variety of colors, scents and sounds are the hallmarks of the “Pearl of the Far East”, helping the City consistently rank as one of the most popular tourist destinations in Asia among solo, couple and family travelers. From Ho Chi Minh City, visitors can easily explore



the famous coastal regions and cities of Vietnam with the airline's extensive flight network and flexible and convenient flight times.





# flydubai confirms new wet lease agreement with Smartwings

flydubai, the Dubai-based airline, announced its new agreement with Smartwings, the Czech Republic-based airline, to wet lease four Next-Generation Boeing 737-800 aircraft between 17 October 2023 and 16 April 2024.

The Aircraft, Crew, Maintenance and Insurance (ACMI) agreement with Smartwings will see four-leased aircraft support flydubai's fleet of 79 Boeing 737 aircraft, enabling the carrier to add more capacity for its passengers and cater to demand for travel during busy travel periods.

Commenting on the agreement, Ghaith Al Ghaith, Chief Executive Officer at flydubai, said: "we are pleased to confirm this new wet lease agreement with Smartwings, this marks our third agreement with the carrier since 2019. Smartwings, an IOSA (IATA Operational Safety Audit) certified company,

is well-experienced in ACMI agreements. The leasing of four additional aircraft will enable us to maintain our operational efficiency, add capacity around our network and minimise any potential disruption to our passengers during one of the busiest travel periods of the year."

flydubai currently operates a single-fleet type of Boeing 737 aircraft that includes 30 Next-Generation Boeing 737-800, 46 Boeing 737 MAX 8 and three Boeing 737 MAX 9.

"We are delighted to have signed our third ACMI wet lease agreement with flydubai. This cooperation, which we greatly value, will



allow us to achieve a higher utilisation of our aircraft and provide our qualified employees with more opportunities during the winter season," says Jiri Juran, Chairman of the Board of Directors, Smartwings.

The all-Economy Class aircraft will operate on select routes on the flydubai network including Chattogram, Colombo, Dhaka, Karachi and Muscat.

# 79th Domestic Destination in the 6E network

IndiGo, India's leading carrier has announced Shivamogga as its 79th domestic destination and 109th overall destination in the 6E network.

The airline will operate non-stop daily flights between Bengaluru and Shivamogga, starting August 31, 2023. Shivamogga will be the sixth destination in Karnataka in the 6E network, after Bengaluru, Mysore, Mangaluru, Hubballi, and Belagavi. This direct flight will enhance intrastate accessibility, while connecting Shivamogga to key domestic and international destinations through Bengaluru.

Shivamogga, located in Karnataka on the banks of the Tunga River, is an ideal destination to experience the beauty of nature. It is often referred to as the "gateway to Malnad" as it leads to the hilly regions of the Western Ghats. Blessed with natural beauty, this lesser-known hill station is a treasure of Karnataka. Five major rivers, namely Tunga, Sharavathi, Kumudavathi, Tungabhadra, and Varada, flow through the city, adding to its charm. Shivamogga is also known as the "rice bowl of Karnataka" due to its fertile soil and the presence of numerous rivers. It is renowned for tourist attractions such as Jog Falls, Kodachadri, Dabbe Falls, Agumbe, Gudavi Bird Sanctuary, Kundadri, Madhugiri Fort and Bhadra Wildlife Sanctuary.

**Mr. Vinay Malhotra, Head of Global Sales at IndiGo**



We are pleased to add Shivamogga to our extensive domestic network. This will be our sixth destination in Karnataka, 79th in India, and will enhance trade, tourism, and mobility across the state, and beyond. By introducing air connectivity to Shivamogga, we also aim to provide easy access to neighboring areas while contributing to economic activity and employment opportunities. Direct connectivity to and from Shivamogga will also serve as a gateway to the Malenadu region, renowned for its lush greenery and scenic landscapes, further strengthening the city's tourist appeal. We will continue to uphold our promise of providing on-time, affordable, courteous, and hassle-free travel experience across a wide network.

# Jazeera Airways now flies to Tehran

Jazeera Airways, Kuwait's leading low cost carrier now flies direct from Kuwait to Tehran two times a week. Travelers from Mumbai, Hyderabad, Bangalore, Chennai and Kochi, will greatly benefit from these Jazeera flights connecting via Kuwait.

In addition to Tehran, Jazeera Airways also flies to the beautiful cities of Mashhad and Shiraz in Iran. With a network of 66 destinations across the Middle East, Europe, Central & South Asia and Africa, Jazeera also

provides other convenient connections through Kuwait. This includes touristic destinations like Istanbul, Bodrum, Baku, Cairo and Sharm El Sheikh.





# LOT Polish Airlines Connects India Nonstop With Warsaw

LOT Polish Airlines, a member of Star Alliance, operates daily nonstop flights from Delhi and Mumbai to Warsaw and thereby offers travellers from India easy access to one of the most fascinating European capitals. Travellers from India can immerse themselves in Warsaw's vibrant fusion of cultures, where East meets West – and where history meets modern city life with shopping, dining and lots of unique experiences.

As the proud recipient of the esteemed “Best European Destination 2023” award, Warsaw represents Poland's rich heritage and modernity. Travellers will be captivated by the city's enchanting landmarks, such as the meticulously reconstructed Royal Castle, showcasing Poland's regal heritage through opulent interiors and exquisite artworks. The Museum of Warsaw offers a vivid journey through the city's past, with artifacts and exhibits that bring history to life.

Gateway to rich heritage and modernity Shopaholics will be delighted by Warsaw's diverse and vibrant shopping scene. Nowy Świat Street, with its stylish boutiques, international brands, and charming cafes, offers a wide array of options. For an authentic shopping experience, the historic

Old Town Market Square features local handicrafts, unique souvenirs, and traditional Polish products. Additionally, the Złote Tarasy shopping centre combines world-class fashion with modern design, catering to a variety of tastes.

The charm of Warsaw's Old Town, a UNESCO World Heritage Site, lies in its meticulously restored buildings and picturesque cobblestone streets that transport visitors back in time. The colourful facades, historic churches, and the lively ambiance of the city's charming cafes and restaurants create an immersive experience worth exploring. Just outside the city centre is the majestic Wilanów Palace, a baroque residence surrounded by beautifully landscaped gardens, offering a serene escape from the bustling city life.



A culinary fusion of cultures

Polish cuisine, renowned for its hearty and flavourful dishes, has something to offer for all including lots of vegetarian food options. Indulge in traditional Pierogi, delectable dumplings with various fillings, or savour the famous Żurek, a sour rye soup that can be prepared in a vegetarian version. Polish cuisine also boasts a wide range of delicious salads, fresh vegetable dishes, and mouth-watering desserts.

# SAUDIA Expands International Flights By 15%

Saudi Arabian Airlines (SAUDIA) continues to implement its operational plan for Summer 2023 by providing over 7.4 million seats for domestic and international routes during July and August, a 10% increase compared to the same period in 2022.



The airline will operate more than 32,400 flights, reflecting a 4% increase. These measures aim to meet high demand during peak seasons and ensure smooth operations, efficient reservations for scheduled and seasonal destinations, and streamlined processes at airports.

For international flights, SAUDIA is providing more than 4.2 million seats, achieving a 16% increase. Additionally, the airline is introducing over 14,800 flights, reflecting a 15% increase. On domestic routes, over 3.2 million seats will be available through 17,600 flights. The operational plan for the summer of 2023 is continuously monitored by dedicated team from Saudia Aerospace Engineering Industries (SAEI) to evaluate its performance.

Captain Ibrahim Koshy, CEO of SAUDIA, emphasized the airline's extensive experience in managing operations throughout the year, especially during peak seasons. The plan includes increasing flights, seat capacity, and introducing seasonal destinations to meet guests' needs while providing excellent services. He also acknowledged the various challenges in the aviation industry, which included managing the departure of Hajj pilgrims from Makkah. The airline implemented comprehensive procedures and prepared the necessary facilities to ensure a successful summer season and Hajj pilgrimage.

With its fleet of 164 world-class aircrafts, SAUDIA group has cemented a firm reputation globally for its service, comfort, safety and reliability, notching many enviable industry

awards along the way. Recently, SAUDIA has advanced 11 positions in the "SKYTRAX" airlines ranking of the World Best Airlines 2023. The airline jumped to the 23rd spot in the 2023 rankings, based on traveler votes. The announcement was made during the 54th edition of the Paris Air Show 2023 "Le Bourget," held in Paris, France.

Earlier this year, SAUDIA Group announced the addition of 25 new international destinations, expanding its network to over 100 destinations. This expansion aims to provide more options for travelers and to connect the world with Saudi Arabia. As part of the global Sky-Team alliance, guests can access 1,000 destinations in 170 countries and enjoy over 790 first-class and business-class lounges worldwide.



# Emirates Premium Economy shines in first year of full service

After setting new industry benchmarks in Premium Economy travel, Emirates is celebrating a banner first year of full-service operations with the highly popular cabin class.

Over 160,000 customers have traded up to fly in Emirates Premium Economy since it was introduced in August 2022, with strong demand momentum forecasted in the coming months. The airline is providing travellers more opportunities to experience its highly-acclaimed Premium Economy product which is currently available on flights to 11 cities, with the list growing to 13 cities by the end of the year, as more retrofitted aircraft with refreshed cabins roll into scheduled service.

Since Emirates debuted its Premium Economy Class, customer response has been overwhelmingly positive with demand exceeding expectations and bookings growing month on month, demonstrating its appeal to a broad range of traveller segments who want to try out its understated luxury and meticulously elevated experience at great value. Nearly half of customers flying in Emirates Premium Economy are solo travellers venturing off for holidays, while couples

and families constitute the other half. More than 60% of customers who booked to fly in Premium Economy in the last year were also loyal Emirates Skywards members and regular customers of the airline.

Emirates currently flies its A380s with the latest Premium Economy cabins to London Heathrow, Sydney, Melbourne, Auckland, Christchurch, Singapore, Los Angeles, New York JFK, Houston, San Francisco and Dubai, with flights regularly registering full seat loads in Premium Economy. The airline plans to make Premium Economy available to customers flying to/from Mumbai and Bengaluru from 29 October, and additional cities will be announced soon. Emirates currently operates 20 aircraft fitted with Premium Economy, 14 of which were retrofitted in-house by the Emirates Engineering team in Dubai over the course of the last nine months.

Since August 2022, the airline has operated close to 4,500 flights with Premium Economy,

traversing more than 36 million kilometres around the globe. On those flights, over 192,000 meals from its carefully curated menus which include the finest ingredients were served to customers who enjoyed regionally inspired, generously portioned dishes. Unique touches include indulgent desserts garnished with edible gold leaf, among other signature offerings. Premium Economy menus are updated every month to ensure a diversity of flavours and dishes, especially for well-travelled customers. Over 126,000 pieces of chocolates were served to round off meals for Premium Economy customers. Emirates also served 6,700 kilograms of mixed nuts and 8,650 litres of complimentary fresh lemon and mint juices in Premium Economy. The airline's robust beverage selection in Premium Economy includes a global exclusive for Emirates customers, Australian sparkling wine, Chandon Vintage Brut 2016, alongside a choice of a unique white and red wine.

## Careers Take Off for SriLankan Aviation College Graduates

Recent local graduates of the EASA PART 66 Basic Course in Aircraft Maintenance at SriLankan Aviation College have found employment with SriLankan Airlines as Aircraft Technicians following a competitive recruitment and selection process and are now on track to a coveted career in aircraft maintenance engineering.

SriLankan Aviation College, the training arm of SriLankan Airlines, reintroduced the highly sought-after programme to the Sri Lankan market after a four-year break, giving local students a head start into the lucrative global aircraft maintenance industry, which is projected to employ over an additional 600,000 technicians in the next two decades.

