

Hashtag

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INDIA

**NEW AGE
CELEBRITIES**

10

**SOCIAL MEDIA
INFLUENCERS**

BEST

SMARTPHONES

IN EVERY SEGMENT

Must try

Fish thali

*in
Goa*

Himachal

Adventure with

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BENEFITS OF

INFUSED WATER



**HOT,
SEXY & FIT**

**Arjun
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Calling
the
shots

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Vocal for Local

6 sustainable
brands
from Bengaluru

Kuchipudi Town

The dancing
village of **Andhra**

**+ Travel,
Interiors,
Arts & more**

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From the **E**ditor

ARE YOU READY TO BECOME OBSOLETE?



Like race, colour, cast and religion weren't enough, today the world has yet another major discriminating element that rifts all humanity—The Digital Divide. The Instagrammers and the non-Instagrammers, the Facebookers and the non-Facebookers Youtubers, Bloggers, Influencers, and on the other end Social media ghosts; in the world of digitalisation, if you don't keep up you will soon cease to exist.

Well I am not saying become an addict. I know we as a society are already on the verge of losing our sanity over the likes we get for our posts, the filters we use for that super perfect skin and the follower count we maintain on Insta. All I am saying is it's important to maintain a balance. Don't let social media take you to the point where you need to declare a social media detox and hiatus. Instead, empower yourself to use this medium in moderation and to your advantage. Because love it or hate it, social media and technology is changing the way we live, eat, or even think.

You may not be interested in everyone's minutiae, but you don't have to be a digital native to behave like one. Mid-lifers are nurturing their social media profiles and tracking their exercise regimes on Fitbit. Seniors are choosing tablets over newsprint and many have replaced their landlines with FaceTime and WhatsApp calling. From connecting individuals for business, to collaborating for music albums, dating, marriages, and even electing the president of the country, social media is now the most powerful tool available to the human race.

As a result of this evolution social media has thrown up this new species- the influencers! This community has grown exponentially, and over the past decade become overnight celebrities or outright brands thanks to their ever-growing following. In this issue we have

featured some of the country's most popular influencers. With over a million followers, yes one million, which is more than the population of some European countries, these people are influencing the way the world consumes information. From tongue-in-cheek humour, to social causes, to everyday Saas Bahu drama, they are potent and sway the actions of everyday citizens.

On the other side of the spectrum, we also have a world filled with digital dummies. Each time Apple announces a launch, we scramble around with updates. We are overwhelmed with our smart phones and struggle to sync them with the new smart TV. We still don't know how to make the perfect post for Instagram or repost a tweet. With each passing day, technology is getting ahead of us and most of us are clearly trailing. Having jumped into digital publishing, I've been served a curved ball myself. From hiring digital marketing teams, social media experts, web strategy experts, web designers, I realised the future ahead is digital. Henceforth all businesses will have to go digital or go bust.

If you're feeling queasy at the speed of change, hold tight. It's only going to get faster. But trust me, it's still not too late for the tech laggards. Try spending some time everyday upgrading yourself. Get your businesses out on social media and before you know it, you will turn the tide. All it takes is a renewed digital mindset, some patience, and a willingness to change. And finally each time you feel like giving up, don't forget to ask yourself the question- Are you ready to become obsolete?

SINDURI VUPPALA



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**THE
HAPPINESS
CO**





**DELICIOUS
AND
CRUNCHY**



UPCOMING EVENTS

FEBRUARY 2021

Goa Carnival

The unique event only celebrated in Goa is a mixture of huge street celebrations, lots of music, attractive dances, beautiful floats and parades in colourful costumes. The final day of the carnival is breathtaking and out of this world. Experience the holy celebration in a *Goanese* style.

Venue: Panaji, Goa

Date: 13 – 16 February 2021

Site: GOA CARNIVAL 2021 | Dates, Parades, Events & More

13-16
Feb 2021



India Auto Show

12-14
Feb 2021



Catch sight of an exhibition on the complete automobile industry and its launches at the India Auto Show. The show highlights the fast developing Automobile Clusters in the Western region of India.

Venue: Bombay Exhibition Centre, Hall IV, Mumbai

Date: 12 -14 February 2021

Site: India Auto Show

Pariyanampetta Pooram



19
Feb 2021

Witness the 7- day festival celebrated at Kerala's Pariyanampetta Bhagavathy temple that embraces a procession of elephants. The elephants are beautifully decorated. The festival features the *Kalazemzhuthu pattu* – a ritual in which images of goddesses are drawn on the floor using coloured powder.

Venue: Palakkad, Kerala

Date: 19 February 2021

Site: Pariyanampetta Pooram, the Seven-Day Annual Festival at Pariyanampetta Bhagavathi Temple

Taj Mahostav

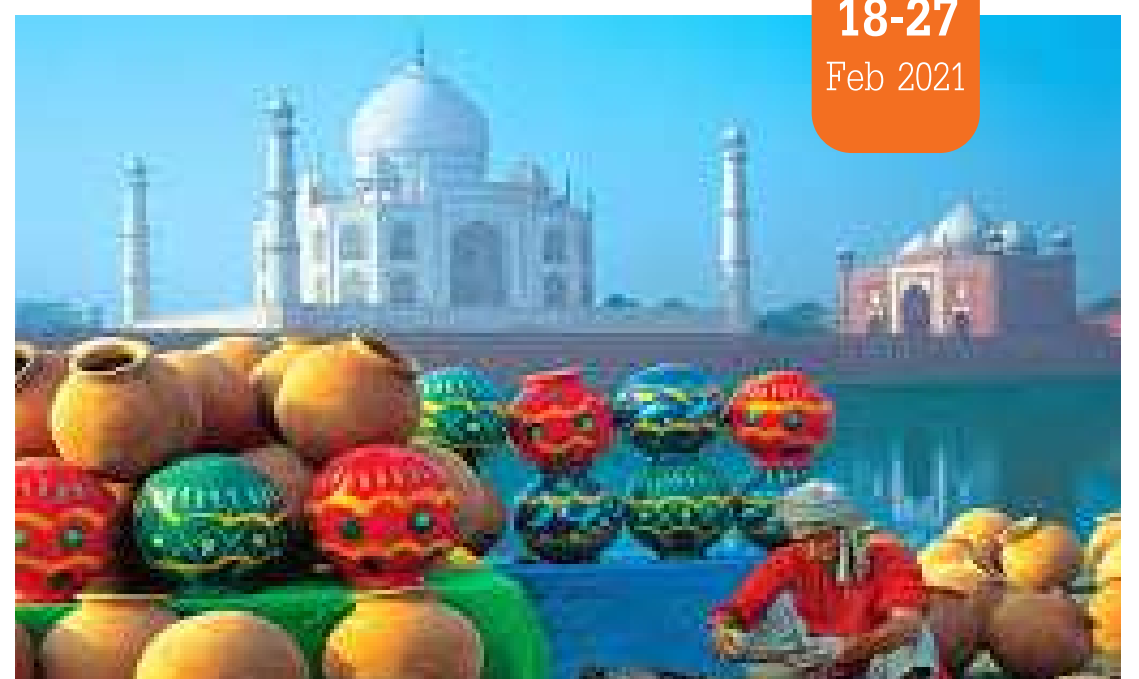
The Taj Mahotsav is a 10 day extravaganza that takes place in Agra. The festival exhibits magnificent varieties of arts and craft, dance and cuisines from different regions of India. The festival is an opportunity for artists across the country to present their exquisite work of art and also make them available for the tourists at reasonable prices.

Venue: Agra, Delhi

Date: 18 – 27 February 2021

Site: Taj Mahotsav official website:: A festival of Art, Craft, Culture & Cuisine

18-27
Feb 2021



Rann Utsav

It is a celebration with the surreal backdrop of Kutch's white salt desert as its surreal backdrop. The activities during the utsav include folk dances and music, food stalls, ATV rides, camel cart, excursions, paramotoring, meditation and yoga. This event is known for its best full moon nights and special tents constructed to accommodate visitors.

Venue: Nehru Centre, Worli, Mumbai

Date: Ongoing until Feb 28th, 2021. Feb 27th, 2021 is the best day to see the full moon shining

27-28
Feb 2021



7 - 9
Feb 2021

Udaipur Music Festival

This music festival is a cultural event that attracts musicians, singers and artists from all over the world. Around 150 artists from different countries come together to perform and entertain music lovers. From traditional Carnatic singers to the latest, young band performers this music festival has something to offer for everyone.

Venue: Udaipur

Date: 7th Feb – 9th Feb 2021



14-16
Feb 2021

Kala Ghoda Arts Festival

The *Kala Ghoda* (black horse) art festival is a nine-day long street show, where Mumbai is transformed into an open-air exhibition that includes arts and crafts, exhibitions, workshops, dance performances, music, theatre, heritage walks and special events for children. The best part of the entire event—it's all free!

Venue: Kala Ghoda Arts Precinct Fort, Mumbai

Date: 14th Feb – 16th Feb 2021

World Sufi Festival

The World Sufi festival is celebrated in the fort of Nagpur and is definitely a treat for the visitor's eyes. The fort will be illuminated with more than 5000 small oil lamps to create a charming ambience. This festival celebrates the Sufi legacy and conducts workshops, dance, music, poetry, art and fashion, films and much more.

Venue: Nagpur

Date: 14th Feb – 15th Feb 2021

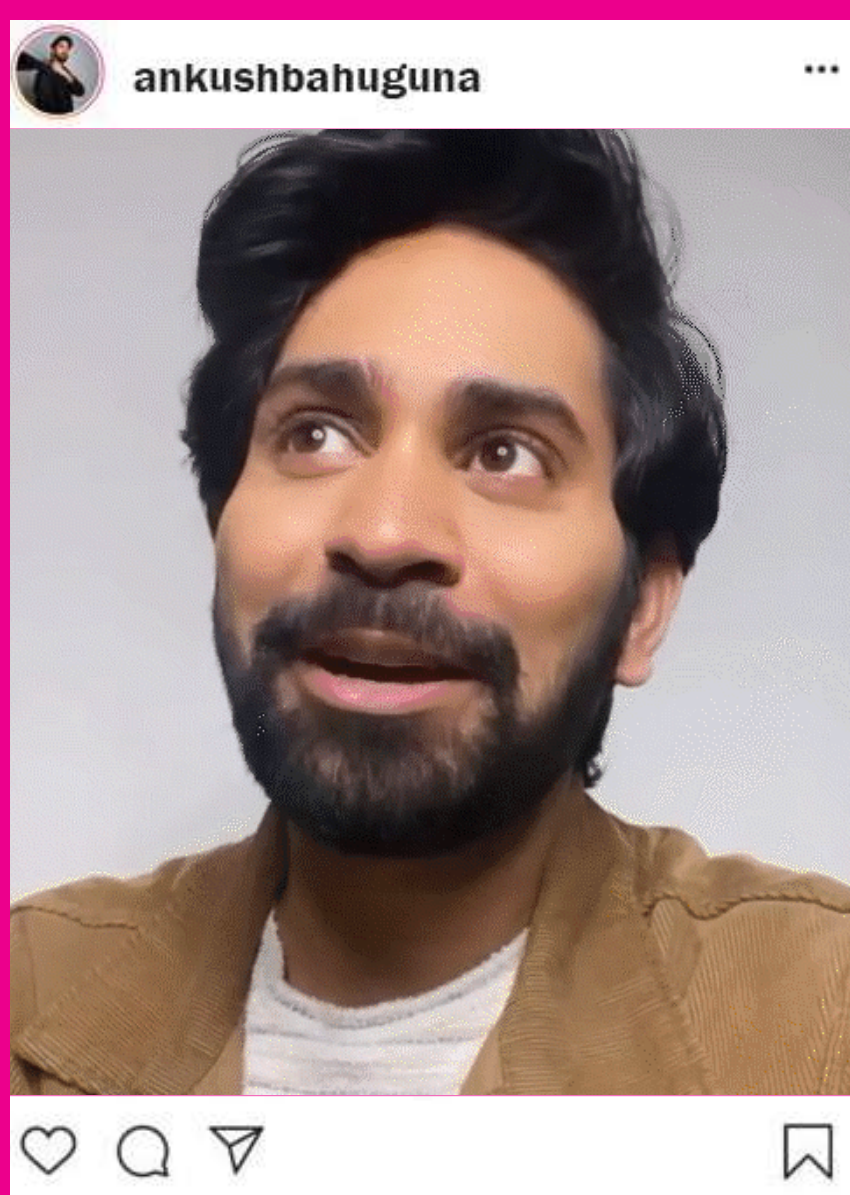


14-15
Feb 2021

THE NEW CELEBRITIES SOCIAL MEDIA CREATORS

Social media has pervaded all aspects of our lives. We follow content creators, laugh at their videos and admire their innovative antics. **Mallik Thatipalli** profiles five content creators who have become the primary source of entertainment in the past year...

India's top 5 content creators you should be following





Who: Kusha Kapila

Why: She's the most popular Indian digital content creator who has blazed a trail with her humorous and sarcastic videos!

Instagram followers: 1.3 million

She's the snooty *Billi maasi* who would give any snooty Indian aunty a run for their money. She's the archetypal south Delhi daughter-in-law who wants to throw the biggest Diwali bash in town. Meet Kusha Kapila aka India's most popular digital influencer who brought the words *riyaaz*, *shivoham* and *jadde* into the mainstream lexicon.

A former entertainment and fashion writer, the 31-year old has worked with the who's who of Bollywood, including Kareena Kapoor, Ranveer Singh, Sonam Kapoor and Sara Ali Khan. Branching out, making parodies of pop culture and creating characters (such as DJ Aarti and Gurri di mummy) which is a hit with the millennial crowd, she has even been a part of Cannes entourage which showcases her reach and popularity in digital culture.



Kusha who started her channel, in 2011, has grown leaps and bounds over the years with her on point humor and has even hosted a show, *Behensplaining*, on Netflix India's YouTube channel as well as playing a small part in the Netflix anthology, *Ghost stories*.

Even during the lockdown, this content creator was on top of her game with her quirky videos and spoofs which drew visitors by the lakhs. Such is her following that even Bollywood director Karan Johar is an ardent fan and her husband Zorawar, who makes frequent appearances in her videos is also mobbed at malls!



Who: Dolly Singh

Why: Her innate ability to be sarcastic in one video and raise awareness for pertinent causes (through humor of course!) in another will keep you informed and entertained in equal measure.

Instagram followers: 1.1 million

Her *Raju ki Mummy* act has interviewed everyone from Vicky Kaushal to Priyanka Chopra and had us in splits. She then transformed herself into **Zeenat Baji** who will opine about everything from the CAA protests to the effects of patriarchy. Demolishing social and societal restrictions, one video at a time, this young content creator proves that sassy, sarcasm and style can go hand in hand.

A graduate from the National Institute of Fashion Technology, she also recently starred in a Netflix show, *Bhaag Beanie Bhaag*, alongside actor Swara Bhasker. From an intern at the streaming platform iDiva, to being ranked as one of India's best digital influencers, the 26-year-old has surely come a long way.



Dolly's secret to success is an uncanny ability to transform into different characters on your phone screen. Be it sharing snippets of her family based out of Nainital or talking about body positivity, she is that girl-next-door you will end up listening to. While 15 second reels are popular amongst Indian social media influencers, she still prefers doing longer videos.

Juggling both serious and humorous issues through her work, this sassy diva has shown that as far as content creation is concerned, she will reign supreme for some time to come.

**TRENDING
NOW**



Who: Saloni Gaur

Why: How many 21-year-olds can claim of garnering national attention with their tongue in cheek work which can strike a chord with a millennial as well as an octogenarian?

Instagram followers: 551k

How many content creators are known more for the characters they play more than their own names? Such is the authenticity that Saloni Gaur brings to her work that she is known as Adarsh bahu to some and as Nazma aapi to others. The 21-year-old undergraduate student pursuing Political Science and Economics from Delhi University became famous in 2020 for her video on Delhi's pollution and has never looked back since then.

Known for her satire and humorous socio-political commentary, the young content creator came into her own during the lockdown by creating quick and quirky content. Her forte is the ability to create a variety of relatable characters including *Kusum Behenji*, *Saasu maa*, *Doordarshan didi*, *influencer Ishita* and *DU wali didi*.



What has catapulted her to celebrity status however was her uncanny impersonation of actress Kangana Ranaut for whom she created a character called Kangana Runaut. While she also mimics other celebrities such as Sonam Kapoor and Ananya Pandey, it was her act of Kangana that drew views by the millions and made her a veritable superstar.

Gaur has also made her way from Instagram and Twitter to streaming sites (a show on Sony Liv), where she has started creating a niche of her own.



Who: Ankush Bahuguna

Why: The only male star in a pantheon of women supernovas, Ankush is the quintessential boy next door who can play any role with ease.

Instagram followers: 566k

This Delhi-based content creator can morph himself into any part with ease. He is one half of that annoying young couple indulging in PDA on the Metro or that newlywed who cannot keep his hands off his spouse. Getting into any character with ease, he is one of the most popular faces on social media and chances are that even the most social media averse user has chanced upon his work one time or the other!



Bahuguna's clever sketches, satirical videos and relatable, everyday humour coupled with his unique grooming/styling tips for men have made him a digital superstar with legions of followers. If anyone has bought the touchy topic of Indian men using make-up or grooming themselves as an everyday practice it is this architect turned digital influencer. Such is the impact of his work that even actor Sonam Kapoor shared his video where he asks why people associate make-up only with women.

Being a part of the videos for Timeliners, TVF, Scoopwhoop and Mensxp, this writer and actor has been at the forefront of challenging societal norms through his interesting content. Juggling both his personal interest in fashion with creating funny videos, this social media savant is the new poster boy for Indian men.



Who: Srishti Dixit

Why: Few people can transform themselves totally into the character they play. If there was a list among Indian influencers gifted with that ability, Srishti would be the first.

Instagram followers: 618k

Imagine thinking that your office is transformed suddenly into the house of *Big Boss*, how would you react or if people suddenly started speaking like Geet from *Jab We Met* in real life? After working with BuzzFeed for a couple of years, she is now an independent content creator who is an Internet rage.

A cat lover (her social media account is also named after her cat's name – Patch), Srishti's USP is that she can pull off the most outrageous lines with elan and that her videos are natural and organic. The 27-year-old alumna of the Xavier Institute of Communication, Mumbai, and Miranda House, Delhi University started her career as a Bollywood writer before branching out as a content creator.



Her turning point was when she parodied Kareena Kapoor's wildly popular character Poo, in the blockbuster *Kabhi Khushi Kabhie Gham* to much acclaim. It gave her the moniker of being Indian Internet's Poo and the video has garnered more than 6 million views on Youtube.

She was also interviewed by Firstpost with politician and author Shashi Tharoor and her recent work includes *Behensplaining*, a weekly show on Netflix India's YouTube channel, along with Kusha Kapila making them the undisputed queens of Indian internet.



Social Media Influencers

5 Social Media Influencers

They make videos and create posts. They are superstars of social media who are always on the move and ahead of the curve. **Mallik Thatipalli** meets five influencers to watch out for who are changing the game with their innovation and innate flair for all things Instagram!





Neha Chatlani **(@nehachatlani)**

Instagram : 126k followers

Popular for : Relatable fun content

USP : An ability to connect with the users with innovative yet fun posts and of course, those lovely images which are worth a thousand words!

Neha Chatlani was a corporate HR employee who became a digital sensation. "I always knew somewhere within my heart that I was not meant to do a typical 9-5 desk job as it gave me very few opportunities to channelize my creative side," she confesses. She started her YouTube Channel, while working full time but once she noticed the traction her channel got, she quit her job and became a full-time digital content creator.

Social media platforms have become saturated of late due to the influx of too many people. The young influencer agrees and adds, "It is quite challenging to create content continuously without becoming repetitive. Hence, it is very important to do your fair share of research to understand what works with your audience and create content around that subject to stay relevant."



Neha who creates content around fashion, beauty, food, travel and lifestyle says that she jots down a list of content ideas frequently and brainstorms as to what content should be executed next. "The ideas come from various sources such as experiences around me, audience opinions/ suggestions and my own thought process," she adds.

Social media is a double-edged sword and Neha agrees saying, "Initially negativity and trolling got to me a lot. I would be lying if I said it doesn't now. It's a mix of emotions, self-doubt and disappointment. But, over the years I've realized that no matter what you do, some people will appreciate, and some will criticize, take the criticism that helps you grow and move on."

Future Plans: I want to continue creating relatable content for my audience and grow personally and professionally. Someday, I would love to launch my own label too!



Sonam Chhabra (@Sonamcchhabra)

Instagram : 152k followers

Popular for : A live host and now an actor, she is known for being a Vegangelist, Animal Lover and an avid traveller

USP : A sought after and award-winning emcee for weddings and events, Sonam is popular for her quirky content and a gift of gab

"I think I had a knack of clicking pictures of myself or getting clicked since very early days," reminisces Sonam. "I then started as an emcee which gave me more opportunities to explore new places, people, events and fashion. This gave wings to my passion as a content creator which was probably a subdued hobby before," she adds.

Believing that it's important to be your authentic self on social media because people can see through you and being real makes your job easier and relatable, Sonam also made her acting debut with the recent Bollywood movie *Kirket*.

This innovative content creator and podcaster on her co-production *We Give A F* says that when you are really passionate about something, nothing seems difficult. "It is a part of staying ahead of the curve. The constant engagement with your audience through comments, stories and DMs gives you enough input about their liking and expectations. On top of that frequent feedback and interactive sessions with the followers gives you the understanding of the X factor required of you."



A staunch supporter of animal rights she recognises herself as a vegangelist and has co-founded a brand of vegan desserts - A Diabetic Chef. Wearing many hats with elan, she is also an avid bibliophile and a TEDx Speaker. Asked to pick one favourite job and she smiles that being an emcee gives her a high. "This was my first step into the amazing world of art. And the firsts are always special. It's being an emcee which helped me overcome many challenges, learn new nuances and meet some of the most inspiring people which changed my life for the better," she explains.

A firm believer in improving herself with each passing day, this social media star isn't afraid of trolls or negativity. "Trolling isn't always bad. Sometimes through trolling you receive positive criticism and that I take as feedback, and sometimes they are really funny, so you just laugh them off," she shares in a matter-of-fact manner. She however adds that she draws the line when the trolling is even borderline verbal abuse, threat or remotely profane. "Such people or handles need to be exposed and weeded from the Internet considering it is my workplace and I want it safe for myself and others," she signs off.

On the cards for 2021: I look forward to 2021 as the year of lesser to no travel restrictions and then would like to go with the flow, wherever my work takes me. I plan to be the best version of myself and see the pinnacle of my creative and innovative self.

**TRENDING
NOW**



Pooja Mittal **(@poojamiital09)**

Instagram : 260k followers

Popular for : Her posts ranging from fashion and beauty to travel, tech and luxury.

USP : An ability to draw in the viewer with content that is subtle, stylish and sassy at the same time.

From a cushy MNC job to one of India's most popular Instagrammer's Pooja Mittal has certainly come a full circle! She agrees and adds, "I had a very satisfying 9 to 5 job with a MNC which was financially satisfying but was not my calling in life. So, one day, without thinking much, I decided to put down my papers."

She was at home for months wondering about her next move when one night, completely out of the blue, she decided to create a blog as she wanted to write a review of the product that she had found after trying tones as a solution to her acne. "It's a silly but true story," she laughs, "I started with a blog, moved on to Instagram and Youtube and now love creating content for all kinds of platforms."

Social media thrives on updated content, so how difficult is it to create something new every single time? She ponders for a minute before answering, "I will not say it's not difficult but when you love what you do, it kind of becomes a part and that too a very important one of your life."

Pooja started with blogging as she loves writing and reviewing products but the turning point in her career was when Instagram came along. "Instagram gave me a wide and more interactive audience. The freshness of Instagram and different forms of content that one can create keeps the creative juices flowing. Along with writing blogs, I started posting more on Instagram and it helped me reach where I am today," she shares

Being a part of social media is not easy, "Over the years, I have developed thick skin and now trolling/negative comments or demeaning DMs don't affect me as much," she says and adds, "I have made peace with the fact that people who see me on social media see only a bit of my life (mostly the good bit) so they will never know the hardships and struggles that go on behind the scenes."

When she wants to switch off from social media Pooja dabbles in gardening, painting or going out for a walk.

On the cards: With this ever changing industry, I like to keep my plans fluid. But something I am concentrating on more now than ever is creating relatable and helpful content. In the coming year, I want to work more on videos on everyday things like skincare, wearable fashion and homemaking.



Shambhavi Mishra (@talksassy)

Instagram : 252k followers

Popular for : Her videos and posts on ethical beauty, easy makeup and personal style

USP : Leveraging her many interests for appealing posts. And oh! For the cutest pictures of her toddler!

A Delhi-ite at heart, Shambhavi Mishra moved from a job at India to becoming one of the first influencers on social media in 2016. "Influencers as a term did not exist back then. It was still a bunch of people figuring out things," she recalls. She started to talk of things which were not the norm then: healthy living, ethical beauty and easy fashion.

The social media czarina says that the one thing that helped her made her mark was starting out at the right time. "Social media is full of people doing different stuff today, so to create a niche for yourself isn't easy. When I started out though, there were few people doing what I did and no one certainly focussed only on ethical beauty," she shares.

Shambhavi's focus is on skincare and haircare, and she tends to lean towards organic, natural, vegan and cruelty free products. She is a firm believer in sustainability and promotes a healthy and balanced approach towards life. Her feed too flows very naturally, and she incorporates everything that is integral to her.

"I was pregnant last year, and I shared images and updates on my social media. I now sometimes give easy parenting tips to other parents. I try to offer practical advice and don't give too much gyan. My buzzwords for any post are simple, straightforward and easy. Even in my skin care routine videos, I talk about what you can do in two minutes, not twenty," she says.



Is the constancy of social media and the unerring regularity with which one needs to update content unsettling at times? "Not really," she answers and adds, "I don't stress too much. The only constant in social media is to be consistent. I don't plan on doing something different each time, my only concern is that I need to put my best foot forward and make even the smallest of difference to the person watching it. It's all about how you can use your own creativity to put something out there."

A firm believer in maintaining objectivity while branding products, Shambhavi is clear that her messaging needs to be honest. She reveals, "If I use a new cream and it is effective, I share it with my audience. If it isn't then I don't bother. It's really that simple."

