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VOLUME 8 ISSUE 7

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THE GEM OF EAST AFRICA

*The Senses Issue*

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## FROM VISTARA TO YOU...

IMAGINE THIS. FEELING THOSE DROPS OF rain on your upturned face that take you back to your childhood. A familiar fragrance that reminds you of a special moment in your life. A flavour that recalls your mom's cooking. The silence of a lush green forest that fills your heart with hope and joy. *That* is the power of our senses—to evoke emotions, change perceptions, and even transport one to another time and place. This month, with our special *Senses* issue, come alive as you 'feel' the world with all your five senses on an exhilarating journey of exploration.

Step into a universe of wonders with our feature on some of the most unique multisensory experiences—be it the tranquillity of forest bathing or the excitement of night snorkeling—at luxurious resorts across the world. Treat your eyes to the unusual as you enter a world of avant-garde design aesthetics with the architectural genius of Antoni Gaudí in Barcelona. Need an escape?

Paradise awaits at Seychelles, blessed with gorgeous beaches, flavourful cuisine, and a relaxing island vibe.

For some soul-stirring food right here at home, check out our feature on the must-have dishes in Coimbatore. And in our Luxe Picks section, we share a special list of lavish lifestyle essentials to soothe your body and mind.

At Vistara, it is our constant endeavour to create a world-class experience, filled with multisensory delights, for all our customers. The plush, comfortable seating on our aircraft, mood lighting onboard our B787-9 Dreamliner, a carefully curated playlist for our boarding and landing music, the aroma of freshly brewed Starbucks coffee, or the appetising cuisines served on our flights—all offer an unmatched sensory experience. So, let's get going. A beautiful world awaits. All you need to do is take flight.

- Team Vistara

The striking shoreline of Anse Source d'Argent Beach, Seychelles.



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# C O N T E N T S

THE SENSES ISSUE

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Laughter therapy with comedian Rohan Joshi



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**Cover Story**  
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**ON THE COVER** A hiker soaking in the beauty of a waterfall amidst a verdant forest.



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The Ministry of Civil Aviation has upgraded its Air Sewa portal which is accessible through an interactive web portal and a mobile app. The new version includes the following features:

- Secure sign up and log-in with social media
- Chatbot for travellers' support
- Improved grievance management, including social media grievance
- Real-time flight status and detailed flight schedule

Air Sewa is available at [www.airsewa.gov.in](http://www.airsewa.gov.in)

The imposing, imaginative façade of Antoni Gaudí's La Sagrada Família in Barcelona.



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### DISCLAIMER:

While this issue might inspire you to travel, we ask that you thoroughly research the destination and its regulatory pre-requisites, and travel only if it is safe to do so. Please continue to cooperate with government advisories for the safety of yourself and your co-travellers.

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### FOOD & BEVERAGES

This wonderful property is the most cherished destination for food lovers, travelers and is home to award-winning restaurants. The all-day restaurant, NYC brings with itself an eclectic mix of cuisines from all over the world. Soy x Neung Roi-a proud recipient of Condé Nast Best 50 restaurants in India, is authentic Thai & Pan Asian food theatre. The Great Kabab Factory is the iconic and famous casual dining restaurant to savor the most succulent kebabs along with exotic spirits of your choice. The restaurant has been serving for the last 21 years and is a must try when in Delhi NCR. The tipling cocktails at Savannah Bar tickle your taste buds and make you rejoice every dime you spend at the hotel.

## AWARDS & ACCOLADES

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**Best Thai Cuisine**  
Travel & Leisure Delicious Food Awards 2019

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Global Spa Awards 2019

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The Great Kabab Factory EazyDiner Foodie Awards 2019

**Best Thai Restaurant**  
Neung Roi Peaklife Gourmet Awards

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## SHIBANI BAWA

Delhi-based Bawa combines her love for food and travel in a career that takes her to destinations far and wide. Follow her updates on Instagram @shibanibawa



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# VISTA

PERSPECTIVES ON AWE-INSPIRING LANDSCAPES

## Frankfurt

Where the traditional flows seamlessly alongside the modern.



“I can't wait to take my daughter, Ava, to my birthplace, Frankfurt. I love summers in the city! The warm air and sunlight last well past 10 pm and everyone flocks to the local beer gardens for a drink, food, and chat. Paulanergarten is one of my favourites. And it's even better when there's a soccer game being screened.”

EVELYN SHARMA  
Actor

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# Kodaikanal

The 'Princess of Hill Stations' casts a sylvan spell.



"Kodaikanal will always be special to me as I honeymooned there. I love walking around the lake and then sauntering into Pastry Corner for sweet treats and a coffee. Among my favourite sights to visit are the Silver Cascade Waterfalls and the Hilltop Inn for Hyderabadi biryani with a view."

**ARUNA SAIRAM**  
*Indian classical singer, Padma Shri awardee*

## A GUIDE TO HOLISTIC PARENTING

*Known for her extensive experience in the field of education, Dr Manimekalai Mohan, Founder and Managing Trustee, SSVM Institutions, understands the stressful, and possibly harmful, effects of the pandemic years on children. Elaborating on the challenges of parenting today, the eminent educationalist shares guidelines on how to overcome obstacles along the path of a wholesome upbringing for kids and teenagers.*

In today's fast-paced, gadget-laden world, where kids have unhindered access to information, parenting as a concept has had to undergo a makeover. Add to this the woes of the pandemic, which left kids cooped up inside their homes for prolonged periods, taking an adverse toll on their physical and mental well-being. In recognition of these tough times, Dr Mohan urges parents to be there for their children during this crucial phase of life. Here are her valuable insights on how to help kids lead successful lives.

### 'Perfect' Parenting

First and foremost, there's no such thing as the 'perfect' parent. However, it is undoubtedly a task that needs to be undertaken tactfully. The first crucial step in this direction is for parents to stop pressurising themselves. In the last decade-and-a-half, a new age of modern parenting has gained popularity. Gone are the days when caregiving was restricted to educating children and instilling values by being strict and distant. Today, one needs to be involved holistically in all aspects of the child's upbringing. This is especially vital when they reach adolescence. This period of the child's life is as exciting as it is daunting—for parents and kids, alike. Further, young adults go through many physical and emotional changes. As a parent, one must be sensitive and present



**Dr Manimekalai Mohan**  
 Founder & Managing Trustee, SSVM Institutions

for them during this time. It is a phase when kids can make or break their future.

### The Way Ahead

The pandemic has highlighted the importance of sound parenting like never before. Normal life was thrown out of gear, and while a few families made it a point to bond and go through this period bravely, many couples separated, as well. This, naturally, left a negative impact on the overall well-being of the affected children. During those times, many cases of drug use or children undergoing emotional upheaval came to light. But there's no need to worry. There are several simple suggestions parents can follow to help their kids.



- Stay alert and aware of your kids' social circle. Interact with and get to know their friends.
- Encourage the child to talk and make sure to listen to them patiently.
- Judging them should not be the instant response to a problem.
- Step into the child's shoes and try to understand their viewpoint before communicating any criticism. This will also encourage open conversations.
- Be mindful of the child's daily routine and create a fixed schedule for gadget use.
- Those who are concerned about the child's performance at school should talk to their teachers without any hesitation. Remember, schools are their second homes.

Times may be tough, but this phase will eventually pass. By supporting and encouraging children, parents will not only help them ride these rough waves but also bring them safely to shore towards a bright future.

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VIDHU VINOD CHOPRA | ANUPAMA CHOPRA  
Filmmaker | Film critic, author

Nirasa Waha / Shutterstock

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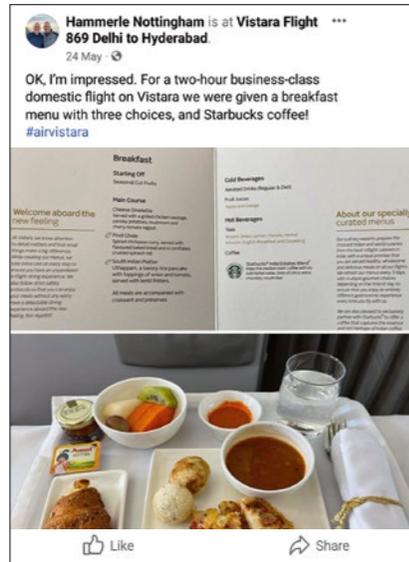
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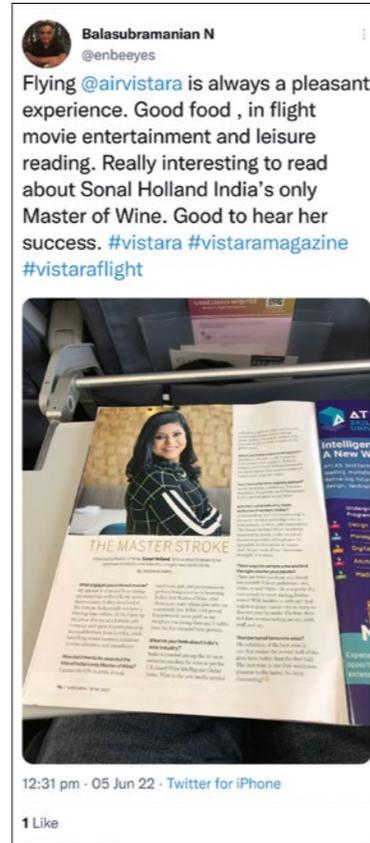


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Source: Times of India



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# SENSE-ATIONAL EVENTS

From visual treats and musical showcases to cultural extravaganzas and food festivals, mark your calendars with these engaging events from around the world. By AAKRITI JASWANT



PERUGIA, ITALY  
**UMBRIA JAZZ FESTIVAL**  
8 TO 17 JULY 2022

This colourful music festival has been a favourite among jazz aficionados since its inception in 1973. Held in the hilly Italian haven of Perugia, it features performances by some of the world's most renowned musicians. While staying true to its roots, the festival showcases music across different genres, ensuring there's something for everyone to enjoy. The event's main venue is Arena Santa Giuliana, but several free concerts are held at the piazzas that dot the town. [umbriajazz.it](http://umbriajazz.it)



SYDNEY, AUSTRALIA  
**THE OTHER ART FAIR**  
21 TO 24 JULY 2022

Defiant and bold, this Sydney-based art fair is rewriting the norms of the art world. Experience immersive installations, interactive sculptures, neon-painting sessions, and performative dance; marvel at artwork by over 100 trailblazing artists; and groove to the tunes of a DJ at this multifaceted event. [theotherartfair.com](http://theotherartfair.com)



CLOCKWISE FROM TOP: Gianluca Curti/Shutterstock. Images courtesy of the respective website of the event.

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**18 million\***  
dishes served in India in our first year alone



So many professional chefs, restaurateurs, hoteliers, distributors, retailers, and customers have already started to use Kikkoman Soy Sauce, Japan's No. 1 soy sauce brand, in preparing their dishes, here in India. In fact, in our first year alone, 18 million\* dishes were served using Kikkoman Soy Sauce. This number is remarkable. Thank you everyone for choosing Kikkoman Soy Sauce.

Our long-term commitment to India - one of the world's largest and most vibrant emerging markets - is for the next 100 years and beyond. Kikkoman Soy Sauce, with a history spanning over 350 years, has become a part of daily life in millions and millions of households worldwide, and we are delighted that every Indian household will soon be able to enjoy it too.

\*As per Kikkoman analysis, this figure was derived from the actual amount of Kikkoman Soy Sauce sold in the first year in India, divided by the amount of soy sauce typically used in preparing the popular Indian Chinese "Manchurian" dish.

**LADAKH, INDIA  
HEMIS FESTIVAL**

8 TO 9 JULY 2022

This two-day cultural feast marks the birth anniversary of Guru Padmasambhava and symbolises the triumph of good over evil. Hosted at the famous Hemis Monastery, the event showcases a mix of Tibetan and Buddhist influences that come alive in a vibrantly colourful display of celebrations—the traditional cham dance performed by locals in elaborate masks and costumes is a magical extravaganza!

[ladakh.nic.in](http://ladakh.nic.in)



**CHICAGO, USA  
TASTE OF CHICAGO**

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[tasteofchicago.us](http://tasteofchicago.us)



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One of the most prestigious events in sport—and the oldest Grand Slam event—returns to the All England Lawn Tennis & Croquet Club in Wimbledon, London, where tennis stars compete for glory on its iconic grass courts. So, pick your favourite player, take a mouthful of delicious strawberries-and-cream, and enjoy the serves and volleys at this glorious championship!

[wimbledon.com](http://wimbledon.com)

**Disclaimer:** Please check online for the latest Covid-19 updates pertaining to the event before visiting or making a booking.

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# SENSORY DELIGHTS

Surround yourself with stellar visuals and masterful background scores with our recommendations of must-watch movies, series, musicals, and more!

By AAKRITI JASWANT

## MOVIES



### Dune

SCIENCE FICTION | 2H 35M

Directed by Denis Villeneuve and composed by Hans Zimmer, Dune is a visual and auditory masterpiece. Starring Timothée Chalamet and Zendaya, it tells the story of a mighty warrior on a journey to capture a sacred substance that gives humans unlimited powers. The breathtaking depiction of a futuristic world and a rousing musical score make it a spellbinding watch.

Watch on: Amazon Prime

### Lawrence of Arabia

WAR/DRAMA | 3H 36M

Starring Peter O'Toole, Anthony Quinn, and Omar Sharif, this 1962 epic historical drama is based on the life of T.E. Lawrence and portrays his experience in a war-torn Ottoman Empire during World War I. The action-packed score by Maurice Jarre and cinematography by Freddie Young are standout features of this influential film.

Watch on: Amazon Prime



portrayal of scenes and Russian folk music-influenced symphonies are outstanding.

Watch on: Disney+Hotstar

### La La Land

MUSICAL/ROMANCE | 2H 7M

Featuring Emma Stone and Ryan Gosling, this film is about two people who fall in love with each other while pursuing their dreams. The movie received widespread critical acclaim for its cinematography and melodious numbers that pay homage to the era of 1950s musicals.

Watch on: Apple TV



### The Grand Budapest Hotel

COMEDY/DRAMA | 1H 39M

When the concierge of an upscale resort is framed for murder, he embarks on a hilarious quest to solve the case with his protégé. Directed by Wes Anderson, in his classic style, the Europe-based, mid-20<sup>th</sup>-century Hollywood

All images courtesy of producers/channels



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SERIES/DOCUMENTARIES/MUSICALS



**Hamilton**

MUSICAL/DRAMA | 2H 40M

This historical drama consists of a live stage recording of the Broadway musical at the Richard Rogers Theatre in Manhattan, USA. Sung and rapped to depict the life of Alexander Hamilton, one of the USA's founding fathers, it has won several awards for its impactful visuals and strong performances.

Watch on: Disney+Hotstar



**Springsteen on Broadway**

MUSICAL/CONCERT | 2H 33M

This live-filmed concert was recorded at St. James Theatre in New York, USA, and features a powerful solo act by the legendary singer, Bruce Springsteen. Offering an intimate peek into his life, Springsteen shares several personal stories and plays acoustic versions of some of his most popular songs. Heartfelt and packed with some amazing music.

