

Politics & Democracy

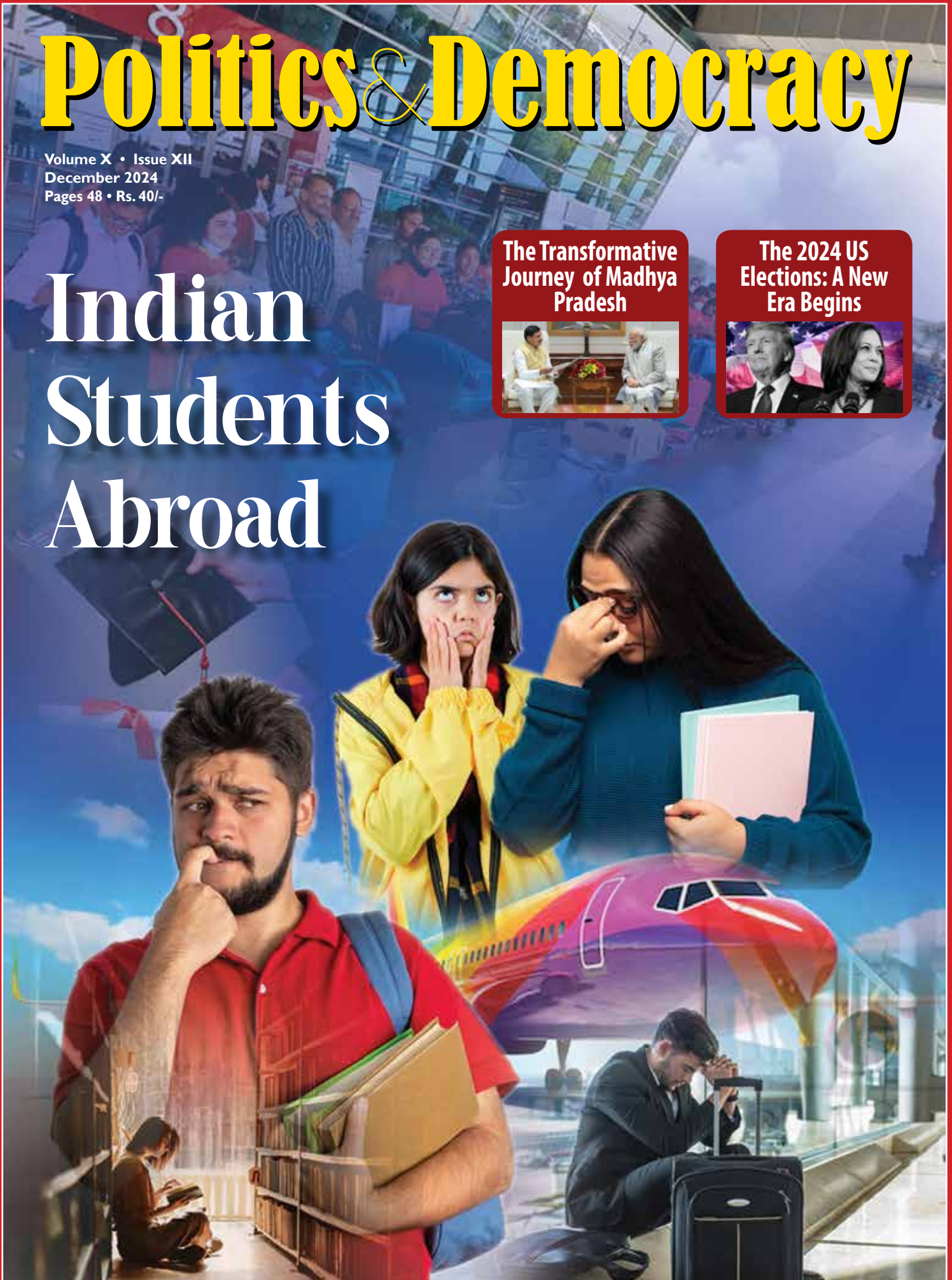
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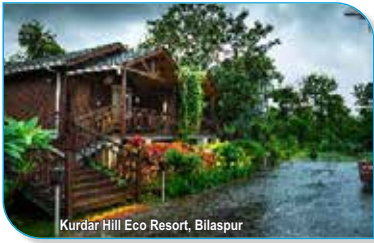
Indian Students Abroad

The Transformative
Journey of Madhya
Pradesh



The 2024 US
Elections: A New
Era Begins





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Editor & Publisher

Tarsh Sharma

Director

Babita Sharma

Group Editor

Vedika Sharma

Senior Reporter

Adarsh Tiwari

Manager Sales & Marketing

Gagan Kumar

Regional Director - (West)

Manish Rawat

Art Director

Manish Kumar

Graphic Designer

Chandrajeet Kumar

Photographer

Ganesh Kapri

Manager Administration

Gaurav Kumar

Manager Circulation

Himanshu Mudgal

E-mail : tarsh@fabianmedia.net, babita@fabianmedia.net

Website : www.politicsanddemocracy.com



Prime Minister meets with President of Chile

On 19th November Prime Minister Shri Narendra Modi met with the President of the Republic of Chile, H.E. Mr. Gabriel Boric Font, on the sidelines of the G-20 Summit in Rio de Janeiro, Brazil. This was their first meeting.



Indian Students Abroad

The experience of Indian global mobility in the last one and half decades has been phenomenal, especially in the domain of higher education. These statistics point to more than the desire for quality education but also improved employment status and quality of life culturally. As globalisation unceasingly progresses, Indian students take the option of studying in many countries due to various factors that lead to this.



The 2024 US Elections: A New Era Begins

Now the 2024 US presidential election concludes, a momentous political moment in United States history. The election is now behind us and the results are a complicated mix of voter sentiment, candidate strategies, and real issues, all affecting this historic moment. The result of the election will be felt in the country...



The Transformative Journey of Madhya Pradesh

Madhya Pradesh is transforming itself fastidiously with a dynamic leadership of Dr. Mohan Yadav. The pro – poor governance guided by the Chief Minister Dr. Mohan Yadav has started yielding results in a very short span of one year. The equitable growth of different regions is the top priority.



Sky is Not the Limit

What's more, the aviation industry has seen rapid changes in recent years as a result of technological advances and a desire for green.



Unveiling the Dynamic Second-Generation Audi Q5 Sportback

The all-new Audi Q5 Sportback takes athleticism to the next level with a more dynamic silhouette, outshining its predecessor. Inside, the sleek design offers a user-centric experience, creating a premium, feel-good atmosphere. The exterior is enhanced with cutting-edge dynamic elements, making its striking...



The Rise of Women's Sports in India

Recently, women's sports in India have undergone a dramatic change, from improving visibility, recognition, and participation. However, with these huge achievements on the world stage during events such as the Women's T20 World Cup, their popularity has been so far catalyzed. The climate is quickly moving from a time...

Prime Minister meets with President of Chile

On 19th November Prime Minister Shri Narendra Modi met with the President of the Republic of Chile, H.E. Mr. Gabriel Boric Font, on the sidelines of the G-20 Summit in Rio de Janeiro, Brazil. This was their first meeting.

The two leaders discussed bilateral relations and identified several initiatives for strengthening cooperation. Prime Minister highlighted India's prowess in digital public infrastructure, healthcare, IT, science & technology, space, renewable energy and defence and expressed India's readiness to share its experience with Chile in these areas.

Both sides agreed to enhance cooperation in the critical minerals sector and work together for mutual benefit. The two leaders expressed satisfaction at the continued growth in trade ties following expansion of the India-Chile Preferential Trade Agreement [PTA] and agreed to



explore opportunities to further expand the PTA. Prime Minister also conveyed India's continued interest in supplying high quality and affordable pharmaceutical products, engineering goods, automobiles and chemicals to support Chilean industry.

The leaders also discussed possibilities of cooperation in the fields of education, culture and traditional knowledge. They agreed to stay in close touch and further strengthen the existing bilateral cooperation.

Second India-Australia Annual Summit



Prime Minister Shri Narendra Modi and Prime Minister Anthony Albanese of Australia held the 2nd India-Australia Annual Summit on the sidelines of the G20

Summit in Rio de Janeiro on 19 November. The 1st Annual Summit was held on 10 March 2023 in New Delhi during the State Visit of Prime Minister Albanese to India.

The Prime Ministers reaffirmed their support for strengthening the India-Australia Comprehensive Strategic Partnership. They discussed cooperation in the areas of defence and security, trade and investments, education, skills and mobility, renewable energy, space, sports and people-to-people ties. A Joint Statement was issued on the occasion. The Prime Ministers also welcomed the launch of the Renewable Energy Partnership.

Both sides also exchanged views on regional and global issues of mutual interest. They also reiterated their commitment for a peaceful, stable and prosperous Indo-Pacific Region, based on respect for international law.

Health is paramount and priority concern; directly related to productivity of individual and society, stresses VP

Highlighting the direct relation between health of an individual, productivity of the individual and the overall health of the society, Vice-President Shri Jagdeep Dhankhar today said that, "Health is paramount and priority- concern as good health is not only necessary for individual, not for our pursuits, but for the good health of the society. That broadly is also your theme. Friends, having good health is directly related to your productivity, as I said. If you are not healthy, your productivity will not be optimal. Rather than helping others, you might be seeking other's help."

Addressing the 64th convocation of National Academy of Medical



Sciences (NAMS) at AIIMS Jodhpur, Shri Dhankhar expressed concern over the commercialisation and ethical dilution in the medical profession. "Medical professionals serve as guardians and the role is all the more significant in Bharat that is home to one sixth of humanity. Your concern must be beyond clinical care. You have to be, and you have to engage in advocacy of good health.

You have to become educators and public health advocates. But the challenges are there now in healthcare. The challenges are commercialization and ethical dilution is required to be addressed. Healthcare is a divine contribution. Healthcare is service. Healthcare has to be far distant from commerce, and health care is antithetical to exploitation", he added.

Shri Pralhad Joshi launches 'Anna Chakra'



The Union Minister of Consumer Affairs, Food and Public Distribution and New & Renewable Energy, Shri Pralhad Joshi launched 'Anna Chakra', the Public Distribution System (PDS) Supply chain optimisation tool and SCAN (Subsidy Claim Application for NFSA) portal a significant step towards modernising the Public

Distribution System and subsidy claim mechanisms of the States.

"Anna Chakra" PDS Supply Chain optimisation, spearheaded by Department of Food Public Distribution, is a landmark initiative to enhance the efficiency of the PDS logistics network across the country. Developed in collaboration with the World Food Programme

(WFP) and Foundation for Innovation and Technology Transfer (FITT), IIT-Delhi, the project leverages advanced algorithms to identify optimal routes and ensure seamless movement of food grains across supply chain nodes. An operation of this magnitude involves a complex supply chain, relying on multiple stakeholders starting from farmers to Fair Price Shops. This makes the initiative unique which helps improve the speed and efficiency of the world's largest food security program providing food safety net to 81 Crore beneficiaries. Besides improved efficiency and cost savings through the streamlined delivery routes reducing fuel consumption, time, and logistics costs, it also provides environmental benefits of lower carbon footprint due to reduced transportation-related emissions.

Indian Students in Abroad

The experience of Indian global mobility in the last one and half decades has been phenomenal, especially in the domain of higher education. These statistics point to more than the desire for quality education but also improved employment status and quality of life culturally. As globalisation unceasingly progresses, Indian students take the option of studying in many countries due to various factors that lead to this.

• Adarsh Tiwaril

The numbers as people say also speak loudly. Bureau of Immigration reported that sending Indian students to foreign universities has recovered from the effects of the pandemic, reaching 765,000 Indians by October 2023. There are numerous factors behind this increase, issues in this process, as well as the consequences of this new trend.

The Surge in Student Migration

The migration rates and the study abroad trend among students in India have steadily been on the rise. Prior to COVID-19, enrolment numbers growth was not an issue, international





Narendra Modi
Prime Minister

We want to build such an education system in India that youngsters do not need to go abroad to study. In fact we would want foreign students to come here and study.



**R. Bindu, Minister,
Higher Education
& Social Justice of
Kerala**

The attraction lies in educational and job opportunities rather than a collapse in the state's academic institutions



Anto Antony
Member of the Lok
Sabha

Today, Education in India is in a deep crisis, it is facing several problems and this year's budget has no proposal or vision to address these concerns. India cannot boast of a single university in world's top 100. This should have been a matter of deep concern for a country with the largest population.

student migration surpassed 500,000 in 2018 and reached 586,000 in 2019. Nonetheless, 2020 saw a dismal figure as only 250,000 students crossed borders because of restrictions occasioned by the Covid-19 pandemic. With the relaxation, Student traffic increased dramatically and reached the level of 440,000 in 2021 and is predicted to reach 750,000 in 2022. This number however rose a little higher to 765,000 by 2023 further proving the fact that there is a steady recovery in educational migration.

