

DÉ

DÉ

MAY-JUN 2018

INTERNATIONAL
EDITION

**BRILLIANT
IDEAS**
FOR THE
GREAT
INDOORS

FEMININE
WEAPON

Stiletta

DREAM
BIG
DO BIG
**HUONG
PHAM**

GRACEFUL
LOOKS
WITH LESS
MAKEUP
**KHUSHBOO
MISHRA**

#Spaghetologist
SAMUEL NAI

PORTRAIT
PHOTOGRAPHY
EXPERT TIPS BY
JOHN STILES
JEREMIAH BOULWARE

COVER PHOTO BY: AZUSA UCHIDA
MAKE UP: KHUSHBOO MISHRA

DÉ MODÉ | BUSINESS & LIFESTYLE MAGAZINE





John Stiles & Jeremiah Boulware

presenting

HOUNG PHAM
MISS UNIVERSE VIETNAM
FORMER

PG 5

DÉ MODÉ | MAY-JUNE 2018 INTERNATIONAL EDITION



Editor's Note

Welcome to the third edition of DÉ MODÉ, (Wao! writing this is an amazing feeling for me & my team) our 6-months old bi-monthly Business & Lifestyle magazine designed especially for people who might never normally consider picking up a business magazine. This is for readers who want to know what they can get away with in their business & lifestyle, rather than what they should be doing to get their business seen & maintain a lifestyle. While as a nation we might be living longer, we want to help you get your business seen worldwide & live better, too. But it's not always easy to know what you should and shouldn't be doing. We are bombarded by business experts and researchers giving us contradictory advice — use this method, don't do that — so it's difficult to know what to believe and what to ignore. We aim to cut through the confusion and give you clear, sensible and reliable information from writers, experts & business experience holders that you can trust.

We want it to be entertaining and informative, at times contrary, but above all useful. Inside you'll find a mixture of news, features, recommendations and regular columns on a wide range of business-related topics. **Anushka Singh** debunks some of those common business myths, giving us her unique take on pressing make-up industry issues. Houg Pham, Former Miss Universe Vietnam tells us how she has achieved the big life while architects & interior designers gives their most stylish design concepts on most reasonable pricing. We also have features on where in the world you'll get to know good authors.

Nikhil Chandra Rana
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DÉ MODÉ[®]
BUSINESS & LIFESTYLE MAGAZINE

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In the paid circulation model, the magazine is sold to readers for a price, either on per-issue basis or by subscription, where annual fee or monthly price is paid & issues are sent by post to readers.

Non-paid publication means, there is no cover price and issues are given away, for example in street dispensers, airline in-flight magazines, or included with other products or publications. Controlled circulation is the model used by many trade magazines distributed only to qualifying readers, often for free and determined by some form of survey.

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*The
Journey
to the
big life.*

“

VICTORY NEVER BELONG TO LOSERS

**IF YOU WANT SOMETHING YOU'VE NEVER HAD, YOU MUST
BE WILLING TO DO SOMETHING YOU'VE NEVER DONE.**

BE CONFIDENT AND BE YOURSELF !!

HUONG THI PHAM



LÉVONERA

Matte Rossetto

LIPSTICKS. LUXURY NAIL PAINTS. EYELINERS.

ARRIVING SOON IN INDIA-

LOG ON TO WWW.LEVONERA.COM

Huong Pham

Milestone

Vietnam Next Stop Model 2010

Winner

Miss Universe Vietnam 2015

Coach

The Face Vietnam 2016

The Look Vietnam 2017

Brand Ambassador

TRESemme Uniliver - Comfort

WildAid Rohto - Sunplay

CMG Asia JLAN Organization

Model

Dior Lam Gia Khang

Elise Do Manh Cuong

Cong Tri Chung Thanh Phong

Do Long Le Thanh Hoa

MAKEUP : KHUSHBOO MISHRA
PHOTO BY: JOHN STILES & JEREMIAH BOULWARE

Q: TELL US ABOUT YOURSELF, HOW YOU STARTED, YOUR HOMETOWN & OTHER DETAILS.

I am Pham Huong, Miss Universe Vietnam 2015. I am always proud to be a citizen of Hai Phong – a major port city in northeastern and the third largest city of Vietnam. My hometown is also well-known with its leafy boulevards lined with French colonial-era landmarks such as the neoclassical Opera House and Queen of the Rosary cathedral, dating to the 19th century.

“Vietnam Next Top Model 2010” not only marked my very first step into the model industry but also my milestone in this career.

Q: TELL US ABOUT YOUR EDUCATION. HAVE YOU ATTENDED FASHION MODELING COURSES? WHAT RELATED COURSES OR STUDIES HAVE YOU TAKEN?

Frankly, I got to know the fashion industry quiet early, because I graduated with Fashion Marketing major and even had experience teaching at a college.

Thus, my everyday work was always related to fashion.

Today, I believe I am one of the most influencers as well as a trend maker in Vietnam fashion.

This makes me feel proud and happy because my fashion sense is well recognized and highly appreciated by fashion lovers.

Q: WHAT ARE YOUR GOALS AS A MODEL? HOW DO YOU SEE YOUR PROGRESS IN THIS FIELD?

Known for being an ambitious & progressive goal setter, I always set goals for every different plan I want to do.

At the moment, particularly in this career, I want to go further, beyond the border of Vietnam and reach out to other countries. Recently, some



of my advertisements as a brand ambassador have been shown in Thailand, Hong Kong. And I think that would be my first step to approach and get closer to international audiences

Q: WHY DO YOU WANT TO WORK AS A MODEL? WHY ARE YOU INTERESTED IN THIS CAREER?

Honestly, before becoming a beauty Queen, I wanted to become a model well-prepared with full skills in photography, performance, and catwalk. No matter what we do, I think we can never create anything great without strong devotion and solid foundation. This career always gives me the feeling of being challenged, the impact both inside and out, pushes me out of my comfort zone and makes me want to learn more and improve myself. It brings me so much joy and fun.

I believed that all my hard works paid off as I became one of the powerful coaches of “The Face Vietnam” first season in 2016.

Q: WHY WOULD YOU THINK YOU'RE FIT TO BE A MODEL?

Sometimes I even thought I was born to be a model. Personally I believe that all the main factors creating a good model are not only physical appearance; catwalk, posing or model skills but also the charisma and aura that a model can express, show or transmit to the audiences. And those are what I am confident that I am very good at.

Q: WHAT DO YOU KNOW ABOUT THE ADVERTISEMENT INDUSTRY, ADVERTISING PSYCHOLOGY AND PHOTOGRAPHY?

Advertising is a very interesting but also enormous and challenged field. Not everyone

working in this industry has enough confidence to say out loud that they know it well. Despite of many years working in this industry, I still keep learning day by day. Frankly to say, in my point of view, particularly in advertising and photography, the most important thing for a model or a brand ambassador, is making the target audiences be

Q: HOW DO YOU COMMUNICATE WITH PEOPLE? ARE YOU PATIENT? ARE YOU FRIENDLY? HOW OPEN ARE YOU TO CLIENT REQUIREMENT

I always think I am a very friendly person to people, not because I am a Miss Universe, but it is just my personality. However, at work, I am well known for working extremely seriously and professionally; thus, I also expect to be treated that way in return.

Unfortunately, my seriously working attitudes sometimes make people think that I am a difficult and hard to get close person indeed. But believe me, I am not. To my clients, I always listen to their requirements, their ideas, and their expectations first. Because if I don't understand what clients want then how can I make thing work? Many times, I also give recommendations and my ideas to clients, so that we can create a great and effective team work.

Q: DO YOU EAT NUTRITIOUSLY? HOW OFTEN DO YOU EXERCISE OR GO TO THE GYM?

Maybe born and raised nearby the sea made me a seafood-lover, I cannot bear the taste of meat. Is that considered eating nutritiously? In my personal time, I am a gym enthusiast; I spend 2 hours at the gym every day. Whenever I'm busy with business trips or have a long day schedule and cannot head to the



gym, I will practice in the room or run instead. Recently, I have had a great experience running around New York in dense snow days; it was incredible indeed.

Q: WHAT DO YOU HOPE TO ACCOMPLISH AT A MODELING AGENCY?

I believe working with a modeling agency, I will have many opportunities to meet out with many professional, fashion icons, industry influences and get to learn many useful knowledge, gaining experiences for my career, to work with a pro-team, not mention it is a very big challenge because I have to try hard to make a better me.

Q: DO YOU HAVE ANY LIMITATIONS? WOULD YOU MODEL ANY KIND OF CLOTHING AT ALL?

Regarding to my professional career, I don't think that any limits can stop me from trying to get over it. I'm pretty confident to model for any kind of clothing. I love to face challenges and I will always try to win it. No pain, no gain, isn't it.?

Q: ANY SUGGESTIONS YOU WOULD LIKE TO GIVE TO THE YOUNG MODELS?

There is nothing easy to get without devotion and effort. To have what I have today, it was a long series of facing failures, defeat and even bloody struggle. Victory never belongs to losers. If you want something you've never had, you must be willing to do something you've never done. Be confident and be yourself!

"You can have anything you want in life if you dress for it."

SHE IS AN INSPIRATION. WANT TO KNOW MORE ABOUT HOUNG PHAM & HER LIFE? Read more on www.deltaaegis.com

AN

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KHUSHBOO MISHRA

MAKEUP ARTIST, DELHI, INDIA

**THE MUA BEHIND DOLLING UP MISS
UNIVERSE VIETNAM FOR DÉ MODÉ
MAY-JUNE 2018 EDITION COVER**



She is recognized as the best makeup artist in Delhi. Your desired look and your style are what guide Khushboo's work. High work ethics are applied into everything that she does. Khushboo started her career with one goal in her mind, to help people reveal their natural beauty to everyone. Over the years, she has not just met this goal, but she continues to help people feel and look their best using the best brand makeup products. If you're looking for a bridal makeup artist for your big day, want to feel and look like a star or want to take your modeling career to the next level, then Khushboo Mishra is the right option for you.

Khushboo Mishra's Kalligenia commenced with a great aspiration and it continued with dedication. Presently, it's one of the best names in the bridal makeup and hair styling industry. There are many combinations that have together made Kalligenia the most famous in beauty circuit luxurious and trendy amenities, upgraded and proficient services, and a dynamic improvement approach. Makeup is not a mask that covers up your beauty; it's a weapon that helps you express who you are from the inside. Khushboo can create makeup looks for brides, professional photo shoots, Media/Film, fashion shows, special occasions, parties and every kind of event including for the modeling world.

She can work with you on a personalized level to know your goals in makeup, on what kind of persona you wish to portray and on how to get the result you want. By working personally with each client, she tends to build a lasting and strong relationship, making them confident and comfortable in her services as she believes Makeup is no different than clothes and accessories - it's embellishments for your face.



GRACEFUL LOOKS WITH LESS MAKEUP BY K H U S H B O O M I S H R A

- ▼ **Moisturize and Even Out Skin Tone**
The fastest, most natural way to do this is with a tinted lotion. Because it's sheer, you don't have to match it to your skin exactly, as you have to do with foundation. You can even go slightly deeper to warm up your complexion. Apply it like a basic moisturizer.
- ▼ **Conceal Any Flaws**
For visible breakouts or deep undereye circles, use a pigment-rich concealer. For blemishes, dab, blend, and build up coverage in thin layers. For dark circles, swipe the wand under your eyes, then pat with a finger to blend.
- ▼ **Use Powder If Needed**
If your skin gets shiny, follow with an oil-absorbing powder. Swirl on Foundation

using a brush and a circular motion; this will leave an undetectable veil of cover-up (not a powdery look).