The EASA PART 66 Basic Course in Aircraft Maintenance is accredited by the European Union Aviation Safety Agency (EASA), and the Civil Aviation Authorities of Sri Lanka, the Maldives and Pakistan. Students following the course could opt to study in both Mechanical (B1.1) and Avionics (B2) streams. The Mechanical stream is predominantly associated with the mechanical aspects of an aircraft such as its structure and related systems. The Avionics stream is associated with electrical; indicating; recording; autopilot; and navigation and communication systems of the aircraft as well as

electronics used within other aircraft systems.

The course comprises 2,400 hours of learning, which includes 1,200 hours of theory sessions and 1,200 hours of practical sessions carried out on SriLankan Airlines' Airbus A330 and A320 aircraft, providing students with an unparalleled opportunity to learn in a live aircraft maintenance setting. Students will qualify for employment in the aircraft maintenance and engineering field upon completing the programme.

SriLankan Aviation College is among the handful of EASA approved training institutes in the region. By reinitiating this course in Sri Lanka, the College hopes to provide local talent a chance to take advantage of the projected global career wave in airline maintenance and help the industry meet its demand for skilled aircraft technicians at the same time.

In addition to local students, SriLankan



Aviation College draws an international student body to its Katunayake-based college facility. Over 100 foreign students are currently enrolled with the college for the EASA PART 66 Basic Course in Aircraft Maintenance including from the Maldives, Pakistan, India, Oman, Nepal, Bangladesh and Tanzania.

With over 34 years of experience in aviation training, SriLankan Aviation College extends comprehensive training options to both students and working professionals. The college collaborates with world-renowned institutions such as Kingston University London, Embry-Riddle Aeronautical University and Sir John Kotelawala University as well as aircraft manufacturers Airbus and Boeing Group. The college is also a member of the Royal Aeronautical Society and the European Aviation Maintenance Training Committee (EAMTC).



# Mumbai's dreams meet Jakarta's pulse

IndiGo, India's leading carrier, has taken a momentous step in strengthening India-Indonesia relations by commencing new daily direct flights between Mumbai and Jakarta, starting August 07, 2023.

With the inauguration of this flight, IndiGo becomes the only Indian carrier to operate flights between India and Jakarta. This also makes Jakarta, IndiGo's 106th destination overall. The introduction of this route is a testament to the growing demand for travel to Indonesia, offering convenient access to the vibrant capital city and fostering closer ties between the two nations.

Mr. Vinay Malhotra, Head of Global Sales at IndiGo, said, "We are thrilled to launch these new daily flights between Mumbai and Jakarta. Jakarta, the capital and also the largest city in Indonesia, is also their economic, cultural, and political centre. This new route not only strengthens bilateral ties and enhances direct connectivity, but also enables access and promotes trade and tourism across Indonesia and India.

Additionally, it opens up seamless access from Jakarta to IndiGo's wide network across India, Central Asia, and the middle east. These flights will not only benefit Indian tourists seeking to explore Indonesia's pristine beaches and rich cultural heritage but also provide an exciting opportunity for travelers from Jakarta to connect with India. IndiGo continues to deliver on its promise of affordable, on-time, courteous, and hassle-free travel experiences across an unparalleled network."

Jakarta, the capital city of Indonesia, is a bustling metropolis that attracts numerous tourists from around the world. As one of the most populous cities in the world, Jakarta offers a unique blend of rich history, diverse culture, and vibrant urban life. Monas, The Merdeka Palace, The National Museum, Istiqlal Mosque,

The Jakarta Cathedral, and Monument Selamat Datang are all notable sites in Jakarta. Other popular attractions include Sea World Ancol, Taman Impian Jaya Ancol, Dunia Fantasi, Ragunan Zoo, Grand Indonesia, and Plaza Indonesia. The city is also well known for its employment and business prospects, as well as the ability to provide a good standard of living. The most famous industry in Jakarta is the service sector, particularly in finance and banking. As the economic and financial hub of Indonesia, Jakarta houses the headquarters of numerous national and international banks, financial institutions, and multinational corporations. Travellers can also explore Bali and five super-priority destinations namely Borobudur Temple, Lake Toba, Mandalika, Labuan Bajo and Likupang.

## SAUDIA Fleet Expands to Include New A321neo Aircraft

SAUDIA, the national flag carrier of Saudi Arabia, announced the expansion of its fleet with the addition of new aircraft type, Airbus A321neo under the slogan "A neo-way of flying." This feeds into SAUDIA's expansion plans as the airline aims to add 20 more A321neo aircrafts to its fleet by 2026.

The A321neo aircraft is a narrow-body airliner part of the A320 family, the world's most popular single-aisle aircraft family and airlines' preferred choice with airlines around the world due to its reputation for high performance and superior comfort. The aircraft offers new levels of performance, seating 180 to 220 passengers in a typical two-class interior layout. The main reason behind the purchase of the aircraft is its ability to run on much less fuel. The A320 family of aircraft have saved 20 million

tons of Co2 since the A320neo came into service globally in 2016. By incorporating Sharklets, new fuel-efficient engines and latest cabin innovations, the A320neo has also seen a 20 per cent decrease in fuel burning and Co2 emissions, a 50 per cent reduction in noise footprint, a 5 per cent lower airframe maintenance costs and a 14 per cent lower cash operating costs per seat versus previous generation aircraft.

**Captain Ibrahim Koshy SAUDIA CEO** said: "We are excited to expand our fleet with the new

Airbus A321neo aircraft. Our priority is to offer the best guest experience possible and to bring the world to Saudi Arabia, and we will continue to purchase state-of-the-art aircraft from the world's top manufacturers to deliver on that promise."

Koshy added: "We commend Airbus for continuously looking to improve the performance of their aircraft, which goes in line with SAUDIA's ambition to provide the best guests experience possible while contributing to make aviation more sustainable."

## Vietjet increases flight frequency to Bali

Vietnam's leading new-age carrier, VietJet has increased its flight frequency to Bali, making it easier for travel to the world's largest island nation- Indonesia from Vietnamese biggest Southern City of Ho Chi Minh City.

The airline will operate 4 flights per day from Ho Chi Minh City to Bali and 2 flight per day from Bali to Hanoi from August 12, 2023. The new flights will be scheduled from Ho Chi Minh City at 07:05 and arrive Bali at 11:55 (local time). The new flights from Bali will be scheduled at 13:10 (local time) and arrive at 17:25 in Hanoi.

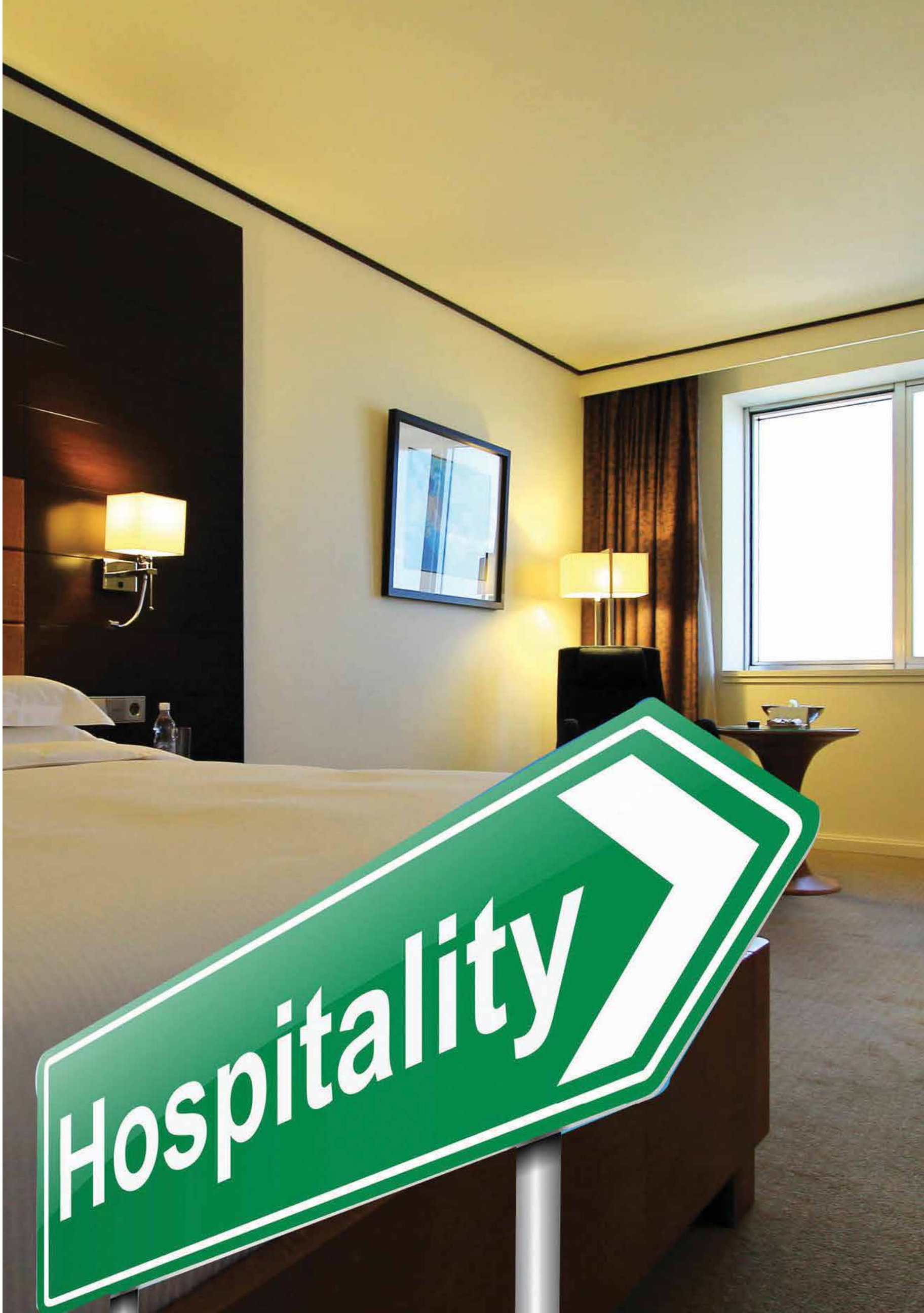
he airline is one of the most popular airline

options among passengers for its extensive route network, practical flight times, and extremely low cost. Passengers on all Vietjet flights will receive perks, such as compensation for medical costs incurred due to accidents or illnesses (including Covid-19), assistance with flight-related issues, and 24-hour access to Global Travel and Medical Support Services.

Additionally, passengers have the opportunity

to purchase the tickets priced from INR 5,555 (\*) on every Wednesday, Thursday, and Friday (GMT+7), applicable to all the international flight network. Further catering to the needs of its Indian customers, Vietjet is offering special inflight hot and fresh meals with a variety of dishes, both vegetarian and non-vegetarian, served by a dedicated and friendly cabin crew as well as other services.







