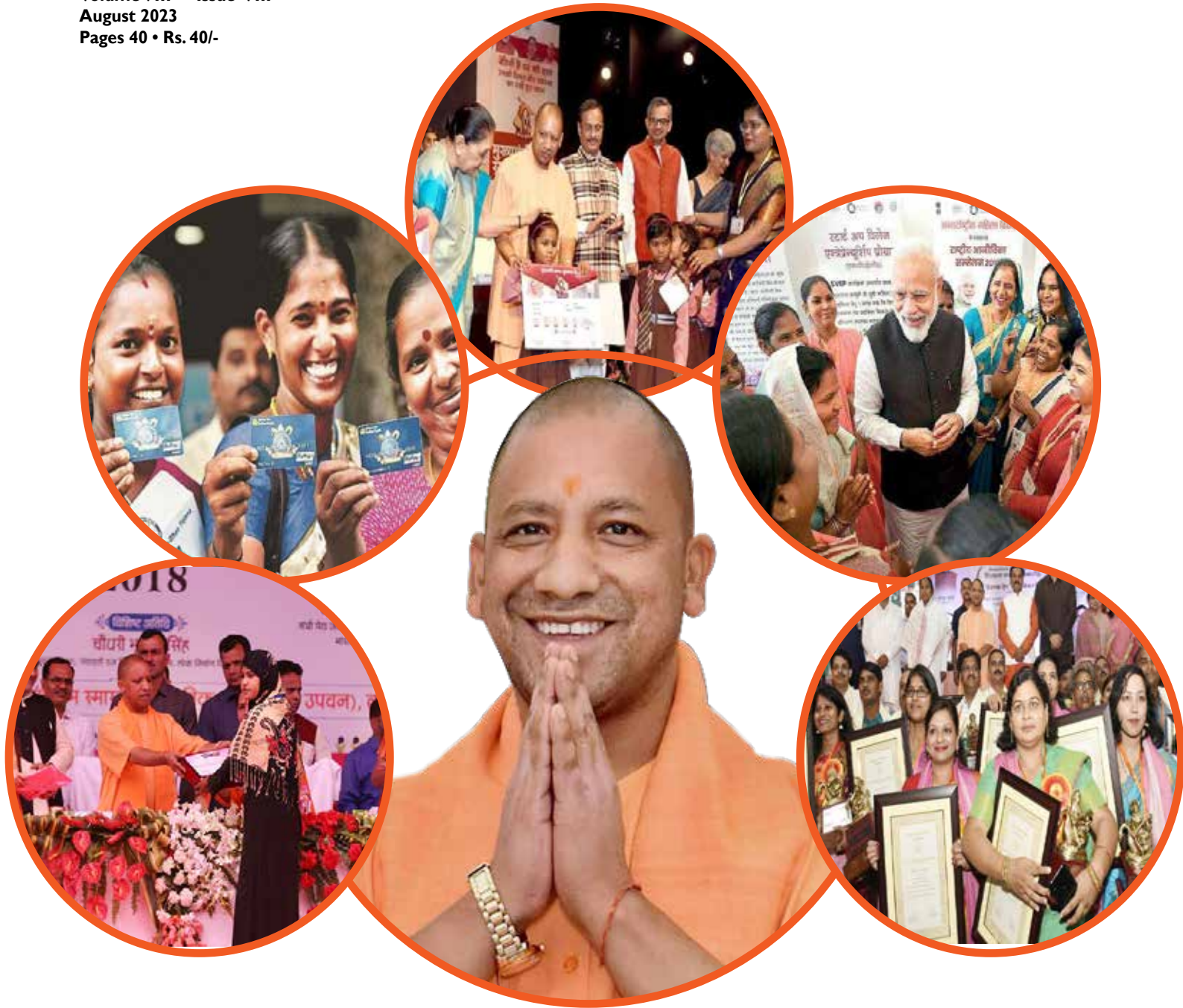
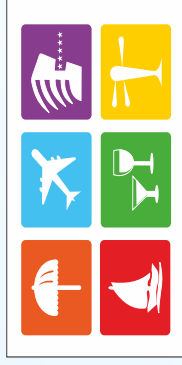


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Uttar Pra(DESH): Triumph over gender norms and societal expectations