- ▼ **Pick a Warm Cheek Color**
Cream blushes in warm peaches or pinks give skin a natural, subtle flush.
- ▼ **Define Your Eyes**
Choose a shade slightly darker than your skin, brush it into the creases and along the lower lashes. If your eyes need a little extra definition lightly dot a soft gray or brown pencil between the top lashes.
- ▼ **Define Your Lips**
Pick a shade that matches your lips exactly and press the color into your lips with your fingertip rather than applying it directly



JOHN STILES

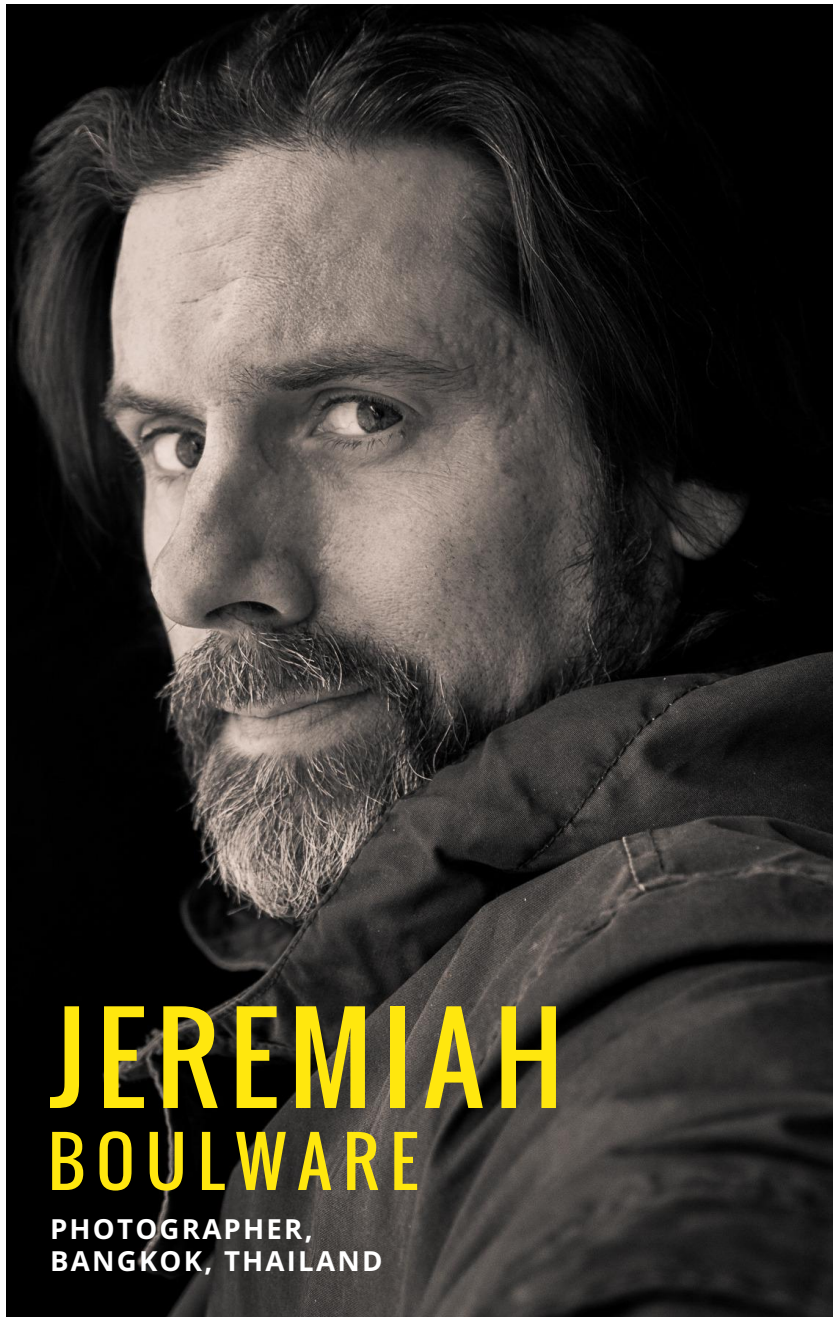
PHOTOGRAPHER & SCIENCE EDUCATION SPECIALIST,
BANGKOK, THAILAND

John Stiles is an American photographer who splits his time between his Bangkok apartment, a house in Thailand's northeast and a small cabin in the woods on the Atlantic coast in the state of Maine in the U.S. *John has been a photographer for more than 40 years, specializing in nature, land and seascapes, studies of cultures, and portraits of people from around the world.*

His photography first appeared in **San Francisco** where he lived in the mid-1970s. At the time, the concentration was on experimental landscape and nature photography, inspired by such photographers as Ernst Haas and Eliot Porter. Over the years as he moved around the world,

his photography evolved to include street portraits and culture-based scenes of people in diverse settings, influenced by such photographers as Gordon Parks. Today, John's photography covers this broad spectrum, including a recent interest in studio photography.

Rather than look at just a subject, John looks at patterns of light, color and shadows. His photos have been on magazine covers, in publications and are in private collections around the world. He is also a science education consultant, giving workshops in Thailand and other Asian locales. He and his wife own two therapeutic massage shops in Bangkok.



JEREMIAH BOULWARE

PHOTOGRAPHER,
BANGKOK, THAILAND



Jeremiah began exploring the world with a Pentax K-1000 over twenty years ago. Initially a self-taught photographer learning everything from basic camera operations to exploring the art of composition he soon began telling stories thru a single image. Once he discovered black and white film he found himself living inside a darkroom for an entire summer while attending *Rocky Mountain School of Photography in 2000*. After a few years of freelancing with wedding and portrait work he drove from his hometown in *Georgia* across country to Brooks institute of Photography and was immediately immersed in an intense and rigorous community of aspiring photographers and professional instructors teaching a variety of photographic skills

from studio lighting and portraits to products and also an introductory course to digital imaging. *In 2012 Jeremiah and his wife moved half-way around the world to South East China to help start the first ever American High School for Chinese Nationals (Nansha College Preparatory Academy)*. Jeremiah worked with the marketing dept. as the exclusive photographer for the school, documenting through photography as well as videography, all aspects of school and community life. Jeremiah is currently living near of Bangkok and is a supporting member of "*Bangkok Photo Rambles*."

EXPERT PHOTOGRAPHY TIPS

BY JOHN STILES & JEREMIAH BOULWARE

If you were to join us on a photo “ramble,” here are some tips we would share to help you get the best portrait shots:

- ▼ **LIGHTING** : We at Bangkok Photo Rambles are early birds and like to get to the scene first thing in the morning. Think of the early morning sunlight as nature’s special gift to photographers. The two characteristics of this light that make for great images are warm tone and direction. In a studio, take some practice shots with different lighting and reflectors to determine where you want to start. If in a natural outdoor setting, check the lighting to eliminate harsh shadows (morning light is the best) and/or use a reflective surface to help soften shadowed areas. If taking street portraits, be sure the lighting on the face is even and soft.
- ▼ **CHOOSE YOUR SUBJECT & ENGAGE** : Part of the fun is meeting new people in interesting situations. Learn how to ask people if you can take their photo - and SMILE to inspire them. Be friendly and make them feel at ease. Results are then more natural. Also, show them the images on the back of the camera after you have taken a few shots. This is a way to express your appreciation for their willingness to pose.
- ▼ **FOCUS/DEPTH OF FIELD** : Make sure you connect your subject to your audience by capturing clear and expressive eye contact. Even if your subject is not making eye contact it helps to have your focus on the eyes.
- ▼ **COMPOSITION- USE THE SETTING TO HELP TELL THE STORY**: Street portraits in particular are enhanced when the person’s environment is also shown. Think of all the elements within your frame as players in a stage production of life. The next time you find an interesting subject take a quick study of their environment and incorporate any supportive elements that help tell the story.
- ▼ **EXPERIMENT** : Don’t hesitate to try something a little different. Test out your incognito abilities and shoot from the hip. This works well when your subject is a beautiful old man reading a newspaper giving you a menacing look as to say, “Don’t even think about it...”



▼ **ANTICIPATE** : Knowing what is about to happen helps you capture more of those “decisive moments” that make great shots. Pay close attention to things that routinely happen throughout the day.

▼ **WINDOW LIGHT** : This can mimic the effects of a studio softbox and can give a beautiful effect to a portrait. The next time you're at the coffee shop notice the light hitting the people's face sitting by the windows.

▼ **CHECK YOUR EXPOSURE SETTINGS** : One of the problems with automatic settings is that often the shutter speed is too slow and as a result, photos are blurry from movement (yours or theirs). Check that and adjust if it is slower than 1/125 th of a second.

▼ **CHANGE ANGLES** : In a studio, other building or for an outdoor shoot, if the subject is not a model, give them some directions. Ask them questions, suggest moods. Move around yourself while shooting. Have fun with it. On the street, take some quick shots at different angles if you can.

▼ **BLACK & WHITE** : Once you have processed your shots, try them in black and white. Not all look better in monochrome, but many do. And for those already skilled in black and white, you might want to add a little color to your life.

“

Join "Bangkok Photo Rambles" to get tips as you move along the route!

”



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AZUSA

PHOTOGRAPHER, JAPAN

UCHIDA

[in her words]

I STARTED AIMING TO BECOME A PROFESSIONAL PHOTOGRAPHER 3 YEARS AGO AFTER COMING TO BANGKOK DUE TO MY HUSBAND'S WORK. PHOTOGRAPHY IS MY ONLY THING THAT FASCINATES ME AND I HAVE MET IN MY LIFE SO FAR AS WELL. I COULDN'T FIND ANYTHING I WAS ABLE TO BE INTO FOR A LONG TIME THOUGH, ONCE I KNEW THAT IT WAS WHAT I COULD DO TO PLEASE OTHERS AND THEN FOUND THAT IT MIGHT BE WHAT I COULD CONTRIBUTE TO SOCIETY WITH, I STARTED ABSORBED IN IT!

BACK TO MY CHILDHOOD, I WAS RAISED BY A SINGLE MOM IN A POOR HOME. MY MOTHER WAS NOT AT HOME TO EARN MONEY FOR MY YOUNGER SISTER AND ME AND WE SPENT TIME TOGETHER ALONE. I FELT VERY JEALOUS OF OTHER CHILDREN WHO HAD A FATHER AND COULD SPEND A LOT OF TIME WITH THEIR MOTHER. FROM THIS EXPERIENCE, THE TIME SPENDING WITH MY CHILDREN IS VERY IMPORTANT FOR ME.

A SMALL KID IS CHANGING DRAMATICALLY IN EVERY SINGLE MOMENT AND I WOULD LIKE TO WITNESS MY CHILDREN'S GROWTH AS LONG AS POSSIBLE. MY CHILDREN ALWAYS GIVE ME A LAUGHTER, JOY AND HAPPINESS AND I WOULD LIKE TO BE BESIDE THEM AS LONG AS POSSIBLE.

I HAVE A DREAM. IT'S TO CHANGE SOCIETY FOR WORKING MOTHERS AND THAT'S WHY I AM ALSO WORKING AS BABYWEARING PHOTOGRAPHER.