Where to now? More posts and more content on fashion while keeping the focus on beauty and beauty care intact.

**TRENDING
NOW**



Sidhikka Bajpai (@Sidhikka)

Instagram : 107k followers

Popular for : Her lifestyle related content- Beauty and Skincare, Dating, Food, Lifestyle and Travel!

USP : Juggling multiple roles with ease, she has appeared in recent videos on ScoopWhoop and is currently shooting with two popular channels on YouTube, Old Delhi Films and Purani Delhi Talkies.

This Noida based Influencer has a Bachelors in Journalism and Mass Communication, and a Masters in Marketing specialized in advertising and PR. Little wonder that her posts are all about effective communication. "I was working in the media sector and after three years of work in the field I realized that this was what I wanted to do. It was in 2020 that I started my own company, Worldment Media. I not only create my own content but also help others to do the same."

Social media is all about being in the moment and capturing the mood succinctly. Sidhikka shares, "It's difficult but my advice to everyone is to be on top of your game when new features are introduced. For example, when Reels started, you can get traction if you start early. Understanding the platform you work on is important. Also, nothing beats authenticity. Unless you love what you do, the burnout is going to show. Enjoy what you are doing and don't run after trends."

Authenticity is the key to her success and Sidhikka agrees, "If I wear bunny ears or talk about higher education in the same breath as dating on my channel and jump for a 4 hour live session discussion for why coffee should be the national drink - it should be the new mode of allowing everyone to authentically be themselves and not hide behind a veil."

her career so far was in October 2020. "I consider the fact that I realized going solo and the amount of opportunities I could unlock through that my biggest turning point. I realized that this (Influencer marketing and video marketing) was my calling and registered my company." Her only tip to create challenging videos is to relate to the character and emote naturally.

How does one stay ahead in a minefield like social media? "Easy," she smiles and adds, "By anticipating what the consumer needs. If it's the New Year, it's all about resolutions and hope and positivity. It's also important to make everyone feel loved and secure. If it's a Valentine's Day post, don't alienate those who don't have anyone to celebrate the occasion with. Make them feel loved and warm."

Her advice to other content creators is that mental peace is very important. "Avoid negativity. Especially girls should stay away from those who slut shame or fat shame creators. Also, be careful not to share location based keywords," Sidhikka warns.

Looking ahead: To grow Worldment Media and collaborate with more companies and influencers. Also, be a part of bigger projects and just be happy!



Going Vertical

Aiming to cure the urban landscape of its parking woes, a young entrepreneur from Hyderabad has persevered over three long years to get his innovative vertical parking mechanisms become the norm. Picking the brains of **Kaushik Rachapudi, Juveria Tabassum** finds out more...

Breaking through the vicious cycle of corporate slavery, Hyderabad-based Chartered Accountant Kaushik Rachapudi set out to solve one of the biggest headaches of urban life—the parking conundrum. Fed up of never finding a decent parking spot at the sprawling Deloitte campus, where he'd been an employee, Kaushik made it his *raison d'être* to find a solution for efficient parking in the city once he quit his job in 2017. The start-up BigParkin' was co-founded with his partner Hudson Paul, and incorporated in 2017.

"We call it the carousel car parking machine. It converts a 2 car space to 12 cars. It's 600% efficient in terms of space. Instead of just two cars, you can vertically park 12 cars," explains Kaushik. The technology is in use in developed nations, and BigParkin' runs a master dealership for the same in India.

They've also gone one step beyond, and designed and patented a similar machine to help vertically park bikes. "For every one car, there are about six to seven bikes in India, and bikes are more problematic. I am a Commerce graduate, but I was always fascinated by mechanical stuff. I was able to give a few inputs to my mechanical team in the design of the machine. It has the capability to convert a 12 bikes space to 72 bikes," says the entrepreneur.

"Hyderabad is a rocky city. Digging up cellars for parking is expensive and time consuming. Our vertical parking structure is a good cost effective alternative."

BigParkin' currently has orders for 10 locations from Greater Hyderabad Municipal Corporation (GHMC) and the Cyberabad Police to supply their innovative parking mechanism. The start-up is also in talks with Hyderabad Metro Rail Limited to incorporate their machinery in about 80 metro stations in the city. "We want to build an entire ecosystem around parking in the city," says Kaushik. The machines are solar-enabled, and will also come equipped with charging stations for electric vehicles. Plans are also in place for a mobile app that will allow people to pre-book a parking slot, and provide first-mile, last-mile connectivity with platforms such as Ola and Uber.



Kaushik says that the start-up is looking for a Public Private Partnership where they invest, maintain, manage and then transfer the machine to the government after a few years. "We want to provide cheaper and better parking. We're going to charge ₹2 per bike, and ₹10 per car," says Kaushik, adding that the existing minimum rates in Hyderabad are significantly higher at ₹10 for bikes and ₹30 for cars.

"Parking is a neglected sector in India. Flyovers and metros are built, but no effort is put into any parking infrastructure."

Kaushik recognises that Hyderabad requires space for about 5000 cars and 15000 bikes, and the only way he can solve this problem is by going vertical. By partnering with the government, Kaushik aims to encourage the use of public transport to further ease the stress on our roads. He also believes that this would allow other cities to take cue, and let him expand his franchise model across the country.

Dealing with the government requires a certain amount of political influence, Kaushik says of his experience in the last three years. "The technology is new in India, and it's hard to sell people on it," rues Kaushik, and is hoping 2021 to help his project finally take-off.

Towards the Next Giant Leap for Education

Education had always fascinated **Prateek Reddy**. A Masters graduate in Quantitative Finance, he ditched a job at the World Trade Centre in New York, returned to India in 2018, and with his friend **Pallav Kumar**, set up **Renlight Education**. Initially a training centre for 50 kids in Pune, the pandemic induced Renlight to shift counters online, setting up a coaching and mentorship platform for school kids, christened Bolt. **Juveria Tabassum** gets an exclusive...



PRATEEK REDDY

"I went through Sharma's IIT coaching classes when I was young. Three years of that, and I realised it was draining my energy and wasting my time. I used to love design and quizzing, but I had no community that would help me explore it. That had to be changed. There is no way we can continue with the current system. We empower kids to take their own decisions," states Prateek. The conviction in his voice, and the layout of his programme do enough to back that claim. Built on a formula of live mentorship, skill based education, and detailed career guidance, Prateek and his team of mentors at Bolt are looking to fill the gaps that crushes millions of talented students in the relentless machinery that coaching classes for IIT and NEET have become.

Currently based out of Hyderabad, Prateek says their USP is the career guidance Bolt provides. "It is a detailed system that focuses on each individual student. We conduct an initial test on interests, likes and dislikes, aims and skills. We talk to kids and the parents after the test to understand their goals. We identify a set of careers for the students, and expose them to real life scenarios in live classes, which are offered for 70 careers. Small projects are assigned, and bi-weekly calls and assessments are conducted. We monitor the kids' progress, discuss their inclinations, and help them reach a conclusion," explains Prateek of the process.



PALLAV KUMAR

Another attempt made at breaking the 'Math-Science agenda' of the current education system becomes evident in the focus on vocational skills in the programme. "In two or three years we may not even have board exams anymore, according to the recommendations of the New Education Policy," believes Prateek. Apart from Math, Science and Social Studies, Bolt puts skills such as finance, coding and puzzles on the table—courses crucial in developing logical skills, problem solving and critical thinking skills among kids.

That education is a wholesome process seems to be a long-held philosophy of Prateek's. A mix of personal attention, webinars, and an exposure from an early age to the industry, Mentorship appears to be the mantra for Bolt's core operations. "A girl wanted to be a designer. So we exposed her to software that she could practice design at our learning centre," shares Prateek, for whom life does seem to have come full circle.



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Care for All— Being The Real Human Foundation

Amidst the daily struggle of human growth and development, our four legged friends often get ignored. Most lose their lives because they don't get proper care or basic meals. However, some humble hearted people are taking a step forward to help such stray and discarded animals get a home, some food and a little care. **Saba Ladha** writes on Being The **Real Human Foundation**, an NGO from Maharashtra that's especially dedicated to animal and bird care

The concept of an animal and environmental friendly NGO crossed the mind of a Navi Mumbai based blogger, Utpal Khot when he saw these innocent creatures going thirsty in severe summer days. He began small, by requesting the locals to keep a bowl of water outside their homes and shops, and plant saplings during the monsoon days so that they grow better later. The idea slowly became a regular routine of these locals, and today, the organisation feeds animals regularly, cares for the injured creatures, and tries to get as many of them adopted by animal loving families.

A well-known food and lifestyle blogger from Navi Mumbai, Maharashtra, Utpal has been carrying out social activities for 18 years, with the last decade of his work dedicated to animals. A pet parent himself, he fosters stray animals until they find a home. Apart from being affiliated with PETA, his work with Being The Real Human Foundation has garnered volunteers for his cause from around the world.

A pet parent himself, he fosters stray animals until they find a home.

The pandemic and subsequent lockdown adversely affected the lives of stray animals as well. With shops shuttered, and no one on the roads to feed them, many faced starvation, thirst and death. Being The Real Human Foundation was among that group of organisations and individuals who were going the extra mile to feed these animals regularly. Utpal's team of volunteers from across the country led an awareness programme and stepped out of their homes to feed these four legged creatures.



Reviving India's landscapes – The Dirty Dozen



The 60s movie, **'The Dirty Dozen'** evokes memories of Hollywood biggies like Lee Marvin, Donald Sutherland, Charles Bronson, Ernest Borgnine and others sent on a suicidal mission to eliminate top-ranking German officials. India's very own dirty dozen are on a mission to make India's vibrant, rural landscapes more sustainable and empower the inhabitants to the hilt. **Canta Dadlaney** gets you the story of this unique group.

Kedarnath tragedy and a change of heart:

Roopesh Rai left a career in hospitality to revive the glory of the rural hinterlands of India. The 2013 tragedy of the cloudburst in Kedarnath impacted Roopesh enough to take the path few would dare to; that of saving the environment, nature and empowering the less privileged.

India is home to 6,50,000 villages, each with its own mystique. The hills of Uttarakhand beckoned Roopesh who, with his vast and rich experience in hospitality, quickly sensed the need of the hour of this surreal region, the first of which was Nag Tibba, the Tehri district of Uttarakhand. Roopesh was soon joined by Mani Mahesh Aurora, who lives by the mantra of, 'everything is possible'. Mani is the first Co-Founder of the parent IPRs holding company, Nat-Rural Agro Tourism Pvt. Ltd., aimed at solutions for reverse migration of marginalized farmers.

Pradeep Pawar, a native and an ex-mountaineering coach in the Nehru Institute of Mountaineering, joined Roopesh as a construction coordinator and is now one of the Directors as also a stakeholder in the parent company. Currently, Roopesh has the support of 45 members some of who are investors and some with the right skill sets for his initiatives.



Green People:



Roopesh's first initiative, 'Green People', aimed at the development and sustenance of the rural Indian landscapes. "Our mission was to revive the rich old culture and traditions of rural India, which had lost their glint, simply because people were lured by the blind city lights. We wanted to preserve the environment and develop the living standards of the rural folk, by instilling in them the faith that their rural occupations had a lot to offer, something we saw, fast-fading from these locales," Roopesh shared.

The Dirty Dozen function through two channels, namely, Theme Villages by Hideouts and Bakri Chaap. Theme Villages by Hideouts is totally focused on the revival of the abandoned villages in this region. It involves farm retreats and home stays that help leverage the tourism potential of this region.



Bakri Chaap entails the indigenous farm produce of the communities they work with. They establish a direct commercial link for the sale of their products in urban and distinct outlets. The team has worked with more than 700 farmers indirectly. They were taken aback by the superior quality of indigenous millets and pulses which help alleviate lifestyle illnesses. They connected with the local farmers, discussed the marketing of their products and set the wheels of the 'Bakri Chaap' brand rolling. It also boosts the tourism of these intriguing hilly regions!

The Bakri Chaap products include Himalayan pulses, millets and honey. Much to their dismay, they discovered that though people were buying them at five-star hotels, our own farm retreats and even Amazon, the repeat orders were few. The production process was elaborate and buyers were not familiar with the ingredients listed on the products, which had a limited shelf life. But things have changed for the better now. The local millet cultivation has proved to be more nutritious and healthier and has served as the best alternative to the Indian wheat flour (aata). For the curious, the Bakri Chaap products are available on Amazon - a must-buy and must-relish!



'Bakri Swayamvar' - Goat Marriages –

Even as Green People took off with much aplomb, Roopesh ventured into establishing another brand, 'The Goat Village'. Roopesh was amazed to discover the large populace of goats at the dizzying heights of Nag Tibba.

"The first thing that came to mind was goat cheese! My experience at the Taj brought home the fact that goat cheese would be a great investment. Unfortunately, we realized that the goats in Nag Tibba were not lactating because of in-breeding," shares Roopesh.

Goat marriages served to be the ultimate solution to resolve this issue. "Not only was the concept accepted but it changed the fortunes of the locals as well. They realized we had noble intentions of wanting to see them prosper and their lands flourish. We helped revive goat farming, the mainstay of such villages and today, it is well-complemented with other agricultural activities which have helped upscale the living standards of the local people," Roopesh claims.

The Goat Villages initiative has brought home many awards, the most notable one being the World Responsible Tourism award 2020 from London (World Tourism Mart London).



Pay what you like retreats:

The Nag Tibba trek is the highest altitude pointing to a lower Himalaya. Most trekkers take the convenient path which starts from Mussoorie. Roopesh and his friend discovered the tougher path of the trek, which would add another 2-3 hours to the entire trip. "The roads were anything but roads in the real sense but we encountered eager tourists who were very comfortable with the idea of sleeping in huts. We gave them the liberty of paying what they desired, not realising what this gesture of ours was going to bring us," he hints.

Covered by a leading English newspaper, 'Pay what you like' concept was a thunderous success. "Our phones didn't stop ringing!" exults Roopesh. People from different walks of life landed up for the treks and the 'hut experience' including students, solo adventurers and even chefs. The highlight of the tour for every visitor was the natural richness of food, and the proximity to nature. These treks started off with 1,200 individuals a year, and in four years, it has increased close to 88,800.

Today, the regions have more than 100 community-run home stays. The earnings of the trek-guides and mule owners have increased and many have managed to pay off their loans and avail of free insurance. Life has become more comfortable now for the locals and their goats. Amidst all this, Roopesh also got involved in the revival process of a dying form of architecture, Koti Banal. This is a 1000-year technique followed in distinct parts of Uttarakhand and Himachal and helps tide over natural catastrophes like earthquakes.



'Madhouse to Mudhouse' is the concept of stone and wood accommodations that form an urban community with a rural mindset. From interiors to the immediate surroundings, every feature of these dwellings is commonplace yet comfortable. Madhouse to Mudhouse is the first ever, zero-employee private limited venture that plans to go public. The experience makes you feel the pulse of the lives of the people, their cultures, and their indomitable survival skills. "Though the concept was founded for Uttarakhand, we plan to expand it across the country through meaningful collaborations," shares Roopesh.



The Goat Village is a unique concept of farm retreats and home-stays managed by The Green People, who forged affiliations across the State and created ethereal experiences for those who sought solace in Nature. The first Goat Village was set in Nag Tibba, in the hills of Garhwal at a height of 2000 meters & the second at Dayara Bugyal, initially managed by an all-woman team. Today, it is being managed by the local landowners' families though at times they are also assisted by occasional volunteers.

The Road Ahead Currently, Roopesh operates with very limited resources and manages the routine administrative expenses which are taken care of by the very nominal membership fee. Every other operation is managed virtually! All three ventures, viz; Hideout, Bakri Chaap and Madhouse to Mudhouse - are for-profit organizations. Their non-profit activities in the space of Medicare and Edu-care, will be executed under the mantle of Madhouse to Mudhouse.

"We have physical assets only in Uttarakhand. In other regions, like Himachal, Punjab, Bihar and MP, we have management and franchise collaborations. Our expansion into other states involves collaborating with individuals and organisations having a strong territorial/regional social equity but no exposure to tourism and sustainable rural business models. We are definitely expanding in a big way," explains Roopesh.

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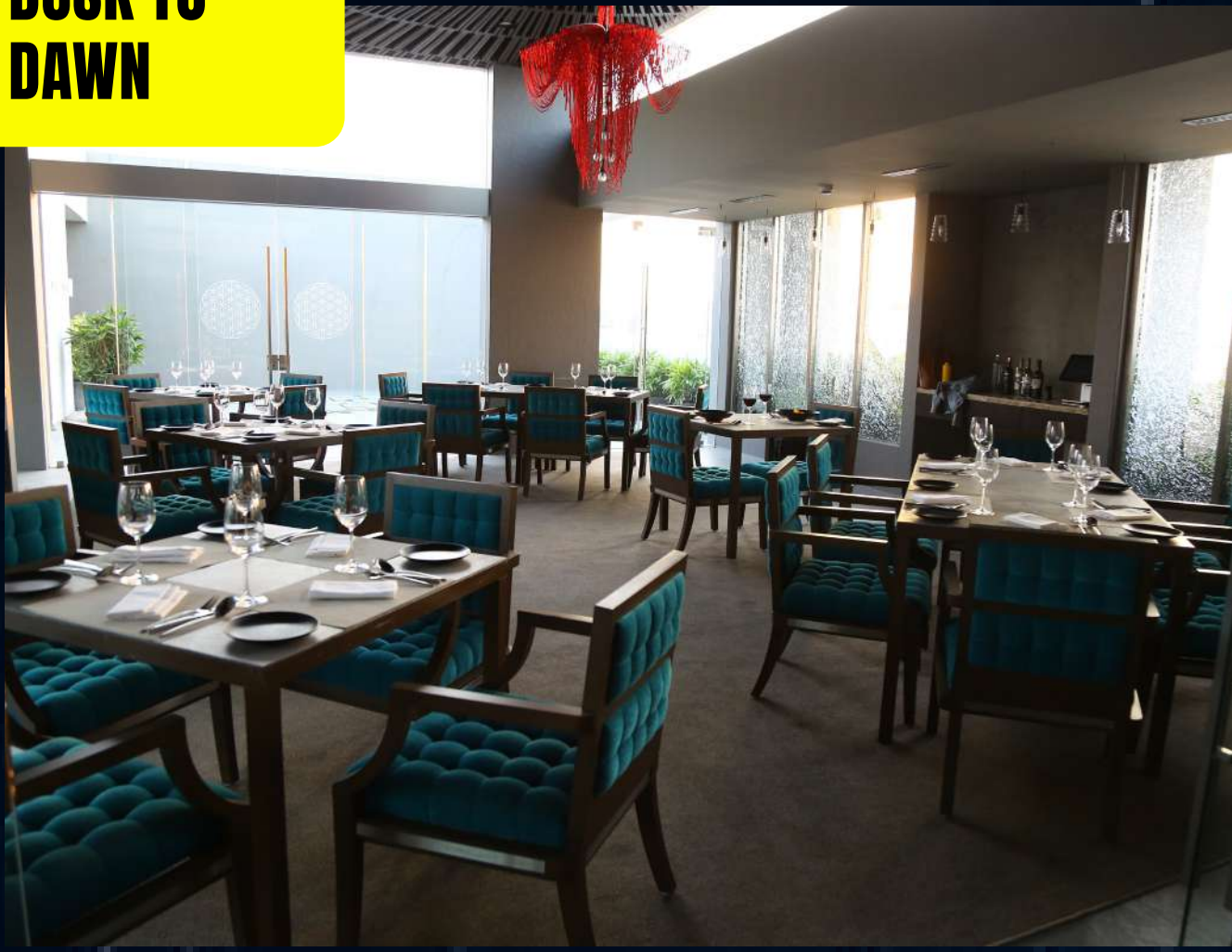


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**DUSK TO
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Noya In The Sky

Noya Restaurant Terrace and Bar, which opened on the 12th floor terrace of Avasa Hotels in Madhapur, is trending for its al fresco ambience, gourmet modern Indian fare and fabulous skyline vistas. **Swati Sucharita** gets you the low down

Nightlife in High-Tech City revved up in the New Year, with Avasa Hotels unpacking its new F&B offering, Noya Restaurant Terrace and Bar recently. As the name suggests, Noya has a restaurant, terrace and a bar over three floors, with a contemporary, smart and relaxed ambience.

Right at the top is the 12th floor terrace-level bar, with an al fresco seating of about 60 covers and offering the most fabulous views of Hi-Tech City, including the sparkling lights of an illuminated Durgam Cheruvu, and the Metro bustling by on the other side. The terrace has an open-to-the-skies bar with a fine dining restaurant located on one side of the massive terrace, with about 40 covers. While the terrace ambience is informal with comfy chairs around low tables and bar stools with high tables, the restaurant is plush, yet minimalistic, with turquoise-hued upholstery contrasting with dramatically red chandeliers. Noya is also spread over the 10th and 11th floors with a more formal, indoor bar seating and a DJ console and dance floor on the 10th floor.

The interiors are designed by Ed Poole, the same architect who designed the rest of the hotel, when it launched in 2012.

In focus at the terrace with its open-to-the-skies bar and giant projector screen on a huge wall, is the splendid food curated by Noya's partner chef Vignesh Ramchandran, who has already created vibes with his modern Indian plating at Once Upon a Time. "We have tried to cater to both the exclusive as well as more popular palates at our bar, as the idea is to relax and unwind and that can be done only with your favoured drink and food" explains chef Vignesh, who counts former boss and mentor Manish Mehrotra, the founder of Indian Accent, India's arguably best-rated restaurant, as his inspiration behind his food innovations.

The spirit of the evening was set by Noya's signature cocktail Qubani



Fizz, a delightful concoction of apricot puree, gin, ginger ale and a sprinkling of fresh juniper. With the famed Hyderabadi dessert at its core, this is a drink which will be claimed by the city's spirited folks, for sure. The Sparkling Ilaneer Inji (vodka, ginger, mint and tender coconut water) and Masala Chaitini (vodka, tea decoction and Indian spices) were also great drinks.

The food menu is extensive, with micro, small and large plates, as well as a Ceylon Parotta 'Bar', a Taco (parathas) Bar and a section for mains, staples as well as desserts. From the micro offerings, I could not have enough of the kaffir lime dusted cashews, they were just so delicious! Small plates, which are starters, can be shared easily among four persons, and the Hyderabadi Mezze Platter was a great conversation-cruncher with rajma falafel, masala pita breads, paneer triangles, and with a great array of dips including a salsa, sour cream and khubani chutney. The Butter Chicken Pakoda and Byadgi Chilli Prawns (which you can pair with buttered pav) were great micro choices too.

Chef Vignesh who is from Chennai, has a natural leaning towards Sri Lankan cuisine and the Ceylon Parotta with Butter Chicken filling was a perfect example of his contemporary food plating, which brought the flavours of two distinct cuisines, Punjabi and Sri Lankan together.

I also tried Tingmo with Chicken from the mains, and the gravy, tossed in green fermented sauce (made of green chillies and coriander paste) felt supremely fresh on the palate. From the staples, the chef sent out the Tawa Coconut Mutton Rice with a fried egg as garnish, though truth be told, I could only try a spoonful. The creaminess of the coconut wonderfully complemented the peppery tones of the dish, which I could see was a seller too. For those with a sweet tooth, the Rabdi Tres Leche is an excellent choice. Noya definitely comes with our recommendation for a relaxed evening out with friends and family.

