

HOSPITALITY TRAVEL

# CONNAISSEUR

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## WELCOMHOTEL SHIMLA

WELCOMHOTEL' IS SPREADING ITS FOOTPRINT FAR AND WIDE BY OPENING WELCOMHOTEL - SHIMLA.

## EXPLORE IRAN

WITNESS OF THE MYTHICAL CULTURE.

## SPIRULINA

NUTRITION OF THE FUTURE, FOR THE CITY OF THE FUTURE!

"A NEW YEAR ISSUE"



MR. RUDRA SONI.  
EXECUTIVE DIRECTOR - HOSPITALITY CONNAISSEUR.

# FROM THE EXECUTIVE DESK

“

WHEN LIFE GIVES YOU **BAD TIME** - USE IT TO **REINVENT** YOURSELF. PERIOD.

DEAR READER,

**JAPAN.** One of the **fastest growing countries** of the world, also has meaningful heritage and culture. Along the side, One of the most famous is **IKIGAI**. A Mantra of Life, Well specifically... a secret to a long and happy life.

In simple words... **IKIGAI** means "The Reason to Wakeup in the Morning" as this mantra can also be used by Hoteliers to remain thoughtful and have a purposeful Professional-life within the Hospitality Sector.

According to me, Here's the **top 04 questions** Hoteliers should ask themselves during the morning as eventually It will become a **Mantra** or **IKIGAI** of their Life.

1. **WHAT DO I LIKE ABOUT THE INDUSTRY?** : It will give you positivity about your Surroundings or Atmosphere.
2. **WHY DO YOU LIKE WORKING IN YOUR DEPARTMENT?** : Think Positive and Feel Gratitude.
3. **WHAT ARE MY CORE COMPETENCIES?** : Know your self better everyday and keep working on yourself.
4. **WHAT MY TEAM MEMBERS EXPECT FROM ME?** : Be significant part of your team and be the reason of growth.

*At last, You will be the Happiest. because you are fulfilled.*

"INVEST IN YOURSELF"



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# SHIVAM MARKETING.

## KNOW THE ICON



**MR. RANJITEDAN GADHVI, MRS. RASHMI RANJITEDAN GADHVI & FAMILY.**



**Mr. Ranjitedan Gadhvi** is the founder and Managing Director of Shivam Marketing. He is the sole dealer of **shivam dhoop products**. He has an office and warehouse in Rajkot and his team has done magic in the market. Natural Kapoor-Guggal & Incense cup has flooded in the market.

*Let's Get to know his endeavors a little more...*

## "SHIVAM DHOOP"

A PLEASANT REALIZATION OF DIVINITY.

“

*Speed up the Decision Making Process!*

*If you spend the whole night making the bed than when will you Sleep?*



“  
MR. RANJITEDAN SAYS... "WITH THE GRACE OF GOD, I HAVE NEVER BEEN FAILED IN MY LIFE".

The life of Ranjitedan Gadhvi, the founder of Shivam Marketing, is inspiring for today's young generation who are falling apart in small matters. He had only two and a half thousand rupees in his pocket, moved to an unknown city, he rented a house for four thousand rupees and started a business with adventure and faith.

"An old man from Mahuva (Gujarat) joined as a sales man, worked hard for five days in the market but could only sell a box of incense cups. Five days later the elder made up his mind to leave the sales field. Mr. Ranjitedan knew about his unstable family income So, he paid the full month's salary even though the elder left the job five days later."

There have been many such occasions. Mr. Ranjitedan says, to forget by doing good to someone and to remember for the rest of one's life if someone has done good to us. This principle should be assimilated.

“

HERE'S SOME USEFUL AND IMPORTANT TIPS GIVEN BY MR. RANJITEDAN GADHVI, WHICH IS PURELY FOR GREAT LIFE AND BETTER BUSINESS.

- Let the opponents say what they want to say and don't be distracted by it.
- Do the same thing to be interested. Whatever you do, do it from the heart. The mind gives thought and the heart gives success.
- No need to think long. Be adventurous, without adventure there is no achievement.
- No work is small, if the thoughts and dreams are big then even small work becomes big.

*Along with Business activities, Mr. Ranjitedan Gadhvi also posses interest in Poetry and thoughtful Writing.*

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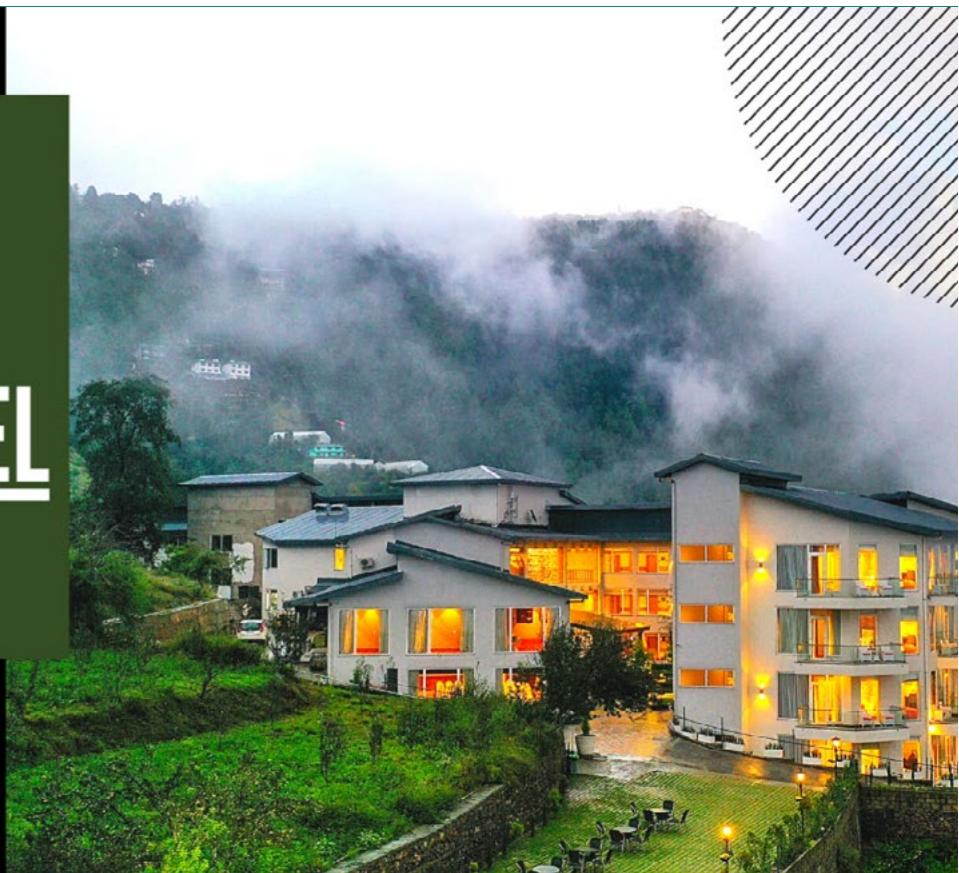
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## BRAND **WELCOMHOTEL FORAYS INTO HIMACHAL PRADESH.**