The countries most popular for



international students are the United

States, Canada, United Kingdom, Germany, Russia, and several from the Central Asian region. The number of students who travel to the USA to pursue their higher studies has seen an uptick in the current year 2022 where around 190,000 students from India opted for the USA. Canada was the second largest with about 185,000 Indian students studying in its universities. The UK has also emerged as the GO TO Nation; with 132,000 Indian students migrating to the country in 2022 in contrast to 77,000 in 2021.

"Today, Education in India is in a deep crisis, it is facing several problems and this year's budget has no proposal or vision to address these concerns. India cannot boast of a single university in world's top 100. This should have been a matter of



deep concern for a country with the largest population". said Congress MP Anto Antony.

Shifting Preferences among Destination

The landscape of preferred study destinations is ever-changing. Still, the USA is a hub for many Indian students as it offers prestigious universities and broad academic options, but Canada has quadrupled its students from 102,000 in 2021 to 185,000 in 2022. As well, the UK has rapidly been gaining popularity as well due to its favorable visa policies and post-study work process.

Other countries include Germany and Russia. Because Germany's public universities offered tuition-free education, it attracted roughly 20,600 Indian students, mostly for

its strong engineering programs. Geopolitical clashes whittled numbers down to 18,500 at Russia's traditional destination school, Ukraine, with the number of Indians studying down from approximately 2,000 to around 19,700, but Russia's continuing importance as a medical studies destination remained unchanged.

Indian students pursuing health and medicine degrees also see Central Asian countries as important. For instance, in 2022 over 14,700 Indian students studied in Kyrgyzstan. Singapore, however, re-emerged as the destination of choice, with about 17,000 Indian students coming to the country in the year, post which the pandemic saw a decline.

Motivations behind Studying Abroad

There are several factors drive Indian students to seek education overseas.

Quality of Education

High quality education is one of the foremost reasons. In countries such as the US, UK, Canada, Australia, and Germany, renowned institutions offer comprehensive academic programs and ideologies for all people emphasizing the world-accepted fields.

According to QS World University Rankings for 2023, there are 11 US universities on this list, including legendary names such as MIT and Stanford. 4 top-ranked universities including Oxford and Cambridge are hosted by the UK. Not only do these institutions offer advanced knowledge, but they also offer



opportunities for research and professional development that are not otherwise possible.

Career Opportunities

If Indian students study abroad, then they are given open doors to the United States. Robust job markets in many foreign countries have a wide array of opportunities for international graduates. Countries like Canada, UK offer post-study work rights that allow graduates to gain great work experience after their studies. This is an important time as it gives people a chance to boost employability and enable graduates to get on their feet.

For example: For the part related to Canada, international graduates can apply for a Canada Post-Graduation Work Permit (PGWP) for 3 years from whatever organization, company, or

college they receive their masters from. The UK's Graduate Route visa allowed international students to remain in the UK for two years post-graduation to work or look for employment.

Cultural Exposure

Being abroad, and living a different culture can provide so many cross-cultural experiences that help with personal growth. The exchange of ideas with students from different backgrounds within a comfortable learning environment and through new languages is a great experience for Indian students and also helps them to know different traditions. Not only does this expose them to a wider world, but the exposure also introduces them to the skills that are becoming more and more important in today's globally networked marketplace: adaptability.

Economic Factors

The rising income levels of India's middle class are making it easier than ever to study abroad. Indeed, education has more readily become possible through a number of financial institutions in the form of loans. The All-India Bank Employees Association (AIBEA) reported that bank education loans disbursed have risen by more than 30 percent between 2019 and 2022.

Improved Quality of Life

In particular countries such as Canada and Australia are very attractive because they have high standards of living and a high degree of safety. According to the Global Peace Index, both respectful nations are among the ten safest nations in the world. But their systems for healthcare are also very robust and they are even more attractive as study destinations.

Another Side of the Coin Visa Regulations

However, growing restrictions on immigration have increased uncertainty for would-be international students trying to gain access to countries such as Canada and the United Kingdom. Recent changes include tighter scrutiny on student visas and restrictions on post-study work opportunities: For the study permits, yet another change Canada made in its early 2023 policy changes was that the country needed additional proof of financial stability. However, measures have been implemented in the UK restricting international student with dependents that can be brought along during their studies.

Financial Strain

The cost of education abroad can be staggering. Tuition fees combined with living expenses lead to significant financial burdens on families: Tuition Fees vary from \$20,000 to over \$60,000 per annum depending on the Institution in the USA. International students can fork out AUD \$20,000 to AUD \$45,000 per year in Australia just for tuition. Scholarships do exist, often covering partial tuition, but they're competitive and not guaranteed. However, only 10 percent of international students are said to receive scholarships to pay for full tuition costs.

Cultural Adjustments

Adapting to a new culture can be daunting for many students who face homesickness or culture shock as they navigate different social norms: According to research, approximately 30 percent of international students say they suffered culture shock during their first year abroad. More and more universities worldwide have come to recognise the mental health that is related to adjustment challenges.

Employment Challenges

Despite favorable post-study work policies in some countries: More than 40 percent of international graduates





haven't been able to get jobs relevant to their field of study within the period of their post graduation work permit. One problem with candidates is the language barrier as there are many employers who want candidates who are fluent in the local language.

Impact on Host Countries

The influx of Indian students significantly benefits host countries' economies: According to Universities UK International, international students contribute about £ 25 billion to the UK economy annually. International education is one of Australia's biggest export sectors and contributes around AUD\$40 billion a year in Australia alone.

Future Trends & Further Implications

With India set to become a \$5 trillion economy by the mid-2020s, student migration will only grow massively. This is a critical issue for national development and the government is exploring ways to improve domestic higher education quality to keep talent in India.

To address concerns regarding brain drain while enhancing educational

opportunities domestically Indian government is taking various steps.

Improving Higher Education Quality

The Indian government has initiated several reforms aimed at upgrading infrastructure and curriculum across universities. In 2015, to motivate institutions to improve their standards, the National Institutional Ranking Framework (NIRF) was launched. Other programs have been made through things like the Higher Education Financing Agency (HEFA), which invests in improving facilities at public universities.

Attracting Foreign Students

Promoting India as an educational hub could help balance outflows by attracting international students: 'Study in India' programs such as scholarships and simplified visa procedures are being launched to attract foreign students. - They organise exchange programs where Indian universities are working in partnership with foreign institutions.

Support by Indian

Government for Studying Overseas

Expanding scholarship offerings could reduce financial barriers: Subsidy on the education through the National Overseas Scholarship Scheme by the Government is also offered to economically weak section of people for pursuing higher education abroad. Many times, operating on this level, private organisations are offering scholarships specifically for certain fields such as STEM (Science, Technology, Engineering and Mathematics).

It needs to be noted that upon graduation, many Indian graduates fill skill gaps in different industries, more notably in the technology sector where there is a shortage of skilled workers. As the educational landscape evolves globally, it's responding to technological advancements and changing job markets in several ways. It is necessary for both the sending and the host countries to adapt to the same. Understanding the long-term significance of higher education mobility on individual aspiration and national development in higher education will depend on continuous monitoring.

Rock Painting

Earliest attempt by human beings to depict their natural world symbolically



The Transformative Journey of Madhya Pradesh



The bold initiatives of Madhya Pradesh led by Dr. Mohan Yadav as chief minister have proved as catalyst of socio-economic change in last one year.

Inclusive Development

State Government's inclusive development approach has been largely successful in reaching out to the poorest of the poor. Public service delivery has improved. Benefits are

Madhya Pradesh is transforming itself fastidiously with a dynamic leadership of Dr. Mohan Yadav. The pro – poor governance guided by the Chief Minister Dr. Mohan Yadav has started yielding results in a very short span of one year. The equitable growth of different regions is the top priority.



reaching every needy household.

Environmental Initiatives

Development without harming environment is the approach to governance. The outstanding is "Ek Ped Maa Ke Naam" campaign, fighting climate change through large-scale plantation drives is a good campaign. It created a world record by planting 12 lakh trees in a day at Indore. This exercise shows commitment to protection of environment through collective action



against community.

In addition, water conservation drive was taken up at massive scale. Cleaning water bodies and plantations were performed jointly by governmental authorities and citizens.

Urban Development

Urban development is another important agenda. In Phase 2 of the Smart City Mission, the government released an amount of ₹270 crore for smart city projects in Ujjain and Jabalpur. This aims at improving the urban infrastructure and quality of life through technology integration.

More importantly, in line with the theme sanitary workers were given "Swachhta Hi Seva" public felicitation.

Agricultural Support

Agriculture is the core development agenda. Crop loans worth Rs.19,946 crore have been disbursed during FY 2023-24 and are targeted at ₹23,000 crore for FY 2024-25. Financial support has increased both agriculture productivity and food security.

Energy Initiatives

Energy initiatives have to support economic growth while it is sustainable. The Budget provision for energy is pegged at ₹19,406 crore with 24/7 supply for all non-agricultural consumers and an average of ten hours per day for agricultural consumers. Massive investments in renewable energy projects are coming up.



services with a view to improving connectivity.

Cultural Revival

Cultural events are being accorded importance. The state government has proposed to add support of ₹1,081 crore to cultural events in the fiscal 2024-25. Vikram Cultural Festival from March 1 to April 9, 2024 saw 25 lakh lamps lit at Ram Ghat in Ujjain and India's first museum on valiant heroes was opened up at "Veer Bharat Nyas".

Homage was paid to Veerangana Rani Durgavati statue at Mandla. Ram Van Gaman Path, measuring 1,450 km will connect important cultural sites of the state.

Overall, developmental journey is on with a new leadership development. Madhya Pradesh, with ambitious plans will witness fundamental change.

The integrated approach of the government not only pushes up the standard of living but also places Madhya Pradesh as model state. Madhya Pradesh is creating opportunities that shall blossom into lasting benefits for citizens.

The renewed strategies for inclusive growth will ensure Madhya Pradesh's rise in all sectors.

Infrastructure Development

Infrastructure development for improving connectivity remains the utmost priority. The government has sanctioned ₹10,000 crore for building roads and bridges to upgrade the state's transport networks. A new air route connecting Gwalior to other big cities like Bengaluru and Ahmedabad have now been operative making trade and travel easier.

In addition, investments are made on the rail infrastructure have been taken up projects. The stations have been modernised and upgrading

Trapped in the Coaching Industry

The rapid growth of the Coaching sector has been the foundation of the transformation of the Indian education landscape. The sector of commerce which is claimed to be successful in competitive examinations has turned into a double-edged sword for many students. It gives them hope of academic and career aspirations, and literal drugs, but also financial burden and unsafe conditions.



• Tarsh Sharma

With the spotlight on the urgent need for reforms in this unregulated industry in the wake of recent incidents in Delhi, where students were made to face serious safety hazards in coaching centers across the Capital, concern among parents of children aspiring to join the IPS, IAS, and other top government spheres has been high. A thorough issue looks into the multifarious aspects of coaching institutes in India and the dreadful outcomes they create for students' safety and well-being.

The Rise of the Coaching Industry A Booming Sector

Intense academic pressure and high parental expectations have led the coaching industry in India to bloom into a multi-crore business. Given that there are more than 68,000 coaching institutes across the country, this space is set to earn revenues of 1.34 lakh crore by 2028. With a burgeoning number of competitive examinations (UPSC for civil services, JEE for engineering colleges, NEET for medical schools), coaching services have turned out to be a booming market. These institutes are increasingly viewed as a necessity in establishing success for their children by parents and thus enrolments increase.



The Promise of Success

According to coaching centers, they are gateways to success, offering students an effective mode of training that will help them get through selected institutions or government positions. This is attractive in a country where educational qualifications are much preceded as a route to upward mobility. This, in turn, forces many students to attend such programs, even when such may cost their mental health and general well-being.

But all of this is atop a harsh reality. Most coaching centers focus more on earning profit rather than on student benefit and therefore provide unsafe environments and poor educational experiences. Having to perform well may create an environment in which students have no choice but to exceed their limits.