Address: Avasa Hotel, Sector -I, Huda Techno Enclave, Madhapur, Hyderabad

Tel: 040-67282828

Timing: 6 pm until midnight

Price Points: Rs 195 to Rs 575

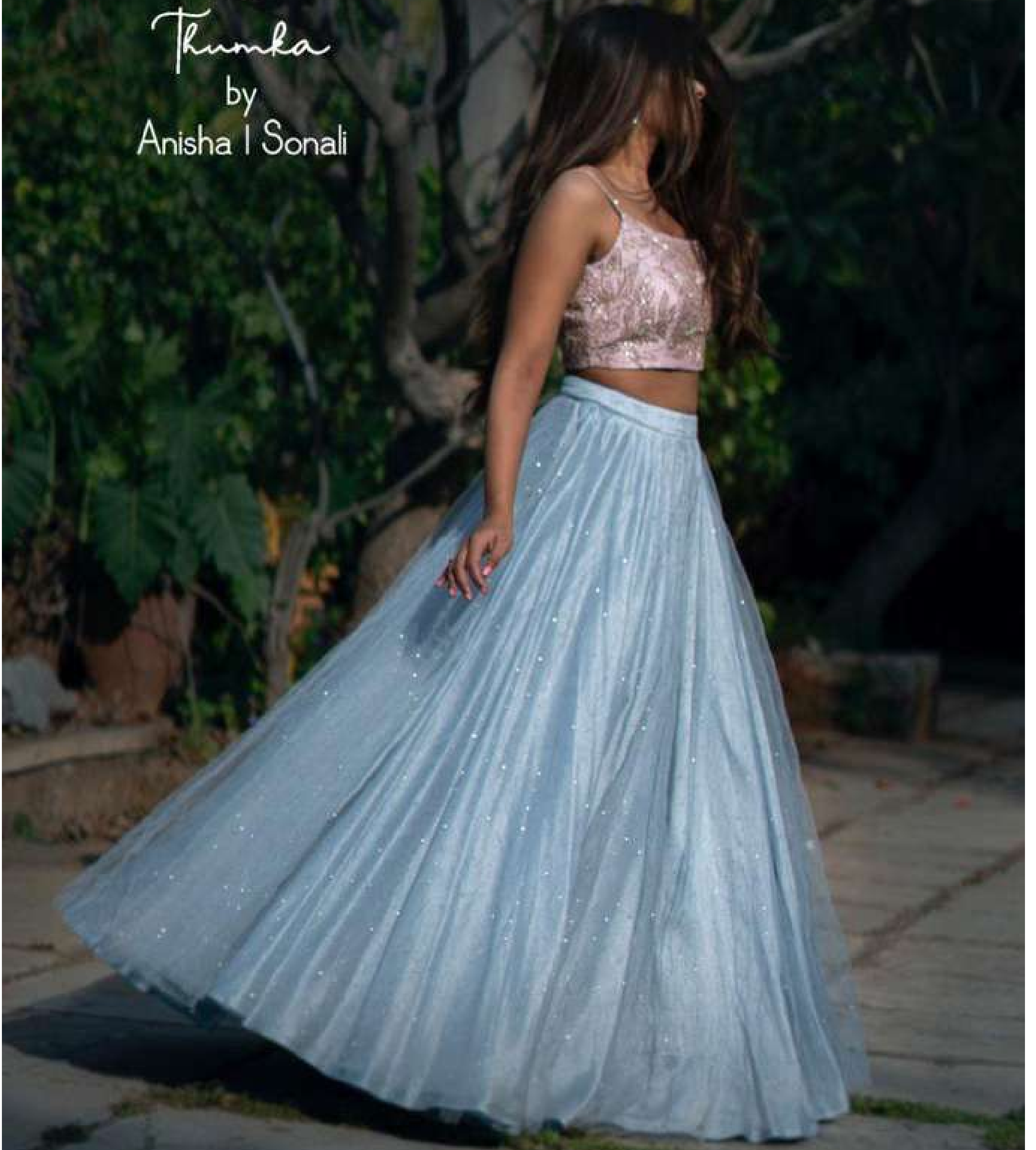
Meal for Two: Rs 1500 ++ (without drinks) and Rs 2500 ++ (with drinks)

Our Pick: Qubani Fizz, Byadgi Chilli Prawns, Butter Chicken Ceylon Parotta





Thumka
by
Anisha | Sonali

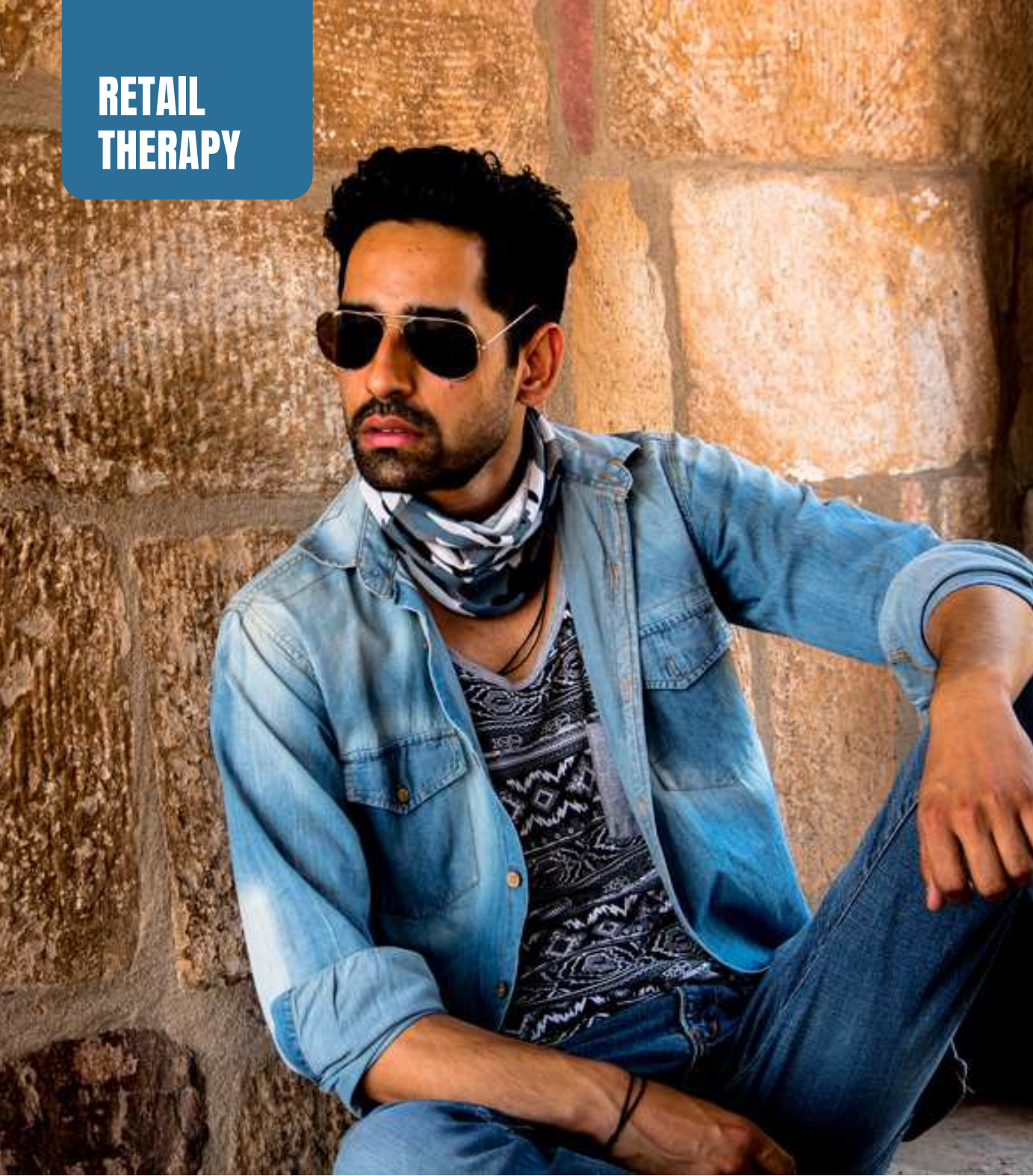


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Custom Made Pants for Men

Ask any man his biggest closet must-have, and more likely than not, his reply will be – a perfect pair of well-fitted pants. Ask him how easy it is to find one though, and you are sure to hear tales about how difficult that task really is! Hashtag Magazine brings you up-to-date with in conversation with Dhruv and Udit Toshniwal, founders of The[Pant]Pro·ject...

Founders Dhruv and Udit Toshniwal hail from a family with over 40 years of experience in the Indian textile export industry. Having worked with some large global brands the duo successfully leveraged this knowledge to launch The[Pant]Pro·ject, which revolutionizes the retail of pants with a focus on 'fit, fabric and functionality'. An online brand, TPP offers custom-made pants at off-the-rack prices. From luxury wools and linens to poly viscose, power stretch knits and cool, breathable cotton, their fabrics have a soft and luxurious feel and are machine-washable. Their range is curated to include a variety of colours and patterns with a choice of fits between slim, tapered and relaxed. Clients can pick their exact waist size and length, and every pair of pants is made to precise specifications.

The[Pant]Pro·ject also offers further customisations where one can choose to add pleats on the front panel, extended tabs on the waistband, roll-ups on the hem, a button or hook fastening mechanism, and even free monogramming. TPP also provides free consultations with their personal stylists and also offers free alterations after the purchase of a pair of pants.

Price: **Rs 2600 onwards**
Address: www.pantproject.com

Boxed and Beautiful: Dearly Handmade!

Meet **Sisira Vankayala**, the name behind the remarkable craft works from Dearly Handmade. The 27 year old entrepreneur who also learnt jewellery designing is known for her proficiency in making shadow boxes and personalised hampers. **Mahati Salike** talks to the artificer...

If you are confused about what to gift your loved ones on their special days, then shadow boxes made by Sisira Vankayala will be a perfect present. Sisira's shadow boxes are picture frames with loads of depth in them. Sisira delves into these depths, doing her best to recreate any theme inch-perfect. She also uses mini portraits in the box to make it all seem real.

Sisira also makes personalized gifts and themed miniature crafts. Passionate towards crafting since her childhood, Sisira started making gifts and crafts as a hobby. With support and encouragement from family and friends, she developed it into a profession. Framing important memories in life-like tiny form to adorn your shelves and side tables has unmatched charming appeal. Sisira works with the intricacies of her craft to customise these shadow boxes to the needs of her clients. "I have learnt this art myself. The idea of making these customised gifts and miniature crafts is solely my interest and creativity. I like to work with different materials and create new gifts," says the artist.

Cost: - Shadow boxes: ₹ 2,500 - ₹ 20,000. Personalised gifts: ₹ 150 - ₹ 3000

Duration: - 10 days to process an order

For orders: - @dearlyhandmade

Contact: 8985888909



Giving Nature a Chance: Bengaluru's Earth-Conscious Entrepreneurs

A pool of conscientious entrepreneurs are attempting to mitigate that damage by creating an ecosystem where nature and man can thrive in harmony. Working towards making social media trends such as 'vocal for local', 'eco-friendly' and 'sustainability' more than mere cliches, these young brands and their dynamic owners have taught us how to create a lasting impact. **Surela Mukherjee** bring you six brands from Bengaluru who have made conscious living a reality...

Flames of the Forest

One glance at the exquisite collection of semi-precious stone jewellery designed by Mrinalini Cariapa will take your breath away. It is earthy, rustic and timeless. She travels extensively to collect semi-precious stones and gems like Coral Fossil, Jaspers, Solar Quartz, Lodolite, streaked Turquoise, unpolished Aquamarine and raw Emerald and then designs around it to create versatile masterpieces that complement both ethnic and western wear. These statement pieces are conversation starters and will surely turn heads!

Mrinalini started handcrafting jewellery during her student days with wood and glass beads, encouraged by her mother and to earn pocket money. It became her passion and she went on to specialize in jewellery design and semi-precious stones. She started Flames of the Forest in 2005, and since then has been creating these classic heirloom pieces.

The edgy and contemporary collection has a wide range of chains, rings, bracelets, necklaces, pendants, cufflinks, enamels, earrings and signature earrings to choose from. Each piece is a connoisseur's dream. The dynamic designs are perfect for urban women of any age and all occasions.

As a conscious artist, Mrinalini ensures the stones are not treated unnaturally. She informs, "I rarely use dyed stones but if I do, I will mention it. The artificial dyes that I use on the stones are minimal."

Some of the dyed stone jewellery like the purple turquoise look marvellous and that little splash of colour accentuates its charm. When it comes to sustainability, she does not source the semi-precious stones from influential people and follows fair practices during production.

What makes this unique handcrafted stone jewellery collection stand out? Mrinalini informs, "It is more about the stones that I use like meteorites and fossils which have a character of their own. I mostly design around the stone which is an art piece by itself. The fits of my earrings are made to the ear measurement. Even if the earring is big it is still comfortable to wear. If you have an ear issue, I can make the earrings to suit your requirement. It is customized for ear fit."

In the past, she has designed customized engagement rings for couples who love the earthy appeal of the semi-precious stones enhanced by her elegant designs.

<https://www.flamesoftheforest.in/>



Asmi by *Mayank Modi*



The Asmi collection of women and kids wear designed by Mayank Modi delivers clean lines that exude beauty in symmetry. Mayank breaks the monotony of the regular churidar kurta or shirt and trouser combinations by creating an eclectic blend of tops and bottoms that can be worn for work and a dinner date post work. One can easily dress up or down his versatile creations made of sustainable fabrics that are breathable, making them perfect as transitional styling options that are dynamic and fresh. Having designed menswear under his eponymous label for the last five years, Mayank created Asmi especially for women and children, and his signature style of giving traditional wear a contemporary twist is reflected in his pieces for The designs for young boys and girls also reflect Mayank's signature style of giving traditional wear a contemporary twist.

Being a Bangalorean he has captured the pulse of the city in his chic collection. He explains, "Bangalore is a place where people attend a party, dinner or outing post-work. They don't go home to change, and keeping that in mind I designed the collection. One can just wear a nice printed jacket in Chanderi or switch the pants for more relaxed and trendy dhoti pants with a top." The same outfit can be worn during a boardroom meet and as evening wear for a cocktail dinner or a friend's sangeet depending on how one accessorizes it. As the festive and wedding season lingers on, women can choose from lehengas in printed Chanderis and Ikat. They can also wear harem pants in pure Ikat silk with geometric patterns and motifs and embroidery done on the waist that complements beautifully with a corset-like short top which can also be worn as a sari blouse. He is experimenting with new weaves, patterns and vibrant colours while creating this festive collection which is trendy and fun.

For the fast-approaching summer, one can mix and match tops and bottoms in stylish cuts and solid colours like mustard, red, yellow, bottle green and parrot green in malai cotton. Since work from home is here to stay one can attend a call in a top with a matching bottom which is not a regular trouser and switch into a dressier top with the same pants for loungewear. The embroidered dhoti pants, harem pants and high waist pants with short tops perfectly fit into the concept of transitional clothing. One can opt for dungarees and kimono outfits which are summer-friendly.

Kids can choose dungarees for a casual look. For a dressier and semi-formal occasion, girls can wear tops with layered skirts with a hint of embroidery, and boys can choose to wear something ethnic like dhoti pants and short kurtas with open jackets. They can choose from Modi jackets, bandhgalas, bomber jackets suitable for winters and short jackets. Men can also opt for these jackets or wear a sequined T-shirt with solid mustard or bottle green pants in malai cotton for any occasion.

When it comes to sustainability Mayank has tied up with a few artisan clusters to source the fabrics. He uses those fabrics that are environment-friendly and easy to procure. There is zero-wastage while production as all the leftover fabric is used to make potli bags, clutches, bow ties and now masks with embroidery done on it which is usually given as gifts and not retailed because they cannot be replicated.

<https://asmishop.in/>



Saltpetre

This is a well recognized conscious lifestyle brand founded by Pooja Monga with the motto of making sustainable products accessible to people. She explains, "I think the key issue is that it is not like people don't want to adjust to a sustainable lifestyle. It is just that the products available in the market are either too niche in terms of design, pricing or usability. This is the reason why we started. I believe our vision is our USP. We are one of the very few brands who are doing this in India."

Saltpetre was established in November 2017 and is well known for its contemporary and functional fashion that is minimalistic and can be worn anywhere. While most earth-friendly collections are for women some are gender-neutral and can be worn by men if styled appropriately. They plan to include menswear and kidswear eventually.

There are naturally sourced beauty products like soothing eye balm, beeswax lip balm and beetroot tinted balm gloss. These balms come in care pots which are handcrafted with mango wood and the aluminium cartridge inside which acts as a barrier to prevent natural oils from getting absorbed in the wood, which is recyclable. One can maybe reuse these wooden care pots later as trinket boxes. The beeswax is sourced from beekeepers of Punjab. While the products are definitely natural but not organic. One can look forward to moisturizers and sunscreens made of natural ingredients in the beauty section. The fabric used to make the serviettes and saris are handwoven by artisan clusters. The elasticated waistbands used for bottom-wear are Oeko-Tex certified.



Pooja explains, "While collaborating with our partners we ensure that they follow ethical practices, their workplace is safe and properly ventilated and well-lit and they share the vision of promoting sustainability through their products." At Saltpetre, sustainability is built into design. Clothes come without adornment that are not functional, the materials used are either natural or organic certified and the packaging is completely biodegradable which can be used as a planter for germinating herb seeds that come with it. Efforts are directed to create earth positive products.

It does not come as a surprise that Saltpetre was one of the eight finalists for the 'Circular Design Challenge' 2019 which was a collaborative initiative by the Reliance Industries, Elan 'Fashion for Earth' initiative, Lakme Fashion Week and the United Nations in India for its dedication towards providing earth-friendly solutions. Saltpetre has been recognized by reputed media houses like Harper's Bazaar India and CNBC TV 18 for the team's efforts to go out of the way to adopt and promote sustainable practices. For instance, they will soon introduce clothes hangers and clothesline clips in wood so that people can avoid plastic ones.

Production happens in small batches and most of the collections are permanent thus doing away with the need of creating that urgency or demand. She informs that the clients end up buying the same styles because it works for them. Apart from adding new designs they are planning to upgrade the present ones in terms of colour and flattering hemlines.



There is no festive wear as the designs are functional, modern and minimalistic but one can definitely wear it for an evening outing. The flexible designs are an ideal pick-me-up for transitional style options. For instance, saris can be worn at work and for cocktail parties and sweatshirts and joggers in organic cotton can be worn both as casual and loungewear. The designs are season-appropriate as one can wear the sweatshirts in cooler weather and breathable tops during summers. Their new collection will be up by February end.

<https://iamsaltpetre.com/>



Angelo Vegan

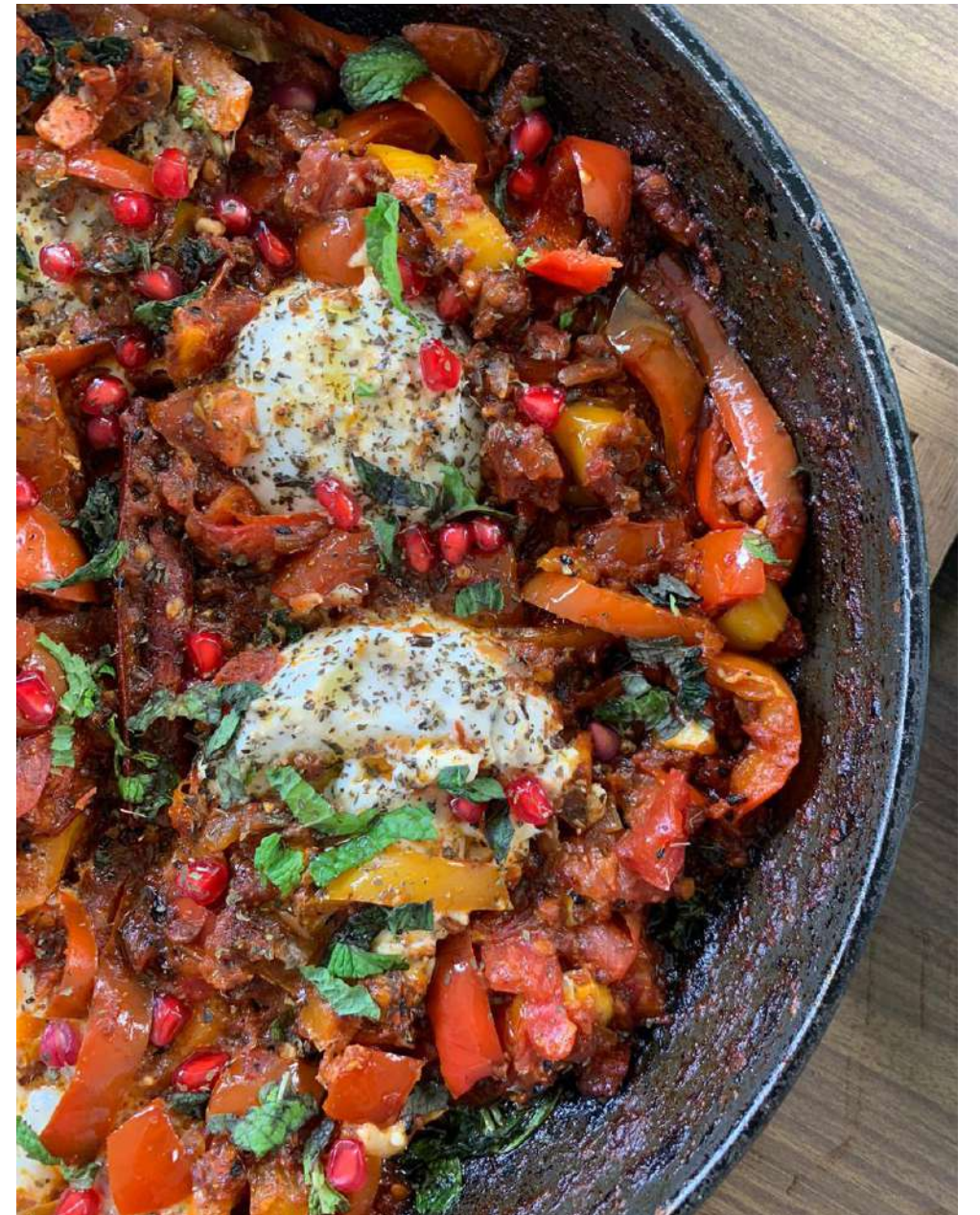
This unique artisanal vegan cheese brand was started by Aditya Angelo Fernandes in June, 2020. It all started with a kitchen experiment by Aditya who has been vegan for the last five years to make vegan mozzarella with cashew nuts and peanuts. It turned out extremely well and his parents who are not vegan loved it too. They were pleasantly surprised to know that the delicious mozzarella was vegan! Encouraged by the response he started making vegan mozzarella commercially. It is healthier than dairy, versatile in use, and delicious.

There are two flavours to choose from: classic and the truffle. The classic mozzarella has an extra-virgin olive oil, garlic and herb marinade while in the other variant the mozzarella is marinated with white truffle oil sourced from Perugia.



Aditya elaborates, "Vegan mozzarella is a unique product that no one else has tried so far. It is healthier than dairy mozzarella as it is low in saturated fat. One can slice it and put it on toast or pizza, in salads and pastas, or use it as a spread or bake it as in a lasagna, or have it on a platter. This vegan mozzarella can even be enjoyed with *dosas* and *jowar rotis*. It comes in a glass bottle and can be stored in a fridge for 2-3 weeks."





He works with his mother and team to experiment with different kinds of cheese and they are planning to introduce hard cheese and cheese crumble or powdered cheese with a crumbly texture much like vegan parmesan. The pasta and lasagna kits in his collection were curated through collaborations and there are specific days one can order them. Customizations can happen in terms of choosing the flavour of cheese and adding a note in the hamper which comes along with a recipe card. These kits are a sure shot way to ensure a hassle-free preparation of a delicious vegan meal. It serves two to four people and is perfect for parties and cookoffs with friends and family. Since there are not many vegan cheese platters and hampers Angelo tries to fill in the gap. He works with only those brands that value veganism and make products which are minimally processed.

The ingredients are organically sourced and the finished product is packed in reusable glass bottles. These glass bottles can be sent back to get a discount on the next order. The production has been streamlined to ensure zero water wastage and all the excess water goes back to making cheese. Thinking sustainably, the packaging is minimal. A simple label printed on eco-friendly paper is tied to the jar with a compostable jute rope. While stickers are being introduced to comply with FSSAI rules, the glass jars are reusable and recyclable.

Aditya explains, "I felt it was one thing to be vegan and another thing to help people make vegan choices and make the transition to veganism easier. For non-vegetarians and vegetarians to regularly consume our vegan cheese; it means so much to us. Food habits are changing, less animals are being harmed, and healthier choices are being made. I count all these as victories for myself and my brand."

<https://angelovegan.com/>



Bottled



Have you ever seen a dual tone ravioli or pasta laminated with edible flowers on your plate? Can you imagine the riot of colours greeting you before you take the first bite! Bottled by Arthi Singh Rathore, Rajesh Veedu and Ganesh Srinivasan takes artisanal pasta a notch higher. They also have a unique spread of all-natural sauces, pesto and preserves with unique flavours.



Arthi explains, "The answer is cliched but true that my two toddlers are growing up eating food that is carefully procured. While I was always particular about the food I ate pre-pregnancy, I became more conscious of my food choices during pregnancy. Eventually, when the children were born, I was responsible for their nutrition. That's when I discovered food available in the market had preservatives and some sort of sneaky chemicals in it. Thus, there was a lack of good food for children in the market. I also love cooking and was making them at home for them. There was an opportunity when it came to food which I realized and that inspired us to start Bottled." Bottled came into operation in September, 2020.

They offer pastas like ravioli, fettuccine, pappardelle and gnocchi in variants like multicolored which is named Kaleidoscope, green or Popeye and laminated pastas which come with edible flowers and herbs. They have combined vegetable colours to create a rich and velvety purple pasta that looks mind blowing. The colours of the rainbow fettuccine will surprise you every time you receive the box of pasta from Bottled much like looking through a Kaleidoscope, unless, of course, it is customized for a theme. The colours are made fresh and sourced from flowers, fruits and vegetables. For instance, the green comes from spinach, parsley and coriander depending on the shades of green being used, red is sourced from beetroot, black from charcoal, purple from blueberries and blue from the Blue Pea flower grown organically at home in lakeside mud. They are the first brand in India doing art on pasta. Both vegan and egg pastas are available which is again customizable.





The pasta kit is tailored to the customer's preferences and makes for ideal gifting options. It comes with a box of pasta, an accompanying sauce, a clear instruction card with recipe and storage details, a thank you note, two candles and a bunch of flowers. It is sprayed with rose water and ribbon tied before being sent out. They also take party orders for big events.

There is constant experimentation to bring in new flavours and products. New pasta sauces like Arrabiata and the Vodka Tomato sauce will be introduced soon. They will soon launch salad dressing and granola. The preserves come in flavours like Chili Pineapple, Rum Marmalade flambe and a seasonal option Apple Cinnamon Preserve. The seasonal option changes, while the other two give traditional recipes a modern twist.

Being an earth-friendly and customer-centric brand, they put the same effort to ensure all practices right from sourcing to packaging is sustainable. They are big on supporting local organic farmers, and they avoid using plastics during packaging. They partner only with brands who value the environment. One percent of their total turnover goes to planting flowering plants that attract bees and sparrows and create an ecosystem, helping them to thrive.

These exotic handmade pastas made by Bottled are recognized by international brands like Marcato in Italy, and Italian chef and founder of Gastronomica Antonello based in Auroville. Arthi also won the Master Home Chef 2020 title. The marinara sauce made from San Marzano tomatoes imported from Italy is the only product that is imported. They are looking to expand internationally with their products.

<https://www.instagram.com/bottled.in/>





They are India's first bean to bar single origin chocolate brand with sustainability as their driving principle. Based in Auroville this chocolate store has branches in 120 cities in India. The chocolate is pure and vegan, thus free of dairy, emulsifiers and other chemicals.



Mason & Co.

They are India's first bean to bar single origin chocolate brand with sustainability as their driving principle. Based in Auroville this chocolate store has branches in 120 cities in India. The chocolate is pure and vegan, thus free of dairy, emulsifiers and other chemicals.

Mansi Reddy, the spokesperson for the brand explains, "While cacao is not an indigenous plant, it is grown widely in Karnataka, Tamil Nadu and Kerala. No high-quality bean to bar chocolate was available in India and the imported options were not the best quality. The idea of starting a premium bean to bar chocolate brand was born."

This haven of chocolate offers vegan bars in unique flavours like Peppermint and Sweet Nibs Dark Chocolate, Sea Salt Dark Chocolate, Rosemary and Sea Salt Dark Chocolate, Chili Cinnamon Dark chocolate and Sourdough Sea Salt Dark chocolate, to name a few. They have collaborated with Blue Tokai Coffee Roasters for the sinful range of coffee-chocolate combinations. They have also tied up with Tea Trunk, and Bread and Chocolate to curate products such as Chocolate Earl Grey Tea, crunchy chocolate granola, crunchy nibs peanut butter spread and chocolate peanut butter spread. The gift packs that come in sets are a perfect choice to win over chocolate lovers. Individuals or brands can customize the cover design for their special occasions after choosing from existing flavours.



