

Hash#tag

INDIA

APRIL 2024

7 Ram
Navami
Getaways

LITERARY
ESCAPES
INDIA'S BOOK-
THEMED
CAFES!

MEET THE
RISING STARS OF
LAKME FASHION
WEEK 2024

DOCTUTORIALS:
YOUR MEDICAL EXAM
PREP HUB!

BROMANCE ALERT:
**TIGER SHROFF &
AKSHAY KUMAR**
SET TO TAKE OVER!

+

REVIEWS
TRAVEL
FASHION
& MORE

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EDITOR'S NOTE

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Welcome to the latest issue of Hashtag Magazine, where we bring you the best of what's happening in town and beyond. From exciting events to emerging trends, we have everything you need to stay informed and inspired.

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Stay updated on the latest happenings and must-attend events in your city.



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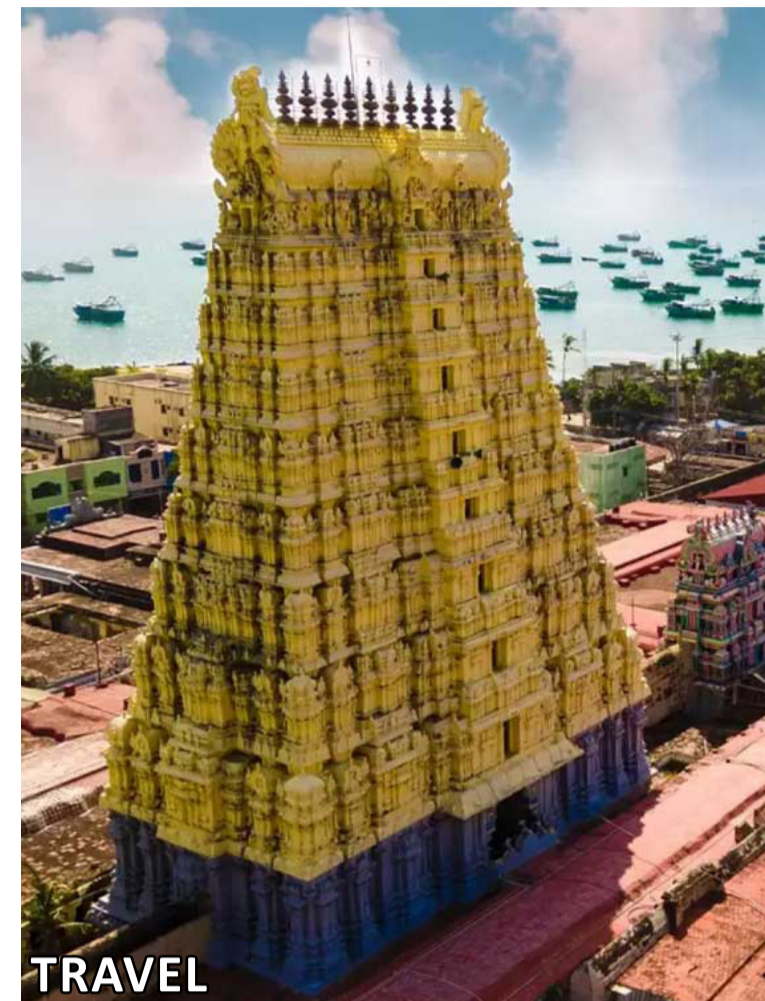
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Read about the unique Ugadi dishes, each representing the hopes and aspirations for the year ahead. Experience the unique charm of book-themed cafes, where literature meets gastronomy for a delightful dining experience. Treat your taste buds to the exquisite vegetarian Burmese cuisine at Burma Burma Hyderabad.

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From the **E**EDITOR

Success beyond the Bank Balance!



In today's world, it often feels like everything revolves around financial success. So much so that pursuing financial success even overshadows the value of art, knowledge, and personal well-being. If you're not earning big bucks, you're not valued. We seem to have lost sight of the respect once accorded to teachers, professors, and artists for their expertise and creativity. Instead, one's worth is solely measured by their financial status. However, it's important not to let societal pressures dictate our self-worth. The size of your bank balance does not solely define success; it's about the passion and dedication you bring to your work or career.

Money is important, sure, but so is your mental peace. We've reached a point where your social network is more important than your bank balance. It won't be long before your mental well-being will be more valuable than your net worth. Trust me, regardless of financial success, it will find its way to you if success is meant for you.

In an interview with Hashtag, Akshay Kumar shares his experience of facing 16 consecutive career flops but persevering through them. His story reminds us not to give up on our passions and dreams, even if they may not initially seem lucrative. With dedication and hard work, success will eventually come knocking at our doors.

In this edition, we've got some inspiring stories for you. DocTutorials is helping students crack medical exams, and Rachita Kasliwal of Medyseva is revolutionizing rural healthcare. From summer recipes to Ram Navami travel tips, we've sorted your summer plans.

And don't miss our fashion pages, where we spotlight the new-gen designers who wowed everyone at Lakme Fashion Week. They remind us



that success is about creativity and innovation, not just money.

Remember, success is not just about the numbers in your bank account; it's about your impact and fulfilment in your journey. So, keep doing what you love, and success will follow, no matter how long it takes.

Wishing you all a wonderful summer!



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Hash#ag INDIA

INDIA'S FIRST INTERACTIVE MAGAZINE

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HAPPINESS
CO**





**DELICIOUS
AND
CRUNCHY**



UPCOMING EVENTS

APRIL 2024

Kisi Ko Batana Mat Ft. Anubhav Singh Bassi, Hyderabad

Kisi Ko Batana Mat Ft. Anubhav Singh Bassi is an eagerly anticipated event that promises a blend of humour and relatability. With Anubhav Singh Bassi, a rising star in the Indian comedy scene, at its helm, the event is set to captivate audiences with his trademark wit and charm. Bassi's unique storytelling style, infused with everyday observations and cultural nuances, ensures an evening filled with laughter.

Date: 28th April 2024

Price: Rs 799/-

Venue: Shilpakala Vedika, Hyderabad



Mumbai Comic Con 2024



Mumbai Comic Con 2024 is poised to be a spectacular celebration of pop culture, comics, gaming, and geeky. As one of the most anticipated events in the city, Comic Con brings together fans, artists, cosplayers, and enthusiasts from across the region. From exploring the latest comic releases to immersing oneself in gaming and family. Get ready to unleash your inner superhero and embark on an unforgettable adventure.

Date: 20th April- 21st April 2024

Price: Rs 999/- onwards

Venue: Jio World Convention Centre, Mumbai

SO mini THINGS! - Aiiyo Shraddha World Tour 2024

SO mini THINGS! - Aiiyo Shraddha World Tour 2024 is gearing up to be an electrifying global extravaganza that fans have been eagerly anticipating. Led by the dynamic entertainer Aiiyo Shraddha, this world tour promises to be a whirlwind of music, dance, and unmatched energy. With stops planned across major cities worldwide, this tour is set to unite fans from diverse backgrounds in a celebration of music and creativity. Get ready to embark on a journey of entertainment with Aiiyo Shraddha and experience the magic of SO mini THINGS!

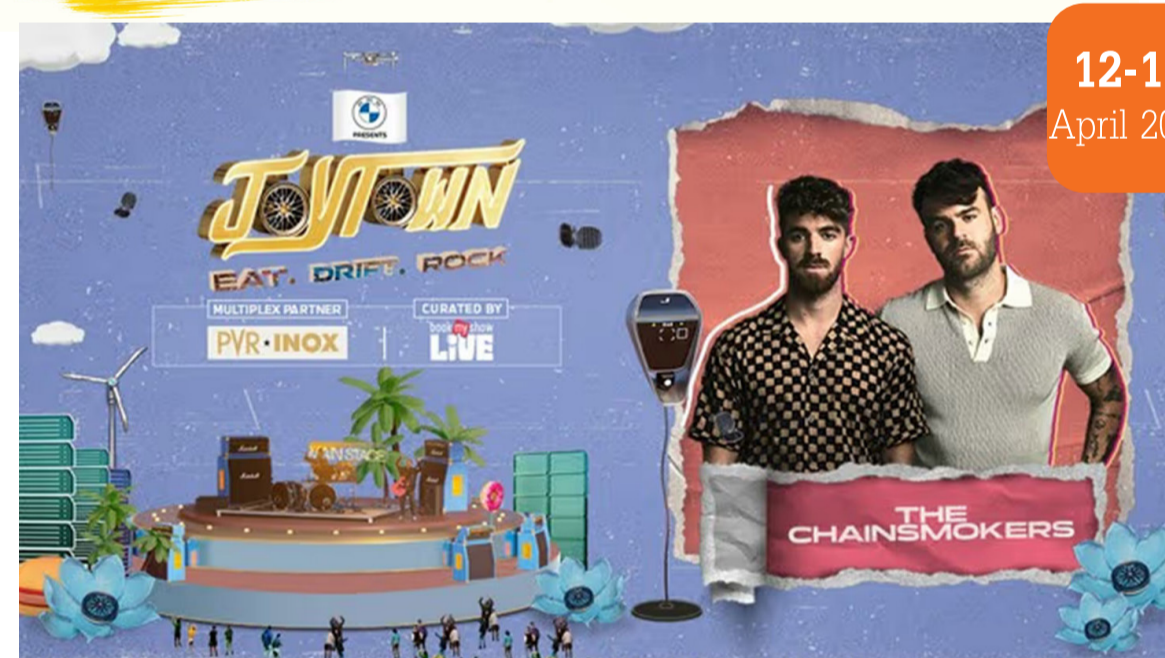
Date: 30th March 2024- 6th April 2024

Price: Rs 799/- onwards

Venue: Chennai



BMW Joytown 2024



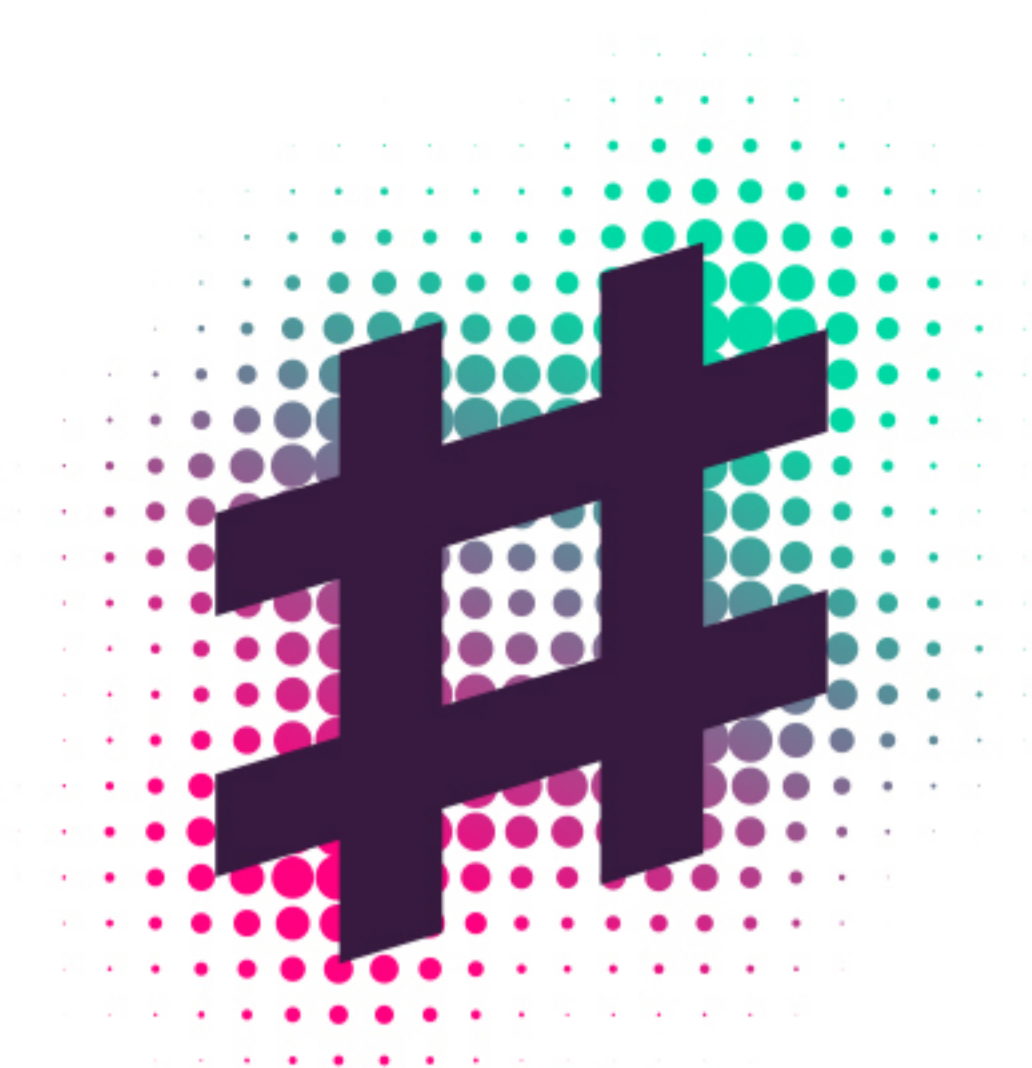
BMW Joytown 2024 is gearing up to be an exciting fusion of automotive excellence and electrifying entertainment. Headlined by the globally acclaimed music duo The Chainsmokers and the charismatic Punjabi sensation Diljit Dosanjh, this event promises an unforgettable experience for attendees. Set against the backdrop of cutting-edge automotive innovation, attendees can expect a high-octane celebration that pushes boundaries and sets new standards. Get ready to rev up your excitement and experience the thrill of BMW Joytown 2024 with The Chainsmokers and Diljit Dosanjh at the forefront.

Date: 12th April- 13th April 2024

Venue: Mahalaxmi Race Course, Mumbai

Price: Rs 4,999/- onwards

To get your events featured mail us at contact@hashtagmagazine.in



h a s h t a g

TRENDING NOW



Alshay Kumar & Tiger Shroff

Set to Dominate Action Genre Together!

Get ready for a cinematic extravaganza as Bollywood heavyweights Akshay Kumar and Tiger Shroff join forces for the first time in '*Bade Miyan Chote Miyan*,' which will hit screens this month. The film promises an electrifying blend of action and drama, showcasing the dynamic duo in a thrilling new avatar.

Hashtag Magazine gives you a sneak peek with excerpts from the trailer launch press conference where the actors answered questions and spoke about their equation and the movie, offering a glimpse into the adrenaline-pumped spectacle that awaits...

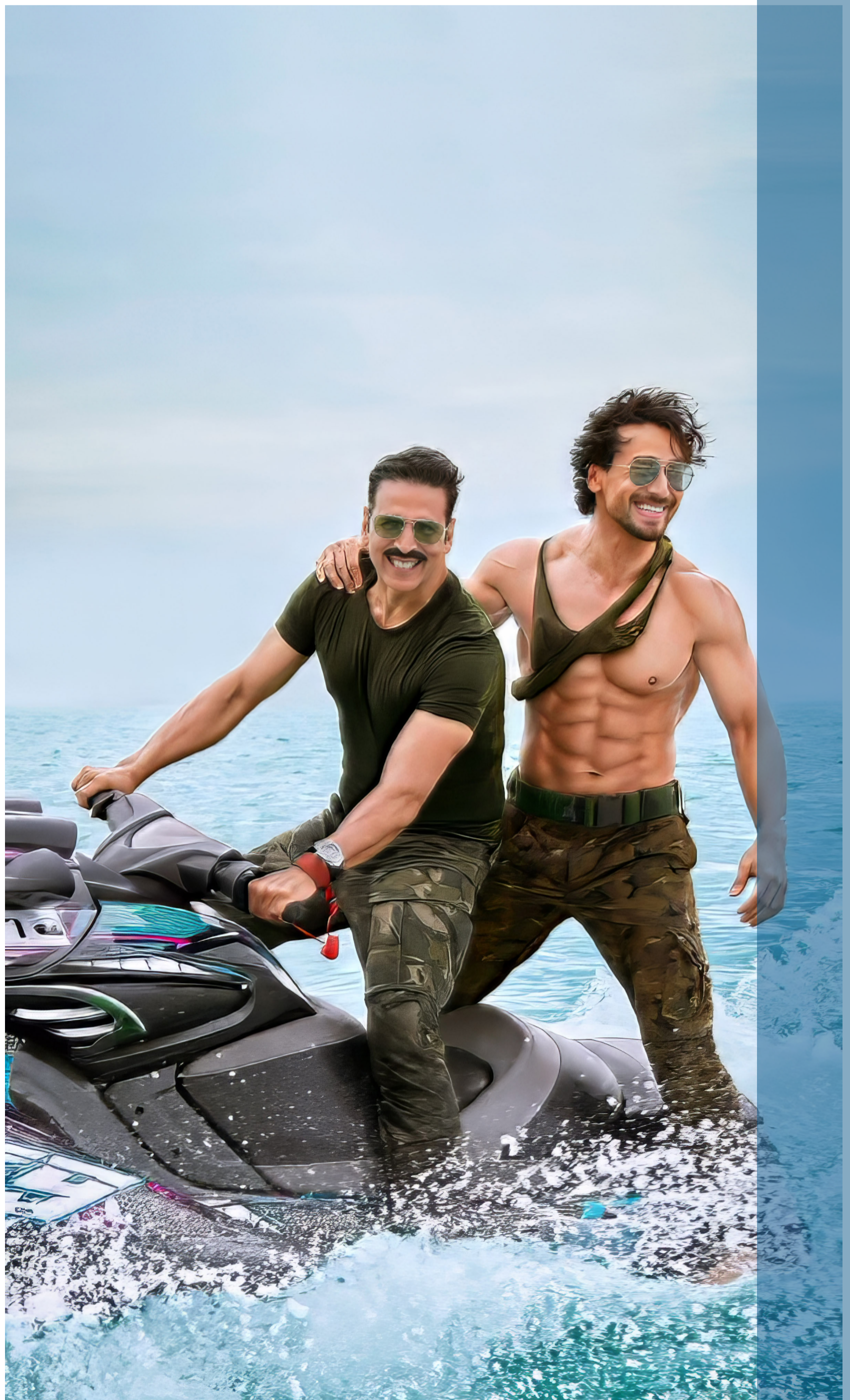
Akshay Kumar –

Were you expecting '*Bade Miyan Chote Miyan*' to blend comedy and action when you first received the script?