# Invade into the Reality of Your Dream Come True

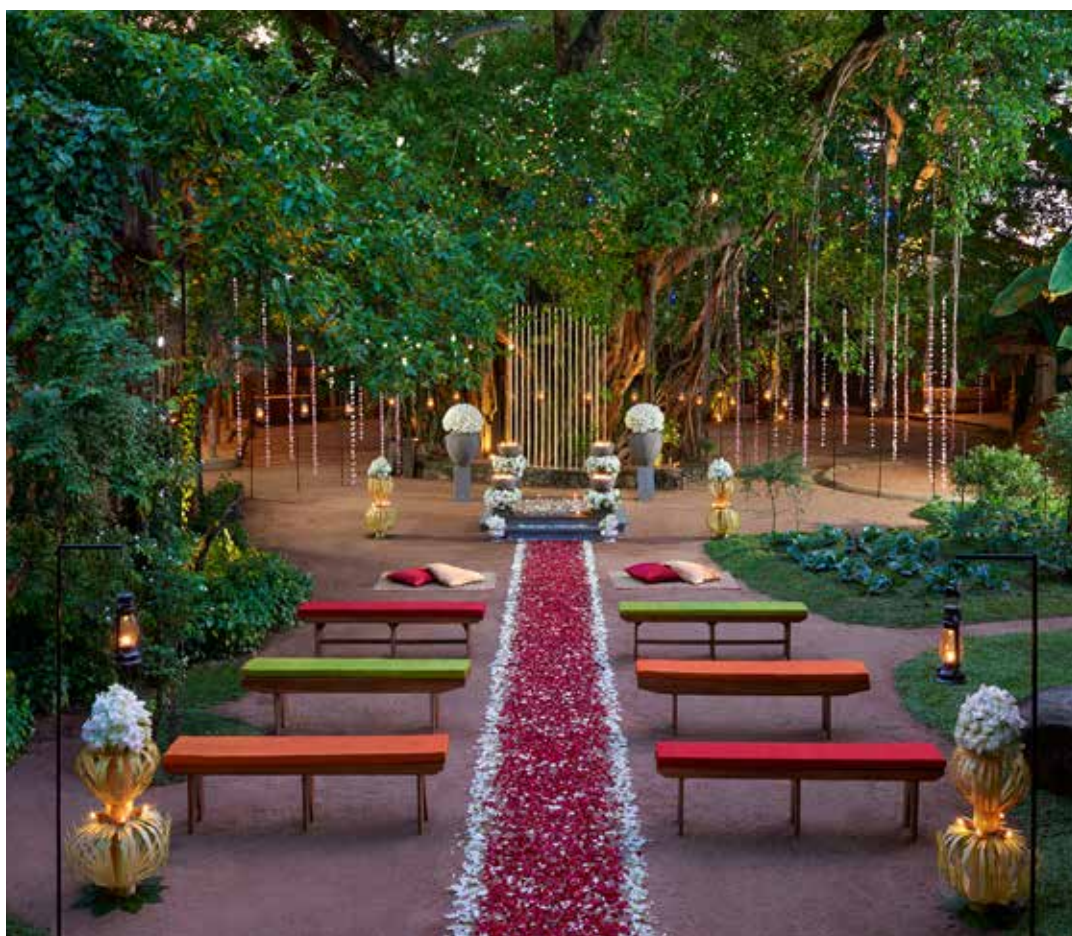


As you start planning your wedding, the first thing on your to-do list is usually to secure the venue. An extremely important part of the celebration, the physical space sets the tone for the whole event.

• Tarsh Sharma

One of the most stressful elements of wedding planning is creating a celebration that is enjoyable for you and your spouse-to-be and still treats your guests to a memorable event. Centering your wedding ceremony and reception at a hotel is an easy way to remove unwanted worries about your guests, as well as simplify the day by providing a single space for all the wedding festivities.

There is a lot to think about when creating a space that will cater to the desires of your guests, as well as provide a stunning location for your wedding, so below we're featuring the top hotel for you to select your venue.





# New Level Romance

Cinnamon Hotels helps one bring their dreams alive in real to life.

## • Cinnamon Island Weddings

Cinnamon Island Weddings is a bespoke, curated, luxurious wedding experience in Sri Lanka by Cinnamon Hotels & Resorts. From romantic beachside ceremonies at sunset to vintage garden parties surrounded by misty mountains, Cinnamon Island Weddings helps one bring their dream island wedding to life. The brand has 10 properties spread across different parts of the country and they offer personalized, 360-degree execution capability. They take tropical island romance to a whole new level with completely customizable wedding packages in ten luxurious locations.

## • Cinnamon BeyBeruwala

Cinnamon BeyBeruwala is one of the most extravagant and largest resorts in the beautiful southern coast of Sri Lanka. Located just 55 km from Colombo and not more than an hour's drive from the highway entrance, the convenient location of our hotel offers a stunning ocean backdrop for couples who wish to exchange their vows and sail off into the tropical sunset. Inspired by the Arabian trade routes to Sri Lanka, Cinnamon BeyBeruwala is a modern day take on a lavish trading outpost – a literal island oasis! Destination weddings at Cinnamon BeyBeruwala include a unique garden party. The Garden at Cinnamon BeyBeruwala is a vast, serene setting for any kind of wedding ceremony. Erect a marquee on the grounds for a Bedouin-themed shindig, or opt for an open-air ceremony in the more-often-than-not sunny weather of Sri Lanka. Choose your own décor and wedding canopy for a ceremony that is uniquely yours.

**Banquet Weddings** - Book the Kutlama Hall for a classic, indoor ceremony and banquet celebrations. The Kutlama Hall undertakes a complete makeover when it comes to letting loose and having the celebration of a lifetime. Able to accommodate upto 200 guests, this hall can host a full-blown extravaganza. If you like, you can even choose your own décor from the oil lamps to the wedding canopy to the chair covers.

**Garden Weddings** - Destination weddings at Cinnamon BeyBeruwala include a unique garden party. The Garden at Cinnamon BeyBeruwala is a vast, serene setting for any kind of wedding ceremony. Erect a marquee on the grounds for a Bedouin-themed shindig or opt for an open-air ceremony in the more-often-than-not sunny weather of Sri Lanka or choose your own décor and wedding canopy for a ceremony that is uniquely yours. You can accommodate around 300 – 500 guests in this setting.

## • Cinnamon Grand Colombo

Cinnamon Grand Colombo is a romantic getaway in the heart of the bustling city of Colombo. The indoor and outdoor venues make for a plush ambience, be it during the day or at night. Their majestic ballrooms, elegant courtyard, open garden spaces and a charming little village make sure one's vows feel as heavenly as they really are. Thoughtfully designed, they ensure an experience as smooth as your marriage ought to be. They lay out a sumptuous spread of the most delightful local and international cuisines, for guests to truly relish the wonderful occasion.







# An affordable dream wedding destination with the brand name Marriott

Proper planning and execution of a wedding is like “Dream Come True.” Be it a complete traditional one or a contemporary setup, the stalwart team at Courtyard by Marriott Pune Chakan is always eager to make your big day a memorable one.

With an eye to details, Courtyard by Marriott Pune Chakan ensure that they create the magical moments for you amidst the unique settings. Let the sky witness your union at the Lawn or the poolside be the most romantic spot. The resplendent Ballroom is the perfect venue to create the magical moments.

Want to stay on budget for your wedding and have fun doing it? We've put together a Wedding Budget Checklist that includes the wedding essentials, as well as the "typical" percentage of your budget you may want to reserve for each one.

Consider a buffet for your wedding theme-wise rather than a formal sit down meal, get your money's worth by decorating the wedding event with Courtyard by Marriott Pune Chakan vendor; one place for all decorations- Music, Light, Baarat etc. They also offer pocket friendly liquor packages for your cocktail night & a complementary honeymoon suite upgrade. Moreover, you'll get complete event points on your account to become a Marriott Rewards Member.

Most of the couples want to celebrate a grand wedding ceremony away from the hustle and bustle of city life and hence choosing a perfect wedding destination is a trend. Courtyard by Marriott Pune Chakan is the perfect destination to make your day special and memorable for lifetime. With breathtaking venues, spectacular décor and scrumptious food, we adorn your special occasion with enamour and grandeur.







# An ideal location for destination weddings

Le Meridien Goa is a stylish, contemporary hotel offering premium rooms and amenities.

**L**e Meridien Goa located on Calangute-Sinquerim stretch is in close proximity to popular beaches, major tourist attractions and shopping arcades making it an ideal location for destination weddings. The hotel offers 146 well-appointed rooms & suites, premium banqueting venues that spread over 10,000sq.ft with a unique setting for each ritual/wedding tradition. For the sangeet/mehendi 'ReisMagos' our indoor ballroom is perfect. With a tastefully done pre-function area and an interactive outdoor patio, ideal for photo shoots.

For cocktail evenings choose Jazz & Grills, this venue has a built-in stage, state-of-the-art

sound system, ideal for live entertainment or DJ. Guests can enjoy Hi-Tea by the poolside or at Verandah - a unique setting that has the backdrop of a Portuguese villa that exudes old world charm.

'Telhado' the open sky terrace venue, with breath taking views of the Arabian Sea on one side and verdant green hills on the other. The wedding party can enjoy the majestic views of the sea yet not having the trouble of having to walk in the sand - it is the best of both worlds.

The hotel has taste-fully designed venues for couples who would like a pre-wedding shoot, which has gained huge popularity lately.







# Unique to one's tastes and preferences

**Celebrate your love with a memorable wedding reception in the centre of the Garden city.**

Offering elegant indoor and outdoor wedding venues, including an outdoor lawn area, incredible locally sourced catering and an ideal location Renaissance Bengaluru Race Course Hotel will ensure your special day is truly special.

From complimentary planning services for onsite ceremonies and receptions to handling all of the details of venue, our wedding planners work closely with the family to ensure a dream wedding becomes a reality.

Renaissance Bengaluru Race Course Hotel offers spectacular ballrooms and intimate open air wedding venues to accommodate ceremonies and receptions of all sizes. With

the award-winning chefs, certified planners and elegant venues, this hotel can create a fairy-tale wedding in Bengaluru, unique to one's tastes and preferences

The hotel has various budget friendly and exclusive packages for Weddings and events.

Renaissance Bengaluru Race Course Road is a hotel for the curious, the adventurous, for those who see every journey as a chance to be inspired by the unexpected. The style, look and feel of the wedding/event setups and the food and beverage offerings at Renaissance Bengaluru Race Course Hotel are extremely unique. The hotel offers 12680 sq. ft. of indoor and outdoor event space

which is complimented by a huge inventory of 276 rooms. The hotel is very strategically placed in the heart of Bengaluru city with close proximity to major commercial and entertainment hubs making it an ideal location.

Some of the USP's that we boast of are that the hotel offers biggest room size in the lifestyle category in Bengaluru, apart from that the distinctive structure of the hotel offering spectacular views of the city's captivating skyline and the Bangalore Turf Club, the unique Food and Beverage offerings, multifunctional meeting rooms with day light along with REN meetings are among others.





# Being Flexible

Sheraton Grand Bengaluru Whitefield Hotel is a propitious and picturesque setting which offers complete flexibility to celebrate the special day in style.

The defining element of The Sheraton Grand Bengaluru Whitefield Hotel & Convention Center is its unparalleled and consummate event space. Offering complete event flexibility, The Sheraton Grand Bengaluru Whitefield Hotel & Convention Center, is the ideal destination for weddings in the city. The hotel features a total area of 6,072 square meters, including 2,602 square meters in the adjoining convention center. A party lawn for up to 400 guests is ideal for outdoor gatherings. Whether it is, themed party or lavish wedding, the hotel's professional wedding planners have all the resources needed to execute a flawless and memorable event.

Dreams & fairy tales have no boundaries & Sheraton Grand Bengaluru adds wings to that. The special day & the Moment in Time can't be measured in budgets. At Sheraton Grand Bengaluru we bestow complete flexibility from customization of menu to décor & setup in interpreting the estimation. Being flexible is one of the features of Sheraton Grand Bengaluru which shall add much value to the budget estimation and the great experience.





# City of Light

The Parisian Macao would be an ideal wedding destination to create memories to last a lifetime.