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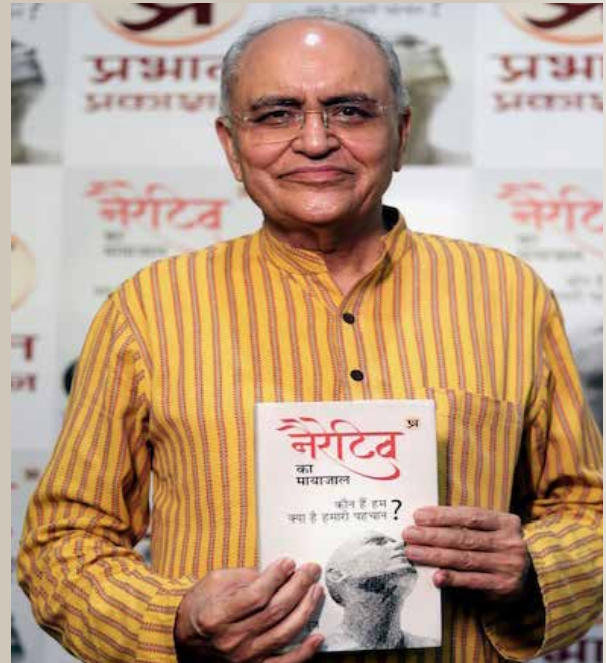
25th Director General of Indian Coast Guard

DG Rakesh Pal has been appointed as the 25th Director General of the Indian Coast Guard (ICG).

Shri Rakesh Pal is an alumnus of the Indian Naval Academy and joined Indian Coast Guard in January 1989. He has undergone professional specialisation in Gunnery & Weapons Systems at Indian Naval School Dronacharya,



Kochi, and an Electro-Optics Fire Control Solution course from the United Kingdom. The Officer holds the recognition of being the First Gunner of ICG. In his distinguished career spanning over 34 years, the flag officer has held several key appointments, prominent among them are Commander Coast Guard Region (North West), Gandhinagar, Deputy Director General (Policy & Plans), and Additional Director General Coast Guard at Coast Guard Headquarters, New Delhi. Besides, he has held various prestigious staff assignments viz. Director (Infra & Works) and Principal Director (Administration) at Coast Guard Headquarters, New Delhi. He has vast sea experience and commanded all classes of ICG ships namely; ICGS Samarth, ICGS Vijit, ICGS Sucheta Kriplani, ICGS Ahalyabai, and ICGS C-03. The Officer has also Commanded two Coast Guard bases of the forward area in Gujarat - Okha & Vadinar. DG Rakesh Pal was elevated to the rank of Additional Director General in February 2022 and was posted at Coast Guard Headquarters, New Delhi. He was given the additional charge of Director General Coast Guard in February 2023. During the period, many significant operations and exercises were accomplished that includes the seizure of drugs/narcotic substances and gold worth crores of rupees, rescue of mariners during severe cyclonic storms, joint exercises with the Foreign Coast Guards, anti-poaching operations, humanitarian assistance during cyclones/ natural calamities and Coastal Security exercises. DGRakeshPalwasconferredwithTatrakshakMedalin2013and President Tatrakshak Medal in 2018 for his illustrious service.



Narrative Ka Mayajal

Senior journalist Balbir Punj's e-book 'Narrative Ka Mayajal' was launched on 28th July in New Delhi.

In a thought-provoking speech during a book launch event, RSS Sar Karyavah (General Secretary) Dattatreya Hosabale raised concerns about the psychological impact of British colonial rule on the Indian populace. "We fought against Mughals for centuries, but Bharatiya society and the educated people never accepted that they were more civilised and better than us. Even sometimes they faced defeat during resistance with them, but even common people never accepted that these outsiders were more civilised. However, during 150 years of British rule, the intellectual class of Bharat began to believe that we are small, unintelligent, uncivilised and a lot that has contributed nothing to the world. We started hating ourselves. These people forgot their thousand years of history, knowledge and spirituality. We should have come out of these thoughts after Independence. Unfortunately, this continued. This happened because such a narrative was set by them, by their agents, through academicians, through universities, think tanks, media, opinion making, through the judiciary. Shri Dattatreya Hosabale at the moment burdened on the necessity to revive the custom of 'Shastrarth' in India to defeat the battle of 'narrative' through which victory of reality and never of anybody aspect and thereby our nation And the society strikes ahead. The creator of the e-book, Punj, launched the e-book and mentioned that Narrative really distorts the reality or truth and presents it in line with its agenda. He mentioned that the foundation reason for all the issues within the nation are such corrupt narratives which have been created by the British in the course of the interval of slavery. The identical factor has been investigated within the e-book.