We always knew the film would be like 'Bad Boys'. I'm not saying the story is the same, but it will be like 'Bad Boys' because the film has lots of action and a very subtle kind of comedy. It's a very subtle humour, which I knew from the beginning. So when Ali (Ali Abbas Zafar) told me the whole story, we were completely bowled over because it had something different to offer. And then Prithvi (Prithviraj Sukumaran) came in, *toh maza hi aa gaya* (It was so much fun). He's going to be wearing that mask, and we're going to be fighting him. It was unbelievable to do that.

The trailer looks action-packed with all the right elements. Considering your recent films haven't had a great run, what are your expectations from this film?

I am keeping my fingers crossed. I always keep trying and never stick to one kind of genre. I experiment with all genres, whether they are successful or not. Even at the beginning of my career, I did that, and nothing has stopped me from experimenting. I strive to offer variety, from action, drama, and comedy to social messages. I don't like to get stuck in one genre just because it is commercially viable. I start getting bored if I keep doing the same stuff. I have even seen 16 flops at one go during my career, but I still stood there and kept on working hard. I will continue to do the same. This film, '*Bade Miyan Chote Miyan*,' is one such film this year where we all have done lots of hard work, and now we will see the results. We hope our hard work pays off, and we will keep our fingers crossed that this film brings us good luck.





“
The experience of working with Tiger was fantastic. We share a similar mindset and work ethic. Tiger is extremely disciplined, just like me.
”

Both you and Tiger Shroff are martial arts experts. How was the experience of working together, especially considering the action-packed stunts in the film?

The experience of working with Tiger was fantastic. We share a similar mindset and work ethic. Tiger is extremely disciplined, just like me. He goes to bed early and is very hardworking. This film required a lot of intense action sequences, and I can confidently say that this will be a film I will be very proud of in my career. The stunts in this film are very different from what I have done before, and I believe audiences will be thrilled with the action and the overall film.

Akshay, you have been known for your daring stunts and action sequences. How has your approach

towards action changed over the years?

The biggest action stunt I ever did was standing on a plane. I had to catch a running plane on the runway, climb on top of it, and then jump onto a hot-air balloon. Looking back, I realize it was madness. I was crazy to attempt something so dangerous. There was a 70% chance I wouldn't survive, but thankfully, I did. It was a wake-up call for me to be more cautious.

Now, I think ten times before attempting such stunts. I prioritize my safety above everything else. Earlier, safety measures were not as advanced. We would jump from helicopters without proper safety precautions. But now, safety is the main concern, and insurance and safety measures are in place. My job now is to preserve myself and stay healthy.

Quick Takes:

Movie reviews:

It always feels good when your movies get stars. I value reviews very much. preserve myself and stay healthy.

Friend you would be willing to fight for:

I don't need a friend for that; I am willing to fight for anything wrong. Even if you come to me, I will surely be ready for a fight.

Tiger Shroff –

How was your experience working with Akshay Kumar?

It is one of the best experiences of my life. I have always said that I have idolized Akshay, sir, since childhood. I am an action hero today because of this man right here.

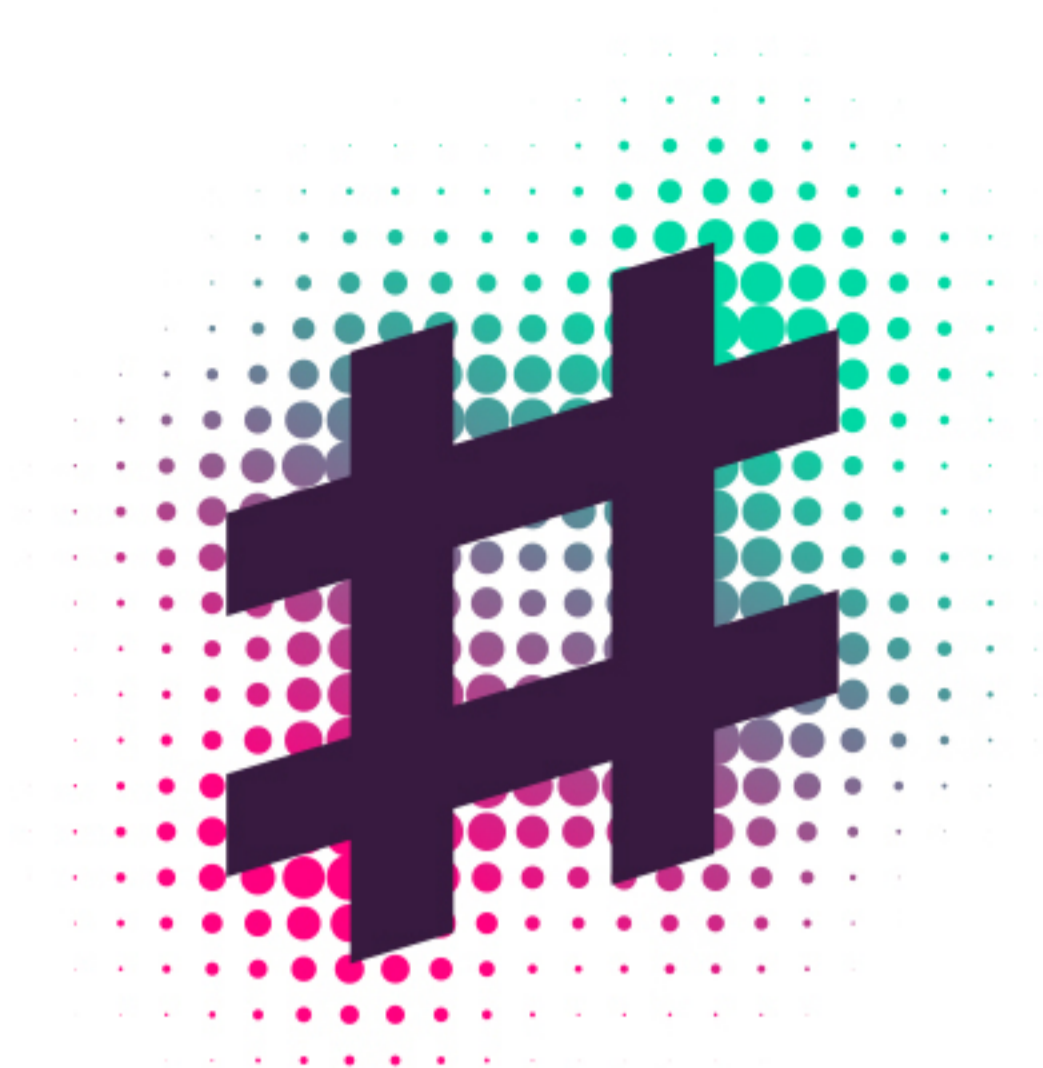
What is Tiger's advice to Akshay Kumar?

Meri aukat nahi ki I will give some speech or tell something to Akshay sir. But one advice would be to keep doing what he is doing. I don't see any flaw in Khiladi. I think he is aging backward. You know, I used to think that I was doing pretty well in action. I know I have much to learn after seeing OG Khiladi in action in this film. I think he needs to keep going how he is going and keep inspiring the youth and younger heroes like me.

What's on your mind while performing a tough action scene?


I don't think too much before a shoot. We have a very good team, and both Akshay Sir and I had a lot of time to prep and rehearse. Doing a stunt is almost like second nature for us. We used to perform and think later.





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START UPS



Molding TOMORROW'S DOCTORS

Kartek, an engineer from Hyderabad, transitioned from family businesses into online medical education with DocTutorials. Founded in 2020, the platform initially focused on NEET PG coaching but expanded to NEET SS (Super Speciality) and FMGE (Foreign Medical Graduate Examination) in 2021. Recognized for producing top-ranking students, DocTutorials fills a gap in online super-specialty medical education. Catering to many NEET PG aspirants and international medical graduates seeking to practice in India, the platform's comprehensive courses aim to ace NEET PG and FMGE exams, ensuring a seamless transition for foreign medical graduates.

DocTutorials prides itself on pioneering diversified coaching programs for medical students and postgraduates, offering guidance for NEET PG, INI CET, FMGE, NEET SS, and INI SS. With a team of quality medical experts, specialists, and super specialists, the platform delivers standardized clinical education through audio-visual content, meticulously prepared notes, hand-picked MCQs, a highly reviewed Question Bank, and a frequently updated Test Series. Kartek Routh, one of the co-founders of DocTutorials Pvt Ltd, highlights their online platform's role in aiding students' preparation for a range of medical postgraduate and super specialization entrance exams in a discussion with **Surabhi Goel**.

What is the mission and vision behind DocTutorials, and how does it aim to revolutionize medical education?

In medical education, there is a notable scarcity of diverse clinical experiences for students, particularly during internships. DocTutorials aims to bridge this gap by offering comprehensive support, including curated content, time management tools, and motivational resources. Our vision extends beyond exam preparation. We envision a future where every medical professional has the skills and confidence to excel in their respective fields.

We're more than just a coaching platform. Our mission is to revolutionize how medical professionals are educated and empowered. We're reshaping the landscape of medical education, transforming it into an exhilarating journey of discovery and success. At DocTutorials, our focus goes beyond exams; we're dedicated to equipping students to emerge as leaders in healthcare.



Empowering the Next Generation of Experts: Discover limitless potential with DocTutorials **NExT Faculty!**



How do you ensure the quality and effectiveness of the coaching programs offered for various medical entrance exams such as NEET PG, FMGE, and others?

At DocTutorials, we go beyond traditional teaching methods. We employ modern audio-visual content, comprehensive study materials, and interactive learning platforms to effectively engage students. Continuous feedback mechanisms allow us to adapt and improve our coaching programs constantly. Our personalized approach tailors learning paths to individual strengths and weaknesses, while regular tests and assessments simulate exam conditions and track student progress. With strict quality assurance protocols in place, we're committed to providing a holistic learning experience that prepares students for successful medical careers.

We ensure the quality of our coaching programs by gathering a highly skilled team of educators from all over India. They have first-hand exam experience and understand what students need to succeed. Our faculty is committed to continuous learning to keep our content updated with the latest advancements in the medical field.

Our quality assessment process is strict to maintain high standards. Faculty-provided content undergoes thorough evaluation by our team of top-ranking individuals who have recently cleared the exams themselves. We also seek input from experienced doctors to ensure accuracy. This meticulous review process guarantees that only the highest quality content is delivered to our students.



What sets DocTutorials apart from other online platforms in the Edu-tech space, particularly regarding personalized guidance and support for medical students?

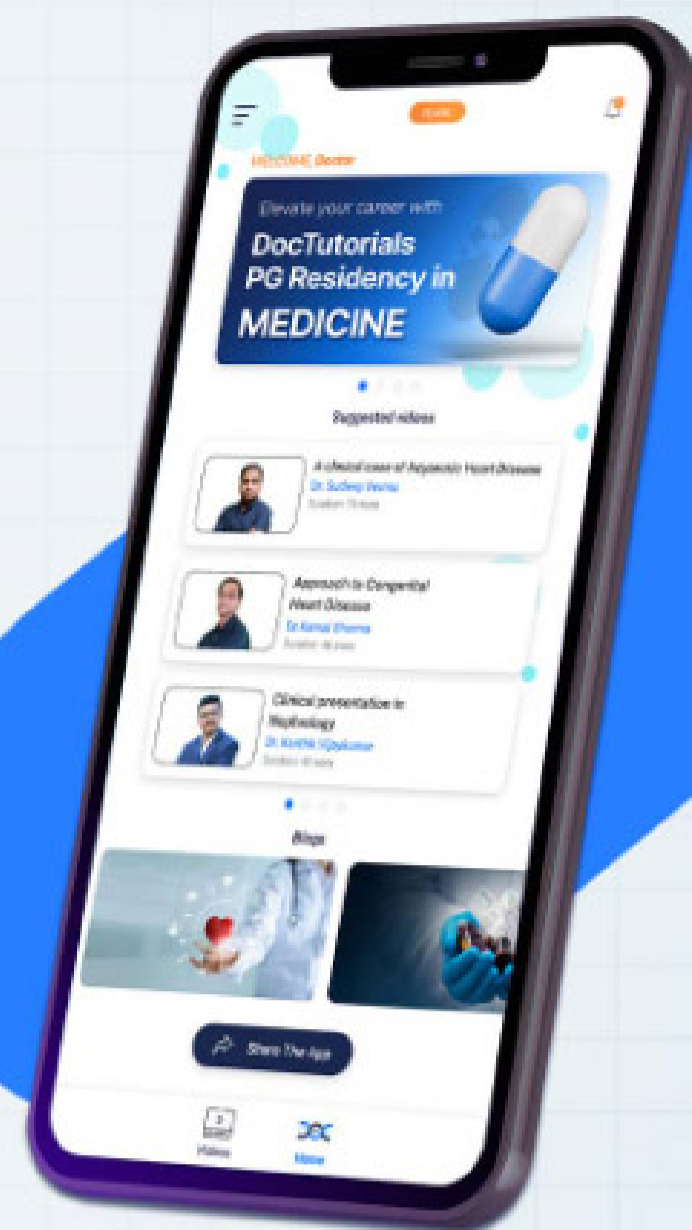
DocTutorials stands out from other online platforms in the Edu-tech space, especially regarding personalized guidance and support for medical students. We prioritize not only subject expertise but also the faculty's ability to effectively assist students in planning their exam preparation. Through live sessions and direct faculty-student interaction, we motivate students and address any concerns they may have, ensuring they feel supported throughout their journey. Our platform's dedication to excellence, mentorship, and ongoing improvement distinguishes us as a leader in medical education within the Edu-tech landscape.

How do DocTutorials adjust to medical students' evolving needs and exam changes?

DocTutorials ensures its faculty members stay updated with the latest advancements in medical science and licensing exam changes. Our team comprises professionals actively involved in various medical fields, including academia, corporate hospitals, and government institutions. We conduct sessions and prepare materials based on emerging topics like COVID-19, adapting quickly to new developments. Additionally, our in-house team monitors updates from the National Medical Council and adjusts our curriculum and technology accordingly. By staying responsive to evolving needs and exam patterns, DocTutorials remains a trusted and innovative resource for medical education.

DocTutorials PG Residency Program

Your
**Gateway to
Excellence in**



What success stories or testimonials can you share from students who have benefited from DocTutorials' coaching programs?

We've witnessed numerous success stories among our students who have overcome previous setbacks to achieve success with DocTutorials. Our approach involves personalized guidance tailored to each student's needs. For instance, if a student failed in the past, we focus on targeted preparation to ensure success this time. We also provide additional resources and support for enthusiastic learners through various online platforms like WhatsApp, Telegram, Facebook, and Instagram groups. These efforts have yielded remarkable results, with many of our students securing top ranks in prestigious medical institutions. We're proud to participate in their journey towards becoming accomplished healthcare professionals.

As the founder of DocTutorials, what inspired you to embark on this journey, and what are your aspirations for the future of medical education through online platforms?