The Parisian Macao is steeped in the romantic atmosphere of Paris. Inspired by the magic and wonder of the famed “City of Light”, The Parisian Macao features a half-scale authentic recreation of the Eiffel Tower, which provides a perfect backdrop for wedding photos. This hotel can also make the wedding night special by arranging rose petals on the bed and the couples can sip a glass of champagne while enjoying the shimmering light show of the Eiffel Tower inside the hotel rooms.

Couples can also experience the romantic atmosphere of Paris and walk along the “Love Lock Bridge”, just like the Pont des Arts in Paris. This is a place where love truly belongs to lovers. They can write their love vows, and lock their hearts together.

The outdoor venue spaces and easy access of ballrooms also make The Parisian Macao the ultimate wedding venue or backdrop for photos.

The trip would not be complete without exploring the Eiffel Tower’s observation decks on levels 7 and 37 for breath-taking views of the Cotai Strip. Couples will be amazed by the mesmerising illuminations. The best spot to take your selfie is from Le Jardin, which is five minutes away, on the opposite side of the road, where you can capture the panoramic skyline.

Couples can also enjoy shopping at Shoppes at Parisian which consists of over 170 duty-free stores, including more than 40 new-to-Macao brands.

Indulge yourself on your special wedding day while you’re transported to Paris at The Parisian Macao.





# Truly stunning venue for wedding



Luxurious resort hotel for extravagant wedding celebrations!

Venues are crafted to bring dreams to life! The personnel wedding specialist at the Westin will ensure that every nuance of the wedding, that they host, is perfectly attended to, leaving one relaxed and energized to revel in the splendour of the most memorable celebration.

The Westin Sohna Resort and Spa has been designed to reflect the dream like beauty of the lush green environment and offer a truly stunning venue for wedding, inspiring meeting and banquet spaces. State-of-the-art amphitheatre and manicured outdoor lawns support functions of any type and size. One can exchange vows outdoor in the surreal plush green expanse or enjoy a grand celebration at the magnanimous Westin Vatika ballroom which is a 4,670 Sq.ft. With

natural surroundings, Westin Sohna Resort & Spa also suggest the guests to host their sacred wedding wow's ceremony at The Westin Sohna lake side, amidst a tranquil of oasis that harmoniously blends the five elements of life; Earth, Water, Fire, Air and Ether. Pool side venue is also an ideal location to host splendid evening sundowner wedding cocktail parties.

From innovative culinary options, the flavor of every grand wedding ceremony, the reception to a relaxed post-wedding brunch, each facet is artfully planned by the skilled chefs to retain each and every individual style. The passionate chefs at the Westin Sohna Resort & Spa provide mouth-watering cuisines and serve it with utmost warmth. Personalized menus are crafted especially to meet the tastes along with live cooking

stations and theme dinners that help create a perfect culinary experience on the special day.

An ideal wedding destination that has 45 acres of lush green land creates the perfect back-drop for luxurious and extravagant wedding celebrations. The state-of-the-art elegant design makes the resort a perfect destination for weddings.

Offering 97 luxurious rooms and villas the resort offers a tranquil retreat for your guests to bask in the glory of festivities. Post wedding de-stress facilities and services are also available for the newlyweds that include spa treatments, intimate dining experience by the lake, and an array of dining options to choose from. Nestled amidst peaceful surroundings, located within easy Driving distance from Gurgaon and New Delhi.





# Holistic lifestyle experiences



**With its breath-taking landscape, scintillating dining, signature drinks and sensational music, the bride, groom and guests will never forget the festivities that take place at W Goa.**

**W** Hotels worldwide are known to elevate any celebration from ordinary to exhilarating through holistic lifestyle experiences. Whether you are looking for a pre-wedding sundowner or an unparalleled backdrop for an ocean front wedding, W Goa is the ultimate destination to make your wedding dreams come true. Apart from cutting-edge

design, 109 distinct rooms, 24-hour spa and our Whatever/Whenever® service, this year we have also launched our all-new banquet space called Great Room. True to the name, the Great Room is over 5,700 square feet and fully equipped with world class audio-visual facilities to make your wedding a memorable affair.

As with all W Hotels around the world, we

differentiate ourselves from a lifestyle perspective and not from a price point. Today, consumers are less price-sensitive and more value-conscious. They are looking for meaningful travel experiences, be this through immersion into the local culture or exploring a new adventure, which is what our brand strives to offer.





**EXPLORE**

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### PACKAGE 03

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# Creates Immersive and Memorable Celebration

"Well-known as the paradise pearl island of Vietnam, Phu Quoc has become an iconic, beautiful and romantic destination for a wedding ceremony where you will find the natural look of white sand and lapping clear turquoise water waves as eternally romantic wedding backdrops." said Mr Patrice Landrein- General Manager, Premier Village Phu Quoc Resort

## • T3FS Desk

**The Big Indian Wedding is timeless and thAs a top hotel renowned for hosting destination weddings, what sets your property apart from other venues? How do you create exceptional and unforgettable experiences for couples and their guests?**

At Premier Village Phu Quoc, we are proud to provide a luxury sand venue and the stunning waterfront views that you crave, offer perfect settings for your wedding ceremony and ensure every moment of the special day reflects your unique love. Our resort is surrounded by both sides of the sea, and have a unique location in the tropical forest, which will bring guests the experience of witnessing the spectacular sunset and sunrise views. Secluded, inviting and idyllic, a romantic celebration on our destination's two unique shorelines coupled with a luxury stay is sure to make your day one for the ages.

**Each destination has its own charm and attractions. How do you showcase the unique cultural and natural elements of your location to create immersive and memorable wedding celebrations?**

Well-known as the paradise pearl island of Vietnam, Phu Quoc has become an iconic, beautiful and romantic destination for a wedding ceremony where you will find the natural look of white sand and lapping clear turquoise water waves as eternally romantic wedding backdrops. We create exceptional banquet services based on unique event concepts that are surrounded by all-natural components. Events are set up in harmony with nature, provide relaxing but still luxury vibes for the important occasion of groom and bride. Premier Village Phu Quoc creates immersive and memorable to celebrate the love of the couple and allow guests to connect with and appreciate the cultural and natural beauty of the destination. It's our commitment to showcasing



the unique charm of Phu Quoc that sets our weddings apart and leaves a lasting impression on everyone involved.

**Weather plays a significant**

**role in destination weddings. How do you assist couples in choosing the perfect time of year for their wedding, considering weather patterns and seasonal highlights in your destination?**

Our Wedding consultant team will assist guests properly considering the weather and the style of the wedding. Menus are diverse with guests' preference and budget. We provide backup plan for outdoor ceremony and allow flexibility to support guests, and with our diversity of menu and location offers, the success of every event is on higher certainty with guests' satisfaction. The best season is from November to April, with small wedding under 20 participants, location in the spectacular water retreat villa overlooking the ocean our in our Corallo restaurant is other option for guests.

**Accommodating guests from various countries can be challenging. How do you ensure seamless communication and coordination with international guests, considering language barriers and different time zones?**

Listening to guests, empathize, build the trust and work effectively are the keys. We

believe in understanding what guests need to provide them the best service. Our team can communicate in multi-languages, use different means of communication to accommodate guests' requests. Understanding their love and culture is crucial to develop their journey to successful event, and also help to convey their story in a meaningful event of their life.

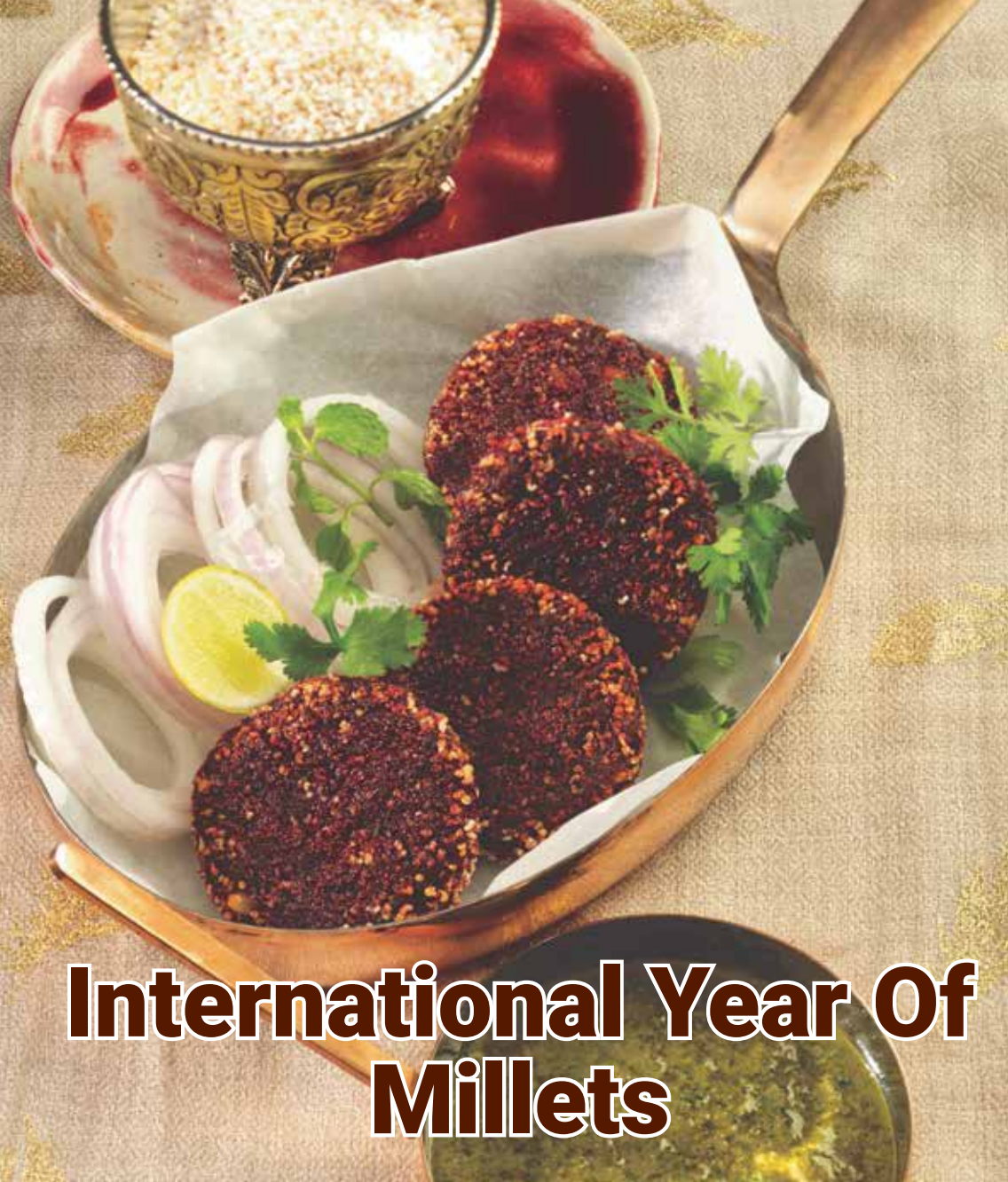
Couples often seek customizable wedding packages. How do you tailor wedding packages to meet diverse needs and preferences, allowing couples to curate their dream wedding while staying within their budget?

We curate exemplary banquet services following customized concepts events enfolded by all-natural elements - kaleidoscope sky, turquoise ocean and thousand-year-old jungle - intertwining with leading-edge amenities and banquet essentials. Wedding packages are named on natural elements: Plumeria, Sunset, White Sand and Pearl Island. Each package includes couples retreats: Steaming and pressing service, floating breakfast in villa, merit ceremony at the King's Well, honorary pastor and body massage for the couple.

Culinary experiences are a highlight of destination weddings. How do you curate diverse and delightful menus that showcase?