AZUSA Uchida
Charity Photo Exhibition (and farewell party!!)
for Rainbow School
and more

Photo Exhibition:
10 th to 24 th June (15 days)

Closing and Farewell party:
24 th June (Sun)
3 pm to 6 pm

@Brainwake
Organics Thonglor
(Thong Lor soi 19)

For more info,
please visit AZUSA Uchida Photography FB page!!



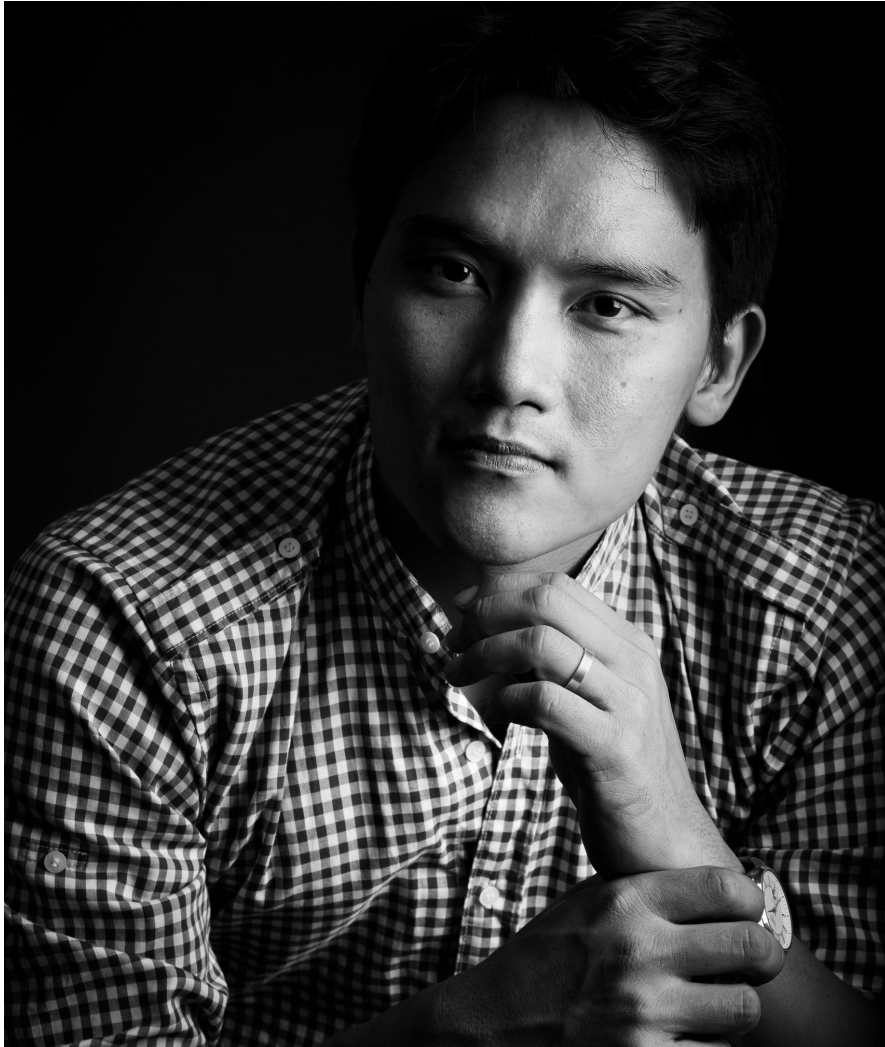


I love Photography and my children so chose both of them; I decided to bring my children to my working space. I've taken a picture with my kids at a volunteer group for a long time so this working style is very natural to me. And many customers here in Bangkok welcome me as well as my kids while I am doing a shoot.

But situation is not the same in Japan, especially in urban areas. People usually don't bring children to their office and are apt to think that it's lack of professionalism if we do it. However, I've known there are some people who don't think in the same way after living abroad for 5 years and have a hope I can change such paradigms. It may be easier to work without my kids, but I dare to do it to let them know my style of working. And one day I hope it'll be a common sight that many mothers are working with small children without giving up what they really want to do and people around support them all over the world. I would be grateful if you would continue to cheer for me and see how I achieve it!!

DOMÉ SIRAMPAT

PHOTOGRAPHER & OWNER OF MOMENTIMAGE STUDIO, BANGKOK, THAILAND



There are so many stories in every second. Spending time with Family is the most precious & memorable moment of our life which can be captured in photos. Dome is a family photographer with groups & portraits. **He has experience of 15 years in portrait photography** & he is specialist in Family portrait photography. He is based in Nakhonpatom & Bangkok is his work location studio.

His goal is to show the best moment of people's life one can have with their family. The motive of his work is that it can bring people to the heart of their home. **As being social, he uses his ability to invite people to join him in family photo charity activities and bring all money give to social association or handicap foundation in the name of Momentimage Studio.** He exhibits his work in charity exhibitions in Thailand. Also, he wishes to exhibit in other parts of the world for helping the families around the globe & make them feel the importance of their family & how much precious is the time spent with them.

“

***There is only you and your camera.
The limitations in your photography are
in yourself, for what we see is what we are***

”



VENEZUELA'S OFFER TO INDIA: BUY CRUDE OIL AT 30% DISCOUNT BUT THROUGH DIGITAL CURRENCY

Venezuela, a South American country with the largest oil reserves in the world, has offered India a deal - 30 per cent discount on crude oil only if India decides to buy it through digital currency. The 30 per cent discount on crude oil, which recently touched a whole new high of \$75 a barrel, seems attractive, but India's disinterest in promoting as well as trading in cryptocurrency could pose a hurdle.

According to reports, Venezuela's blockchain-based digital Petro is the world's first state-backed

virtual currency that recently tied up with a Delhi-based digital currency exchange Coinsecure. The bitcoin trading company will now sell oil-backed cryptocurrency Petro in India. Launched last year by the Venezuelan government, Petro is set to be formally recognised after the presidential elections in the country on May 20. Petro was put on pre-sale on February 20, following which the digital currency has raised over \$3.8 billion so far.

Venezuela's blockchain department had sent a team of experts to India in March, after which the deal was struck with Coinsecure, reported Business Standard, quoting

company's **CEO Mahit Kalra** saying **"Venezuela wanted Petro as a cryptocurrency on Coinsecure"**.

Once added, Petro could be traded against the rupee and other cryptocurrencies on the online exchange. Kalra also said India has been offered a deal "to buy Petro for 30 per cent discount on oil".

The report suggests South American OPEC member Venezuela, which was declared to be in default with debt payments by credit rating agencies, is reportedly keen on promoting this in different countries due to the several economic crises in the country.

AS PER REUTERS, INDIAN IMPORTS OF OIL FROM VENEZUELA HAVE FALLEN TO THEIR LOWEST LEVELS IN OVER HALF A DECADE. INDIA'S OIL IMPORTS FROM VENEZUELA AVERAGED AROUND 300,000 BARRELS PER DAY (BPD) BETWEEN NOVEMBER 2017 AND FEBRUARY 2018, A DROP OF ABOUT 20 PER CENT FROM THE SAME PERIOD A YEAR EARLIER AND THE LOWEST SUCH LEVEL SINCE 2012, ACCORDING TO DATA FROM SHIPPING SOURCES AND INDUSTRY.

The Venezuelan government is intending to make Petro an official currency by 2020, but sanctions by countries led by the US could hurt its ambitions. The US, which has issued several sanctions against the Nicolas Maduro regime for allegedly suppressing the people of Venezuela for raising voice against hyperinflation and the shortage of basic things like food and medicine, in March, issued an executive order banning trade in Petro across the US.

Analysts suggest a major reason behind the digital currency push by the Venezuelan government was to circumvent the US sanctions. Last month, Maduro said Petro will be backed by a barrel of Venezuela's national reserve of petroleum.

The currency, tied to oil, has been called as the safest digital currency to invest by many, for Venezuela has the world's largest oil reserves of over 300 billion barrels. However, many have raised objection over its authenticity, fearing that though it would be a blockchain-based digital currency, the government would have full control over it and thus it would not be decentralised like Bitcoin.



“They are going to different countries and making offers. The offer that they have given to the Indian government is: you buy Petro and we will give you a 30 per cent discount on oil purchases,” Kalra told Business Standard. Earlier this month, Coinsecure said that US\$3.5 million worth of Bitcoins had been stolen from the exchange and blamed for this its **Chief Security Officer (CSO) Amitabh Saxena**. Investigation is still under way, Coinsecure said on Sunday. Meanwhile, India’s crude imports from Venezuela—whose oil industry is collapsing rapidly—dropped to around 300,000 bpd between November 2017 and February 2018, down by 20 per cent on the year, to the lowest level since 2012, Reuters reported in March, citing data from shipping and industry sources.

Japan's Softbank can't seem to get enough of Indian startups; in talks to invest in Zomato



Back in October 2014, eyebrows were raised when the founder and Chief Executive Officer of SoftBank Group Masayoshi Son committed to investing \$10 billion in India within a decade. He has since walked the talk - investing in Ola, Flipkart, Paytm, OYO, as well as Snapdeal and Housing.com - and has reportedly already crossed the \$8 billion mark.

And now, even as the Japanese conglomerate mulls over the big question of whether to exit Flipkart or not, it is busy sniffing around a whole new pie: India's booming food tech space. According to The Economic Times, the Japanese conglomerate held an exploratory discussion with Zomato earlier this week regarding a possible investment. Let's not forget that a few months earlier, the big buzz was that SoftBank was exploring a possible funding of up to \$200-250 million in Bengaluru-based Swiggy.

A final decision on the candidate it will back in the food delivery space is reportedly expected by the end of the year.

It is not the only international player to show interest in this vertical. In February, Ant Financial Services Group, Chinese behemoth Alibaba's subsidiary, invested \$200 million in Zomato, propelling it into the desi unicorn club. Then there's Uber Eats, which was launched in India last May by the world's biggest ridesharing cab company Uber.

The reason for all this interest is obvious since the food delivery business in India is on the roll. In fact, research portal Statista predicted that revenue in this segment will post a CAGR of 16.7 per cent in the next few years, resulting in a market volume of \$5.7 billion by 2022.





WHO ARE THE BIGGEST GAINERS FROM THE FLIPKART WALMART DEAL

BY RECODE

After a \$16-billion deal with Walmart, Flipkart Co-Founder Sachin Bansal has quit the startup, pocketing about \$1 billion. Japan's SoftBank would exit with \$4 billion after it invested \$2.5 billion last year, while South African conglomerate Naspers will get \$2.2 billion from a \$616-million investment. Tiger Global, which invested \$1 billion, is expected to sell 75% of its \$4-billion stake.

More than \$7 billion in investments fueled Flipkart's growth in India before a majority stake was flipped to Walmart for \$16 billion on Wednesday.

Three investors in particular will see quick and big windfalls as part of the deal, even as some hold onto shares in the Walmart-guided e-commerce company. Walmart will own 77 percent of the company once the deal, which values the company at about \$21 billion, closes.

Tiger Global: More than any other fund, the elite and low-profile New York investment vehicle Tiger Global bet aggressively on Flipkart. And it's paid off. The firm, which has specialized in venture capital investments in China and India, is selling about 75 percent of its shares in the deal, which will bring the fund about \$3 billion, according to a person close to the firm. Tiger first backed Flipkart in 2009 with \$9 million but repeatedly doubled down on the Indian company as it

matured — Tiger, which has \$11 billion in assets its venture capital funds, would go on to lead several later Flipkart financing deals.

matured — Tiger, which has \$11 billion in assets its venture capital funds, would go on to lead several later Flipkart financing deals. Some rivals quietly saw those repeated Tiger investments as a mistake given Amazon's desire to compete in South Asia. But led by Lee Fixel, one of the most well-connected and well-known U.S. investors in India, Tiger ended up investing about \$1 billion into the company. Before it sold some shares to SoftBank in 2017, Tiger owned about one-third of the company, the person said.