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.

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!

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.

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.

• **Tarsh Sharma**

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.

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



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.



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

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.

- **Women's Entrepreneurship:** The government facilitated programs and initiatives to encourage women to become entrepreneurs and start their own businesses.

on improving the gender ratio and promoting education for girls.

- **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.



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 Samajik Vivah Yojana 'gaon ki beti, sab ki beti'.

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.

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 involves 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.

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.



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 includes 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.

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.

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 includes 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 have 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.

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,

PM inaugurates Akhil Bhartiya Shiksha Samagam

The Prime Minister, Shri Narendra Modi inaugurated Akhil Bhartiya Shiksha Samagam at Bharat Mandapam jointly organized by the Ministry of Education and the Ministry of Skill Development & Entrepreneurship in Delhi.

• P&D Desk

It coincides with the 3rd anniversary of National Education Policy 2020. He also released the first installment of funds under the PM SHRI Scheme. 6207 schools received the first installment with a total amounting to 630 crore Rupees. He also released education and skill curriculum books translated into 12 Indian languages.

The Prime Minister also took a walkthrough of the exhibition showcased on the occasion.

Union Minister for Education and Skill Development and Entrepreneurship, Shri Dharmendra Pradhan, Ministers of State for Education Shri Rajkumar Ranjan Singh, Smt Annpurna Devi, Dr. Subhas Sarkar and Secretaries of the Ministry of Education and Skill Development were present on the occasion among others.

Addressing the gathering, the **Prime Minister underlined the primacy of education among the factors that can change the destiny of the nation.**

“Our education system has a huge role in achieving the goals with which 21st century India is moving”, he said. Emphasizing the importance of the Akhil Bhartiya Shiksha Samagam, the Prime Minister said that discussion and dialogue are important for education. The Prime Minister mentioned the coincidence of the last Akhil Bhartiya Shiksha Samagam taking place in the newly constructed Rudraksha convention center of Varanasi and this year's Akhil Bhartiya Shiksha Samagam taking place in the brand new Bharat Mandapam. This is the first event at the

Mandapam after its formal inauguration.

From the Rudraksha of Kashi to the modern Bharat Mandapam, the Prime Minister said that there is a hidden message in the journey of Akhil Bhartiya Shiksha Samagam of amalgamation of ancient and modern. He said that on the one hand, the educational system of India is preserving the ancient traditions of the land while on the other hand, the nation is fast progressing in the field of science and technology. The Prime Minister congratulated those who have contributed to the education sector for the progress made so far. Noting that today marks the third anniversary of the National Educational Policy, the Prime Minister thanked the intellectuals, academicians and teachers for taking this up as a mission and contributing towards the immense progress. Speaking about the exhibition showcased on the occasion, the Prime Minister highlighted the display of skills and education and innovative techniques. He touched upon the transforming face of education and schooling in the country where small children are learning via playful experiences and expressed optimism for the same. He also urged the guests to explore the exhibition.

The Prime Minister said that epoch-making changes take some time. Recalling the vast canvas to be covered at the time of the inauguration of the NEP, the Prime Minister praised the dedication and willingness to embrace new concepts of all the stakeholders. He said that in NEP traditional knowledge and futuristic technologies



have been given the same importance. He mentioned the hard work of the stakeholders from the world of education for the new curriculum in primary education, books in regional languages, for higher education and for strengthening the research ecosystem in the country. He said students now understand that in place of the 10+2 system now the 5+3+3+4 system is in operation. Education will begin at the age of 3 bringing uniformity in the entire country. He also informed that the Cabinet has approved the introduction of the National Research Foundation Bill in the Parliament. The National Curriculum Framework under the NEP will come soon. The framework for 3-8 years old students is ready. The entire country will have a uniform syllabus and NCERT is preparing new course books for this. The Prime Minister informed that new books of about 130 various subjects are coming up for classes 3 to 12 in 22 different languages as a result of education being imparted in regional languages.