Watch on: Netflix

**Home**

DOCUMENTARY | 1H 33M

Directed by Yann Bertrand and scored by Armand Amar, this French feature offers stunning vistas of Earth from an aerial perspective. With high-definition cameras used to capture remarkable images and angles of our planet, each shot is a treat for the eyes. The film is a beautiful presentation on the diversity of life.

Watch on: YouTube



**The Mandalorian**

SPACE WESTERN | 2 SEASONS

A must-watch for Star Wars fans, this space adventure series is the first live-action show from the franchise and begins five years after the events of Return of the Jedi. The story revolves around a bounty hunter who is tasked with kidnapping Grogu (a child with mysterious powers) but instead decides to protect him. Made with remarkable cutting-edge technology!

Watch on: Disney+Hotstar



All images courtesy of producers/channels



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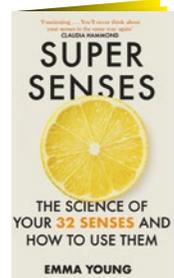
# A NOVEL LIFE

Stimulate your senses with these engaging, thought-provoking books.

By AAKRITI JASWANT

## Super Senses: The Science of Your 32 Senses and How to Use Them

By Emma Young



Did you know that chocolate can make you fall in love? That you can sniff out danger? And how touch eases pain? According to studies, we have more than

five senses—32 to be exact! Science writer Emma Young has spent a decade researching our senses and their various facets. And in this eye-opening (pun unintended) book, she guides us on how to use all of them effectively. Packed with intriguing facts and stories of remarkable human feats, it helps us discover the power we hold within.

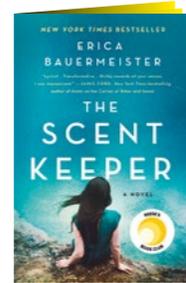
## National Geographic Simply Beautiful Photographs

By Annie Griffiths



Award-winning photographer Annie Griffiths curates this selection of stunning photographs of nature, animals,

landscapes, seascapes, and more from National Geographic's impressive Image Collection. Reflecting various portrayals of universal ideas of beauty, the book highlights aspects that bring that vision to life—light, composition, palette, motion, moment, and wonder. Accompanying lyrical quotes by poets and scholars add to the aesthetic quotient.



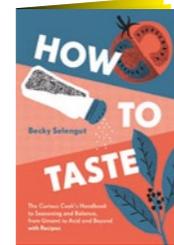
## The Scent Keeper: A Novel

By Erica Bauermeister

This coming-of-age novel expresses how a fragrance can create memories that shape the entire course of our lives. Emmeline lives on an enchanted island with her father, who teaches her about the natural world through her senses but is elusive about the mysterious scents stored in their cabin. As she grows up and faces the real world, Emmeline embarks on a quest to uncover hidden truths that hold the key to her identity.

## How to Taste: The Curious Cook's Handbook to Seasoning and Balance—with Recipes

By Becky Selengut



Uncover the science behind the flavour of a dish with this often humorous guide. Becky Selengut shares the underlying

principles of taste and divides them into different categories—salt, bitter, sweet, aromatics, bite (heat), umami, and texture. Offering delicious recipes, nifty kitchen hacks, and helpful tips on how to tweak a dish if things don't quite go your way, this handbook is sure to turn you into a skilled chef!

## Square Eyes

By Anna Mill and Luke Jones



This graphic novel presents a world where an excess of technology has blurred the lines between memories, dreams, and the digital space. Fin, a tech developer, creates a powerful program that can be very dangerous in the wrong hands. When people start disappearing suddenly, she and her program may be considered responsible. The narrative presents many questions: Who holds true power in a world built on digital illusions? Read to find out!



**The Original**  
By Brandon Sanderson and Mary Robinette Kowal  
This three-and-a-half-hour science-fiction thriller is an exclusive audio-first book created by two Hugo Award-winning authors. Holly Winseed wakes up in a hospital room with altered memories and a new persona. Now, the race is on for her to track down the person who has stolen her identity and murdered her husband.

All images courtesy of respective publishers

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# CREATIVITY THAT HEALS

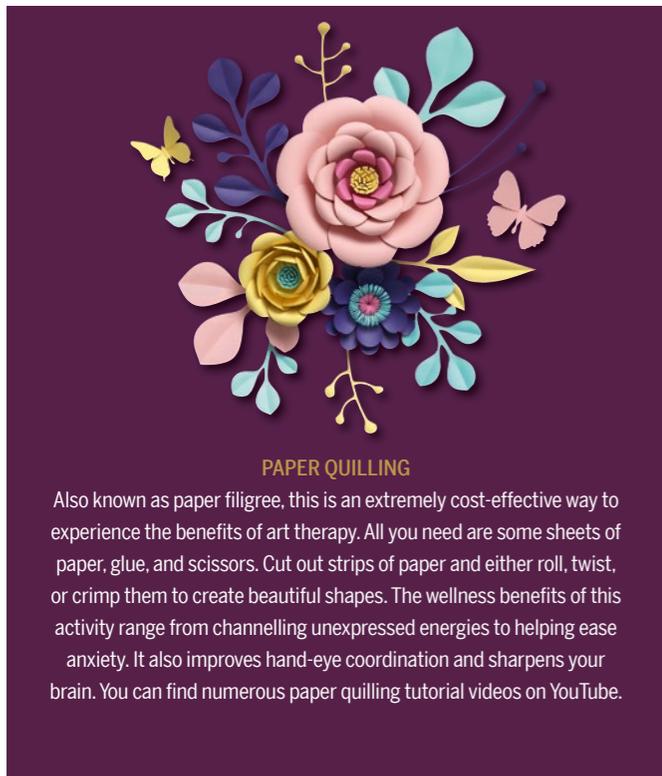
The ability to appreciate art in its many forms is one of mankind's greatest joys. Engaging in a creative process across any medium of choice is an enriching, empowering experience that invigorates all the senses. Check out these art therapies to discover the remarkable mental and physical benefits they offer.

By AAKRITI JASWANT



### SOUNDS OF MUSIC

A universal language, music has the ability to touch us in a way that can't be explained in words. Listening to and writing songs, playing an instrument, and using guided imagery can shift our consciousness towards an enhanced peaceful state. The rhythmic nature of this therapy is known to help reduce stress, manage attention disorders, and even stabilise breathing. In recent times, with more awareness, an increasing number of institutes now offer music therapy in India.



### PAPER QUILLING

Also known as paper filigree, this is an extremely cost-effective way to experience the benefits of art therapy. All you need are some sheets of paper, glue, and scissors. Cut out strips of paper and either roll, twist, or crimp them to create beautiful shapes. The wellness benefits of this activity range from channelling unexpressed energies to helping ease anxiety. It also improves hand-eye coordination and sharpens your brain. You can find numerous paper quilling tutorial videos on YouTube.



### COLOURING BOOKS FOR ADULTS

Grabbing a few crayons and colouring intricate patterns might just be the activity you need to get your mind off hectic routines. Sounds childish? Think again. Colouring books for adults have gained mainstream popularity for their multiple benefits—they shift your focus to the task at hand, which quiets your brain and reduces stress. The activity also activates areas of the brain that are related to motor skills, creativity, and concentration. Buy these books online or download them from websites. And colour away!

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**THE DANCE MOVEMENT**

Also known as dance/movement therapy or DMT, this activity puts emphasis on movement to help people with their emotional and physical well-being. DMT assists in coordination, increases mobility for people suffering from chronic pain, and uplifts the mood. It's also helpful for those who struggle with body-image issues and post-traumatic stress. You can subscribe to online dance classes or visit a specialised dance therapy institute—a great option for shaking off all that stress!

**FANTASY MAP-MAKING**

This niche trend is also known as fantasy cartography or fictional map-making. The activity gained steam during the recent lockdown when people were searching for activities to stimulate their minds. It also helped that the hobby provided a way of escaping the frightening reality and satiated feelings of wanderlust. In this, fantasy maps are used as visual guides to comprehend the extensive fictional world of books like *Lord of the Rings* and *Game of Thrones*. Take this up as a hobby by learning through blogs, websites, and YouTube videos.



**SCULPTING**

A long-admired art form, this creative pursuit is known for its relaxing benefits. The quiet, steady nature of the activity increases one's observational skills and has a centring effect. Sculpting also offers a tangible outlet for expressing one's thoughts and emotions. If practised in a group setting, it may also help improve social skills. Enrol in a specialised class (there are many available options) to learn under the guidance of an expert.

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# COSY COMPANIONS

The Danes have a word for it—*hygge*. Pronounced 'hoo-ga', it's the art of transforming living spaces into retreats of intimate contentment and tenderness. Here are seven products that will revamp your home and boost your wellness quotient.

By ANANYA BAHL



### ▲ HAKKA PENDANT LIGHT BY LOGAM INDIA

Bask in the glow of this bell-shaped light fixture that brings together elegantly woven rattan work and a metal-wire cage to create a stylish, minimalist design concept. Read a book or savour an intimate meal under the golden radiance emanating from this statement piece. ₹5,990; [logam.in](http://logam.in)



### ▲ JO MALONE LONDON HOME CANDLES

Few things compare to the calming allure of scented candles. Their soothing fragrances spread not just a sense of delight but also rejuvenation. Choose from scents like honeysuckle and davana, English pear and freesia, and wood sage and sea salt for a tranquil ambience. ₹4,900; [nykaa.com](http://nykaa.com)



### ▲ GULE BULBUL CHENILLE THROW BY GOOD EARTH

This exquisitely pretty, delicate throw adds a touch of charm to couches and makes unwinding an indulgent affair. Inspired by the Persian motifs of the nightingale (bulbul) and rose (gul), the design depicts how the bird is attracted to this gorgeous flower—a beautiful introduction to your living rooms! ₹10,000; [goodearth.in](http://goodearth.in)

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▲ **REGAL HORSE WITH RINGING BELLS BY TRULY EARTHY**

Boasting traditional artwork, this unique statuette doubles as a wind chime and an attractive ornament. The gentle jingle of its bells brings tranquillity and mindfulness during a rough day. Available in blue and brown colour options. ₹2,499; [trulyearthy.com](http://trulyearthy.com)



▼ **MASAI BRASS MUG BY ELLEMENTRY**

Experience the royal touch when sipping your favourite warm beverage in this mug. While its regal look lends splendour to your daily refreshment, the natural properties of the brassware ensure your drink retains its flavour, optimising the taste of your beverage. ₹1,490; [ellementry.com](http://ellementry.com)

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# VOWS FOR ETERNITY

## The Elixir of Possibilities in a Premium Matrimonial Search

In all folklore, we hope to walk down the aisle of life with someone by our side. So we drape our bravado and make the giant leap of faith, not knowing what may await our search for a life partner. But for many, this journey to find the right person may resemble a calm, inviting ocean of possibilities—the possibility of finding a lifetime of love, companionship, second chances, and ever so often, “The One.” Rethinking traditional matchmaking with such a personalised, involved approach is Vows For Eternity, a premium, global matrimonial service, helmed by renowned matchmaker and Founder CEO, Anuradha Gupta. The New York-headquartered firm enjoys an established presence across London, Delhi, Toronto, and Mumbai, with members in over 60 countries trusting the service as their confidantes.

In her journey of finding a life partner, Anuradha desired such handholding to navigate her personal search but failed to find anyone she could relate to or resonate with. Hence, with Vows for Eternity, she set out to create an involved, introspective matchmaking experience that accompanies its members in their extraordinary journey of finding love. Anuradha is a pioneer in modern-day matchmaking, an entrepreneur of high repute, and a thought-leader on contemporary relationships and marriage. Her global perspective emanates from a career that led her to various leadership roles, including as a key strategist at Arsenal Football Club. Her diverse background and globe-trotting endeavours allow her to understand different personalities, a crucial skill when matchmaking two distinct individuals.

The matchmaking process executes the founder's intuitive vision— of creating a purely offline, customised service— by discarding biodatas, and algorithms to help you find an authentic connection. Buoyed by Anuradha's 'East meets West' worldview, the brand encourages 'arranged introductions' between two like-minded individuals. The team garners an understanding of each member and their requirements through honest, transparent discussions during the period of their membership. Anuradha melds the gravitas of a curated global network and personalised guidance while tactfully handholding the members through what is often a very sacred, private journey.

In the fullness of time, we realise that the perfect folklore isn't about finding a 'unicorn' or the right person. Instead, the heartiest tales are all about sparking off the right connections and beginnings that allow space for love to build and a home to follow. With the promise etched in its name, Vows For Eternity's tailor-made matrimonial service is for those who want a special person in their lives and need help in finding them.

***With the lead matchmaker all set to visit India in July to meet with the brand's Private Club members, the monsoon showers may spell a fortune of love and light for many matches in the making.***

The Private Club is the brand's signature service, distinguished by the search's highly confidential, curated nature. Exclusively crafted for celebrities, industrialists, and those from well-established business families, the members are defined by their professional affluence, education, family legacies, and a cosmopolitan mindset. With Anuradha personally matchmaking the members in this tier, she acts as a guide and confidante to create a point of comfort and relatability in which the members can confide. Her prowess lies in bridging generational gaps and aligning familial expectations with a modern subtlety. With over a decade's matchmaking experience, the service undertakes a significant vetting process to introduce members who are synchronised on aspects that truly define a lifelong partnership.



For More Information:  
**Call:** +91 99678 61267 | **Office:** +91 22 6864 3999  
**Email:** [contactus@vowsforeternity.com](mailto:contactus@vowsforeternity.com)  
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# APPLICATION STATION

Check out these trendy apps designed to enhance your lifestyle, any time, anywhere.

By ANANYA BAHL



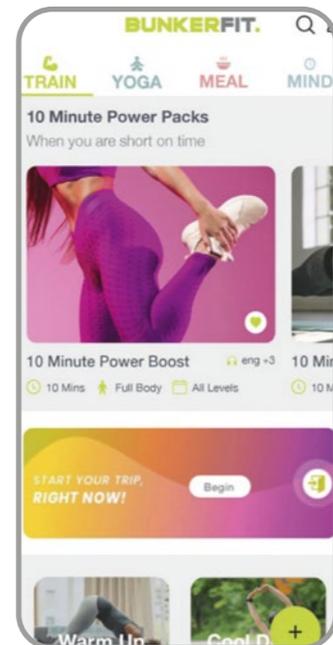
## CALM

Take a deep breath and try Calm, an app that's all about helping you relax. A wide range of guided meditation and sleep modules help reduce anxiety, improve focus, and achieve self-improvement. Find inner peace with the calming sounds of music and nature. [calm.com](http://calm.com)



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## BRAIN TEST

Jolt your brain out of a slump with this puzzle game that is tricky, humorous, and loads of fun. Topping the charts on most popular application platforms, it's now a global brand and an apt pick-me-up any time of the day or night. [unicostudio.com](http://unicostudio.com)

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- ♦ M.Sc (Audiology)
- ♦ M.Sc. (Speech Language Pathology)

### PHYSICAL EDUCATION

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- ♦ B.P.Ed. ♦ M.P.Ed ♦ M.Phil

### HEALTH MANAGEMENT

- ♦ MHA – Master of Hospital Administration

### ARCHITECTURE

- ♦ B.Arch ♦ M.Arch. (Sustainable Arch.)