Those investments are now validated. Tiger's total stake, now at about 20 percent, is worth about \$4 billion, including the \$1 billion in shares it has kept. The sale is said to be one of Tiger's three biggest exits, alongside Spotify and JD.com.

SoftBank Vision Fund: Even the CEO of the \$100 billion fund, SoftBank CEO Masayoshi Son, has appeared surprised at how quickly his massive tech fund made a killing. After investing about \$2.5 billion into the Indian company last year, its stake is now worth about \$4 billion, Son said at a press

conference early Wednesday (in which he also inadvertently disclosed that the deal was done before the official announcement).

That quick return should help quiet critics who say that the Vision Fund cannot possibly return money on such a massive investing fund. The Vision Fund and a companion fund have already booked about \$3 billion in unrealized income in the last year, SoftBank disclosed in its new earnings report, which doesn't include its Flipkart sale.

Accel: Accel is keeping some of its shares in Flipkart, but the firm will notch one of its biggest exits after nearly a decade of sitting tight.

Now one of the most active U.S. venture capital firms in India, the firm's investment into Flipkart was one of its first deals after setting up its India fund in 2008. Accel put \$800,000 into the company in 2008, the first major check they would receive. After buying in at such a cheap price, the firm kept participating in later rounds to keep high its ownership stake in the now giant company.

The firm's position in the company is now worth about \$1.1 billion after investing around \$160 million over several funds into the company, according to a person familiar with Accel's returns.

FIRMS, AGENCIES PLEDGE TO CUT PLASTIC

More than 20 businesses and state agencies have set about tackling the nation's mounting plastic waste problem with the roll-out of a "plastic waste killer" campaign aimed at cutting plastic waste in half. The parties signed a memorandum of understanding Tuesday in Bangkok meant to cut their plastic waste. The announcement was made on the occasion of World Environment Day, which promotes the joint efforts of state and private entities to handle the country's severe plastics contamination problem.

State agencies included Bangkok Metropolitan Administration (BMA), the Natural Resource and Environment Ministry, and the Local Administration Department. Among the businesses were Central Pattana Group, PTT Global Chemical PLC, Siam Cement Group and Dow Chemical. Suphan Mongkolsuthree, chairman of the Federation of Thai Industries, said each firm will contribute to raise public consciousness about the environmental damage from plastics and work to curb the problem through smart waste management and recycling.

Thailand produced more than 27.4 million tonnes of rubbish last year, 12% (2 million tonnes) of which was plastic, according to a report by the Marine and Coastal Resources Department. Only a fourth of the 2 million tonnes was recycled, while 1.5 million tonnes remains in landfills and other locations across the country. Most plastic waste is offshore, said the report.



"Thailand is among the top five countries in terms of plastic waste channelled into seas and other bodies of water [an estimated 1 million tonnes], following China, Indonesia, the Philippines and Vietnam," according to a study conducted by the University of Georgia.

Dhana Yantaragowit, deputy director of the Interior Ministry's Local Administration Department, said the government allocates 14 billion baht a year to place waste in landfills across 8,000 municipalities in Thailand. Leading retailer Central Pattana Plc is considering whether to announce a second plastic campaign this August to combat plastic waste. Cholanat Yanaranop, president of SCG Chemicals, said the company has gradually halved the production of feed stock for single-use plastic products like plastic bags to 20% of its total petrochemical output, down from 40% a decade ago.



JERONINIO ALMEIDA

Jerry, a life/leadership/performance coach, inspirational-orator and management-consultant is fondly called *Karma-Guru* and *mojOsh-Inspirator*, by people who have learned with him to unleash their peak potential through the *mojOsh-Inspirator* learning programs and speeches. For Jerry, a book-is-not-just-a-book, but a journey for gaining

experience and insight, from experiences of the lives of people, who have not settled for ordinary and gone beyond for extraordinary. Jerry brings ALIVE many human journeys, in his intrepid, inspirational and insightful books, to empower readers, to unleash their heroic potential. **Over the past 5 years, the overall sales of Jerry books have crossed 1.5 million in paperback and eBooks.**



Above
Jeroninio addressing delegates at an international conference.

THE
EXPERIMENTAL
EMPOWERING
ENERGIZING
STORYTELLER
JERONINIO (JERRY) ALMEIDA

Jerry has published 3 books so far and 7 more are in the pipeline to be published in the next few months.

- **Karma Kurry** is the inspirational-series that tells true-stories of real-heroes, blended with moJOsh Inspirator life and leadership lessons. Two books have been published and received overwhelming applause worldwide. The 3rd and 4th Karma Kurry books are ready.
- **Karma Kurry Kid Power** is another book-series that tells stories of Children who are extraordinary and the first book is ready.
- **Mann-Ki-Baat** is a book co-authored with PM. Narendra Modi, wherein Jerry counters and compliments PM. Modi thoughts for enabling citizens to understand their rights and responsibilities. The sequel to Mann-Ki-Baat is JANN-KI-BAAT (From the Heart of the Mind), an initiative desired by PM Modi, now created and co-authored by Jerry with outspoken living-legend Naseeruddin Shah. Jann-Ki-Baat (JKB) will crowd-source PUBLIC-OPINION-VIEWS for NATION-BUILDING. This book with PUBLIC-VIEWPOINTS, will be gifted to PM Modi as a citizen's-manifesto for championing-positive-change in India. The objective is to create a VOICE-FOR-CITIZEN-ACTION and Kindle PEOPLE-POWER in the world's largest-democracy. Supported by several media partners (BIG FM, Paytm etc), JKB has 10-themes for best governance, led by theme-Leaders, which includes actors Manjari Fadnis and Kunal Kapoor, Philanthropist Huzeifa Khorakiwalla and others. The book is accompanied by a nation-building song "Saare Jahan Se Achcha", composed by the-one-and-only music-maestro Sonu Nigam.
- **The-Joy-of-Giving is The-Joy-of-Living** is another Experimental-Neuroscience-Based-Book that speaks about a gratifying way to a happy-life.
- **Weekends-with-Zoe**, another book is a non-fictional true story of Jerry's engagement and conversations, as a Life-Coach with an 18-year-old girl who is dying, showcasing life-lessons and world-affairs insights, from Zoe's perspective.
- **moJOsh-Earth-Angels** is a book-series with true stories of Human-Angels.
- **Karishma-moJOsh-Miracle-Within** is based on THE-LAW-OF-TRANSFORMATION and written in real-time, with stories of human-miracles who although broken, refuse to give-up and breakdown, by persevering to break-through.

INTERVIEW HIGHLIGHTS WITH JERRY:

Q: When did you first realize you wanted to be a writer?

I have always been writing features and columns for magazines and newspapers from the age of 18. In 2002 while getting prepared to launch THE JOY OF GIVING mission, a chance meeting with Mr. Dashrath Manjhi (the man who moved a mountain) inspired me to launch www.iDishoom.com, the first news portal that tells true stories of real heroes and their heroic actions and I also instituted the Karmaveer Puraskaar awards to recognise real heroes, which we launched in 2006. In 2010 the idea to start a book series of the Karmaveer Real Heroes was seeded in my head and in 2013 we launched Karma Kurry which is now a book series that tells true stories of Real Heroes.

Q: What other authors are you friends with, and how do they help you become a better writer?

I am an experimental writer and have done a book called **Mann Ki Baat with PM Modi** and now the moJOsh Inspirator self-help series (which includes weekends with Zoe a book that a friend in Bollywood wants to make into a movie and Jann Ki Baat, which is a sequel to Mann Ki Baat where I crowd source public views to help the government improve on governance by listening to citizens and their voice. Hence in the milieu of current authors in India who mostly write fiction, I may not belong. I am friends with a selective few authors like Phil Zimbardo, Noam Chomsky, Arianna Huffington.

Jerry's majestic magnum-opus and most powerful self-help and personal-development book-series is titled moJOsh Inspirator, a learning framework and system, created by Jerry after 15 years of research and 3+ years of writing. moJOsh-Inspirator has essential life-leadership-lessons and wisdom based on 3-mindsets (moJO, JOsh and Inspirator mindset), 7-virtues and 0+22 Powers, which have impacted over 5 million lives around the world. moJOsh-Inspirator self-help-series will have sequels like to moJOsh-Inspirator for Youthpower; Kidpower; Coaching; Mentoring; Selling; Public-Speaking, Personal-Branding, Interpersonal-Mastery and all books will cover several spheres of professional and personal development

*Want to know more about Jeroninio?
Read the full interview on www.deltaaegis.com*



SUDIPTA DAS

AUTHOR OF THE ASYLUM DWELLER'S DIARY, BACK TO PLANET HOOLA & THE EXTRA-TERRESTRIAL DELIVERY

NOMINATED FOR THE INTERNATIONAL DUBLIN LITERARY AWARD 2018!

The story of author **Sudipta Das** is the story of a guy next door who got struck by Divine grace, through a multitude of ways. Since boyhood, he has been fascinated and intrigued by questions about relative consciousness, existence and the world. With time, these early hazy ideas became clearer. For example, he realized that "Through Philosophy, History, Economics and Science, all Knowledge and Wisdom, Humanity may eventually arrive at the awareness of its own Oneness". The author endeavors to burst some of the fractional bubbles that we inadvertently create around ourselves, and to guide us

towards the all-encompassing Whole. He envisions a Harmonised World. From his perspective and in his perception, the Supreme got the works done through this aspiring conduit by putting him through a series of fascinating and inspiring, extraordinary psychic and supernatural phenomena. These are few of the stories behind the story; the non-fiction behind the fictions. Contact: authorsdas@gmail.com

ABOUT HIS BOOKS:

THE ASYLUM DWELLER'S DIARY

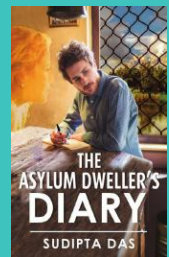
This is the first episode of the Alien 'Planet Hoola' Science Fiction Book Series created by Author Sudipta Das. The Asylum Dweller, Kit, appeared apparently out of nowhere and, after spending two decades at the asylum, disappeared mysteriously. All along, he maintained that he belongs to a technologically advanced alien Hoo race that live on a distant multi-colored planet called Hoola, millions of light years away from the Earth. He left behind his diary to his doctor. **Order your copy on Amazon & discover the universe.**

BACK TO PLANET HOOLA

This is a Science Fiction Romance book with philosophical and spiritual tinges, and the author's wonderful realizations embedded in an alien plot of divine aspirations, evil desires, intrigue, wisdom and love. It contains imaginative, interesting and insightful stories within the story line, serving you with food for thought. And beautiful poetry that transcend you to a realm of surreality. **Order your copy on Amazon today.**

THE EXTRA-TERRESTRIAL DELIVERY

NOMINATED FOR THE INTERNATIONAL DUBLIN LITERARY AWARD 2018, the most valuable Literary Award in the World! In this third episode of the 'Planet Hoola' Science Fiction Romance series, Author Sudipta Das traces the evolutionary path of the ascent of the alien Hoo race, on a far away planet. In this work, the Author has wonderfully combined the entire spectrum, from Physics to Metaphysics, and merged surreal poetry into sublime prose to intriguingly illustrate the Big Picture. **Order your copy on Amazon today.**



INTERVIEW HIGHLIGHTS WITH AUTHOR SUDIPTA DAS

Q: When did you first realize you wanted to be a writer?