When students pursue MBBS, it's a serious commitment because they'll treat actual patients. Our inspiration for DocTutorials comes from wanting to provide top-quality education to medical students everywhere. We understand that each student has different needs, so we tailor our content accordingly. For example, if someone finds the exam challenging, we have special packages to help them. We focus on practical knowledge, too, showing clinical scenarios through videos and discussions. Our goal is to bridge the gap in medical education by reaching students in colleges with limited resources. This way, we aim to empower all medical students with the necessary knowledge.



QUICK TAKES

How did you balance study stress? Any tips?

When managing study stress, I've always prioritized focusing solely on preparation without fixating on the outcome or rankings. By focusing my energy on the task at hand rather than worrying about results, I've found it easier to achieve success.

Favorited stress-relief activities?

I feel most at ease at home, and spending time with friends is a great stress reliever. I also enjoy hitting the badminton court or the gym to unwind.

Top pastime or hobby?

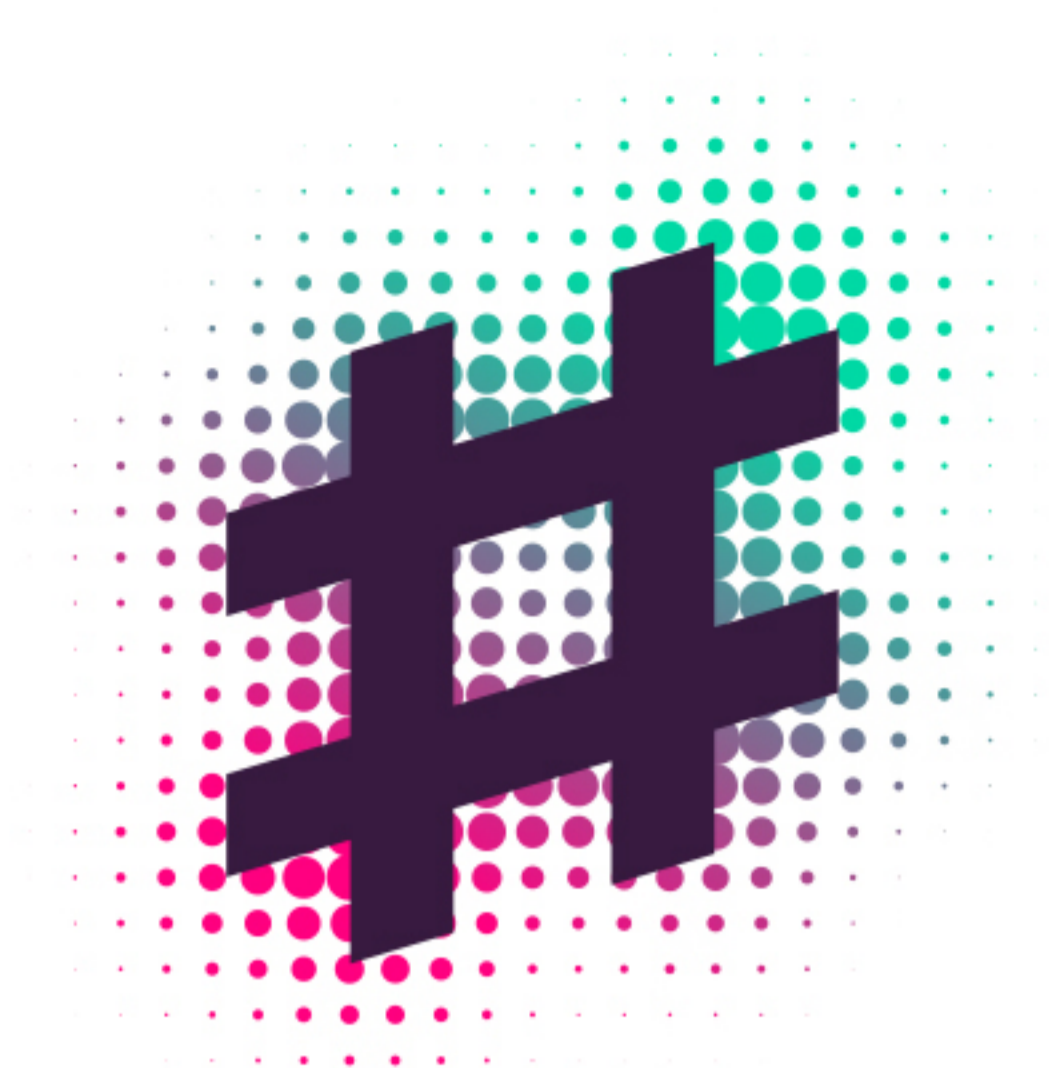
As a true hodophile, I delight in journeying across the globe, immersing myself in diverse cultures, and indulging in the flavours of each unique cuisine.

Most memorable educational experience?

My time at the engineering school in Hyderabad was like a rollercoaster of fun and craziness! While everyone else was sitting in class, I was on my adventure, skipping lectures and dodging exams left and right. Yep, I was a bit of a rebel! Despite all that, I finished my degree in the usual four years. It was a time of confusion and not knowing where I was headed, but that's part of the journey, right? And guess what? It all clicked into place once I had that engineering degree. Who knew chaos could be so enlightening?

Who inspires you the most?

My father, who started as a Voltas employee, built multiple successful businesses, teaching me the importance of hard work and sincerity and their role in success. Also, my childhood friend and co-founder, Adwik, has been a constant source of inspiration with his early achievements and unwavering motivation over our decade-long friendship.



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FOR A CAUSE



Rachita Kasliwal

RURAL TELEHEALTH INNOVATORS, RURAL HEALTHCARE SOLUTIONS, TELEHEALTH FOR VILLAGES, RURAL HEALTH TECH LEADERS

Medyseva, a healthcare start-up dedicated to serving rural India, is led by **Rachita Kasliwal**, an alumna of Mayo College Girls School, Ajmer. Following her academic journey with a B.Com (Hons.) from Shri Ram College of Commerce and a PGDM from the Loyola Institute of Business Administration, Chennai, Rachita immersed herself in her family's healthcare business. As the driving force behind Medyseva's Marketing and Operations, Rachita champions the mission to provide accessible medical services to rural communities. Since July 2021, Medyseva has conducted over 3000 consultations, emphasizing preventive healthcare and hygiene practices for societal well-being. In conversation with **Surabhi Goel**, Rachita Kasliwal of Medyseva discusses bridging healthcare gaps in rural India through telemedicine.

What motivated Medyseva's creation, and how does it tackle rural healthcare challenges?

When COVID-19 hit, people struggled to see doctors in person. As friends and relatives reached out for help consulting doctors remotely, initially to my husband, the scale of the issue dawned on us. Rural areas faced a severe shortage of healthcare resources, leaving residents with no viable options for medical consultations. Witnessing this, we recognized the potential to address this challenge through telemedicine solutions. In rural regions, limited access to qualified medical professionals often leads to residents seeking assistance from unqualified practitioners or enduring lengthy and costly journeys to nearby cities for treatment. Seeing how technology helped with online classes, we also decided to use it for healthcare. That's

how Medyseva was born, aiming to bring medical help to rural areas through telemedicine.

As a female entrepreneur in health tech, what hurdles did you face founding Medyseva?

The main challenge I faced was changing people's mind set about telemedicine. Many still believe a doctor must see or touch them for a diagnosis. Consulting a doctor remotely seemed foreign in rural areas, where generations have relied on local healers like *vaids*, *hakims*, and homemade remedies passed down through families. We conducted awareness campaigns, organized health camps, and collaborated with local leaders to promote the adoption of telehealth services. Over time, as people became more familiar with the concept and experienced its convenience and effectiveness

first-hand, their resistance gradually waned, paving the way for broader acceptance of telemedicine in rural India.

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THE MAIN CHALLENGE I FACED WAS CHANGING PEOPLE'S MIND SET ABOUT TELEMEDICINE. MANY STILL BELIEVE A DOCTOR MUST SEE OR TOUCH THEM FOR A DIAGNOSIS.



Could you outline Medyseva's telemedicine services for rural patients?

In rural areas where access to healthcare is limited, Medyseva operates franchises known as Medyseva Kendras. Staffed by individuals (*medisevaks*) proficient in operating our software and fluent in Hindi, English, or the local language, these Kendras serve as the entry point for patients. Upon registration, patients describe their medical issues and specify the type of specialist or general physician they wish to consult. Medyseva then facilitates the connection between the patient and the appropriate healthcare provider for a remote consultation. Following the consultation, the doctor generates a prescription and invoice, which are provided to the patient.

While Medyseva does not currently supply medications, we support further medical needs. This includes arranging door-to-door services, such as ambulance transportation to nearby cities for hospitalization, as advised by the doctor. Additionally, we assist with hospital admissions and coordinate any necessary diagnostic tests, such as radiology or MRI scans, based on the doctor's recommendations. We continuously strive to expand our services to meet the evolving healthcare needs of rural communities.

How does the payment process work?

Medyseva boasts a network of over 1000+ doctors available for consultations, although they are not permanently tied to the platform. When a patient seeks consultation, Medyseva arranges payment accordingly. Financial transactions are managed through Medisewak's



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WHILE MEDYSEVA DOES NOT CURRENTLY SUPPLY MEDICATIONS, WE SUPPORT FURTHER MEDICAL NEEDS. THIS INCLUDES ARRANGING DOOR-TO-DOOR SERVICES, SUCH AS AMBULANCE TRANSPORTATION TO NEARBY CITIES FOR HOSPITALIZATION, AS ADVISED BY THE DOCTOR.



Ms Rachita Kasliwal & Mr Vishesh Kasliwal

account on the platform, utilizing a wallet system. Upon uploading or transferring funds to their wallet, Medisewak deducts consultation fees from their account balance when providing services. Subsequently, the Medisewak settles cash payments with patients after the consultation. This system ensures smooth financial transactions and convenient payment processes for both parties.



How does Medyseva tackle tech challenges in remote areas, and where are its Kendras?

Improvements in internet and electricity access are ongoing, and certain remote regions continue to grapple with connectivity issues. Despite efforts to improve these challenges by providing dongles and encouraging the use of personal phones for connectivity, some areas still experience poor network coverage. However, these instances are limited and localized, and we remain committed to finding innovative solutions to ensure seamless access to our telemedicine services. With 120+ centres in 10 states, primarily in Hindi-speaking regions, including MP, Bihar, Jharkhand, Rajasthan, Assam, and Orrisa, we're expanding into urban areas.

What are Medyseva's future goals for rural healthcare in India?

Medyseva aims to expand its reach across additional states and regions, facilitating more consultations for a broader patient base. Medyseva is expanding its reach beyond rural areas, venturing into urban regions by collaborating with coaching institutes and large townships. Kiosks in these centres offer online consultations, addressing the healthcare needs of students and residents. Additionally, new products are being developed to facilitate remote consultations for specialties like eye care and dentistry, enhancing accessibility to healthcare services. Addressing the challenge of mind set barriers towards online

consultations is a priority, achieved through educational initiatives on platforms like social media. The goal is to enhance awareness and accessibility, empowering more individuals to benefit from telemedicine services.

What is your go-to fitness routine?

I dedicate one hour daily to my fitness regimen, prioritizing a specific workout routine. I firmly believe in the necessity of this hour, viewing it as irreplaceable and free from shortcuts.

Any favourite hobbies you enjoy outside of work?

Balancing work, home, and family leaves little time for hobbies, but I find relief in small moments amidst the busy schedule. Driving alone, I blast music and sing along, which is therapeutic. Additionally, I enjoy organizing and decluttering, which clears physical and mental space. Occasionally, I journal, finding writing to be refreshing.

How do you maintain hygiene and self-care amidst a busy schedule?

Ensuring personal hygiene and self-care amidst a busy schedule can be challenging. In my case, the support of my joint family, particularly my in-laws, is crucial. I rely on their assistance to manage various tasks. For instance, I share responsibilities and ask for help

Quick TAKES



when needed, such as taking care of my daughter. It's important to communicate one's needs and seek support from family members. Simple tasks like making my bed in a certain way bring me a sense of satisfaction and contribute to my overall well-being. Asking for help allows me to accomplish tasks efficiently and reduces feelings of overwhelm.

Do you swear by any wellness rituals or practices?

Having a consistent night-time routine is key for me. It could be as simple as reading for a few minutes, washing my face, or listening to podcasts. These practices promote physical fitness and contribute to my mental well-being. They help me wind down and prepare for a peaceful sleep.

Who inspires you the most?

I haven't singled out any particular individual. Inspiration comes from various sources and people, each offering something unique I admire and learn from.



For your endless **CULINARY CREATIONS**



Baking Powder



Custard Powder



Icing Sugar



Corn Flour



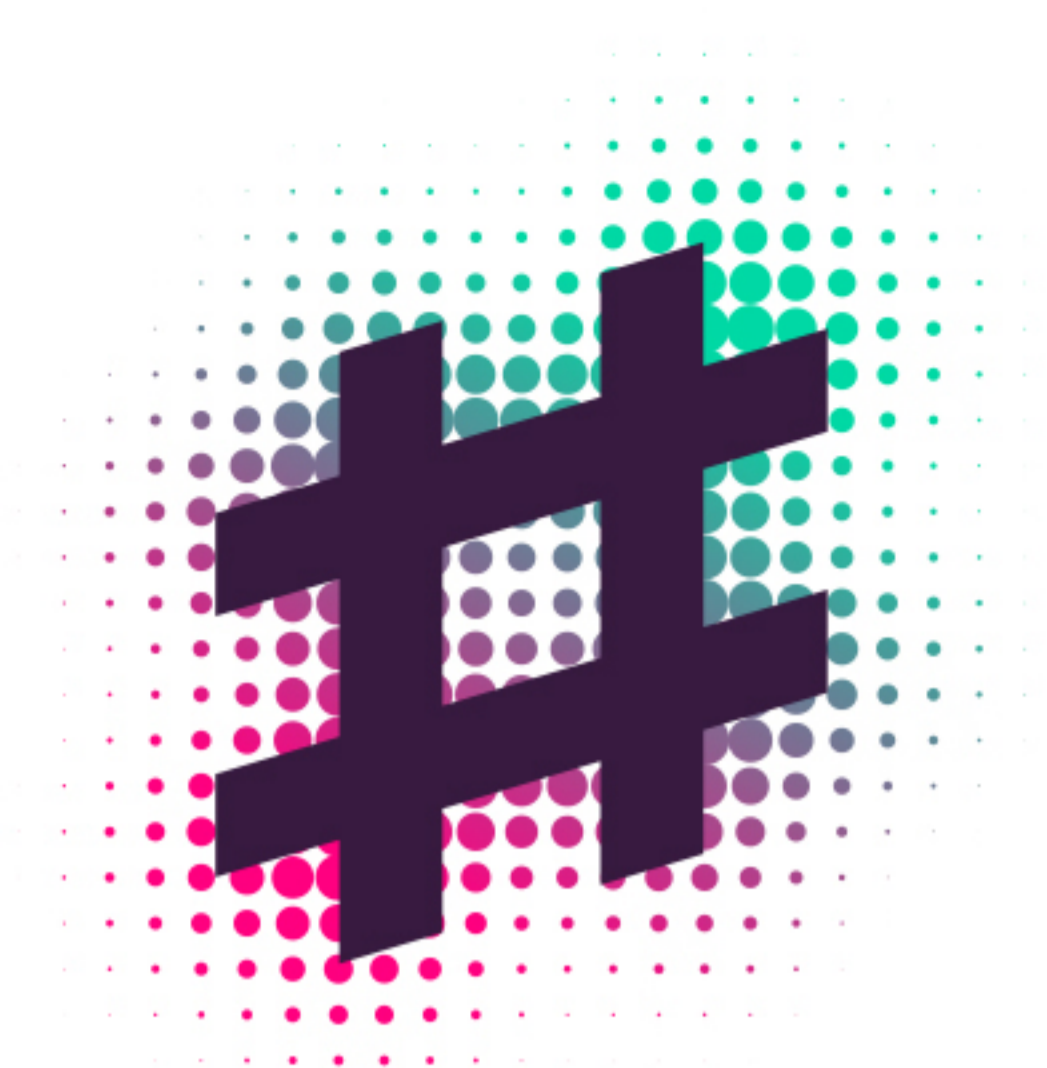
Cocoa Powder



Drinking Chocolate



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h a s h t a g

DUSK TO DAWN



WHERE'S THE PARTY TONIGHT ?

One of the newer watering holes in **TYD Bengaluru** is a one-of-a-kind concept kitchen and bar that combines the city's high-energy spirit with lip-smacking global cuisine, fun cocktails, and lively music under its eclectic roof. Raise a toast as you enjoy an evening in the city that is slowly learning to party hard at TYD Bengaluru. **Bindu Gopal Rao** explores the hottest party spot in town!