The Prime Minister pointed out that the biggest injustice to any student is judging them based on their language instead of their capabilities. “Education in the mother tongue is initiating a new form of justice for the students in India. It is also a very significant step towards social justice”, the Prime Minister remarked. Noting the multitude of languages in the world and their importance, the Prime Minister underlined that many developed nations of the world have got the edge owing to

their local language. Giving the example of Europe, the Prime Minister said that most countries make use of their own native languages. He lamented that even though India has an array of established languages, they were presented as a sign of backwardness, and those who could not speak English were neglected and their talents were not recognised. As a result, the Prime Minister said, the children of the rural areas remained most affected. He emphasized that the country has now begun to shun this belief with the advent of the National Educational Policy. “Even at the UN, I speak in Indian language”, Shri Modi added.

The Prime Minister underlined that subjects ranging from social science to engineering will now be taught in Indian languages. “When the students are confident in a language, their skills and talent will emerge without any restrictions”, Shri Modi said. He also pointed out that those who try to politicize language for their own selfish interests will now have to shut their shops. “National Educational Policy will give due respect and credit to every language in the country”, he said.

The Prime Minister said that we have to create an energetic new generation in the next 25 years of Amrit Kaal. A generation free from the mentality of slavery, eager for innovations and ready to bring laurels in fields from science to sports, willing to skill themselves as per the needs of the 21st century, a generation filled with a sense of duty. “NEP will play a big role in this”, he said.

The Prime Minister said among the various parameters of quality education, India's big effort is for equality. “Priority of NEP is that every youth of India should get the same education and the same opportunity for education”, he said, emphasizing that this is not limited to opening schools. He emphasized that equality should be extended to resources along with education. This, he said, means that every child should get options as per

choice and capacity. “Equality in education means that no child is deprived of education due to place, class, region”, he said. He pointed out that thousands of schools are being upgraded under the PM SHRI Scheme. “In the age of 5G, these modern schools will be a medium of modern education”, he added. He mentioned Eklavya Schools in tribal villages, Internet facilities in villages and students receiving education through modes like DIKSHA, SWAYAM and Swayamprabha. “Now, In India, the gap of resources needed for education is being covered rapidly”, he said.

The Prime Minister highlighted the steps for integrating vocational education with general education and the ways of making education more interesting and interactive. Pointing out that the facility of labs and practicals were limited to a handful of schools earlier, the Prime Minister threw light on Atal Tinkering Labs where more than 75 lakh students are learning about science and innovation. “Science is simplifying itself for everyone. It is these young scientists that will shape the future of the country by leading significant projects and turn India into a research hub of the world”, he said.

“Any reform requires courage, and the presence of courage leads to the birth of new possibilities”, Shri Modi said as he underlined that the world is looking at India as a nursery of new possibilities. **The Prime Minister gave examples of software technology and space tech and said that it is not easy to compete with India's capability.** Speaking about defence technology, the Prime Minister said that India's model of ‘low cost’ and ‘best quality’ is sure to be a hit. He emphasized that the respect for India's education system has significantly increased in the world with the increase in India's industrial reputation and startup growth ecosystem. He noted that the number of



Indian institutes is increasing in all the global rankings and informed about two IIT campuses opening up in Zanzibar and Abu Dhabi. “Many other countries are also urging us to open IIT campuses in their own countries”, he said. He also touched upon many global universities willing to open their campuses in India due to the positive changes coming in the education ecosystem. He informed that two Australian universities are about to open their campuses in Gujarat's GIFT City. Shri Modi emphasized strengthening educational institutions continuously and working towards making them future-ready. He stressed the need to make India's institutes, universities, schools and colleges as the center of this revolution.

The Prime Minister emphasized that “building capable youth is the biggest guarantee of building a strong nation” and parents and teachers play a major role in that. He appealed to teachers and parents to prepare students for confident curiosity and flights of imagination. “We have to keep an eye on the future and think with a futuristic mindset. We have to free the children from the pressure of books”, he said.

The Prime Minister talked about the responsibility that growing global curiosity in a strong India places on us. He reminded about acquainting the students of the importance of Yoga, Ayurveda, art and literature. He concluded by reminding the teachers about the importance of the current generation of students in India's journey to a ‘Viksit Bharat’ in 2047.