Local ingredients are what we try to focus in our menu. Phu Quoc is famous for the fresh seafood, we offer the menu include them as the signature, from the starter to the main courses. All dishes served in the wedding made with passion, with the desire to provide delicate taste to guests during the stay and event at the Pearl Island. For those having the specific diet and wish to cater their own menu, we are ready to consult based on their background to offer the best cuisine journey for them during the stay. Harmonizing elegantly between locality and international, and accompany guest's in the inspiring culinary in every event is what we want to provide guests.





# International Year Of Millets

The tide has now turned. The forgotten grain is back. The search for nutritious food grains which are planet friendly as well as climate resilient has put the spotlight on an ancient Indian superfood 'millets'.

Contributing towards growing their preference and popularity not only in India but also internationally, the ITC Hotel Group, known for its superior culinary excellence, and sustainability ethos has taken the initiative to launch an extensive range of Millet based breads across ITC Hotels and select Marriott International hotels in India and the APAC region that includes countries like Japan, South Korea, Australia, and Indonesia. The initiative aspires to make a meaningful contribution to Government of India's pioneering role in promoting the goodness of millets across the world by commemorating 2023 as the International Year of Millets along with the United Nations.

As part of this initiative, Chefs at ITC Hotels have extensively researched and curated a millet-based breads menu. Millets are nutritionally dense, with higher levels of protein and dietary fibre and a possible answer to the 21st century lifestyle conditions. These millet breads are gluten-free and have a low-glycaemic index. Sorghum Sundried tomatosourdough bread, Foxtail millet and Carrot bread, Multi millet and

Turmeric loaf and Pearl millet focaccia are some of the breads in this menu that will be available in all their wholesome goodness. Additionally, interesting millet recipes from the ITC Hotels will feature as part of the buffet spreads across the Marriott International hotels as well, some signature favourites to watch out for would be Finger Millet & Jaggery Pancake, Ragi Flour Khandvi, Jackfruit Millet Haleem, Pearl Millet Risotto with Prawns & Pickled Tomato and the Chicken & Pearl millet Kebabs.

With Government of India spearheading the mission to revitalise millets or Shree Anna, there has been a widespread revaluation of these small grains and their relevance. Various scientific research emphasises the importance of millets as a winning proposition both in terms of food security and fulfilling nutritional goals. ITC Hotels, as a part of its core Responsible Luxury ethos, continues to build a model that has food offerings that are healthy and sustainable. This joint initiative between ITC Hotels and Marriott International aims to create and promote dining experiences centred around millets, to further popularize the benefits of this forgotten



grain across the world; thereby supporting and furthering the Government of India's mission.

**Anil Chadha, Divisional Chief Executive, ITC Hotels** said, "ITC Hotels have had a history of offering millets as part of their menu across properties in India and bringing the forgotten grains back on the plate. Our chefs have created exquisite millet-based recipes for various cuisines. We shall continue to promote the same in India and are delighted to share our knowledge of this 'millet repertoire' with Marriott for international markets. This underscores ITC Hotels' commitment to popularize millets in support of 2023 being declared as the United Nations International Year of Millets on the behest of Government of India "

**Ranju Alex, Area Vice President, South Asia, Marriott International** echoed the importance of millets, stating- "This is a great collaboration between Marriott International and ITC Hotels to support the Year of the Millet. Hotels in India have for long featured millets in their menus across various properties and local infusions. We are delighted to take this a step further and showcase these recipes at our international properties as well. The significance of Millets in today's global scenario cannot be emphasised enough. Through this partnership, we hope to increase public awareness on the health benefits of millets and their suitability for cultivation under challenging conditions caused by climatic change."

This initiative shall popularize exciting millet-based Indian and international recipes, specially created by world-renowned ITC culinary masters, providing a unique blend of taste and nutrition. Millets are not just a superfood. They are now seen by the scientific community as 'foods of the future'. What is most exciting about the new research of millets is that the humble grain, emerged as the answer to modern food security and a sustainable food option.

Earlier this year, ITC launched its 'Mission Millets' initiative to bring millets to the mainstream. ITC's Agri division has actively educated and empowered farmers to enhance millet farming along with its Hotels and Foods divisions enabling consumers to adopt millets as part of everyday diet.



# Celebrate 76 Years of Freedom with Braveheart Brunch on Independence Day

Celebrate the 76th Independence Day with utmost pride and reverence at Conrad Pune's "Braveheart Brunch for Independence Day."

As the heart and soul of every hotel, Conrad Pune is committed to provide authentic, inspirational, and memorable experiences, and this event promises to be an extraordinary tribute to the valour and dedication of our Armed Forces.

Step into an immersive and authentic experience as Conrad Pune showcase the best of regimental cuisines, drawing inspiration from the recipes carefully garnered from the archives of the Indian Army. Each dish on the "Braveheart Brunch" menu pays homage to various regiments that have valiantly protected our borders, with each regiment having a unique history, function, and culture.

The meticulously crafted menu features an array of delectable dishes, including:

1. **Ladhaki Thukpa** – A warm and comforting tribute to the brave Ladakh Regiment.
2. **Kanyakumari Fish Curry** – A spicy and flavor-some nod to the valiant Madras Regiment.
3. **Aloo Gatte** – A rustic and hearty celebration of the courageous Garhwal Regiment.
4. **Puran Poli** – A sweet and delectable homage to the indomitable Maratha Regiment.

This exceptional culinary journey will be available not only at Conrad Pune but also simultaneously at all participating Hilton Hotels across India. On 15th August, join us for the "Braveheart Brunch for Independence Day" to revel in the flavors of courage, diversity, and unity.





# Lifestyle





# Razzle Dazzle

Art, architecture, technology are all blending into jewellery designs more seamlessly than ever before.

• Komal Arya





### Colours and rarities

The rise of rare and unusual gemstones is imminent. Multi-coloured gemstones do not offer the same enormous intrinsic value as the rarest diamonds, sapphires, rubies and emeralds, but their allure is in their price and their design potential. Increased demand for individualistic jewellery, coupled with price-consciousness has meant designers are turning to little-known gems for both unusual colour effects and a semblance of affordability. The rising prices of natural precious gemstones have put pressure on jewellers to find alternatives. This demand for colour signifies that other gemstones have attracted attention and the likes of paraiba tourmalines, spinels, rubellites, pink sapphires and topaz are now increasingly sought after.





### Tell a story

While price and preciousness change with fashion, jewellery moves at a sedate pace. The last decade has seen the art of the jeweller really flourish. Design and narrative have become so important that the unimaginative diamond solitaire is almost a thing of the past. Instead, designers aim to tell a story, create a mood or capture a moment, in the same way a painter would approach his work. The younger, urban and fashion-conscious population in India demands exclusivity and style, when it comes to jewellery. Today's jewellery designs reflect the same gems, shapes, and motifs of bygone eras, but with a twist. With new techniques for mounting gemstones, such as invisible and tension settings for diamonds, a unique mixture of gemstones in pavé settings, motifs of butterflies and dragons, and a slightly less-fantastical version of Art Nouveau—today, innovation in jewellery celebrates inspiration and creativity.

### Less is more

With a shift in ethnic influences, economic constraints, macro-market influences and a preference for style over sentiments, the trend is clearly moving towards minimalistic designs. These, in fact, can make bigger statements than one may think. This minimalist trend is contemplative and re-examines the cultural roots of today's rapidly transforming world.

### ‘Me’ factor

Individualism and self-expression are the key words, today. Pieces that reflect surrealism, ludicrous fantasy and the imagination of alternative universes are





in demand. This exhibits the ever-changing, multi-faceted and complex moods of today's consumerism. It explores the resistance of stereotypes and challenges conventions. Today, women look for modularity and multifunctionality in pieces; asymmetry and imperfect shapes make for great style statements is having something not everyone can have.

Jewelry trends are derived from the three R's: red carpet, runway, and real life. Here's a list of trends

**Radiant Orchid** - Call it fuchsia or purply-pink; they're both appropriate names for Pantone colour otherwise known as Radiant Orchid. It has been chosen as the 2014 Color of the Year, so expect to see a surge of the hue.

**Orange.** It color-blocks beautifully with all the blue we've seen on the runways and in jewelry, as well as with







Radiant Orchid.

**Blue.** Yes, it's still going strong. It was all over the runways for spring and has been abundant in jewelry collections all year. Snap up styles in sapphire, topaz, tanzanite, and any other desirable variations.

**Yellow gold.** We saw lots of it in dainty pendants, and all year long in, gold plate, and yellow-colored brass and bronze jewels.

**Chevrons and pyramids.** These shapes are both timeless and trendy. A number of newer designers) are using a pyramid as a signature motif, while the chevron, a fixture in heraldry and insignia—and relatable to the pyramid with its triangular point—is appearing more in

collections by other up-and-comers. (Chevrons in design are also referred to as zigzag effects.)

**Stickpins.** Did you see all the lapels in spring lines? They all serve as ideal perches for slim jewels like stickpins. These are—as the name suggests—slender, making them affordable and easy to place in other spots as well, such as in the hair, on a hat, shirt, or even a skirt. Update this old style with modern themes for a newfound collectible.

**Body jewelry.** Belly rings, body chains, handlets, and ear cuffs aren't for shrinking violets, but they do offer jewelers more opportunities to sell precious jewels—even if they are for places that many aren't accustomed to adorning. The growing popularity of ear cuffs

will all help fuel sales of body jewels to a niche of quasi-cosmopolitan customers

**Minimalist jewels and geometric shapes.** Think stud earrings, bar or stick motifs, and other sleek, uncomplicated silhouettes that will subtly enhance spring's angular dresses, graphic prints and logos, and menswear-inspired styles. Strong geometric forms (pyramids, circles, etc.) perfectly parallel these designs, further enhancing summer's fashion statements.

**Stud earrings.** These are an ideal to accent minimalist looks, as well as a favourite among Hollywood stars who often wear them to awards shows. Studs are also inherently wallet friendly, unisex, and available in designs as numerous as the celebrities who walk the red carpet.



**Dubai**

*Arrive & Revive with*



# Uttar Pra(DESH): Triumph over gender norms and societal expectations

Uttar Pradesh, India's most populous state has long been grappling with deep-rooted gender disparities for decades. However, under the leadership of Uttar Pradesh Chief Minister Yogi Adityanath government has embarked on a transformative journey to uplift women and promote gender equality.

A series of initiatives have been undertaken to empower women and enhance their role in the state's economy. These initiatives aim to address the longstanding challenges that have hindered women's progress for generations like: in accessing meaningful employment opportunities, fostering economic independence, education, health, employment, legal empowerment, social inclusion and promoting gender equality.

*Narendra Modi,  
Prime Minister, India*

The most effective way to empower women is through a women-led development approach and India has been making strides in that direction. India's President Droupadi Murmu sets an inspiring example herself.

She comes from a humble, tribal background but now leads the world's largest democracy. She also serves as the Commander-In-Chief of the world's second-largest defence force. Women-led development has been a key priority for us in India. Women were our first line of defence during the Pandemic.