Apart from chocolate products, Mason and Co. has partnered with Bare Necessities, a zero-waste company based in Bangalore to make lip balms and dry shampoo. As a brand, they partner with those who share their level of consciousness.

The cocoa seeds and pods are versatile and can be put into use in many ways. The cocoa beans are used to make chocolate bars, nibs and fine chocolate powder for baking and drinking. The fruit that covers the seeds can be used to extract juices to make jams and it releases biogas when fermented. However, the potential of this fruit is yet to be tapped. Excess cacao shells which are waste materials are distributed amongst farmers in Auroville to be used as mulch in the compost to give nutrients back to the soil.

Mason & Co. sources organic cacao beans directly from farmers. Being organically grown ensures it is chemical-free and safe for consumption, and farmers get a better price for produce which they don't have to share with intermediaries nor seek external validation and get incentives for growing the plant with utmost care. Mason & Co prefers to supply their chocolate in bulk to store, rather than directly to customers in small quantities, to reduce their carbon footprint. To reduce their impact by shipping single bars, Mason & Co impose a three bar minimum on their website.

Where packaging is concerned, Mansi mentions, "The cacao nibs and powder currently have a plastic film in its packaging as it needs to be air-tight but we are trying to make it into a paper box with degradable plastic on the inside. The chocolates have no plastic packaging. Even the glass jars are wrapped in paper bubble wrap and not plastic ones." Their approach to sustainability is holistic, as they give back both to the environment and community they are directly working with.

<https://www.masonchocolate.com/>



Memories in String



Sister-duo Amita and Avani have mastered the craft of creating customised string artwork. Intricately woven, these art pieces make the perfect gift for your loved ones on special occasions. **Aishwariya Parmeshwaran** catches up with the creators.

Even as an employee in a multinational company, Amita Anne never lost her interest in the arts. Something that started as a fun activity turned into a serious business, as Amita joined hands with her sister Avani Anne, an MBA graduate to establish Twiny Tales. A Hyderabad based start-up, Twiny Tales makes customized string arts using strings of high quality. They make portraits, picture recreations, company logos, nameplates, special messages, or anything else under the sun that a customer would wish for.

"It was completely unplanned," Amita shares, "I had always been interested in string art since childhood and that interest grew along with me. One of my friends had actually asked me to incorporate string art in her office and then the idea of establishing a start-up for my passion struck me and that's how Twiny Tales began."

The sisters are self-taught artists, and their interest in string art made them explore more designs and introduce the art to people. "Avani has been a huge support," says Amita of her sister and business partner, "It's easy to work with her. We collaborate well on ideas and have had decent success."

Two years into the business, Twiny Tales is planning to venture into other art forms like home decor and gift articles and return gifts. They are available on social media platforms and take orders via social media only, and any order needs a prior notice of 10 days. Apart from creating pieces for customers, the duo conducts workshops on string art, attempting to further people's interest in the craft.

Price: ₹ 250 - ₹ 1500. ₹ 10,000 for couple portraits.

Tel: 98853 23591

Address: Instagram: [@twinytales](https://www.instagram.com/twinytales)





Cinema Breathes Style: Ashwin Mawle

From Darling and Jai Lava Kusa to Ramaiyya Vastavaiyya and Atharintiki Dharedi, he has styled every Telugu star of note. Such is his popularity that he even styled actress Niharika Konidela for her recent mega wedding.

Mallik Thatipalli catches up with Tollywood stylist and makeover magician **Ashwin Mawle** for an exclusive interview...

The man behind the chutzpah of many a Tollywood idol, it is Ashwin Mawle's vision that transforms actors and actresses into a spectacle of style, grace and charisma on screen. Sitting down with Hashtag India for an exclusive, the celebrity designer takes a trip down memory lane and opens up about his long journey.

Started with modelling:

I was not even out of my teens when I was spotted by a modelling agency and set off in a completely different direction. My plan was to go into academics and then join my family business. It was a modelling offer that came out of the blue, took me to Switzerland, and I ended up staying there for almost eight years!

An accidental stylist:

It was Arya-2 that marked my entry into Tollywood. Allu Arjun liked my sense of style and asked me to work on his look in the movie. It was all a very organic process and at that time, I couldn't even sketch properly! 'Bunny' had full faith in me, which was paid off as the movie is still considered to be one of the best styled ones in Tollywood. A mega success, it heralded the trend of stylists in the Telugu industry.





Styling is integral to cinema:

Styling is not simply putting stylish clothes on a character. It is a crucial aspect in making the audience believe that the character they are watching on screen is a journalist, a student or an entrepreneur. It ensures that the audience strikes a chord with a character and includes everything from body language, hairstyle, accessories and of course, clothes.

Think through the shoes of the character:

When I style a character, I become the part, say Aditi or Priya or Rahul in the movie. I look up the age in which the movie is set in—is it a period film or set in the 90s, the body type of the actor and the brief given to me, and prepare accordingly. It's important that how the character looks and acts is believable.



Just Ashwin



Favourite shopping haunts:

Depends on the character. If it's a middle-class setting then local stores, if it's a glamorous movie, then Dubai, New York and London.

One combo that never fails:

White shirt and blue jeans.

Favourite actors to work with:

Allu Arjun, who is my all-time favourite and someone responsible for me being a stylist. Jr NTR who gave a new lease of life with *Temper* and *Jai Lava Kusa*. Kajal Aggarwal, the first actress I styled and Pooja Hedge, with whom I worked in *Maharshi*.

One combo that never fails:

White shirt and blue jeans.

Store I discovered:

Neons in Dubai. Was blown away by its offerings.

A star I wished I styled:

Sridevi. My favourite actress!

Stylists you admire:

Karla Welch who works with Justin Bieber and Mimi Cuttrel who styles Priyanka Chopra.

Who needs a stylist:

Quite a few Telugu actors! (laughs)

Checklist:

Every movie has a different checklist. Who am I styling, what suits them, what colours work on their skin tones, what compliments them and finally what the director's vision is like sets the tone for me.

75 movies so far:

It feels surreal for sure. I never really learnt fashion and I have evolved only through what the movies I worked on taught me. I always feel grateful for all the opportunities that came my way.



RR Steel

Construction Steel
Structural Steel
Infrastructure
Trading



Reboot Fertility

Dr Shobha Gupta, Medical Director and IVF Expert from Mother's Lap IVF Centre, breaks down the basics of maintaining a healthy lifestyle that can enhance your experience of motherhood.

Research shows that if you are trying to conceive, maintaining a healthy lifestyle and being physically fit is of utmost importance. Many of us were thrown out of whack trying to combat the beguiling circumstances that COVID-19 threw our way in 2020. This new year, we need to remind ourselves that developing a healthy lifestyle helps build stamina and rejuvenate energy levels, which are crucial if you are planning on getting pregnant. Bearing a child can put an incredible strain on your body, and making sure it is ready to withstand that is an essential process on the path to motherhood. Here are some simple practices you can add to your daily regimen to make sure your body is as healthy as can be:

Eat Good, Eat Right

Too many of us eat too late in the day, often right before we go to bed, which simply doesn't help with digestion. Eating at the right time is just as important as maintaining a balanced diet packed with multivitamins and minerals. Vitamin C is a prerequisite if you are planning to conceive as it has shown to increase your chances of getting pregnant. Protein in your diet helps maintain blood-sugar balance, which is a crucial element for fertility. Consuming fresh fruits and salads also helps with overall metabolism.



Walk, Don't Sit!

Walking is an ideal pre-conception exercise. It is a great cardiovascular exercise if you pace yourself reasonably, and it also helps tone your legs, back and tummy. A regular morning or evening walk can help reduce the risk of infertility simply by keeping you fit and in shape, and should be an integral part of your conception plan.

Find the Key to Your Peace of Mind

Find a quiet place away from distractions. Clear your mind and focus on your breathing for 10 and 20 minutes. Stress increases your chances of infertility,



and so it is important to give your body physical and mental rest. Try listening to soothing sounds such as sea waves, waterfalls and rainforest sounds which help you tune out from an environment of stress and relax your mind.

Keep a Watch on Your Biological Clock

As we age our biological clock starts ticking, reducing our chances of conceiving naturally. It doesn't hurt to get tested for fertility every now and then. Women are most fertile in their early 20s and their fertility declines with age. From the age of 35, this fall becomes steeper. The more "fertility aware" you are the better, so you can make an informed decision and be sure about your best chances of conceiving.

Pay attention to your digestive system

You can have a great diet, but if you have a poor digestive system, with inflammation, fermentation and poor gut function, it might affect activity in the pelvic cavity.

Seek Professional Advice

Seeking medical opinion on issues of fertility is always advisable. You would understand your body best, but regular consults with your healthcare provider allow you to stay on top of the health and well-being of your body, thereby increasing your chances of fertility.

Water Levelled Up!

Ujjwal Krishna decodes the magic of infused water. All infused water does is capitalize on the goodness of water and boost it with the nourishment of herbs and fruits, not to mention making it more appealing for kids and adults alike.



That water is one of the most essential elements of life is up for no debate. No matter how many soft drinks you down, there is no match for the relief one feels after a glass of plain, cold water on a sultry summer day.

However, if you are still looking for a way to go one up on the perfection of plain water, you could perhaps consider the idea of infused water. Also known as detox water, infused water is charged with various flavours of fruits, seeds, herbs and vegetables of your choice.

The Pros

Such water has more benefits than you'd think. Detox water is recommended for weight management, where we'd want to limit intake of carbonated and sugary drinks in order to keep the body hydrated. Additionally, it is also believed to help appetite control, brain function, blood sugar regulations, acidity and heartburn prevention, apart from boosting immunity and nutrient intake by getting rid of toxins from the body. That exhaustive list should be enough to make us substitute our 4.00PM snack with a glass full of detox water with your favourite watermelon, lemon and mint dash, and absolutely no added sugar.

Bringing it Together

Infused water can be divided in 4 or more categories, depending on what you are flavouring your water with—seeds, vegetables, herbs and fruits. Seeds are my personal favourite. They have a very mild flavour, but a lot of goodness. You can make one drink with multiple fruits, or mix and match seeds and fruits or herbs and veggies or even all 4 together.

You can add the desired fruits for 3-4 hours before you can start enjoying the drink. By 12 hours you can take out the fruits and keep the water in the refrigerator. That way you can keep having it for 3 days.

Another way of storing flavoured water for a long time, is making ice cubes of the water, with or without fruits. I like to freeze it with little pieces of fruits or herbs. That way when I add them to normal water the goodness of texture and fibre is intact. Ideally, refill your pitcher or bottle when it's half empty to preserve the infusion flavour.



Our picks for what can go in your infused water!

Fruits and Veggies:

- ◆ Lemon- Squeeze some in your water not just for the tangy taste, but also for better digestion, antioxidants and Vitamin C.
- ◆ Berries- Berries add colour as well as flavour, and are much loved. Strawberry, blackberry, blueberry and even Indian Gooseberry, amla is a great infuser.
- ◆ Kiwi, Mango, Watermelon- These fruits don't just look beautiful but are packed with all the fibre and micronutrients your body requires.
- ◆ Cucumber- It has antioxidants and helps in lowering BP. Do not keep it infused for a long time. And never put it alone. I add a dash of mint and lemon to it.

Herbs infused water:

- ◆ Mint- It adds flavour to anything. Fresh mint leaves are ideal, but dried ones work too. Mint helps in cooling body temperature and in digestion of food. The fragrance of mint can help in improving energy levels and brain function as well.
- ◆ Ginger- Ginger adds a great taste to the water, and helps in nausea and digestion.
- ◆ Basil- Basil is well-known for its goodness and taste.
- ◆ Clove and Cilantro work extremely well with water too.

Seeds infused water:

- ◆ Jeera – Jeera can be soaked overnight. It helps in regulating acidity.
- ◆ Carom seeds- Carom seeds help in digestion, plus it can be added as seasoning to any water recipe.
- ◆ Chia Seeds- Better soaked overnight, they look translucent and beautiful, and give you a heavy fibre boost

Use an infuser bottle! They make it easier to add and remove fruits



Hot & Healthy!



In an exclusive rendezvous with **Lipika Varma**, **Arjun Rampal** talks at length about his fitness mantra, future as a producer, and life beyond 48.

Arjun Rampal has come a long way from being an actor to turning a producer. Along with a huge line-up of films releasing in 2021, he also plans to debut as producer on the OTT platform. Work aside, Arjun talks about being a dad at 48, and the secrets to his fitness.

Wellness is a much talked about concept these days. Have you imbibed wellness in your life?

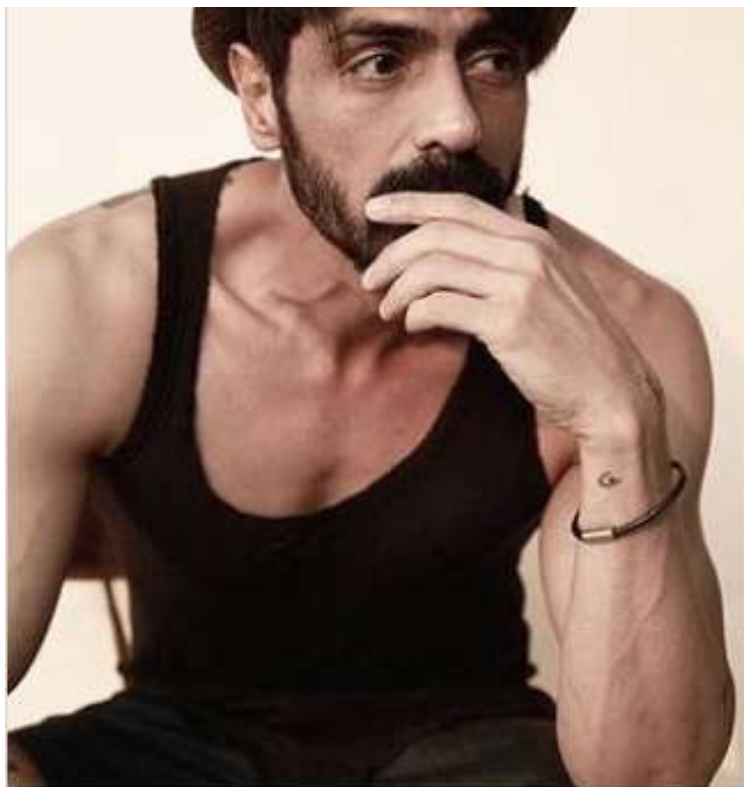
Peace of mind and calmness within is how I would define wellness. And of course, being aware of your body and looking after it. It also involves being around positive energy with your loved ones, and carrying that energy towards whatever direction you are taking.

You've managed to stay at your sexiest best at 48. What is your fitness mantra?

Never skip a day of working out. I kept working-out during the covid period too while I was in Karjat. I think nothing much has changed. I train as hard as I used to train earlier. Maybe, even harder now because as you keep working out your body gets used to a certain workout. So you need to up the ante. I have been able to maintain a very high standard of fitness. But working out is one part of it. Balanced nutrition is equally crucial. What you eat needs to be in the right ratio and at the right time. Being conscious about your eating habits is important. What you are eating and consuming is the fuel for your workout. 60-70% of fitness depends on what we put in out in our body. If you are careful and calculating about your body and your intake, you will automatically feel healthier and better. Seems trivial to mention it, but drink a lot of water.

You've stressed enough on the importance of eating right? What does a balanced diet look like for you?

I eat a lot of greens in a great balance. Proteins for me come mostly from fish or chicken. I also include good fats such as hybocarbo, some peanut butter and oats, all of which are important for cell rejuvenation, and to keep you in shape.



You joined hands with PETA in 2013, and worked on a campaign to ban horse-drawn carriages in Mumbai. How is the progress on that front, and what other tasks have you taken up with PETA?

It's been 7 years now and it's such a great feeling. We got a stay on horse-drawn carriages, and their living conditions improved. We also tried to protect an elephant called Sunder who was captive in a temple. I saw Sunder in this beautiful forest reserve recently, where he swims and is huge. He has got another elephant friend, and he plays around with him.

Apart from being applauded as a versatile actor in the media, you've also been frequently referred to as "Hunk" in the media. How do you take that nickname?

I would not like to be remembered as "hunk." I'd rather be referred to as a versatile actor and be remembered for my work. If I am remembered for that I will be very happy.

OTT platforms are being hailed for allowing unfiltered conversations on crucial issues. What avenues would you like to explore with this medium?

I think it's a great medium that gives you a lot of freedom. I love history and biographies so I would love to do something in this space. You can see realism in my work, and whatever I do in the future has to have shades of that. I probably don't have the ability to make fantasy or high-octane films. Commercial entertainers somehow aren't for me. There is a biopic, which I would like to produce, and I will share more details once everything is ready.

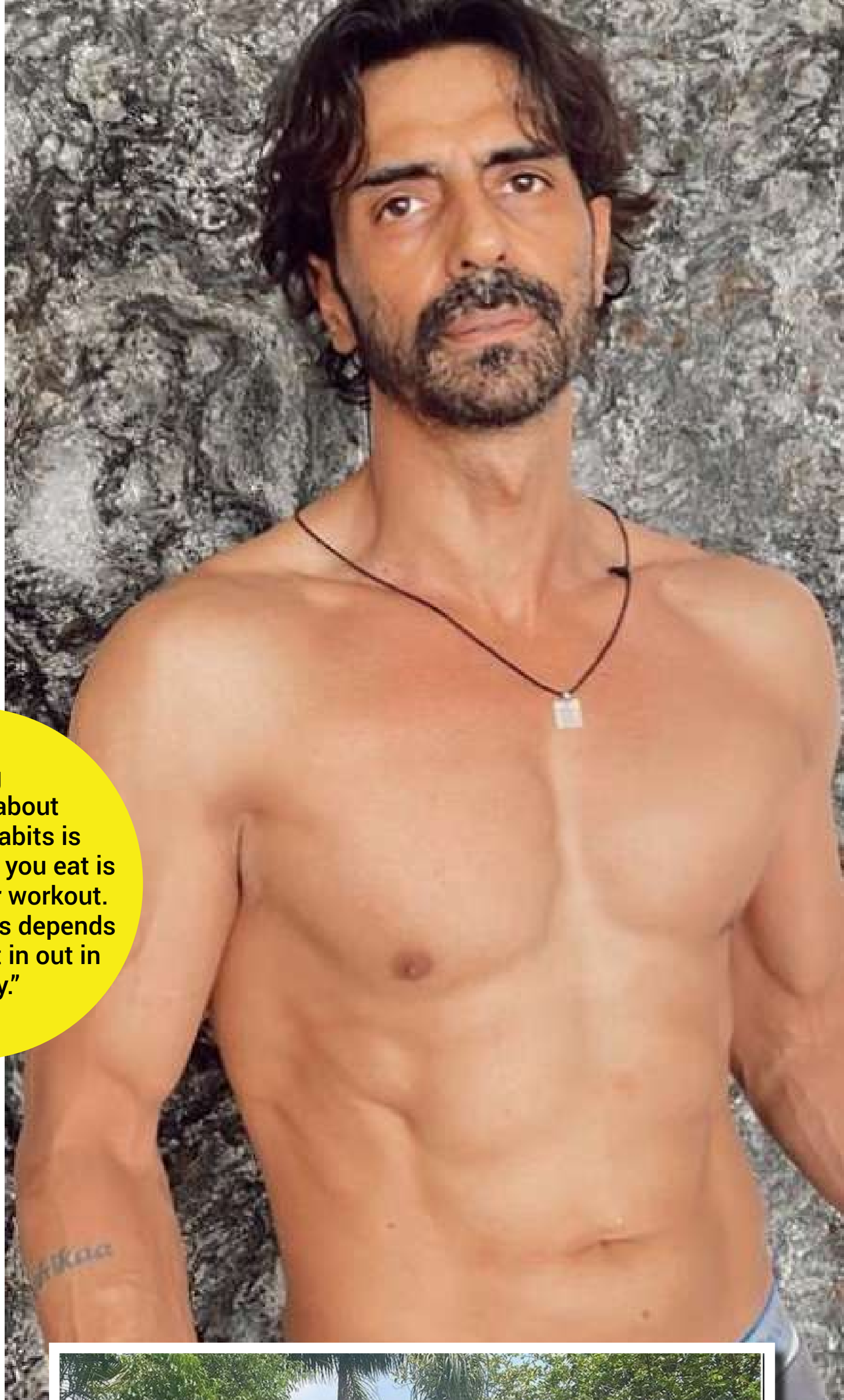
Between acting, producing and directing, what do you enjoy the most?

Acting will always be my first love. Producing gives a tremendous amount of control over the story you want to tell. You can execute clearly the vision you have for something. I have never tried direction, but it requires a lot of love for the job, and to be able to share that love with the whole team. I learned this from director "Bugs" Bhargava. He gave us so much freedom, love and encouragement. He was like a parent to every single crewmember. If I were to venture into direction now, I wouldn't know what story I'd do.

What's on your calendar for 2021?

I have this film, *Bhima of Koregaon*. We started shooting but had to stop because of COVID. We are 50% done with that film. It has large scenes and requires a big crew, so creating a bubble will be difficult. *Nail Polish* was followed by *Penthouse* with Abbas Mustan. A film with Aparna Sen and Konkana Sen called *The Rapist* will be sandwiched between two action films, one of which will be shot in London. There's also the web series I will be producing, so it's a packed 2021. 2020 *ne ghar par baitha diya tha. Ab toh 2021 mein kam karna hi padega* (2020 has made all of us sit at home so obviously will have to work in 2021.)

"Being conscious about your eating habits is important. What you eat is the fuel for your workout. 60-70% of fitness depends on what we put in out in our body."



You're a new dad. How has life with little Arik Rampal been like?

Arik is my little buddy. He is a year-and-a-half old and he calls me Da. I do everything for him. Having a baby can only be described as the best feeling in the world. I have been able to spend loads of time with him, which has been amazing.



World Cancer Day is marked on 4th of February every year to raise awareness about cancer and to encourage its prevention, detection and treatment.

Hashtag Magazine brings you a guide to good nutrition by **Karan Kakkar**, a disease reversal expert, and the founder and CEO of Reverse Factor...

Role of Nutrition in Cancer Recovery

When it comes to recovery from cancer, we need to focus on the four pillars of good health - right nutrition, physically active lifestyle, good quality sleep and emotional health. Although we need to focus on all these four pillars, right nutrition is one the very strong verticals when it comes to preventing or quick recovery from cancers. Our immunity is our first line of defence and studies have shown that cancer cells grow rapidly when our immunity is not able to fight them off. Interestingly 85% of our immunity lies in our gut. Therefore, taking care and improving the health of our gut is the key to building long lasting immunity.

We all have billions of bacteria that live in our gut and their food is fiber. So, when we eat foods rich in fiber, we are feeding our gut bacteria. And when we consume processed or junk and animal foods, we are not getting any fiber, which weakens the health of our gut.

Here are six specific foods that can help in increasing immunity and are loaded with anti-cancer properties -

1. Beetroot

Beets inhibit carcinogen formation and increase production of immune cells and body enzymes that help fight cancer development. Whether cooked or raw, beets provide an array of nutrients, including potassium and vitamin C which helps in building the body's immune system.

2. Garlic

It is garlic's antibacterial properties that may help prevent cancer, enhance genetic repair, slow down cell proliferation, and prevent the formation of carcinogenic substances in the body.

3. Onions

Onions are superfood when it comes to building immunity. They contain quercetin, a type of plant chemical called flavonoid. Some flavonoids have antiproliferative properties—that is, the ability to block the growth of unhealthy cells. The onion extracts were also found to inhibit the growth of cancer cells.

4. Seeds

Pumpkin seeds contain antioxidants like carotenoids and vitamin E which can reduce inflammation and protect your cells from harmful free radicals. Flax seeds are an excellent source of Omega-3 fatty acids which prevent cancer by inhibiting cancer cell proliferation and disrupting steps that are critical to tumour growth. They also help reduce inflammation which means they could reduce the possibility of cellular mutations. Including 2-3 tbsp of pumpkin seeds or flax seeds can help in recovering quickly from cancer.

5. Green vegetables

Broccoli, cabbage, collard greens, kale, cauliflower, brussels sprouts, green beans all contain powerful phytochemicals, including carotenoids, indoles and glucosinolates and isothiocyanates, which are shown to slow the growth of many cancers. .

6. Drumsticks

Moringa has been proven to slow the growth of pancreatic cancer cells and helped chemotherapy work better. Other lab studies show that moringa leaves, bark, and roots all have anti-cancer effects. Adding drumsticks in our soup daily can help a long way in preventing or quickly recovering from cancer.

More than 70% cancers are lifestyle-driven and when it comes to preventing or reversing any lifestyle diseases, food is indeed our best medicine.



Veteran actress **Juhi Chawla** was all set to start an innings on the OTT platforms with a new web series in January this year. However, owing to the pandemic, everything came to a standstill, and Juhi is looking to restart life back as an actress this year. In a chat with **Lipika Varma**, Juhi opens up about what she learned during 2020, Ayurvedic healing, her connection with God, and shares some ingenious fitness tips...

Juhi Chawla Makes the Best Out of Quiet Days

What has the pandemic taught you?

The year 2020 taught me to take full benefit of the quiet times. I have started doing Ayurveda detox. I've learnt that we should make full use of the time that God has given us. Work has suffered for everybody, but at one level, we have also spent quality time with family, taking meals at home with them, and realising that we can forego a lot of things that we've been doing. I am enjoying this simpler living.

• On helping the environment heal:

"A beautiful thing happened during the lockdown. Our entire environment started healing on its own because we sat in our homes. I feel God has his way of keeping nature intact. One way we can maintain that state is to promote cycling. It is eco-friendly, and I believe yellow lanes should be incorporated in our cities."

After the difficult year that we all have had, what do you value the most?

I have known all along that health is wealth, but given what went down last year, I've embraced it even more. Health is everything. I think this has been a time of patience. And it's fine, we need to wait it out and relax.

Shooting for your web series was put on hold during the lockdown. What reflections did you have during that time?

We have to slow down and look at ourselves a little. Films weren't being shot in 2020, and that gave me the opportunity to do just that, and work on some other things. In our Gurukul (Juhi is on the board of trustees of the AryaKanya

Gurukul in Gujarat), we have the time to sit down, discuss, rejuvenate, rethink, re-plan. We are working online on the same level but you can't replace that human interaction. It's just helping us complete our work but finally it's not the same when we go to school. We participate manually in arts, dance, singing, and culture. Whenever Gurukul opens it will be with a new beginning.