### HOTEL MANAGEMENT

- ♦ BHMCT (Bachelor in Hotel Management & Catering Technology)
- ♦ B.Sc. H & HA (Hospitality and Hotel Administration)

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- ♦ B.A. in Photography & Cinematography
- ♦ M.A. in Commercial Photography & Cinematography

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# EPICUREAN WONDERS

With restaurants presenting immersive dining experiences designed to excite and engage all your five senses, we present our selection of two thrilling options certain to tempt you.

By AAKRITI JASWANT

## 5.8 Undersea Restaurant, Hurawalhi, Maldives

You know you're in for a magical experience as you make your way across an overwater bridge leading into the sea, walk along a stunning glass-floor walkway, and then descend a spiral staircase into the very depths of those waters to enter what seems like a whole new world. This is the exquisite 5.8 Undersea Restaurant, the world's largest all-glass underwater eatery promising a unique, sensory dining rendezvous like no other.

Located, as the name suggests, 5.8 metres below sea level, the large glass-dome-shaped structure offers an unobstructed view of the magnificent marine and coral life around. The feel of the cool floor beneath your feet (everyone dines barefoot) adds to the intimate



ambience of the elegant restaurant, which hosts no more than 10 couples. As the divers scatter food into the waters, the sea comes alive with an abundance of colourful creatures—a mesmerising sight!

A multi-course tasting extravaganza offers modern, inventive cuisine, which

includes sweet pea tartare on caramelised quinoa, the Maldivian yellowfin tuna tartare with Beluga caviar, a prawn coconut bisque, and more. Open for two lunch and one dinner sittings, the restaurant also offers champagne breakfast on request. [hurawalhi.com](http://hurawalhi.com)



## ADRIFT Kaya at JW Marriott Aerocity, New Delhi

The Japanese izakaya, traditionally a casual after-work bar and dining space, gets a luxurious makeover as Michelin-starred chef David Myers incorporates the buzzing culture of the conventional eatery at the modern ADRIFT Kaya.

Inspired by Chef Myers' travels to Japan, the plush restaurant is a creative

amalgamation of his experiences in Tokyo and his Californian roots. Designed by the famed Timothy Oulton Studio, the elegant space brings together several features that transport guests to another time and place, including indigo-dyed floors, raw timber beams, a canopy of burnt driftwood, and handmade beaded curtains. At the heart of the restaurant sits a 360-degree bar, along with an open



kitchen and sushi bar—the crackling sounds and aromas of freshly grilled yakitori emanating from here are sure to tantalise the senses, as will the flavour-forward menu. Signature dishes include the koji lamb rack with *yakiniku* sauce, sake-marinated salmon, sweet miso tofu, mushroom gyoza, and more. The exciting cocktail selection, curated by Jimmy Barratt, a trendsetter in the global bar community, is a luscious experience in itself! [marriott.com](http://marriott.com)

CLOCKWISE FROM TOP: Image courtesy of respective property; Josh Telles; Image courtesy of respective property

# NITIE Mumbai

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NITIE Mumbai is one of India's leading business schools and a dream institute for MBA aspirants across the country. NITIE offers worldwide recognized programs - Post Graduate Diploma in Industrial Engineering (PGDIE), Post Graduate Diploma in Industrial Management (PGDIM), Post Graduate Diploma in Sustainability Management (PGDSM), Fellow Programme, Post Graduate Program for Executives - Visionary Leadership for Manufacturing (PGPEX-VLFM) and Defence General Management Programme (DGMP). NITIE is known for its excellent alumni network with regular industry interaction enhancing practical knowledge on all sector domains while studying. Also, this prestigious Institute offers a high return on investment among tier-one B-schools of the country offering all roles among Consulting, Finance, IT/Analytics, Marketing, Operations, Supply Chain and in the Logistics sector alike. Being one of the top B-schools in the country, students from NITIE are frequent winners of all national-level corporate case study competitions conducted by business leaders like Amazon ACE, Flipkart Wired, HUL L.I.M.E, etc. The students of NITIE have also bagged PPO/PPI opportunities through the summer internship and corporate competitions.



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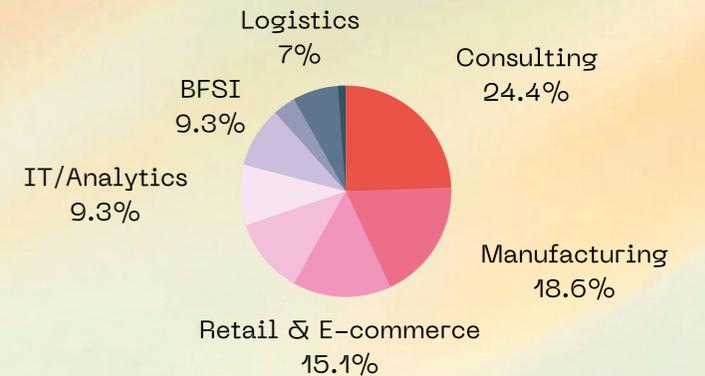
### Interesting Facts

- PGPEX-VLFM: Joint Program between NITIE Mumbai & IIT Delhi
- Highest CTC: 20 LPA
- Top 25%: 20 LPA
- Median: 16 LPA
- Average: 16.6 LPA



### Placements highlights Batch 2020-2022

Highest CTC: 49 LPA  
Avg. CTC: 25.41 LPA  
Median CTC: 22 LPA



Pictorial Representation depicting Sector-wise Placements

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To act as driving force not only in manufacturing sector but all dynamic sectors of the Indian economy



Visit the website for more information: <https://www.nitie.ac.in/>



## JOKING AROUND

We explore the lighter side of life with comedian Rohan Joshi, from what makes him laugh to his favourite foods and destinations.

By ANANYA BAHL

### Jumping In Head First

My journey with comedy began with a two-minute set at an open mic called 'Hamateur Nights' that Vir Das was running. It was terrifying because I didn't understand how difficult it was before I got up on stage and gratifying because I'll never forget that first roar of laughter from the audience. Subsequently, I began working with Vir regularly and learned

a lot very quickly, which gave my journey a running start.

### The Secret of My Success

Simply put, it's the ability to adapt. The formats and platforms available to us have changed so fast in just a decade—be it live stage performances or virtual acts on YouTube, Instagram, TikTok, and other social media platforms—that the key is

adaptation and constantly asking oneself (and then answering): "How and where are people consuming comedy now?" Personally, I think, being a comedian today is very different to being one two decades ago. Then, your life course was filled with lots of live gigs and a comedy special. Now, it's so diverse that one needs to adjust quickly to stay in touch with the times.

Image courtesy of Rohan Joshi

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**Appealing to the Senses**

Words, songs, mime, and dance—these are the weapons in a comedian’s toolbox. Comedy is about knowing when to speak, when to be quiet and let the audience fill in the gaps, and when to use physicality. When I think back to all the great stand-up acts I’ve seen, they’re all perfectly calibrated mixes of words, silences, and physicality.

**The Indian Audience Is...**

Enthusiastic, evolving, and hungry for good content.

**Comedic Inspirations**

That’s a difficult one to answer because you watch a variety of comedy so extensively as a comedian that it’s honestly hard to pick just one. The key is to watch a lot of content to increase your exposure to the world.

**Tips for Budding Comedians**

Write a lot. Don’t be afraid to fail on stage. A piece of material or set that is great by the end of its lifetime was probably unfunny and not properly shaped initially and needed several rounds of tuning to make it work. Also, try and find your voice instead of attempting to ape your own favourite comic



or whoever is currently popular. There’s no point being a Zakir Khan imitator in a world that already has Zakir Khan.

**Things That Crack Me Up**

Incongruent and surprising situations make me laugh because once you’ve seen enough comedy, you can spot certain basic jokes and punch lines a mile away.

**The Best Night of My Comedic Journey**

Without a doubt, it would have to be the celebrity roast adaptation, AIB Knockout, that we performed in Mumbai in 2015!

**Performance Favourites**

Bengaluru is always a fun city to perform in and, of course, at home in Mumbai. The latter because, more than anything, I live a 10-minute walk away from a bunch of comedy clubs, which works out great for someone who loves spending time at home like I do!

**The Foodie in Me**

I love fried chicken. I love, love, love a hearty mutton curry or biryani, and I would climb mountains for an excellent Gujarati thali or sushi meal. In terms of foodie destinations, Delhi has excellent food, Bangkok has brilliant culinary offerings, and the tacos in Los Angeles will change your life.

**Travel Diaries**

Goa is always a nice destination close to home. I love the mountains, so Himachal and Uttarakhand are great, too. Around the world, I love the energy of great cities, so Rio de Janeiro, New York City, London, Amsterdam, and Bangkok are my picks.

**Looking Ahead...**

At some point, I shall probably get off the couch and go shower. But the plan over the next few years is to write some genre fiction and stand-up! 🌟

TOP LEFT: Image courtesy: Only Much Louder; TOP RIGHT: Image courtesy: Rohan Joshi



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Let it all out by expressing your feelings and thoughts in this journal that believes in 'more page time and less screen time'. Helpful prompts like 'noteworthy niceties' and 'wellness worksheet' encourage mindfulness and positivity. And did we mention the diary is beautifully designed? ₹1,399; [thinkbucket.in](http://thinkbucket.in)



# MIND OVER MATTER

Thoughtful products that instil a sense of calm in the daily din of life.

By ANANYA BAHL



**◀ GLASS + METAL FACETED TERRARIUMS BY WESTELM**

Add a burst of green to your living space at home or in the office with these chic, geometric plant holders. A combination of glass and metal, they are perfect for succulents, cacti, and air plants, and make for relaxing, friendly companions. ₹3,500; [westelm.in](http://westelm.in)



**▲ NIDRA TRANQUIL SLEEP SPRAY BY FOREST ESSENTIALS**

Say goodbye to sleepless nights with this concoction comprising pure essential oils of geranium, lavender, sandalwood, and nutmeg. Spray some on your pillow and neck and enter a meditative world of soothing relaxation and gorgeous dreams. ₹975; [forestessentialsindia.com](http://forestessentialsindia.com)

All images courtesy of respective brands

**BEST OF INDULGENCE ▶ TEA SET BY TDT**

Perfectly named, this gift box comprises three mood-based teas—a blend of yerba mate and mint for digestion, jasmine tea to reduce stress levels, and a '3 jasmies and 1 lily' blooming tea for when you're feeling blue. Just brew and sip your worries away! ₹2,999; [tdtworld.com](http://tdtworld.com)



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Internationally Renowned Vastu Expert Vimal Jhajharia, along with his son Vikas Jhajharia, has created a revolution in the field of Vastu Shastra. Their expertise in providing 'Vastu Remedies without Demolition' has earned them the faith and praise of millions of people in more than 40 countries across the globe.

Vimal Jhajharia and Vikas Jhajharia (MBA from Australia) have delivered many lectures, conducted workshops, seminars and have widely travelled and provided consultancy on major projects already in operation without any changes or modifications. They are currently providing consultancy in the USA, UK, Australia, Canada, China, Hong Kong, Singapore, Thailand, South Africa, UAE, and South America, among others.

Both of them have been felicitated several times for their outstanding knowledge on Vastu and have also won several awards of national and international repute.

Here is an extract of an interview with them and their client testimonials:

**What exactly is your famous Vastu Shankha Yantra and how cost-effective is it?**

Based on the principles of Vastu, the Vastu Shankha Yantra is an original conch shell used to potentially rectify any kind of land, Vastu or energy defects without making any modifications. It can potentially save a lot of time and money as it is used to create positive energy in places having major Vastu defects without changing the looks and beauty of the place.

**Does the Vastu Shankha Yantra really work for prosperity in factories and industries?**

Yes, we have a big list of successful clients including businessmen, entrepreneurs, doctors, scientists, professionals, architects, interior designers, etc giving testimonials on our website. Endorsing the **Vastu Shankha Yantra** is industrialist **Sushil** from New Delhi. He says, "My son and I are running a factory but were not getting the desired results. We came to know about **Vimalji and**

**Vikasji** through one of their articles in inflight magazines. Upon showing them the factory, we immediately realised our north was blocked and all the heavy machinery was placed along the north wall. We then got the Vastu Shankha yantras placed at certain places on **Jhajhariaji's** recommendation. Now, every new factory of ours is made under their able guidance and we also recommend them to all our friends and relatives."

**Can Vastu Shankha Yantra also help in selling a property?**

Yes, we do a lot of Vastu correction for builders and developers and also individuals whose properties have been stuck for a long time and which are not getting sold because of some or the other Vastu defect. Vouching for success is **Satish** from Bangalore who was trying to sell his four acres property for two years. When we saw the property, we saw it had multiple corners and it was not a proper rectangle or a square. We then positively charged this property by placing our **Vastu Shankha Yantras** in various corners to help correct the magnetic field of the property and hence creating positive energy in the atmosphere.

For Further Details Contact Mr. Vikas Jhajharia on +91- 9839704470, +91- 7388578888 and +91- 6393744022  
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Vastu Shankh yantra 'A divine gift from The great Himalayan Saint, Swami Murghanand Ji'

**What is Vastu?**

Vastu is protection against unforeseen circumstances. It is used to increase personal energy in health, wealth and relationships of a person



**What are the benefits of the Vastu Shankha remedy?**

In an office, it is used in the north to increase money inflow. In a house, it is used in the east direction for better health and relationship among family members.



# BODY POSITIVE

Check out our specially curated list of luxurious indulgences to rejuvenate and refresh your senses.

By ANANYA BAHL

## CAROLINA HERRERA ► BAD BOY EAU DE PARFUM

Unapologetic, authentic, mysterious— this reimagined version of the iconic Bad Boy fragrance is perfect for the modern man who lives life on his terms. Boasts top notes of grapefruit and hemp. The stylish, black, lightning-shaped bottle adds to the unique factor. ₹5,500; [parcos.com](http://parcos.com)



## ▲ SAMSUNG GALAXY BUDS PRO

Boasting active noise cancelling features, these sleek wireless earbuds offer an immersive sound experience. Enter your private world as you plug in and listen to music, audiobooks, guided meditation, and more in cinematic sound with its inbuilt 360 Audio. Choose from black, violet, and silver colour options. ₹8,490; [samsung.com](http://samsung.com)



## ▲ AKIRA SILK LINEN CASHMERE SCARF BY THE WISHING CHAIR

Experience the softness of a dream against your skin as you drape this delicate scarf around you. The sophisticated design, in muted colours, makes it the perfect accessory for both Indian and western outfits. ₹2,499; [wishingchair.in](http://wishingchair.in)



## ▲ KIMIRICA BATH SALTS

Feel your tiredness melt away as you soak in a bath enriched by the gentle formula of these relaxing bath crystals. The nourishing Epsom salt softens the skin, calms the mood, and soothes sore muscles. Add just a sprinkle and savour the fragrances of French lavender, rosemary, white musk, and golden amber in a therapeutic bath. ₹699; [kimirica.shop](http://kimirica.shop)

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# PLEASANT JOURNEYS

Experience the joy of travelling in comfort with these stylish accessories.