# Education for Empowerment



Education has long been regarded as the foundation of empowerment, and the Yogi government has made significant strides in this realm. Here are a few initiatives related to women's empowerment and education that were associated with the Yogi Adityanath-led government:

- **Mission Shakti:** The Uttar Pradesh government launched "Mission Shakti" to ensure the safety, dignity, and empowerment of women. This initiative aimed to address various issues, including violence against women, promoting gender equality, and providing skill development opportunities.
- **Kanya Sumangala Yojana:** This scheme aimed to promote the welfare of girl children. Under this program, financial assistance was provided to families with the aim of ensuring the health, education, and overall development of girl children.
- **Savitribai Phule Balika Shiksha Parivahan Yojana:** This scheme focused on providing transportation facilities to girl students to encourage their participation in education. It

- aimed to reduce the dropout rate among girls and promote their access to education.
- **Women's Hostels:** The government established women's hostels to provide safe and affordable accommodation for female students pursuing higher education. This initiative aimed to facilitate educational opportunities for women from rural areas.
  - **Skill Development Programs:** The government initiated various skill development programs to empower women with vocational skills. These programs aimed to make women financially independent by providing training in areas like tailoring, handicrafts, and computer literacy.
  - **Beti Bachao, Beti Padhao:** While this is a central government scheme, the Uttar Pradesh government also played a vital role in its implementation within the state. This campaign focused on improving the gender ratio and promoting education for girls.
  - **Women's Entrepreneurship:** The government facilitated programs and initiatives to encourage women to become entrepreneurs and start their own businesses.



“

**Yogi Adityanath,  
Chief Minister,  
Uttar Pradesh**

Atrocities against women must be stopped in order to empower society. The double-engine government is working on mission mode to uphold the dignity of women and empower them.

Mukhyamantri Kanya Sumangala Yojana is being run in the state for the education of the girl child from birth to graduation, while 'Mission Shakti' ensures the safety of women.

In Uttar Pradesh, no female worker shall be bound to work without her written consent before 6 am and after 7 pm. Female workers will also be provided free transportation, food and sufficient supervision if they are working during the aforementioned hours.

Parents need not worry about their daughter's marriage after graduation because of the Mukhyamantri SamajikVivah Yojana 'gaon ki beti, sab k -ibeti'.

From 1947 to 2017, the number of female personnel in UP Police was only 10,000. At present, this number stands at 40,000.

Work is underway to set up a women's battalion of the PAC in Gorakhpur.



# Health and Well-being

Women's health is a cornerstone of well-being for families and communities. The 'Mukhyamantri Mahila Sashaktikaran Yojana' is a comprehensive healthcare initiative aimed at providing women with essential medical services, including maternal and child health, reproductive health, and nutrition support. This initiative reflects the government's dedication to improve the overall quality of life for women and promoting healthy communities. Furthermore, the 'Mission Shakti' campaign addresses menstrual hygiene by distributing sanitary napkins to adolescent girls. By breaking taboos and ensuring access to menstrual hygiene products, the government is actively working to create a more informed and empowered generation of women.

- **Maternal Health Programs:** The government continued and implemented programs aimed at improving maternal health and reducing maternal mortality. These programs include providing antenatal care, skilled birth attendance, postnatal care, and access to essential maternal health services.
- **Janani Suraksha Yojana (JSY):** This central government scheme, implemented in Uttar Pradesh as well, provides financial assistance to pregnant women for institutional deliveries and post-delivery care. It encourages women to give birth in healthcare facilities rather than at home.
- **Women's Health Camps:** The government organized health camps specifically targeting women's health issues, such as reproductive health, family planning, and awareness about common women's health concerns.
- **Anemia Prevention and Treatment:** Anemia

is a significant health issue among women. The government implemented programs to raise awareness about anemia, provide iron and folic acid supplements, and offer regular health check-ups to address this concern.

- **Nutrition Programs:** Addressing malnutrition among women and girls is crucial for their overall well-being. The government launched nutrition-focused initiatives to ensure that women have access to balanced diets and nutritional supplements.
- **Cervical Cancer Screening:** The government initiated programs for the early detection and prevention of cervical cancer, including organizing screening camps and promoting awareness about cervical health.
- **Sanitation and Hygiene:** Ensuring access to clean and safe sanitation facilities is vital for women's health. The government implemented initiatives to improve sanitation and hygiene facilities in rural and urban areas.
- **Awareness Campaigns:** The government conducted health awareness campaigns targeting women to educate them about various health issues, family planning, and the importance of regular health check-ups.
- **ASHA Workers:** Accredited Social Health Activists (ASHA) play a crucial role in rural health awareness and service delivery. The government worked to strengthen the role of ASHA workers in reaching out to women and providing them with essential health information and services.
- **Health Insurance Schemes:** The government introduced or supported health insurance schemes that specifically cater to women's health needs, ensuring access to quality healthcare services.

## Jahanvi, Badaun

A case was filed on May 8, 2021, in the Badaun One-Stop Centers (OSC) under IPC sections 323, 376 AB, 377, 5M, and 6. Jahanvi's father, a street vendor, passed away when she was still a child. Her mother found it challenging to govern the household with four kids.

The mother sent her along with a known woman who was married in the Ugheti neighborhood of district Badaun and taking care of the domestic duties. Jahanvi used to be physically and sexually assaulted by the lady's husband. When her situation became critical, she called the local police. She was taken to the OSC by the local police, where she received counseling and medical care. She was later treated after being admitted to the local hospital.

On May 9, 2021, the police detained the accused. She is presently residing at the OSC temporary shelter. The OSC is putting its finest rehabilitation efforts into practice for her.

One Stop Centers are currently being run in all 75 of the state's districts. Through these One-Stop centers across the state, aid has been provided to more than 10 thousand women.

The constant mental, emotional, psycho-social, and legal support provided by the young and dynamic officials of OSC are bringing a new ray of hope in the lives of several, violence-hit, distressed, or abandoned women.







# Empowering Economic Participation

Economic empowerment is pivotal in ensuring women's agency and autonomy. The Yogi government recognizes this and has launched various initiatives to enhance women's economic participation.

Here are some initiatives related to empowering women's economic participation that were associated with the Yogi Adityanath-led government in Uttar Pradesh, India.

- **Women's Self-Help Groups (SHGs):** The government promoted the formation and strengthening of women's self-help groups. SHGs empower women by providing them with financial literacy, access to credit, and opportunities for income-generation activities.
- **Skill Development and Training:** The government implemented skill development programs tailored for women, offering training in various fields such as handicrafts, agriculture, textiles, and other vocational skills to enhance their employability and entrepreneurship.
- **Financial Inclusion:** The government worked to ensure women's financial inclusion by encouraging them to open bank accounts, avail loans, and access financial services, thus enhancing their economic independence.
- **Women Entrepreneurship:** The government launched initiatives to support and encourage women to become entrepreneurs and start their own businesses. This involve providing mentoring, access to markets, and funding opportunities.
- **Market Linkages:** Facilitating market linkages for products made by women's groups or individual entrepreneurs can be essential for boosting their economic participation. The government organized exhibitions, trade fairs, and platforms for

women to showcase and sell their products.

- **Subsidy and Incentive Schemes:** The government introduced subsidy schemes or incentives for women entrepreneurs or women-led businesses to encourage their economic growth.
- **Access to Resources:** Ensuring women's access to resources like land, technology, and information can significantly contribute to their economic empowerment. The government has taken steps to address gender disparities in access to these resources.
- **Digital Literacy:** Promoting digital literacy among women can open doors to various economic opportunities, including online businesses and remote work. The government initiated programs to teach women digital skills.
- **Workplace Policies:** If applicable, the government focused on implementing policies that ensure gender equity in the workplace, including provisions for maternity leave, safe working conditions, and protection against gender-based discrimination.
- **Livelihood Support:** The government provided targeted livelihood support to marginalized women, including widows, single mothers, and women from economically disadvantaged backgrounds.

## Sharda Singh, Varanasi

Under 'Mission Shakti', the Yogi-led Uttar Pradesh Government is leaving no stone unturned not only to make women aware and self-reliant but also to provide all the benefits of its golden schemes.

'Mission Shakti' has changed the life of Sharda Singh. During first covid wave, Sharda started a small business of making jute products which helped her business earn Rs 1 lakh per month.

With this initiative, Sharda has helped 100 women become self-employed. Because of the high demand for ODOP products, her business of making jute products has become successful.





# Financial Inclusion and Independence

Economic empowerment is pivotal in ensuring Access to credit has historically been a challenge for women seeking financial independence. Financial inclusion and independence for women were important areas of focus for the Yogi Adityanath-led government in Uttar Pradesh, India. The government implemented various initiatives to promote women's access to financial services, improve their financial literacy, and empower them economically. Here are some potential initiatives that have been undertaken:

- **Pradhan Mantri Jan Dhan Yojana (PMJDY):** This central government scheme, implemented in Uttar Pradesh as well, aims to provide financial inclusion to all households. The scheme has encouraged women to open bank accounts and provided them with access to various financial services, including insurance and overdraft facilities.
- **Women-Centric Bank Accounts:** The government encouraged women to open their own bank accounts to ensure their financial independence. Women-centric accounts come with added benefits such as reduced fees, higher interest rates, or exclusive schemes.
- **Financial Literacy Programs:** The government organized workshops, seminars, and awareness campaigns to enhance women's financial literacy. These programs help women understand concepts related to saving, investment, and financial planning.
- **Microfinance and Self-Help Groups (SHGs):** The government supported the formation and functioning of women's self-help groups (SHGs).

These groups enable women to save collectively, access credit, and engage in income-generating activities.

- **Entrepreneurship Support:** Initiatives have been launched to encourage women to become entrepreneurs. This include training, mentoring, and financial assistance for setting up and growing businesses.
- **Skill Development:** Skill development programs targeting women have been implemented to enhance their employability and income-generating potential. Skills training can empower women to enter the workforce or start their own ventures.
- **Access to Government Schemes:** The government facilitated women's access to various welfare schemes and subsidies, ensuring they receive the benefits they are entitled to.
- **Digital Payments:** Promoting digital payment methods can simplify financial

transactions for women and improve their financial inclusion. The government encouraged women to adopt digital payment systems.

- **Insurance Schemes:** The government introduced insurance schemes aimed at women's well-being, including health insurance, life insurance, and insurance coverage for livelihood-related risks.
- **Empowerment Through Land Ownership:** Ensuring women's access to land and property rights can significantly contribute to their financial independence. The government worked to address gender disparities in land ownership.
- **Women-Focused Credit Schemes:** The government introduced credit schemes specifically designed for women entrepreneurs and small business owners, offering them access to capital at favorable terms.





# Legal Empowerment and Social Justice

A safe and secure society is a prerequisite for women's progress. The Yogi government has strengthened laws and regulations related to gender-based violence and discrimination. Initiatives like the 'Pink Patrol' and 'Women Power Line 1090' provide women with immediate assistance and support in distressing situations, thereby bolstering their safety and confidence.

Moreover, the 'Mission Shakti' campaign aims to sensitize society and encourage active participation in preventing violence against women. By fostering a culture of respect and accountability, the government is working to eliminate the roots of gender-based violence.

The Yogi Adityanath-led government in Uttar Pradesh, India, had undertaken initiatives to promote legal empowerment and social justice for women. These initiatives aimed to enhance women's access to justice, protect their rights, and address gender-based inequalities.

- **Women's Help Centers:** The government established women's help centers and helplines to provide assistance and support to women facing various forms of violence, harassment, or discrimination. These centers offer legal advice and counseling.
- **Legal Aid and Awareness:** Initiatives have been launched to increase women's awareness of their legal rights and the avenues available for seeking legal assistance. Legal aid camps and workshops have been organized to provide guidance on legal matters.
- **Gender-Sensitive Policing:** The

government worked to sensitize law enforcement agencies to gender-related issues and violence against women. This include training police officers to handle cases of violence against women with sensitivity and effectiveness.

- **Fast-Track Courts:** Special courts or fast-track mechanisms have been established to expedite the processing of cases related to crimes against women, ensuring timely justice.
- **One-Stop Centers:** These centers offer a range of support services to women who have experienced violence, including medical aid, counseling, legal assistance, and shelter. The government supported the establishment and functioning of such centers.
- **Strengthening Laws:** The government worked on improving and strengthening existing laws related to crimes against women, such as domestic violence, sexual harassment, and dowry-related offenses.
- **Schemes for Women Empowerment:** The government introduced schemes to empower and support vulnerable women, including widows, victims of violence, and women from marginalized communities.
- **Awareness Campaigns:** The government launched awareness campaigns on issues such as gender equality, violence against women, and legal rights. These campaigns reach out to both urban and rural



communities.