**BRAND WELCOMHOTEL FORAYS INTO HIMACHAL PRADESH WITH THEIR FIRST PROPERTY IN THE STATE. 'ALL ROOMS WITH A VALLEY VIEW'**

**O**ne of India's most popular hospitality brands, 'Welcomhotel' is spreading its footprint far and wide. Building a remarkable growth trajectory, Brand Welcomhotel is taking a giant leap, soon touching 26 hotels. A huge addition of 9 new Welcomhotel properties in the next 12 months; almost one new hotel every month makes this brand one of the fastest growing brands in the country with an extensive location spread in every region in India.

Welcomhotel has launched its first property in Himachal Pradesh, **Welcomhotel Shimla**. Tucked away in an unexplored village with experiential stays, lush green expanse and breathtaking views of the

hills, **Welcomhotel Shimla** is the ideal getaway destination for those wanting to reconnect with Nature. As one leaves behind the bustling streets of Shimla city center and drives uphill, the tranquil town of Mashobra is only half an hour away and is a beautiful haven for hikers.

Blessed with pristine beauty, natural streams, bountiful orchards and lush green coniferous forests, Mashobra is a quaint, serene destination that attracts nature lovers, peace mongers, thrill seekers and history buffs. With a 25-hour check-in/check-out, all Welcomhotels give you that additional hour to explore more or simply bask in the warmth of your hotel.



**W**elcomhotel Shimla offers a great view of the green splendor with all 47 rooms and suites overlooking the picturesque Mashobra valley. The views are panoramic and unparalleled. The building is laid out to receive maximum natural light and all guest room windows are designed at very specific angles to receive incessant sunlight from dusk to dawn.

The design philosophy of the hotel is modern with minute elements of the old world charm and has all the makings of a "Green" hotel with commitment to sustainability - Ecological, Social and Economic. ITC Hotels' specialized design team was mindful that the authenticity of the land was maintained. Aligning with ITC Hotels' Responsible Luxury philosophy of conservation of resources, all grey water is treated in-house and used for horticulture. Non-carcinogenic wooden materials are used around the property and intelligent controls have been built in the elevators to maximize movement efficiency.

Speaking on the launch...

**Mr. Nakul Anand, Executive Director – ITC Ltd.** said, "With domestic travel and wellness experiences regaining popularity, we believe it is the perfect time to launch our latest Welcomhotel outpost in "Devbhoomi" Himachal Pradesh. With stunning 360 ° mountain views and striking architectural and interior design, we aim to attract discerning leisure and business travelers with our heightened safety measures in place and the quintessential Welcomhotel hospitality at the forefront."

Both ITC Hotels and Brand Welcomhotel is synonymous with a strong culinary philosophy, legendary Master Chefs, palate pleasing food and exotic beverages. Welcomhotel Shimla offers two superlative food and beverage outlets.

WelcomCafe Cedar, the all-day dining restaurant offers fresh seasonal specialties from the region along with a holistic menu with signature Indian and international dishes. Guests will be in for a culinary treat with WelcomSthalika, an assortment of popular regional dishes that come laid out on a single platter hence strengthening the virtue of Vocal for Local that the brand truly believes in. The ingredients are seasonal and locally sourced, supporting the farming community of the neighbourhood. The Swizzle bar overlooking the coniferous flora serves signature cocktails and has the most premium wine lists on offer!

With 3186 sq.ft spacious, seamless, indoor banquet spaces and a huge 3477 sq.ft outdoor venue called the "Sunset Garden", surrounded by the majestic Himalayan range, the hotel can host both social and corporate events with élan. The in-house event managers will ensure that all events are personalized, customized and follow the current safety and hygiene protocols. With wellness being an intricate part of the brand's ethos, the soon to open 'K by Kaya Kalp' the spa will offer signature therapies, holistic rituals and personalized wellness experiences like Yoga and Zumba.

Perfect for a leisurely family getaway in the lap of snowcapped mountains, the hotel has indoor and outdoor activities like chess, kids' play corner and guided local tours. The outdoor golf putting area is soon to open. Welcomhotel Shimla offers enriching experiences for its guests. Adding to great experiences is bird watching with the assistance of naturalist or a heritage walk along with a local historian. Enjoy cycling within the Shimla Wildlife Sanctuary or picnics & camping in the greens. For the young adults "Ollies Club" offers a range of activities like archery, skittle, croquet, badminton, table tennis, pool, board games, darts and more. Located strategically in close proximity to the golf course and mall road, there are a plethora of sightseeing options to choose from. Enjoy tranquil natural walks to Craignano Natural Trail, Mashobra to Kalyani Helipad, and Mashobra Valley Trail & Shalli hike under professional guidance. For the adventure aficionados who travel to Narkanda, Hatu and Lahaul-Spiti, Welcomhotel Shimla makes for an ideal stop on the way.

With domestic travel enjoying a steady growth and rediscovered love for local attractions, guests will get to experience the rural charms of a Himachali village surrounded by thick canopies of fragrant Cedar trees. It's the perfect break from the mundane city life, in the untouched wilderness, amidst nature. It's truly your home in the hills.

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## **ABOUT BRAND WELCOMHOTEL**

For today's experience driven traveller, Brand Welcomhotel offers immersive and enriching experiences with a window to the city's local culture. From curated experiences that enhance your leisure trip to those that maximize the efficiency of business stays, each Welcomhotel is designed to add value to the new-age traveller. One of India's fastest growing hospitality brands, 'Welcomhotel' is spreading its footprint far and wide. Building a remarkable growth trajectory, Brand Welcomhotel is taking a giant leap, soon touching 26 hotels.