By ANANYA BAHL

## MINI PORTABLE HAND

### WARMER POWERBANK FROM PEEPERLY

Charge your electronics seamlessly with this cute, multipurpose powerbank that doubles as a hand warmer when it gets too cold on flights or trips. Easy to carry, it features a Smart LED temperature display and heats up quickly. ₹3,499; [peeperly.in](http://peeperly.in)



## LOUIS VUITTON DOG BAG

Designed in Monogram canvas, this is the updated version of the brand's classic Dog Carrier. A plush carpet and soft ventilation net ensure a luxurious journey for your furry friend. There's also an inside leash and adjustable shoulder strap for improved practicality. Price on request; [louisvuitton.com](http://louisvuitton.com)



## SONY WH-1000XM4 WIRELESS NOISE CANCELLING HEADPHONES

Tune out the world with these cool headphones offering exceptional audio clarity. The special Ambient Sound Control feature allows you to adjust the background sound volume as per your preference. Watch your favourite show or listen to music with zero disturbance, especially on long-haul flights. They come in blue, black, and silver colour options. ₹29,990; [sony.co.in](http://sony.co.in)



## VERSACE CRETE DE FLEUR SILK SLEEP MASK

Sleep sweet dreams as this exquisitely soft, quilted mask, made of 100 per cent silk, provides the perfect shield for your eyes. Flaunting the iconic Crete de Fleur print, it comes in an elegant case with a string closure. ₹27,100; [versace.com](http://versace.com)



## SUNVENO PORTABLE BABY BED CUM BAG BY MUMZ SHOP

Flying with infants just became easier with this lightweight, foldable baby bed/bag! Carry all your essentials in its many pockets. Naptime for your baby? Turn the bag into a bed in a matter of seconds. Perfect for kids up to the age of three. Choose from sea green, pink, and grey colour options. ₹5,639; [firstcry.com](http://firstcry.com)



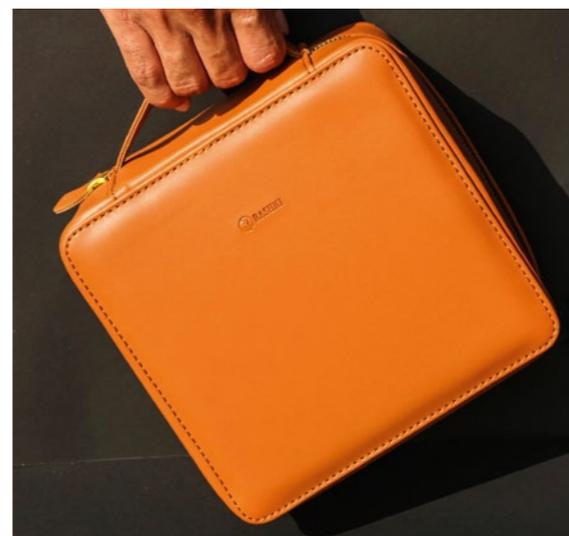
## BIRKENSTOCK BOSTON SHEARLING

The snug version of the Boston clog, this suede shoe will make you feel like you're walking on clouds while travelling. Its lambskin footbed and strap lining keep your feet warm on those long-haul trips. Jeans or joggers, they pair well with all attire! ₹14,990; [birkenstock.in](http://birkenstock.in)



## TECH ADDICTS – THE TECH AND TRAVEL ORGANISER COMBO

Stay organised on the move with this chic all-in-one kit featuring multiple pockets, zipped compartments, and card slots. Perfect for holding your earphones, adapters, passport, credit cards, and more. The convenient loop handle makes it easy to carry, too! Available in dark brown and tan. ₹2,490; [rashki.com](http://rashki.com)



## GIVENCHY L'INTEMPOREL BLOSSOM BEAUTIFYING CREAM-IN-MIST

Reinventing the traditional moisturising cream, this travel-friendly, express-application, and anti-fatigue formula comes in the form of a fine, revitalising mist that leaves your skin feeling fresh and smooth. Look radiant as you step off the plane, ready for your vacation! ₹4,550; [nykaa.com](http://nykaa.com)



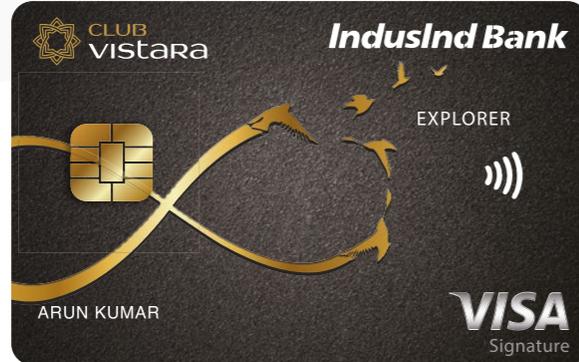
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# SUITCASE

YOUR GO-TO GUIDE FOR OFFBEAT ITINERARIES

## 5 Destinations for your 5 Senses

Check out our selection of the ideal locations to awaken and excite each of your senses.



**SIGHTS GALORE**  
*Bruges, Belgium*

A quaint haven known for its medieval culture and Gothic architecture. The scenic canals winding through the city earned it the title, 'Venice of the North'.



**HEAR, HEAR!**  
*New Orleans, USA*

Whether it's jazz, gospel, or blues music, rhythmic beats make up the fabric of this metropolis. Feel the melody reverberate here during the annual Mardi Gras parade.



**TEMPTED TO TOUCH**  
*Istanbul, Turkey*

The teeming markets of this transcontinental city are a treasure trove of textures and artefacts like Ottoman-style ceramics, Anatolian carpets, and Turkish metalware.



**TASTY TALES**  
*Lucknow, India*

Awadhi cuisine at its best! From Tunday Kababi's famed *galauti* and *kakori* kebabs to Lakhnawi biryani at Wahid's—the city is simply bursting with deliciousness!

**FRAGRANT DELIGHTS**

*Grasse, France*

The 'Perfume Capital of the World', this beautiful town presents a bouquet of fragrant offerings—an array of jasmine, May rose, and lavender fields as far as the eye can see. The well-known perfumery hub is the birthplace of many famed scents: even the iconic Chanel No. 5 was first concocted with jasmine from Grasse!



Creative campaigns are the order of the day.

## MARKET WATCH

Capturing emotions and minds alike, multisensory marketing is an essential tool for brands seeking to form a connect with their consumers. We look at the many creative ways this powerful commercial strategy is being used to create waves around the world.

By SUMAN TARAFDAR

Images courtesy: Corodenkoff/ Shutterstock



Titan is synonymous with Mozart's music in India.

**“CONTENT IS KING.” —BILL GATES**  
A statement truer than ever today. And this content, when directed specifically at our sensory abilities, creates recall more effectively than anything else, arguably. The whole concept of marketing has come a long way from initial forays as newspaper inserts. Yes, the visual appeal has long dominated via logos, posters, and just about anything brands could make the human eye see. Today, however, brands, especially the premium ones, are using technology to create a wider appeal to the consumers’ senses—sonic tunes, sensuous textures, olfactory appeal, tasting platters, and so on. There’s no denying it. We are living in the era of multisensory marketing!

### EARLY ADAPTERS

Essentially, multisensory marketing comes into play when a brand employs different senses to create a positive impression for a brand. “Multisensory marketing has been talked about for the past two decades,” says Shouvik Roy, Chief of Brand Marketing, G.O.A.T Brand Labs. He opines that many prominent brands have employed this technique for

TOP RIGHT: monticello/ Shutterstock



Starbucks uses the sense of smell to create brand recall.

years and continue to do so.” No doubt about it. Those who grew up in the India of the 90s may recall an unforgettable tune—that of the Titan watches television commercial. The first one showcased a range of timepieces with the still-novel quartz watch faces changing each second. It was tantalising for the aspiring Indian, holding a promise to what was then a much-coveted accessory of international standards. However, it was the accompanying background score that remained ingrained in the minds of the audiences even when the TV was switched off. The realisation that it was Mozart’s Symphony No. 25 came much later, as did the awareness that it was the first time a Western classical music composition had been used in an Indian advertisement! In the following three decades, Titan has remained synonymous with this ‘tune’.

“Titan managed to build huge equity around Mozart,” points out Ambi Parameswaran, one of India’s best-known admen, founder of brand-building.com, and an FCB Ulka veteran of 27 years. “When a special tune plays, you don’t need the brand name. For instance, Britannia always

ends their ads with their signature ‘ting-ting-ta-ting.’”

And it’s not just sound that plays an integral role in creating brand recall. The human sense of smell is a powerful marketing tool, too. “Starbucks ensures there is an aroma of coffee, both inside the restaurant and outside. They even pump out a coffee fragrance. And many five-star hotels have signature fragrances, as well,” he adds. He’s right. The Imperial Hotel in New Delhi has, for years, used a distinctive jasmine fragrance that identifies with their interiors. Earlier this year, as part of its makeover, The Leela launched its signature fragrance, Tishya, inspired by the lotus and the *neelakurinji*, a rare flower that blooms in Kerala once every 12 years.

Retail stores have jumped onto the ‘aroma’ bandwagon, too. Regulars at any Abercrombie & Fitch store around the world can distinguish when they are in one even with their eyes closed because of their distinctive fragrance. In fact, they play loud music and are dimly lit, all part of their sensory strategy to target a younger audience. And few can prevail over spas when it comes

to creating an all-encompassing sensory environment. Aiming to mesmerise visitors, these luxe establishments employ a plethora of techniques, with touch, smell, and sound taking precedence over sight. Soothing designs, soft lighting, sounds of forests or rippling water, scented candles and essential oil diffusers, herbal teas, and of course, comfortable treatment rooms are a given as they pamper their guests, ensuring a sense of wellness.

**THE POWER OF SIGHT**

At its very core, while all marketing is sensory, the sense most appealed to is sight. Possibly because it's the easiest to employ and has the widest range of impact. For instance, to combat its 'father's car' image, Mercedes-Benz set up #Untamed-A Digital Photo Installation at the launch of its CLA range. Incorporating multisensory art, the display invited Instagram users to submit photographs along the theme, 'The Natural Enemy of the Average'. The submissions were then displayed for all to see in a multisensory exhibit providing an immersive experience for visitors and photographers alike. The campaign was a massive success for the German luxury car company.

Fashion designers primarily appeal to the eyes, as well. And not just in the usual way. As part of an avant-garde strategy, French luxury conglomerate Louis Vuitton created the 'Digital Girl' guide, a key character in store-window displays across the world, who takes on myriad shapes, including that of the customer. Even French perfume brand Guerlain offers the in-store 'Mindscent' experience, whereby a consumer wears a neural headset and answers certain questions, after which a software identifies the ideal perfume for them.



Visually powerful marketing has a higher impact and a wider reach.

**SENSORY SYMPHONY**

Rajeev Raja, founder and soundsmith of BrandMusiq, which brings the science of brands and the art of music together, agrees that visual is the first sense that is appealed to, but he has worked for a decade to establish sonic identities. "We had predicted the emergence of multisensory marketing and sound being an important element. We went about looking at the whole field of sound with the same rigour as a brand would do visual branding. Just as every brand has a logo, we create a 'mogo', or a musical logo."

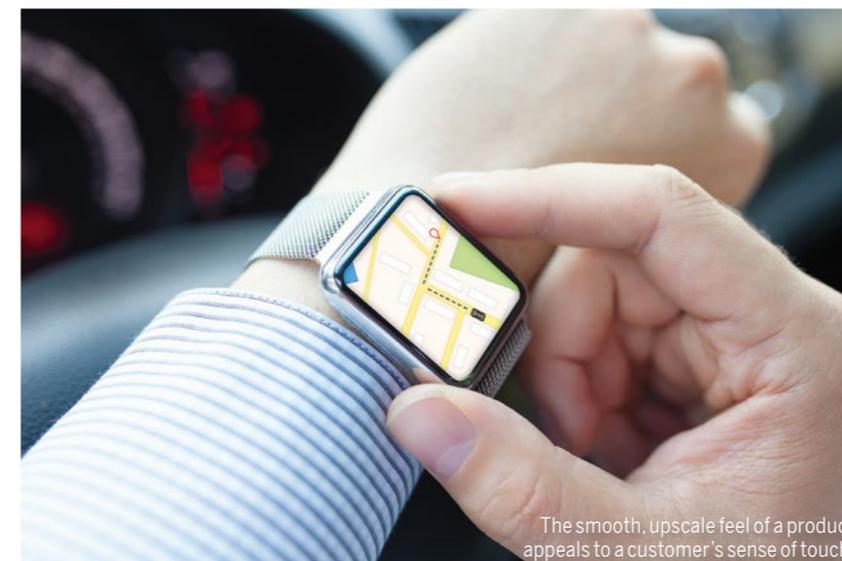
For Raja, understanding the DNA of the brand is a must. "If it were a human being, what kind of person would it be?" he asks. Uncovering the avatar and 'rasa' of the brand is crucial. The avatar is the brand's persona and rasa is the emotion it evokes. Drawing on the fact that music is a bridge to emotions, this



ASMR combines sound and sight to create sensory magic.

*"Just as every brand has a logo, we create a 'mogo', or a musical logo."*

Petr Svoboda / Shutterstock



The smooth, upscale feel of a product appeals to a customer's sense of touch.

concept produces feelings in the consumer as per certain scales. His instinct was right, which is evident in the success that followed. "We have about 70 brands now, across the globe. Two of them—Mastercard and HDFC—have been named in the Best Audio Brands Index 2022."

**KEEPING UP WITH THE TIMES**

There's a relatively new trend in town these days, cheekily referred to as 'the sweet sounds of capitalism'. Autonomous Sensory Meridian Response or ASMR has become increasingly popular on several social media platforms, including YouTube and Instagram. It refers to a relaxing sensation people experience when watching certain visuals or listening to specific sounds. Most significantly, it helps people think about the product from a sensory perspective, rather than just its features. ASMR triggers, which include whispering, the sound of falling rain, scratching, typing, crinkling, and more are being used by numerous brands to build their marketing narratives. An Ikea ASMR, a 25-minute film titled Oddly IKEA, depicts the use

CLOCKWISE FROM TOP: DeanPhotos/Shutterstock, Sergey Tremim/Shutterstock, Sorbis/Shutterstock

**DID YOU KNOW?**



**AN APPLE A DAY**

Steve Jobs was obsessed with how Apple's products felt to the touch. He ensured that not just their products, but even their packaging had to be cleanly designed and elegant, right down to the rounded edges for a softer tactile feel.



**HIGH IN THE SKY**

SIA harnesses the olfactory senses with its *Batik Flora by Singapore Airlines*, a signature, floral scent so customers can reminisce about their journey when they fly with the airline. The scent is available in the form of diffusers, pillow mists, and more.