- **Gender Sensitization Workshops:** Training programs been conducted for government officials, law enforcement personnel, and legal professionals to sensitize them about gender issues and the importance of women's rights.
- **Social Welfare Programs:** The government implemented social welfare programs aimed at improving the overall well-being of women, including access to education, healthcare, and livelihood opportunities.
- **Prevention and Rehabilitation:** The government focused on prevention measures, such as awareness campaigns to prevent child marriage and human trafficking. Additionally, rehabilitation programs have been provided for survivors of violence.

## Enhancing Skill Development

One of the key focus areas of the Yogi government initiatives is skill development. Recognizing the importance of equipping women with relevant skills for a changing job market, the government has rolled out various skill development programs tailored

to the needs and aspirations of women. These programs encompass a wide range of sectors, including agriculture, textiles, healthcare, and information technology. The Mukhyamantri Kaushal Samvardhan Yojana, for instance, aims to enhance women's

employability by providing them with skill training and certification. By acquiring these skills, women are better positioned to secure jobs or engage in entrepreneurial ventures, thereby contributing to their own economic well-being and that of the state.

## Promoting Entrepreneurship

Entrepreneurship has been identified as a potent tool for economic empowerment. To encourage women to venture into business, the Yogi government has introduced various

schemes and financial incentives. The Mukhya mantri Mahila Udyami Yojana offers financial assistance and support for women entrepreneurs, enabling them to establish

and expand their enterprises. This not only generates employment opportunities for women but also fuels economic growth at the grassroots level.

## Facilitating Access to Credit

Access to credit is often cited as a major obstacle for women looking to start or expand their businesses. The government has acknowledged this challenge and introduced measures to ease women's access

to credit facilities. Schemes like the Mahila Samarthya Yojana provide financial support and collateral-free loans to women-led self-help groups, enabling them to engage in income-generating activities. This targeted

approach empowers women to participate more actively in economic activities and build their financial independence.



# Promoting Women in Leadership

Gender equality extends to political representation as well. The Yogi government has paved the way for women's participation in local governance by reserving seats for them in local bodies. This not only ensures women's representation but also allows them to actively engage in decision-making processes at the grassroots level.

Promoting women in leadership positions and encouraging their active participation in various sectors was an important aspect of empowering women under the Yogi Adityanath-led government in Uttar Pradesh, India.

Here are some potential ways in which the government worked to promote women in leadership roles:

- **Women's Reservation:** The government taken steps to ensure better representation of women in local governance bodies, such as panchayats and municipalities, through the implementation of reservation quotas.
- **Encouraging Political Participation:** Initiatives have been launched to encourage women to participate in politics and stand for elections at various levels of government.
- **Leadership Training:** The government organized leadership training programs and workshops to equip women with the skills and confidence needed to take on leadership roles in different sectors.
- **Promoting Women Entrepreneurs:** The government introduced programs to support and promote women entrepreneurs, offering them guidance, mentorship, and access to resources for business growth.

- **Representation in Public Sector:** Efforts have been made to increase the representation of women in various government departments, agencies, and public institutions.

- **Women in Education:** The government worked to encourage women's leadership in the education sector, both as educators and administrators.

- **Awareness Campaigns:** Campaigns have been launched to raise awareness about the importance of women's leadership and to challenge gender stereotypes that hinder women's progress.

- **Leadership Awards and Recognition:** The government recognized and honored women who have excelled in their respective fields and demonstrated leadership qualities.

- **Mentorship Programs:** Mentorship initiatives have been introduced to connect aspiring women leaders with experienced mentors who can provide guidance and support.

- **Representation in Decision-Making Boards:** The government encouraged increased representation of women on boards of organizations and institutions to ensure diverse perspectives in decision-making.

- **Gender Budgeting:** Implementing gender-responsive budgeting practices have been used to ensure that resources are allocated to promote women's leadership and empowerment.

- **Gender Sensitization Programs:** Training and sensitization programs for government officials, corporate leaders, and community members have been conducted to foster an environment that supports women's leadership.

## Poonam Devi: Manjuapur

In the heart of Uttar Pradesh, during the tenure of Yogi Adityanath's government, a village named Manjuapur witnessed a remarkable transformation in the life of – Poonam Devi. Poonam, like many women in rural India, had spent most of her life confined to the walls of her home, unaware of her potential and the opportunities that lay beyond her doorstep.

As Yogi Adityanath's government focused on empowering women across the state, various initiatives were launched to break the chains of traditional norms and provide women with the tools to shape their destinies. One such initiative was the establishment of women's self-help groups (SHGs) aimed at fostering financial independence and entrepreneurship among women in rural areas.

Poonam, intrigued by the idea of economic empowerment, joined an SHG formed in her village. Under the guidance of the local government, the SHG members received training in various skills – from tailoring to organic farming – that could potentially open doors to a brighter future. Poonam, who had always been curious about sewing,





# Facilitating Access to Credit

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collateral-free loans to women-led self-help groups, enabling them to engage in income-generating activities. This targeted approach empowers women to participate more actively in economic activities and build their financial independence.

## Women in Tourism

Under the leadership of the Yogi Adityanath-led government in Uttar Pradesh, there have been efforts to promote women empowerment in various sectors, including the travel and tourism industry.

**Skill Development and Training:** The government has introduced skill development and training programs aimed at equipping women with the necessary skills for roles in the travel and tourism industry. These programs focus on areas such as hospitality, customer service, language proficiency, and tour guiding.

**Financial Support:** The Yogi Adityanath government has initiated financial support schemes for women entrepreneurs interested in starting businesses in the travel and tourism sector. These schemes often include subsidies, low-interest loans, and grants to encourage women's participation in the industry.

**Promotion of Women-Centric Tourism:** The government has actively promoted women-centric tourism initiatives that highlight the achievements, culture, and heritage of women in Uttar Pradesh. This includes organizing women-only tours, events, and workshops.

**Safety Measures:** Ensuring the safety and security of women travelers has been a priority for the Yogi Adityanath government. Steps

have been taken to improve the safety of transportation options, accommodations, and tourist sites to encourage more women to travel within the state.

**Women's Empowerment Programs:** The government has launched programs aimed at empowering women through entrepreneurship and skill development. These programs often include mentorship, capacity-building workshops, and networking opportunities.

**Promotion of Homestays and Rural Tourism:** The promotion of homestays and rural tourism initiatives has provided women in rural areas with opportunities to participate in the tourism industry by offering accommodations, culinary experiences, and cultural insights to travelers.

**Inclusive Employment Policies:** The government has encouraged the inclusion of women in various job roles within the travel industry, including managerial and leadership positions. This has been achieved through policies that promote diversity and gender equality.

**Awareness Campaigns:** The Yogi Adityanath government has supported awareness campaigns that focus on gender equality and women's empowerment, aiming to challenge societal norms and stereotypes that may hinder women's progress in the industry.

found herself drawn to the tailoring training program.

With newfound enthusiasm and skills, Poonam began stitching clothes for her family and neighbors. Her dedication and skill quickly gained attention, and soon she was receiving orders from neighboring villages as well. As her income began to grow, Poonam's self-confidence also soared. She started to challenge the societal norms that had previously held her back, questioning why women couldn't take charge of their own lives.

Encouraged by the Yogi Sarkar's emphasis on women's political participation, Poonam decided to run for the position of village council head (Pradhan). This was a bold move, as women in leadership roles were still rare in rural Uttar Pradesh. Undeterred by the odds, Poonam launched a campaign that focused on local issues such as education, healthcare, and women's empowerment.

Her determination and commitment resonated with the villagers, who saw in her a symbol of change. Supported by her fellow SHG members and inspired by the government's commitment to women's progress, Poonam's campaign gained momentum. The election day arrived, and the village witnessed an unprecedented turnout, with women and men alike casting their votes for Poonam.

In a historic moment, Poonam Devi emerged victorious as the elected Pradhan of Manjuapur. Her win symbolized not only a political victory but a triumph over gender norms and societal expectations. With the support of Yogi Adityanath's government, Poonam initiated projects to improve healthcare facilities, promote education, and provide vocational training for women in her village.

Over time, Manjuapur transformed into a model village for women's empowerment, showcasing the positive impact of Yogi government initiatives.

Poonam's journey from a confined homemaker to a confident leader became an inspiration for countless women across Uttar Pradesh.

Poonam's story is a testament to the power of dedicated governance that prioritizes women's empowerment. Under Yogi Adityanath's leadership, Uttar Pradesh witnessed the rise of women like Poonam who shattered barriers and took the charge of their destinies. As Yogi government continued to invest in women's education, healthcare, and economic opportunities, the state moved closer to its vision of an empowered and progressive society.





# Prediction for August 2023 by Acharya Murari Pandey



## ARIES

### Love

Dear Aries, you may feel that your life lacks the adventure that others seem to have, but you will be surprised to know that many others aspire to have what you already possess. This month, you will gain a deeper understanding of yourself, which will contribute to your personal growth. You will also have ample opportunities to spend time with young individuals, whether they are in your family or professional circle. Cherishing these moments with them will bring you unparalleled joy.

### Health

This month, you will have an opportunity to join a welfare club that focuses on promoting well-being. They will approach you with various activities aimed at improving your physical and mental health. From laughing clubs to Zumba centers, they offer a wide range of options that will inspire you to take better care of your body. Participating in these activities will not only help you shed some weight but also enhance your flexibility. A healthy body will contribute to a sound mind and help alleviate anxiety.

### Career

Dear Aries, you have a tendency to work more than what is expected of you. At times, people may try to take advantage of this habit and manipulate you into doing their work. This month, it is important to stay vigilant and avoid such individuals. You will achieve success and reap the rewards of your hard work. Those who aspire to pursue a career in teaching will have an opportunity to do so.



## TAURUS

### Love

To manage your personal relationships throughout this month, you may need to show compassion and patience when dealing with your family and friends. Your strong commitment to your relationships will help you navigate these situations, and it's important to engage in meaningful conversations with your partner whenever you feel you've reached an impasse. Cherish the moments you share and express appreciation for the little things.

### Health

There may not be any major health-related issues that you encounter this month; however, you may find it challenging to adjust to the new health regime you have set for yourself. Always remember that it is just a matter of habit, and your body and mind will eventually adapt. Focus on maintaining good eating habits and engage in regular workouts to keep yourself fit.

### Career

You can expect a stable work-life throughout this entire month. You will experience peace regarding any changes in your work schedule, scope, or other aspects that you have been anticipating for a long time. Additionally, you can anticipate a good financial gain from previous investments, such as real estate. This period is also favorable for reinvesting in long-term investment options.



## GEMINI

### Love

Dear Gemini, do not hold yourself accountable for things that hardly involve you. You are not the sole caregiver, and it is important to prioritize yourself over others. There is no need to feel guilty about things you do not wish to do. Remember, you are a hardworking individual, and your efforts will not go in vain. While your attempts to reconcile with your family may not yield immediate results and may even cause you pain, they will ultimately contribute to your growth and resilience.

### Health

For Geminis, this month is all about working out and glowing. It's your time to discover what suits your skin the best and develop effective self-care techniques. Don't forget to encourage your friends to do the same. It's time to upgrade your skincare routine and follow the advice diligently. Additionally, incorporate leafy vegetables rich in iron into your diet to cultivate healthy habits.