The Burden of Aspirations Financial Strain on Families

Enrolling in coaching institutes comes at a price. However, these programs are targeted at many students who come from lower-middle to middle-income families and are saving their money to send their kids to school. But even though students pay hefty fees of several thousands of rupees a month, they

often get stuck in substandard living conditions that are miles away from what students are spending.

An example is that the cost of coaching classes can cost anything between Rs. 20,000 to Rs. 1,00,000 for the year or higher, judging by the course and the repute of the institute. These fees can cripple even the best families: They often have to take out loans or deplete their savings to even afford them. It also puts students and parents on an increased stress level, worrying if the investment their parents have made won't bear fruit.

Pressure Cooker Environment

In coaching centers, it becomes a very toxic environment due to pressure to perform well in competitive exams. However, students are often subjected to the extreme psychological pressure of having to compete with one another for little or some slots in the most

prestigious institutions or positions in the government. The competitive atmosphere can be very unhealthy for your mental health.

This is Kota, called India's coaching capital, where aspirants have reported extreme distress amid huge pressure of performing. It is a stiff competition and often students will spend a lot of time studying with no time at all given to relax or hang out with friends. It is this relentless pursuit of success that can have such severe side effects; it can cause a person to burn out and get into a myriad of issues.

Furthermore, a lot of students feel isolated during this process. Although they are with people's them, they can find themselves alone and inadequate because they think they aren't good enough compared to the other people around them. On top of the emotional toll, society requires its people to have high academic success as a representation of personal worth.

Academic Performance as an Impact

The same can constitute a reason for students to witness negative impact of their Academic performance because of intense focus on competitive exam preparation. Despite claims by coaching centers to improve learning outcomes, students often become overwhelmed by the overwhelming amount of material that they have to learn. Lastly, the overload can either result in a superficial understanding or deep learning.

Thus, students may resort to a means of rote memorisation rather than critically dealing with the subject matter. For all that, when they encounter exams that involve analytical thinking or problem-solving capabilities: skills that are essential not only for exams but also for their next employment—many students really endure.

Also, many of these regular courses are taught to students in coaching classes, which most of the



time spend time out of school or outside of extracurricular activities. This imbalance can stunt holistic development, but even more so new opportunities for growth apart from academics.

Safety Concerns

Recent Tragedies

The past few incidents wherein students have faced life-threatening situations because of fewer parameters have resulted in widespread outrage and student and parent protests. Recently, students trying to pass competitive exams faced being swamped by floodwaters in the illegally run basement library,



an area in Delhi's Rajinder Nagar area that wasn't legally up to snuff for such use.

The alarm triggered after the incident was related to the safety standards of coaching centers across India. After these events, local authorities closed down several similar establishments operating under the same unsafe conditions. Soon all of these have become terribly common things to hear; according to reports many of the coaching centers don't even have proper exits and

emergency protocols.

Systemic Failures

These dangerous practices could flourish because the education system and regulatory frameworks have failed in a systemic way. Even after the ministry issued guidelines to improve the standards of safety in coaching institutes enforcement of the guidelines is weak. Faced by these failures the Supreme Court too took notice and directed institutes to abide by safety norms but some institutes

go on to neglect these regulations.

It can often forget student safety in search of profit. Often, revenue generation comes above and beyond making a safe learning environment. Under this profit-driven model, our students are offered overcrowded classrooms and under-supplied facilities that do not promote students' welfare.

Infrastructure Issues

Many such coaching centers run out of small houses that do not have appropriate infrastructure, and even if available it is not meant for educational purposes. Day in and day out, students face risk because of the lack of proper ventilation, emergency exits, and fire safety measures. In addition, some facilities are located in an unsuitable area, for example in a basement, and therefore, it is impossible to meet the safety regulations there.

All of this is without proper oversight, leaving students at the mercy of environments that should absolutely be taking care of their health and safety. Physical risks may not only arise from inadequate facilities but an overall sense of security amongst already high-pressure students may suffer.



Accountability

The lack of accountability in the coaching world is the one significant issue contributing to unsafe conditions. Many coaching centers are not under any form of departmental inspection and are not formal educational institutes.

As a result, there is a regulatory gap between this and unscrupulous operators taking advantage of vulnerable students with impunity. The legal and institutional frameworks addressing coaching institutes could be clearly established which would establish operational standards.

Also, if conducted regularly, regular audits and inspections might take care of compliance with safety rules and keep operators faulted if they breach the rules. Protecting students wouldn't just be good; it would also advance ethical what's being done in the industry.

A Call for Reform Need for Regulation

Recently, it has instigated calls for stricter regulations for coaching centers to be observed across India. Experts say that unless that is ensured by a national law, safety standards will not be respected, and students will be exposed to exploitation. If these institutions are left unchecked then it

should be local administrative authorities to enforce existing guidelines and not these institutions.

Similarly, there is a dire need to carry out extensive audits of the coaching centers that exist, to check if they are coming up to the standards of safety regulations. Given systemic failures that have allowed unsafe practices to persist in this industry, only through rigorous enforcement can we begin to make the changes that are needed.

Rethinking Coaching Culture

The education system of India has to be reevaluated as well in order to minimize dependence on coaching institutes. The current model compresses students with little to no skills needed to succeed in competitive exams or the workforce market. In order to prepare without external tuition, the curriculum and methodologies of schools need to be improved.

It should also be stressed that schools must create support for mental health. Arranging resources

to enhance psychological well-being can some of the stress expected to emanate from competitive exams, for instance.

Promoting Alternative Learning Methods

In addition to improving traditional educational methods, promoting alternative learning approaches could alleviate some pressure from students seeking success through coaching institutes:

- Peer Learning: It offers an environment where students can encourage one another and learn through coordinated study groups with one another.
- Online Resources:



Internet-based technology can enable access to good educational material without the need for expensive coaching classes.

- Skill Development Programs: The school curriculum must include skill development in order to better prepare students for real-life challenges beyond rote learning.

If we begin to diversify educational approaches and decrease dependence on traditional coaching approaches then we open up a system that prioritizes student wellbeing first and foremost.

Parents and Society's Role Parental Expectations

Parents matter, so much, they help shape their children's educational journey. Driven by societal norms and expectations, they may end up insidiously part of the hugely up-front pressure their children feel from academic performance. Parents have

to realise that being happy doesn't just mean beating an entrance exam or being a part of some prestigious institution, it also means growing mentally and being successful.

There is room for parents and kids to talk about academic pressures in a healthy way. Talking about the importance of Children finding interests outside academics in order to manage the burden of competitive exams as the stress will reduce slightly and remain good for your well-being.

Education-Related Societal Attitudes



If we want to deal with the problems faced by students today, societal attitudes toward education need to change too. We must start to bring awareness to the mental health issues pertaining to academic pressure, take a step away from what success is considered to be, and equate personal worth with academic success.

Community-led initiatives towards the promotion of mental health awareness among youth help to destigmatize talks around reoccurring stress and anxiety of education. She is working to foster an environment where there is no shame in discussing our struggles and can foster a more supportive culture surrounding

education.

Building Support Networks

There are similar benefits in establishing support networks in communities for those trying to get through the academic pressure of competitive exams. These networks could be mentorship programs linking experienced folks to promising aspirants/beginners who require their mentoring along the way.

Also, schools should introduce a peer counseling program where older students guide the younger ones

grappling with similar situations of exam preparation or how to manage stress and basically provide safe spaces where people feel heard from sharing such struggles together builds resilience among children in dire exigencies such as during exam seasons.

Mental Health Awareness Addressing the Mental Health Issues

Today, as the mental health of young people preparing for competitive exams is rising while giant exposure to the high-stakes testing environment, it is the time when stakeholders should give more time to mental wellness initiatives

than conventional academic support systems in educational settings across India.

Learning which tools can help mask the more intense academic stresses necessitates building school curricula that not only encourage but also support comprehensive mental health programs focusing on the form of mindfulness practices (e.g. meditation), exercise routines (yoga), nutritional education that emphasizes balanced diets supporting cognitive performance and has been proven to benefit you!

Additionally, by hosting guest psychologist led workshops would be a helpful tool for exposing people to talking about signs of stress amongst friends and fellow sufferers opening dialogue in the prevention of issues related to sensitive problems such as depression amongst those who may not know how best to identify symptoms of distress or cope due to a lack of knowledge helping bridge understanding limits forcing empathy of individuals living behind closed doors without proper support.

Promoting Work-Life Balance

If we want to cultivate healthier mindsets around achievement aspirations, encouraging work-life balance among aspiring candidates is needed! It is important for educational institutions to focus on the importance of taking breaks throughout academics and engaging in hobbies other than academics collectively developing an individual holistically instead of solely focusing on grades alone.

Creativity, building social skills nurture creativity, instills creativity, extracurricular activities, nurture creativity! Schools should bring enthusiasm for participation in clubs' sports teams art and other classes outside the grounds of a classroom so people can explore past times beyond whatever is written in school books.



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Dhanvantari Jayanti

On Dhanvantari Jayanti, Prime Minister Shri Narendra Modi inaugurated and laid the foundation stone for several key health initiatives, significantly boosting India's healthcare infrastructure. With a total investment of over Rs. 12,855 Cr, these projects span across four ministries, including the Ministry of Health & Family Welfare, the Department of Pharmaceuticals, ESIC, and the Ministry of AYUSH

The Prime Minister also launched a comprehensive five-pillar health policy focused on preventive care and accessibility, alongside the expansion of AB-PMJAY to provide free hospital treatment for citizens aged 70 and above through the Ayushman Vaya Vandana Card.

The Prime Minister emphasised the importance of health as the greatest wealth and reiterated the commitment to adding 75,000 new MBBS and MD seats to address the rising demand. Key projects include the inauguration of Phase-II of India's First All India Institute of Ayurveda, medical colleges in Madhya Pradesh, critical care blocks, and several hospitals and institutes across the country. Additionally, the Prime Minister launched the U-WIN portal to digitalise immunisation services and the nationwide health awareness campaign, "Desh Ka Prakriti Parikshan Abhiyan."

In a landmark development aimed at strengthening India's healthcare infrastructure and providing quality healthcare services across the country, Prime Minister Shri Narendra Modi inaugurated and laid the foundation stone of several health infrastructure projects, and launched various health programmes across the Ministry of

Health & Family Welfare, Ministry of Ayush, Dept. of Pharmaceuticals, Ministry of Chemicals & Fertilizers, and Employees' State Insurance Corporation (ESIC) under Ministry of Labour & Employment at an event at All India Institute of Ayurveda (AIIA), here today. The total outlay of these projects amounts to more than 12,855 cr.

Union Minister of Health and Family Welfare, Shri Jagat Prakash Nadda; Union Minister of Labour and Employment, Dr. Mansukh Mandaviya; Union Minister of State (Independent Charge) for AYUSH and Union MoS for Health and Family Welfare, Shri Prataprao Jadhav; Union Minister of State for Health and Family Welfare, Smt. Anupriya Patel; Union Minister of State for Labour and Employment, Smt. Shobha Karandlaje and Shri Ramvir Singh Bidhuri, South Delhi MP (Lok Sabha) were also present on the occasion.

Today marks 9th 'Ayurveda Day', which is celebrated in India and many other countries on the occasion of Dhanvantari Jayanti. It is a day to celebrate the birth of Lord Dhanvantari, God of Ayurveda. Quoting sages and saints, Prime Minister emphasized that "health is regarded as the greatest wealth, a concept that is gaining global recognition through Yoga". He

expressed joy that Ayurveda Diwas is now celebrated in over 150 countries, highlighting the increasing global interest in Ayurveda and India's ancient contributions to the world.

Prime Minister said that in the past decade, the country had witnessed beginning of a new chapter in the health sector with amalgamation of knowledge of Ayurveda with Modern medicine, adding that the All India Institute of Ayurveda had been a focal point of this chapter. He noted that it would be possible to see ancient techniques like Panchakarma infused with modern technology in this institute along with advanced research studies in the fields of Ayurveda and medical science.

Prime Minister underscored that "a nation's progress is closely linked to the health of its citizens", outlining the government's commitment to healthcare through five key pillars: preventive healthcare, early disease detection, affordable treatment and medications, increased doctor availability in smaller towns, and technological advancements in health services. He stated that India's approach to health is holistic and highlighted recent projects worth over ₹13,000 crores, including four Centers of Excellence under the Ayush Health

scheme, drone service expansions, new infrastructure at various AIIMS, and the establishment of medical colleges. He expressed satisfaction with hospitals being built for laborers, which will serve as dedicated treatment centres. The inauguration of pharmaceutical units aimed at manufacturing advanced medicines and quality stents and implants was also mentioned.