Even today, you look ravishing, simple and beautiful. What is your health mantra?

I will share what I started a few months ago, but to be honest, they don't taste all that great, in case anyone's going to try it (laughs). I have started taking what I call Red Juice and Green juice. In the last couple of months I have had a lot of hair fall problems. My hair was just falling. It was alarming. My masseuse/therapist had amazing thick hair. Turns out, her secret was ingesting these juices. The green one is a mashup of amla, bitter melon, some green veggies such as coriander, spinach, Broccoli, and cucumber. The red one contains pomegranate, beetroot, carrot, amla and aloe-vera. They don't taste too good, but they keep my hair from falling, and help my skin glow.

Have you tried anything else to help you stay healthy and mentally relaxed?

I got two weeks free in between visits to Delhi and Dubai. I was looking for a good way to detox, and thought Ayurveda would be a good option. Ayush Shakti, the therapist, comes home and treats me under Dr. Hemang Parikh and Sita Narang with whom I have been having conversation on Zoom. They have advised me on a certain programme, which is customised to suit my requirements. I must say, I have been feeling quite relaxed, and my body feels light and healthy.

The In's and Out's of Going Vegan

Going vegan is a great opportunity to learn more about nutrition, and cooking and helps you improve your diet. **P Aishwarya** compiles a guide that can herald a safe entry into the world of veganism for you, as she speaks to experts, lists vegan restaurants, and vegan-based alternatives for your favourite foods...

WHY VEGAN?

Apart from the health benefits, a vegan lifestyle is deemed to put less stress on our environment, and is an efficient way to use our resources by keeping a check on air pollution and regulating the usage of lands, fossil fuels and water. Vegan diets can be healthy for any group of people, including children, pregnant ladies, lactating women and the elderly.

HEALTHY EATING!

With proper planning and knowledge, your healthy vegan diet would look something like this:

1. Eat at least five portions of a variety of fruits and vegetables every day.
2. Have dairy alternatives, such as soya drinks and yoghurts.
3. Base meals on potatoes, bread, rice or other starchy carbohydrates.
4. Eat beans, pulses and other proteins.
5. Choose unsaturated oils and spreads and eat it in small amounts
6. Drink plenty of fluids.



Without a planned diet there are chances of missing out on essential nutrients such as calcium, iron and vitamin B12. Pregnant women need to be more careful about their diets and the intake of nutrients and vitamins for a healthy mother and child.

Sameer, a member of the Hyderabad Vegan Club lists out a few tips for beginners to a vegan diet:

- Check through the labels, while buying food products, to see whether they contain milk, milk solids, gelatine and other animal-based products.
- Try finding out other communities of vegan around as it helps you stay in a constant flow and helps you keep going.
- Equip yourself with knowledge of veganism as you'll be aware of do's and don'ts of a vegan.

VEGAN LIVING

Being vegan is easier than ever. avoiding animal products does not mean giving up on yummy food. Vegan versions of almost everything exist today. Vegan ghee, butter, cheese, tofu(paneer), mock meats, and plant-based milk are available in different online websites and stores like veganmall.in and thealtmart.in.

Restaurants are also adapting to the new food interests of people and have started serving vegan cuisine to support their customers and the environment.

Treat your tastebuds to new foods and relishing flavours and make sure you do things along the way to remind yourself of the joy and pride you can hold by adapting to a vegan lifestyle.

HANDPICKED VEGAN RESTAURANTS IN INDIA

Committed vegans can relax and not scrutinize every product they buy or every dish they order from a restaurant, as vegan restaurants are available across India. Hashtag magazine handpicks a few for our readers to explore.

CARROTS, Bengaluru

This restaurant is said to be the first vegan restaurant in India. It is known for its homely ambience, fascinating cuisine, quality and freshness throughout. Being creative-conscious and vegan is their mantra.



THE REAL GREEN CAFÉ, Pune

It is the first vegan restaurant in Pune. Located near Koregaon park, they are known for serving mouth-watering vegan pizzas and desserts. It also hosts open mic and other interactive events to engage their customers.



BEAN ME UP CAFÉ, Goa

Incredible starters and main courses are something that should be explored in this restaurant. It is also known for its pleasant and peaceful atmosphere that breezes all around its ambience.



AHIMSA, Shiridi

The speciality of this restaurant is the divine essence it continues to give the pilgrims as they sit and munch comfortably after a spiritual and tiring darshan. This vegan restaurant serves pure, natural and vitalizing food for their customers.



A MEDICAL INSIGHT

In conversation: Dr Deepa Agarwal, a Nutritionist working at Nutriclinic, shares her medical perspective and advice about the vegan lifestyle with Hashtag readers.

What do you think about a vegan lifestyle as a nutritionist and how healthy is it?

A vegan does not eat any animal products, meat, fish, fowl, eggs, dairy or honey. It is healthy as vegan eating usually increases the intake of wholesome foods, which is a great opportunity to get plentiful antioxidants, dietary fibre, vitamins and minerals. I do advise vegan living as it has numerous benefits like improving your metabolic conditions, helps you in weight loss and many more.

What steps or precautions one should be aware of, or that cautiously should be taken while following a vegan lifestyle?

Going vegan is a huge change and can get complicated at times. It is advisable to consult with a physician and a nutritionist when starting and implementing a vegan eating plan. There has to be a perfectly balanced diet and should follow a proper fitness regime. Transition gradually to vegan eating so that the body can adapt to it. Read labels carefully while buying products. Include adequate plant protein in the diet. There is evidence that shows vegan diets do not contain vitamin B12, an essential nutrient. They may also be low in calcium and vitamin D. However, there are vegan sources of their nutrients. Vegans can get B12 from fortified foods (fake meats, breakfast cereals and nutritional yeast) and supplements. They can combine plant sources of iron with ingredients high in vitamin C so that the body can absorb them well.

Care for Your CURLS!

Gorgeous curls can incite endless envy. There's nothing like bouncy tresses falling across your face in smooth spirals and waves. Unfortunately, more often than not, those of us blessed with curls end up exasperatedly hiding frizzy, breakable hair under ponytails and buns and tight braids. Curly hair is prone to hair damage, breakage, frizz, thinning, and split-ends among a seemingly endless list of issues.



The Earth Rhythm

Price: from ₹ 649

The brand offers a 'Deep Conditioner Hair Butter' which comes with a combination of hibiscus, shikakai and arnica extract that strengthens, and conditions your hair to reduce hair fall.

Curl up

Price: from ₹ 1855

The Hair care Bundle is a combo from Curl Up that includes a curl moisturising shampoo, curl hydrating conditioner and a curl defining cream. The shampoo helps transform your hair from dry and frizzy hair to soft and bouncy. The conditioner secures moisture, strengthens and prevents breakage and split ends whereas the curl cream reduces frizz, adds shine and defines curls with long lasting hold.



Arata

Price: from ₹ 899

While the brand provides a wide range of products, the Super Shampoo from Arata is a must try. It helps in nourishing and helps prevent hair fall and thinning. With regular use, you are assured of lush and radiant hair.



Ash:ba Botanics

Price: ₹1,099 - ₹1,199

Ash:ba is the first ever curly hair care brand in India that offers safe to use products for curly hair that are free from harsh ingredients. With focus on nourishment, and maintaining healthy hair, their 'leave-in conditioner' gives your hair the right amount of moisture, protection and conditioning. The 'curl defining gel' keeps your curls in shape for a long time, and makes sure they look natural.



Biolage

Price: ₹ 299

One of the best hair serum for curly hair is from Biolage. The smooth proof serum keeps the frizz and flyaways at bay. It also helps your curls nurse back to health.



5 Home Bakers in the NCR with the Most Scrumptious Cakes.

If you're in Delhi, and craving the perfect piece of cake, then you have no reason to despair. The NCR is bursting at the seams with some fantastic new home bakers post-lockdown, who are bent on delivering restaurant-quality delights from the warmth of their home kitchens. **Nikita Kabra** lists five such bakers who have created a name for themselves with some impressive offerings...



Shikha Khullar – Not Just Cakes by Shikha

A commerce graduate, and a diploma holder in foreign languages, Shikha's urge for baking began by admiring astonishing cakes put together by well-known bakers from around the world. A self-taught baker, and mom to two girls, she chose to stay at home after the birth of her daughter. Hooked onto stunning baking creations on YouTube, she started experimenting with recipes from different baking blogs. She decided to give this service a shot, and soon discovered that her forte was meticulously handcrafted whipped cream cake with fondant accents. Shikha strives to use natural and homemade ingredients. Her offerings include cupcakes, cakesicles, fudges, brownies, truffles, and chocolate bombs, and savoury buns and breads with special fillings. She was recently selected amongst the top 25 home bakers in NCR by homebakers.co.in. She credits continuous support from her husband, family, and friends that helped her never look back.

Best-selling flavours- Black forest cake layered with homemade strawberry compote, dark chocolate mousse made with silky smooth couverture mousse, Rasmalai fusion flavoured cake

Price – Starts from 1400/- per kg (cream-based designer cakes).

For orders - 98109 07017

Niharika Sinha – Butter Bear. Bakes

This super-talented baker is an MBA by profession and has a Diploma de Patisserie in Pastry Arts from Lavonne Academy of Pastry arts & Baking science (Bangalore). Niharika shares that fascination for baking began by watching her mother bake when she was a kid. She would make incredible cakes for their birthday not just in terms of flavours, but would turn it into an amazing version of a hut with garden or butterfly shapes, "I would imitate her techniques growing up, and would dream of opening an Enid Blyton-esque cafe someday. But like every working professional, that dream was side-lined. Finally, a bad day at work pushed her off the edge, and she took the plunge into pastry school.

Never afraid to try something unconventional, Niharika has been delivering delectable desserts for two and a half years now. She believes in celebrating familiar and homely flavours. Tea cakes, cookies, lemon blueberry cake, muffins mainly govern her menu, apart from indulgent brownies, frosted cakes and cupcakes in some unique flavour combinations. One of her go to items is Belgian Chocolate brownies.

Best-selling delicacy - Dark chocolate frosted cakes.

Price Range – Starts from Rs1000 per kg

For orders – 9953963202





Khushboo Sharma – The Sugar Slide

Despite completing her Masters in Forensic Science, Khushboo was passionate about creating edible works. She puts her heart into baking something really incredible in taste and design for her clients. "It was never my dream to be a baker, but watching baking shows and trying recipes from renowned chefs built my interest. Surprisingly, my baked tidbits began gaining accolades and appreciation from everyone. The bazinga moment was when my friend loved a cupcake so much that she paid me for it!" exclaims Khushboo. And thus, Sugar Slide began in 2017, delivering handcrafted cakes which are 100% eggless.

I might bake less cakes but cakes that go out of my kitchen are of the highest quality possible, never compare yourself with the commercial bakeries, and practice is the key to get better"

Khushboo experiments with cool patterns, textures, and designs constantly trying to give her customers something new. "It doesn't matter if I bake less cakes in a day. I want to make sure that I uphold the quality of every cake that leaves my kitchen," she insists. Some popular creations include desserts like banoffee pie, tiramisu, tres leches, fusion desserts, biscuits, macarons. She avoids using premixes, and opts for fresh ingredients.

Best-selling delicacy - Banoffee pie cupcakes

Price range – starts from Rs 300 - Rs 350 (box of cupcakes)

For orders - 9599150623



Vibha A Kumar – Sweet Petite by Vibha

From an IT professional to a fine cake artist, Vibha shares that the venture Sweet Petite began 2 years back when she started indulging her son with healthy bakes straight out of the oven. When her husband happened to take some of her cakes to office, it was the compliments that she received from perfect strangers that compelled her to transform into a full-time home baker. She combines the natural aroma of fresh ingredients, and is inspired by flavors found in her kitchen.

A self-taught baker, she bakes everything from scratch, and avoids using preservatives and chemicals. "I spread slowly via word of mouth, and the demand is huge right now," shares Vibha, whose USP is her innovative blend of design and flavour. "Baking is therapeutic to me, and I feel satisfied when clients say that my cakes made their occasions extra special.

In her gateau, Vibha always prefers to use seasonal fruits and homemade compote. Her basket of offerings includes customised cakes, fondant accents, cup-cakes, cheesecake, nankhatai, and tea-time cakes.

Best-selling delicacy – Strawberry cheesecake

Price Range – Starts from Rs1200 per kg

For orders - 9891745027

Pooja Saraswat Jetly – The Minstreat

Pooja is a practicing Buddhist, a commerce graduate, and was working in a UK-based buying office. Once on-request by her son, she baked a two-tier cake for his friends. To her surprise, the kids loved the cake, and she immediately received two orders back-to-back. "That was a bingo moment for me, and I never looked back from there. I now am a certified wedding cake artist from Polka Dots, Mumbai, and I work to keep upgrading my skills by following top Indian and International artists," shares Pooja.

The Minstreat offers a special luxury range where each cake has about four to five elements, and is a must-try. The imaginative baker also has amazing flair for mixing and matching flavours in her offerings. She uses all premium quality, natural ingredients and has a fine selection of gourmet cookies such as toffapple cookies, maple sable with plum confit, boozy cakes, plum cakes, and rum balls.

Best-selling delicacy - The Magnifico, Go Figgin' Nuts, Tropical island, and Citrus Blu

Price – 2000/- kg (luxury cakes)

For orders - 9891472397



Vegetarians who may have felt a lack of choice at restaurants have reason to cheer with **Patios** that offers an all vegetarian meal with a delightful twist of taste, flavour and presentation. **Bindu Gopal Rao** discovers a progressive vegetarian kitchen stays true to its premise in a fine dining space in Bengaluru...

Vegetarian Wonders



Pleasing Palate

The 70-cover restaurant is done up in hues of brown and grey, with a pop of yellow. There are large planters with real plants including a pink frangipani plant that adds a quaint charm to the décor. The al fresco seating has about ten seats and is good for couples who want to enjoy the salubrious weather of Bengaluru, especially towards the evening where the louvers on the side can be opened too.

The restaurant opened a couple of months ago in place of the erstwhile Patio 805. "Patios is a very different experience. Keeping in mind that most vegetarian families go out in large groups with different age dynamics, the new Patios has something for everyone and we consciously made sure that there are Indian, Asian and Continental dishes on the menu," says owner Nirav Rajani.

The kitchen of the new restaurant has been completely revamped with the help of consulting Chef Sombir and Nirav's wife Diep Vu Ngoc. The pan-Asian favourites created by Diep Vu Ngoc have been retained and Chef Sombir's expertise and is seen in the Indian section. "Our chef team specializes in their respective cuisines, so we have experts who have worked on the menu," explains Rajani.

Burst of Flavour

The menu is extensive and divided into snacks, soups, salads, small plates, dimsums, sushi, pizzas, mains and desserts. What makes the food amazing here is that while the taste profile of each dish is perfect, it is plated interestingly, and the fusion of ingredients comes together beautifully.

We started our meal with the complimentary amuse bouche – a single pani puri that set the tone for the meal. The Corn Cream Soup, a rich concoction of buttered corn and garlic cream that was light, served as the perfect appetizer. This was followed with the delightful Green Pea Hummus Khakhra Crisp, a cold Mediterranean dip made with green pea served with khakhra – making an interesting combination. Masala Paneer Bhurji Samosa, a must try masala crumbled cottage cheese stuffed in a parcel sheet that is crispy on the outside and soft on the inside. Dimsum lovers must sample the Spicy Broccoli and Water Chestnuts Dimsum made with broccoli and crunchy water chestnuts with a hint of chilli, wrapped in translucent wrapper and the Edamame and Truffle Dimsum that has creamy edamame beans filling infused with truffle oil wrapped in translucent wrapper and served with basil oil dip, chilli oil dip and peanut sauce.



The Smoked Cheese and Scallion Paddu Yaki is made from fermented rice batter balls with smoked tomato kut and is a modern take on the south Indian Paddu, while Paneer 65 with paneer cubes, yogurt sauce, curry leaves is a good choice if you like to spice it up. The Dhokla Salad is another must try and is served with sev, farsan and pomegranate with a dash of sauce. Sushi lovers must check the Asparagus Cream Cheese Roll and Tempura Vegetable Roll served with a dipping sauce that is quite a mouthful. For the main course the Paneer Makhani teams well with the Laccha Paratha and the delightful Vegetable *Dum Biryani* made with assorted vegetable cooked on dum with fragrant basmati rice is a winner. A Deconstructed Chocolate Bar, a decadent flourless chocolate bar served with seasonal fruits and the Saffron *Rasmalai Milk Air*, a modern take on the classic Indian dessert was the best way to end this perfect meal.

Patios is all about enjoying good food in a lovely, cosy ambience as you bond with your family. It's a gastronomic journey you do not want to miss.

Address: Patios, Ground Floor #805, 35th 'C' Cross Road, 4th Block Jayanagar, Bengaluru, 560011

Reservations: 8884999805

Timings: 12 Noon to 11:30 pm (last order)

Cost for two: Rs 1500 – Rs 1700 approximately with taxes

Andhra Calling: *Bengaluru* Gets Its Dose of Traditional Andhra Pickles

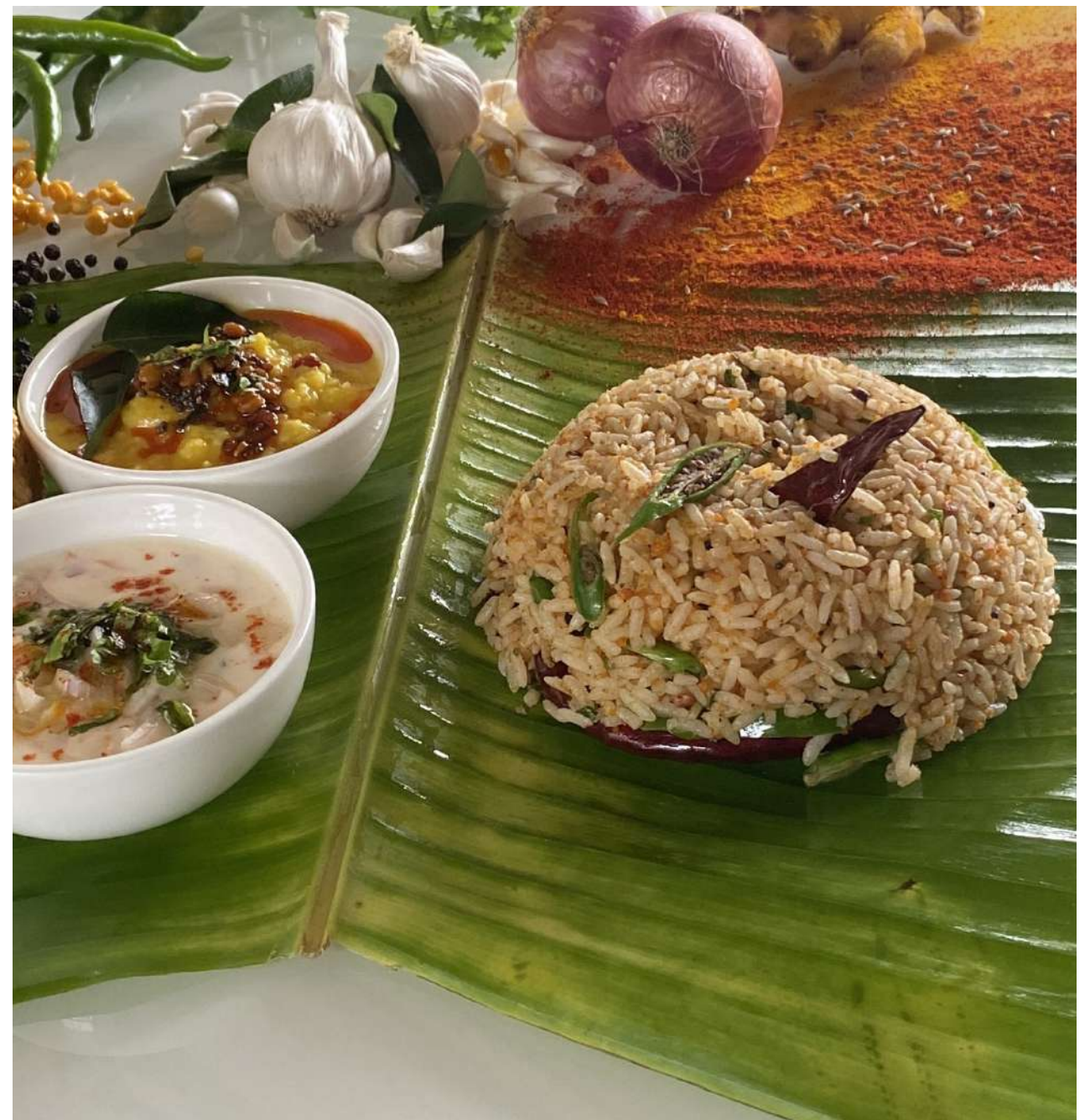
Rucira Kitchens is the brainchild of Deepti Mahesh, and is a Bengaluru based cloud kitchen that has a range of powder rice and pickle rice, all of which are Andhra specialties. Bindu Gopal Rao finds out how...

Pickles and spice powders are a distinct aspect of Andhra cuisine and it is this unique aspect that you can experience when you order food at Rucira Kitchens. Deepti Mahesh was a Business Analyst in Melbourne, Australia, before she moved to Bengaluru, and set up an indoor play centre called Kydz Adda. Along with her husband Mahesh, she also runs a hotel, Toast on Terrace. Of her new venture, Deepti says, "We hail from a Telugu family and have always loved Andhra pickles and powders. With our experience in the hospitality industry, we decided to take the leap, and started Rucira Kitchens."

Rucira means 'taste' and the concept came about as the couple would buy a wide variety of pickles and powders for their home but not be able to consume it all. "It did not seem practical to buy and store to consume occasionally. So, we came up with the concept of Rucira Kitchens which caters to the unique Andhra pickle and powder meals," explains Deepti.

A family of foodies, they experiment and try flavour combinations. "Sometimes when we wanted a change, we would experiment with pickles and powders mixed with rice and other condiments at home and the kids would enjoy it just as much as we did. So we introduced this in our restaurant," Deepti adds. The lockdown gave the couple time to try out various flavor combinations. "We would get our friends who came to Toast on Terrace to try them and the reviews were great. We decided to launch under a new banner which exclusively caters to these flavoured Andhra specials," shares Deepti.

They now have eight varieties of pickle flavoured rice and eight varieties of powder flavoured rice on the menu for home delivery. They are listed on Swiggy, Zomato and Dunzo to



Advice for young women who want to be food entrepreneurs, "Food business, like any business, is driven by passion. Start something you are passionate about. Do diligent market research and have a business plan with all the financial projections before embarking on investing. Consider the location of your business and participate in local events to understand the market."

their customers. The pickles and powders are mixed in the rice and tossed in seasoning and other vegetables to give it a new delicious twist. Nalla Karam Powder Rice has dry chillies, tamarind and spices powder, and is tossed and seasoned with rice.

Pickle Rice variety offers flavours such as Red Chilli, Gongura, Drumstick, and Mango. "Apart from these we use immunity boosting ingredients such as ginger and Indian Gooseberry," adds Deepti.

The powder rice variants include Chana Dal, Groundnut, Sesame, and Nalla Karan, and Curry Leaf, Bitter Gourd, and Flax seed which also aid immunity. All the rice is served with raita and fryums. "Currently we are taking it slow and are working on spreading the word in and around South Bangalore," says the entrepreneur, "However, we would like to open multiple cloud kitchens to cater to various areas."

Like any food-related business, the biggest challenge they face is to maintain consistency in taste and quality. The chefs are trained for certain recipes and there is a challenge to ensure that it is adhered to. For someone who has tapped on her roots to launch her food venture, she knows the importance of local food and how it always manages to strike a chord.

Order online: Zomato, Swiggy

Price per rice item: Rs180



GOA ON A PLATTER!

If you want to experience the famous Goan cuisine and don't know too much about it, a must try is the Goan fish thali. Popular among tourists and a staple diet for locals, you haven't experienced Goa if you haven't eaten the famous fish thali that you can't get a taste of anywhere else in India. Panjim being Goa's capital has some of the best restaurants that serve authentic fish thali. **Ratna Bhupal** brings you two places that definitely stand out:



Sharada Classic

One of my favorite places has to be Sharada Classic. Located in the heart of Panjim city, it has a modern restaurant vibe with comfortable seating and is one of the fancier places in which to savour the thali. Located on the first floor of a commercial complex, it is not the essential quaint goan place that you might expect. The food and the friendly service however more than compensates for the lack of the goan feel and will make you coming back more than once.

Their fish thali consists of a fried fish which is always the star of the dish. The fish comes rava fried and you can choose from a variety of options such as kingfish and *chonak* which are the most popular. This is served along with a portion of prawn curry, the famous *tisreo* (a dry coconut based goan preparation of clams which is enjoyed as a side dish), *solkadhi* (a drink prepared with kokum, green chillies and coriander which serves as a digestive and is had at the end of the meal.), *kismur* (prepared with dried prawns, fish and coconut), some vegetable curry, *roti* and piping hot rice.

They usually also have a sweet dish or some fruit to complete the thali. The *thali* is priced between Rs 250 - 300 and is one you will never forget. The place also offers a wide range of North Indian, Chinese and seafood for those who like to have more options while dining out and a full-fledged bar because you are in Goa and a meal doesn't go unaccompanied without a chilled beer.

Address - Milroc Neurekar Pride, above Mig Mishra Pedha, Opp Azad Maidan, Panaji, Goa - 403001
Price - Rs 250- 300
Phone - 09075986849

Anandashramam

A no-frills place, this restaurant has been around since 1945 and is one of the oldest establishments in Goa. Here you will get to savour one of the best fish and prawn curry. The simple ambience laden with plastic chairs and tables can be found packed with locals and tourists and if you don't get there in time, you might just miss their *thali* as it often runs out due to high demand.

Their *thali* comes with a portion of goan fish/prawn curry, *rava* fried fish, *kismur*, *solkadhi*, *chapati* and rice. Apart from their *thali*, their *serradura* (a Portugese dessert famous in Goa) is also a must try. The *thali* is priced at a reasonable Rs 210 and will leave you feeling satisfied and content.