The Author grew within me very gradually, over many years of time, decades in fact. Besides, I have been inwardly driven by the strive to do the Works, rather than by the want to become a writer.

Q: How long does it take you to write a book?

Unlike a college essay writing test, writing a book is like a journey. You keep going until you reach the destination, irrespective of the time you take. It took me years to create my books.

Q: What is your work schedule like when you're writing?

I do not follow any particular work schedule. I just try to put in as many hours a day as I can into writing.

Q: What would you say is your interesting writing quirk?

I delve more at the ideas and thoughts level; the sentences and words come next.

Q: Where do you get your information or ideas for your books?

I get my ideas from reading, from the world in and around me, and from life itself.

Q: When did you write your first book and how old were you?

Well, it took quite a long time to conceive and write my first Science Fiction Romance Book named THE ASYLUM DWELLER'S DIARY. I am glad that I didn't haste; otherwise its quality would not be as high as the book is. It

was first published from New York, USA. I was in my early 40s then.

Q: What do you like to do when you're not writing?

I listen to music, watch TV, go on tour, and spend quality time with my family.

Q: What does your family think of your writing?

Family is happy about my writing, and at the same time, they do not interfere in my work.

Q: What was one of the most surprising things you learned in creating your books?

The self-discovery that, I am capable of writing and producing such high quality Works of Literature, with a viable vision for a Harmonised World, which everyone can enjoy.

Q: How many books have you written? Which is your favourite?

Till date, I have three internationally published books, viz 1. THE ASYLUM DWELLER'S DIARY, 2. BACK TO PLANET HOOLA and 3. THE EXTRA-TERRESTRIAL DELIVERY. Together the books form a trilogy of the Alien 'Planet Hoola' Book Series. These Science Fiction Romance Books have been written in such ways that they can be enjoyed by everyone, without requiring specialized knowledge of Science. All of them are my favorites, equally interesting. THE EXTRA-TERRESTRIAL DELIVERY has been nominated for the INTERNATIONAL DUBLIN LITERARY AWARD 2018, the most valuable Literary Award in the World. Also, my intriguing Article 'HUMAN HARMONY: A FRESH

PERSPECTIVE, A NEW APPROACH' has been published in the renowned International Scholarly JOURNAL OF AUSSIE-SINO STUDIES, a collaboration between Australia and China in Higher Education.

Q: Do you like to create books for adults?

My books are for a wide age group, including adults. Beautiful Romance is an essential aspect of my books. If you mean creating books only for adults, may be, but only if a fascinating idea strikes me. If I ever create books only for adults, they will be smooth, subtle and tasteful.

Q: Do you have any suggestions to help me become a better writer? If so, what are they?

What you write is a reflection of who you are. So, be yourself instead of being carried away by the stereotyped externally.

Q: What do you think makes a good story?

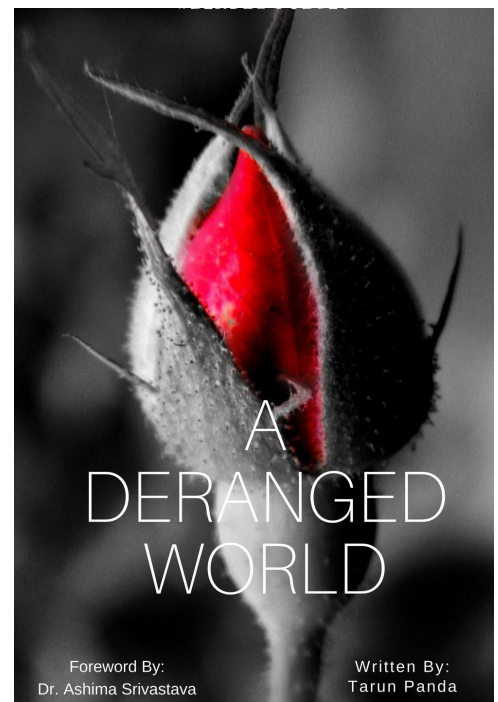
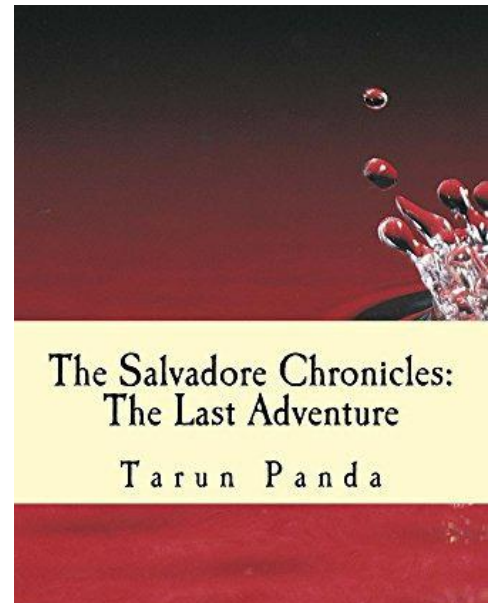
Good content, depth of thoughts, insight, truth and a great purpose are the things that make a good story.

Q: Do you try more to be original or to deliver to readers what they want?

All three of my published books are original works. Writing is a process of the Author's self-discovery. But then, a book is also an Author's communication to the Readers.

WANT TO KNOW MORE ABOUT SUDIPTA DAS & HIS BOOKS? READ THE FULL INTERVIEW ON WWW.DELTAEGIS.COM

[THE VIEWS EXPRESSED BY THE AUTHOR ARE HIS OWN AND NOT THAT OF GOVERNMENT, ORGANIZATION OR BODY.]



TARUN PANDA [in his words]

AUTHOR OF THE SALVADORE CHRONICLES: THE LAST ADVENTURE & A DERANGED WORLD

I was about 12 years old when I wrote the first draft of what would have been my first novel. I had only one vision: to tell the world what goes on inside my mind. I used to write about all the things the mind of a child could think about – dragons, warriors, mythologies and whatnot. But, I never went through with it. I wanted something more. Around 7 years later, I had to write a short story for my college assignment. After submitting the assignment, I got a positive review from my professor. She was extremely happy with my story line and one of my friends, who had read the script, pushed me to write a sequel to it. So, I just sat in front of my laptop one night, and started typing what would have happened after the events of the first draft.

While putting my thoughts on the paper, I had one of those 'flashbulb' moments. I thought about making it into a book; and, so I did. I kept on writing and before I knew it, within a span of 3 months, I had written a complete novel. On completion of the book, I further thought about making it into a trilogy. That's when I came up with the concept of "The Salvadore Chronicles". The name was suggested to me by one of my closest cousins and the editor of my first book – Arpita Mahapatra. I, straightaway, went on the internet and looked for ways to get my book published. I learnt about the concept of self-publishing and followed it step by step. By the end of the process, my book was published in print as well as on Amazon Kindle. I started working on the second part of the series but I got busy with my college work. For the next 4 years, I was completely focused on my education and developing my skillset.

ABOUT HIS BOOKS:

The Salvadore Chronicles: The Last Adventure: is a tale of two brothers who embark on an unknown journey. They had started off as a normal family trip, which turned out to be the biggest nightmare

A Deranged World: is about the experiences and pain that a person, who is suffering from depression, feels. The content of the book is maintained in its originality and no changes have been made in order to mould the words to sound more poetic.

INTERVIEW HIGHLIGHTS WITH TARUN PANDA

Q: When did you first realize you wanted to be a writer?

I was around 12 years of age. I had recently started reading a lot of books. I used to read books by authors like Ruskin Bond, Enid Blyton, R.L. Stine, and many more. Reading made a huge impact on my life, including the push I needed to become a writer. I started writing a story about dragons. I was largely influenced by “The Chronicles of Narnia” by C.S. Lewis. I had almost finished my manuscript, but I didn’t know how to get it published. So, I just kept it to myself. I was and still am, an introvert. I didn’t know how to ask for anybody’s help regarding anything. During that time, even the internet wasn’t that developed, or rather, I wasn’t that developed to use the internet, properly. I just gave up. I buried that manuscript deep below a pile of books and never took it out again. But, now, I feel that I should resume working on it.

Q: How long does it take you to write a book?

Well, there is no set limit. I am my own boss when it comes to writing. I write at my own pace, in my own setting, and I take as much time as I want to. Of course, when my readers ask me to hurry up, I sit down and start typing faster. Still, it’s all about when the ideas flow into my mind. There has never been any time when I sat in front of my writing pad or my laptop, and I ran out of words to write. I always find something to write about and that’s what a true writer’s mark is. You don’t have to sit and stare at the computer screen for hours, before you even begin writing. Just write whatever

flows into your mind. You can edit it multiple times afterwards. So, basically, I can write a book within a span of 1 month, 3 months or even 4 years. It just needs to be perfect.

Q: What do you like to do when you're not writing?

I read something, or I watch some of my favourite shows, like, Supernatural, The Walking Dead, F.R.I.E.N.D.S., etc. Other times, I’m either doing some course, or work at my office.

Q: Where do you get your information or ideas for your books?

The only place where the mankind can’t reach: my mind. Of course, I take inspirations from all around me. If anything happens in the world, and it triggers something in me, I write about it on my blog. For my books, I get ideas from my own life. Sometimes, the silliest of ideas get converted into Bestsellers.

Q: How many books have you written? Which is your favourite?

Till now, I have written 2 books and it’s really hard to choose between them as they both are from extremely different genres. I love both of them.

Q: What was one of the most surprising things you learned in creating your books?

I was amazed to know about the length of my imagination. I didn’t think I was going to be able to be at this stage when I had first started writing.

Q: What would you say is your interesting writing quirk?

I imagine my characters to be real. If I’m creating a whole new world with various characters in it, I always imagine it taking place in reality. If I’m writing about a zombie apocalypse, I will picture everything that will happen in the world, if that situation arises. This helps me write in a continuous flow.

Q: Do you hear from your readers much? What kinds of things do they say?

I do hear from my readers and the best thing that one of my readers had ever said to me was that I am one of the biggest inspirations that she has had in her life, and that my writing really motivates her. I felt accomplished as a writer, at that moment.