ITC Hotels currently owns and manages 18 hotels under the Welcomhotel brand including Welcomhotel Sheraton New Delhi, Welcomhotel Dwarka (New Delhi), Welcomhotel The Savoy (Mussoorie), Welcomhotel Jodhpur, Welcomhotel Khimsar, Welcomhotel Bella Vista (Chandigarh), Welcomhotel Rama International (Aurangabad), Welcomhotel Vadodara, Welcomhotel Devee, Grand Bay (Vizag), Welcomhotel Bengaluru, Welcomhotel Chennai, Welcomhotel Kences' Palm Beach (Mammalapuram), Welcomhotel Coimbatore,

Welcomhotel Pine n Peak (Pahalgam), Welcomhotel Amritsar, Welcomhotel GST Road Chennai and Welcomhotel Bay Island, Port Blair.

## **ABOUT RESPONSIBLE LUXURY**

Sustainable business practices which respect the environment and society have always been the DNA of ITC Hotels. Since pioneering the concept of "Responsible Luxury" in 2009, ITC Hotels has commissioned numerous planet positive initiatives, which range from use of renewable energy which today powers more than 57% of ITC Hotels electrical requirement to an over 50% reduction in water consumption over the last five years to name a few and amongst the first hospitality chains to discontinue use of 'Single Use Plastic' across its operations. With a decade strong 'Responsible Luxury' as its guiding premise, ITC Hotels is committed to delivering luxury experiences with sustainable practices embedded in the process - an endeavor which has manifested in the coveted LEED® Platinum rating for all its luxury hotels.

ITC Hotels is the largest chain of hotels in the World, The brand features opulent accommodations, state-of-

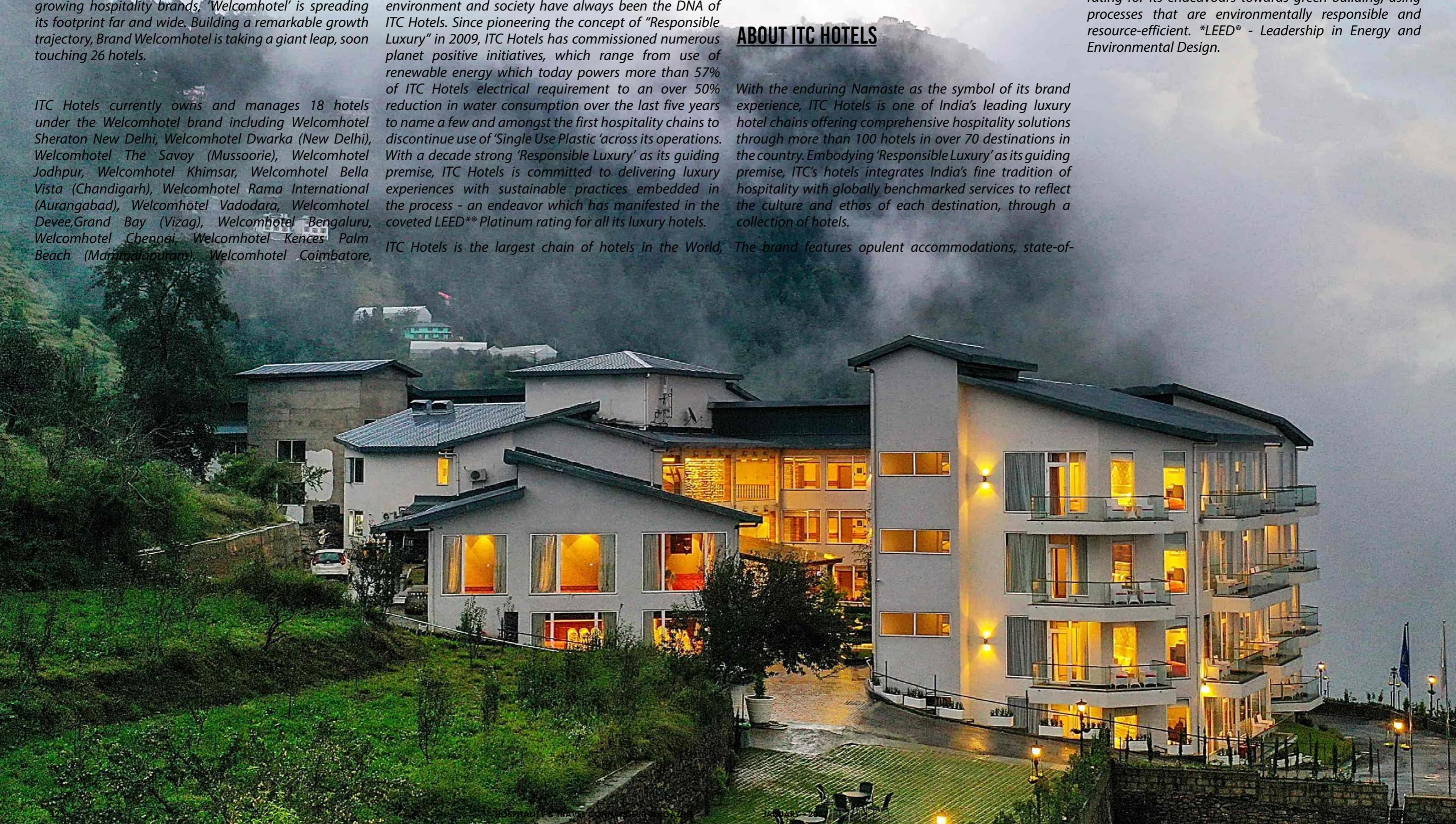
the-art business facilities, renowned signature cuisine and award-winning wellness experiences.

which has maximum number of LEED Platinum Certified Properties as per USGBC). Continuing with its Planet Positive Promise, ITC Hotels launched Sunya Aqua or zero kilometer water in glass bottles across the chain over a decade back and have taken this lead further and pioneered the mitigation of single use plastic from its operations pan India. (\*Leadership in Energy & Environmental Design – by U.S. Green Building Council and the Indian Green Building Council)

## **ABOUT ITC HOTELS**

With the enduring Namaste as the symbol of its brand experience, ITC Hotels is one of India's leading luxury hotel chains offering comprehensive hospitality solutions through more than 100 hotels in over 70 destinations in the country. Embodying 'Responsible Luxury' as its guiding premise, ITC's hotels integrates India's fine tradition of hospitality with globally benchmarked services to reflect the culture and ethos of each destination, through a collection of hotels.

ITC's hotel group operates under four distinct brands; 'ITC Hotel' at the Luxury end, 'Welcomhotel' in the 5-star segment, 'Fortune' in the mid-market to upscale segment and 'WelcomHeritage' in the heritage leisure segment. Each ITC luxury hotel is certified with a \*LEED® Platinum rating for its endeavours towards green building, using processes that are environmentally responsible and resource-efficient. \*LEED® - Leadership in Energy and Environmental Design.