# COIMBATORE IN 7 DISHES

With hearty, homestyle flavours and time-honoured ingredients as the pillars of Coimbatore's cuisine, it's no surprise the food here expresses the city's most delectable traditions.

By MALAVIKA BHATTACHARYA

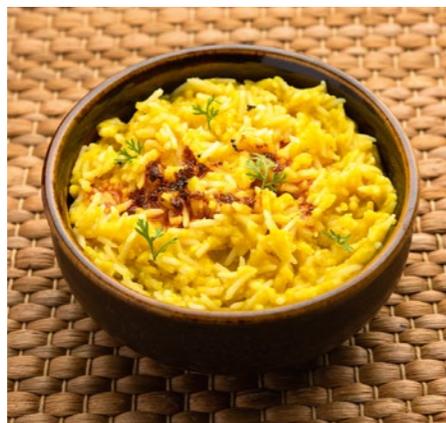


## Ghee Roast Dosa

You know it's going to be a good day when it begins with a fresh-off-the-griddle dosa, paper-thin and crisp as the summer sun. Bonus points if it's doused in ghee and folded into a towering cone. Coimbatore's menus are packed with roast dosa options: onion, potato masala, *rava* (semolina), and more. Whatever your pick, scoop it up with tangy sambar, coconut chutney, and green coriander chutney. *Try it at: Sree Annapoorna, an iconic eatery with several branches across the city.*

## Arisi Paruppu Sadam

A homestyle rice-and-lentil dish, this age-old recipe is a quick one-pot creation found in most homes, often served with rasam, pickles, papad, and curd. After a long day, a meal of rice and *toor* (pigeon pea) dal tempered with mustard seeds, onions, and garlic is like a warm hug in a bowl. *Try it at: Pavizham Restaurant, known for its simple, hearty fare.*



ALSO KNOWN AS KOVAI, Coimbatore is part of western Tamil Nadu's Kongunadu region, where native ingredients such as fresh turmeric, dried coconut, and local rice varieties define what's on your plate. Check out these seven dishes that are a delicious blend of uniquely Kongunadu flavours and regional staples.



## Pallipalayam Chicken

A Kongunadu speciality from the town of Pallipalayam, this traditional dry chicken dish packs a punch. As is typical in Kongu cuisine, the meat is never marinated. The dish champions local ingredients. Chunks of chicken are fried in minimal oil with shallots, garlic, chillies, and ribbons of coconut. Best paired with rice and rasam for a wholesome, snooze-inducing lunch. *Try it at: Haribhavanam, known for serving Kongunadu cuisine.*

**Elaneer Payasam**  
Arguably, nothing rounds off a meal as perfectly as a silken payasam. Did you know that, traditionally, payasam was served at the beginning of a typical banana leaf meal? There are many varieties of this dessert—some flavoured with cardamom, others with crushed pistachios and crunchy vermicelli. The indulgent *elaneer* payasam features the star ingredient of Kongu cuisine—the coconut. 'Elaneer' means tender coconut water, and this payasam uses the coconut's flesh and water to create a wholly unique local delicacy. *Try it at: Shree Akshayam, a fuss-free eatery in the city.*



## Paniyaram

A tasty snack that's ubiquitous across multiple South Indian states, *paniyaram* are steamed rice-and-lentil batter dumplings served at numerous street food stalls. Eaten as a light breakfast in the mornings or at teatime in the evenings, the pillowy rice balls are lightly crisp on the outside and are served with piquant chutneys. Available as savoury versions with veggies or as sweet, jaggery-flavoured treats. *Try it at: Sri Krishna Tiffin Room or the many street food vendors across the city.*

## Kaalan

Among Coimbatore's many street foods, this unique dish holds immense nostalgia for locals. 'Kaalan' means mushroom, but that's just one element of this iconic snack—a mishmash of mushroom and cabbage, deep fried and served in a saucy, tomato-heavy gravy, topped with a garnish of chopped onions and grated carrot. It's a hot and spicy delight! *Try it at: Street food stalls offering kaalan appear each evening across the city.*



## Kongunadu Biryani

Order a 'white biryani' in Coimbatore and you'll be served a flavourful plate of pale-hued rice cooked with succulent pieces of mutton or chicken. Kovai's Kongu-style *vella* biryani is the mild cousin of its fiery counterparts from other regions. This unique biryani stands apart for the minimal addition of spices and the use of local, short-grained *seeraga samba* rice, as opposed to long-grain rice used in other biryanis. *Try it at: Valarmathi Mess, known for its varied offerings.*

CLOCKWISE FROM TOP: vm2002/Shutterstock; Jawakar/Shutterstock; Stockimgfactory.com/Shutterstock

CLOCKWISE FROM TOP: Vignesh G U/Shutterstock; Feroze Edassery/Shutterstock; Pravrati/Shutterstock; muthugai/Shutterstock

# Awaken the Senses

Cut-copy-paste holiday itineraries are so passé! Luxe travel is all about stimulating your senses with experiences that are as exhilarating as they are rejuvenating. From the grounding benefits of forest bathing to the thrilling calm induced by a night-dive amidst colourful marine life, the multisensory excursions at these luxury resorts will make you feel truly alive.

BY SHIBANI BAWA



Image courtesy: Lukas Bischoff Photography/Shutterstock

A guest enjoys the warm waters and healing benefits of the ethereal Blue Lagoon at The Retreat in Iceland.

## Bathing in the Blue Lagoon, The Retreat, Iceland

Named one of the 25 wonders of the world by National Geographic in 2012, the Blue Lagoon and its geothermal waters are truly a sight to behold, and experience! Set amid dramatic volcanic environs, these warm, turquoise-hued pools are rich in skin-nourishing minerals, algae, and silica. Experience the revitalising and nourishing properties of these waters at The Retreat, a luxury hotel known for its transformative therapies at their subterranean spa and mineral-rich lagoon. Check into the Blue Lagoon Suite, which has two bedrooms, a spacious living room, private spa, sauna, and steam room, for a relaxing holiday. The floor-to-ceiling windows offer uninterrupted views of the surrounding pearlescent pools and moss-covered lava plain. The private lagoon shimmering with steaming waters, a magical mist, and unending healing benefits is definitely the highlight here. Pure indulgence for all the senses!

[bluelagoon.com](http://bluelagoon.com)

## Snorkelling at Night, W Maldives

If you're enamoured with the wonders of the underwater world during the day, then this experience is sure to take you to new depths. Literally! Jump into crystal-clear blue waters after the sun goes down to see the world-class house reef of the W Maldives come alive under starry skies. While the luxury resort offers several water-based activities, their night snorkelling programme is truly remarkable. The hour-long expedition includes an experienced diver who takes you on a personalised tour



*Clockwise, from top:* Asnorkeller experiences vividly colourful marine life at W Maldives; Guests enjoying forest bathing in the tranquil woods of Tenuta de l'Annunziata, Italy; Stunning illusions transform the interiors of the Sublimotion restaurant in Spain.

around the reef, sharing fascinating stories and views of some of the most amazing aquatic creatures. Armed with a black light that clips on to the snorkelling mask (all the gear is free here), witness the stunning fluorescent coral and marine life in colours that stretch the spectrum of reality. If you're lucky, you may even enjoy the rare experience of spotting the Maldivian tuna fish as they begin their night food hunt. [marriott.com](http://marriott.com)

**Forest Bathing, Tenuta de l'Annunziata, Italy**  
Tapping into the ancient Japanese culture of embracing trees, Tenuta de l'Annunziata, a green oasis in the province of Como, offers an expanse of 32 acres of different bioenergetic landscapes. The vast area boasts 40 trees

identified as being particularly beneficial to the human body. When placed in certain magnetic conditions of our planet, these trees spread their healing powers across several metres, creating 'bioenergetic areas'. Lasting 90 minutes, the experience encourages guests to regain their physical and mental balance by opening their sensory channels—sight, hearing, touch, smell—to nature. The bio-electromagnetic signals emitted by the trees have intense beneficial effects on specific organs of the body and simply spending time in these spaces increases the sense of overall well-being. A meditation teacher offers dedicated paths through the forest. All you need to do is savour the gentle silence amid the rustling leaves of the surrounding trees. [tenutadelannunziata.it](http://tenutadelannunziata.it)

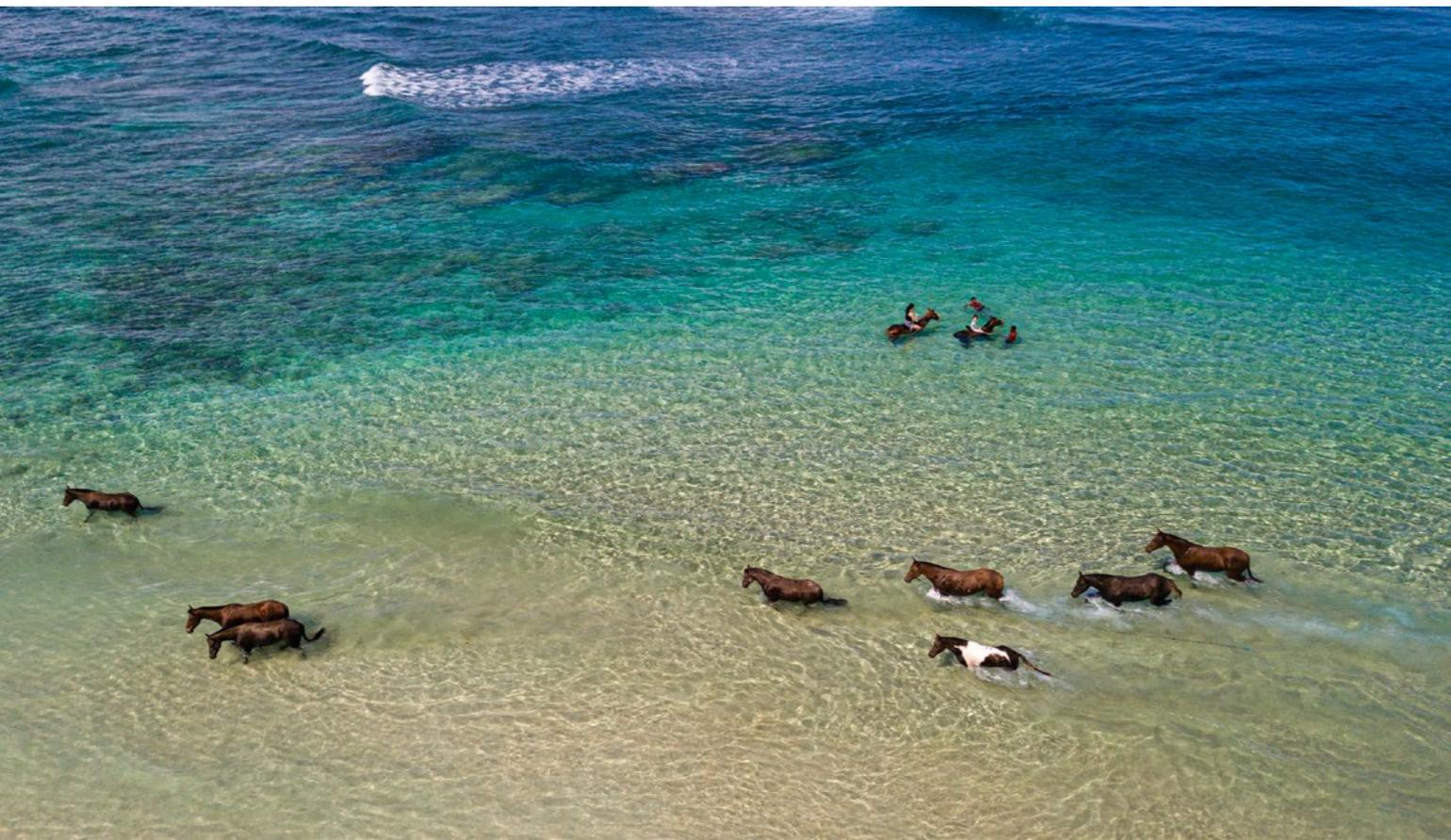
Images courtesy: Denis Moskvinov / Shutterstock

FRONT TOP: Image courtesy: Margot Errante; Image courtesy of respective property

**Multisensory Dining, Hard Rock Hotel, Spain**

Located on the island of Ibiza, Sublimotion is one of the most expensive restaurants in the world, and for good reason—it offers, possibly, the most surreal and futuristic dining experiences created till date! Helmed by double-Michelin-starred chef Paco Roncero, the unique enterprise offers a 20-course tasting menu that combines food, art, and illusionism in a bold, awe-inspiring concept designed to stimulate all your senses. The avant-garde cuisine is served in a high-tech, interactive space called the 'capsule', where a spectacular three-hour banquet takes diners—only 12 guests per night—on a journey through different times, places, and emotions, traversing from a sensual 20<sup>th</sup>-century cabaret to the





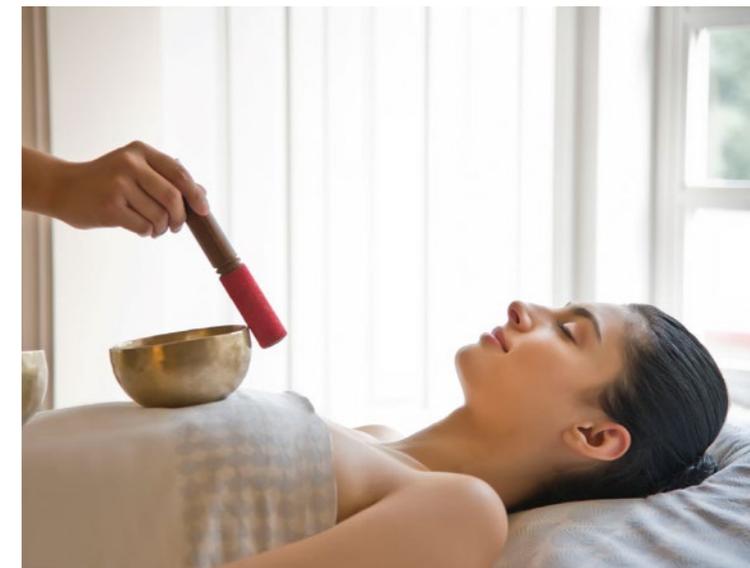
bottom of the ocean to a futuristic sci-fi setting in 2050. The extravaganza combines the genius of famous film directors, award-winning music composers and DJs, and a brilliant illusionist. [sublimotionibiza.com](http://sublimotionibiza.com)

**Swimming with Horses, NIHI Sumba, Indonesia**  
Arguably, the perfect vacation for equestrian enthusiasts! A paradisiacal escape, the scenic

NIHI Sumba resort in Bali offers exceptional riding excursions, thanks to their Sandalwood Stables, which host a team of local sport horses. While these include sunrise and sunset beach rides, a must-try here is their remarkable ‘swimming with the horses’ programme. As the high tide wanes, the stunning Nihiwatu Beach offers an idyllic setting to enjoy a ride into the blue waters. An experienced groomsman will find a suitable horse for you, equipped with a bareback pad for a comfortable grip, and lead you into the ocean. Start with a gentle stroll and pick up the pace while splashing through the shallow waters. As you go in deeper, the horses begin to swim and you find yourself floating weightlessly on their backs—it’s an exhilarating experience, to say the least! [nihi.com](http://nihi.com)