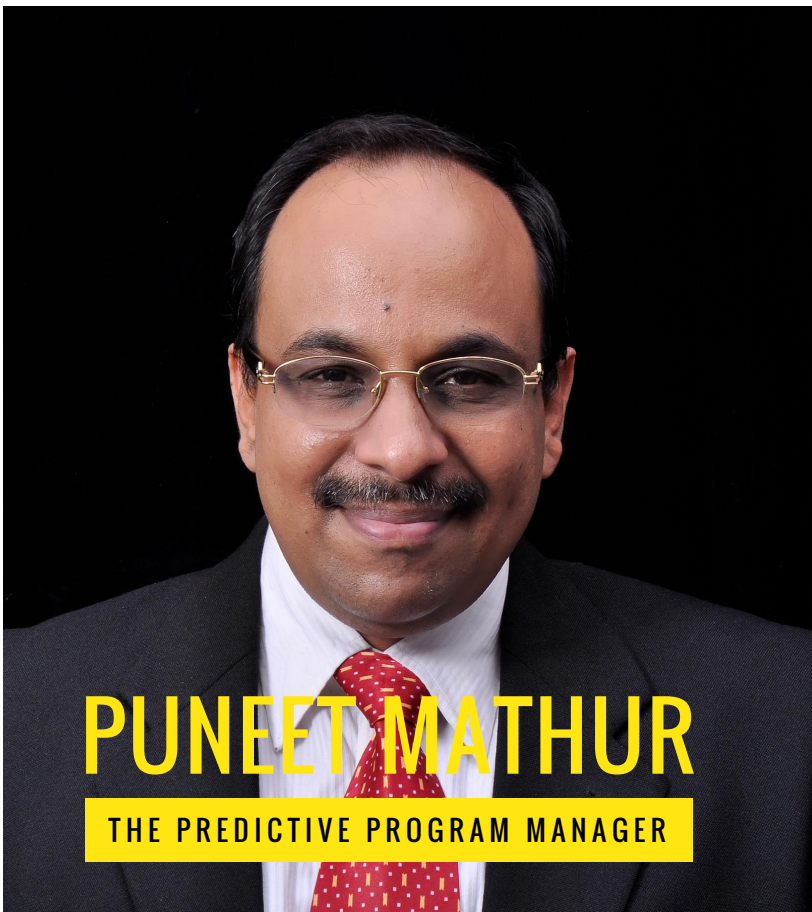
Q: Do you want each book to stand on its own, or are you trying to build a body of work with connections between each book?

“The Salvadore Chronicles” is a series of three books, with the third one being a prequel to the entire series. “A Deranged World” is a stand-alone book. Some of my upcoming works are going to be a mix of stand-alone novels and series.

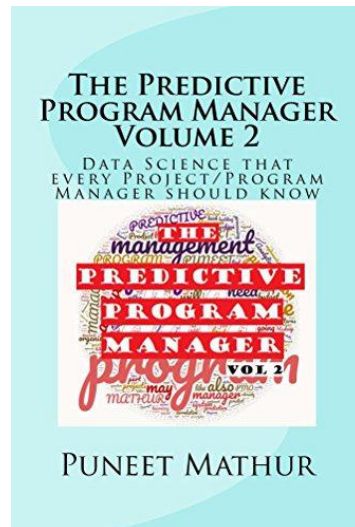
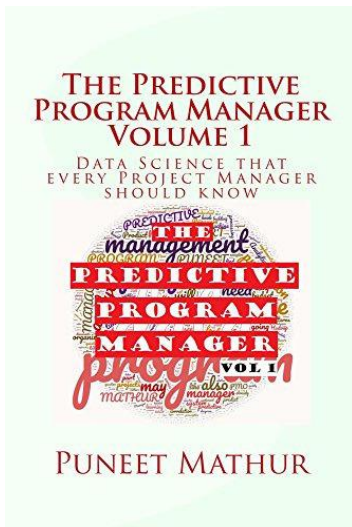
Q: Do you try more to be original or to deliver to readers what they want?

As much as readers’ satisfaction is important to me, I still try to be completely innovative with my writing style. I don’t like to repeat what I have already done in my previous work.

NOVELS OF TARUN PANDA ARE AVAILABLE TO ORDER ON AMAZON, FLIPKART & OTHER E-COMMERCE WEBSITES.



Puneet Mathur is an MBA from **La Trobe University, Australia**, and is professionally certified as a Project Management Professional by PMI USA and a Certified Corporate Director by IOD India. He is also an alumni of **IIM Bangalore** in Business Analytics and Intelligence. He has worked as a Machine Learning Consultant for many of his clients. Puneet has a nature of helping people in need of advice and that is how he started by studying their astrological charts and giving out predictions. When people used to give him feedback that his methods were very accurate he thought of making them learn simple prediction techniques so that they did not have to go to charlatan astrologers and get duped. This is when he decided to write his first 3 volumes book series Instant Karma Predictions which became popular on amazon and he predicted accurately events like President Obama's Election in 2012 and Prime Minister Narendra Modi's victory in them. Puneet is also credited with correctly predicting that India's Mars Orbiter satellite would reach Mars successfully without any hitches. Puneet Mathur is an Author, Machine Learning Consultant and a Coach and has over 18+ years of Corporate IT Industry experience. He has



risen right from a programmer to a 3rd Line Manager working with multinationals like HP, IBM and Dell at various levels. For the past 6 years he has been working as a Machine Learning Engineer for clients around the globe, by guiding and mentoring client teams stuck with machine learning problems. He also conducts Leadership and Motivational workshops, Machine Learning hands-on workshops. Throughout his career he has researched techniques of Predictive Analytics, Statistics, Machine Learning and Astrology to combine and give birth to a new age science known as "machine-O-logy". His new two volume book series "The Predictive Program Manager" is an instant success on kindle with more than 1500 downloads. He is currently writing books on Artificial Intelligence, Robotics and Machine Learning.

ABOUT HIS BOOKS "THE PREDICTIVE PROGRAM MANAGER" VOL. 1 & VOL. 2:

This book is for those Project or Program Managers who want to be Predictive.

Being Predictive means you the project or program manager is able to use data science and machine learning techniques on your existing project or programs. This book will teach you and show you step by step how to apply Data Science and Machine Learning techniques in your every project/program management job. If you do not know what is Data Science and Machine Learning don't worry in this book you will start from basics and move on to advanced levels with examples on practical programs and how to step by step apply these techniques from Program Management perspective.

Learn more on: www.ThePredictiveProgramManager.com

INTERVIEW HIGHLIGHTS WITH PUNEET MATHUR

Q: When did you first realize you wanted to be a writer?

Around a few years back when I had gathered a large body of knowledge in the prediction field and saw people approach me to help them in taking right decisions. I thought to myself why not make them all do their own predictions? Why not empower each human being so that they are able to use prediction in their daily lives. That is when I thought of writing a book on personal prediction techniques.

Q: How long does it take you to write a book?

A Short book on non-fiction takes about 1 to 2 months of research and another 1 to 2 months to write. Shortest is 2 months. Latest book that I am working on in Machine Learning which has 300+ pages with programming code takes 6 months to complete.

Q: What is your work schedule like when you're writing?

I am always writing for the past 5 years. Now that I am a full time author I write at least 7 to 10 hours a day. This includes doing research on the subject, writing program code, conducting surveys through my team, interviewing other professionals. It is an immersive job.

Q: What would you say is your interesting writing quirk?

I always start my book with an interesting anecdote to the topic of the book. This ensures the reader gets a small personal story at the beginning of the book itself.

Q: How do books get published?

Books get published in two ways today. Traditional Publishing and Self Publishing are both used by authors.

Q: What do you like to do when you're not writing?

I am working for my clients on machine learning projects. Apart from that I occasionally play golf.

Q: Where do you get your information or ideas for your books?

Over more than 18 years of corporate technology experience I have collected a vast body of knowledge in my head which I am in the process of putting in my books and sharing it with the world. Since I am a hands-on machine learning consultant as well, technical ideas keep on flowing due to new experiences gathered by working with various clients.

Q: When did you write your first book and when?

I wrote my first book 5 years ago Instant Karma Predictions 9 quick Indian and Chinese methods for Prediction. I was 40 years old.

Q: How many books have you written? Which is your favourite?

I have written 10 books most of them self published for kindle platform. My favourite is The Predictive Program Manager Book Series. It is a two volume book series where I teach the project and program managers on how to use machine learning in their jobs. It is my favourite because I have shared experiential knowledge aggregated over 18+ years in both these books with the reader.

Q: What was one of the most surprising things you learned in creating your books?

Self Publishing was a surprising thing to me and a pleasant one at that. It has given me the ability to reach the audience directly and get feedback from them. This is not possible in the traditional way of publishing books.

Q: Do you hear from your readers much? What kinds of things do they say?

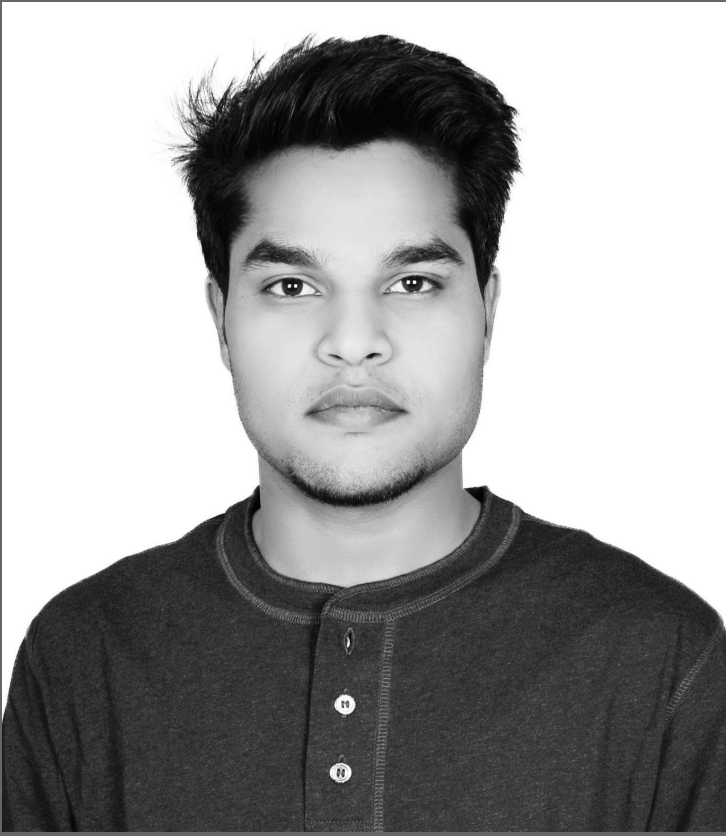
Readers of my Instant Karma Predictions series have written to me as to how prediction has changed their lives. One of them even wrote that he has become a professional soothsayer based on the techniques given in my books and was helping people use prediction in their daily lives. This was the purpose of writing the Instant Karma predictions book series and I felt that if my book has helped even a single soul in this world in getting their livelihood and help others in need then the purpose of the book is achieved.

Q: What do you think makes a good story?

I have not got the time to write fiction yet but will begin writing a good story which takes the audience into a different world than the one we live in. Everyone likes to escape into world of dreams and make believe some of them good and some of them bad, they do make great stories.

WANT TO KNOW MORE ABOUT PUNEET MATHUR & HIS BOOKS?
Read the full interview on www.deltaaegis.com

BOOKS OF PUNEET MATHUR ARE AVAILABLE TO ORDER ON AMAZON, FLIPKART & OTHER E-COMMERCE WEBSITES.



ATUL KUMAR

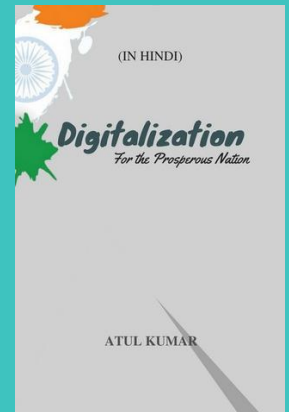
AUTHOR OF DIGITALIZATION & TA'ARUF - MERE SAPNO KI PEHCHAN

Atul kumar was born on; 29 August 1995. He is an Indian Writer/Author and social reformer. He is also a Health Professional/ Healthcare Provider. He first came into the light as a writer in the year 2017. He introduced himself as an author of "Digitalization...For the prosperous nation". This Book based on the theme of Digital India. He wrote this book to convey his opinion about Digitalization (Digital India) and how it can contribute in the development of the nation. He completed his school years at Government Higher Secondary School, Gwalior MP then he completed his graduation from ITM University (Gwalior) in the year of 2017.