Vibe On

Located in Hennur, in North Bengaluru, TYD is about dropping your guard and being carefree in a unique space that encourages you to go with the flow. A kitchen and bar where food and drinks have been curated with care, this eclectic space is the best way to let your hair down after a long day at work. One of the distinguishing aspects of the space is the live music and entertainment that add to the sensorial aspects here. Sandeep HL, Partner, TYD, agrees, "This is where the art of dining and mixology unite. We are here for people who want extraordinary cuisine, live music, refreshing libations, and an opportunity to dance their hearts out. TYD is not just a restaurant; it is an immersive experience."



Say Cheers

The eclectic space with a glass roof ensures that the indoors and outdoors merge seamlessly with each other. The drinks at TYD have been crafted consciously to reflect what the brand calls 'liquid poetry that tantalizes the senses.' There is an extensive selection of handcrafted cocktails and mocktails, fine wines and spirits, and more than one can choose from here. The trained mixologists work their magic behind the bar to create a story in your drink where each sip will leave you pleasantly surprised. With a drink available to match every mood, they have signature cocktails like 'Bitter Heart Know Better' a combination of hibiscus infused gin, elderflower syrup, tonic water and jasmine perfume and Celestial Infusion made with blue pea tea infused gin, rosemary and lime syrup, tonic water and topped with a delicate mango air. Sorbet Float Cocktails, Twisted Clarified Classic Cocktails, Spiked Ice Teas, Spritzers, Shooters, Aperitifs and beers on tap; there is a small selection of mocktails.

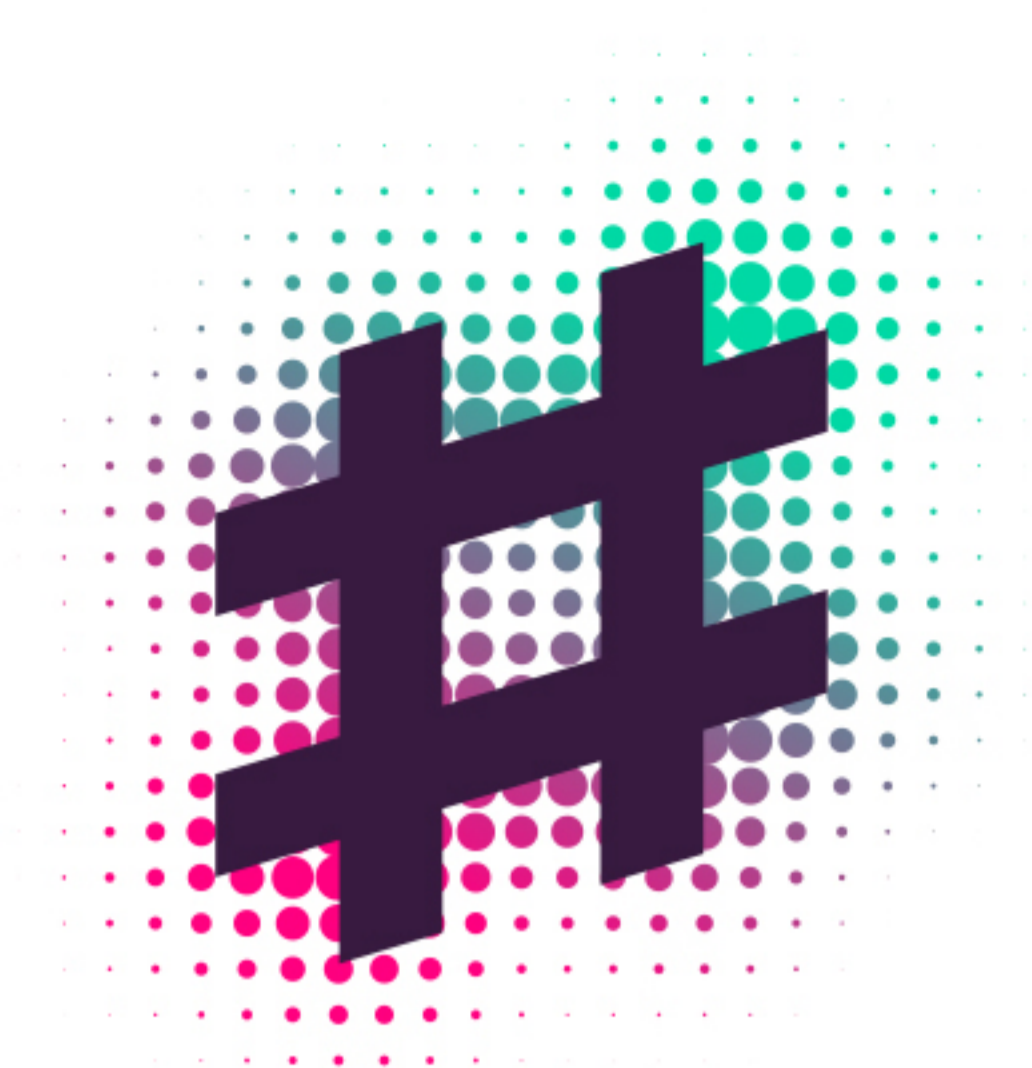


Food Files

But make no mistake, TYD has an eclectic food selection with a signature touch of innovation without missing the taste. The menu, with some Asian and Indian cuisines, Tex-Mex, Sushi, Burgers, and Italian cuisine, ensures something for all. The unique Sushi Conveyor Belt is great as you can handpick sushi, sashimi, and maki rolls directly off the table. Start with the hearty Vietnamese Style Coconut & Turmeric Soup, available with prawn or vegan options, a perfect hot pot of coconut broth infused with the flavour of lemon grass that will whet your appetite perfectly. The menu has an extensive South Indian section with dishes like Andhra Chilli Chicken, Banjara Chicken Tikka, Nilgiri Lamb Chops and Coastal Tawa Seer Fish available.

For the main course try the Massaman Buff Curry, a rich, flavourful, and mildly spiced Thai curry with undertones of cumin and coconut cream that is refreshingly filling. A selection of Indian mains teams well with the breads and rice options. And to end on a sweet note tuck into the delicious Deconstructed Tiramisu that has a fluffy mascarpone mousse, coffee sponge, chocolate tuile, coffee foam and coffee jelly as well as the Coffee Toffee Pudding Flambé, a soft and delicious baked dessert made with jaggery and dates, served with toffee sauce, orange ice cream finished off with a brandy flambé. Food coma is guaranteed, but you will return to your tummy and heart full. When are you going?

- **Address:** 34/1, K Narayanapura Mn Rd, Geddalahalli, Hennur, Bengaluru – 560077
- **Reservations:** 96069 45001
- **Timings:** 12pm - 1am (Monday - Sunday)
- **Average cost of a meal for 2 with alcohol** is between INR 4,000-4,500, and without alcohol is between INR 2,500-3,000



h a s h t a g

FASHION FORWARD



DESIGNERS ACING THE RAMP THIS LAKMÉ FASHION WEEK 2024

The most awaited five-day **LAKME FASHION WEEK x FDCI** was hosted at Mumbai's Jio World Convention Center. Lakme Fashion Week, in partnership with the Fashion Design Council of India (FDCI), also gave four fresh designers a chance.

INIFD, in celebration of its 37th edition, presents Gen Next, a gateway for young brands to showcase their work on the global platform runway. Lakme Fashion Week drew attention by commencing the winners of four fresh Gen Next designers of 2024: Kriti Greta Singhee, Shimona Agrawal, Charmee Ambavat, and Rohitash Notani, who will be presenting their collections at the show as part of INIFD. As the talented designers gear up for the big show, take a look as **Roselin** describes their unique collection.



Kriti Greta Singhee

Kriti Greta Singhee, a NIFT Kolkata and Istituto Marangoni graduate, aims to pay tribute to our heritage and culture by crafting meaningful clothing. Her unique design won her a place among INIFD GenNext winners, offering a chance to showcase her collection at LFW x FDCI. Her 'Third Space-Sustainable Future' collection explores the interplay of space, time, and metaphysics, seamlessly integrating handwoven silks and Bengal cotton silks. The collection is inspired by the mathematical art of lines, folds, and pleats in geometric patterns. The fabrics employed are organic, sustainable, and eco-friendly hand-woven natural silks and cotton silk sourced from Fulia in Bengal. The label 'Kriti Greta Singhee' aims to reinvent techniques, textiles, and designs for women's and men's wear, honouring heritage and craftsmanship.

USP

Her Label's USP is crafting Sustainable, modern, and innovative designs by utilizing a diverse range of materials and surface patterns. It focuses on repurposing iconic silhouettes like sarees or men's kurtas, empowering wearers to explore multiple interchangeable styling options.



Kriti Greta Singhee

Shimona Agrawal

Shimona Agrawal, a NIFT Gandhinagar graduate, strongly emphasizes sustainability in her HUE collection, which features intricately handwoven Banarasi silk. Her collection revolves around creating clothing made from purely handwoven silk from Varanasi. The use of vibrant hues symbolizes the diverse range of colours in her collection that are aesthetically pleasing, functional, and comfortable. Her label 'Shimona Agrawal' is set apart for its innovative use of Indian textiles, crafting fashionable clothing with high quality, comfort, and style.

USP

The USP of her label is the fusion of traditional craftsmanship with modern aesthetics, resulting in pieces that are simultaneously timeless and contemporary. This collection distinguishes itself through its innovative utilization of 100% pure handwoven silks and meticulously handcrafted intricate detailing, embodying both environmental consciousness and luxury.



Shimona Agrawal

Charmee Ambavat

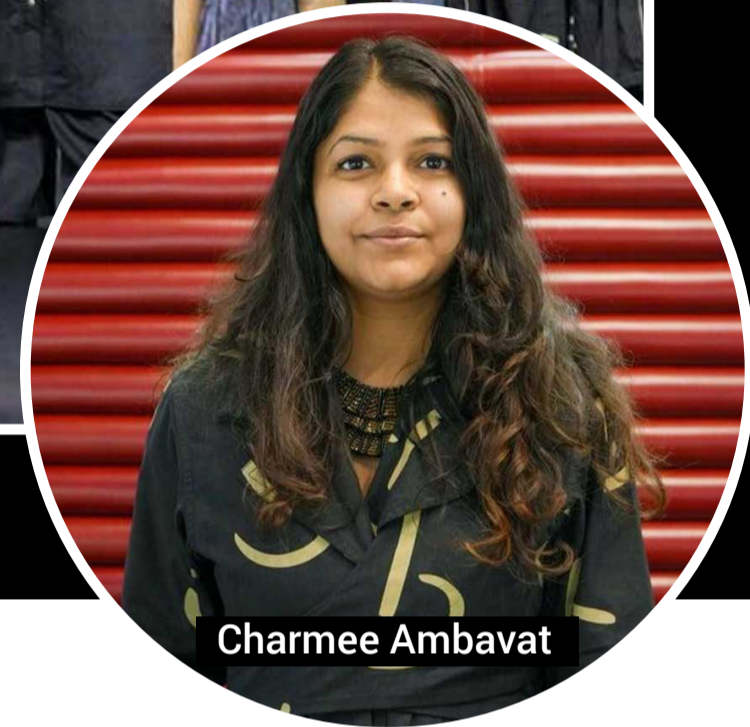
Inspired by African tribal cultures, Charmee Ambavat, a NIFT Mumbai graduate, presents her Indigene collection, featuring trans-seasonal designs. Charmee's latest collection, 'Indigene,' has earned her the prestigious INIFD GenNext award.

'Indigen' is inspired by the tribes of Africa and the painted mud houses in rural Africa. Its collection combines masculine with feminine elements. Garments are made using 100% locally manufactured cotton by conscious weavers in India.

Her label, 'The Terra Tribe,' focuses on sustainability to make the planet a conscious tribe. The collection is 100% plant-based and cruelty-free, approved by People for the Ethical Treatment of Animals (PETA). Each piece of clothing is crafted with care to minimize environmental harm. Its apparel is an excellent merger of design and conscious fashion.

USP

The USP of her collection is to create apparel drawing inspiration from timeless and versatile archives.



Charmee Ambavat

Rohitash Notani

Rohitash Notani, an alumna of IED Milan, aims to redefine menswear with innovative designs. His collection 'Anima & Animus' takes him to the premium platform for its reimagined narrative in menswear. Conventional masculinity associated with feminine energy is incorporated into his designs. Traditionally, soft embroidery with structured fabrics, boxy volumes with floral motifs, and crinolines aren't seen together in menswear, but these elements are found together in his designs. 'Anima & Animus' also features high-end embroideries and workwear fabrics.

Rohitash Notani's label 'Rosani' is meticulously handcrafted to celebrate the power of limitless identity.

USP

The label's USP is to push limits, celebrating the complete range of masculinity and femininity in its designs.



Rohitash Notani





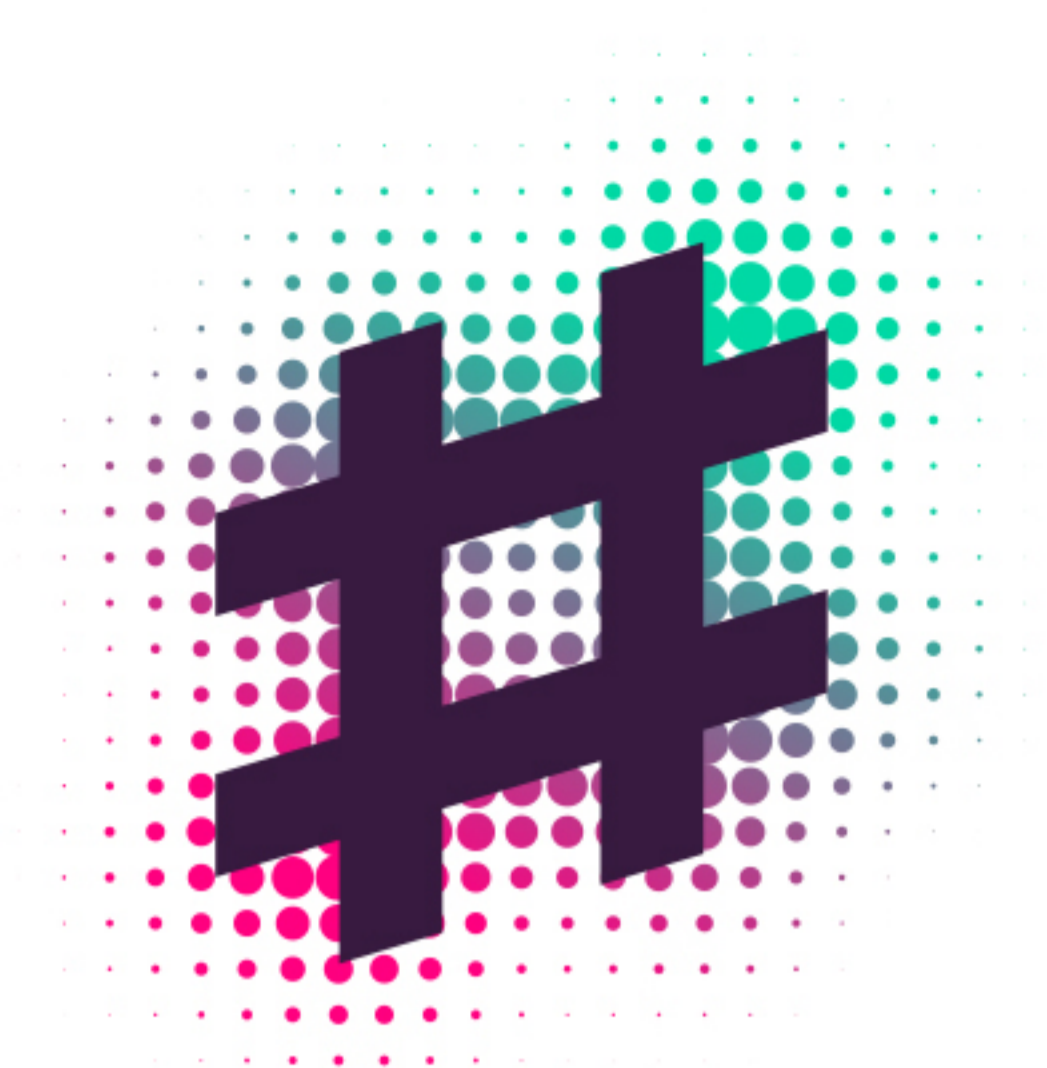
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h a s h t a g

HEALTH & WELLNESS



Golden Milk, also known as turmeric latte, has gained significant popularity in recent years for its numerous health benefits. This vibrant and aromatic beverage has its roots in Ayurveda, the ancient Indian system of medicine. Packed with potent ingredients like turmeric, ginger, and spices, Golden Milk offers a wide range of health-promoting properties. **Dhanush Kumar** delves into the wonders of Golden Milk and explores its remarkable benefits for a healthy and vibrant lifestyle.

Health Benefits of Golden Milk:

Unlocking the Power of Turmeric

What is Golden Milk?