**Stargazing, Ayers Rock Resort, Australia**  
The Australian Outback is considered to be one of the best places in the world to explore the galaxy of stars in the night sky. And Uluru, an ancient sandstone monolith rising dramatically from the Central Australian

All images courtesy of respective properties



desert, is one of the country’s most iconic tourist attractions. Formerly known as Ayers Rock, Uluru is about half a billion years old and is famous for its inimitable auburn hue that changes with seasons and times of the day. The Ayers Rock Resort offers a stargazing tour designed for people of all ages, and divided into three segments: Past, Present, and Future. Besides gazing at the stars and constellations, guests learn stories of the Aboriginal people who have inhabited this land for millennia. In the Past section, you’ll learn how the night sky was used for mythology, orientation, and to predict upcoming seasons. The Present involves spotting different constellations, stars, and planets, while the Future offers thought-provoking insight into the forthcoming era for astronomy and humankind. Add to this the romance of gazing at the stars with your significant other, and you have all the makings of a memorable night out! [ayersrockresort.com.au](http://ayersrockresort.com.au)

**Laughter Yoga, Breathwork, and Healing Music, Euphoria Retreat, Greece**

Located in the charming hilly village of Mystras, the tranquil Euphoria Retreat offers a variety of programmes combining holistic Hippocratic medicine with Taoist spirituality—all designed to ensure guests experience a state of sensory euphoria! The luxe property’s ‘Feel Alive Again’

programme is a wonderful antidote to the effects of the recent pandemic. It aims to release negative emotions, anxiety, pent-up stress, and tension through a combination of meditation, breathwork, body movement, journaling, and symbolism. Activities such as laughter yoga, breathing techniques, and music sessions are used as healing tools that work at a deep-rooted level. You will learn new self-care, coping mechanisms and everyday rituals to make you feel safe, refreshed, and ready to reconnect with your inner spirit. [euphoriareretreat.com](http://euphoriareretreat.com)

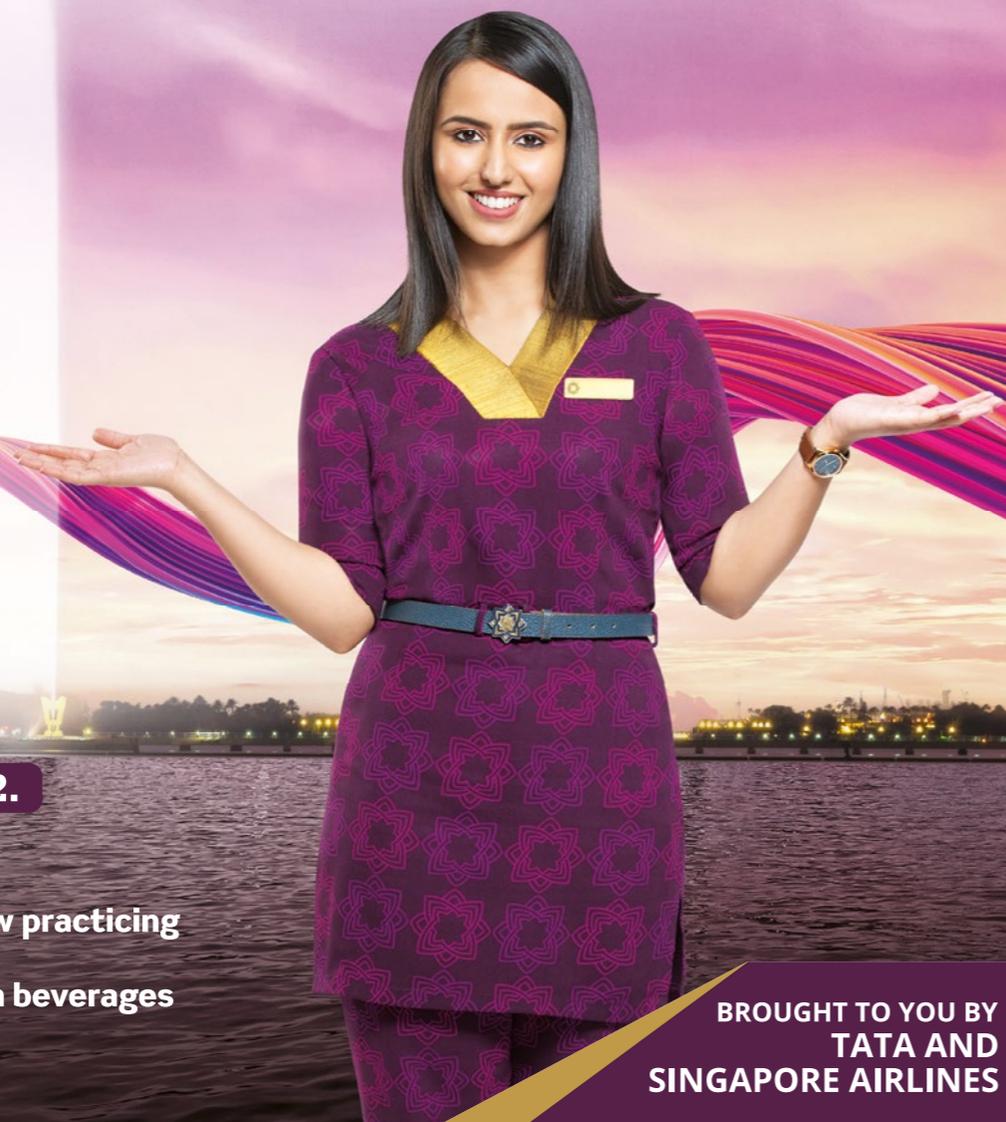
**Himalayan Singing Bowls Treatment, The Oberoi Rajvilas, India**

Housed in a restored 280-year-old Rajasthani haveli in Jaipur, The Oberoi Spa is the perfect space to indulge in sensorial treatments that harmonise the mind and body. And one of the most calming is the Himalayan singing bowls therapy. Placed strategically over the body’s energy points, these bowls are used to create sound vibrations that impact your energy meridians and help promote deep relaxation, release emotional trauma, and relieve stress. The repetitive motion of the mallet around the bowl is highly meditative, as well, and bestows a feeling of tranquillity. Outside, beautiful peacocks frolicking in the lawns complete the picture of paradise. [oberoihotels.com](http://oberoihotels.com)

*Opposite page, from top:* Azure-blue waters make the perfect backdrop for a session of swimming with the horses at NIHI Sumba, Indonesia; A guest practices a yoga asana in a quiet spot, Euphoria Retreat, Greece.

*This page, from left:* Star-studded skies over Uluru create a magical ambience, Ayers Rock Resort, Australia; The calming effects of the Himalayan Singing Bowls treatment lull a guest into a state of relaxation, The Oberoi Rajvilas, India.

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## A SCENT OF WELLNESS

Discover the tremendous healing powers of natural aromas with these six therapeutic fragrances.



### LAVENDER

Subtle and sweet, this flower's aroma has a calming effect and prevents nausea, too. From lotions to candles, lavender is a popular addition in many wellness products.



### PATCHOULI

This musky, woody aroma can help people relax and feel calmer and more grounded. As such, it's frequently used in perfumes and as an essential oil to help relieve stress.



### CHOCOLATE

Who doesn't love the smell of chocolate? A welcome presence in romantic moments, its rich, sweet scent immediately evokes feelings of euphoria and bliss.



### PEACH

This fresh scent instantly presents a bright, summery feel. The vibrant aroma is a great mood lifter and promotes a sense of joy. It's often used in several essential oils and teas.



### PEPPERMINT

The refreshing smell of peppermint awakens the senses in a single breath as it soothes the mind and improves concentration. A very popular scent for face mists, teas, and body lotions.

FROM TOP: sarahwolfephotography/Gettyimages; wasanajai/Shutterstock; ivan\_kisilitsin/Shutterstock; Sea Wave/Shutterstock; Olya Ietny/Shutterstock; Background image: Elena Nazarova/Gettyimages

# THE COLOURS OF GAUDÍ

The creative genius of Antoni Gaudí changed Barcelona's cityscape with a unique aesthetic designed to engage all your senses.

By ANUBHUTI KRISHNA



"DO YOU SEE THAT TOWER? WHEN complete, it will be 172.5 meters high and will become the tallest in Europe. The cathedral, which has been under construction since 1866, will be one of the largest of all religious places in the world..." says the voice in my ear. I am standing inside the main hall of La Sagrada Família, Barcelona's most renowned monument, listening to an audio guide, trying to absorb all that I hear and see. And there's much to take in. The columns—tall, curvy, and knotted in parts—resemble tree trunks that converge on top and form large canopies on the ceiling. The windows, arched and high, are adorned with stained glass, letting in the mellow afternoon light in shades of amber, turquoise, emerald, and vermilion. At a short distance is a chapel; though not small by any measure, it seems dwarfed by the high ceilings, tall pillars, dancing shadows, and the hundreds of people milling around.

## The Modernisme Maverick

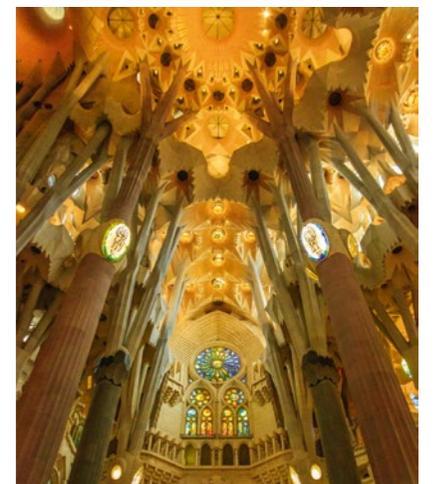
I have come to Barcelona for one reason—to witness the fantastical creations of Antoni Gaudí, the famed Spanish architect considered a genius and an eccentric in equal measure. Standing inside his grandest creation, La Sagrada Família, a wonderland he conceptualised over 150 years ago, I begin to see why he held that reputation.

Gaudí entered Barcelona's design scene in the late 1800s when the city was dealing with the aftermath of industrialisation. While there was new money—and the urge to spend it—the city did not look its best. Known for his distinct aesthetic, the architect



*Clockwise, from left:* The imposing façade of La Sagrada Família; Rippling shades of blue form the exterior of the lavish Casa Batlló; Towering pillars and stained-glass windows of La Sagrada Família.

was commissioned to design wealthy family homes to set them apart from the others. And so was born a new style. Full of curves and colour, with unusual shapes and patterns inspired by nature, his buildings showcased his take, which embodied the Modernisme style, a close form of the Art Nouveau movement sweeping across Europe at the time. Private commissions,



OPPOSITE PAGE: dmba76/Shutterstock; THIS PAGE: CLOCKWISE FROM TOP: Shaun Egan/Getty Images; Kelly Cheng/Getty Images



Opposite page, clockwise from top left: The haunting chimneys of La Pedrera; Fluid, wave-like features mark the rooftop of Casa Batlló; A colourful, blue-and-green mosaic tiled lizard in Park Güell; The striking iron eagle on the façade of Palau Güell. This page: The undulating exterior of the grand mansion, La Pedrera.

**Instrumental Change!**

Legend has it that the owner of La Pedrera was livid at not being able to fit her piano in the new home that had no straight walls. Gaudí's response was simple: he suggested she learn to play the violin instead!



however, could not sustain him for long and at the age of 31, he dedicated himself to La Sagrada Familia, the best example of his stark, edgy, sensuous, and surreal design sensibility.

**Nature Etched in Stone, Glass, and Iron**

“Of all the mansions designed by Gaudí, Casa Batlló is one of the most prominent examples of Modernisme,”

our guide Sara informs us. Standing in front of an impressive residence covered in blue-and-green mosaic and skeletal balconies, our tour group squints as we all crane our necks trying to spot the dragon atop the roof. “As with all of Gaudí’s work, Casa Batlló was also criticised for its radical design but was announced as one of Barcelona’s best three buildings by the city council soon after,” smiles

Sara. She goes on to tell us that most of Gaudí’s clients were unhappy with his outrageous ideas, but he went ahead with them, nonetheless.

Casa Batlló is designed to represent the ocean. While the dragon rests on the rooftop, the atrium is covered in shimmering blue tiles, which, when seen through refracting light, create an illusion of moving waves. I notice how the dimensions of windows, curvy and flowing, change with height, once again giving an illusion of being under water. Even the staircase replicates the pattern of waves. The furniture features similar details, as do the doors and their handles, which, I learn, were especially modelled by Gaudí to follow the grip of the human hand. Remarkable!

This ode to nature is evident in all his works. And as I travel through the city, exploring many of his masterpieces, I find several references detailing this specific aspect—a bunch of striking, purple-coloured grapes atop La Sagrada Familia, a giant mosaic lizard in Park Güell, an elegant iron eagle at Palau Güell, blindingly bright

fruit motifs at Casa Vicens Gaudí, and so on. While the design lover in me is thrilled at the clever, crazy, and colourful elements I see in each of his creations, I wonder if I would be able to live in any of these buildings. I cannot find a suitable answer.

**Stark Minimalism Meets the Supernatural**

It is evening when I arrive at Gaudí’s most celebrated mansion, Casa Milà, also known as La Pedrera (the stone quarry). Having seen several of the architect’s buildings by now, I am certain there is nothing new to discover. But my ticket promises champagne, chocolate, and Gaudí, so I go anyway. The façade of La Pedrera, marked by a stark minimalism and neutral tones, resembles a giant, wavy rock. Is this contrast a deliberate attempt to stand out, an evolution of Gaudí’s aesthetics, or him finally succumbing to critics who never approved of his sartorial style, I am unable to tell.

My questions are answered by the young guide in the flower courtyard.

“La Pedrera is a masterpiece; the very essence of Gaudí’s work. This staircase you see is actually a root winding around the wall and these pillars are its stems; on the ceiling you can see dainty floral motifs that complete the picture.” The starkness, of course, was deliberate as was the understated design inside.

While there are many elements that stand out at La Pedrera, the rooftop is a major attraction. “On the terrace, Gaudí combined art and architecture to create a fascinating and evocative space,” the guide says, while guiding us under low arches, in between towers, to a cluster of chimneys. Twisted, spooky, and oddly shaped, they look like human skulls from the future. “Star Wars!” yells someone, “Darth Vader!” says another, and I immediately see the resemblance. As the lights turn on over the chimneys, bringing them to life with patterns and colours, I wonder how something built 110 years ago could possibly inspire some of the biggest phenomena of current times. But then, with Gaudí, nothing is impossible. 🌻

OPPOSITE PAGE, CLOCKWISE FROM LEFT: Jaroslav Moravcik/Shutterstock, V. E./Shutterstock, Vladyslav Travel photo/Shutterstock, Pet\_85/Shutterstock, THIS PAGE: Jaroslav Moravcik/Shutterstock





*Idyllic Environs*  
TAKARAGAWA ONSEN, JAPAN

This forested mountain stream paints a beautiful picture as steaming springs meander through the Joshin'etsukogen National Park. The changing colours of the surrounding nature lend a paradisiacal feel to a traditional rotenburo (open-air bath) here.