While addressing the gathering, Shri Dharmendra Pradhan expressed his gratitude to the Prime Minister Shri Narendra Modi for inspiring all in the inaugural session of the Akhil Bhartiya Shiksha Samagam. He said that the leadership and continuous guidance of the Prime Minister are giving more momentum to the efforts to reaffirm the values of Indianness and to align the education system with the modern ideas of the 21st century. Shri Pradhan further said that NEP is giving tangible form to the vision of holistic, comprehensive and multidimensional education envisioned by great personalities like Mahatma Gandhi, Gurudev Tagore, Swami Vivekananda, and Maharshi Arvind. NEP is establishing India as a global leader in education. The nectar emerging from this Mahakumbh will make our future generations more efficient and skilled, he added.

Guided by the vision of the Prime Minister, NEP 2020 was launched with a view to groom the youth and prepare them for leading the country in Amrit Kaal. It aims to prepare them for meeting the challenges of the future while keeping them grounded in basic human values. During the three years of its implementation the policy has brought radical transformation in the realms of school, higher and skill education. The two-day programme, being held on 29th and 30th July, will provide a platform for academics, sector experts, policymakers, industry representatives, teachers and students from schools, higher education and skilling institutions, among others, to share their insights, success stories and best practices in implementing the NEP 2020 and work out strategies for taking it further ahead.

The Akhil Bhartiya Shiksha Samagam will include 16 sessions,



in which discussions will be held on themes including Access to Quality Education and Governance, Equitable and Inclusive Education, Issues of Socio-Economically Disadvantaged Group, National Institute Ranking Framework, Indian knowledge System, Internationalisation of Education, among others.

During the programme, the Prime Minister released the first installment of funds under the PM SHRI Scheme. These schools will nurture students in a way that they become engaged, productive, and contributing citizens for building an equitable, inclusive, and plural society as envisaged by National Education Policy (NEP) 2020.

Around 3000 participants attended the sessions, including Principal Secretaries of Education / Skill Department of States / UTs, Directors of IITs, NITs, IIITs, IISERs, IISC, Vice-chancellors of Central, State and Private Universities, Heads of other HEIs, faculties, Principals / Teachers / Students of Schools, ITIs, Heads / representatives of Regulatory Bodies like NCERT, CBSE, UGC, AICTE, NCTE, NCVET, SSCs, NSDC and other prominent officials from industry and academia, along with Heads / representatives of CII, FICCI, NASSCOM, ASSHOCHAM, etc.

During the course of these two days, a total of 106 significant Memorandums of Understanding (MoUs) will be signed, encompassing various sectors such as higher education, school education, and skilling.

Shri Dharmendra Pradhan also released following books on the ten



major projects of the Central Institute for Classical Tamil (CICT) today:

- Definitive Editions of Ancient Tamil Works
- Translation of Ancient Tamil Works
- Historical Grammar of Tamil
- Antiquity of Tamil: An Inter-Disciplinary Research
- Synchronic And Diachronic Study of Tamil Dialects
- India As a Linguistic Area
- Digital Library for Ancient Tamil Studies
- Online Teaching of Classical Tamil
- Corpus Development for Classical Tamil Works
- Visual Episodes on Classical Tamil

An exhibition showcasing the best initiatives from the world of school and higher education and the skill ecosystem was a prominent attraction during the celebrations. The multimedia exhibition featured 200 stalls set up by institutions, organizations under the education and skill landscape, industry, and key stakeholders. Some of the exhibitors include- Indian Knowledge Systems, Idea labs, start-ups, state universities etc. Over 2 lakh attendees are expected to visit the exhibition over the two days, including students, youth volunteers, and participants of Yuva Sangam.

The two-day program will conclude with a valedictory session on the 30th of July 2023. The event to be graced by esteemed dignitaries including Shri Dharmendra Pradhan, Union Education and Skill Development & Entrepreneurship Minister.

Study in India (SII)

SII Portal is a one-stop platform that will simplify international students' academic journey in India.

In line with Prime Minister Shri Narendra Modi's vision of re-establishing India as a global hub of education, Union Education and Skill Development & Entrepreneurship Minister Shri Dharmendra Pradhan and Union External Affairs Minister Dr. S. Jaishankar jointly launched Study in India Portal in New Delhi today. Minister of State for Education Dr Subhas Sarkar; Minister of State for Education, SmtAnnpurna Devi; Minister of State for Education and External Affairs Shri Rajkumar Singh; Member of Parliament, Dr Mahesh Sharma; senior officials of Ministry of Education and Skill Development and Ambassadors of more than 10 countries attended the event.