Reflecting on the struggles many families face due to illness, especially in poorer households, Shri Modi noted that people previously had to sell their possessions for medical care. He said that "to alleviate this burden, the government introduced the Ayushman Bharat Yojana, which covers up to ₹5 lakh in hospitalisation costs for the poor". He highlighted that around 4 crore individuals have benefited from this scheme, ensuring that they receive treatment without financial strain. He expressed pride in expanding the Ayushman Yojana to include free treatment for all citizens over 70 years old, through the Ayushman Vaya Vandana Card, which is universally accessible regardless of income.

Reiterating the focus on reducing healthcare costs for both the poor and middle class, Prime Minister noted launch of over 14,000 Jan Aushadhi Kendras, providing medicines at an 80% discount and saving citizens ₹30,000 crores. He highlighted reductions in the prices of medical devices like stents and knee implants, preventing a loss of over ₹80,000 crores for the public. He also mentioned the free dialysis scheme and the Mission Indradhanush yojana, aimed at preventing severe diseases and protecting mothers and newborns.

Prime Minister emphasised the importance of timely diagnosis to mitigate health risks and mentioned the establishment of nearly two lakh Ayushman Arogya Mandirs, facilitating early detection of diseases like cancer and diabetes. He noted that these centres help millions access timely treatment, ultimately reducing costs. Additionally, the government is

leveraging technology through the e-Sanjeevani scheme, which has enabled over 30 crore online consultations, significantly lowering healthcare expenses. He announced the launch of the U-win platform, enhancing access to health services in India by providing citizens with secure digital identities. The Made-in-India digital platform will benefit 2.9 crore pregnant women and 2.6 crore infants annually by fully digitalising the complete vaccination process. It will ensure the timely administration of life-saving vaccines to women and children (from birth to 16 years) against 12 vaccine-preventable diseases under the Ministry of Health and Family Welfare's flagship Universal Immunisation Programme (UIP).

Prime Minister concluded his address by reflecting on the substantial progress in India's healthcare over the last decade compared to the previous decades, noting the record establishment of new AIIMS and medical colleges. He cited recent inaugurations in states like Karnataka, Uttar Pradesh, Madhya Pradesh, and Andhra Pradesh, as well as new medical colleges being developed. He assured that the increasing number of hospitals correlates with a rise in medical education opportunities, promising that no child's dream of becoming a doctor would be hindered by lack of options in India, with nearly 1 lakh new MBBS and MD seats added in the past decade and a commitment to announce an additional 75,000 seats in the next five years.

Speaking on the occasion, Shri JP Nadda said, "the health policy presented today by Prime Minister Shri Narendra Modi has two special features. The first characteristic is that it is holistic; In this, all aspects of preventive, promotional, curative, rehabilitative and palliative have been taken care of. The second feature is that the effort made in bringing all the genres together under one roof is very significant and will always be remembered."

He also reiterated that the Union

Government will provide a health cover of ₹ 5 lakh to any elderly person above 70 years of age, any woman, any caste, any community, and any area, and will make arrangements for their treatment free of cost, adding that this facility will be available throughout their life.

Shri Prataprao Jadhav noted that since 2014, Ayurveda's involvement in global health has gained a new dimension and credited the Prime Minister for his exemplary contribution towards this. He informed that 'Support Ayurveda' initiative has been launched with the aim of spreading global awareness of Ayurveda.

Details of Projects:

Various projects and facilities falling under the Union Health Ministry amounting to more than Rs. 1133 Cr were inaugurated by the Prime Minister today. These include three Medical Colleges at Mandsaur, Neemuch and Seoni in Madhya Pradesh; facility and service extensions at AIIMS in Bilaspur (Himachal Pradesh); Kalyani (West Bengal), Patna (Bihar), Gorakhpur (Uttar Pradesh), Bhopal (Madhya Pradesh), Guwahati (Assam), and New Delhi where a Jan Aushadhi Kendra was inaugurated; a Super Speciality Block in Government Medical Colleges at Bilaspur (Chhattisgarh); a Central Drugs Testing Laboratory (CDTL) in Gothapatna, Bhubaneswar, Odisha and a Critical Care Block in Bargarh, Odisha.

In addition, Prime Minister laid the foundation stone for various health infrastructure projects amounting to more than Rs. 925 cr. These include five Nursing Colleges in Madhya Pradesh (Shivpuri,



Now the 2024 US presidential election concludes, a momentous political moment in United States history. The election is now behind us and the results are a complicated mix of voter sentiment, candidate strategies, and real issues, all affecting this historic moment. The result of the election will be felt in the country for a long time as it transitions to the next chapter in the running of the country, domestic policy, and America's place on the global stage.

Voters were forced to choose between clear inciters of fearful enthusiasms that would shape, not just the immediate future, but the country's entire trajectory. Economic recovery, social justice, foreign relations, and healthcare access were the key issues discussed before reaching the election.

The American Diversity Personhood Elected Right to Choose Our Destiny (DAPER) polled, as well as the candidate positions, resonated deeply with a diverse electorate—unifying as well as dividing the American populace.

Candidate Profiles: The Key Players

Donald Trump: The former president came back with a powerful base and his message, unequivocally addressed nationalism and economic revival. Promise to bring back what he said was American greatness, through policies that would boost job



The 2024 US Elections: A New Era Begins

• Adarsh Tiwari

creation, enforce strict immigration controls, and be a hard line on crime characterised his campaign.

But even as Trump's campaign was stalled by legal challenges, his ability to arouse his supporters was a signature of his run. With social media bypassing traditional media channels, Trump took advantage of his deep connection with his base, and his

pre-existing brand, going viral on Twitter instead of traditional media. In passionate speeches full of themes of nationalism, economic revival, and law and order, his rallies remained fixed. He also sold himself as a proponent of free speech, notably in reaction to feeling censored on social media. Trump's campaign also courted disaffected voters who had believed



Election Terms: Major Issues that Shaped the Election

The 2024 election was defined by several critical issues that resonated deeply with voters:

- **Economic Recovery:** Economic stability was a big issue with inflation and economic uncertainty on the cards for voters. Contenders staked out their retail tax plans, job creation schemes, and solutions to inflation control. The frustrations over steady price increases for goods and services, many voters said, fueled them to seek candidates capable of delivering real solutions.

- **Healthcare Access:** Voter worries about the ongoing struggle for affordable healthcare were at the heart of it. As voters looked for ways to address cost and accessibility in healthcare, candidates' proposals were watched over. While Harris called for expansion through public options, Trump wanted reduced

they were left out of globalisation and other economic changes of the past few decades. He promised to bring back manufacturing jobs and rebirth industries that we exported. His rhetoric sometimes included such refrains as "America First," which struck a chord among many voters who have put the interests of their country ahead of global obligations.

Kamala Harris: As the Democratic nominee and incumbent vice president, Harris built her campaign as a platform of progressiveness and unity. She would be the first woman president of the United States if elected. She focused on expanding access to healthcare, fighting against climate change, and social justice efforts. Harris hoped to carry the success of the Biden administration

while appealing to a wide coalition of voters: women, minorities, and the young.

Harris tried to get support from different demographics based on what she claimed she was committed to, and hence her campaign emphasized that very much. Instead, she engaged directly with communities through town hall and forum conversations where she responded to local concerns directly. Campaign style included the ability to connect with voters on a personal level. Harris highlighted her government experience and her work crafting policies as vice president. In a nod to her achievements; infrastructure investments and trying to cut climate change, she called for more reforms in healthcare and education.



regulations he said stifled healthcare innovation.

- **Social Justice Movements:** Racial equality, police reform, and reproductive rights were all topics of discussion. Many voters had used the Supreme Court's decisions

regarding abortion rights to mobilise because they were so important to their futures. Trump was aligned with the conservative campaign for limited abortion access, while Harris championed reproductive rights to the point of being strong backing.

- **Foreign Policy Challenges:** Voters had grown worried about America's role in global conflicts, in particular regarding Ukraine in regards to the war with Russia and finally China. Candidates put forward their plans for keeping the United States on top of the world stage and dealt with fears of national security.

- **Climate Change Action:** Many voters started discussing the energy policies and environmental regulations as an urgent issue for the current government. As extreme weather continued to hammer communities across the country, candidates' commitment to sustainability was closely examined.

- **Gun Control:** Trouble still surrounds America in terms of gun violence. It's in response to public outcry over mass shootings and increasing crime rates that candidates offered their positions on gun control measures. On the issue of comprehensive background checks and restrictions on assault weapons, Trump stressed Second Amendment rights, while Harris championed background checks.

- **Education Reform:** The campaign also focused on education policy, where discussions ranged from making public school funding more equitable to reducing student loan debt, to what should be taught in the classroom.

- **Immigration Policies:** Throughout the election cycle, campaigns raised the issue of immigration profoundly differently, with Trump holding tight to border security measures and Harris pushing for pathways to citizenship for undocumented immigrants.

- **Infrastructure Development:**

Candidates pointed to infrastructure investment, particularly civic remedies like new roads, bridges, and public transportation systems, needed so governments might grow economically in a rapidly changing global economy.

- **Public Safety:** The crime rates have run high in a handful of cities over the few years before this election cycle; that will be one of the issues voters put on the top of their agendas, and candidates varied in their views on policing reforms versus traditional law enforcement approaches to fight crime without compromising civil liberties.

- **Electoral Strategies:** Paths to Victory

Both campaigns employed distinct strategies to secure victory in this highly competitive election: -

Trump's Strategy: On the campaign trail, Trump would stress to his base, a group he delighted in catching up with and yelling at via his large-scale events in battleground states but also by hitting Twitter (now x) and Facebook to communicate directly to the population.

From cultural considerations, opposition to what he called 'wokeness', and economic disenfranchisement, many working-class voters were eager for a politician to speak up for them and Trump was able to identify what he felt they were missing. Trump struck the target of voters that have historically supported him; rural communities and tried to reach out to purple voter groups that have leaned Republican because Democrats have failed to do right by them over time.

Harris's Strategy: Harris sought to activate that support through grassroots mobilisation around key populations such as young voters and communities of color, whose voices held great weight here in this polarised democratic landscape defined by America's diversity!

She underscored the uniting of the various factions on both party lines while addressing concerns about Biden's presidency as well as that of inflationary pressures forcing everyday Americans to go without food, income, and healthcare. Harris also strategically played to prominent endorsers who are inside



the party establishment but also on the ground with grassroots groups mobilising voters who are historically underrepresented.

Both candidates realised they were in swing states, such as Pennsylvania, Georgia, Arizona, Wisconsin, and Michigan, so their strategies included targeting undecided voters living within these states where edges could swing their way come the final day of the vote.

Voter Engagement: Mobilising Support

As the election approached, both parties ramped up efforts to engage voters:

Get-Out-The-Vote Efforts: Mobilisation efforts were featured in both campaigns, which were huge in resources, targeting areas discovered via data analytics that show past voting patterns combined with demographic turns hinting at a level of support!

Digital Campaigning: Reach to younger voters, who consume news differently from past generations, was key, that's why both campaigns made use of targeted ads suited to

certain interests displayed online—at the ends of the social media spectrum—from environmental concerns to economic fears of many struggling families today!

Debates & Public Appearances: While debates meant candidates had opportunities not just to reveal their policy but also to directly quiz opponents, under pressure, before an entire country of millions of viewers, it was a crucial chance for undecided voters that could be swayed by performance under pressure.

Community Engagement Events: The candidates held town halls across different states where they engaged directly with constituents, discussing various local issues affecting daily lives and showing empathy towards the struggles of day-to-day Americans!

Electoral Outcomes: What Lies Ahead

No matter how high the stakes drama or how incredibly close the result, far beyond the trumpeted grandiosity of domestic policy coincide with the missionary implications of international policy, economics, and societal dynamics, for all.

Domestic Policy Implications

This shows expectably significant shifts in immigration enforcement practices and environmental regulations, reversing many of the Biden-era policies to move toward equity goals that would elevate marginalised communities throughout the nation. Deregulation efforts, intended to encourage businesses to invest domestically over outside the country, will be front and center. Expect also another push of "America First" doctrine which may strain the decades-built relationship from multilateral cooperation agreements!