Address - 31st January Road, near panjim post office, Altinho, Panaji, Goa 403521
Price - Rs 210
Phone - 093252758



Drive towards south Mumbai and head to Fort – one of the most famous areas of the buzzing metropolis of Mumbai, and you're sure to be directed towards what Mumbaikars consider the unsung delight of the city. **Khyber** is that quintessential old place which has seen crowds big and small dine between its well-preserved walls. From Brad Pitt to Senior Bachchan, Shakira and M.F. Husain, everyone seems to have been here! **Saba Ladha** takes a peep inside..

Dine Out in Mumbai: A Restaurant with a Legacy

Dream restaurant of Om Prakash Bahl, Khyber began operations in the 1950s. Om aspired to create a nice little place that attracted food lovers towards basic cuisine made with lots of love. After redesigning Khyber in 1988 with the help of Parmeshwar Godrej, they restarted the place. That change led to a boom in Khyber's fame, and the restaurant has been packed with food lovers ever since. One can even hear anecdotes of painter M.F. Husain creating one of his exceptional paintings while enjoying a meal here.

Khyber's ambience is old school and rustic, with ancient poetries carved on the walls in Persian. The decor is charming, with a touch of Mughal and Persian styles that can take you back in time. "The concept and design of the restaurant was designed by the family and the interior designer, Ms Parmeshwar Godrej who had a great vision for the place, and we give her all the credit. The interiors are rugged yet classy, and they look brand new even today," says Ishaan Bahl, son of Sudheer Bahl, the current owner of Khyber.



Piquant flavours

The restaurant has stuck to Indian cuisine on its menu, and offers wide variety of options right from Tandoori Pomfret to Paneer Korma, Afghan inspired kebabs and the Tandoori Lamb Chops. The food is succulent and satisfying in terms of taste and portions. Ishaan says that they have made a conscious decision to stick to Indian cuisine at Khyber, which, according to him, has a food history that is decades old. "We want to improve on the Indian flavours and introduce better concepts and ideas within this theme instead of introducing other cuisines," Ishaan confides.

Khyber has stayed true to its taste over the years, and has attracted a crowd of faithfuls who fill up its ancient wooden benches day in and day out. That the crowd includes a few big national and international names, including Amitabh Bachchan and Brad Pitt comes as no surprise given the authenticity of flavour and feel at this old Mumbai restaurant.

Address – 145, Mahatma Gandhi Road, Kala Ghoda, Fort, Mumbai, Maharashtra 400001

Telephone – 02240396666

Timings – 11:30 pm – 12:30 am.

Price – Rs1500 - Rs 3000

Meal for two – Rs 2700 INR without alcohol

Our pick – Reshmi Broccoli, Chicken Badami, Malai Paratha, tandoori lamb chop, rabdi, paneer korma, Afghan inspired kebabs.

Food Beyond Flavours: Pune-based Food Studio Teaches More Than Just Cooking

Taking the term “food enthusiast” to a whole new level, Poornima Somayaji’s **Aragma Food Studio** delves into the history behind each cuisine, and believes creating wholesome meals is no less than a spiritual exercise. **Jayavardhini Delhikar** explores...

Based out of Pune, Poornima Somayaji, a software engineer worked for several reputed I.T. firms before she took a big break from her professional career after becoming a mother. Her drift into family life did not let her step away from trying her hands at several businesses. It was shortly after a rough patch in her personal life, that Poornima decided to venture into the world of food and expand her culinary skills as a healing therapy.

This gave birth to Aragma Food Studio. Originating from the Greek language, ‘Aragma,’ means ‘the act of chilling.’ For Poornima, Aragma is a path she has decided to tread on to create and spread happiness amongst people from various walks of life through one common factor—food.

After travelling across the country and interacting with numerous chefs, Poornima realised that cooking is just not another day to day task but an art that has not been completely explored to the core. “Aragma is a platform for people to engage themselves in fun cooking activities and curate experiences to make memories that they can cherish for long,” says Poornima. Cooking has the capacity to engage all senses, and Aragma offers just that. The studio houses state-of-art equipment and provides a plethora of cooking classes, baking workshops, chefs’ tables by the most popular chefs from various parts of the country, and educates students about the origins of the food they make.

“I wish to make an impact on people’s mind through food.”



Lockdown due to the pandemic led to the introduction of #Aragmapopup@home. The studio offers an array of meals right from Moroccan to Thai to our desi Kheema Pav and Biryanis for all your home parties and intimate gatherings on a pre-order basis. The food is packaged and delivered with utmost safety and what you cannot miss in their package is the little note about the history of the cuisine ordered. “I want to make this space bigger and better to educate people about various ingredients available,” says Poornima.

The food studio has additionally brought in on their platter a new genre of food called “The Foreign Infusion.” This is food that was born out of foreign invasion in Asia. The distinctiveness about this cuisine is that the ingredients are not indigenous, but are exotic spices brought in by traders from other countries. The food was adopted by the locals due to their rich flavours. Aragma has made a conscious effort to replicate dishes such as Massaman curry, a Persian origin offering now common in Thailand, the French dish Banh Flan, which is now a staple in Vietnam.

The Foreign Infusion genre offered by Aragma is food that was born out of foreign invasion in Asia, such as the French Banh Flan, and the Persian Massaman curry.

Aragma Food Studio also caters to special occasions such as birthdays, anniversaries or any other private events. Patrons are asked about their food preferences, budget, and occasion, and the team at Aragma crafts an exclusive menu.

The studio offers diverse cuisines and workshops for people, and conducts special events with experienced chefs for one to indulge into the world of cooking as a spiritual activity.



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The Best Your Money Can Buy

Tech Guru **Aniket Pandey** Breaks Down The Best Smartphones in Every Price Segment and Let's You Take Your Pick for a Cool New Device

There is no dearth of options for smartphones launching every month from various brands. At times insufficient information may result in wrong decisions, and you may end up with a smartphone, which doesn't offer value for money or the experience you were expecting. Observing the latest trends in smartphone tech for over a decade now has been a saga of recording enhancements made by various players in the market to help offer customers the best performance at viable prices.

Here's my round-up of the best smartphones you can buy in every price segment.

Budget Smartphones (Rs 7000 – 12,000)



Source: Android Authority

POCO C3

If you are on a very limited budget and looking for a smartphone, POCO C3 is a great option. This smartphone is priced at Rs 7,499 and offers some good specifications for its price like a 6.5-inch 720p LCD display, and a Mediatek Helio G35 processor which is capable of handling basic tasks and some casual games. Packed with 3 GB RAM and 32 GB internal storage and a massive 5000 mAh battery, it could easily last you for more than a day of usage. The phone is also equipped with a triple camera setup— a 13 MP main camera along with a 2MP depth sensor and a 2 MP macro sensor. The front-facing camera is 5 MP.



Source: xda-developers.com

POCO M2

Another great option in the budget segment is again from POCO, which is the POCO M2. A rebranded, superior version of the Redmi 9 Prime, it comes with a higher RAM option for the same price. The POCO M2 was initially launched for ₹10,999 but recently it went through a price cut and is now selling at ₹9,999. It offers some great specifications for its price, such as a 6.5 inch 1080p IPS LCD display, Mediatek Helio G80 Processor which can easily handle day-to-day tasks and some graphic intensive games as well. The base variant of this smartphone comes with 6 GB RAM and 64 GB internal storage. The variant with 128 GB internal storage sells for ₹ 10,999. Powered by a 5000 mAh battery, it comes with four cameras at the back, a 13 MP main along with 8 MP Ultrawide, 5 MP Macro and a 2 MP depth sensor. The front-facing camera is at a decent 8 MP.



Source: youtube.com/blazetechnica

Redmi 9 Power

For the starting price of ₹ 10,999, we have the newly launched Redmi 9 Power, which I have personally used for over a week and reviewed on my YouTube channel. If battery life is of the highest priority to you, then the Redmi 9 Power is a very good option as it comes with a big 6000-mAh battery. From my experience, it can easily last for almost one and a half to two days with moderate usage. The phone also comes with a 6.5-inch 1080p IPS LCD display, Snapdragon 662 processor which is comparatively less powerful than the Helio G80 found on the POCO M2 but it still gets the job done. Along with that we get 4/64 GB and 4/128 GB storage and RAM options. This is another phone with a quad-cam setup with the main camera at 48 MP along with an 8 MP Ultrawide, a 2 MP Macro and a 2 MP depth sensor.

Mid-range Smartphones (Rs 15,000 – 24,000)



Source: Siasat.com

Realme Narzo 20 Pro

In the mid-range segment for the starting price of Rs 14,999 we have the Realme Narzo 20 Pro which offers one of the best specifications for its price such as a 6.5 inch 1080p IPS LCD display which has a relatively higher refresh rate of 90Hz, making the scrolling experience a lot smoother. It comes with a powerful Mediatek Helio G95 processor along with 6/64 GB and 8/128 GB storage and RAM variants and a 4500 mAh battery and we also have support for Realme's 65W Super Dart Charging. It has the same quad-cam setup as the Redmi 9 Power, and at 16 MP, the front-facing camera is pretty impressive.



Source: dxomark.com

POCO X3

The POCO X3 is a great option at ₹ 16,999 if you are looking for the best camera smartphone in this price range. The main camera of POCO X3 is a flagship-level Sony IMX 682 sensor which is capable of clicking some incredible pictures. We also have a 13 MP ultrawide camera, a 2 MP Macro and a 2 MP depth sensor. The front camera is at 20 MP. The large 6.67-inch 1080p IPS LCD display is enhanced by a refresh rate of 120 Hz. The processor used is the Qualcomm Snapdragon 732G, and we have two storage and RAM variants 6/64 GB and 8/128 GB. Loaded with a 6000 mAh battery, it is supported for 33W Fast charging.



Source: 91mobiles.com

Xiaomi Mi 10i 5G

One of the best picks under ₹ 25,000 Xiaomi's newly launched Mi 10i's build and design of this smartphone makes it look premium. I have used it for four days, and the hardware is also quite good. Powered by Samsung's latest HM 2 sensor the main highlight of this smartphone is its 108 MP main camera. It runs on a Qualcomm Snapdragon 750G processor, and due to this the Mi 10i also has support for 5G, although it supports only two 5G bands. The display is a 6.67 inch 1080p IPS LCD with a refresh rate of 120 Hz and the battery capacity is 4820 mAh. The price of Xiaomi Mi 10i starts at ₹ 20,999 for its 6/64 GB variant and goes upto ₹ 23,999 for its 8/128 GB variant.

Flagship Smartphones (Under Rs 55,000)



Source: 91mobiles.com

OnePlus 8/8T 5G

In the price segment of ₹ 40-45,000, OnePlus 8 and 8T both are equally good options. I have used the OnePlus 8 for six months, and it is a great device. It comes with a flagship Snapdragon 865 processor and the display is a 6.5 inch 1080p AMOLED with a refresh rate of 90Hz. The battery capacity is 4300 mAh and it has support for OnePlus's 30W Warp Charging. The OnePlus 8T is a slightly upgraded model, although both the smartphones share almost the same hardware such as processor and cameras. The models differ on design and display, with the 8T coming with an upgraded refresh rate of 120 Hz and an AMOLED display, and a slightly increased battery capacity of 4500 mAh and support for 65W Fast Charging. The current price of the OnePlus 8 starts from ₹39,999 and the 8T starts at ₹42,999.



Source: apple.com

iPhone 11

If you are someone who always wanted to buy an iPhone but felt that it just doesn't justify its higher price tag then the current last generation iPhone 11 is the one you might want to place your bets on. iPhone 11 was launched in 2019 for the starting price of ₹ 65,000 but it went through a lot of price cuts and now you can get it for as low as ₹ 48-50,000. Apple's A13 Bionic is still a great processor and it is equally good compared to the current Android flagship processor Snapdragon 865+. Software has always been the iPhone's strong selling point as the iPhone's usually get 4-5 years of iOS updates.



Samsung Galaxy S20+

If you are looking for a well-rounded android flagship smartphone under Rs55,000 from a tier 1 brand then the Samsung Galaxy S20+ at a current price of Rs54,999 is a really great option. S20+ was launched last year for the price of Rs73,999 but after a lot of price cuts, the current price makes it a really appealing option. The smartphone comes with a 6.7 inch Quad HD AMOLED Display with a refresh rate of 120 Hz. Since it is a Samsung flagship we do get all the important additional features, which we would expect from any flagship smartphone, like the official IP68 rating for water and dust resistance and wireless charging. The processor used on the Indian variant is the Samsung's own top-of-the-line Exynos 990 and in day-to-day life usage, the processor would perform as good as any other flagship processor. But if high-end gaming is on your list of priorities, then any Qualcomm Snapdragon 865+ powered device would be a better option over the S20+. Samsung will be announcing the Galaxy S21 series on 14th January 2021, and the pricing is expected to be on the premium side.

Luxury/Premium Smartphones (Over Rs 1 Lakh)



Source: apple.com

iPhone 12 Pro Max

iPhone 12 Pro Max is currently the latest iPhone Apple has to offer, and a great option for someone looking for a premium smartphone. iPhone 12 Pro Max brings a lot of performance improvements as it is powered by Apple's latest A14 Bionic processor. Cameras have also improved compared to last generation 11 Pro Max and along with that all the new iPhones now have support for 5G.



Source: samsung.com

Samsung Galaxy Z Fold 2

Now if you are looking for a smartphone, which is unique and stands out and budget is not a concern then Samsung's foldable smartphone Galaxy Z Fold 2 is the way to go. The previous generation Galaxy Fold was the first foldable smartphone from Samsung but it had some issues with the folding hinge mechanism. The Galaxy Z Fold 2 is a lot more polished and comes with some interesting additional features.



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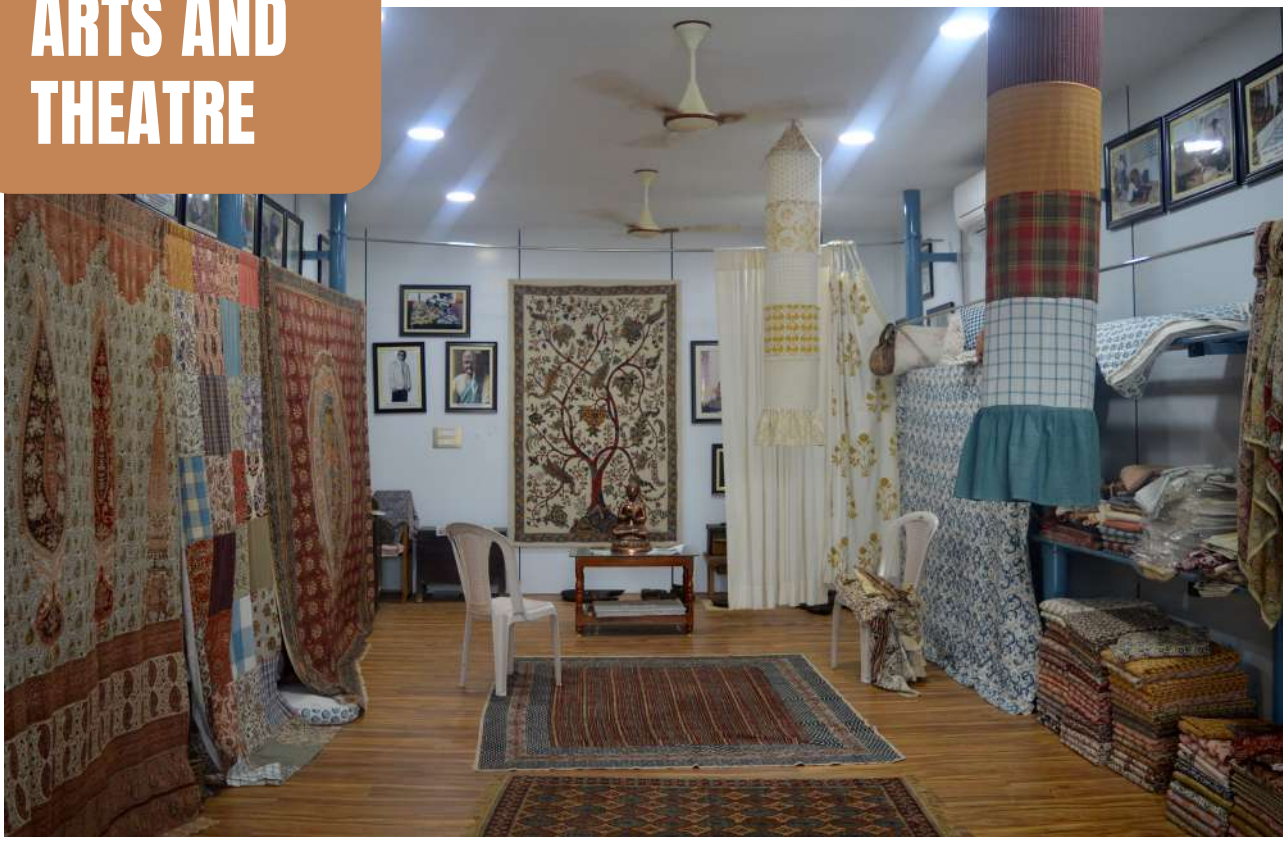
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The Precision of Kalamkari Art

While the art of **Kalamkari** may be immediately associated with the states of Andhra Pradesh and Telangana, its popularity has no defined boundaries. Once known as 'healing cloth' or 'temple art fabric', it has found a place in every wardrobe that boasts of authenticity and elegance. As the current trends warm up to the combination of traditional and modern motifs, **Manjulika Pramod** discovers some of the most interesting facts about this authentic art-form.

The name speaks for itself. 'Kalam' means pen and 'kari' means art. Kalamkari is unique because each work is one of its kind. It is not easy to replicate hand-made work. Even if the artist wishes to copy, they cannot create the same. That's what makes each work of Kalamkari more personal and special.

Kalamkari began under the aegis of the Mughal dynasty but gradually became popular as temple art. This traditional art involved painting of mythological figurines and deities on fabric to spread the word and connect with the people at grass root level. Another finding suggests that Kalamkari actually made a way forward in the Kingdom of Vijayanagar and went on to flourish when the Sultans of Golconda discovered the art. The heritage of the art has a long-standing legacy, right from the times when Indo-Persian trade alliance began to make a great influence on the local culture of India. Kalamkari struck a chord permanently for its craftsmanship, intricate designs, elaborate motifs and naturally balanced colours.

Two admired styles of Kalamkari

There are two popular styles of this art. No discussion on Kalamkari can be complete without mentioning the port region of Masulipatnam (Machlipatnam and Pedana) and Kalahasti, the two towns of Andhra where this handicraft has been a household occupation for ages. In the olden days, it stretched over a belt from Central India to South India but now, Kalahasti and Machlipatnam in Andhra have emerged as major work centres. The block method makes use of wooden blocks where designs are made first and then replicated while the temple style involves free hand drawing and painting. Kalamkari as a whole is a collaborative effort where units of workers work on different phases of the art. Where wooden blocks are used, no drawing or painting is done. Both the methods are cumbersome but drawing and filling of colours is definitely more tedious.

The "pen" used in this art form is either a piece of bamboo or a date palm stick whose one end is shaped like a nib and is dipped in natural dyes to make motifs on the cloth. But it isn't as easy as it sounds. There is a sequence of steps that goes into making a Kalamkari print and it encompasses treatment with mordant to fasten the dye into cotton fibres. The process basically follows the route of dyeing, drying, outlining, sketching or block printing, painting, drying, washing,

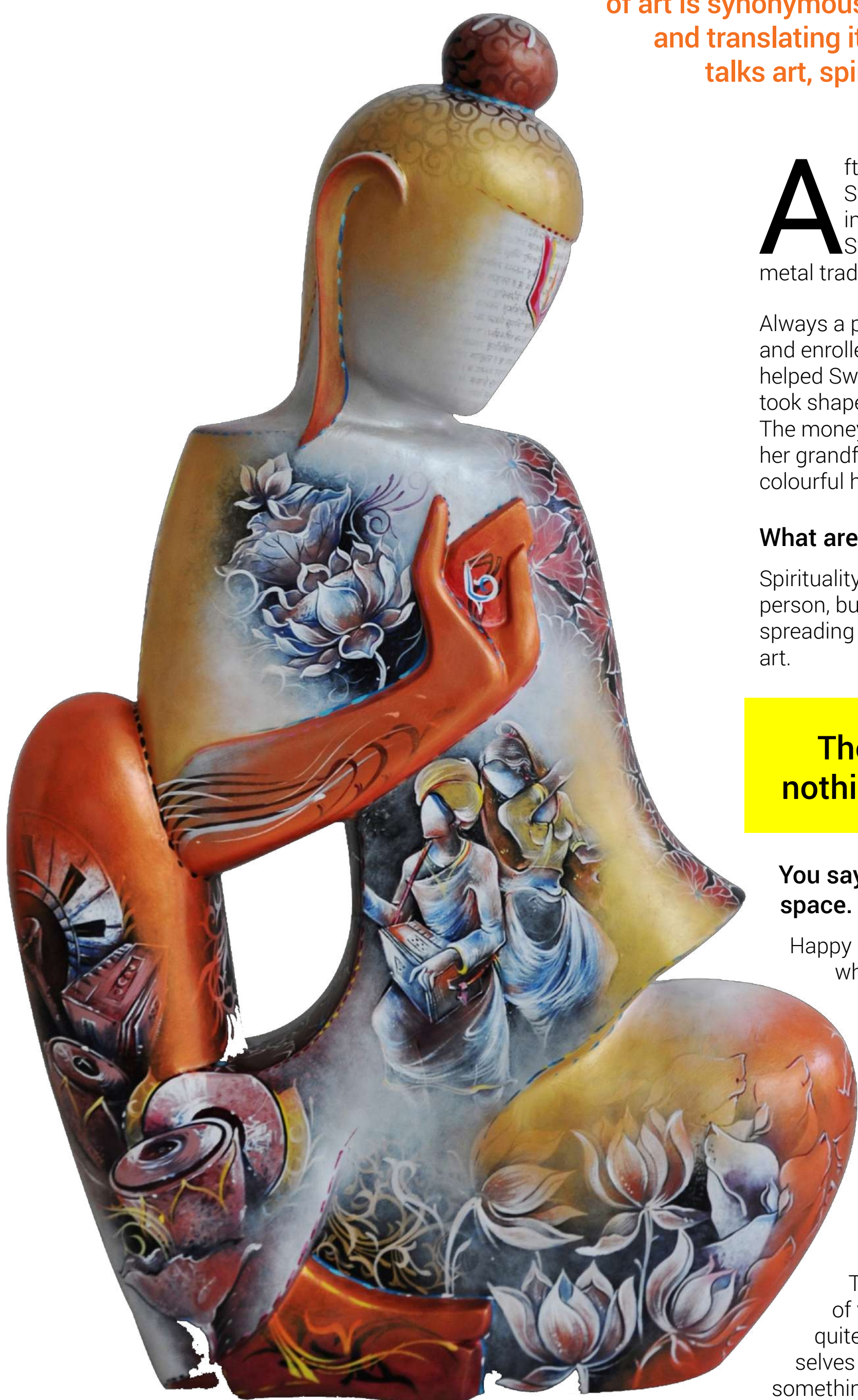


and ironing. Preparing an original motif/wooden block is an art too and practised by very few in India.

The easy availability of quality cotton in Andhra Pradesh, existence of artisans and the need for running water has played a pivotal role in blooming of the art in the regions that make for its epicentre. Based on the expertise of the artisans, block print is hailed as a local accomplishment of Machilipatnam while hand-painted style is popularised by Srikalahasti.

Peace in Her Palette

For Swati Pasari, and her art brand Soulink, the act of creating a work of art is synonymous with following a particular train of thought, and translating it seamlessly in her creations. Vinay Agarwal talks art, spirituality and healing with this soulful artist...



After finishing her business studies from Australia, Swati was all determined to join her family business in Kolkata. Hailing from an affluent Marwari family, Swati soon realized that number crunching in the metal trade was simply not for her.

Always a people's person, she found her calling in painting and enrolled herself for sessions in Pranic healing, which helped Swati express her soul through her paintings. Soulink took shape in 2007 and she held her first exhibition in 2008. The money she earns by selling her artwork often goes to her grandfather's NGO in Varanasi. Doused in bright and colourful hues, emotions flow unobstructed when she paints.

What are your sources of inspiration?

Spirituality has always kept me going. I am not a religious person, but I believe in spirituality. It has helped make spreading positivity and joy the purpose of my life and my art.

The beauty of abstract art is that nothing is concrete, yet it is beautiful.

You say your artworks are born out of a happy space. How would you define that happy space?

Happy space varies from one person to another. For me, when I feel complete and know that my art is making a difference in the life of the people around, that is where I find my happy space. It is like a cycle. My artworks are born out of a happy space and they are the sole reason that helps create my happy space.

What is your opinion on Pantone colours of 2021 –illuminating yellow and ultimate grey?

They're like yin and yang, positive and negative. The Pantone colours of 2021 are the perfect blend of vibrant and sombre hues. Like the year 2020, was quite uncertain, and yet we connected with our inner selves and managed to not only just survive but find something bright and positive out of it. The recent colours according to me are an exact representation of this.



A majority of your artwork contains an element of abstraction. What are the few ways an audience can interpret abstraction in art and also, how do you view abstraction? Do you feel that an intended message might get lost in the process of interpretation?

The beauty of abstract art is that nothing is concrete, yet it is beautiful. While one person might connect to an abstract art on one level, the other one might connect on a whole new level and that is what makes them unique and beautiful. There is always a chance of the intended message getting lost, but the vibe of the artwork is never lost.

As an example, my Krishna series seems religious to many, while many find them spiritual, and for many they are beautiful pieces of art. However, I believe that the message sent in all cases is positive so my purpose is well-served.