On the occasion, students from Russia, Thailand, Japan, Ethiopia, Ecuador, Kazakhstan and Republic of Korea who are currently studying in India, presented souvenirs from their culture as token of respect to dignitaries.

Study in India Portal is a dedicated website that will provide comprehensive information about the Indian Higher Education Institutions (HEIs). The website will illustrate academic programs covering but not limited to undergraduate (UG), postgraduate (PG), Doctoral level programs as well as courses in Indian Knowledge System like Yoga, Ayurveda, classical arts etc. The website-portal will present information about the academic facilities, research support, and related information. The new website will now have the provision for students to apply in more than one institute/course of their choice. The new portal will provide an integrated one-stop solution for student registration and visa application process.

Speaking on the occasion Shri Pradhan said that SII Portal is a one-stop platform that will simplify international students' academic journey in India. Guided by

the NEP, the SII Portal reflects our commitment to make India a preferred education destination as well as to blur academic boundaries for shaping a prosperous future, he added. Shri Pradhan further said with the vision of the Prime Minister Shri Narendra Modi of making education transcend geopolitical boundaries, Study In India Portal is going to be a pivotal step in making India a preferred destination for higher education among students worldwide, he added.

While addressing the gathering, Dr. S. Jaishankar said that the portal signifies the Government's commitment to make India a global hub of education by welcoming students of diverse backgrounds. It will establishing a strong international footprint of brand 'India' in the education sphere. From registration to visa approval and selecting desired courses or institutions, the portal will simply the entire journey of the international students wishing to study in India, he added. The Minister further said that the presence of international students will also benefit the domestic students by connecting them more closely to globalizing world and prepare them better form the global workplace. He mentioned how implementation of NEP2020 has already initiated entrance of foreign universities in India and opening of international campuses of our premier institutions.

Key Features:

Partnership with Premier Education Institutes: The Study in India programme involves partnership with educational institutes fulfilling one of the following criteria:

- National Institutional Ranking Framework (NIRF) ranking (≤ 100)
- National Assessment and Accreditation Council (NAAC)



accreditation score (≥ 3.01)

- Institutes of National Importance (INI)

This ensures premier institutions being the partner to enrolling international students coming to study in India.

The Study in India programme offers a streamlined and well-organized application process for international students seeking higher education opportunities in Indian Higher Education Institutes. From registration to visa approval, the online platform simplifies the entire journey, enabling students to choose their desired courses, receive institute offer letters, and successfully pursue their academic dreams in India. By providing a seamless experience, the SII programme continues to attract talented and ambitious students from around the world to study in India's vibrant and culturally diverse academic environment.

Study in India is a flagship program of the Government of India, under the aegis of the Ministry of Education (MoE). The Study in India programme aims to increase the number of international students in India. The program also envisions promoting India as the preferred study destination, providing affordable and quality education comparable with global standards thereby contributing to improving the overall quality improvement in higher education. India being one of the largest higher education system in the world, our universities offer a diverse range of courses catering to the evolving needs of the global workforce. The Study in India programme seeks to facilitate international students' access to these courses and showcase the country's academic excellence.

Skill and Training

Union Minister for Education and Skill Development & Entrepreneurship Shri Dharmendra Pradhan met his Australian counterpart Brendan O'Connor in New Delhi.



The two ministers discussed ongoing collaborations between the two countries in the areas of education and skill development, and how these relations can be expanded and deepened further. Appreciating the way Australia has managed its natural resources like minerals, and built the capacity of its people, Shri Pradhan said that the two countries should explore ways to replicate such processes in India and train the youth for the emerging job roles. He pointed to areas like agricultural technology, mining, water management, renewable energy and emerging technology like AI and robotics which could be explored extensively. The minister emphasized that this is the best moment for India-Australia engagement which is already at a historic high. Recalling the signing of the agreement on Mutual Recognition of Qualification between the two countries earlier this year, he called for implementation of the same so that two way mobility of students and skilled persons between the two countries could be facilitated. Shri Pradhan has also invited Minister O'Connor for the 7th meeting of Australia-India Education and Skills Council in Gandhinagar in September this year. This meeting will provide an opportunity to give further impetus to collaboration in education and skill development between the two countries. Minister O'Connor also spoke about deepening the collaboration between the two countries. He said the restoration of student mobility is a priority for his country and they are working to make their visa process more efficient. Under PM Shri Narendra Modi's leadership, India and Australia have witnessed strengthening of ties in recent years. Mutual Recognition of Educational and Skill Qualifications, Deakin University coming to India and ongoing expanding co-operation in skill development have happened recently.