Golden Milk is a traditional Ayurvedic beverage that dates back centuries. The use of turmeric, the main ingredient in Golden Milk, has been prevalent in Ayurvedic practices due to its medicinal properties. This vibrant yellow beverage was traditionally consumed to promote overall well-being, boost immunity, and aid digestion.



The power of Turmeric

Turmeric is the star ingredient in Golden Milk, responsible for its rich golden colour and potent health benefits. It contains an active compound called curcumin, known for its anti-inflammatory and antioxidant properties. Curcumin helps combat inflammation, oxidative stress, and various chronic diseases.

The power of Turmeric

Golden Milk offers a wide range of health benefits, making it a valuable addition to your daily routine.



Anti-Inflammatory Effects:

- Curcumin in turmeric reduces inflammation in the body, alleviating symptoms of arthritis, joint pain, and other inflammatory conditions.
- Consuming Golden Milk regularly may provide relief from chronic inflammation and promote overall joint health.

Immune System Boost:

- Golden Milk's powerful blend of ingredients, including turmeric and ginger, helps strengthen the immune system.
- It aids in fighting off infections, reducing the severity of cold and flu symptoms, and promoting overall immune health.

Digestive Aid:

- Golden Milk can improve digestion and relieve digestive discomfort.
- Turmeric and ginger stimulate the production of digestive enzymes, supporting optimal digestion and soothing gastrointestinal issues.

Mood Enhancement:

- Curcumin in Golden Milk may have mood-lifting effects, potentially reducing symptoms of depression and anxiety.
- It promotes the production of serotonin and dopamine, neurotransmitters responsible for regulating mood and promoting a sense of well-being.

Incorporating Golden Milk into Your Routine:

- Begin by consuming a small serving of Golden Milk each day and gradually increase the quantity as desired.
- Experiment with additional spices like cardamom or nutmeg to suit your taste preferences.
- Golden Milk can be consumed in the morning, afternoon, or evening. Choose a time that works best for you.
- Golden Milk can be served chilled or warm, depending on your preference. Adjust the recipe accordingly.
- For optimal results, aim to consume Golden Milk regularly to reap the long-term health benefits.



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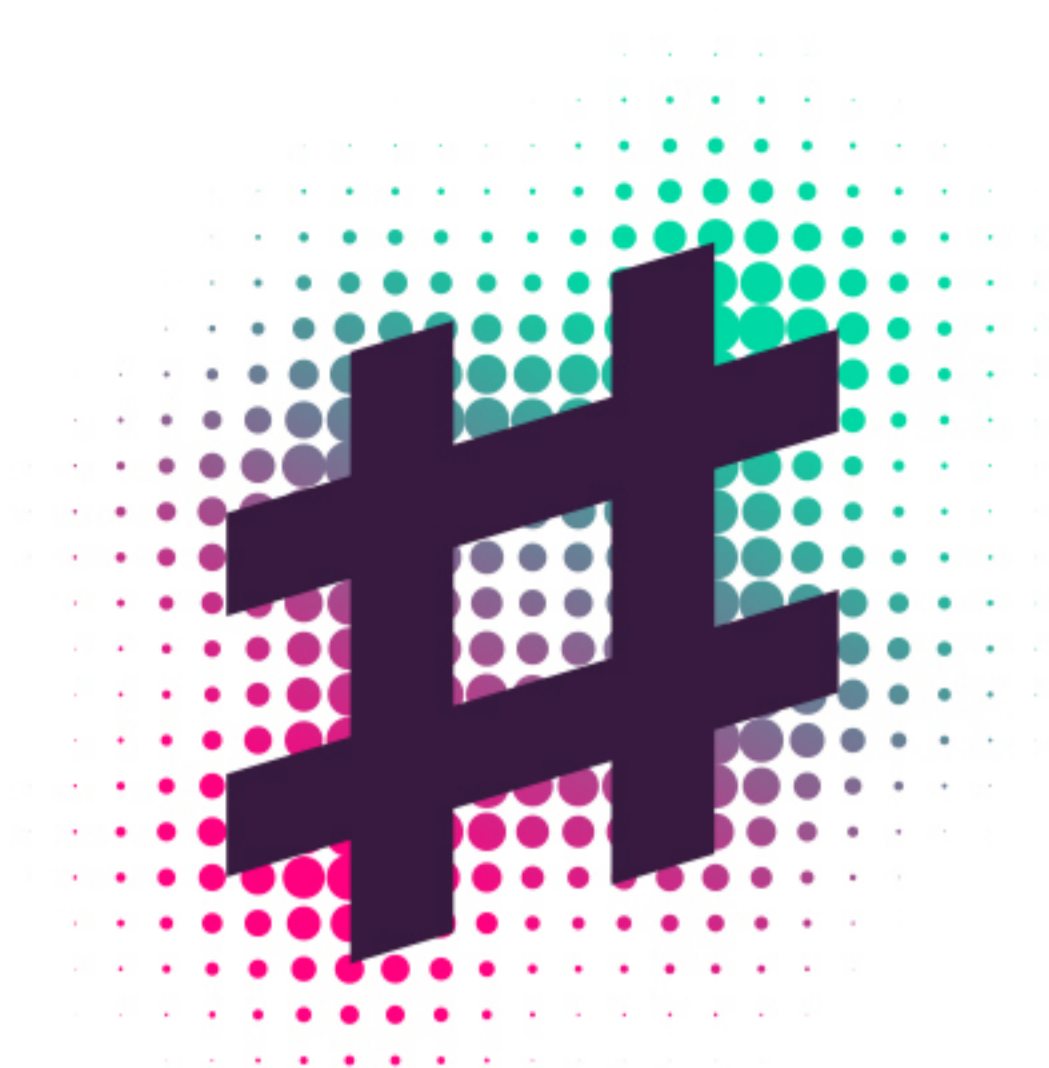


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FOOD INC'



BEST TRADITIONAL DISHES FOR A VIBRANT UGADI FESTIVAL

Ugadi, the South Indian New Year, is a vibrant festival with colours, customs, and a traditional feast. Unlike the Gregorian New Year, which focuses on resolutions, Ugadi celebrates a fresh start with a symphony of flavours. **Dhanush Kumar** writes about the unique dishes representing the hopes and aspirations for the year ahead.

UGADI PACHADI

No Ugadi table is complete without the Ugadi *Pachadi*. This unique dish is a harmonious blend of six tastes- sweet, sour, salty, bitter, spicy, and astringent- signifying life's inevitable mix of experiences. Each taste is carefully incorporated with ingredients like jaggery, neem flowers, raw mango, lentils, and salt. The resulting concoction is a flavourful reminder that life is a beautiful tapestry woven with joys, sorrows, triumphs, and challenges.



SWEET BEGINNINGS

Ugadi is a time for optimism and new beginnings, reflected perfectly in the sweet dishes gracing the festival table. *Puran Poli*, a flatbread stuffed with a sweet lentil and jaggery filling, is a warm and comforting treat. *Obbattu*, another popular option, features flaky flatbreads enclosing a delightful mix of coconut, lentil paste, and jaggery. These melt-in-your-mouth delights symbolize the sweetness and hope we carry into the New Year.

SAVOURY DELIGHTS

The Ugadi menu doesn't shy away from savoury elements, acknowledging the importance of resilience and strength. *Pulihora*, a tangy tamarind rice dish, is a vibrant and flavourful symbol of life's zest. *Mavinakayi Chitranna*, a raw mango rice dish, adds a refreshing twist with its unique blend of sweet and savoury notes. These dishes, bursting with flavour, represent the challenges and triumphs that shape our lives.



FRITTERS

Ugadi festivities are incomplete without a generous helping of fried delicacies. *Garelu* or *Vadas* are crispy lentil fritters, symbolizing prosperity and abundance. *Punugulu*, deep-fried balls made with rice flour and lentil stuffing, add a delightful textural contrast to the meal. These golden-hued fritters represent the blessings and bounty we hope to receive in the New Year.



A SWEET ENDING

As the Ugadi feast draws to a close, a touch of sweetness lingers. *Payasam*, a creamy rice pudding flavoured with jaggery and nuts, symbolizes fulfilled desires and a happy life. *Bellam Paramannam*, a flat rice pudding with jaggery and ghee, adds a touch of richness to the finale. These sweet endings represent the hope for a year filled with joy and the fulfilment of our aspirants.





BOOK-THEMED CAFES: A NEW TREND TO PROMOTE READING CULTURE IN INDIA

Reading is a habit that enriches the mind and soul, but finding a quiet and comfortable place to read can be challenging in busy urban life. That's why book-themed cafes are becoming popular destinations for bibliophiles. They offer a variety of books for customers to browse, burrow, or buy, along with a menu of delicious food and drinks that complement the reading experience. Dhanush Kumar writes down some of the best book-themed cafes in India that are places to enjoy reading and promote reading culture.

Literati, Goa

Literati is a bookshop and cafe in a charming Portuguese-style bungalow in Calangute. It has a collection of over 15,000 books, ranging from classics to contemporary, fiction to non-fiction, and Indian to International. You can relax on the veranda or the garden with a book and coffee or enjoy pasta, sandwiches, and salad. Literati also organizes book clubs, literary festivals, and workshops for book enthusiasts.



Leaping Windows, Mumbai

Leaping Windows is a comic book cafe and library in Andheri West. It has a basement library that houses over 5,000 graphic novels covering genres such as superhero, fantasy, sci-fi, horror, and romance. You can curl up on a cushion with a comic and a snack or sit on the terrace and enjoy the view. Leaping Windows hosts comic book launches, art exhibitions, and movie screenings.

Cha Bar, Delhi

Cha Bar is a tea and book cafe inside the Oxford Bookstore in Connaught Place. It has a menu of over 150 tea varieties, from Darjeeling to Moroccan and from masala to herbal. You can pair your tea with a cake, muffin, sandwich, or salad or browse through the books in the bookstore. Cha Bar also hosts book launches, literary talks, and cultural performances.



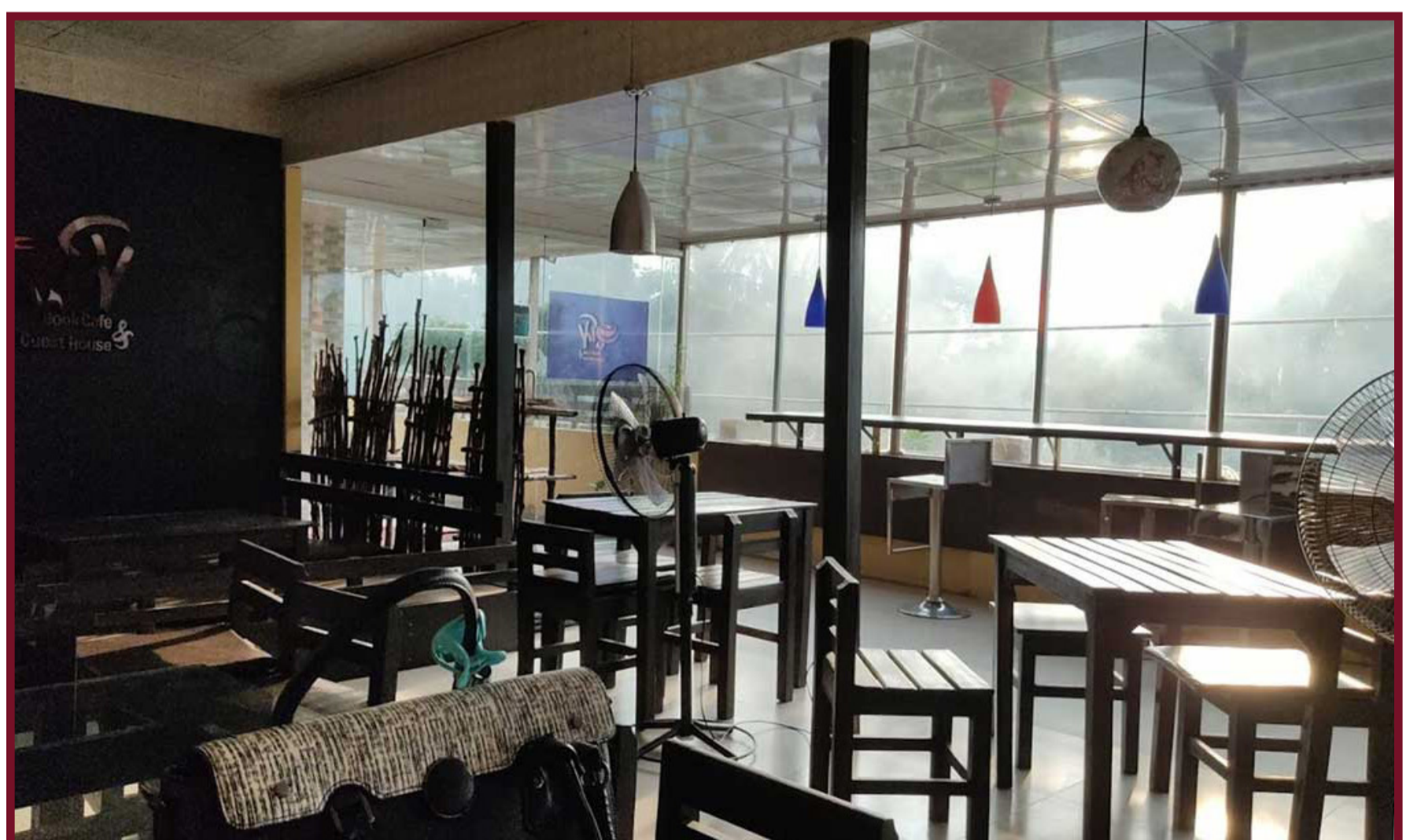
Skypark Cafe, Hyderabad

Skypark Cafe is a rooftop cafe that offers a global menu of delicious food and dishes under the open sky. It also has a collection of books you can read while enjoying the view of the city. Skypark Cafe hosts book clubs, literary festivals, and workshops for book enthusiasts.



Vumi Book Cafe and Guest House, Bagerhat

Vumi Book Cafe and Guest House is a book cafe and guest house that provides a cosy and rustic atmosphere for book lovers. Its library has books on various topics, such as mythology, nature, history, and spirituality. You can read a book while sipping tea or coffee or indulge in a pancake or waffle. Vumi Book Cafe and Guest House also hosts events such as poetry readings, live music, and book swaps.





Ankit Gupta

A Taste of Burma

It was restaurateur **Ankit Gupta's** curiosity about his mother's much sought-after Burmese cuisine during his growing up years that acted as a catalyst in the creation of the vegetarian Burmese dinery brand Burma Burma, which launched its tenth outlet at Sattva Knowledge City in Hyderabad recently.

"My mother, Urmila Gupta, was raised in Burma, now Myanmar, but her family had to flee to Mumbai in the wake of the political coup of 1960. Growing up as a child, I was vaguely aware that the spice boxes in our kitchen were quite distinct from our Indian spice box. Gradually, the curiosity took me through travels to Burma and explored Burmese food, which has several cross-cultural influences, such as Indian, Thai, and Chinese too," shares Ankit, who was born into a family of restaurateurs.