Foreign Relations Dynamics

Trump's return has ushered in a new phase of U.S. foreign policy characterised by increased volatility and unpredictability on the global stage:

- **China Relations:** Trump's administration is gearing up to take a harder stance against China than a previous one to adopt higher tariffs on Chinese goods and keep trying to shrink U.S.-China trade deficits while proceeding with aggressive trade policies that may lead to the escalation of tensions between the two superpowers.

- **Ukraine Conflict:** At the Ukraine-Russia level under a Trump presidency: expectations are shadowed by the UKR Trump has promised swift resolution of Ukrainian conflicts, but is concerned over concessions to Russia that undermine Ukraine's sovereignty going forward.

- **Middle East Policy:** Despite all these, one can deduce that Trump will still stand by Israel's Prime Minister Benjamin Netanyahu's side, continue to aid and support him without putting restrictions on actions that his weaponry team takes in Palestinian territories for reasons of military priorities.



KLM Royal Dutch Airlines announces flights between Hyderabad and Amsterdam

KLM will operate three weekly direct flights between Hyderabad's Rajiv Gandhi International Airport and Amsterdam Schiphol Airport. This route will be operated year-round, strengthening KLM's commitment to the growing demand for international travel from India.

Hyderabad is known as the "Pharma Capital of India" with more than 800



CLAUDE SARRE

Country Manager for Air France-KLM in the Indian Sub-Continent, stated,

"The Hyderabad-Amsterdam route marks a significant step by KLM towards offering passengers



greater connectivity, aligning with the Air France-KLM Group's vision of expanding its footprint in India. As Hyderabad continues to grow as a major business and technology hub, the new service will play an essential role in facilitating business and tourism exchanges between India, Europe and The Americas. With 21 weekly flights from 4 major Indian cities, KLM solidifies its position as a leading international airline serving the growing demand for travel from India."

pharmaceutical companies based in the city and its surrounding areas. This city as is often referred to as "Cyberabad" as it has emerged as one of India's leading technology and business hubs attracting both global companies and start-ups. Hyderabad offers immense business potential. KLM's new direct route between Hyderabad and Amsterdam aligns perfectly with the city's demand for international connectivity specially to Europe and The Americas, catering multiple segments of travellers.

This route will be serviced with the Boeing 777-200ER. This aircraft offers 35 seats in World Business Class, 24 seats in Premium Comfort Class and 229 seats in Economy Class.

Air France – KLM Boiler Plate

A global player with a strong European base, the Air France-KLM Group operates in key areas such as passenger transport, cargo transport, and aeronautical maintenance. It is

a leading airline group in terms of international traffic from Europe, offering customers access to a global network of over 320 destinations through Air France, KLM Royal Dutch Airlines, and Transavia. These services are primarily based at Paris-Charles de Gaulle, Paris-Orly, and Amsterdam-Schiphol airports.

Flying Blue, the loyalty program of the Air France-KLM Group, boasts over 24 million members. In partnership with Delta Air Lines and Virgin Atlantic, the group operates the largest transatlantic joint venture, with more than 340 daily flights. Additionally, Air France-KLM is a member of SkyTeam, an alliance of 19 member airlines working together to provide passengers with a seamless travel experience across an extensive global network.

Recognised as an industry leader in sustainable development for over 20 years, the Air France-KLM Group is committed to accelerating the transition to more sustainable aviation.

Saudia Targets 7.5 million Indian Visitors by 2030

A Long-standing Commitment to India

Since its inaugural flight to Mumbai in 1965, Saudia has established itself as a reliable choice for Indian passengers, providing direct links to Saudi Arabia and beyond. Currently, the airline operates 54 weekly flights across six major cities, including Delhi, Mumbai, Bangalore, Hyderabad, Cochin and Kozhikode, solidifying its position as a leading Gulf carrier in India.

Saudia recognises India's immense potential for inbound tourism, with a goal of attracting 7.5 million Indian visitors annually by 2030. This ambitious target



aligns with the Kingdom's vision to position tourism as a pivotal component of its economy, making India a vital source of visitors to Saudi Arabia.

Innovative Solutions for an Enhanced Travel Experience

To enhance the travel experience for Indian passengers, Saudia is focused on increasing flight

frequencies and enhancing its service offerings. The airline supports various travel purposes, including tourism, business, and religious pilgrimages such as Hajj and Umrah.

In line with its digital transformation strategy, Saudia had launched the BETA version of Travel Companion (TC), an AI-powered platform designed to elevate the travel experience for passengers. This innovative service offers personalised solutions, enabling travellers to seamlessly book hotels, transportation, and activities through trusted providers, ensuring a smoother and more convenient journey from start to finish.

Çelebi Aviation Partners with Uzbekistan Airways for New Tashkent-Goa Route



Tashkent has witnessed a significant surge in tourism and student travel, making it an attractive destination. Goa, on the other hand, continues to be a popular tourist destination, renowned for its pristine beaches, rich cultural & culinary heritage, and vibrant events.

Çelebi Aviation is confident that this strategic partnership will further strengthen the connectivity between India and Uzbekistan, bolstering tourism, trade, and cultural exchange between the two nations. Both companies remain committed to providing exceptional services and experiences to passengers, ensuring a seamless and enjoyable journey.



Sky is Not the Limit

What's more, the aviation industry has seen rapid changes in recent years as a result of technological advances and a desire for green.

Urban air mobility is being promised by innovative aircraft, such as electric vertical take-off and landing (eVTOL) aircraft, which seek to alleviate congestion in crowded cities while forging a lower carbon footprint. At the same time, the carrier for supersonic travel is on the rise again, as new aircraft designs endeavor to cut flight times in half, but in the most environmental manner. In the emerging world of air travel, Internet of Things (IoT) technologies are threading their way through smart airport systems and predictive maintenance to improve passenger experience and safety.

Meanwhile, space tourism has emerged as a new frontier of people who pay to travel to space. Having offerings from industry leaders such as SpaceX and Blue Origin, it is becoming a reality that anyone would want to go beyond Earth so long as they are willing to invest. Public imagination runs wild with the advent of space tourism, and with it, the question of how accessible, safe, and ultimately the future of human outreach beyond our planet. With all of these happening,

it is an era, and an exciting one of innovation in flying and travelling through space but always breaking through what is possible.

Traveling faster than sound: Supersonic Travel

Supersonic travel is back from the brink of extinction. With travel times set to decrease significantly, supersonic flight makes a comeback because of these new planes in the design stage:

Boom Supersonics' Overture: Capable of cruising at an operational speed of Mach 1.7 or roughly 1,304 mph, this aircraft will complete the transatlantic London to New York flight within three hours. Overture will use Sustainable Aviation Fuel (SAF) and other Aviation Technologies to minimise its effects on the environment. Among the carriers that have ordered contracts with the manufacturer for delivery of these airframes is United Airlines.

Aerion AS2: A business travel, the Aerion AS2 will have the ability to fly at a speed of Mach 1.4 while providing comfort complemented by technological features and if fueled

with sustainable aviation fuel then it would be ecologically efficient too.

Take more time to live and less time to travel: Flying City Vehicles

There is an estimation that the arrival of the electric or hybrid vertical take-off and landing aircraft known popularly as eVTOL is to change urban mobility.

Joby Aviation: Their eVTOL can fly up to 150 miles for a short commute with four people on board, designed to make travel within cities easier.

Archer Aviation: Archer's Maker aircraft is still in pilot testing, and the company has plans to establish commercial operations by the end of 2024 to make affordable mobility for cities.

Both companies are focused on producing technologies that will change commuters' lifestyles within the city – making it faster, less noisy, and an eco-friendly method.

Internet of Things (IoT) in aviation to boost up travelers confidence

IoT technology is improving passenger safety and experience in aviation through:

Predictive Maintenance: In the aviation industry, IoT sensors are being used in order to monitor some of the parts of an aircraft with a view to using them sparingly and enhancing safety.

Personalised Passenger Experience: Airlines can, for instance, offer via their applications personalized updates regarding the status of the luggage or, in real-time, whether it has arrived yet through an IoT application.

Smart Airports: Technological advancement in the current society leads to biometric screening and smart baggage handling systems which make airports more efficient and improve traveler satisfaction.

Explore Beyond the World

Space tourism is one of the most

significant innovations in the travel sector in the past few years. Some of the companies that are actively participating in developing this new frontier include SpaceX Blue Origin and Virgin Galactic.

Key Players in Space Tourism

SpaceX: Founded by Elon Musk, SpaceX has recently launched the Inspiration4 also showcasing dedicated civil persons aboard. It plans to have lunar tourism under its Starship program.

Blue Origin: Jeff Bezos's company has successfully launched its New Shepard spacecraft into space for suborbital flight. Such experiences cost between two hundred and three hundred thousand dollars.

Virgin Galactic: Following the SpaceShipTwo space plane and suborbital flights, Virgin Galactic has made test flights and is preparing for the next ones.

Booking Your Space Adventure

As people contemplate the idea of space tourism, one is concerned with how to book a flight. Most reservations can be booked through the official website of each company.

- SpaceX conceives how an individual can directly obtain a seat in their spacecraft from the internet. For future lunar missions, the costs have yet to be established but first estimates suggest a possible expense of \$500,000.

- Blue Origin has not offered tickets to its space tourism services but accepts registrations for future launches once they scale up; the space travel experiences are likely to cost between \$200,000 and \$300,000.

- Specifically, Virgin Galactic uses its official website for interested travelers to sign up. Tickets cost between \$200,000 and \$450,000 depending on the flight experience. More to the point, many celebrities have already

booked their places on future flights.

Additional Steps to be ponder while booking your ticket to Space

When planning your space adventure, consider these additional steps:

- Research your Options: While all the above companies provide different lessons, it is advisable to learn about what each company provides before deciding on which one to trust with your lessons.

- Sign Up for Updates: Some companies offer newsletters or even alerts concerning the flight's availability or fluctuations in the price:



By subscribing, you will feel the offers as they appear.

- Prepare Financially: The prices start from \$200,000 and are above \$500,000, therefore you should ensure that you have enough capital or look for funding that may be provided by some of the companies.

- Complete Health Assessments: All such flights are strictly avoided, without prior medical check-ups; know you will be presented to efficiency tests for space travels.

Eligibility and Documentation Requirements

Eligibility requirements vary by company but generally include: -

- Health Checks: Almost all airlines have strict medical guidelines, which have to be passed by passengers before they are allowed to fly. For

instance, before letting the passengers on board Virgin Galactic, the company insists on having to go through a medical examination.

- Age Restrictions: Concerning Participants must not be below the age of 18; most companies may allow young persons with the permission of their parents.

- Visa Requirements: Depending on your country of origin and the launching site mentioned in the schedule, a visa or permit will be needed. Since most of the major space tourism companies are located in the US, travelers must abide by their regulations. The passengers must have a United States visa but the US citizenship is not mandatory to travel to the space as a tourist.

- Educational Qualifications: There are no strict rules regarding the qualifications but a degree in any of the STEM fields is said to be beneficial. STEM stands for Science, Technology, Engineering, and Mathematics. Additionally, special training will be provided months prior to the launch.

- Health Documentation: Medical board results will be necessary before a flight; passengers should consult the chosen company regarding those special checkups.

- Insurance Coverage: Ideally, it is possible to acquire insurance for possible vices related to space travel.

The Future of Space Tourism

With people getting more interested in space travel and with the application of technology in the development of the product the market has the potential of growing bigger. The demand for space tourism has approximately achieved \$888.3 million in the current global market and is anticipated to lead a CAGR of 19.8% by 2034. That is why, such novelties as lunar hotels or short space tourism trips to the Moon might turn into a reality in the consummation of the same year as more companies plunge into this unexciting field.

Unveiling the DYNAMIC SECOND-GENERATION Audi Q5 Sportback

The all-new Audi Q5 Sportback takes athleticism to the next level with a more dynamic silhouette, outshining its predecessor. Inside, the sleek design offers a user-centric experience, creating a premium, feel-good atmosphere. The exterior is enhanced with cutting-edge dynamic elements, making its striking appearance standard across every model. Get ready for a whole new level of performance and luxury!

Audi is expanding its model range with a sporty coupé, the Q5 Sportback. With its progressive and dynamic silhouette, this derivative appeals to design-savvy customers who also desire the benefits of an SUV.