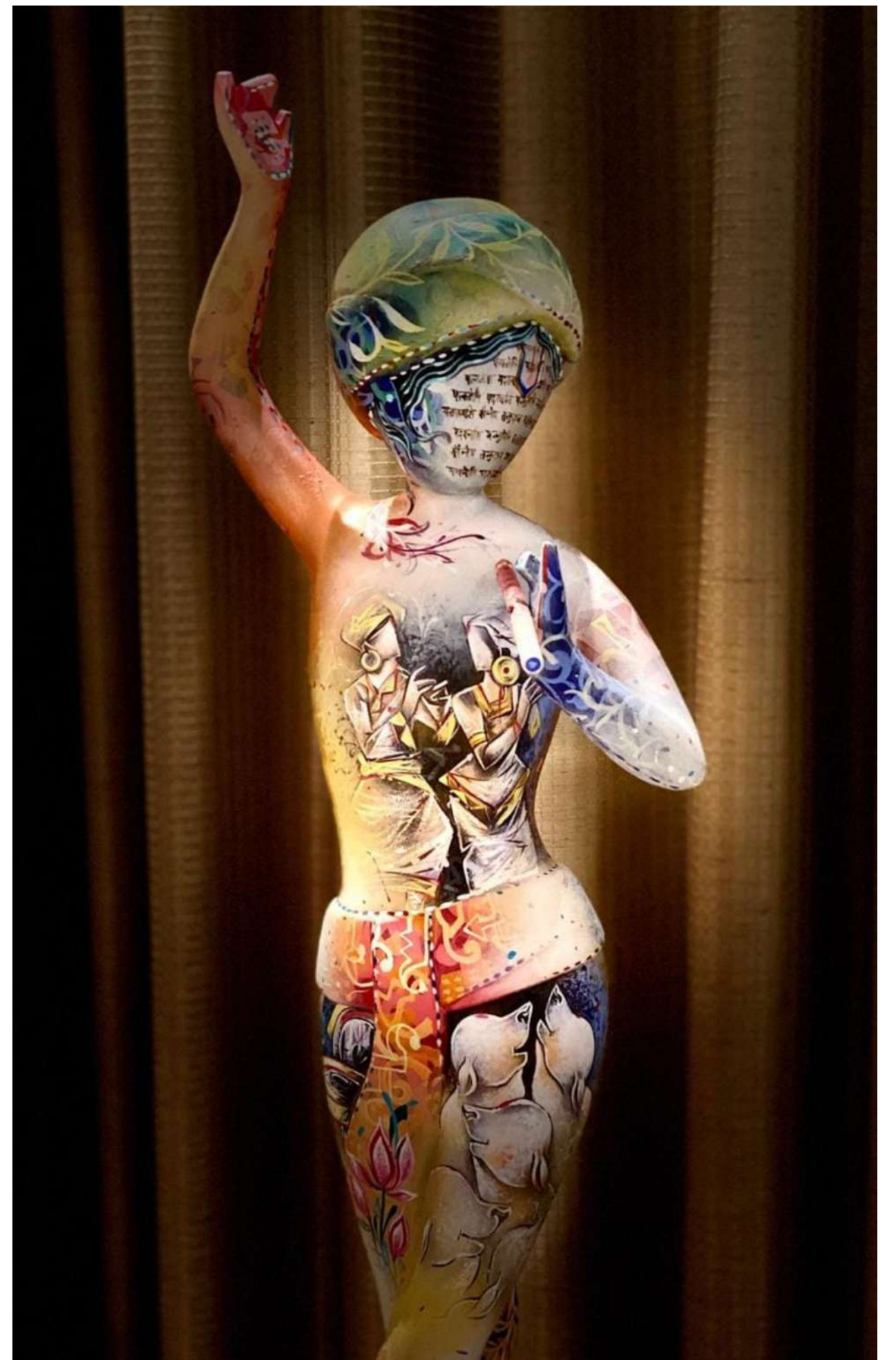
Your paintings also have a meditative quality to them. What is your mindset like when you begin to paint? Do you stick to your original vision throughout or alter it mid-way or at any point?

Painting is also like a meditation for me. It helps me connect to the power that binds us all together. I find inner joy and peace when I complete a painting. For me, art is a method of finding inner wholeness. I paint to find that, and when I reach there I know my painting is complete. Yes, I sometimes change my path, but it is the destination that matters, right?

“Spirituality has always kept me going. I am not a religious person, but I believe in spirituality.”

What is your pet-peeve as an artist?

Being a spiritual healer and an extremely positive person, I would not say that there are things that annoy me, but sometimes when people do not value art or question your ability because you are young or a woman, it is a bit disheartening.





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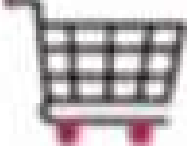
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“I want to shoot pictures of a snow leopard,” Raveena Tandon, The Globe-Trotter

“I loved it!” exults Raveena Tandon who has just returned after a two month stay in Dalhousie, Himachal Pradesh where she was shooting for a web series. The actress who was bitten by the travel bug from a very early age, has imbued a passion for travelling in her children too. In an exclusive with Hashtag Magazine, Raveena shares photographs of her jaunt at Himachal, and her travel diary with Anita Raheja and Heena Agarwal.



How would you describe your holiday experience in Dalhousie?

I loved spending two months in those beautiful locales and wish to go back soon again. Since there were only a handful of tourists, the beauty of the place seemed untouched. When my children joined me we, camped in the snow peaks. In my free time we did river rafting and other fun activities. The magic of Himachal is both in the beauty of the sights and the people. The pandemic may have hit the economy but it hasn't made any difference to the beautiful people of Himachal. They are warm, friendly, and passionate.

You posted many pictures of you reveling in the snow. Are you fond of mountain resorts?

My favourite winter destination is Kullu-Manali and since my husband and children love skiing, I love to be with them in Verbier and St. Moritz.

I have seen snowfall in many places like Kashmir and Switzerland but we saw the heaviest snowfall in Himachal. The snowflakes were fluffy and as big as my palms. It was a beautiful, memorable sight.

What local cuisine did you enjoy in Dalhousie?

The locally made bread (*siddhu*) stuffed with walnuts and masala is to die for. The dhabas served mouth-watering *makkai* and *bajre ki roti*, *saag*, vegetables, and *gurdh* (jaggery). The *ghee-soaked rotis* and the *khichdi* – you know when you eat hot ghee and gurdh in a snowy clime, you really relish it. And Himachal is known for its apples and kiwis.

Where all has the passion for travelling taken you?

My work is such that I get to travel to some really gorgeous places all across the world. But wildlife interests me. I've been to Jim Corbett in Uttarakhand, Kaziranga National Park in Assam and many others. I aim for two jungle trips in a year. I am very keen to visit the Pench and Kanha reserve. I love wildlife and I hope we are able to save our wildlife, forest and environment. My kids share my passion. I started as a novice wildlife photographer but with time I realised the wealth of memories I could gather by shooting pictures. When I see majestic creatures – the tigers, lions et al – I can feel the magic in the air.

I want to capture a photograph of the snow leopards so I am looking forward to a trip to the Himachal again.



Which has been your favourite location while shooting for a film?

My favourite shooting location until now has always been Switzerland, for sure.

Your most memorable holidays?

I loved my time at Ranthambore with my kids. My children don't shirk from roughing it up. We have lived in 5-star hotels as well as lodges and dak bungalows. We love being close to nature and when at a forest reserve, we are up and ready to explore the place from the break of dawn. Sometimes, we find creepy crawlies in the bathrooms and even on the bed! But that's the jungle life and we make the most of it.

Is travelling a feasible idea in these pandemic-struck days?

People have started travelling but the lockdowns are being imposed again so nobody knows what the situation will be like from one day to the next. I am game to travel in and around India because what I hear from my friends abroad in the UK etc, India is more careful compared to most countries, and much better facilities are being provided to us by the government. So, I am being very picky about an international trip—I don't want to get stuck there. After a holiday, I love coming back home.

Where would you like to travel to in 2021?

I would like to travel mostly to the forests of India. I still have to cover the Assam side and, like I said, Madhya Pradesh. I would love to go to Greece someday; it looks beautiful!



Travel Takes

Who do you like to travel with?

I like travelling with my family. We always make time for our getaways together.

To Shop or Not to Shop

I love shopping, and retail therapy is a must for me when I travel.

Who does your packing?

I pack my bags each time because I am very particular about the things I would need and lug them along.

Must-haves in your bag

Sunscreen, a camera, and some really comfortable shoes so I can explore the sights in a relaxed mode.

Your favourite mode of travel?

Not many know, but I'm a big fan of road trips. Driving around to your favourite place is awesome.



The dancing village of *Andhra*

If you love to travel to offbeat places in search of creative art and old traditions, you must unravel the secrets of the village that has given birth to many artists as well as safeguarded Kuchipudi dance for hundreds of years. Join **Manjulika Pramod** on a trip to one historical village in Krishna district, which is significantly valuable to the cultural heritage of the country.

If you have a thing for Kuchipudi dance, you will love to know about this village in the state of Andhra Pradesh. There exists a dancing village where almost every house has a trained Kuchipudi dancer. Previously known as Kuchelapuram or Kuchilapuri, it is the birthplace of one of the most popular Indian classical dances. Another name, Kusilava-

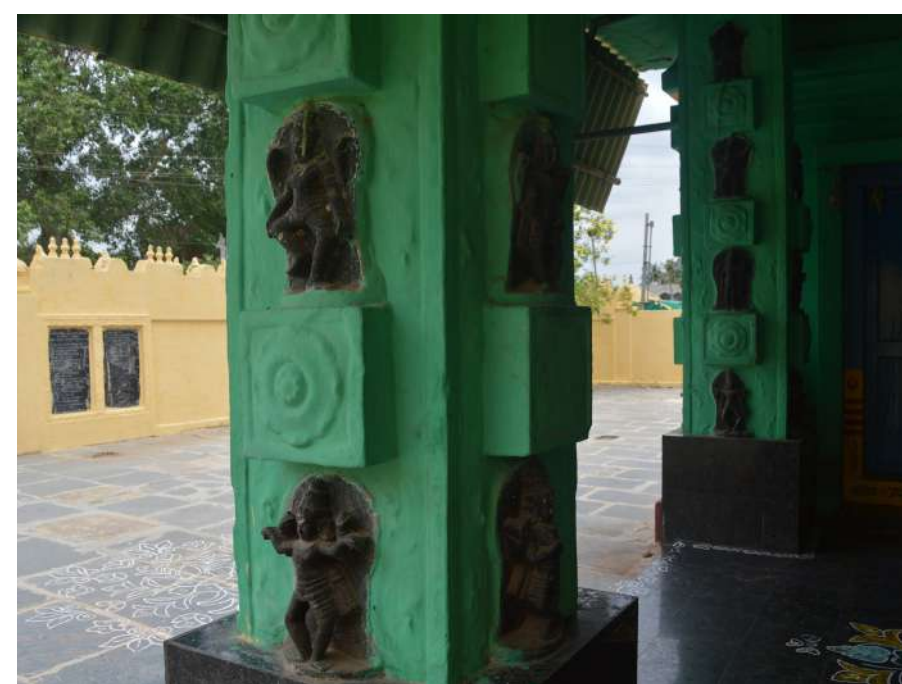


puram, also means "the village of actors". A massive entrance gate to the village, the globally acclaimed Kalapeetham (the dance school) and the most revered Bala Tripura Sundari Temple, together lay down a solid background story but

until you see the kids learn and perform, the realisation never sets in that this sleepy hamlet is home to 99 percent of first generation of Kuchipudi gurus and dancers. Kuchelapuram is indeed no ordinary village. You might have attended many dance performances but it is here that you will see young kids learn, perform, falter and stand corrected by their teachers. The whole experience of watching teachers and students swaying and interacting through the language of dance and music is purely joyous.

While the dance school is the place of learning, the village temple is as unique as the place. Many small and big idols in dancing poses and mudras adorn the walls and pillars inside. The story goes that all the artists pray here before they go for their dance performances. The visit to the temple is a ritual and it has become a part of the legacy. In fact, every house has a story to share because they are all disciples of this art and worship it right from their childhood. And one-on-one interaction with them is the best way to hear their first-hand account, the history, traditions, technique and evolution of the dance.

A popular story that you must have come across is about Sidhendra Yogi, who was an orphan, raised by a village, who acquired Vedic knowledge, later moved to Kuchelapuram and began to teach Brahmin boys devotional dance



as an offering to God. And this led to the beginning of the male dance tradition which eventually gave birth to a classical dance popular-Kuchipudi.

The village is small, no different in the landscape but it is uniquely creative. It has made a significant contribution in putting Indian classical dance on the international platform. Many talented dancers have lived in this village before traveling globally and settling in different parts of the world. Also, in today's times, very few people show interest in visiting a village to learn a dance or very few artists stay in villages to teach, but this is an exemplary village. It is high time that we acknowledge and raise awareness about this aspect of the dance. I insist that one must walk around to simply feel and indulge in its vibes.

Kuchipudi Fact File

- Kuchipudi has been around for more than 300 years and originated as a religious play offering to God as part of the tradition of Natya Shastra.
- It is extremely graceful, calls for spectacular footwork and is abundant with lyrical quality, and expressive gestures.
- Speed, form, pattern, range and rhythmic aspects of the dance are of utmost importance.
- Every Kuchipudi performance includes a Sutradhara or Nattuvanar who is the conductor of the entire performance.
- Vibrant costumes, traditional jewellery and make-up are essential to story-telling.
- Certain rituals must be performed on the stage before every performance.





For the *Love of Dogs!*

A software engineer-turned dog trainer, Tanya Patel offers professional training services for your pooches. Sign up for her classes, and you might even find your furried baby playing with a celebrity's pooch. **Juveria Tabassum** has more...

Tanya Patel loves dogs. In fact, her love for man's best friend is so sincere, that it drove her to leave a cushy job at Accenture as a software engineer, and start looking for avenues to work with dogs. "I did a lot of research on the possible careers I could have working with dogs. I found my teacher, Shireen Merchant, and I realised this could be a viable option. I studied dog training under her, and decided to give it a shot," says Tanya of her beginning of an eight-year journey of training dogs.

Based out of Mumbai, Tanya says that dog training is an extremely niche profession, and there aren't too many people doing it using what she calls positive reinforcement methods. "There are people who train police dogs on a large scale, but training for pets isn't done by too many professionals," believes Tanya, who has also trained some celebrity pooches, but would prefer to keep those names under wraps.

While the lockdown last year was a tough time for everyone, pooches didn't have an easy time of it either. Deprived of walks and exercise, and locked at home with their owners, Tanya said many dogs were depressed, upset and anxious during 2020. "A walk is sometimes the best time of the day for a dog, and not having that can induce extreme stress," Tanya said. She spent the lockdown conducting teaching dog training online to owners, who then passed on the training to their dogs. "I taught them mental stimulation exercises that could help waive off some of the stress built up from lack of exercise," says the trainer, adding that the best part of the job for her is when pooches nail a particular trick, and that brings absolute joy on the owner's face.



Tanya seems well-versed with a pooch's emotions, and says that while some dogs are social and require attention, others aren't, and the constant company during lockdown actually put these dogs under stress. "People approached me after the lockdown with dogs that were facing separation anxiety. It is important to not let your pet get constant attention from you all the time that you are home. Creating distance is also crucial. One way to do this is to divide tasks of taking care of your pet between family members. This prevents them getting too attached," says Tanya.

Looking back, Tanya says she has absolutely no regrets. Having converted her adoration for dogs into a full-time profession, Tanya says it is a financially viable option, although it does take awhile for work to get on track. Tanya trains around 6 dogs twice a day, and at any given point, she is training about 30-35 canines. While Tanya isn't looking to expand too much as a business, she says she does look for other trainers and dog lovers to work with her.

Instagram: @tanyapatel_dogtrainer

Price for one session: Rs 2000

Mental Stimulation Exercises for your Pooch:

- 1. Trick training:** Teach your pet simple tricks such as handshakes, Hi-Fives, and roll over. You can also throw in a Namaste!
- 2. Obstacle course:** Substitute a complex ability test with simple tasks such as jumping over or crawling under tables, and going around a line of chairs.
- 3. Sniffing games:** A good way to get your pooch to stay active, is to hide treats and toys, and teach him to find them. Dogs have an acute sense of smell, and these games can keep them sprightly and nimble.





A Chai-wala with a Cause

Nikita Biswas and Abhishek Dubey stop by a tea stall in Rishikesh and get served a crackling cup of adrak chai and a heartwarming tale

On our way to Rishikesh for a month-long project, we took a bus from Delhi Kashmiri Gate Bus depot at about 11:30 PM and reached the temple town around 6:30 AM in the morning. The chilly breeze tested our endurance to the core as we got down at Natraj Chowk in Rishikesh. We hired a Tuktuk (Auto) and reached our stay for the next month.

It took some time for the staff to come out, so we decided to have a quick tea to warm ourselves. We noticed a small tea stall and by the side a man in his 40s preparing tea and handling a black stray dog. The dog came running towards us waving his tail and we couldn't stop caressing him. We offered him a biscuit, and he took the biscuit and ran away. We wondered where he vanished when Ramesh bhaiya offered the tea. While sipping the refreshing warm tea we were looking at the scenic view of the place. We couldn't stop thinking about the black dog and constantly kept looking around. Noticing our curiosity, Ramesh Bhaiya confided in us, "He was really young when a car hit Raja. He suffered many injuries; his face was hurt badly, and he had a few broken bones too. I found him near the drain. He was shivering. I brought him home and tried to provide the right medication. I ended up raising him, and look at him now," Ramesh Bhaiya adds with a nostalgic smile, "he has become a beautiful yet naughty fellow."

Although we didn't see Raja again that day, conversation with Ramesh bhaiya melted our hearts and we wanted to meet Raja again soon. There is something to be said about adopting stray dogs and giving them a loving home. Our streets seem peppered with pups with nowhere to go, and they often end up leading extremely painful, uncertain lives. Ramesh Bhaiya's act of kindness gave Raja a chance at life, and it makes us rethink on the debate of "buying" pets from stores when there are countless creatures like Raja in need of a home. We've kept going back to the stall over the following weeks and hanging out with Raja, becoming fast buddies. We meet him daily. In Rishikesh only for a month, we are surely going to miss our rendezvous place with Raja and of course adrak chai by Ramesh Bhaiya.

Address –
 Next to Café Karma
 Badrinath Highway
 Tapovan, Rishikesh
 5.7 KM from Natraj Chowk (The main bus stop of Rishikesh)



CLUB NAME

Our Contact
9618969696

10 Little Fingers

DO-IT-YOURSELF STATION

India's



First



DIY Brand



Home delivery available

Engage your childi creatively...



HOME DÉCOR DO'S FOR 2021

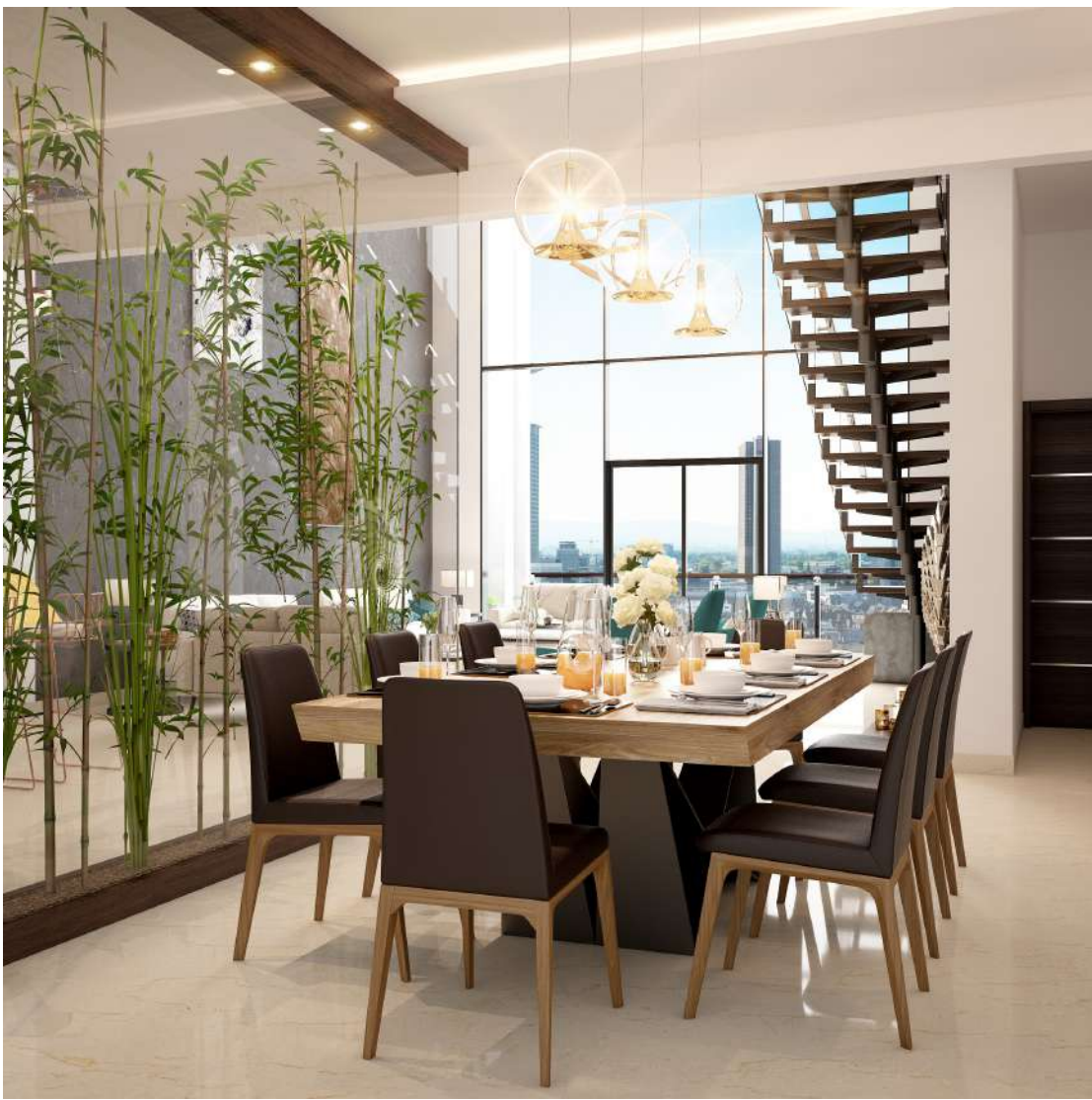
It is not an understatement to say that 2020 has been a year quite unlike any other. Given the fact that most of us were confined indoors, our home definitely became our sanctuary. A place where we felt comfortable and safe and one that served more purposes than even before, home was the ultimate haven. It was therefore not a surprise when Pantone announced not one but two complimentary shades 'Ultimate Gray' and 'Illuminating' as the colours of 2021. It was only the second time in 22 years that Pantone chose two stand-alone but supportive colours that represent hope, stability, optimism and upliftment - virtues that are much needed as we march ahead into 2021. **Rashmi Gopal Rao** lists some trends that might help bring your home alive this new year...

Focus on Sustainability

As we waded through quarantine and lockdown in 2020, the concepts of 'reduce', 'recycle' and 'reuse' became intrinsic to our daily lives. The sustainable way of living and the usage of sustainable materials and products is the need of the hour. Natural textures, nature inspired tones and plenty of greenery is here to stay. "Getting nature in homes through natural lighting, indoor plants, the use of materials like cane and bamboo, earthy colour palettes, warm natural textures and patterns all of which can turn your home into a sanctuary is a global trend," says Nikita Bansal, Head of Design, Orange tree. Tactile, textured fabrics such as boucle, organic cotton and linen serve to comfort and cocoon. In addition, these soft yet resilient fabrics are suitable for intensive use.

Tones that resonate nature like nuances of blues, greens or that of terra-cotta will be in focus. "Rustic tones, forest-inspired green and ocean-hued blue in your living spaces in the form of drapes, curtains, covers and rugs will be in vogue. Botanical wallpapers, vertical gardens and potted plants along with hand painted murals will instantly form a connection with outdoor spaces and play an important role in providing aesthetic comfort and creating a reassuring environment" says Gita Ramanan, CEO & Co-founder, Design Café. Creating green corners is a great way to purify indoor air and bring the clarity and calm of nature. Adding a plant on the desk, hanging a planter on the room window, or creating a small kitchen garden are simple ways to bring in vibrance and colour.





DÉCOR CUES USING PANTONE COLOURS

Yellow and grey compliment a wide range of materials like fabric, wood and metal. It not only enhances design but gives a unique twist to the usual scheme of things.

As they say *Home is where the heart is and the kitchen is where we all are!* A combination of grey and yellow can work wonders to make your kitchen welcoming. Yellow cabinets with a cement dado or grey cabinets and a grey island with a yellow backsplash, are just some of the exciting options.

A splash of yellow or a grey wall with bright yellow artwork can make your entryway look inviting. In the kids' room you can have yellow as the primary colour to brighten up the space while adding specks of grey which helps inflict a sense of curiosity in young minds.

A grey sofa in the living room, a yellow accent wall in the bedroom, yellow and grey planters and lighting accessories are yet other ideas to incorporate a sense of warmth and cheer into your homes.

Multi-functional spaces

The work-from-home culture has had a tremendous impact on home design and home interiors. It has been the norm to take classes from our kitchens, build gyms in our bedrooms and add workspaces to our living rooms. "This year will see us using spaces innovatively in order to make the best of the existing resources. It will be all about durable, multipurpose and hyper-functional furniture, clutter-free spaces and vibrant yet calming colour," says Parikshat Hemrajani, co-founder of Hipcouch, Interior Design Company.

As more time is spent at home than in the office, functionality, comfort and clean spaces will rule the roost. People will think beyond the conventional study desk and try to create more exclusive work stations based on their needs and requirements. Multifunctional tables, storage units and ergonomic chairs are products that will be in demand.



Lighting

Lighting will again be a focal point in 2021 as it is a key element in home décor. Be it the home office, study table, kitchen island or the living space, effective lighting that is a balance of aesthetics and functionality will be in demand. Portable lights, ceiling lights, vibrant colours and patterns will gain popularity as more people look to improve their work setting or do up their children's study rooms. Geometric shapes, rustic designs and DIYs will be some of the trends to look out for. "Apart from DIY themes, the move towards cleaner cuts, minimal aesthetics and simple silhouettes will be in vogue" says Varuna Chand, CEO & Founder – Vpop.



STREAMING
NOW

“Acting is my first love!”

Hashtag India Catches Up With Bollywood Diva Neha Dhupia. In a brief exclusive with **Juveria Tabassum** the inimitable Neha delves into her plans for 2021, life with the Roadies, movies she'd like to binge on with daughter Meher and more...



After 20 years in the industry, Neha's personality has remained real and relatable, making her, there's no better word for it, cool. Always one to stand by her principles, Neha has stayed true to the lady she is, dealing with paps and trolls with dignified humour.

No Filter Neha, her no-holds-barred audio show ran into its fifth season in 2020, and Neha seems to be at ease getting her guests to open up and discuss intricate parts of their lives. "I do an extensive amount of research. It helps if you're friends with them, and you are able to tell them amazing things about their lives. Doing your research shows your interest in their lives, and that's when they really get talking to you," says Neha.