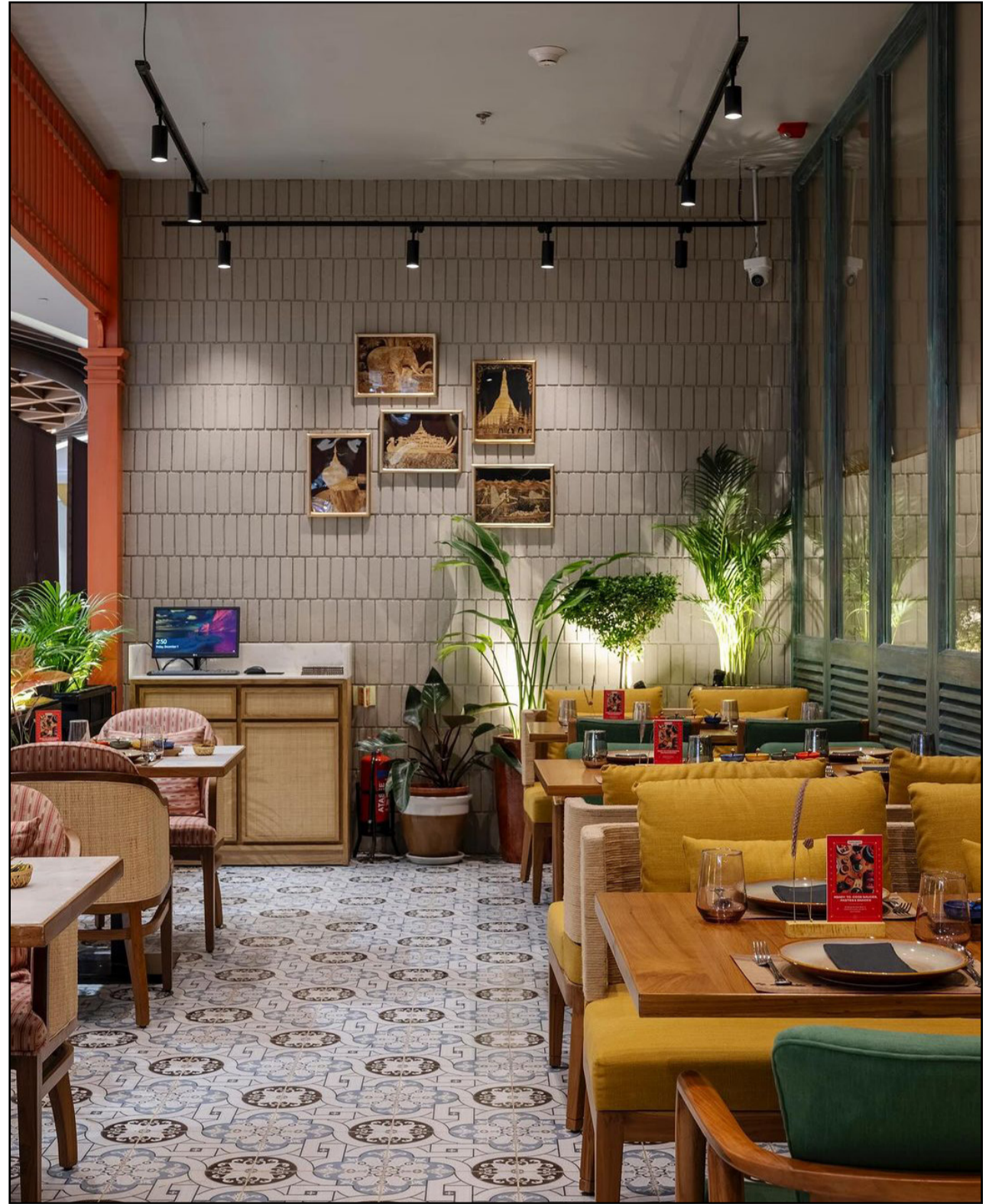
Having found a like-minded partner in childhood friend Chirag Chajjer, who also realized that there was a niche market for Burmese cuisine as there was no restaurant offering the same, the duo began scripting the success story of Burma Burma from the year 2014, when they opened the first outlet in Mumbai. Burma Burma already has a presence across Mumbai, Bengaluru, Delhi NCR, Kolkata, and Ahmedabad, and now in Hyderabad, the largest outlet, spanning about 4,000 sq. feet.



Ethnic Chic Vibe

The 120-seater restaurant and tea room, located in the heart of the buzzing F&B space which defines Knowledge City today, has an ambience that is warm, well-lit (by abundant natural light from the verdant green and clean surroundings), and ethnic chic, highlighting the handicrafts of Burma. Right from the colourful Burmese dolls greeting you at the entrance door to the large wire work pagoda installations (for lights) or the neat bamboo weave cladding on the walls in private dining booths, stone painted walls, pagoda lampshades over tables and lovely artefacts, like the blue papier mache elephants and Buddhist statues and relics on a shelf in the private dining room, it is the aesthetic design which grabs your attention.

The menu comprises dishes and beverages inspired by street food in Burmese cities (itself an amalgamation of migrant food cultures) and tribal and heirloom recipes passed down through generations. There are delicious small plates, soups, refreshing salads, hearty mains, thirst-quenching coolers, mocktails and chilled bubble teas, decadent desserts, and artisanal, nostalgia-laced ice creams. There is a separate tea menu; besides the beverages, tea leaves are also used as an ingredient in some dishes, including a salad!



Starting Fresh & Flavourful



Burmese cuisine is characterized by sour, spicy, and robust flavours, with the use of kaffir limes, bandel cheese, pickled plum, balachaung peppers, sunflower seeds, and 'laphet' (pickled or fermented tea leaf). While we believe Burma Burma's deliciously crunchy lotus stem chips deserve a patent, there is much more to be explored regarding small plates and serving salads and appetizers. The sunflower leaves and crispy wheat flakes salad, for example, inspired by delicacies of the Kachin region, is a palate pleaser while ticking all the right healthy checkboxes, with the crisp wheat flakes as well as the sunflower seeds and leaves being complemented by the tangy fresh tamarind chilli dressing. This was indeed a powerhouse with unique ingredients, as sunflower leaves, which were slightly

bitter (like arugula) and chewy, are believed to have anti-inflammatory properties.

If you like your fries, you can't miss Wa potatoes, the recipe derived from the Wa tribes: delicious potato sticks tossed in a wok with a seasoning of lemon leaf, crushed peanuts, roasted chillies, and brown onions. I also loved the umami-flavoured Trumpet Mushroom Steak, king oyster mushroom grilled to perfection with a chilli *kaffir* lime dressing and served with crisp morning glory and puffed black rice; it tasted as exotic and lovely as its description. If you like bao, the pillowy soft steamed buns known as *Paukse* are superb, with different fillings like the tofu one we tried.

The Oh No Khow *suey*, of course, is 'the' signature main dish at Burma, a coconut-creamy and fragrant broth with diced

Asian vegetables, and served with noodles (*Udon*, rice, *Hakka* or whole wheat) and a host of condiments (fried garlic, chilli flakes) according to one's choice; there is also a dry khow suey version. Burmese Samosa Soup (*Samuza Hincho*), a crispy samosa dunked in a tangy soup with spiced black chickpeas and spring vegetables, an example of cross-cultural influences on Burmese food, evoked our curiosity.

Rice (including sticky rice leaf parcels) and noodles are a big part of the menu. We tried the Smoked Chilli Rice Bowl (jasmine rice, seasonal greens, and crackers tossed in smoked chilli sauce) with Rangoon Vegetable Curry, which was a great combination. Noodle lovers should order Mandalay Noodle Bowl, *Udon* noodle bowl with coconut curry, charred bok choy, and tofu, topped with crunchy shitake.



Distinct Desserts

Desserts are definitely the high point of Burma Burma. Don't miss Street Style Burmese Falooda, a reimagined Burmese falooda with chilled coconut milk, sweet bread, basil seeds, black grass jelly, and sticky rice. Rangoon Baked Milk, made with house-baked milk, vanilla whipped ganache, raspberry gel, fried brioche, and a generous sprinkle of almond nougatine, also makes for an exotic, not-too-sweet dessert. Chocolate lovers should order the sinful Burma Bombe, which has chocolate ganache, moist chocolate cake, and sea salt caramel.

Artisanal ice creams are again not to be missed, especially the refreshingly distinct Honeycomb & Sweetcorn, a sweetcorn ice cream Popsicle with

salted caramel popcorn and honeycomb crunch. Bubble teas, both milk-based and vegan, are on the menu, and a few good options are Taro Latte, Berry Matcha Citrus Hibiscus, and Yuzu Lemonade.

To conclude, Burma Burma offers more than Burmese food; it does its bit to get you close and personal with Burmese culture!



Burma Burma, Ground Floor, Unit No 4, Salarpuria Sattva Knowledge City, HITEC City (Gate No 3), Raidurg. Hyderabad- 500081

Reservations: 04069443000 / 04069443001

Average meal for two: Rs. 1800 ++

Dine-in: Weekdays: 12:00 noon to 3:00 pm, 6:30 PM to 10:30 PM/ Weekends: 12:00 noon to 3:30 pm and 6:30 pm TO 10:30 pm

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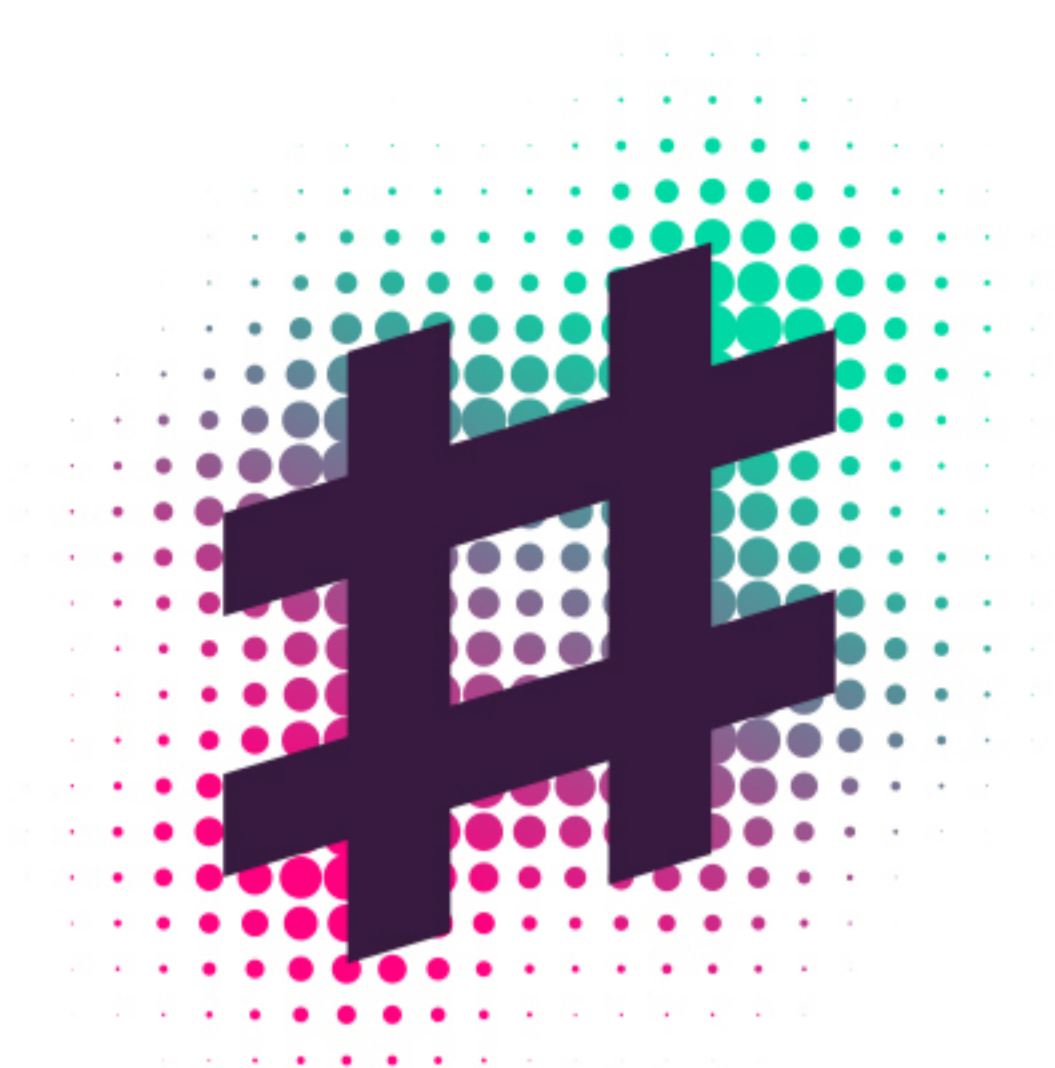
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AUTO & TECH

PAMPERED PAWS: THE POWER OF PET TECH IN INDIA

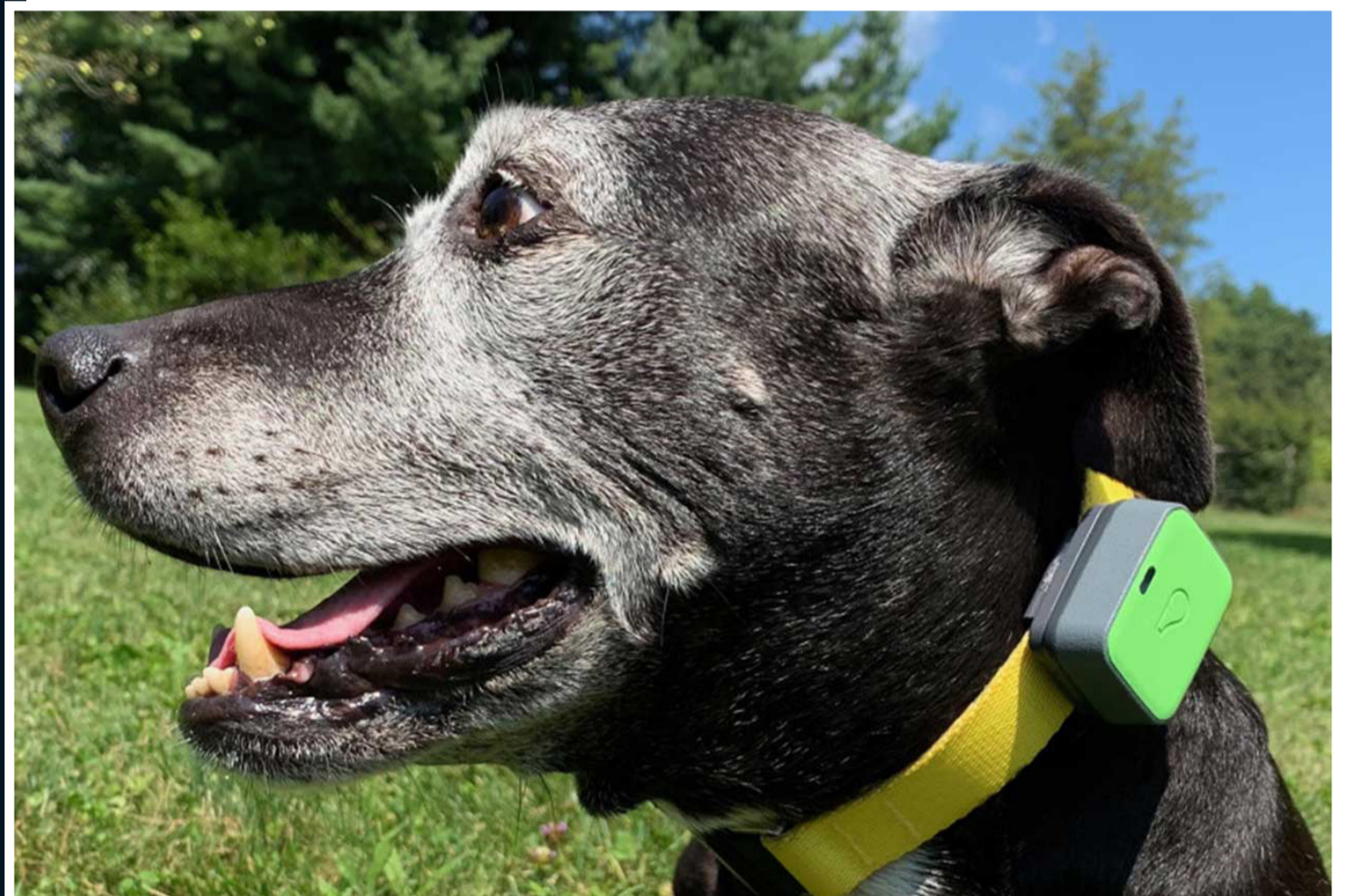
Gone are the days of plain old kibble and a squeaky toy. Today's pet care has embraced the digital age, offering a plethora of high-tech gadgets that elevate your furry friend's life to luxurious new heights.



GPS Trackers and Smart Cameras

Do you worry your canine companion might become a real-life explorer when you are not around? Pet owners can now breathe a sigh of relief with GPS trackers. These collars clip onto your pet's existing collar and use cellular networks to pinpoint their location in real-time. No more frantic searches through the neighbourhood—with a few taps on your phone, you can see exactly where your adventurous pup is wandering.

For those who crave even more interaction, smart cameras are a game changer. These Wi-Fi-enabled marvels allow you to peek in on your pet from anywhere. Imagine catching your cat napping in the most peculiar position. Some cameras even boast two-way audio, letting you soothe your pet's anxieties with your voice.



Automated Feeders and Treat Dispensers

We all lead busy lives; sometimes, pet-feeding schedules fall by the wayside. Thankfully, automatic feeders have arrived to ensure your pet never misses a meal, even if you are stuck late at the office. These programmable wonders dispense pre-portioned meals at designated times, keeping your pet on a healthy and consistent diet.