The Audi Q5 Sportback combines characteristics typical of an SUV, such as versatility and a spacious interior, with an even more dynamic silhouette. The unmistakable design exudes sportiness with its characteristic sloping rear and elegant lines. The second generation of the Q5 Sportback boasts a luggage capacity of up to 515 litres or up to 470 Liters in the SQ5 Sportback¹. When the rear row of seats is folded down, the storage space in the Q5 Sportback increases to up to 1,415 litres or 1,388 Liters in the SQ5 Sportback¹. The Q5 Sportback has a towing capacity of up to 2,400 kilograms.

Sporty design thanks to dynamic, sloping roofline

The design of the new Audi Q5

Sportback is sleeker compared to its predecessor. The broad Single frame is high and flanked by vertical, functional air curtains. The razor-sharp, sculptural headlights lend the car a honed look. A large air intake below the Single frame houses the sensors. A dynamic rising line runs from above the rocker panel across the wheel arches to the rear bumper, giving the vehicle a dynamic appearance even when stationary. The horizontal shoulder line connecting the front and rear lights rises slightly above the rear lights to visually support the roof arch with its flat rear window.

The rear of the Q5 Sportback is visually stretched as far as possible, creating a roofline that slopes from the B-pillar.

This enhances the classic proportions of an SUV, creating an even more dynamic profile in the stylish Sportback form. Optional roof rails add utility value to the dynamic lines of the roof. The elegant rear window graphics also



help to visually stretch the cabin.

With minimal lines, the rear has a crisp design. The smooth surface that flows from the rear window to the lower edge of the sculptural light strip is bordered by a sharp cut across the entire width of the vehicle. Below is an uncluttered, broad surface. A sporty, distinctive breakaway edge at the trunk lid completes the progressive design. The diffuser is integrated into the raised bumpers, creating an island effect. Below are the tailpipes, while the S model features the iconic twin round tailpipes in a new, sharpened design.

Exterior advanced comes as standard in the Q5 Sportback

The Q5 Sportback is available in two versions: exterior advanced and S line. In addition, the SQ5 Sportback¹ has its own distinctive exterior. Compared to the base version, the exterior of the



advanced
version
features
dynamic

elements
with
stylish
accents.

For example, the radiator grille and the inlays in the front air intake come in Scandium Gray, with a contrasting bottom line in Tambora Gray. The diffuser is finished in a grained matte black, and the rear inlays are in Selenite Silver. 18-inch light-alloy five-arm twist wheels are included.

The S line exterior and S model have larger front air intakes and a sportier rear diffuser. The Single frame is surrounded by a chrome-look frame in matte Anthracite (S line exterior) and matte Silver (S model). Large L-wing-shaped side aero tubes accentuate the sporty ambitions of the Q5. On the S model, the Single frame is further emphasized by vertical chrome-look L-wing ornaments in matte Silver. The chrome-look rocker panel trim in matte Anthracite on the S line exterior and chrome-look matte Silver on the S model further contribute to the dynamic character. The window trim comes in an aluminium look as standard. The



second-

generation digital OLED rear lights and the new projection light in the spoiler above the rear window enhance safety. The latter projects a graphic onto the top of the rear window, increasing the size of the brake light area.

Complementing the exterior: the interior design philosophy

The interior of the new Q5 Sportback is systematically tailored to the needs of the occupants and epitomises the new Audi design philosophy. Material properties were considered at a very early stage in the design, and together with the Audi MMI panoramic display and the MMI passenger display, form a visually distinct digital stage. The high-

contrast interior design purposefully places elements in the foreground or background, creating a three-dimensional spatial architecture that blends aesthetics with ergonomics. The interior has a markedly cozy ambiance. The "Softwrap" extends from the doors through the entire cockpit to the centre console, creating a homogeneous and welcoming sense of space. In addition to being user-focused, the interior is sustainable. Materials such as Cascade upholstery and Dinamica microfiber are primarily made from recycled polyester, demonstrating Audi is also committed to using resources sustainably and efficiently in the Q5 Sportback.

State-of-the-art combustion model with MHEV plus

The new Audi Q5 Sportback is based on the Premium Platform Combustion (PPC), a platform architecture for conventionally powered vehicles with longitudinal combustion engines. It comes equipped at market launch with highly efficient MHEV plus technology. The new 48-volt MHEV plus electrical system supports the combustion engine and reduces carbon emissions while increasing performance and driving comfort. The vehicle is also capable of limited all-electric manoeuvrings and parking.

The new powertrain generator (PTG) generates additional torque of up to 230 Nm and 18 kW (24 PS). What's more, the 48-volt electrical system enables the use of an electric air conditioning compressor. This ensures the AC continues operating at full power, maintaining a comfortable interior temperature even when the engine is switched off, such as when coasting or at a red light.



The lithium-ion battery for vehicles with MHEV plus is based on lithium ferro-phosphate chemistry and boasts a storage capacity of 1.7 kWh. The primary function of the belt alternator starter (BAS) is to start the engine and supply electrical power to the battery. The BAS enables stretches of electric driving, relieves the combustion engine, and helps reduce consumption. During braking, the BAS returns energy to the battery (recuperation) with up to 25 kW of power. In this way, the Premium Platform Combustion enables partial electrification in the form of mild hybrids. Later in the Audi Q5 Sportback lifecycle, plug-in hybrids will be available with a large battery and external charger.

In Europe, the Audi Q5 Sportback will be available with three engines at market launch, with further drive variants to follow. Initially, all versions come equipped with MHEV plus technology, which briefly generates up to 18 kW (24 PS) of additional power. All models in the series also use the S tronic seven-speed dual-clutch transmission. The entry-level engine is a 2.0 TFSI with 150 kW (204 PS) and 340 Nm of maximum torque and front-wheel drive. Optionally, quattro all-wheel drive is available. With the 2.0 TDI, the Audi Q5 Sportback is available as generation EA288 evo. It has an output of 150 kW (204 PS) and 400 Nm of torque and is only available with quattro drive. As the top model in the series, the Audi SQ5 Sportback1 will be available at launch. The V6 TFSI with three litres of displacement has an output of 270 kW (367 PS) and a maximum torque of 550 Nm.

Market launch and prices

The new Q5 Sportback and SQ5 Sportback1 will be available to order from December 2024. Prices start at 54,800 euros or 85,400 euros for the S model.

BMW M2 Makes Its SENSATIONAL DEBUT in India

Get ready for an exhilarating driving experience with the new BMW, featuring an increased power output of 480 hp and 600 Nm for lightning-fast acceleration. The striking new design accents, updated interior, and the cutting-edge BMW Operating System 8.5 elevate every drive. Now available in bold new colours like Portimao Blue, Fire Red, Sao Paulo Yellow, and Skyscraper Grey, this car is as stunning as it is powerful. Plus, the addition of the M Alcantara steering wheel brings a touch of motor racing excitement to every turn.

The new BMW M2 was launched in India. The compact two-door, four-seater high-performance sports car will be available in the country as a Completely Built-Up (CBU) model.

The new BMW M2 is available in a petrol variant at an ex-showroom price of INR 1,03,00,000.

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

The new BMW M2 is available in following non-metallic paintworks: Alpine White & M Zandvoort Blue, and in the following metallic paintworks: Brooklyn Grey, Black Sapphire, Fire Red, Portimao Blue, Sao Paulo Yellow and Skyscraper Grey. The range of fine upholstery combinations in the new BMW M2 includes the standard Leather Vernasca Black in Black / Contrast stitching Blue, Black / exclusive highlight, Black / red highlight. Leather Merino with Black / exclusive highlight is also exclusively available with the M Carbon Bucket seats.

Thanks to BMW India Financial Services, customised and flexible financial solutions are designed as per individual requirements. Customers enjoy great value and complete peace of mind with BMW 360° Finance Plan. It includes attractive monthly





instalments, assured buy-back option up to five years, flexible term-end opportunities, and options to upgrade to a new BMW among other benefits.

The new BMW M2

The distinct character profile of the new BMW M2 is reflected in a visually powerful design that makes no secret of the car's comfortably segment-leading power, even before it turns a wheel. There was no need for extensive changes: the BMW M2 sets the benchmark in its vehicle segment and is considered a quintessential dynamic driver's car. To help identify the revised model, it now features black exhaust tailpipes as standard, while the BMW M2 logo at the front and rear now comes in black with a silver surround. The M specific features accentuate the performance-led character of the new BMW M2. It exudes an aggressive presence with its M Frameless kidney grill, showcasing horizontal bars. The elements of the M-typical three-section lower air intake have almost rectangular contours and optimise cooling of the powertrain components and brakes. The boldly contoured Adaptive headlight units are positioned to the outer edges of the front end. The optional M lights Shadow Line offer a dark tint around the headlamps. Prominently flared side skirts team up with broad, muscular wheel arches to create an appearance that is characteristic of BMW M and inspired by racing cars. The rear apron of the new BMW M2 features a powerfully sculpted race car-style diffuser. The exhaust system feeds into two pairs of exhaust tailpipes, which are positioned a significant distance from the edges of the rear end and channel the racing genes of the M2 visually. The trims for the twin tailpipes are now finished in black as standard.

The likewise black model lettering on the boot lid and radiator grille creates a particularly classy impression with its silver-coloured bordering. Also on the options list is an electrically operated slide/tilt sunroof adding to the sense of space. The optional M Carbon Roof is an aerodynamic masterpiece, lowering the car's centre of gravity, increasing control at every turn. Staggered 19"/20" wheel configuration allows the new BMW M2 to skim the ground with grace. A new addition to the options list are M light-alloy wheels in double-spoke design and with the same dimensions, but finished in the colour Silver. The M Sport brake callipers are painted in Blue metallic as standard, with a Red finish available as an option.

The most important interface between the driver and car – the steering wheel – has been newly designed, bringing a fresh look to the interior of the compact high-performance model. The standard-fitted M leather steering wheel of the new BMW M2 now has a flat-bottomed rim and precisely modified spokes. A red centre marker in the 12 o'clock position, gearshift paddles and the two M buttons for selecting individually configured vehicle setups project an intense race car feel. An M Alcantara steering wheel is now also available as an option in the same design. The BMW Curved Display features a 12.3" Digital Instrument Cluster and 14.9" Central Information Display - giving an intense focus for peak performance. The optional M Sport seats in Vernasca leather can now also be ordered in a red/black bi-colour variant. Added to which, the weight-minimised M Carbon bucket seats for the new BMW M2 are also available as an individual option. With surfaces in Merino leather, multi-way

**Mr. Vikram Pawah,
President and CEO,
BMW Group India**

"The second-generation BMW M2 has continued to set standards in its segment and is considered a quintessential dynamic driver's car. The model offers unparalleled driving pleasure with its combination of compact dimensions, a particularly potent powertrain and impressive driving dynamics. All complemented by unmistakable looks. The new BMW M2 raises the bar further up with even more power, greater visual impact than ever and innovative equipment features. It is ideally equipped to write the next chapter in the BMW M brand's history of success in this segment."

electric adjustment, removable head restraints and a facility for adding a multipoint harness, they optimise both the car's comfort levels and its racing credentials.

The integral head restraints feature an illuminated M logo. Also available are M Seat belts with a woven stripe pattern in BMW M GmbH colours. The Easy-Entry function slides the front seats forward in a controlled movement when the backrests are folded, making it easier for passengers to access the rear compartment. The contours and integral head restraints of the two rear seats give them an individual-seat character, allowing passengers in the rear to enjoy a sense of sporty driving pleasure as well. The rear backrest has a 40:20:40 split, allowing one or more sections to be folded down as necessary in order to accommodate very long items of luggage. When the backrest is upright, the new BMW M2 offers 390 litres of boot space.

German National Tourist Office Hosts Successful Roadshows Across India



The German National Tourist Office India, recently hosted a series of high-profile events for travel agents in Delhi, Hyderabad, Bengalur and Mumbai. The events aimed to showcase Germany's diverse offerings and insights on how travel agents and their clients can benefit from visiting Germany.

The events highlighted Germany's natural beauty, historic cities and towns, and cultural aspects, making it an attractive destination for Indian travellers. With increased weekly direct flights from India to Frankfurt and Munich, Germany is now more accessible than ever.

Over 120 agents attended each event, demonstrating a strong interest in Germany as a travel destination. The events also underscored the year-on-year growth of Indian travellers to Germany, with a rising trend of extended stays and exploration of the country through rail travel, self-drive, or cruises. The number of overnight stays by Indian guests in Germany rose by almost 40 percent from 693,000 to 962,000 by 2019.

The flow of travellers from India to Germany has been growing

steadily for many years, Indian guests generated 826,000 overnight stays in hotels and guesthouses in 2023 - an increase of 33% compared to 2022.