Facilities and Amenities for Safe, Secure Environment for Women in HEIs

University Grants Commission (UGC) has developed the "Guidelines on basic facilities and amenities for safe, secure environment for Women and Women Cell (for sensitization, policy implementation, monitoring and grievance redressal) in Higher Educational Institutions (HEIs)" to provide a safe, secure and violence free environment to all the students particularly the women students.

The guidelines are available on the UGC website at www.ugc.gov.in.

All HEIs have been mandated to have Internal Complaints Committee (ICC) under the provision of Section 4 of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. Advisories have been issued from time to time for taking action in order to sensitize the issue related to maintenance of safe working environment for female employees as per the Act. In order to improve the safety of all women, including students and employees and to provide a healthy and secure atmosphere for them on the campus in Higher Educational Institutions (HEIs), following initiatives have been taken:-

- i. UGC has notified UGC (Prevention, Prohibition and Redressal of Sexual Harassment of Women Employees and Students in Higher Educational Institutions) Regulations, 2015, which being statutory in nature, are binding on Universities and Colleges. This regulation is available on UGC website i.e. www.ugc.gov.in.
- ii. UGC has set up Toll free No. 1800-111-656 for registration of grievances related to women and sexual harassment.
- iii. Seminars/awareness workshops etc. are conducted for Gender Sensitization in HEIs.
- iv. UGC has directed all Universities/Colleges to submit the data of annual return on cases of sexual harassment and constitute an Internal Complaint Committee and to fill an online compliance of Gender Audit at SAKSHAM web portal.

The information was given by the Minister of State for Education, Dr. Subhas Sarkar in a written reply in the Lok Sabha today.

Hybrid IP Set-Top Box

1700(app.) International Channels from 20 Countries....

LIST OF COUNTRIES:

ENGLISH	UKRAINE	AFRICAN	ROMANIA	RUSSIA	ARABIC
FRANCE	KOREA	PORTUGAL	SENEGAL	POLAND	SPORT HD
GERMANY	RUSSIA	ESPAIN	USA	SPAIN	PLAYERS HD
HOLLAND	UKRAINE	ROMANIA	ALGERIA	IPROX CLUB	NEWS
PERSEAN	AFRICAN	SENEGAL	INDONESIA	MY HD	KIDS

Total Channels = 1700 Channels (approx.)



Product View



UHD-777

DIGITAL I.T. BOX

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,

Kumudavath, 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.

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.

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.



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.

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 fesh 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