# TRAVELOPEDIA

**IRAN**

**WITNESS OF THE MYTHICAL CULTURE**

**Official Name:** Islamic Republic of Iran.

**Location:** Middle East.

**Total Area:** 1,648,195 km<sup>2</sup>

**Total Population:** 84.50 Million.

**Capital City:** Tehran.

**Famous Cities:** Shiraz, Ahvaz, Kermanshah & Mashhad.

**Official Language:** Persian.

**Religion:** Islam.

**This is Iran.**

*An ancient Country with rich heritage and many Royal stories to tell.*

## HISTORY

**T**his country is considered one of the mythical countries. The human race is believed to have existed on Iran's land for 10,000 years before BC. So... it is known in ancient cultures as one of the culture lands. The ancient name of Iran was 'Pars' and in the following centuries the western countries know it as Persia.

Although it is considered land of Aryan, Because of that its name is said to be 'Iran' in 1935. In ancient Iran, there was the rule of the Pars dynasty, which expanded greatly. The Persian Empire was ended by Alexander the Great in 330 BC and the Greek kings ruled for a long time thereafter.

Roman rule came after the Greeks and then the 'Sasanian Empire' was established. Thus came one king after another and the king of kings came, and departed.

After the rise of Islam, the spread of the religion of Islam increased here. After the advent of Islam, the Persians, the Parsis, had to leave the country. The Parsis have settled in India. Thus, Iran is basically a Persian country.

Although this country became Islamic, it is becoming unique because of its culture and language. The influence of Shia Muslims in Iran has been high. On 1st April 1979, Iran was established as an Islamic State under the leadership of 'Ruhollah Khomeini'.

Despite being an Islamic nation of Shia Muslims, its relations with neighboring Sunni Muslim's Iraq have always been strained.

## ECONOMY

Iran is one of the leading countries in the world of oil exports. The basis of its economy is oil and natural gas.

The biggest problem in Iran is unemployment. The unemployment rate in Iran is more than 11 percent, the inflation rate in Iran is also high and in 2017 it was more than 9 percent. Apart from petroleum in Iran, there are big industries of fertilizer, textile, cement, etc. However, in the year 2011 The Industrial Growth Rate was recorded in Negative figures.

The area of cultivation is also relatively large. Iran's economic condition is poor and its condition is getting serious because of the economic restrictions imposed by the United States.

## CULTURE

Persian culture is considered one of the world's mythical cultures. Here, despite the prevalence of Islam, mythological culture is still being maintained, and it is reflected in the daily life of the Iranian people.

The influence of Persian culture was huge at one time throughout the world. Even in India, people were learning Persian Language. Spring Festival is celebrated in the country every year on March 21. The whole of Iran celebrates March 21 as a new year, and now this day is celebrated all over the world as the Persian New Year. The Persian language has provided valuable writers like Rumi and Omar Khayyam.

In modern times, Iranian films are also receiving highest acclaim throughout the World. Other festivals are also celebrated here as per Islamic rituals.

## CUSTOMS

Most of Iran's population adhere to Islam. So... the marriage ceremony here is in accordance with Islam and its customs also show the influence of Islam.

## CUISINE

Different recipes are prevalent in different regions of Iran. In Iran, meat, chicken or fish are usually eaten with rice. Yogurt is also taken with food in Iran.

In Iranian recipes, various spices are added in different vegetables. The use of garlic and onion is quite common in food. Iran's best-known dish is 'Chelow Kabab' which is also considered the national dish of Iran. The Iranian people believe in a balanced diet.



# PERTINENCE OF RESEARCH IN HOSPITALITY.

A DETAILED STUDY OF A SUBJECT, ESPECIALLY IN ORDER TO DISCOVER INFORMATION OR REACH AN UNDERSTANDING.



■ **MR. SHANTANU JAIN.**

Guest Contributor - Hospitality Connoisseur  
(Mr. Shantanu Jain is an Assistant Lecturer at IHM Hyderabad.)

“

*Cambridge Dictionary describes research as...  
“A detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding.”*

You might have heard researchers breaking new ground, and researchers and thinkers are the people who evolve our race with changing times. It all makes it sound a little intimidating, and sure it even is to a certain extent! So why am I, a teacher of today wanting my students to start investing their time in research? Why is an 18-year-old college student expected to foray into something only highly educated academicians do?

Niche is something which sets one apart, especially in today's age, where doing something different from the crowd, doing **something extra is what is perceived as the basic definition of growth** in the millennial mindset. Cracking a job interview takes sound knowledge of the trade and a groomed personality no doubt, but having say, 2 published research papers most certainly will pull some eyes towards, which can be just the spotlight you require to prove yourself. How many times have you wondered after an interview, that **the opportunity window was too small?** It got over quickly without you having a substantial outlet?

If one gets into research, not only is he/she adding a good credential, but also acclimatizing to real-life situations and learnings beyond the book.

Imagine knowing exactly about the occupancy scenario post **COVID** and the reasons behind it when you sit in the '**new normal**' interview. Imagine the stage you set for your personality to speak.

Need more reasons? How about the Prime Minister of the country, changing the decade old saying of Jai Jawan, Jai Kisan to Jai Jawan, Jai Kisan, Jai Vigyan, Jai Anusandhan (research)? Isn't this statement, a statement in itself, telling about the importance of research? Frequently travelling to conferences, I see so many faculties and scholars presenting their findings,

yet I have rarely seen students taking an initiative in writing papers. Consider this if not anything else, **that there would be 20 events where you'll be working in either of the departments in the college**, but only 1 event where the college would be working for you. Here's hoping to see you in the next conference, presenting your findings!



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## MR. MANAN CHAKRABORTY.

Guest Contributor - Hospitality Connoisseur  
(Assistant Professor-Welcomgraduate school of hotel administration.  
Manipal Academy of higher education-Karnataka, India)

# SPIRULINA

SPIRULINA - NUTRITION OF THE FUTURE, FOR THE CITY OF THE FUTURE!

**S**pirulina is a tiny blue-green algae in the shape of a perfect spiral coil. Biologically speaking, it is one of the oldest inhabitants of the planet. Its scientific name is *Arthrospira Plantensis*.

Nutrients, including B vitamins, beta-carotene, and vitamin E. Spirulina also contains antioxidants, minerals, chlorophyll, and phycocyanobilin and is commonly used as a source of vegan protein.