The event saw enthusiastic participation from our partners, who were eager to reconnect with the Indian travel trade after the pandemic. Our partners, who included first-time participants as well as long-standing collaborators, were thrilled with the response from the Indian travel trade. The event provided a valuable opportunity for them to connect with key industry stakeholders, and to promote their respective destinations and products.

Participating partners included cities of Baden-Baden Tourism Board, Visit Berlin, the travel partners Frankfurt Airport, Lufthansa Group and Rail Europe. Our shopping partners Outlet City Metzingen, Wertheim and Ingolstadt Village. Accommodation Partners Steigenberger and Maritim Hotels, our cultural and heritage partners House of 1000 Clocks and lastly one of the leading DMC's and suppliers Globus Family of Brands also played a key role in the event's success.

The roadshow was a testament to the growing interest in Germany as

a tourist destination among Indians. With the number of Indian visitors to Germany on the rise, our partners were keen to capitalise on this trend and to promote their respective offerings to the Indian travel trade.

Overall, the roadshow was a resounding success, with our partners reporting fruitful discussions with the travel trade and a significant increase in interest in their respective destinations and products. We look forward to building on this momentum in the months and years ahead.

"Germany's popularity as a travel destination in India continues to grow, and we're thrilled to see increased interest from Indian travellers," said Romit Theophilus, Director for Marketing & Sales Office India. "Our events with partners are aimed to educate agents on Germany's unique offerings, making it an affordable and accessible destination for Indian travellers."

The German National Tourist Office India looks forward to continued collaboration with next set of events planned in the month of November in Jaipur and Coimbatore respectively jointly with Lufthansa Group.



Jordan: An Excellent Family Travel Destination

Jordan's rich diversity in culture and landscapes makes it a top choice for a family vacation. The country offers a blend of mountains, beaches, ancient ruins, modern cities, and vibrant cultural heritage.

Here are some of the top experiences that make Jordan a unique and authentic destination for families:

Jerash

A visit to Jerash feels like stepping back in time. The remarkably preserved Roman ruins, including columns, temples, and paved streets, offer a fascinating history lesson. For those seeking a mix of adventure and sport, the Rangers Camp offers activities such as a climbing wall, lightning tower, and games field, all while enjoying stunning views of the northern countryside. Additionally, the Al Ma'wa Reserve for Nature and Wildlife is dedicated to wildlife conservation and offers shelter to endangered species, making it a must-visit for nature lovers.

Wadi Mujib

The Wadi Mujib Reserve, which open only during summers, is located at the lowest point of nature in the world, lies near the Dead Sea and is a haven for outdoor enthusiasts. The reserve is situated within the Wadi Mujib gorge, dropping 410

meters below sea level. For families looking for adventure, hiking through the various trails—such as the Siq, Canyon, or Malaqi trails—provides both a physical challenge and an incredible natural experience. In addition, the reserve features a thrilling zipline that runs 100 meters over the gorge, offering a unique way to experience the breathtaking scenery.

Aqaba

Aqaba offers a perfect blend of relaxation and adventure. With its warm, sunny climate, palm-lined beaches, and crystal-clear waters of the Gulf of Aqaba, it's a paradise for families. The city is known for its modern resorts, water sports, and vibrant atmosphere, all while retaining its historical charm. Families can enjoy a variety of water-based activities such as windsurfing, water skiing, jet skiing, and sailing. History buffs can explore the Aqaba Archaeological Museum to learn about the city's long history as a trade hub, or visit the Aqaba Marine Park, a protected area known for its coral reefs and marine life. For a more laid-back experience, the public beaches in Aqaba also offer camping options for families seeking a more rustic experience by the sea.

These experiences and many more make Jordan an exciting and diverse destination for families seeking adventure, culture, and relaxation.

Jamaica Tourism Ministry Poised for Growth in India Market

Jamaica's tourism sector is set for continued expansion as global travel surges towards 1.5 billion travellers by the end of this year, with projections of nearly 3 billion tourists worldwide in the next two decades. Addressing the 63rd Annual General Meeting of the Jamaica Hotel and Tourist Association (JHTA), Tourism Minister Hon. Edmund Bartlett outlined several strategies aimed at ensuring that Jamaica remains a top destination and continues to experience growth in the competitive global tourism market. Minister Bartlett urged local tourism partners to be innovative and adaptive to emerging trends, emphasising that Jamaica must prepare for the rising wave of travellers by building the necessary capacity and offering superior service.

During the 63rd AGM, Minister Bartlett revealed plans for a marketing blitz in India, one of the fastest-growing economies globally, with a roadshow planned in Q1 2025. "The Asian-Pacific countries will constitute the largest block of outbound tourism in the world. In 2 to 5 years, India will be the second most powerful economy. We are positioning Jamaica to be part of that growth," Bartlett shared. To support these efforts, the tourism minister disclosed that the Jamaican government has committed JMD 1 billion to tourism marketing through the end of the financial year. Minister Bartlett expressed confidence that with these strategies in place, Jamaica's tourism sector is well-positioned for continued success.

Kenya Tourism Board Appoints BRANDit as India Representative

BRANDit has been appointed as the integrated sales, marketing, and PR agency in India for Kenya Tourism Board (KTB). Marking a milestone in Kenya-India tourism relations, the leading tourism representation company will be responsible for establishing Kenya, the East African nation as a leading outbound destination in India.



India has consistently ranked among the top five source markets for Kenya, contributing significantly to its tourism growth. Recognising this potential, KTB brought BRANDit on board to navigate this dynamic market and spearhead trade and marketing initiatives for MagicalKenya brand.

Commenting on the appointment, KTB's CEO June Chepkemei, said, "India continues to be vital for Kenya. BRANDit's expertise, trade relations, and deep understanding of the Indian tourism landscape make them an ideal partner as our Market Development Representative. We are confident that the collaboration will drive greater engagement and interest, further solidifying Kenya's position as a must-visit destination."

As the appointed representative, BRANDit will focus on fostering strategic collaborations and pivot travellers towards new segments and routes. Lubaina Sheerazi, CEO & Co-founder, BRANDit, said, "Kenya has always been special for us. Our goal is to establish it as a year-round destination beyond the Great Migration season and promote it in a more holistic, sustainable manner. We have devised a plan that would bring a fresh perspective to how Indians should explore Kenya."

With extensive representation expertise and a tailored roadmap for charting Kenya's success story in India, BRANDit is all set to strategically promote unforgettable leisure, nature, adventure, and luxury experiences.

102-Year-Old Completes Seven-Continent Dream in Sydney



Destination NSW has teamed up with the popular YouTube channel Yes Theory, with its impressive 9.2 million subscribers, and Qantas, to fulfil 102-year-old San Francisco local, Dorothy Smith's lifelong dream of visiting Sydney, Australia, completing her remarkable journey to every continent in the world. Yes Theory producers Ammar Kandil and Staffan Taylor first met Dorothy in October 2024 when they moved into The Redwoods Retirement Village for 48 hours. Moved by Dorothy's heartfelt regret of not yet reaching her final frontier, Australia, Ammar and Staffan felt compelled to help her complete this remarkable journey.

Reflecting on her motivation to travel and time in Sydney, Dorothy shared, "Travel is important to me because it's a big world, and each country is different and has something different to offer; I want to see them all and I don't want to miss anything! "I loved visiting Sydney; it's a beautiful city. The people are charming, the food is good, the scenery is just wonderful, and even the weather is nice! We saw the little koala bears, of course the Sydney Opera House, we went to the Botanic Gardens, and the Museum of Contemporary Art, good restaurants, and the lovely Bondi Beach where we got our feet a little wet and the water was really cold! And the people – they are all so nice, and so friendly!" A living link to history, Dorothy is more than twice the age of the Sydney Opera House. In 1922, the year she was born, the NSW Government passed the Sydney Harbour Bridge Act, laying the foundation for the construction of the iconic bridge.

Today, the Sydney Harbour Bridge stands as a powerful symbol of Australia's resilience and connection to the world—a fitting backdrop for Dorothy's own journey of exploration and discovery. With Qantas's support, Dorothy embarked on her adventure to Sydney in comfort, and received an exclusive invite to the cock-pit to meet the pilot, before she was warmly welcomed at Sydney Airport with personalised displays and a crowd of Yes Theory fans eager to celebrate her arrival. Her stay at the luxurious Shangri-La Sydney became a "home away from home," offering Dorothy the chance to wake up to the breathtaking view of the Sydney Opera House—a landmark she had always dreamed of seeing firsthand. Ammar Kandil, co-founder of Yes Theory, was driven to support her adventure saying, "Dorothy's story is a powerful reminder that life is meant to be lived to the fullest, and we're incredibly happy to help her achieve this lifelong dream to visit Sydney and tick of Australia as her seventh and final continent.

Bombay Gymkhana Hosts Watch Party for Spanish Football and Culture to Indian Fans



The Tourism Office of Spain (Turespaña) and LALIGA joined forces to promote cultural ties between Spain and India, hosting an exhilarating watch party at the historic Bombay Gymkhana in Mumbai. The event celebrated the collaboration between Spain's national tourism body and the world's most influential football league, connecting fans through the excitement of the Real Madrid CF vs. CA Osasuna match.

The watch party immersed guests in an authentic Spanish experience with tapas and engaging activities, such as raffles, giving them a taste of Spain's rich cultural heritage. The event underscored the shared mission of both Turespaña and LALIGA: using the universal appeal of football as a bridge to strengthen cultural

and personal bonds between Spain and India. In line with its commitment to growing the sport in India, LALIGA has trained over 6,500 young players through its LALIGA Football Schools program, operating 48 centers nationwide. The league further enhances accessibility for Indian fans by scheduling broadcasts that align with local time zones. Recently, LALIGA launched the "Welcome to LALIGA" guide, providing fans with an in-depth look at the 2024-25 Spanish football season.

Elena Orland, Director of the Tourism Office of Spain in India, expressed her excitement, saying, "We are thrilled to bring the passion and energy of LaLiga to the heart of Mumbai with this special watch party. This event not only celebrates Spain's beloved game of football but also shines a spotlight on the

diverse landscapes of our regions, from Madrid's vibrant city life to Navarra's pristine natural beauty. With lush forests, rugged mountains, and unique biospheres, Navarra offers a sanctuary for nature lovers and adventurers alike. We hope this experience inspires Indian fans to explore the incredible diversity Spain has to offer."

Ms. Aakriti Vohra, LALIGA Global Network Delegate in India, added, "Football is a universal language, and events like these allow us to connect with fans on a deeper level. It's a moment of pride for us to partner with institutions that recognise football's power to bring people together and foster cultural exchange."

Indian football fans can continue to enjoy the thrill of LALIGA, with all matches streaming live and free on the GXR website and app.

The Rise of Women's Sports in India



Recently, women's sports in India have undergone a dramatic change, from improving visibility, recognition, and participation. However, with these huge achievements on the world stage during events such as the Women's T20 World Cup, their popularity has been so far catalysed.

• Adarsh Tiwari



The climate is quickly moving from a time when women in sports were looked down upon by society to a readily accepting of female athletes, a dramatic shift in cultural attitudes toward women and sports. Using the story of some key Indian women athletes to profile, this article examines the factors that have led to this rise and the broader implications for women's empowerment in India.

A Historic Turning Point

Women, in sports, have taken a long and arduous journey in India. Once, society disdained that female

athlete existed and participated in competitive sports; however, historically it was not always the case. But milestones, such as Karnam Malleswari's bronze medal at the 2000 Sydney Olympics did change things.

An Indian woman, Malleswari, becomes the first to win the first Indian woman to win an Olympic medal, sparking a generation of female athletes to dream big despite all odds. The success of athletes like Mary Kom, P.V. Sindhu, and Saina Nehwal also brought that presence to the fore. The work of these women has been important in helping to dispel perceptions of what women can do in sports.

The Impact of Major Events

The Women's T20 World Cup has become a powerful thumping ground for women to showcase their talent.



Karnam Malleswari

Karnam Malleswari won India's first-ever bronze medal at the 2000 Sydney Olympics, tipping the scales in favor of the Indian women in sports. She became the first Indian woman to win an Olympic medal and paved the way for future generations of woman athletes. Malleswari's passion and hard work continue to motivate people who become weightlifters in the country.



Mary Kom

Mary Kom is an Indian most decorated boxer and 'Magnificent Mary.'