# THE HEALING POWERS OF AQUA

Bubbling up from the very depths of Earth, these minerally enriched hot springs are naturally occurring marvels formed by various geothermal processes that bring steaming water up to the surface of our planet. Known for their therapeutic benefits, these fountains of wellness and their picturesque settings create an environment that enlivens not just your senses but your imagination, too. Browse through these photographs to plan your next journey of rejuvenation.

BY AAKRITI JASWANT

*Surreal Wonders*  
PAMUKKALE, TURKEY

There's something breathtaking about this stunning terraced arrangement of white-rock pools filled with crystal-blue waters. A UNESCO World Heritage Site, these ethereal baths are said to heal skin diseases and circulatory issues.



CLOCKWISE FROM LEFT: untouchablephoto/Gettyimages; Salsaman1985/Shutterstock



*Hypnotic Shades*  
**GRAND PRISMATIC SPRING, WYOMING**

An awe-inspiring vision at the Yellowstone National Park, this hot spring pulsates with fiery bands of blue, green, yellow, and orange stretching outwards, even as it is enveloped by hot vapours. The largest in the USA and third largest in the world, this natural wonder is not for dipping but is a definite must-visit for its bewitchingly fantastical setting.



*Wintery Wonderland*  
**CHENA HOT SPRINGS, ALASKA**

Set amid snow-capped mountains, the Chena Hot Springs Resort in Fairbanks offers an ice-laden Alaskan panorama from its steaming ponds—an amazing contrast! The pièce de résistance? The lake flaunts views of the Northern Lights during winter.



*Sylvan Bliss*

**KEROSENE CREEK, NEW ZEALAND**

Located on the country's North Island, this idyllic creek is fed by a subterranean spring that warms it to a pleasant 29 degrees Celsius. Sitting in gently bubbling waters, under a scenic waterfall, surrounded by lush forests is a truly ethereal experience.

OPPOSITE PAGE: buk88/Gettyimages; THIS PAGE: CLOCKWISE FROM TOP: joojob27/Shutterstock; Marco Leeggangers/Shutterstock

## AMBASSADORS OF THE MIND

The LiveLoveLaugh Foundation was born from actress Deepika Padukone's personal struggles with mental health. Its CEO, Anisha Padukone, tells us about the trust's holistic approach to the promotion of comprehensive wellness.

By AAKRITI JASWANT



Deepika Padukone addresses the WEF in 2020 after receiving the Crystal Award.



A YANA school session in progress.

IN 2015, DEEPIKA PADUKONE CREATED waves by being the first Bollywood celebrity to speak publicly about her battle with depression. In a candid interview, she shared how life seemed empty and directionless to her. It was only under the able guidance of a psychiatrist that she was able to embark on her path towards recovery. The experience, however, revealed the dark side of Indian society's reaction to mental illnesses, filled with stigma and superstition, to the actor. It was then that she decided it was time to set the wheels of change in motion and encourage conversations around mental health in the country.

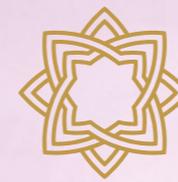
Prompted by her own experience and a desire to help others going

through similar mental health challenges, Deepika founded LiveLoveLaugh (LLL) in 2015. The foundation is a charitable trust that aims to give hope to people experiencing stress, anxiety, and depression. Since its inception, LLL has combined knowledge and domain expertise to create broad-ranging awareness and provided thousands of people with credible access to mental health resources. "Our focus stems from Deepika's core belief that no life should be lost due to mental illness", says CEO Anisha Padukone.

### Initiatives On All Fronts

LiveLoveLaugh's work focuses primarily on three impact areas:

mental health education for adolescents, capacity building for doctors, and enabling access to mental healthcare in urban and rural communities. Their initiatives encompass public awareness, stigma reduction, and research. As such, their 'Counselling Assist' programme, in association with the Goa-based Sangath NGO, offers a range of free mental health services to the general public. Through tele-counselling and listening circles, callers receive community support via online sessions, which allows for the sharing of similar experiences. Launched in 2016, the 'You Are Not Alone' (YANA) programme spreads knowledge about stress, anxiety, and depression among



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From left: Team LLL visits the home of a mental illness survivor in Davanagere, Karnataka; CEO Anisha Padukone receives the Dr. Guislain 'Breaking the Chains of Stigma' award on behalf of Team LLL.

adolescents, teachers, and parents through online sessions. And as teachers and parents are an important support system, LLL provides free booklets for them on their website.

Surprisingly, in a country of 1.3 billion people, there are only about 8,000 psychiatrists. To bridge this enormous gap, a 'Doctors Programme' was initiated to enhance the skills of primary care physicians in the identification, management, and treatment of common mental disorders. Under the purview of this programme, a five-month certificate course is offered, and a network of specialists is built by continuously updating them with the latest advancements in mental health.

It's important to note that mental illness is not an urban phenomenon. And LLL has done commendable work in reaching out to the vulnerable and creating change at the grassroots level. Their rural programmes in Karnataka and Odisha provide free psychiatric treatment to persons with mental illness (PWMI), provide them with access to government-

aided schemes and rehabilitation, and organise mental health awareness camps. One such beneficiary from Davanagere, Karnataka, says, "We spent a lot of money on treatment and travel. We visited Shivamogga, Manasa, and Dharwad hospitals to get the treatment. But we were not able to continue the treatment for long, as we are poor... Now, we are getting quality psychiatric service near our village... resulting in a decrease in our economic stress and burden."

#### Achievements Galore

LLL has turned the tide of mental discourse in India. Perhaps the best testimony of this feat involves the 2021 results of their survey: 'How India Perceives Mental Health'. A similar study in 2018 showed that only 54 per cent of respondents agreed to seeking treatment and supporting another person with mental illness, but in 2021, this figure jumped to a pleasing 92 per cent!

The YANA initiative has reached more than two lakh students and sensitised over 20,000 teachers.

And there are more than 6,000 direct beneficiaries under the rural programme. While the 'Doctors Programme' has trained more than 2,000 primary care physicians, approximately 250 people are helped by the 'Counselling Assist' initiative each month.

Reflecting on the success of their programmes, Anisha says, "In 2016, LLL campaigns such as 'Dobara Poocho' or 'Ask Again' (India's first nationwide campaign on mental health) received over three million views across TV, print, and digital platforms; in 2018, the #NotAshamed campaign garnered more than three million views on YouTube." In 2019, the Trust received the prestigious Dr. Guislain 'Breaking the Chains of Stigma' award for their exceptional contributions in reducing the stigma around mental illness.

LiveLoveLaugh is committed to supporting the cause of mental health and aims to work with its partners to harness technology and scale their activities. A day will come when we'll all learn to be kind to our minds. ⚙️



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### RADISSON BLU PLAZA DELHI AIRPORT

With sprawling landscaped gardens and an old-world charm, this luxe property marks 24 scintillating years of excellence. Boasting 261 spacious rooms and suites offering classic hospitality, the hotel is located within easy distance of the airport and the many charms of Delhi and Gurugram. [radissonhotels.com](http://radissonhotels.com)



### SUNDAY DESIGN

A perfect blend of international aesthetics and Indian production, this global home décor brand brings a new era of plush lifestyle to the world. Elegantly transitioning from classic to modern design styles, Sunday's vibrant collections include their 'Fifties' series, inspired by 1950s mid-century designs, and the 'Bowie' line-up, featuring chic forms in eco-leather and a variety of stone finishes. [sundaydesign.in](http://sundaydesign.in)



### GREENPANEL

The largest wood panel manufacturer in India, Greenpanel is reimagining the world of design and construction. The eco-friendly brand produces Medium Density Fibreboard (MDF), plywood, and flooring. Managing Director & CEO Shobhan Mittal says, "We have set the trend for MDF. Our USP is consistent quality backed by modern technology, cost efficiency, and the maintenance of a strict delivery schedule." [greenpanel.com](http://greenpanel.com)



All images courtesy of respective resorts/ hotels and brands



## Dr. Amiti Agrawal

M.S.(OBG), F.M.I.S., F.R.M.,  
Masters in Reproductive  
Medicine (London)

Medical Director Of Sunshine  
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### UNIT 02

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### UNIT 03

S.A.S. Hospital, 23-C, Miniland Gate no.5, Tank Road, Bhandup West Mumbai- 400078

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## Combating the infertility monster : LOW AMH or POOR OVARIAN RESERVE !



better response.

The decision regarding which treatment modality is best for these women should be extensively discussed. All options like natural method, IUI (intra-uterine insemination), IVF (In-vitro fertilization), Donor eggs, Surrogacy or adoption must be discussed.

In most cases when a woman has low AMH and is desirous of pregnancy IVF option is best suited. The doctor evaluation will also include ultrasound of the ovaries to count her follicles and co-related with the AMH values.

The various protocols to stimulate the ovaries in women with low AMH are agonist, antagonist and duostim. We usually recommend multiple cycle stimulation and embryo pooling in many cases with low AMH. There are some experimental methods like intra ovarian Platelet rich plasma infusion, Stem cell treatment, Mitochondrial transfer, and Ovarian transplantation.

At Sunshine Fertility & IVF centre we have had many success stories with women with low AMH. One must know that having low AMH does not mean you cannot get pregnant or that you will necessarily need donor eggs to have your child. Older women with AMH fare much worse than younger women. Antagonists and long protocol work equally well. Early cleavage transfer is better than blastocyst and routine PGT (Preimplantation genetic testing) is not recommended for all patients.

We also recommend early testing of AMH in young women and consider Oocyte freezing for women who plan to marry late or postpone pregnancy. As soon as a woman understands that she has poor ovarian reserve or AMH she must visit a fertility expert and seek quick treatment to attain the eternal bliss of motherhood through the magic of IVF technology.

**A**MH is Anti-Mullerian Hormone, it is a glycoprotein hormone secreted by pre antral and small antral follicles of the ovary, which helps in their growth and differentiation. By the time of puberty a woman has about 100,000 oocytes. When she reaches around 40 years of age there are less than 10000 eggs remaining. By the time she reaches her menopause there are no eggs in her body.

AMH is used to test the egg reserve of a woman. It defines the potential of a woman to get pregnant. It can be tested on any day of the menstrual cycle. The normal AMH levels are between 1-3.5 ng/ml. AMH level above 2ng/ml is considered a good value, and level <1ng/ml is low. Levels less than 0.3ng/ml are considered very low. Women with Polycystic ovaries have AMH level > 3.5ng/ml. AMH level reduces with age, younger women usually have AMH > 3.5 ng/l and more than 40years have < 1 ng/ml.

Causes of Low AMH:- Age, Endometriosis, genetic factor, auto-immune diseases, previous ovarian surgery and cancer treatment contribute to low AMH levels. Excessive smoking, environmental causes like pollution, obesity can also lead to low AMH levels. Women taking birth control pills and who have received lupride injections may show falsely low AMH levels.

Treatment of Low AMH:- Usually there is no specific treatment for low AMH, however with life lifestyle management, vitamins and supplements pregnancy outcome may be improved.

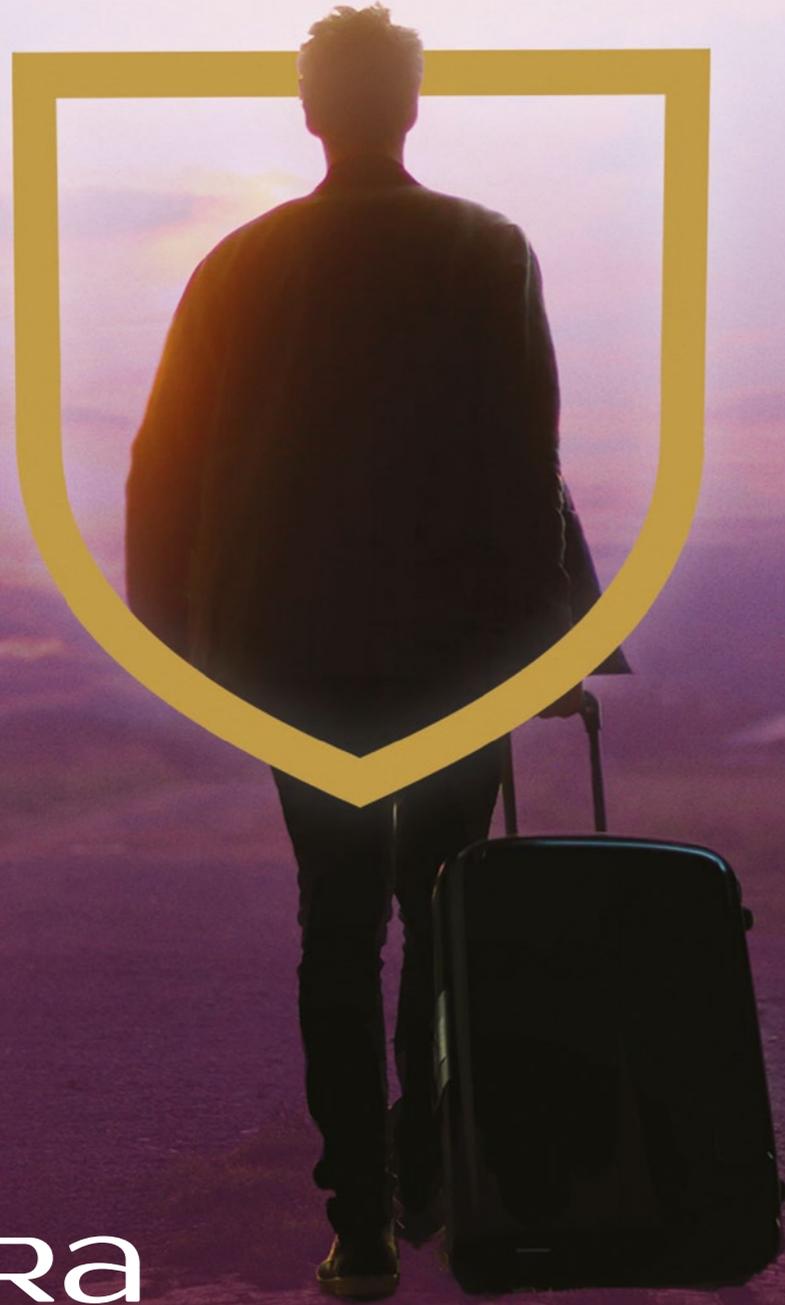
Lifestyle: The person must have proper nutritious diet, low in calories and high in protein. Diet should contain fresh fruits and vegetables. There should be adequate exercise atleast 40 min daily. Smoking and alcohol must be completely avoided.

Vitamin-D, Co-enzyme Q10, folic acid and fish oil supplementation has been associated with better outcomes in women with low AMH.