**Spirulina is one of the most sought after superfoods today.** It is now available in the form of **tablets, capsules** and even **powder** that you can add to smoothies. Spirulina is the blue green algae that are in fact partly responsible for the presence of oxygen in the atmosphere, which eventually allowed other small organisms to develop on earth billions of years ago. **What is really fascinating is that it is an edible algae, and can truly be an effective vitamin supplement.**



Being the oldest life form on earth, **it is interesting to note that spirulina was used by the Aztec people in Mexico in the 16th century.** Later it was cultivated in Chad, which is surrounded by **Libya, Sudan and Nigeria.** However, it did not become a major part of the diet of the people till the **1960s.** By the **1970s** it had attained worldwide production and was on its way to becoming the most nutritious food source. *Just like a lot of people detest consuming aloe vera due to its bitter taste, it is the same case with spirulina. It tastes slightly bitter thus is usually mixed with fruit juice or yoghurt to improve the taste.*

**Spirulina is a form of cyanobacteria, which grows in fresh, warm lakes. In India, it is widely cultivated in Auroville, Tamil Nadu.** The hot climate in the southern parts of India helps aid spirulina growth using eco-friendly methods with minimal usage of pesticides and other harmful farming chemicals. **Spirulina appears to be the ultimate source of nutrition available to mankind today.**

**As stated by NASA: "The Nutritional value of 1kg spirulina is equivalent to 1,000kgs of assorted fruits and vegetables".**

Spirulina — classified as a cyanobacteria, or blue-green algae — has been used for centuries as a food source in other countries. Spirulina is available in capsules, tablets, and powder and has been incorporated in certain foods and beverages such as energy bars, popcorn, and smoothies. An Internet search returns hundreds of suppliers from around the world promoting spirulina's supposed health benefits.

Spirulina can grow in extreme conditions inhospitable

“  
**Benefits of Spirulina**

**Spirulina is considered to be an "all in one" source of nutrients.** In fact, it even has the potential to overpower meat and eggs as protein sources in the years to come.

Spirulina is trending for a reason—it really can do a lot of good for the body. **The benefits of spirulina include:**

- 1. Being a powerhouse of nutrients:** Spirulina includes vitamins B1, 2, and 3, iron, magnesium, iron, and potassium. It is one of the most nutrient-dense foods there is, qualifying it for full-blown superfood status.

to most other water-dwelling organisms. It's generally cultivated in manmade or natural lakes, harvested, and freeze-dried. **Spirulina boasts a 60% protein content — it's a richer source of protein than most vegetables — and it's also a good source of beta-carotene, various minerals, and gamma linolenic acid, an essential fatty acid.**

If claims for spirulina were limited to its high (albeit expensive) nutritional content, we would have fewer concerns about it. But spirulina is also being promoted to prevent, treat, or cure a number of conditions, including **high cholesterol, hypertension, diabetes, depression, viral hepatitis, and malnutrition.** Moreover, it's said to boost the **immune system and improve kidney and liver function.** The problem is, there's little or no scientific evidence to back up such claims. A few assertions have been tested, but most trials have been small, poorly designed, or inconclusive.

Like other dietary supplements, spirulina is not regulated by the FDA, so there's no guarantee that the product you buy will be contaminant-free or contain the amount of spirulina promised on the label.

**Few side effects have also been reported from spirulina** when used at recommended doses. But this type of algae theoretically could contain the amino acid phenylalanine and thus should be avoided by people who have phenylketonuria (PKU) — a metabolic disorder in which the body can't metabolize phenylalanine. **If you're using spirulina, let your health provider know, as it could interact with other medications you might be taking.**



**2. Assists the body in flushing out toxins, including heavy metals:** Spirulina is such a powerful detoxifier that it's sometimes used as a natural water filter, keeping out lead, mercury, and other seriously harmful toxins. The reason why it works so well is because it contains proteins and peptides that are particularly good at binding to the toxins and excreting them out of the body. That way, they aren't being absorbed into your bloodstream and working their way into your system.

**3. Boosts the immune system:** Plants aren't the only green that have that effect—this vibrantly hued algae can as well. Spirulina contains a compound called phycocyanin, an antioxidant that fights off anything that could cause damage to your cells. If you feel a cold coming on—or everyone around you seems to be sick—it can't hurt to work some extra spirulina into your diet to give your immune cells that added layer of protection.

**4. May lower blood pressure:** That antioxidant effect works in favour for blood pressure, too, by helping increase blood flow. Spirulina increases the production of nitric oxide, a gas molecule that helps widen blood vessels. That way, blood flows more easily and the heart doesn't have to work as hard.

**5. Helps in healthy weight management:** First off,

even though spirulina is full of nutrients, it only has 20 calories per tablespoon. It also contains an amino acid called l-phenylalanine.

**6. Increases endurance for athletes:** Studies show that taking it on a regular basis can up athletes' endurance. Why? You better believe better blood flow is part of it. Think how hard your heart has to work when you're trying to climb that Peloton leaderboard. Any boost in the blood flow department is going to help endurance when you need it the most.

**7. Helps muscular endurance:** There's some benefits for you, too. Studies have shown that athletes who take spirulina on a regular basis don't get tired as easily when lifting weights as people who don't take it. This, again, comes down to better blood flow. But reaping the rewards of all the nutrients—perhaps most notably the protein in this case—is a contributing factor as well.

**8. Prevents reoccurring yeast infections:** Spirulina can help balance vaginal bacteria. Just like how spirulina is a magnet for toxins like heavy metals, it also attracts candida cells and can flush them out of the body. And it isn't just bringing balance down below; the same course of action can happen in your gut, too, to help bring balance there as well.

## INSTRUCTIONS

You want to be sure the Aquatic Greens mixes in really well and doesn't clump or float on top, so put a scoop of it in the bottom of your glass first.

Then, squeeze in the juice of a whole lemon, and add 1/32 teaspoon stevia (or more to taste). Whisk or use a small milk frother to combine the Aquatic Greens, lemon juice, and stevia. Fill your glass with ice.

“

## Regreening Our Planet

Thus we can sum it up, spirulina is a boon for the body, regardless of the age of the individual. It is known to be one of the most powerful natural sources both to the environment as well as human beings to maintain a healthy balance. The best way to make the most of these nutrient-rich algae is to consume it raw. However, today it is also available in powdered form as a vitamin supplement.

”

## Recipes of Spirulina

### INSTRUCTIONS

Heat up the milk in a saucepan until desired temperature. Mix in the rest of the ingredients, frothing if desired. I sometimes use my Keurig milk frother, which gets it to the perfect temperature for sipping.