She has achieved success in her previous Olympic Games and she has become a symbol of determination and resilience, having won an Olympic bronze medal. The story of Kom from Manipur in a small village, to global recognition, is a story of how much Women in sports can be given support and opportunities.



P.V. Sindhu

Indian badminton sensation P.V. Sindhu is one of India's most celebrated athletes. Her silver medal at the 2016 Rio Olympics and bronze at the Tokyo 2020 Olympics have made her a role model for young girls who want to do big things in sports. For badminton, Sindhu's achievements have raised the profile of a sport that has also encouraged girls to pick up the game in greater numbers.

a success for Indian women athletes like Mirabai Chanu (weightlifting), P.V. Sindhu (badminton), and Lovlina Borgohain (boxing) in making the cut on the international stage. However, these achievements led to conversations about gender equality and representation in sports.

Societal Changes Driving Growth

Among different means of promoting gender equality in all key spheres of life, the women's rights movement stands out as one of the primary sources of inspiration. More support for female athletes, as well as increased recognition of their achievements, is the result of increased awareness about women's rights. Organisations and NGOs are moving ahead to promote the participation of women in sports through talent watching and training of young girls.

Support and Initiatives by the Government

In the Indian government, several schemes have been launched to support women's sports. There are programs like Khelo India that identify and nurture young talent and further help furnish this talent with financial support for training and development. Target Olympic Podium Scheme (TOPS) concentrates on the support for promising athletes with an

The tournament has been subjected to great media and fan attention in all its recent editions. India's performances have gone from strength to strength, reaching the semifinals and finals, then captivated

audiences and inspired young girls to take up sports across the country. Further, this trend was exposed in the 2020 Tokyo Olympics when the Indian women's sports persons won medals at different levels. It was also





Saina Nehwal

Saina Nehwal had played consistently for the past few years and had quite put Indian badminton on the global map. Inspiring many young players, she became the first Indian woman to win an Olympic medal in her sport (bronze in London 2012), badminton.



Lovlina Borgohain

Lovlina Borgohain's Success at the Tokyo 2020 Olympics shone a light on women's boxing in India with Lovlina Borgohain's success. Indian women athletes did make a significant achievement when they won bronze and got to show the potential they have on an international stage.

off gender bias. Not only does this bring discrimination towards female athletes being paid the same as their male counterparts for sponsorship opportunities and media coverage, but male athletes are not being penalised as much either, as it has historically been recognised that female sports do not generate essential funds. It is critical to close these disparities and to build such an inclusive sporting arena.

Infrastructure Limitations

The government has taken measures to improve access to training facilities for women athletes but more still has to be thought out for sustainable female participation in sports. Talent will only be nurtured when there are women with access to quality coaching and facilities.

Leadership Representation

opportunity to compete on an international level.

There are a number of these initiatives that have paved the way for an even better environment for female athletes to grow and better training facilities, coaching, and resources.

Changing Perceptions

With time cultural attitudes towards women taking part in sports are changing. In a growing sector of female athletes shining on the national and international rugby stage, societies are changing the way they view female athletes. Sports have become more acceptable as a career for the daughters, and more and more families are affirming that it is a good option.

Profiles of Key Female Athletes

Several female athletes have emerged as trailblazers in Indian sports, inspiring countless others with their achievements:



Challenges and Opportunities

Despite significant progress, challenges remain for women in sports:

Gender Bias and Inequality

Even some sports fail to shake

Female presence in administrative roles in sports organisations is noticeable in their absence. If there are more women in high-ranking positions, then we can develop policies centered around gender equality and women athletes can develop as well.



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A Journey into **SPIRITUAL WISDOM with Guru Ji**

A journey from an editor to a spiritual guru — what transformed a seemingly simple man into a guiding light for thousands?

Sri Nandkishore Tiwari, with his profound wisdom and deep insights, now leads countless seekers towards discovering their true purpose in life. In the following conversation, we delve deeper into his spiritual journey, the essence of sadhana, and the transformative power of a guru's grace.

• Atul Rameshwara Dayal

● **Respected Guruji, kindly tell us about your spiritual journey. What was the turning point in your life? Kindly explain to us your first mysterious experience when you were two and a half years old?**

In real terms, none can tell about one's spiritual journey as, it is about becoming that who you really are here and now, who you always were and, who you always will be. In

other words, your life journey is all about who you neither ever were nor presently are and, who you will never ever be in future. When one realises aforementioned fundamental difference between life journey and spiritual journey then what can be told? As, spiritually you are always how you really are. You are always there where you really are. And you are eternally such so, there is no

journey. But looking from worldly point of view, can you stay even for a moment without journeying? None can. How can 'becoming' be described? It's a constant happening into nothingness. Decoding 'Eternal/constant happening into nothingness' sounds contradiction in lingual domain of baikhari vaani. But beyond baikhari vaani subtlety of oneness opens up and dualities (contradictions) cease to be. In seeking/devoted hearts baikhari Vaani is also capable of indicating in that direction of oneness despite its limit/nature being that of dualities.

Yes, some turning points in life may be told but there again question arises where to begin from? Precisely, from this life span or from the previous ones? Which ones to leave/omit and which ones to choose to mention? Fortunately, you have already asked about a specific incident from my life when I was about two or two and half years old, this has made my job easier. So I will begin by telling that incident.

In the family I am born that family has a tradition of daily recitation (Parayana). I was told that our ancestors followed Rigveda. Later few generations back family shifted to reciting Valmiki Ramayana. And, from the time of my great grandfather it became Ramcharit Manas and my father kept this family tradition alive. Arrangement was that after dinner family members will gather and elders will recite along with father while rest of the members will listen to it.

The day you referred in your question that day it so happened that while I was laying in the cot as usual and Ramcharit Manas was kept open on the Rihal (book stand) and my father along with my elder sister and my elder brother were reciting from it suddenly, I realised that I am also reading with them. The couplets which I read that day are graphically fresh in my memory even today. But what my father saw was a different scene, he saw my lips quivering in making an effort to utter

something. So he stopped recitation and put his hand affectionately on my head caressing my hairs and said "look this child is trying to sing along with us" he was teary eyed when saying all this and he blessed me. But I was perplexed that why he is not acknowledging my act of reading that I am also reading/reciting/singing with all of them? With that remorse in my heart I began to sob and slept sobbingly. Perhaps, it was my first noteworthy encounter with the ego/ignorance. I couldn't comprehend at that time that far away is the act of reading anything I haven't even started speaking yet. I barely would have been about two or two and half years old at that time. That memory stuck with me. And, as I grew older I would often wonder that how could I read that day when I hadn't even learnt to recognise letters by then? Is everything already there inside and it manifests only in proportion to our efforts? What is that proportion? Who decides the rightness or exactness of the efforts or the proportions of various other ingredients for any happening or event of manifestation to take place? Many such questions kept pouring out themselves from within. But outside I was no different from any other children of my age or my siblings for that matter, at least, not in my eyes. Perhaps, it is in the retrospect alone that any incident may be termed as 'turning point', while when it is really taking place at that time you see it as normal course of happening. Having an out of body experience and meeting my guru may be termed as turning points for the common consumption. But really speaking, how do you speak about a journey or station or point into nothingness experienced by the nothingness except, perhaps by indicating about the inevitability of every spiritual seeker's finding oneself immortal, infinite and

eternal. Only duration to experience it varies, some may take many birth's time span while some may attain to it within small fraction of single life span. But irrespective of the time span whenever it happens, it happens through living guru's grace.

● **What according to Guruji is real sadhana? Why is Sadhana so important in one's life?**

Filled with gratitude when we become capable of receiving the grace of living guru then we keep becoming worthy of seeing and upholding the reality as it really is. That's real saadhnaa. Saadhnaa makes one see the grace at work, instead of seeing himself/herself at work when this happens then alone one gets fully immersed in work.

In reality solution comes first and problem comes later. While in apparent-reality problem appears first and solution is hardly visible or it comes in bits and pieces. This is the reason behind the importance of Saadhnaa in everyone's life. Who doesn't want to be the solution or the problem solver? Who doesn't want to be at peace with one's inner and outer environment? Who doesn't want to stay contented? But without saadhanaa none can.

Looking from 'spiritual (real) eye' one finds that the problem has no independent existence of its own, it is merely the cryptic description of the solution which unattained people see as the problem. For attained ones there is no problem in life. But before attaining that stage/point of realization from where the whole existence is visible as it really is, human beings see first only problem(samasyaa) instead of seeing the solution (samaadhaan) first. They see things in disturbed order because they themselves are disturbed within. If they 'somehow' attain samaadhi then they become samaadhan (solution) for everything and they see every samasyaa (problem) as samah- asya-yah (



How did an editor turn out to be a spiritual Guru?

Can someone claim to be a guru himself or herself and still not be seen as a fool by others? Answer is no. None should claim to be the guru. As, none is guru. But without guru none attains liberation. Only wise ones/disciples recognise/see guru in someone. And, these wise ones say that though foolishness is incurable disease yet grace of guru can cure foolishness also. Guru is the eternal liberation present before us in ephemeral human form. Guru disciple relationship is the only relationship which is eternal. But can we even understand, appreciate and experience eternity before finding ourselves immortal? And how are we to find ourselves immortal when we are relating ourselves with mortality? And, so long as we find ourselves limited to being mortal there is no hope for us to muster courage and seek immortality. Then, where to begin from to solve this constant entanglement lying between mortality and immortality? And, how to begin? Upanishadic discourses say Amritasya Putrah vayam...aham brahm asmi... prgayanam brahmam... tattvam asi... seers verified those through direct experience and found them to be true.

that is how this is even/at peace). It's merely play of consciousness which mirrors in myriad ways in the form of world/problem. As long as our order in seeing and upholding the priorities in their real order is missing we keep seeing that everywhere what is not real.

Word saadhnaa means to balance. The one who upholds this balance is known as saadhu. And saadhan means, means or instruments. Real saadhnaa is to make effort to somehow see the reality as it really is and then uphold it by staying as means or medium or conduit for all others especially, for the ones who are making efforts they also somehow begin to see the unseen constantly hidden and working behind every scene.

● **We read scriptures, chant mantras, visit temples, perform pujas, etc. but why is the transformation not happening?**

Transformation in Indic thought traditions may closely be translated as kaayaakalp/rupaantaran/maulik parivarivartan. And it happens when we are open to receive wisdom and ready to choose to act upon it. Reading scriptures gives you an idea how someone else saw the reality. Being prayerful is one thing but chanting mantras is something else I better not comment on it as many across religions do chanting still and by knowing the truth of this activity they may feel disoriented without having a support in the form of a realised spiritual master (guru) to guide them in right direction. Though this much hint may be offered that long back Bhagavan Krishna famously said to have described the reality's being beyond ("traigunya vishaya vedah...") Veda.

Forget, how far we have travelled since then. But I suppose, this much even chanters will agree that among the mantras Vedic hymns are



nonpareil mantras (apaurusheya). And, Krishna in his role of guru has advised moving beyond that also. Going to temple and performing puja is good as a cultural activity and community bonding exercise but inner transformation in human beings is brought about through real education. Total transformation is possible only when we meet our guru and wisdom is transmitted to us and when we practice that through our life then impressions go and discernment sparkles and courage to uphold the truth emanates from within. It is only through vivek drishti (discernment or satya-asatya-vichar) that transformation is possible. The oneness must be lived. Living oneness alone leads us towards the eternal wisdom. And, it is by going nearer and nearer to wisdom that we keep becoming wise. This process of going nearer has many names and forms at various stages of consciousness e.g. sat-sang, saamipya, sayujya, saalokya, saarupya etc. At any given moment as many beings are there those many names of this process are possible. As the eternity (the wisdom) stays eternally open to all every moment to

impart itself. That's how Indic wisdom has been seeing the transformation process eternally.

● **Kindly explain Guruji's statement that one's goal of life should be realizing the goal of one's life? How can one achieve/ realize one's goal of life?**

Goal of human life is to attain to supreme consciousness and live that consciousness forever. This can be realized by associating oneself with that living person whosoever be the living guru in one's seeing. It is perfectly alright to move from guru to guru as many times as one needs to move or stay with same one as many births as one needs to stay. Guru is all pervasive therefore in guru's seeing we are always within guru and with guru only, our seeing needs to evolve. When with such an association we also transform into seer and see the same then our goal of life is attained.

● **Guruji's message to the readers?**

The word for message in Indic knowledge traditions is sandesh.

And, language have four fields/ levels

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