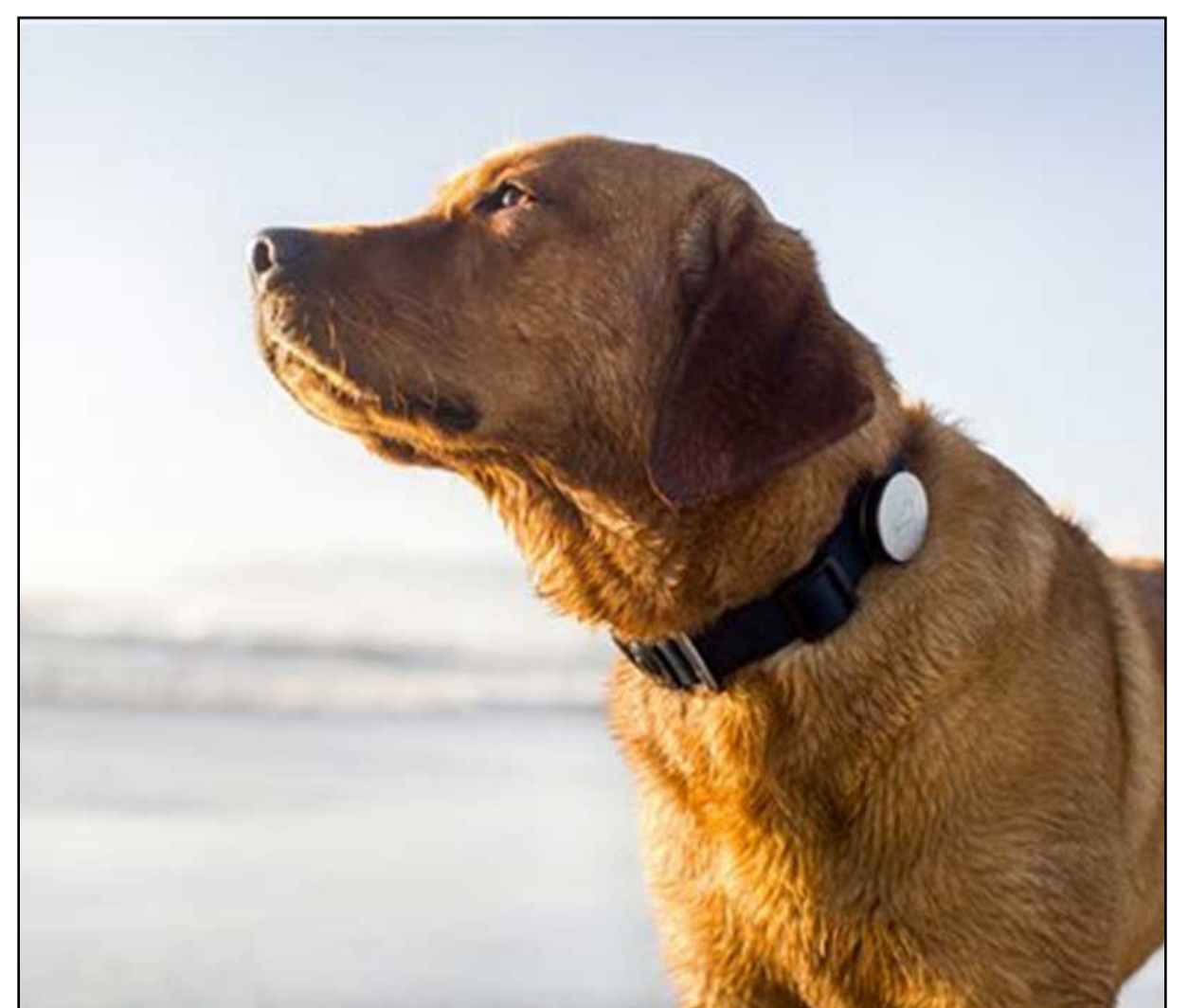
Treat dispensers offer interactive fun for those who like to add a playful twist to feeding time. These app-controlled devices dispense treats when prompted remotely, allowing you to play fetch or reward good behaviour even when you are not at home.



Interactive Toys and Fitness Trackers

Keeping your pet entertained is crucial for their physical and mental well-being. Gone are the days of the tennis ball. Interactive toys utilize motion sensors, lasers, and even artificial intelligence to keep your pets engaged for hours.

Fitness trackers specifically designed for pets are another exciting advancement. These lightweight collars monitor your pet's activity levels, sleep patterns, and calorie expenditure. By understanding your pet's daily routine, you can tailor their exercise regime and ensure they stay healthy and active.



A New Era of Pet Care

The rise of pet tech signifies a more profound shift in pet ownership- a move towards a more data-driven approach to caring for our furry companions. These gadgets are not just about convenience; they empower pet owners to become better caretakers.



VIBRANT 

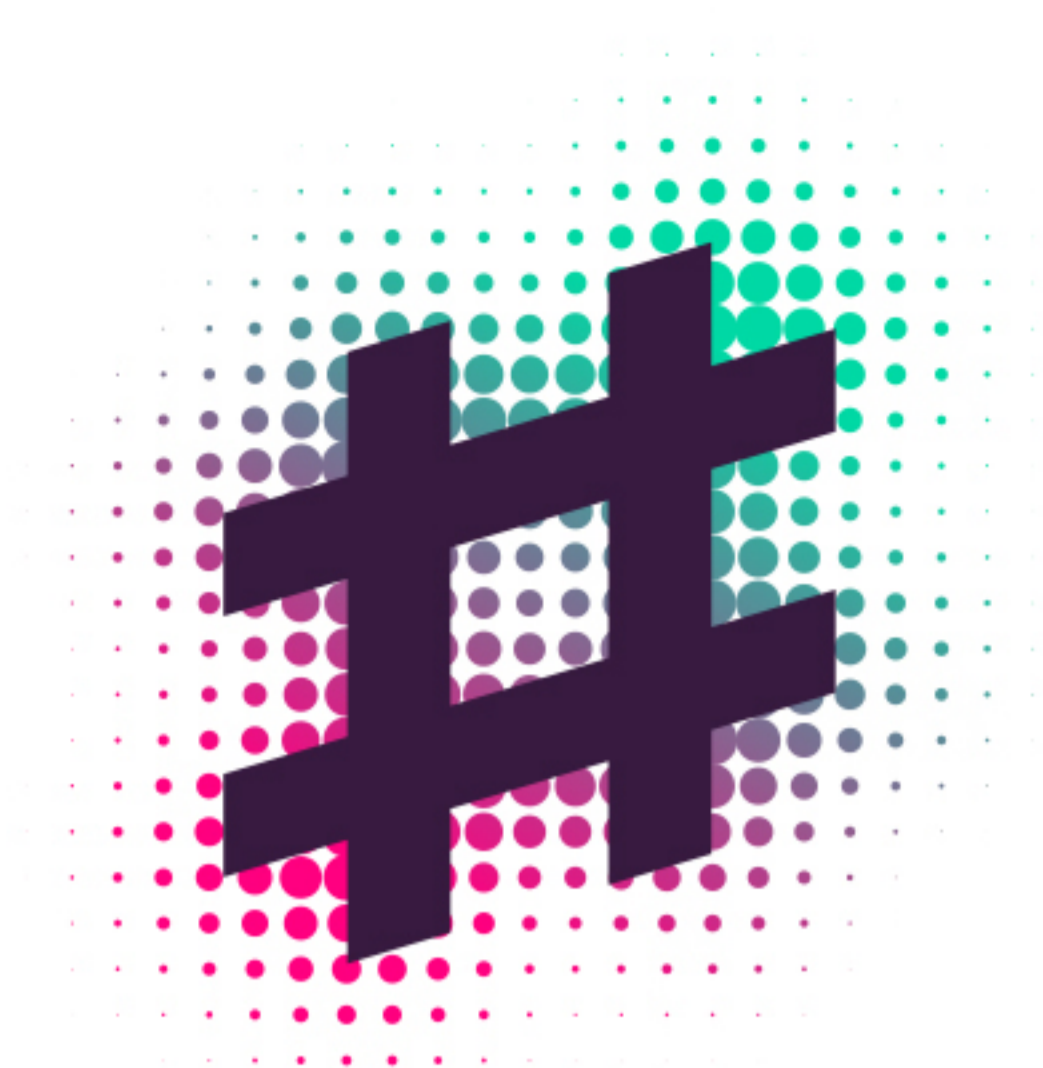


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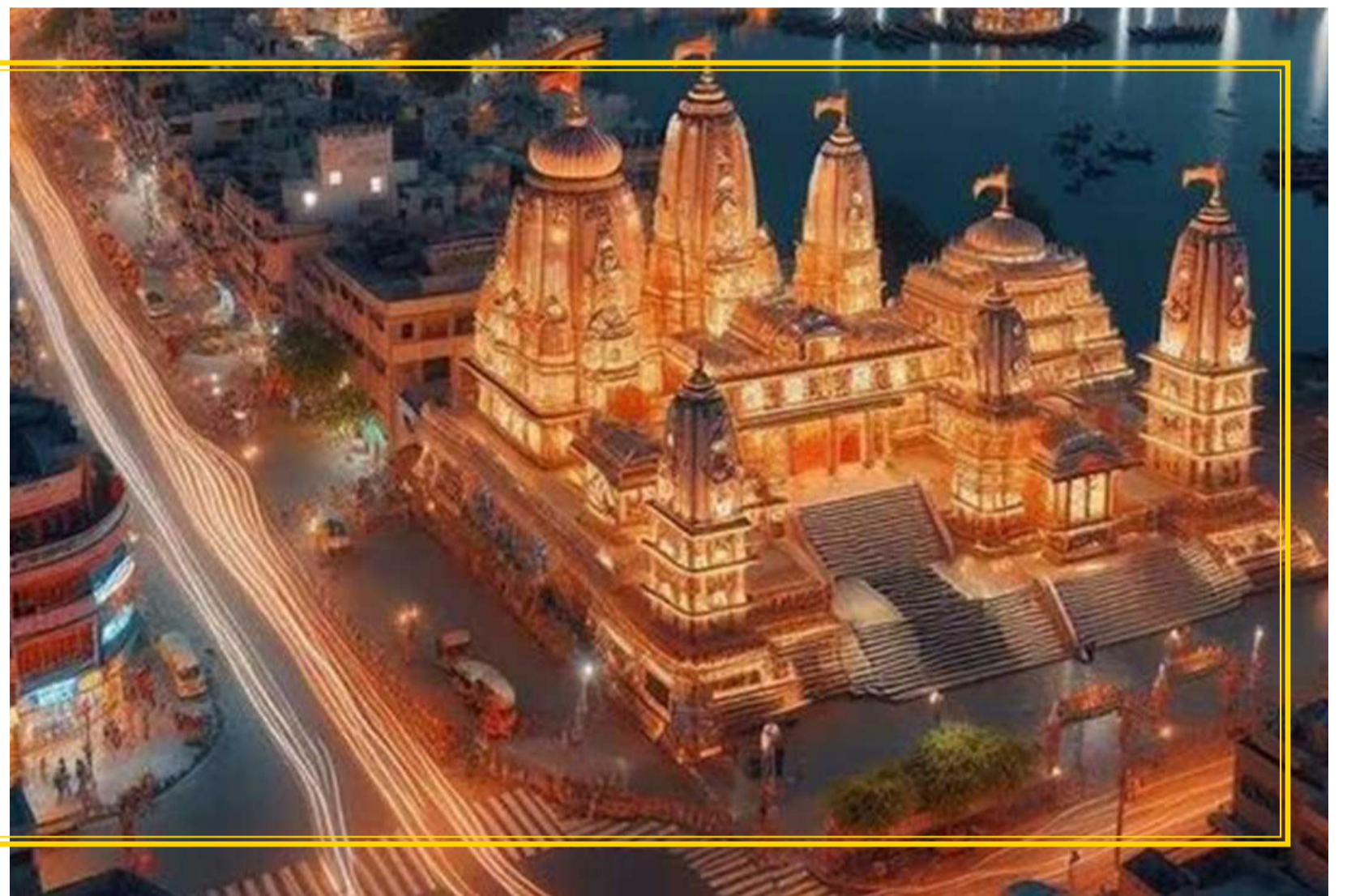


A SPIRITUAL JOURNEY THROUGH RAM NAVAMI CELEBRATIONS

Ram Navami, the celebration of Lord Rama's birth, is a vibrant and immersive Hindu festival. This year, embark on a unique pilgrimage across India, experiencing the diverse ways different regions commemorate this auspicious occasion. **Dhanush Kumar** writes about the seven magnificent temples during Ram Navami.

Ayodhya, Uttar Pradesh

No Ram Navami pilgrimage is complete without visiting Ayodhya, the birthplace of Lord Rama. Witness the grandeur of the newly built Ayodhya Ram Temple, a majestic structure that embodies the devotion of millions. Participate in the vibrant '*Shobha Yatra*,' a grand procession adorned with colourful floats and lively music. Immerse yourself in chanting hymns and kirtans that fill the air with holiness and joy.

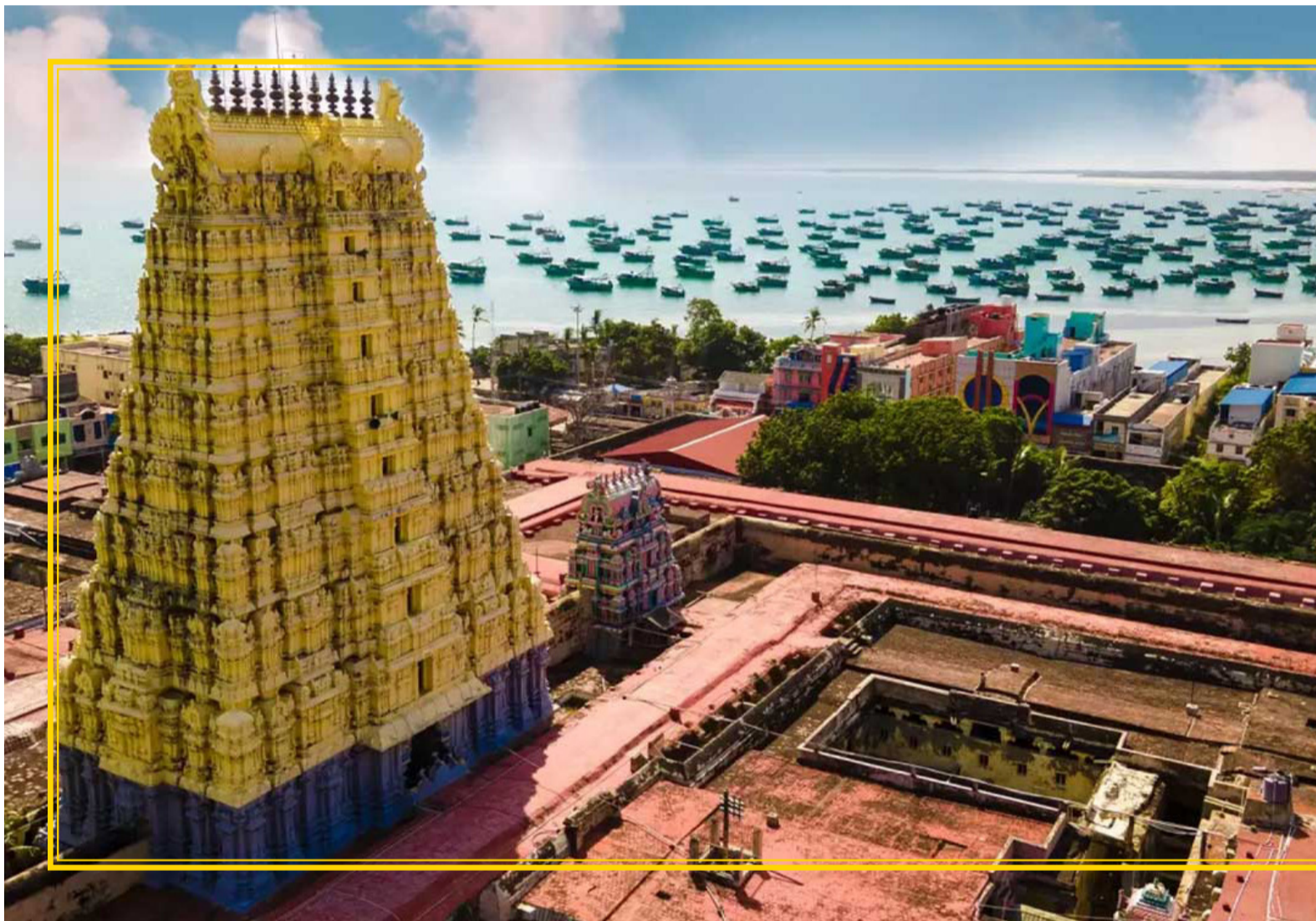


Sitamarhi, Bihar

Embark on a journey to Sitamarhi, the birthplace of Goddess Sita. The Janaki Mandir, dedicated to the revered Sita, becomes the focal point of celebrations. Witness the temple adorned in its finest, resonating with the chants of devotees offering prayers. Participate in the vibrant '*Sitamarhi Ram Vivah*,' the celestial wedding of Rama and Sita, a truly mesmerizing experience.