DHEA (Dehydroepiandrosterone) and testosterone supplementation also is associated with



Global Excellence Award 2022 for the most Trusted IVF Centre in Mumbai Sunshine Fertility & IVF Center.



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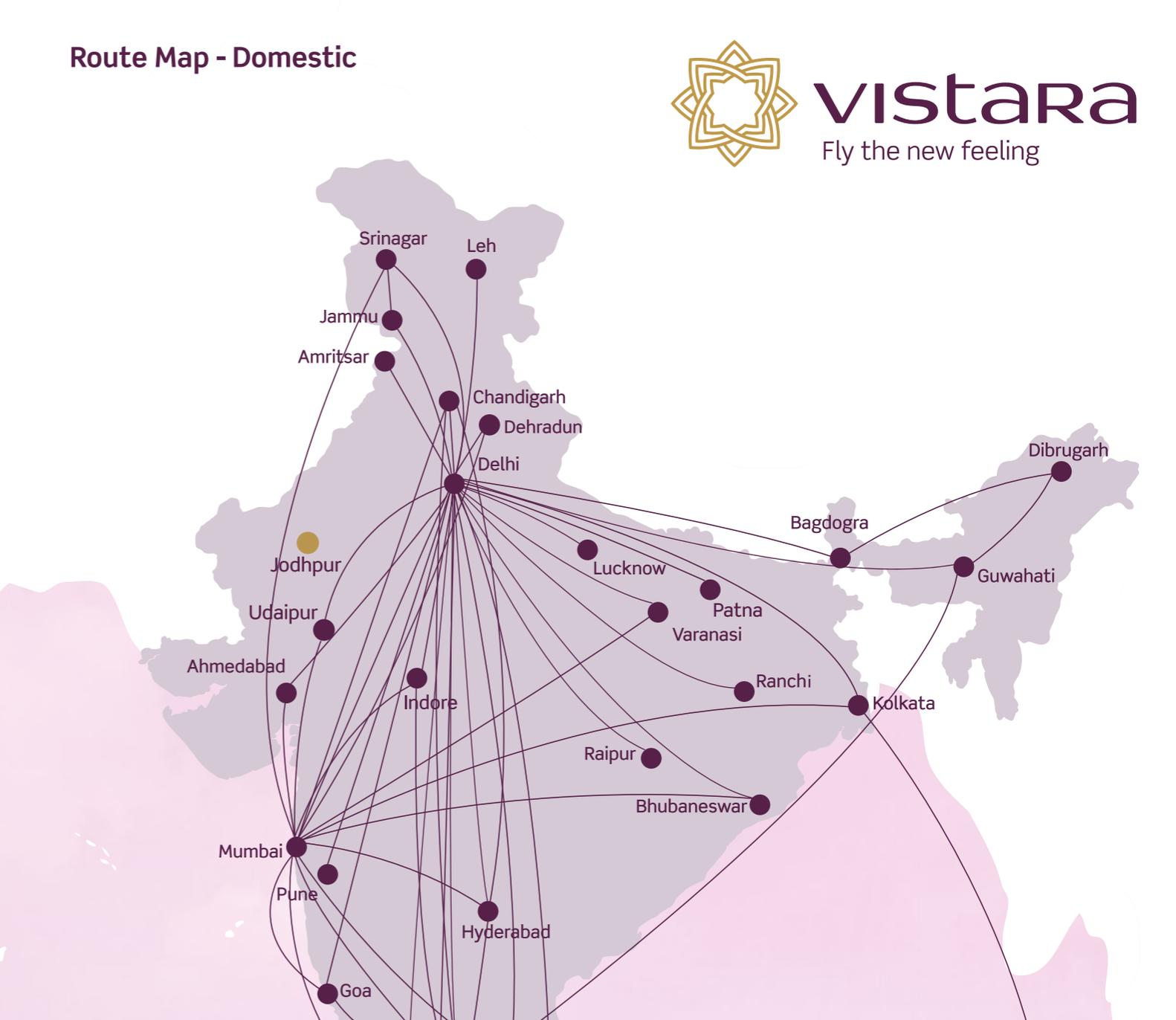
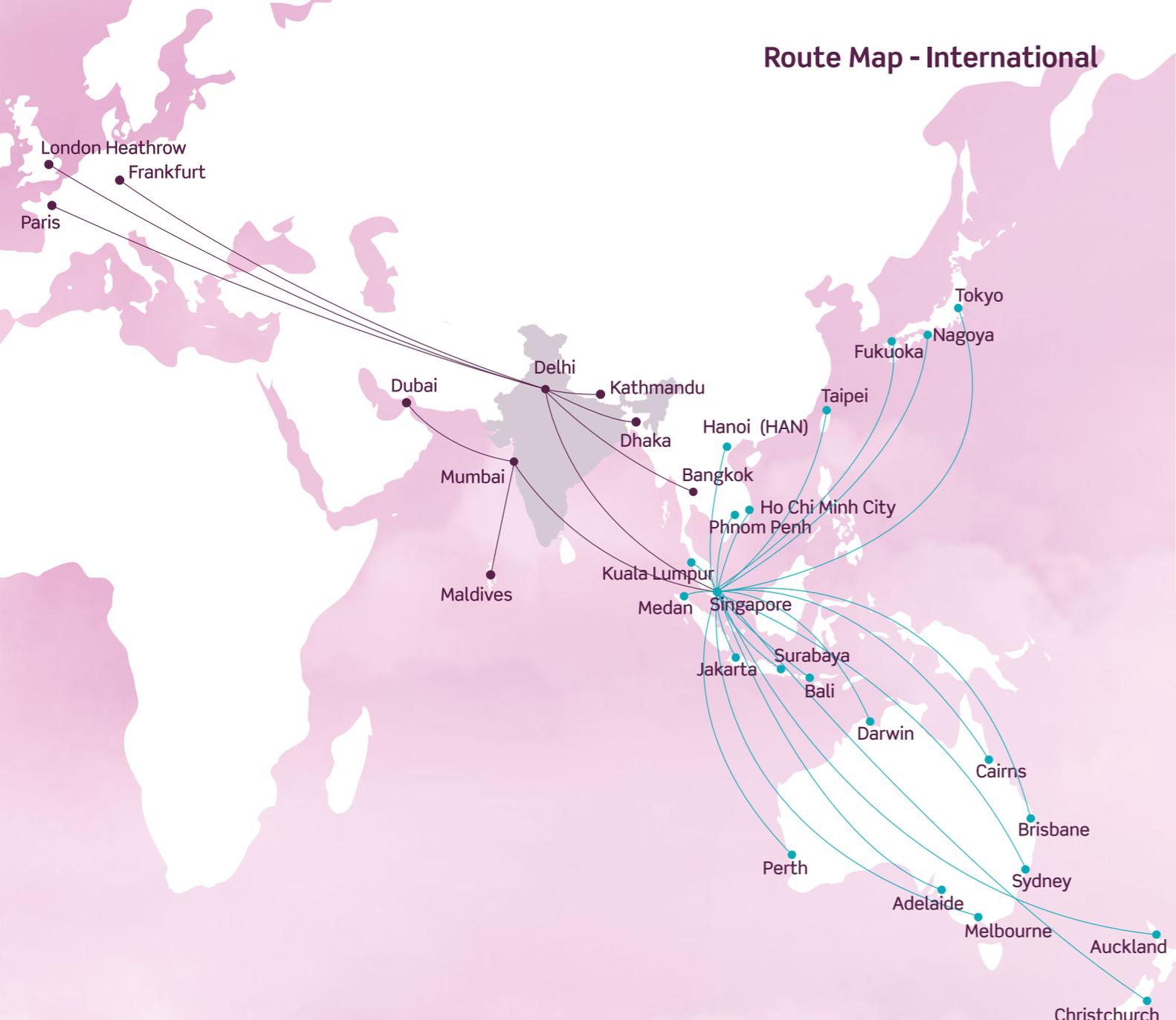
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### Route Map - International

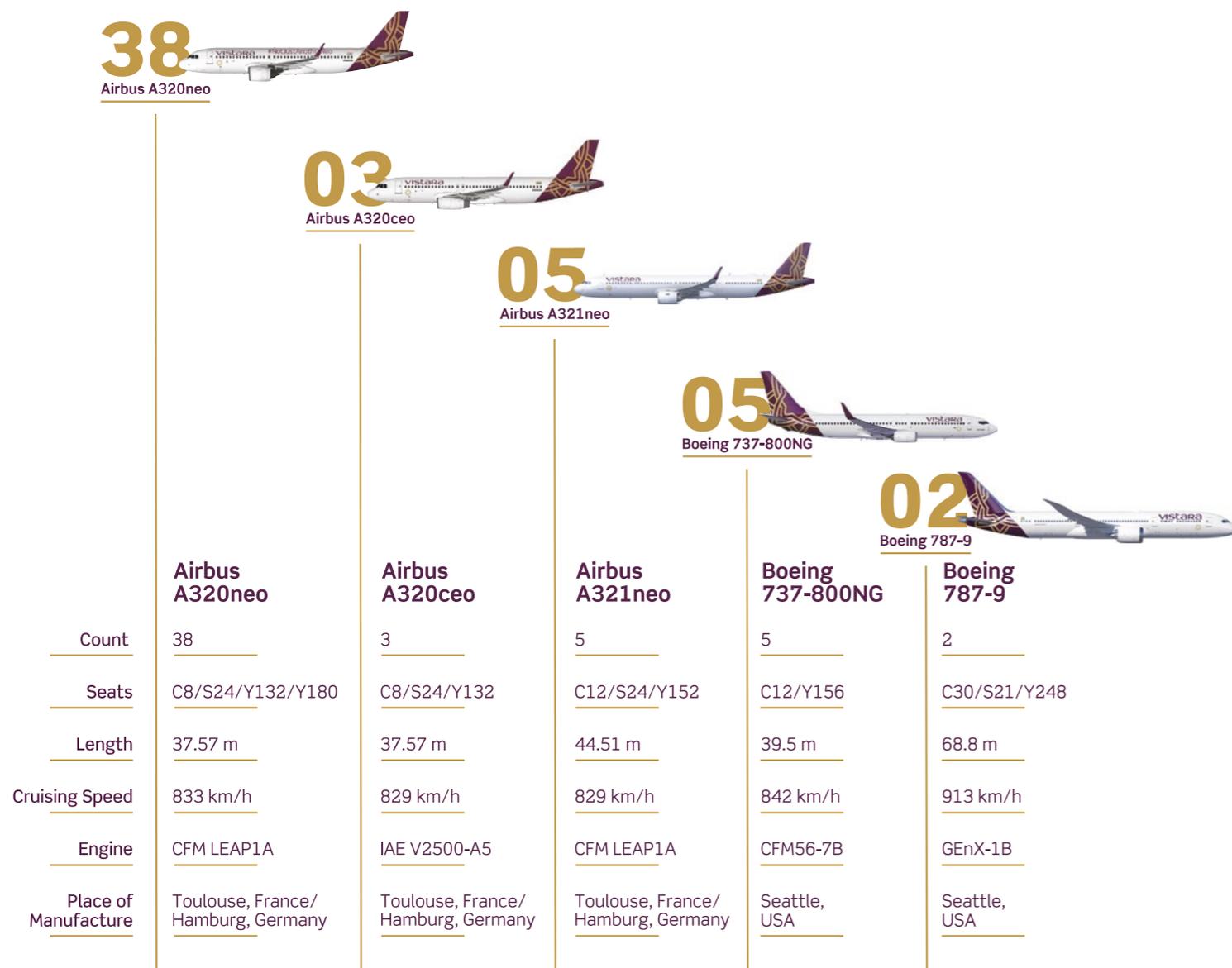
### Route Map - Domestic



- Winter Season Only
- Codeshare Flights with Singapore Airlines

Network is subject to change without prior notice. Schedule for July, 2022.  
Map is not to scale.

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Note: \* C = Business Class / S = Premium Economy / Y = Economy Class



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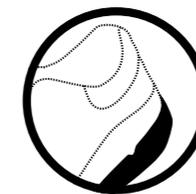
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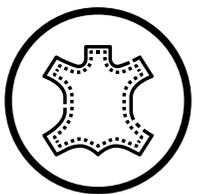
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# INSIDE THE ARTIST'S STUDIO

Padma Shri awardee and multifaceted artist **Paresh Maity** offers us a peek into his world of creativity and aesthetic inspirations.

By ANANYA BAHL



### Tell us about your artistic journey.

Nearly five decades ago, when I was barely seven years old in the town of Tamluk, Kolkata, I was inspired by the artisans crafting Durga idols. From asking them for clay to sketching endlessly in school notebooks, I eventually began sculpting Durga Protima idols and selling them at the village fair. The popularity of the idols made by me was a big motivator. When I was 16, I moved to other mediums like watercolours on paper and knew I'd found my calling.

### How does art affect the senses?

Art that comes from within is spontaneous, organic, and represents its purest form. This heightens the senses and has a calming effect on the audience. Art's most obvious effect can be understood through its visual interpretation. Sculptures, however, allow you to touch and feel the artwork, performance art engages different senses like smell and hearing, while experimental art can also engage your taste buds!

### How do you choose between specific mediums?

Every medium has its own character. What I can express with the sensitivity and softness of watercolours is different from the rich character of oil paintings. For sculptures or installations, the focus is on multidimensional surfaces and the effect of light on them. I don't

think the choice of a medium is purely topic-driven or inspiration-centric; it's a culmination of a few factors—the selection of my subjects, the inspirations I draw from people, places, and nature, as well as the character of the art form through which I can best express myself.

### Which is your favourite medium?

I started my journey with watercolours, a very difficult medium for painting. And I continue exploring it and keeping the tradition alive with my art.

### Your thoughts on the current wave of NFTs in the realm of digital art?

I don't think NFT (non-fungible token) is a wave. I believe it will emerge as a parallel medium in art, bringing a radical change in the creative world. It's not just a digital image of a painting but a new system of unique, collectable art rendered digitally that can be an amazing experience to a new audience.

### Your favourite subjects to paint?

As Aristotle said, "All art is an imitation of nature." Without it, we cannot think

beyond a certain point. Wherever I have sought nature, it has become my favourite destination to make my art.

### Do you think art is bound within the confines of art galleries?

On the contrary, I believe art galleries break barriers to bring artists into the mainstream. Through exhibitions, fairs, and programmes, galleries create a link between the arts and daily life.

### One destination you are yet to express on canvas.

Antarctica—it is the land of my imagination! 🌀



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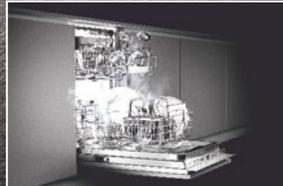
Hobs



Hoods



Ovens



Dishwashers



Refrigerators

# Built-in Appliances

## Power your kitchen

Hettich has partnered with Blaupunkt, the eminent German Kitchen Appliances expert to bring contemporary, user-friendly & suave built-in appliances to power Indian kitchens. Whether in look or in function, Blaupunkt appliances harmonize and communicate with each other, creating unique appliance concepts.