## AQUATIC GREEN LEMONADE:

### INGREDIENTS

- 1 cup coconut milk
- 1/2 tsp blue spirulina
- 1/8 tsp ginger, dried can use cardamom
- 1/2 tsp lemon zest optional but recommended
- 1 tsp honey optional

### INGREDIENTS

- 1 lemon (also a liver-loving food!)
- stevia — powdered or liquid
- ice
- sparkling water or filtered water

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# CORONA-VIRUS AND GLOBAL-TOURISM.

**AN UGLY AFFAIR! : MUST READ CURATED STORY.**



## MR. VIVEK SALHOTRA.

Guest Contributor - Hospitality Connaisseur  
(Mr. Vivek Salhotra is also an Assistant Professor at Chandigarh Group of Colleges)

**C**oronavirus affected the market globally, and the tourism industry is no exception. Moreover, it has hit the tourism industry most negatively. The industry worries a loss of **Rs 5 lakh crore** while dropping **4-5 crore people unemployed**. The industry's organized sector, which includes branded hotels, operators, and travel agencies, may suffer the most significant loss amounting to **Rs 1.58 lakh crore**.

According to media reports, the Ministry of Tourism has requested the government to support the tourism industry. Suggestions such as working capital, low-interest loans, and aid in loan repayment should be started.

Apart from the service sector, the tourism industry also exercises people with small jobs that support

them. According to a report published by the World Economic Forum, due to the coronavirus, the hotel occupancy in the world has remained in single-digit, and presently there lies no hope for improvement.

**Globally the travel and tourism industry may lose 60% to 70% of its revenue this year.**

## NOW LET'S TALK ABOUT THE SOLUTION!

### HERE'S A SIMPLE THEORY ON WHICH WE CAN FIX THE TOURISM!

A sheer and rapid increase in tourism has left behind a wake of **economic and environmental collapse** in cities across the globe. In response, governments

We've determined to save you from any more Amazon HQ2 talk and rather concentrate on why cities should shy away from reactive policies and should instead use their developing set of technological capabilities to shift how they guide tourists within city lines.

Consider this a continuing discussion about Urban Tech, its intersection with management, public service issues, and other complexities that people have full PhDs on. I'm just a sharp, born-and-bred New Yorker attempting to decide out why I've been stuck in between subway stations for the last 15 minutes, so please reach out with your part on any of these thoughts.

Well – it didn't get longspun for the phrase "**over-tourism**" to get overused. The current buzzword explains the introduction of tourists who flood a place and damage the nature of life for full-time residents. The term has become such a general topic of debate in recent months that it was even stressed this last week on **Oxford Dictionaries' annual "Words of the Year" list**.

But the expression's expected presence in headlines highlights the increasing number of cities disturbed by the externalities of rising tourism.

In the past decade, travel has grown more comfortable and more accessible than ever. Low-cost ticketing services and apartment-rental businesses have taken down the costs of transportation and residence; the pervasiveness of social media has ticked up tourism marketing purposes and customer demand for travel; economic globalization has raised the frequency of business travel, and increasing incomes in developing markets have started up travel to many who before couldn't afford it.

Now, unsurprisingly, tourism has pinned dramatically, with the UN's World Tourism Organization (UNWTO) stating that tourist arrivals gained an expected 7% in 2017 – substantially above the approximately 4% seen consistently since 2010. The immediate and fast progress of visitors has dropped many cities and residents overwhelmed, dealing with problems like overcrowding, pollution, and increasing costs of goods and housing.

The difficulties cities suffer from growing tourism are only set to increase. And while it's difficult for me to assume when walking shoulder-to-shoulder with strangers on close New York streets, the number of tourists in major cities might very **likely multiply over the next 10 to 15 years**.



**China and other developing markets have already seen notable growth in the middle-class and have great runway forward.** According to the Organization for Economic Co-operation and Development (OECD), the worldwide middle class is assumed to increase from the **1.8 billion** witnessed in **2009 to 3.2 billion by 2020 and 4.9 billion by 2030**. The new money makes with it a new surge of travelers seeming to grab a selfie with the Eiffel Tower, with the UNWTO forecasting international tourist arrivals to increase approx **1.3 billion to 1.8 billion** by the year 2030.

**With an increasing sense of importance about maintaining their guests, more and more cities have been executing strategies centered on restricting the number of tourists who visit collectively by requiring hard visitor limits, tourist taxes, etc.**

But as the **UNWTO** points out in its statement on **over-tourism**, the conflicting effects from raising tourism are not only tied to the number of visitors in a city but are also primarily influenced by touristy seasonality, the behavior of the resident population, tourist behavior, and the functionality of city infrastructure. We've examined cities with few

tourists, for example, having undergone similar issues to those encountered in the towns with millions.

**While many cities have concentrated on reactive strategies that are meant to reduce tourism,** they should instead focus on **technology-driven** solutions that can improve and manage tourist behavior and create structural reforms to city tourism infrastructure while enabling cities to take significant revenue streams that tourism provides.

Yes, cities are allowed with the headwind of a developing tourism population, but city policymakers also profit from the tailwind of having more technological skills than their predecessors. With the increase of **smart city and Internet of Things (IoT) initiatives, many cities are implemented with tools such as related infrastructure, lidar-sensors, high-quality broadband, and troves of data** that make it more comfortable to handle issues about overcrowding, infrastructure, or otherwise.

**We have already witnessed companies managing geo-tracking and other smart city technologies to control crowding** about event venues, roads, and stores on the blockage site. Cities can implement the same tactics to regulate the flow of tourist and resident movement.



And while you can't significantly **limit people** from people touring the Louvre or the Coliseum, cities are practicing a variety of methods to incentivize the adoption of limited crowded space or separate the times in which people gather to **highly-trafficked locations by using tools such as real-time congestion notifications, data-driven ticketing programs for museums and landmarks, or digitally-guided tours through uncontested routes.**

Companies and municipalities in cities like **London** and **Antwerp** are already working on practicing tourist movement following to control crowds and support, notify and manage tourists to particular locations at the most productive times. Other cities have advanced augmented reality tours that can manage **tourists in real-time** to small overcrowded spaces by dynamically changing their directions.

**A number of startups are also struggling with cities to practice accumulated movement data to improve and reshape infrastructure to meet the long-term requirements better and shifting demographics of its occupants.**

Companies like **Stae** or **Calthorpe Analytics** use analytics on movement, business trends, permitting, or otherwise to assist cities in implementing more effective zoning and land management plans. City executives can use the same technology to effectively outline street structure to build valuable sidewalk space and better designate zoning for hotels, retail, or other tourist-friendly attractions.