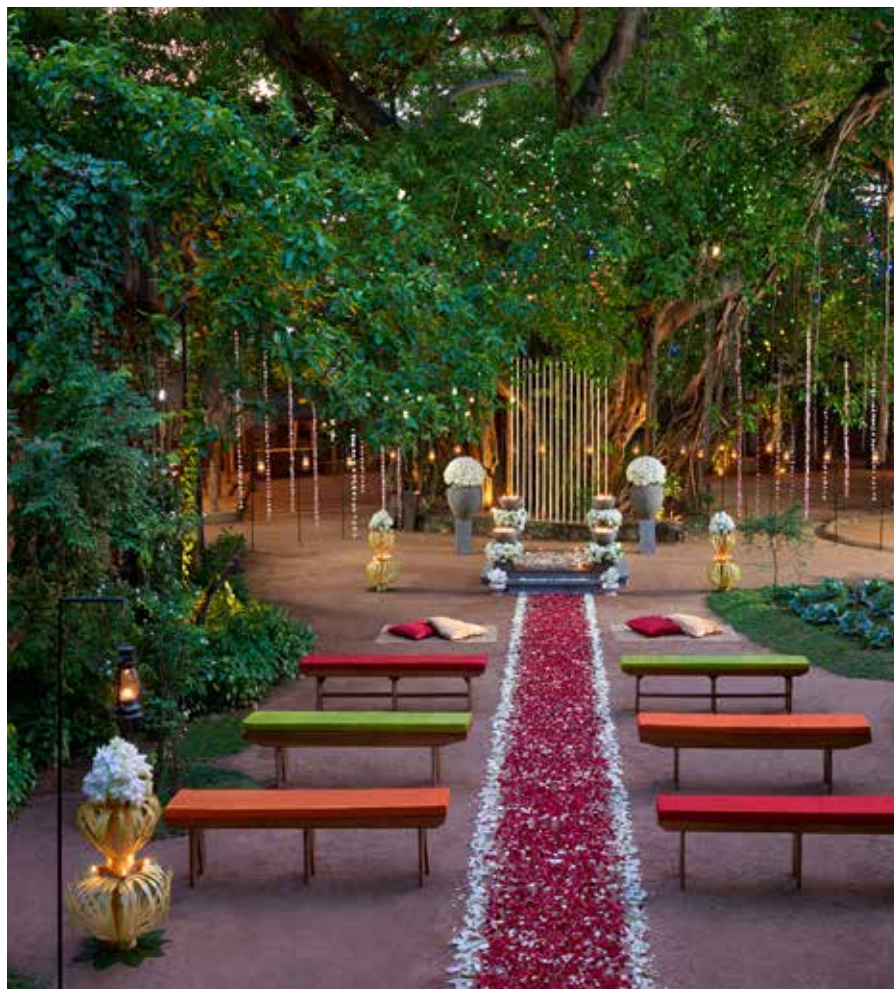


As you start planning your wedding, the first thing on your to-do list is usually to secure the venue. An extremely important part of the celebration, the physical space sets the tone for the whole event.

• 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 up to 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.

Le 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.



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 revitalisemillets 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. **Alooke Gutke** – 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.



Bethliving

Bethliving is a home decor company that prides itself for introducing furniture in steel and stainless steel with modern designs and utmost functionality.

The company aims to deliver modern alternatives for homes with their holistic approach. Bethliving is fire resistance, water sensitivity, poor pest resistance, eco-friendliness and durability that concern customers while purchasing furniture. The company has successfully built and introduced the product which satisfies the needs of consumer of giving the entirely new look to their home which is fire safe, pest safe, water-resistant, eco-friendly, pre-engineered, maintenance-friendly and durable.

Bethliving has brought huge transformation with technology in the way the business is conducted. The consumers can connect with them from anywhere in the world using this integrated technology

platforms. At the same time, they are offering a touch-and-feel experience at different store locations. The home decor company has established an exclusive network of 32 outlets across metros, tier 1, 2 and 3 towns to operate as a hybrid node for the retail process. Bethliving even has stores in South India and Gujarat, but they have been looking at Rajasthan and Madhya Pradesh as immediate markets by the next year. The company also has an expansion plan across the country in different regions like Madhya Pradesh, Uttar Pradesh, Gujarat, Maharashtra, and Rajasthan to stay ahead of the competition. Specifically Madhya Pradesh would be the most likely to be the next location for manufacturing the product as it has an equal capacity to build within next 2 years.





The ecosystems of product the company has created help consumers pick, choose and customize home decor interiors as per their needs. All this is made available in three layers of technology platforms. The top layer is where they have the front end designing interface where consumers can interact with a team for designing the kitchen, bedrooms and the entire home room wise. Here the consumer details are received and processed by their team. The second layer looks after commercial plans. The third layer is the SAP based manufacturing software which interacts with the first two layers to complete the ecosystem and make sure the consumer gets exactly what they want from our manufacturing.

The company's strengths lie in being the first mover in products with over 9000 installations. It is ahead of other companies in the market in the number of the franchisee. It has perfected franchising experience with relevant IPR. Bethliving has developed a cost-effective vendor ecosystem and a scalable manufacturing process.

Bethliving's mission is to continuously deliver world-class home décor products

addressing every functionality and being sustainable at the same time. The company promises to use the best technology to design, manufacture and deliver its products and services to its customer, by enabling BLPL franchisees. Bethliving is also looking for the funding to strengthen the production capacity technology (AI) and marketing to increase the production capacity. It also prioritizes customer delight and ensures the satisfaction of its employees, business partners and stakeholders.

In future, Bethliving intends to scale its business 11x in three years and be an INR 100 crore company and an INR 250 crore company in next five years. The company is also planning to achieve the same by expanding its business across 540 district headquarters. Currently, it has a presence in 21. The company is optimistic that the D2C hybrid model through brand stores and FICOO is well poised to drive volumes.

Comment: Perfect destination for your home decor.

Rating: 8/10



Razzle Dazzle

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

• Komal Arya



Bling Factor

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.



Bling Factor

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.



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