Bhadrachalam, Telangana

Nestled amidst the serene banks of the Godavari River, Bhadrachalam beckons with its spiritual charm. The Rama Temple, built by Sri Ramadasu, comes alive during Ram Navami. Witness the *Sita Rama Kalyanam*, the wedding ceremony of Rama and Sita, a spectacular display of devotion and cultural richness. Immerse yourself in the soulful Bhajan and Kirtan sessions that resonate throughout the temple complex.



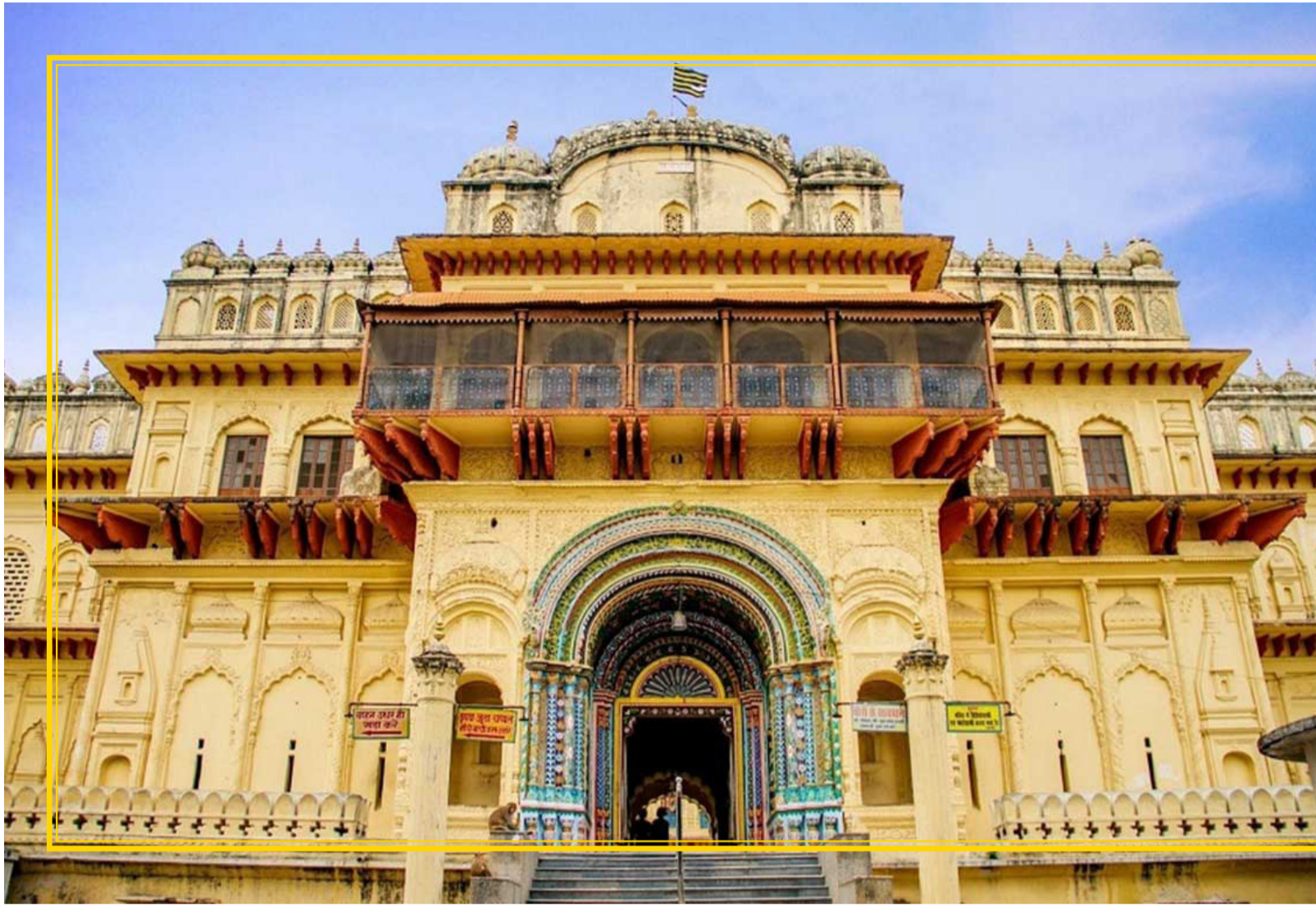
Rameswaram, Tamil Nadu

Travel south to Rameswaram, an island town believed to be the place where Lord Rama built the bridge to Lanka. The Ramanathaswamy Temple, known for its intricate corridors, has become the heart of celebrations. Witness the *Ratha Yatra*, a chariot procession carrying the idols of Rama, Sita, Lakshmana, and Hanuman, traversing the streets amidst the cheers of devotees. Experience the unique *Teerth Yatra*, a holy dip in the 22 wells within the temple complex, considered highly auspicious.

Vontimitta, Andhra Pradesh

Venture to Vontimitta, a small town renowned for its unique Ram Navami celebrations. Witness the city transform into a light canvas, with houses and streets adorned with countless *diyas*, creating a mesmerizing spectacle. Participate in the *Bhajan Sandhya*, an evening filled with devotional songs and cultural performances that foster community and shared devotion.



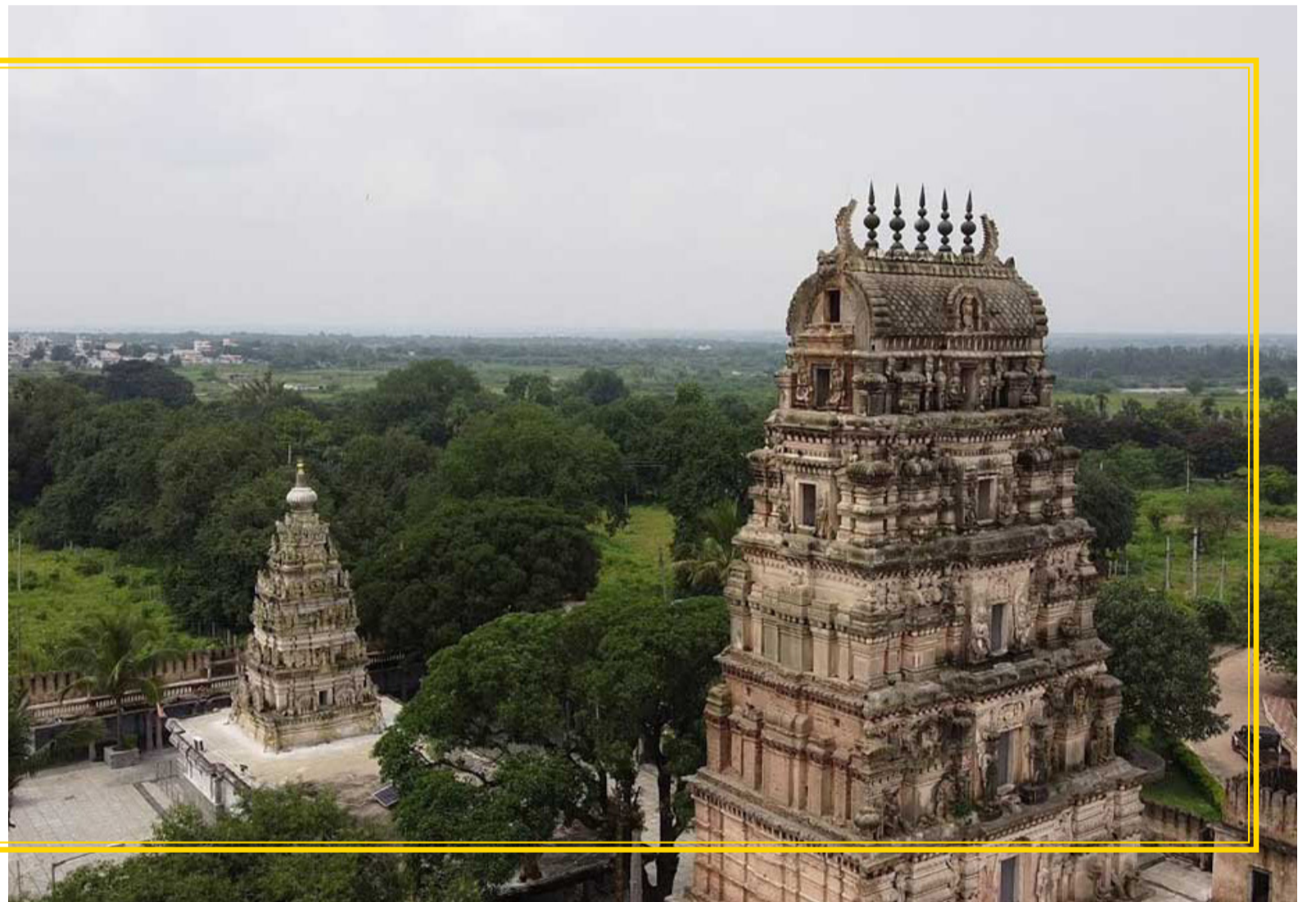


Kanak Bhawan, Ayodhya

Step back in time at Kanak Bhawan, a historical place in Ayodhya known for its exquisite architecture and intricate carvings. During Ram Navami, the palace transforms into a cultural hub, hosting various events and performances. Witness captivating Ramlila enactments depicting the life of Lord Rama and be mesmerized by the soulful renditions of devotional music.

Sree Seetha Rama Chandra Swamy Temple, Allampally

Sree Seetha Rama Chandra Swamy in Allampally is an ancient temple known for its atmosphere and intricate carvings. The temple attracts devotees from far and wide during Ram Navami. Witness the elaborate Abhishekam ceremonies performed on the idols of Rama, Sita, and Lakshmana. Participate in the *Bhajan* sessions that resonate within the temple walls, creating a sense of peace and tranquility.





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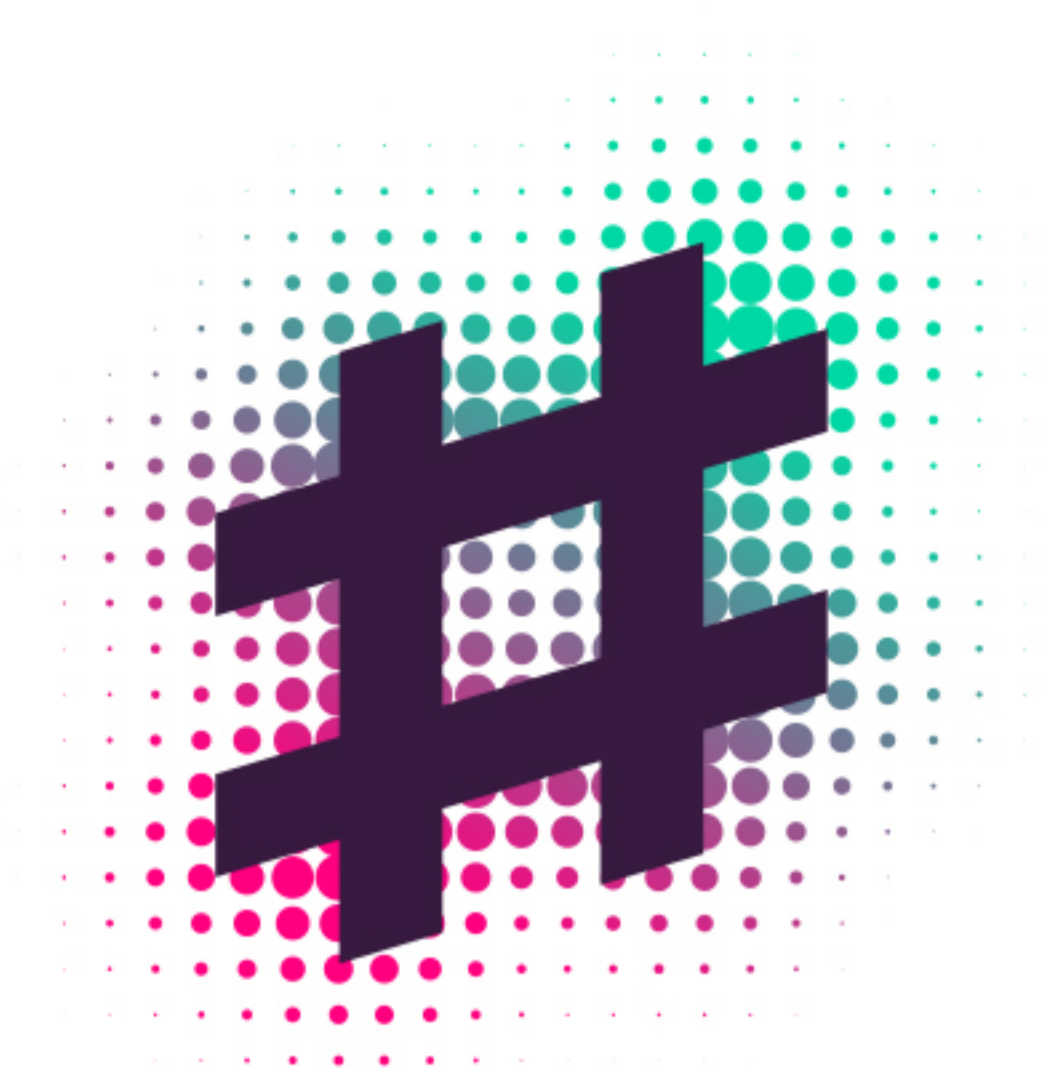


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INTERIORS

DIY WEDDING DECOR IDEAS FOR 2024 TO ELEVATE YOUR SPECIAL DAY

The importance of infusing your wedding day with personal touches that reflect your style and story is often underrated and neglected. Allegiant Events, Wedding & Event Management Company, shares the top DIY wedding decor ideas for 2024, guaranteed to make your special day memorable for you and your guests!

1. Embrace Sustainability:

Incorporating sustainable elements into your wedding decor adds an eco-friendly touch and showcases your commitment to environmental responsibility. Consider using locally sourced or repurposed materials for your centrepieces, favours, and decorations. Potted plants and succulents are beautiful and serve as meaningful gifts for your guests to take home and nurture.

2. Crafted Signage:

Handmade signs add a personal and artistic flair to your wedding venue. Whether they guide guests to different areas of the celebration, share your love story, or display heartfelt quotes, crafted signage sets the tone for your special day. Experiment with different materials such as chalkboards, mirrors, or reclaimed wood to achieve the perfect look that complements your wedding theme.

3. Boho-Chic with Macramé:

Macramé continues to be a popular choice for couples aiming for a bohemian-inspired wedding. From intricate backdrops to delicate chair decorations, macramé adds texture and charm to any space. Consider incorporating macramé elements into your bouquet, boutonnieres, or table settings for a cohesive and stylish look.





4. Interactive Fun:

Keep your guests entertained and engaged with interactive DIY installations. Set up a photo booth with handmade props where guests can capture fun memories or create a Polaroid station for a unique twist on the traditional guest book. These interactive elements provide entertainment and create lasting memories for you and your guests to cherish.

5. Enchanting Lighting:

Lighting plays a crucial role in setting the mood and ambiance of your wedding venue. Create a magical atmosphere with the soft glow of fairy lights, lanterns, and candles. DIY lanterns made from paper or mason jars add a whimsical touch, while tea lights and fairy lights in repurposed containers add a rustic charm to your decor.

6. Paper Craft Delights:

Paper crafts offer endless possibilities for adding elegance and whimsy to your wedding decor. Whether creating oversized paper flower backdrops or folding delicate origami accents, paper crafts add a touch of creativity and sophistication to your celebration. Experiment with different colours, textures, and techniques to achieve the perfect look that reflects your style and personality.

7. Vintage Charm:

Incorporating vintage elements into your wedding decor adds a sense of nostalgia and charm. Hunt for thrifted or borrowed items such as typewriters, old picture frames, or vintage suitcases to add character to your venue. These timeless pieces add visual interest and serve as conversation starters for your guests.

8. Floral Flourish:

DIY floral arrangements allow you to personalize your wedding decor while showcasing creativity. Whether you're using seasonal blooms from local markets or foraging wildflowers, creating your arrangements adds a unique touch to your celebration. From bouquets to centrepieces, let your imagination bloom as you craft floral designs that reflect your style and vision.

9. Themed Photo Backdrops:

Create memorable photo opportunities for your guests with themed photo backdrops. Whether it's a romantic floral backdrop, a rustic wooden frame, or a personalised collage of your favourite memories, themed backdrops add a fun and interactive element to your wedding festivities. Encourage your guests to pose and capture moments they'll treasure forever.

10. Customised Table Runners:

Elevate your table decor with handmade table runners customised to fit your wedding theme. Whether you're painting designs onto fabric or stamping patterns onto burlap, customised table runners add a personalised touch to your reception. Coordinate the design and colours with your overall decor scheme for a cohesive and polished look.

So go ahead and have your DIY wedding on your special day just as you want! Remember, each decor aspect reflects your style, story, and commitment to creating an unforgettable celebration. Embrace the creative process, enjoy the journey, and watch your vision come to life on your wedding day.

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