**Focusing counter over-tourism works on smart city technologies can assist improve the performance and evolution of travelers in a city through a number of avenues, in a way tourist caps or tourist taxes do not.**

Furthermore, by the day's end, the travel industry is perhaps the biggest wellspring of city pay, which means it additionally assumes a fundamental job in deciding the spending plans urban communities need to furrow over into travel, streets, advanced framework, the vitality lattice, and other torment focuses that plague occupant and voyagers the same all year. **What's more!!** by prohibiting or disincentivizing the travel industry, urban areas can lose significant capital for the framework, which can, in this manner, fuel clog issues over the long haul.

A few urban areas have defended vacationer charges by saying the income stream would be put resources into improving the travel industry issues. Yet, day by day or upon-passage traveler charges we've seen so far haven't verged on counterbalancing the lost income from disincentivized vacationers. Towards the beginning of 2017, they burned through in with no reservations about **\$700 every day** in the US on transportation, trinkets, and different costs, as indicated by the US National Travel and Tourism Office.

In 2017, worldwide, the travel industry alone headed to \$1.6 trillion in profit. In 2016, travel and the travel industry represented around **1 out of 10 occupations** in the worldwide economy, as indicated by the World Travel and Tourism Council. Furthermore, the advantages of movement are not just efficient, with cross-fringe the travel industry advancing exchanges of culture, information, and experience.

***But to be fair, I don't expect to say smart city technology initiatives solely are going to solve on tourism. The notable surge of an increase in the number of global tourists is a critical challenge. Many of the problems emerging from pinning tourism, like housing affordability, are especially difficult and get down to more than just data.***

***However, I do understand cities should be directed less on tourist loss and more on resolutions that allow tourist management.***

***Utilizing and allotting more resources to smart city technologies can not only more efficiently and structurally restrict the negative impacts from over-tourism, but it also enables cities to benefit from a significant and essential increase in the tourism revenue stream. Cities can then build a good cycle of reinvestment where they turn investment back into its infrastructure to achieve better visitor growth, resident growth, and life's essence over the long-term. Cities can produce their cake and consume it too.***

***The travel and tourism industry is said to be recovered on it's by the end of the year when all the domestic and international flights will start working with precations against the pandemic COVID-19. It is estimated that by December, every tourist place will get open with the precautionary measures.***

**These are just assumptions, no one knows what is exactly is going to happen by the end of the year. However, the increasing cases of the pandemic COVID-19 suggest that nothing should be opened but if this too happens the economy will collapse and people will be forced to death. No income opportunity, widespread of the pandemic virus, then, of course, it will be a terrible situation.**



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**The Ministry of Health has given information on the cases of the Novel Coronavirus. The Ministry of Health has presented the latest data and said that a total of 2.71 million people had been recovered from the pandemic. The recovery rate of India is high as compared to other countries. The recovery rate of India is about 76 percent at till now.**


  
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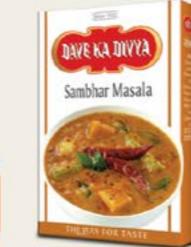

  
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# IF GUEST WILL RETURN?

**LIST OF SERVICES WHICH MAY DECIDE IF GUEST WILL RETURN TO YOUR HOTEL AGAIN!**

## ■ MR. SOUMYADEEP ROY.

Guest Contributor - Hospitality Connaisseur  
(Mr. Soumyadeep Roy is a Professor at Amity School Of Hospitality)

### 1. RESPONSE TIME



We love it when things come in time or before anticipated. In any case, do you appreciate when you request something and there is a colossal deferral or there are many subsequent meet-ups required? Deferral accordingly can get guest agitated and some of the time furious.

Frequently for something as basic as an additional sleeping cushion or towel room attendees will in general postponement, this can lay permanent dark imprint in the guest mind. Guests are often impatient with their food orders also. They love a restaurant that gives their food faster than expected.

### 2. NATURE OF THE EMPLOYEES

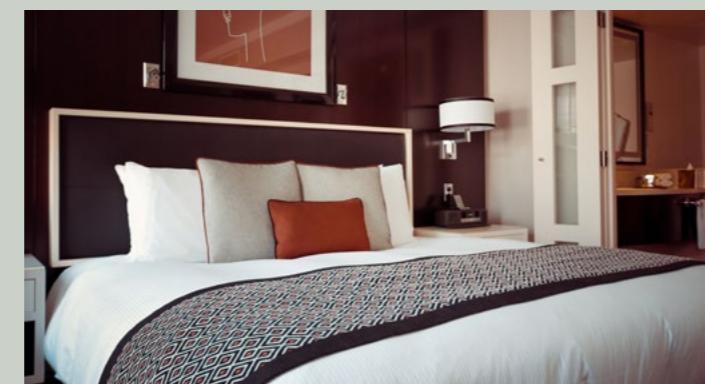


Every guest in a luxury hotel expects top class services

and why not, after all, he is paying for a great time with his stay, food, and hospitality. People working in the hospitality industry must be well aware that showcasing emotions like anger, frustration etc is not accepted in their line of work. The A,B,C's of hospitality revolve around wearing a pleasant smile and warmly interacting with guests.

If ones personal problems is taken out on the way the customer is treated, it can be a downfall of the hotel. This is the most common service fault by the employees of any hotel and these mistakes end up with bad or worst guest experiences, therefore, it affects directly to the reputation of the hotel and forces a guest to never visit that hotel again. It is always good to know the hospitality services available in your hotel.

### 3. ACCOMMODATION SERVICES



The primary reason for booking the hotel is the accommodation facilities. Therefore the facilities have to be as per expectation and should aim to be even better than promised. On arrival the quality of the room should be that of moving into a fully furnished new flat. A guest always desires best facility room and accommodation where he can spend his day or night sans worry and according to his wish.

But some dirty furniture, water, bad smelling room or presence of mosquitoes etc. can hinder their holiday mood and spoil their peace of mind. Undesirable services make a guest annoyed and uncomfortable. It may cause him to check out the hotel as soon as possible and he may never come back again.

### 4. TASTE & QUALITY OF THE FOOD AND BEVERAGES



It is nothing unfamiliar that good food and delicious meal services in a hotel can win the guest's heart and urge him to visit the restaurant or coffee shop of the hotel again. On the other hand, if the food quality is poor and tasteless then a guest will never think of his next visit to the hotel. That's why it is clear that food is the king of your hotel and can attract the guest over and over.