### Career

Dear Geminis, your business is destined for success this month. Your investments will yield greater profits, leading to an improved financial state and opportunities for further investment. In terms of your career, you will find satisfaction in pursuing the path you've chosen. However, regardless of your accomplishments, you will always feel the urge to achieve more.



## CANCER

### Love

Dear Cancer, if you wish to work on yourself, then this month is a golden opportunity to do so. You don't have to take any drastic actions to improve your life, but it is important to prioritize self-care when faced with the small ups and downs of life. This month, you will experience an epiphany that will boost your confidence and help you make decisions for your future.

### Health

If you want to make changes to your body starting this month, it's time to let go of two of your bad habits. It's better to start small and keep your expectations realistic because the process will be challenging. There is a possibility of receiving positive news about your health this month. You may even find relief from a chronic illness, but it doesn't mean you should neglect your health.

### Career

On the work front, things will go smoothly for Cancerians. Their resilience and ambition will prevent them from backing out of their agenda. This month, you will receive applause for your leadership skills at work, and you may even be chosen as a team leader. This will boost your confidence while also making you slightly nervous. Mid-month, you can expect to achieve a good and stable financial status.



## LEO

### Love

This month could bring about mixed feelings for you, Leo. On one hand, you may feel excited to meet your family and friends after a long time. However, on the other hand, your relationship with your partner may experience some challenges, particularly in terms of commitment. It is important to ensure clear and open communication with them to address any shortcomings and maintain peace in your relationship.

### Health

Health-related issues may cause you stress during this month. Your eating and sleeping patterns will play a crucial role in maintaining good health during this period. Therefore, it is important to ensure that you adhere to healthy eating habits and avoid sleep deprivation. Engaging in meditation and other forms of yoga can also help you manage stress effectively.

### Career

This month may present some challenges for you, but your luck will play a significant role in overcoming them swiftly. Additionally, you can expect a substantial increase in your earnings and a possible salary increment at work, which will boost your motivation. While stress and hypertension may accompany you throughout the month, your resourcefulness and strategic approach will earn you appreciation.



## VIRGO

### Love

Dear Virgo, this month, you will receive plenty of responsibilities in your household. You will have to babysit your younger cousins and take care of your grandparents and aging parents. You will feel very close to them and leave no stone unturned to make their lives comfortable. There is no need to be apprehensive if your folks disregard you, but make sure that they recognize your effort and care. You will be required to be caring and careful throughout the month.

### Health

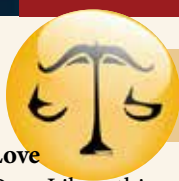
It is a great time to get yourself checked by a professional just to be sure that your body is working absolutely fine. There is no need to worry, but it is always a good thing to take precautions rather than relying solely on a cure. This month, you should also resume your yoga sessions and morning walks. They will keep your blood circulation flowing smoothly and help you breathe and function properly.

### Career

On the work front, you are going to receive rewards this month. All your efforts and hard work will yield better financial returns. This month will also bring good news for Virgo natives who aspire to pass exams or are appearing for entrances. Students aiming for a career in science will find newfound enthusiasm to study and achieve higher marks. Therefore, Virgos will witness progress in their careers.



Acharya Murari Pandey is a very renowned Astrologer with International fame. Over the years, Acharya Murari Pandey has assisted lot of people with their problems related of love life, businesses; family issues etc. and give 100% accurate remedies. He has earned lot of respect across the globe as an Astro- Consultant. While gaining deep knowledge of astrology Acharya Murari Pandey selflessly provided valuable and free consultation to several individuals as well.



## LIBRA

### Love

Dear Libra, this month may not be one of the best times in your life. Many things and situations might go awry, but the silver lining is that you will have immense strength within you to fight back throughout the month. You may need the love and support of your family the most, as it will help you strengthen your faith in ultimate power and willpower. It is not the time to give up on your goals.

### Health

There is nothing to worry about regarding your health this month. Thanks to your positive outlook, every part of your body will cooperate with you as you strive to achieve bigger goals, both in life and physique. This month, you will feel the urge to start something new to keep yourself active. It will also help you alleviate stress from your mind.

### Career

On the work front, you will have an average but active workload. Due to the demands of your job, you may find it challenging to make time for self-development. However, the job you have been seeking will accept your application this month, marking the beginning of positive changes in your work and overall life. Your motto should be to maintain an assertive outlook throughout the month.



## SCORPIO

### Love

This month, Scorpions will get a break from their monotonous lives and have the chance to pursue activities close to their hearts. They will have the opportunity to focus on their hobbies while also maintaining a balance between work and personal life. This will bring them peace of mind and inspire them to work on their personal growth. Additionally, this month will provide ample time for Scorpions to sit back with their families and engage in meaningful discussions on important matters.

### Health

Dear Scorpio, this month, recreational activities will keep you active and boost your stamina. They will push you out of your comfort zone and encourage personal growth. For Scorpions, this month will be a breath of fresh air, rejuvenating and filling them with happy hormones, which will contribute to their overall health throughout the month. Engaging in these activities will also help you maintain a calm mind.

### Career

Dear Scorpio, if you aspire to be successful, and I know you do, you need to make certain adjustments in your job. It's important to finely tune your personality to adapt to the work atmosphere. Additionally, try to be helpful to your colleagues as it can lead to recommendations for better opportunities. Those who are pursuing management courses will experience positive developments this month.



## SAGITTARIUS

### Love

There may be some challenges awaiting you this month in your personal relationships. You might experience disagreements and rivalries with your siblings or immediate family on a recurring basis. It's important to keep yourself away from such conflicts to maintain your mental health. Sharing small details with your partner will bring you closer and strengthen your relationship as well.

### Health

You may not encounter any personal health issues during the month; however, minor health issues of your family members could cause you stress and tension for a while. Ensure that you are not sleep-deprived and maintain healthy eating habits. You may also find yourself interested in enjoyable workouts such as Zumba and yoga. Remember to stay hydrated and replenished at all times.

### Career

You may experience moments when you feel extremely lethargic and unproductive, not wanting to accomplish any work. However, you may also feel sudden bursts of energy that will motivate you and keep you active. This month, you can expect overall financial gains, so exercise wisdom when deciding how to invest your money. Planning your work schedule carefully will help you avoid stress and maintain motivation.



## CAPRICORN

### Love

This month, you may find yourself enjoying some quality time with your friends and family. It is something you have longed for, so make sure to live each moment to the fullest and cherish their presence. Additionally, you may have found yourself in a relationship with an affectionate and caring person. Show them love and appreciation for the affection they shower upon you.

### Health

It may be a cause for concern this month, Capricorn. You may find yourself indulging in an unhealthy lifestyle, which will not be in your favor. Therefore, be mindful and avoid unhealthy food and drink choices. Stay properly hydrated and engage in regular workouts to maintain your fitness and overall health.

### Career

You will be filled with energy and motivation throughout this month, so make sure you channel this spirit and put it to good use. Your diligence and ability to work hard will propel you to greater heights and earn you well-deserved appreciation from your peers and mentors. While no unexpected profits are anticipated, it is important to spend your money wisely.



## AQUARIUS

### Love

This time will not be fine with respect to love and married life. Since the major planets- saturn is in first house there may be disturbances in love with beloved for these natives. Also natives who are yet to get married may face delays in getting married and all these may be possible. Those who are married may face lack of harmony in married life during this month as jupiter is placed in the third house with rahu. Jupiter placed in the third house may be posing communication problems with the beloved for these natives and due to this the charm in love life may get lost.

### Health

This month will not be smooth with respect to health. Saturn in the first house in the first half of the month may trigger some stress and back pain related issues. Some sort of uneasiness and anxiety may be present for these natives. There may be problems related to sleep during this month. Meditation and yoga may be fine for these natives.

### Career

This time will be challenging from a career point of view. Saturn the career planet will be in the first house in its own sign and thus making life troublesome for these natives. Jupiter will be placed in the third house from this month and this may not be favorable. Due to Saturn placed in the first house in its own sign-these natives may be committed to carry more challenges with less work satisfaction. T



## PISCES

### Love

It is going to be quite a ride for you this month, Pisces. You will have moments where you can share the best moments with your family and loved ones. However, there may also be times when you find yourself involved in unnecessary conflicts with your partner or family. It's important to choose your words wisely to avoid hurting their feelings. Don't let family situations stress you out; instead, engage in meaningful conversations to address any issues.

### Health

You may not encounter any health-related issues, but you may be willing to adopt healthier eating habits as you strive to revamp your choices. Give your body sufficient time to relax and avoid sleep deprivation. Stay hydrated and engage in light workouts to avoid overexertion.

### Career

You can anticipate a hectic work life throughout the month. It's important to avoid engaging in arguments with your mentors and peers, as that could quickly create a negative atmosphere. Your professionalism and strong work ethics, however, will help you navigate through challenging situations. Additionally, you may expect unexpected profits from various sources this month. The workload and stress may be more intense than anticipated.



# Perfect Setting for Grand Wedding

“Noormahal Palace team understands that a wedding is not just about having the perfect arrangement but also making sure that every function has the warmth that is required to host a family.” said Col. Manbeer Choudhary, CMD, Jewels Classic Hotel

• T3FS Desk

**Q. As a top hotel renowned for hosting destination weddings, what sets your property apart from other venues? How do you create exceptional and unforgettable experiences for couples and their guests?**

The Big Indian Wedding is timeless and there will never be a time when it does not top the charts. Noormahal Palace is known for providing the perfect setting for these grand Indian weddings. The palatial backdrop, stunning décor, and architecture, ambiance, whole experience is what our guests find ideal for weddings they desire. We have the experience of hosting a considerable number of weddings and are kept busy with wedding bookings almost all year round. This has not only made us proficient in seamlessly hosting weddings but also in understanding how important each detail and element is. Noormahal Palace team understands that a wedding is not just about having the perfect arrangement but also making sure that every function has the warmth that is required to host a family. We believe in customisation and not restricting happiness in packages. Our service partners are among the best in the business. Our success can be measured by the fact that families have repeatedly trusted us with the responsibility of hosting these ever-important functions. We also have earned personal recommendations and word of mouth publicity which is by far the best endorsement one can ask for.



**Q. Each destination has its own charm and attractions. How do you showcase the unique cultural and natural elements of your location to create immersive and memorable wedding celebrations?**

Conveniently located at a short distance away from major cities and very easy to reach Noormahal Palace gives guests a chance to get away from the hustle and bustle of big cities and have celebrations without any hassle. The wedding party staying at the hotel and hosting functions comfortably at the beautiful venues of Noormahal Palace is a concept that our guests prefer. We have an array of specially curated venues that are very different from one another, from closed banquet halls to beautifully manicured lawns to amphitheater style venue to poolside to courtyards surrounded by intricate Chajjas and Jalis that offers them a variety of backdrops to choose from. Each function can be hosted with a different flavour at a different venue. Noormahal Palace is one of the most Instaworthy venues to host weddings and

wedding functions of all sizes.

**Q. Weather plays a significant role in destination weddings. How do you assist couples in choosing the perfect time of year for their wedding, considering weather patterns and seasonal highlights in your destination?**

Weather is definitely a crucial aspect to consider while planning the wedding and its functions. Irrespective of the weather we are busy almost throughout the year with wedding bookings. So while planning the wedding and other functions we are very mindful of the weather conditions and advise our guests accordingly. Apart from the number of guests expected at the wedding, we keep the weather conditions in consideration while suggesting an open or air-conditioned venue for wedding functions. Summers are quite harsh in northern India so the first preference is air-conditioned banquet halls but from October – November onwards till around February and some part



# *Rock Painting*

*Earliest attempt by human beings to depict their natural world symbolically*





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