ABOUT HIS BOOKS:

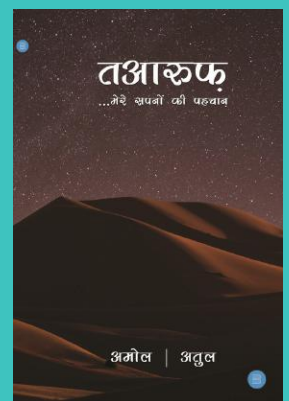
DIGITALIZATION... FOR THE PROSPEROUS NATION

This book is based on the theme of "Digital India" that was launched by Government of India on the date of 1 July 2015 in the presence of Prime Minister of India, Mr. Narendra Modi. Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improving online infrastructure, increasing Internet connectivity or by making the country digitally empowered in the field of technology. Author wrote this book to convey his opinion about Digitalization (Digital India) and how to contribute in the development of nation. And spread awareness about Digital India. **He got appreciation letter from Ministry of Information and Technology, Government of India (Digital India) in the year of 2017.**



TA'ARUF... MERE SAPNO KI PEHCHAN

Ta'aruf is a beautiful poetry collection, it also contain a short story about love. This Book is written by Atul Kumar (Author) and Author Amol and this is India's first poetry collection, in which a Student & a Professor penned different shades of emotions together about love and life journey. The title Ta'aruf selected by the Authors for this Book because it's basically Urdu word which means "Introduction or acquaintance" and the Authors believe that every day in our life, we are introduced to a new things, situation or a person and sometime these things or situation change your life forever...



INTERVIEW HIGHLIGHTS WITH ATUL KUMAR

Q: When did you first realize you wanted to be a writer?

If we....here I get in writing, then there is no connection me and writing, I have never thought I will write book like this someday. I remember clearly, when I was in 3rd year of my graduation. My friends and I use to go for a part time job just to pass the time, there I use to work as a social media marketing staff and a promoting staff too. Sometime, I use to promote about books. By the way, I don't read novels much. But talking how I start, it all started from there. Because from that time I realized I can also be a writer and I should start writing.

Q: How long does it take you to write a book?

According to me, writing a book doesn't take time is only taken by those who for the one is trying to write.. If I talk about how much time I take to write a book, I will say maybe 5-6 months. Because I don't have a particular schedule to write. I write whenever I have interest, my pen will be in my hands.

Q: What is your work schedule like when you're writing?

I like writing at night because I think I can write nicely during night time.

Q: What would you say is your interesting writing quirk?

There is a pretty good of variety but I prefer writing on motivation, fiction, story, biography, poetry, love and life-journey.

Q: How do books get published?

For publishing book there is a straight way, if the content is ready then you can directly meet

a publishing agency. I learnt many things about publishing. We can contact the MHRD and get own book published without giving any fees. After I came to know about my ISBN number. Being a digital India, my book got ISBN number quickly. 10 copies were printed to launch at a program held in my University.

Q: Where do you get your information or ideas for your books?

According to me, I think information and ideas need not to be searched. It is inside ourselves and in our surrounding, we only need to realize them and have the ability to understand and grasp the idea.

Q: When did you write your first book and when?

I wrote my first book in 2017 when I was 21 years old.

Q: How many books have you written? Which is your favourite?

I have written 2 books till now. My first book was published in 2017. The book was based on digital India. The main motive of the book is that everyone should participate in making a digital India. I published this book through MHRD and the other book is based on poetries. I wrote this book is very special for me because I wrote this book along with my favorite Professor Mr. Amol. He is always my favorite. So I am very proud that I wrote the book with him and will always be my favorite. This book is going to be published soon.

Q: What was one of the most surprising things you learned in creating your books?

When my first book was published, I learnt a lot of things like how are books published, the process required, and importance of ISBN number. I believe writing means expressing yourself in front of many people and it will continue to learn as I am much interested in this field.

Q: Do you hear from your readers much? What kinds of things do they say?

Yes..., whenever I meet with my friends, colleagues and readers, I feel very happy and get a lot of compliment, idea's & suggestions. They advise me to keep up my writing which makes me very happy.

Q: As a child, what did you want to learn when you grew up?

In life we need to learn new thing every time and in my life too I always learn new things and I will continue learning. Because learning doesn't depend on age.

Q: What does your family think of your writing?

When I wrote my first book, my family wasn't that supportive to me because they thinks these things will produce anything and there is no carrier in this field. But when my book was released some of my neighbors knew about it and they read it. It now they feel proud of me writing a book.

WANT TO KNOW MORE ABOUT ATUL KUMAR & HIS AUTHOR LIFE? Read the full interview on www.deltaaegis.com

BOOKS OF ATUL KUMAR ARE AVAILABLE TO ORDER ON AMAZON, FLIPKART & OTHER E-COMMERCE WEBSITES.

[in her words]

GEETANJALI PANDIT

AUTHOR OF BUDDHA AT WORK

I completed my first manuscript of the then titled 'Buddhism At Work' in 2012. It didn't read right to me. My editor kept telling me to think it through and make it more anecdotal, more friendly and less preachy. In my case, the darned writer's block just came and punched me out. After being KO'd by this block, I went into a shell and even refused to take my editor's calls. I had a sense of helplessness that for the first time in my life I simply could not communicate the way I wanted to. There was a sense of failure in this area of life. I knew the manuscript wasn't reading well. I couldn't find any enjoyment in reading what I had penned. It was a technical (and dare I say it, preachy) Buddhist text though written in phenomenal English.

This blocked and frozen state remained in place for several years, if you can believe it. Not just a day or two. Not just a month or two. Time passed. My publishing director even moved on from Hachette. The new publishing director called me and asked me to make a fresh start on the MS and rethink ways and means of writing. I made all the right noises and tried to push on the block. Nothing moved. ***I had almost given up on myself in the matter of completing or rewriting the book that is now "Buddha At Work"***. Friends, family and husband were all concerned and continued to remind me that the book was unfinished business.

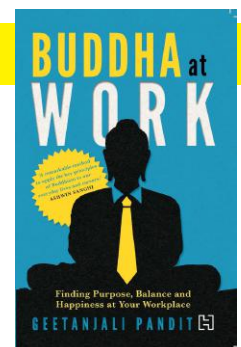


I hated all the reminders and the follow up. It deepened my sense of hopelessness about getting the book out there. To give myself a tangible starting point and not getting stressed about the result of it, I started reading about Shakyamuni's (Gautama Buddha's life). I picked up various books and made notes, rather desultorily, I must add. This started in October 2015.

One night, in February 2016, I was just (again desultorily, I must add) brushing my teeth and looking at myself, when my Eureka moment happened. I just knew what I had to do and how I had to write. I started writing the next morning and was able to complete the first draft of the manuscript by July 2016 and hand it over to my wonderful editors at Hachette India. The phenomenal response that I am getting from readers, the satisfaction and enjoyment of those reading Buddha At Work is so very encouraging. My brain is buzzing with ideas and thoughts. The block is unreal for this moment and as an author, I am looking forward to writing more and publishing more.

ABOUT MY BOOK:

To survive the modern workplace is no mean feat. You could be fresh out of college and struggling to find your dream job. You could be a mid-level employee dealing with an unhelpful boss who won't give you that promotion. Or a female manager frustrated by the glass ceiling. Or perhaps even recently unemployed, wondering how to cope with the vagaries of a changing job market and your own emotions. Or a head of a department suddenly bereft of purpose and meaning in all that you have done, achieved and even sacrificed in your long and hard professional journey. No matter where you are on the job ladder this book is for you. ***Learn how to problem solve at work. The Buddha way.***



INTERVIEW HIGHLIGHTS WITH GEETANJALI PANDIT

Q: When did you first realize you wanted to be a writer?

Well, as you know I am a HR professional, I had the overview of the struggle and many times it is such a hard struggle of so many people to succeed at the work-place, to really enjoy themselves at work. I felt that I knew a host of stuff that would help ease this daily struggle and grind of work. I shared my insights with many people but more as a coach. A lot of people always commented on my published articles and my speech in diff forums which always encouraged me to write more. Many others would say 'why don't you write? It is so wonderful and is sure to help other people'. I first realized that I wanted to reach out and help, encourage huge numbers of people and that is how I became a writer. Now of course, I know that I need to continue writing and continue encouraging as many people as I can.

Q: What is your work schedule like when you're writing?

I like to have an early start to get the thoughts going and express myself. As early in the day as possible. The morning hours are usually quieter and calmer.

Q: What would you say is your interesting writing quirk?

The most interesting quirk about my writing is the one I developed for *Buddha At Work* - writing non-fiction in a fictional format. Like a novel. And having a host of real people appear as a character in *Buddha At Work*. Of course, as themselves.

Q: Where do you get your information or ideas for your books?

All information and ideas in my

case begin with my own life and my observation all around.

Buddha At Work was born of my understanding and observation of people's struggle and situations at the workplace. This was coupled with my own struggle through different phases of my career - extended unemployment, people problems, politics, learning the skills of happiness, understanding balance, seeking protection against stress and so on. For me, writing is personal. Ideas for books are born from this element of personalization.

Q: When did you write your first book and when?

I wrote my first book way back when I just about 20 plus and studying law at Delhi University.

Q: How many books have you written? Which is your favourite?

Not many would know this but *Buddha At Work* is my third book so far. As I shared with you earlier, I wrote *Careers in Law* as a young law student many, many years ago. Immediately after completing my MBA from XLRI, I wrote my second book called *Careers in Management - MBA and After*.

Q: What was one of the most surprising things you learned in creating your books?

The most surprising thing I learned while writing *Buddha At Work* is how ideas and characters can take me over. So it feels like an act of co-creation rather than a solitary activity of writing. The absolute enjoyment in the act of writing was surprising. There was a period of great struggle for me at one time when the ideas were not flowing and when I was in a shell, unable to write.

Q: What does your family think of your writing?

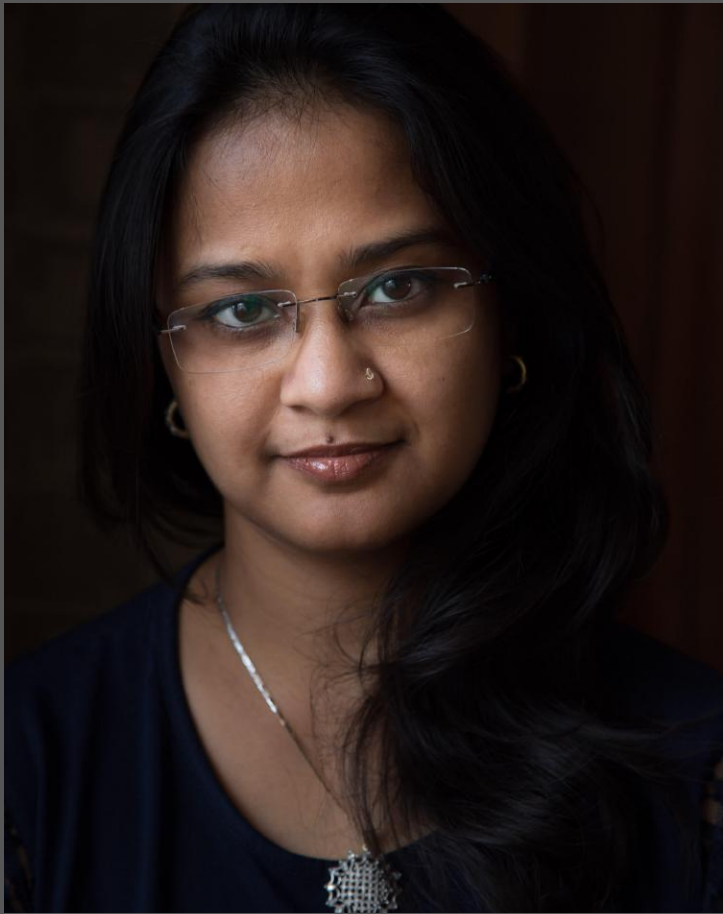
I believe that most of my family and even friends are very interested in what I write but they don't quite appreciate or even understand the sheer effort that writing takes and the absolute commitment one has to make for serious writing. So I have to suffer from frequent, much too frequent interruptions at home from family members and staff! I am left stumped by questions from my friends eg so how much time will you really take to complete this book? Why is it taking so much time? What else are you doing besides this? And so on.