The hotels that take the extra step to provide lip smacking food at room service in least time are able to easily win their way in to the guests hearts. Hotels with bars should make sure to have a skilled bartender capable of mixing the best tasting cocktails to enjoy a relaxed night.

### 5. OVERALL HYGIENE



As we have always heard before, 'Cleanliness is next to godliness'. Hygiene is one of the most important factor in deciding whether your guests are going to visit again. This is one aspect that applies to every nook and corner of your hotel.

Beginning from spec and span rooms to spotless washrooms, your guests are constantly taking notes and giving you ratings in their head. Food hygiene also must be maintained in the dining area. Spotting a cockroach or insects near their food can make customers go berserk.

### 6. FIRST IMPRESSION



Haven't you heard, first impression is the best impression ? This holds good here also. For your guests who may be visiting for the first time, this maybe Ensuring they don't encounter any issues during the time of check-in can really decide their impression of your hotel.

Hotels providing refreshments or toffees at the time of check-in are the ones tackling first impression in the right way. Spending the first few minutes in the right way explaining what amenities are available for free and what is chargeable can display transparency and help in building trust.

### 7. LAUNDRY SERVICES



Most guests directly assume that the hotel they booked provide laundry services. Atleast, providing an ironing box or arranging for ironing facilities is expected of the hotel by default. Having your clothes in come out your baggage in good condition is seldom a reality. Wearing crumpled clothes and setting out for a trip may also not be very pleasing for the guests. Hotels are supposed to take care of the unseen aspects which includes ironing and laundry services.

# FOODIE CAPITALS!

DESI-GN FOODIE CAPITALS : A DETAILED STUDY OF INDIAN CUISINE.



## ■ MR. SALLA VIJAY KUMAR.

Guest Contributor - Hospitality Connaisseur

(Mr. Salla Vijay Kumar is a Sr. Lecturer & Q-MTC Learning Facilitator at IHM Ahmedabad)

**I**ndia is the most populous democracy in the world. The state and union territory capitals are sorted according to the administrative, legislative and judicial capitals and the varied list of capitals unknown to many Indian domiciles (I guess) Shilong was the joint capital of Assam and Meghalaya until 1971. Chandigarh is the capital of the states of Punjab and Haryana, and is a Union Territory, separate from the two states. Raipur is the provisional capital of Chhattisgarh.

Panaji was the capital of Goa from 1843 when it was ruled by the Portuguese. Nagpur became the second capital of Maharashtra. Mumbai / Bombay was the capital of Bombay Presidency which was a province until 1950. After that **Bombay became the capital of Bombay State**. Subsequently, Bombay State was split into Gujarat and Maharashtra in 1960. Lahore was the capital of Punjab province of British India. It is now a part of Pakistan. Gangtok has been the

capital of Sikkim since 1890. Chennai (*Madras*) was the capital of the Madras Presidency since 1839, which was redrawn as Madras State in 1956. Madras State was renamed as Tamil Nadu in 1968. Dehradun is the provisional capital of Uttarakhand. The town of Gairsen is envisaged as the state's new capital.

**Indian cuisine encompasses a wide variety of regional cuisines native to India.** Given the range of diversity in soil type, climate and occupations, these cuisines vary significantly from each other and use locally available spices, herbs, vegetables and fruits. Indian food is also heavily influenced by religious and cultural choices and traditions.

**Indian cuisine has been and is still evolving, as a result of the nation's cultural interactions with other societies. Indian cuisines are related by significant usage of spices, and by the use of a larger variety of vegetables than most other culinary traditions.** In addition, a balanced Indian diet is considered one of the healthiest in the world.

*I cherish both my stomach and hand-mouth coordination for a real motherly meal from my motherland everywhere anywhere I travel or live. The current chef's population is large enough to support the retrieval of richness of long-lost well of individualistic state, U.T., community, sect culture.*

I insist on adding a **FOODIE CAPITAL** to the list which will further be grouped under sub districts. Every single Indian delicacy cooked is an existing enterprise of culinary pleasure; gaining world recognition for just that, which specializes in showcasing authentic local cuisines around the world. In search of similarly dreamy environs, I trek **INDIAN MUSEUMS** of Food. Capital" can mean many things. Its specific definition depends on the context in which it is used. **In general, it refers to financial resources available for use.** Companies and societies with more capital are better off than those with less capital. We have culinary resources and so much in abundance.

**Every region has their story to say owning the existence and maintaining the culinary fervor today; making them eligible for the title of foodie capital.** It could count as many countries, as many states more than that are the foodie capitals only in India every nook and corner of the country, state, city, town, village, street, home etc. The importance of staple food crop intensifies in driving and supporting pro-poor growth in poor rural areas of India. The staples of Indian cuisine are rice, atta (whole wheat flour), and at least five dozen varieties of pulses, the most important of which are chana (bengal gram), toor (pigeon pea or red gram), urad (black gram) and mung (green gram). Chana is used in different forms, may be whole or processed in a mill that removes the skin, eg dhuli moong or dhuli urad, and is sometimes mixed with rice and khichri (a food that is excellent for digestion and similar to the chick pea, but smaller and more flavorful).

Pulses are used almost exclusively in the form of dal, except chana, which is often cooked whole for breakfast and is processed into flour (besan). Most Indian curries are fried in vegetable oil. In North India, mustard oil is traditionally been most popular for frying, while in Western India, groundnut oil is more commonly used. In South India, coconut oil is common. In recent decades, sunflower oil and soybean oil have gained popularity all over India. Hydrogenated vegetable oil, known as Vanaspati ghee is also a popular cooking medium.

**Like all self-respecting cuisines, regional Indian cuisines are still among the internationally acclaimed most exquisite appetite.** Even when there are chefs around the world working on and demonstrating the true flavors, the amazing Indian brigade are striving in their quest to find the typical locale retreat in each recipe. It is a dream-come-true for the restoration revolution.

**So many invaders, rulers and ustads who pioneered taste buds, leaving their influence on our authentic delicacies as a landmark did assimilate the traditional uniqueness but have moved to gentle neighborhood and needs a massive re-launch.**

We need to join groups likely to lead to making new culinary responsible citizens amongst same and different race or ethnicity, different social class or bridging across other dimensions – culinary edge. The key to improving our **SOCIO-FOODIE CAPITAL** isn't the number of capital nominations we can gather in our neighborhood. What's important is making these that become lasting relationships of Indian food cycle past, present and future. But if we are to assemble, boost, cook, document, eat-n-joy and institute a capital status for ourselves into the future, taking drastic steps will be essential.



**“A TYPICAL NEW YEAR**

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