Mom to a delightful 2 year old, Neha has always been insistent on keeping Meher away from the glitz of public life. Asked if she'd be open to letting Meher explore tinseltown, Neha says, "If she is setting out an important message, it is a possibility that can be considered. I feel like by the time she is eight, she will have a mind of her own. But right now she is two so I am going to be her spokesperson."

**STREAMING
NOW**

Last spotted on screen with short film *Devi* in 2020, Neha has had her hands full with hosting *No Filter Neha*, performing as a leader on the *Roadies*, and starring as an influencer on social media with husband Angad Bedi. Having been an actress for 20 years, Neha says she is well aware of her strengths and weaknesses. "I want to play up my strengths and would love to explore a mixed bunch of stories. Acting is definitely where my first love lies. I am looking forward to more film and digital work and fill my plate up with that in 2020," shares Neha.

Often in the news for uncanny controversies, this season took *Roadies Revolution* around the country, and featured some good causes. Neha opened up about her own breastfeeding charity *Freedom to Feed*, saying it's always going to be close to her heart. On her thoughts on *Roadies Revolution*, Neha says, "I think it is a great example that we are setting through *Roadies* to be able to have *Roadies Revolution* because these kids can go ahead through their social media and their voices and do some amazing work."



Out-takes:

- Top three movies you like watching with Meher: **Lion King. Sound of Music. Toy Story**
- Three people you would never feature on *No Filter Neha* and why?
(Chuckles) And you think I'm going to answer that question? Nice try.
- Your least favourite thing about the *Roadies*
The feeling I get when Ranvijay is going to announce what the next task is.

STREAMING
NOW

Striking the perfect balance

Kirti Kulhari



Raw and real, flawed yet strong are what **Kirti Kulhari's** characters from *Pink* to *Criminal Justice: Behind Closed Doors* resonate with. The actor who has been delivering incredible, swoon-worthy performances, is now geared up for the next season of the popular Emmy-nominated show on Amazon Prime *Four More Shots Please!* Talking about her work, web space and how lockdown helped content creators and audience, Kirti gets into a conversation with **Sweta Pendyala** for **Hashtag India**.

You have been working in OTT and films that have theatrical release. What is the major difference in the experience you have had?

As there is no censorship over OTT platforms yet, it is liberating for the filmmakers to tell the stories the way they want to and for actors to be able to deliver without thinking about censorship. It gives freedom to perform and improvise. The world is opening up and this change has a lot to do with OTT. Boundaries are being blurred for the better. The best part about web shows is that it gives you time to tell elaborate stories. The shooting schedules are longer. On the other hand, there is no better feeling than watching a film on the big screen. I have been fortunate enough to work with people who are making good projects; telling stories that need to be told. Even the films that I have been a part of *Uri: The Surgical Strike* and *Mission Mangal* have been appreciated by the critics and the audiences alike; these films have made me a household name.

For over 10 months, OTT was the only platform people were consuming content from. Do you think this will help bridge the gap between the content screened in theatres and produced on the web?

I believe that trend exposed people to diverse content and allowed the audience to better accept that medium and appreciate good content. Filmmakers on OTT platforms also realised that the audience was looking for a certain standard of content, and have been working towards it. However, being kept away from the big screen for so long will definitely make them appreciate films in theatres even more.



How exciting was it preparing for your character in *Four More Shots Please!*?

Four More Shots Please! has been a joy ride, it's like being home. Playing Anjana is one of my favourite things mainly because our approach has been to show what is real. Every human being is flawed in a way and that is real. It is what I think even the audience liked about the show. It has a universal appeal; it resonates not only with women but all genders and types of people.

After being nominated for an Emmy, do you feel an added responsibility or pressure to keep up with viewers' expectations in the new season of *Four More Shots Please!*?

It is an international recognition; something from India that has been recognised is the most important thing for me. I am not someone who feels or takes the pressure. I don't take things personally or get too excited. I certainly enjoy the moment, enjoy the glory it brings and let it go. I do my job with utmost sincerity and because I love acting and it is the greatest joy for me. Awards and recognition are bonuses, I do not pressurise myself for anything.



Could you throw some light on how Anjana's character is going to evolve in the coming season? What can the audience expect?

Anjana is someone who widens your horizon and makes you look at the whole picture. The essence of the character will remain the same. Although the third season will see different layers of Anjana's personality, she will retain the same energy and vision. The response of the audience has been overwhelming and I hope they keep showering their love on Anjana and the series

Which role has been most challenging for you? Would you accept roles you don't necessarily resonate with?

By far Anuradha Chandra in *Criminal Justice* has been the most challenging in terms of dark space, pain and

anxiety the character goes through. Anu Chandra was a victim, a person with no voice and it was very difficult to play a character like that. The feeling of being so lost is not something which has been easy to feel and enact. It isn't a character I would personally resonate with, but I took it as a challenge because I was open to exploring that world.

How do you deal with the stress of playing intense characters?

Playing intense characters is definitely challenging. It's quite a task to understand their world and their issues. I am someone who gets in and out of a character very easily; I don't take it home with me. However, I am sure some traits of each character subconsciously stay with me.

What specifically in Criminal Justice: Behind Closed Doors grabbed your attention that you chose to play such an intense character?

There were a few reasons, but the central theme touched a chord with me. I thought it's a very important subject that needs to be discussed and it has been dealt with maturity and sensitivity in the script. I absolutely wanted to talk about the issue through the series. Apart from that, playing the role of Anuradha Chandra who is a victim of marital rape and abuse seemed challenging to me as an actor and that's why I wanted to do that. Sharing the screen and working with actors like Pankaj Tripathi, Deepti Naval, Mita Vashisht, Anupriya Goenka, Aashish Vidyarthi, Shilpa Shukla and Kalyani Mule was an exciting prospect.

How do you choose a script?

It is an effective storyline above all else that compels me to settle on a script. Of course what I would be doing and how important my character is to the story also matters. I then look at how I can make a difference to the script as an actor, and how that character can make a difference to the world. The director's vision also counts for a lot in the process.

I have not been a social media person. I joined Instagram only in 2019 and have started liking it. To strike a balance all you need to do is to be true to yourself and everything else will fall in place.



Personal life has become a myth for public figures thanks to social media. Have you put in conscious effort to strike a balance?

Acting is what I love. It's my passion. I believe in taking things the way they are, not overthinking or overdoing them. I have not been a social media person, I joined Instagram only in 2019 and have started liking it. I think it's how you take it. I believe in showing my real self to the followers because that is who I am and I don't shy away from that. I think to strike a balance all you need to do is to be true to yourself and everything else will fall in place.

You were exploring places and travelling during lockdown. What was that experience like?

I love traveling, whenever I get a few days off, I make sure I travel. Staying at home during the lockdown was not very difficult for me, I loved being at home. I spent quality time with my family and myself. As soon as the travel options were opening up, I decided to travel while observing all the safety precautions. I would not say liberating, as being at home or working both are liberating as well but traveling after so many months made me happy.

What is in the pipeline for 2021?

Girl on the Train, Shaadistaan, season 3 of Four More Shots Please!, a few short films, a feature film and a few more projects which I cannot name right now but all will be releasing this year end.

How do you look at your journey so far?

I look at my journey with a lot of gratitude. Had it not been for all kinds of experiences—good, bad and ugly, I wouldn't have been here where I am today.

What kind of role would you like to explore that you haven't yet?

A sports biopic, a period film as I am very fascinated by Maharani Gayatri Devi's story and an action film top my list right now..



How do you keep yourself away from stress?

Knowing when to disconnect helps. If a certain amount of stress is interfering with my health I just disconnect by taking a break to travel, cutting off on social media or just not being available for phone calls.

Cheat meal: Yay or Nay?

I don't do hardcore dieting. I eat balanced food, avoid junk, and do intermittent fasting. I can have a cheat meal or cheat day any time I want (*chuckles*).

What makes up your me time:

Listening to music, watching what I like, meditation, reading, exercising, taking walks and cooking.

One word for your journey so far:

Gratitude. I wouldn't have gotten so far without going through the good, the bad and the ugly.

Your wardrobe must haves:

White shirts and t-shirts, denim and comfortably short dresses.

Kirti in three words:

Simple, honest and at peace



livinguard



Born in Mumbai, **Sanjeev Swamy, Founder & CEO Livinguard**, a global hygiene brand based out of Switzerland is determined to enhance the safety and health of billions of people around the world. They are the first company in the world to empower textiles and other materials with self-disinfecting properties. **Hashtag Magazine** catches up for an exclusive...

Providing safe and **sustainable solutions**

Sanjeev Swamy, inventor, founder and CEO of Livinguard was born in Mumbai. He completed his bachelor's in Mumbai and travelled to Germany to pursue his engineering degree. A creative person by nature, Sanjeev first conceived the idea of Livinguard Antiviral and Antimicrobial Technology in 2010 when posed with a challenge from a British Brigadier General.

Today as the world battles a pandemic, Sanjeev has emerged as a pathfinder with revolutionary products that promises to destroy what the world today fears most –the COVID-19 virus. It is the first company in the world to empower textiles and other materials with self-disinfecting properties. They have invented a mask, which kills 99.9% of COVID-19 virus. It is the only mask which can continuously and safely inactivate viruses and bacteria, without any impact on the environment, as it is completely biodegradable.

“My vision is to provide a safe and sustainable solution to curb the global pandemic,” he shares. Ask him what inspired him to create such a mask and he replies, “We had been developing face masks earlier but were trying to address the problem of air pollution, which is perhaps a silent pandemic that has been destroying lives and the planet for years. When the current pandemic hit, we had already been destroying a wide range of viruses, in other product areas and knew that marrying up these two areas of expertise would be a great benefit during difficult times. We needed to be sure of our efficacy against this virus and have been redesigning the product, getting the necessary regulatory clearances, and updating and thoroughly testing our technological efficacy. This is a culmination of years of effort including over 65,000 experiments and filing more than a 100 patents.”

“This is a culmination of years of effort including over 65,000 experiments and filing more than 100 patents.”



For over a decade, Sanjeev has been researching to create ecologically sustainable products and this year they have also launched hand gloves. Sanjeev also explains that through this project they have been promoting the Make in India initiative. “We have our laboratory and textile processing facilities in Navi Mumbai, and the face masks for India are being made near Bengaluru. We are proud to offer our technology to the nation,” shares Sanjeev. Livinguard is also involved in several local initiatives, including a partnership with giveher5.org to provide reusable sanitary napkins to girls and women.





Dubai based NRI **Ramkumar Sarangapani** becomes the highest Guinness World Record Holder in India and Gulf. The Founder and CEO of Numisbing Corporation, Ramkumar regards breaking world records as a stress reliever from his busy schedule. **Hashtag Magazine** gets you an exclusive.



Breaking records

Committed to breaking over 100 records in his lifetime, Ramkumar Sarangapani, became the highest Guinness World Records holder. The Indian citizen holds 17 records currently, ahead of even the master cricketer, Sachin Tendulkar at the moment. It also makes him the highest Guinness World Record holder in UAE and the entire Gulf region.

Living in Dubai, UAE for the past several years, all the records were attempted and broken in his city of residence. Founder and CEO of Numisbing Corporation, Ramkumar regards breaking world records as a stress reliever from his busy schedule. He takes inspiration from the country which he calls his second home.

Challenging himself and stretching his limits, he even attempted a marathon record-breaking session on Guinness World Records Day (GWR Day) on November 18th 2020, where he broke 6 world records in a matter of just 7 hours and 50 minutes. (Records broken on GWR Day 2020 include - Largest Magnet Sentence – 50,102 magnets, Largest Magnet Word- 50,020 magnets, Largest Electronic Greetings Card- 12 square meters, Largest Banknote Word-3,040 banknotes, Largest Banknote Sentence- 5,005 banknotes and Smallest Pack of Playing Cards – 7mm X 5mm X 4.86 mm.)

Other world records to his credit include Largest Desk Calendar, Largest Playing Card, Largest business card, Longest Magnet Sculpture, and many others.

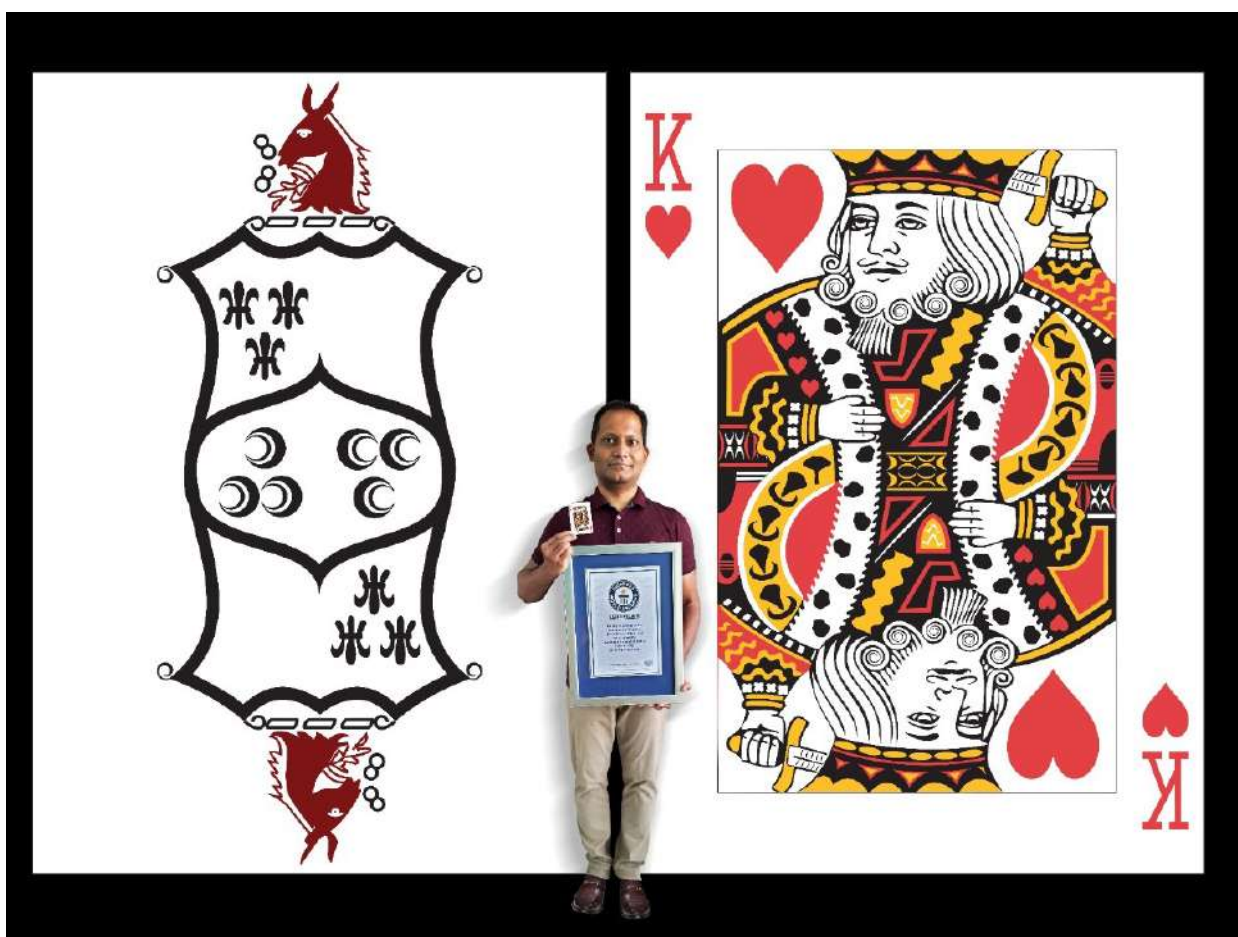
Elaborating how it all began, Ramkumar says, "It's a matter of great honour for me to see my name appear next to the master blaster, I never even dreamt of this. However, it all began when as a seventh grader, a relative of mine showed me the first Guinness book, it caught my attention immediately; I was fascinated by it and started dreaming of having my name in the book at some point in life. Still, I never imagined that one day I will be the highest world record holder in a country of 1.35 billion people."

While talking about his passion for record breaking, Ramkumar explains, "Having lived in Dubai for 17 years, the Emirates is as much my favourite home as Chennai in India, and I love working on themes that speak of 'Largest' and the 'Longest' simply because it connects with Dubai, a city dotted with unique and massive structures."

His determination for records was ignited during a casual conversation with a friend who claimed that World Records were meant only for super humans. "I decided to set the record straight and prove that a common man has just as much an opportunity to earn such titles. And so, in September 2017 I broke the first GWR, the Longest Chain of Magnets," he shares.

Eyeing to break over 100 records, Ramkumar started off with one record a month. Luckily, the lockdown followed by Covid-19 provided him with an ideal opportunity to pursue his dream and he used the time attempting the records. Each record requires extensive planning, creativity, and execution. He has even begun converting his records into business ideas; he's working on commercially producing the smallest playing cards.

"Through my achievements, I want to convey a message to everyone that it takes no superpowers to break records, but just ingenuity, innovation and sheer determination to reach your goal," he sums up.



Love is in the Air

... for the Singles.

The month of love is finally here. If you are wondering how to make that perfect proposal or how to spice up your love life, eminent tarot card reader, **Geeta Kapadia**, in conversation with **Canta Dadlaney** shares what the cards hold in store for you...

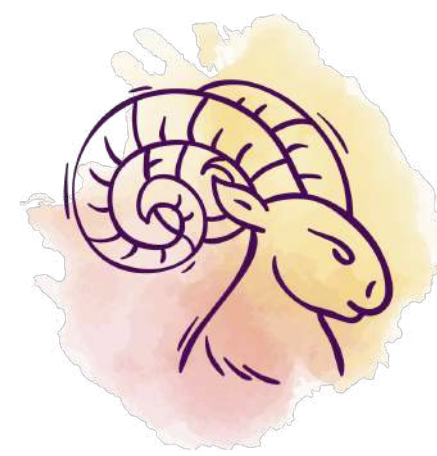


AQUARIUS

The chosen one

A win-win situation for them, intellectual Aquarians! Destiny brings a celebrity in their lives. Their fiercely independent and bold partner makes for a life-changing romance that will plunge them into a world of glamour and success.

Valentines Gift: A golden medallion or a pair of sunglasses.

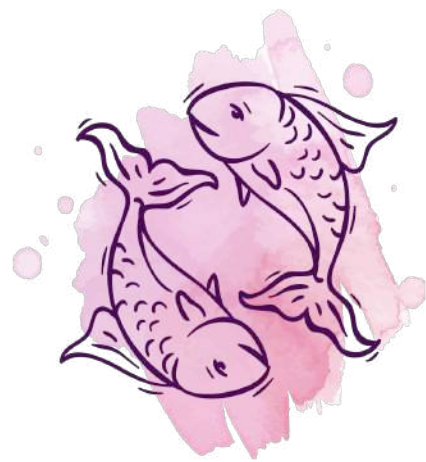


ARIES

Choices

Cupid's arrow sparks off a brief romantic interlude for the fiery Arians. A whirlwind holiday romance will possibly sweep Arians off their feet. Till reality strikes, Arians will have a tough choice and may find themselves sitting on the fence - old or new?

Valentines Gift: A key chain with cupid or a travel book

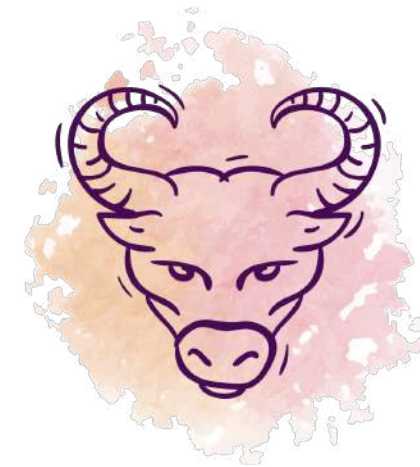


PISCES

Trust in Love

It's time for Pisceans to come out of hibernation and get ready to socialize. This will help start new beginnings, and more friends and love will find its way to their hearts.

Valentines Gift: Tickets to a holiday destination.



TAURUS

Fulfilling year

True love is in store for the earthy Taureans. Some will propose, some will get proposed & its going to be a lifelong commitment. New inspirations, new partners and an awesome new opportunity to switch careers and change locations.

Valentines Gift: A silver glass or goblet

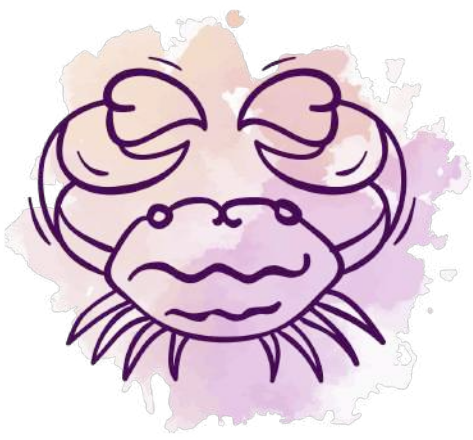


GEMINI

A whole new world

A whirlwind romance unfurls with a foreigner mesmerizing the witty Geminis, in toto. Get ready for some enchanting weekends and incredible surprises! Geminis will try hard to balance career and true romance during a year full of travels!

Valentines Gift: A musical instrument or Bluetooth speakers



CANCER

Best Match

A brilliantly arranged match awaits the sensitive Cancerians, acceptance of which will introduce you to your witty & intellectual partner. You will be wooed with expensive gifts and indulged with untold luxuries.

Valentines Gift: A golden ring or a family heirloom



LIBRA

Blast from the past

Librans, get ready for a reunion with your childhood sweethearts. These guys will walk down memory lane rekindling the magic and romance of yore. Soul-mates forever, a perfect wedding awaits them before the year ends.

Valentines Gift: A bouquet of roses



LEO

Let go...

Feisty Leos must move on from their past (unsuccessful) relationships. Learn to live in the now! A blind date on Valentine's day will serve them well as it may blossom into something meaningful.

Valentines Gift: A soft and warm comforter or woollen shawl.



SCORPIO

Love match

Scorpios and their secrets! A-ha! They are very likely to meet their mirror images--short-tempered partners! What follows will be utter fracas; a passionate and heated relationship. Watch out for heartbreaks if egos take over BUT enjoy the relationship while it lasts. Do NOT make hasty commitments.

Valentines Gift: A metal bracelet or pendant for love.

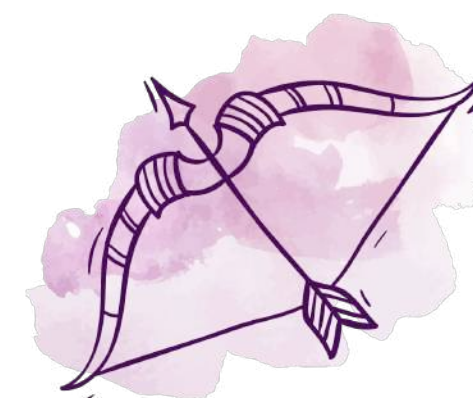


VIRGO

A Fantasy comes true

The very practical Virgoans could be in for a dreamy surprise. A virtual relationship could turn into a real and enchanting affair. Whoa! Virgoans could get hooked in a BIG way (yes, marriage!)

Valentines Gift: A book of poems or quotes to express love eloquently.



SAGITTARIUS

At first sight

Family and friends play cupid this year and enthusiastic Sagittarians will find their 'made in heaven' match. Call it 'love at first sight', it will trigger a life-long commitment. Your good-looking, romantic, caring and smart partner will have an amazing psychic ability to read your thoughts.

Valentines Gift: A crystal or gemstone ring



CAPRICORN

Believe in magic

A fairy-tale romance will surprise the so-called cynical Capricorn. Totally smitten, Capris will be overwhelmed by a world of glass slippers and unicorns, moonlight magic and love potions. Get ready for a dreamy relationship that will turn into a charming reality.

Valentines Gift: A bottle of Exquisite perfume

Product Picks Of The Month...



Oil Free Cooking

Asahi Kasei Pan Foil

Price: Rs170-250

Japanese brand Asahi Kasei is making its debut in Indian kitchens with three offerings—Premium Wrap, Cooking Sheet and Frying Pan Foil. These kitchen accessories are a boon for the health-conscious eaters. The wrap comes with PVDC Cling and is ideal for storing raw vegetables, fruits, and poultry without any fear of discolouration or oxidization. The Frying Pan Foil enables you to simply place a sheet of foil on the pan and start cooking. It is coated with silicone on one side, which prevents food from sticking to the foil. There is no need to use oil, which limits any additional calorie intake. The cooking sheets are also ideal for oil-free cooking.

Noodles in a bowl

Sunfeast YiPPee Quik Mealz

Price: Rs45 - 50

Your favourite noodles are now available in a bowl. So whether you're traveling with kids or taking off on a road trip, all you need to do now is open the lid, pour in some hot water and have delicious noodles packed with flavour instantly. Quik Mealz is launched in a bowl with a broad container base, which makes it extremely easy to mix, and it comes with a lid that ensures the noodles are evenly cooked. These packs are available in two flavours- Veggie Delight and Chicken Delight.



Cut down cooking time

Pigeon Handy Vegetable Chopper

Price: Rs 275

Whether you want to prepare an amazing salad with assorted veggies or make a delicious vegetable recipe, Pigeon's Handy Vegetable Chopper will be your ideal kitchen helper. It comes with three stainless-steel blades that can cut everything from fruits to vegetables with ease. You can also remove the attachments and clean the chopper easily. If you especially hate chopping those onions, this little slicer is a boon.



More cheese please

Cremeitalia

Price: Rs 225- 325

Eat it, bake it, grill it, cheese is the ooey-goey, melty stuff that dreams are made of and Cremeitalia brings home some really delicious Italian Cheese flavours to the Indian market. With a creamy goey stuffing, our favourite pick is the Burrata. With a literal translation that means buttery in Italian, this delectable cheese is a thin shell made of milk and is stuffed with a soft mixture of curd and cream inside. All you need to do is crack it open and it instantly melts into the plate. This can be savoured with fresh ingredients like tomato, basil, olive oil and crusty bread, or simply by itself as well.

Cremeitalia also has a variety of other flavours like Stracciatella, Mascarpone, Sour Cream, and Fiordilatte Bocconcini. Cremeitalia also offers assorted packs of the variants under Bundles of Binge Watchers, Health Junkie, Pizzaholic, Salad Lover, and Wine Lovers, leaving you hassle-free in selecting the cheeses.