Q: Do you hear from your readers much? What kinds of things do they say?

It is a matter of great pleasure, of encouragement and of inspiration to hear back from my readers. Yes, I do hear from them. I am accessible over LinkedIn, on Twitter and on Facebook. People write in to me over these media all the time. With notes of support, questions and queries, with suggestions and with requests for speaking assignments as well as delivering workshops based on *Buddha At Work*. Many readers have shared their story of how *Buddha At Work* has enabled them to transform themselves and how they have successfully used the techniques given in the book to change their situations at the place of work.

WANT TO KNOW MORE ABOUT GEETANJALI PANDIT? Read the full interview on www.deltaaegis.com

BOOKS OF GEETANJALI PANDIT ARE AVAILABLE TO ORDER ON AMAZON, FLIPKART & OTHER E-COMMERCE WEBSITES.



GARIMA GUPTA

AUTHOR OF THE BODY NIRVANA & BIRTH OF SIBLING

**COACH,
MEMBER INDIAN PSYCHIATRIC SOCIETY,
MEMBER NEW ZEALAND ASSOC OF
POSITIVE PSYCHOLOGY**

Garima Gupta is an Author and a Psychologist. She practices as a Life Coach on Wellness and Holistic Health. Her view of health comes from seeing our mind and body as one. She is best known for her book *The Body Nirvana: More than just a weight loss book*. This book helps the reader understand why they struggle with weight-loss and how to make simple changes in their life that impact their state of mind. With a healthier mind their body gets ready to finally shed the excess weight. Based out of Pune, India, she also coaches clients one-on-one in India and abroad, through online tools. Garima Gupta was born on May 25, 1976 into an Army household. She is a prolific writer with regular articles in major publications and online portals.

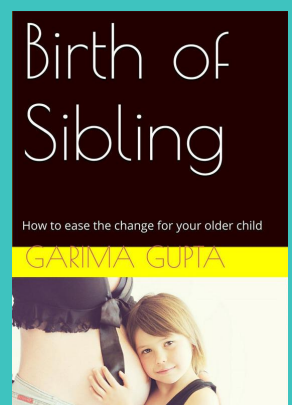
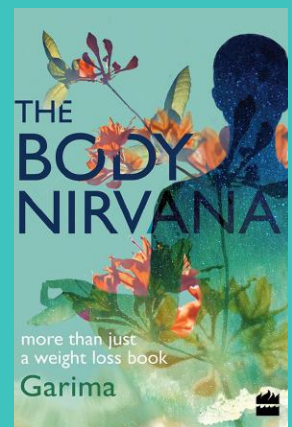
ABOUT HER BOOKS:

THE BODY NIRVANA - MORE THAN A WEIGHT LOSS BOOK

The body listens, remembers and speaks to us. We receive the body's messages all the time, although we seldom recognize them. Our body expresses its unmet needs and calls for attention in many ways. And so it is with weight. This is a puzzling matter only because some pieces of the puzzle are not in the box you were handed. Your weight is not a body issue. Excess weight is really a multi-dimensional problem showing up as an oversized body. Popular media is still full of diet and exercise advice that is based on sacrifice and punishment. *The Body Nirvana* is about gradually letting go of everything that literally and metaphorically weighs you down. It is time to rejoice in your body's vitality and its capacity to take you towards your life's goals!

THE BIRTH OF SIBLING

Read this book if you are expecting or have just delivered your second baby. This is a concise, precise go-to book for taking the best possible care of the emotional needs of your older child, as you prepare for and have your second child. The prospect of having a sibling is typically cause for great excitement for a child. However, many a times they are caught by total surprise at all the change that this entails. As a result, rather than feeling responsible or affectionate, they end up feeling threatened and angry towards the baby. When you do the activities listed here with your child, both before and after the arrival of the baby, you will teach your child to happily transition from being the only child to an older brother or sister. This will sow the seeds for a lifetime of healthy relationship between siblings and strong family bond.



INTERVIEW HIGHLIGHTS WITH GARIMA GUPTA

Q: When did you first realize you wanted to be a writer?

I wasn't always a writer. I am a Psychologist and counseled people. With my experience as a therapist I started noticing some trends in thought-process and other traits of people who came to me. I wanted people to learn that certain tweaks to how they were perceiving 'reality' and 'problems' would give a lot of relief to their heart-ache. Counseling is very intensive where for every 1 hour I spend only one person is benefited. So I started writing blogs, articles and publishing in magazines and online platforms so I could speak to many more people at once. Writing was an off-shoot of my work as therapist and coach.

Q: How long does it take you to write a book?

Ah well, it can be done in weeks too, I suppose. I wrote a book *Birth of Sibling* for second time parents (available as e-book on Amazon) which I finished in a few weeks. It is less than 50 pages because it is meant for over-busy parents who have a newborn as well as an older child to care for. But *The Body Nirvana* consumed me for 4 years. The first two were spent writing the thoughts down. The next 2 were for cleaning the energy of the book. What I mean by that is *The Body Nirvana* is for deep inner healing. It was my desire that the book should not be corrupted by petty desires of mine, like self-aggrandizement, ambition, proving a point etc. So I went over each word of the book about 100 times, changing the lines till all that was left was pure healing energy. I suppose it worked. One lady said this was the only book she took to her

knee surgery. Another opens any page of *The Body Nirvana* and reads, to feel comforted when disturbed. Finding a publisher is another 1 year's job, sometimes. And after the contract it can take a big publishing house upwards of a year to actually release the book. Writing a book is not for instant-gratification!

Q: When did you write your first book and when?

At 40. My first book is *Birth of Sibling*. I wrote articles for about 10 years before that.

Q: What is your work schedule like when you're writing?

I wear a few different hats. So once the kids are sent to school, an hour in the morning is for my own wellness routine. Post breakfast I am at my desk writing. This includes writing new articles, making social media posts and working on my upcoming books. Evenings are for hanging out with the kids and late-evening when they are out playing I spend time on my hobby of singing. Rest is family time with hubby and kids. At bedtime I have another short routine for my wellness and self-growth.

Q: What was one of the most surprising things you learned in creating your books?

How hard it is to get a publisher's attention. Then I was surprised by how fearful one feels when sending one's manuscript to publishers, like one's baby is going to college! All your fear of criticism comes to fore. And it also surprised me how overwhelmingly joyful it is to have other people read your work and appreciate it, even benefit by it. It was all a bundle of surprises! I love writing.

Q: How many books have you written? Which is favourite?

I have published two books and am working on another two. Please don't make me choose. Like I said, a book is like your baby, you can't really choose one!

Q: Where do you get the ideas for your books?

By reading! I write non-fiction so there is a lot of information out there. I never believed in re-inventing the wheel. I read voraciously when I'm writing. I read the best books in the realm as well as a lot of cutting-edge research from institutions and universities.

Q: Do you hear from your readers much? What kinds of things do they say?

Oh, absolutely. I run a facebook page called [facebook.com/TheBodyNirvana](https://www.facebook.com/TheBodyNirvana) that has more than 11,000 followers. I also read Amazon reviews of my books. I'm also active on many social media groups. These places bring me voices of my readers. I am so eager to hear from my readers that the last page of *The Body Nirvana* book has all my contact details so readers can email me or stay in touch. I've heard really powerful stories from my readers about their inner transformation. I just feel so blessed!

Q: Do you like to create books for adults?

Yes both my books were for adults.

WANT TO KNOW MORE ABOUT GARIMA GUPTA & HER BOOKS? Read the full interview on www.deltaaegis.com

BOOKS OF GARIMA GUPTA ARE AVAILABLE TO ORDER ON AMAZON & FOLLOW HER ON TWITTER: @Garima_Coach



AMIT DEEP KUMAR

AUTHOR OF SOUL CUPPA - THE CUP OF SOUL

FOUNDER & CEO OF KHANAGADI.COM

Amit Deep Kumar is a nomad who bears a never-ending inquisitiveness Vedanta & Vedic Philosophy. He is an avid reader of Philosophy, Saint Kabir, English Fiction & Poetry. His quest to explore life & meet people from different societies has taken him to many places around the world. He is often seen hiking near Ranikhet in Almora & Laddakh. He is a diehard wildlife enthusiast cum photographer. The Ranthambore National Park is one of his favorite hideout to pitch his tent. Ranthambore National Park is a vast wildlife reserve near the town of Sawai Madhopur in Rajasthan, northern India. It is a former royal hunting ground and home to tigers, leopards and marsh crocodiles. Its landmarks include the imposing 10th-century Ranthambore Fort, on a hilltop, and the Ganesh Mandir temple. Also in the park, Padam Talao Lake is known for its abundance of water lilies.

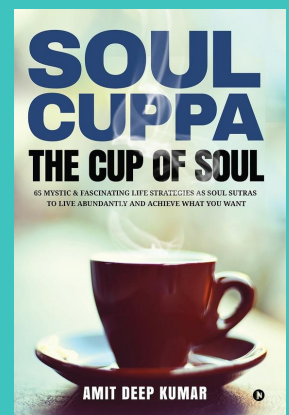
With a career spanning over 18 years, Amit has sold everything from fast food, bakery products, beverages, vegetables & shampoos to healthcare services, wellness products, medical devices, IT, ITES & an online food delivery portal. Amit currently lives in his hometown, Jaipur, with his wife & two wonderful daughters.

ABOUT HIS BOOK:

SOUL CUPPA - THE CUP OF SOUL

The Cuppa means "A cup of" in Irish, and just like a cup of tea, Soul Cuppa is a refreshing cup of 65 Soul Sutras or Life Strategy that will rejuvenate your perspective of life and help you redefine many aspects of it.

The mission of this book is to Un-Complex & Un-Clutter anything that helps us reclaim ourselves in this ever turbulent world. The sutras are not only relevant & straightforward but also carry a mystical sense around them like our soul. They beautifully interrelate many facets of our daily life. They touch you, hold your hand & gently show you a path to elevation where you can abandon all misery, turmoil & unhappiness to regain happiness; your true nature while fulfilling your worldly duties in this karmic world.



INTERVIEW HIGHLIGHTS WITH AMIT DEEP KUMAR

Q: When did you first realize you wanted to be a writer?

I used to read so many books during my summer breaks in my school but the urge to write came around early 1999 when I first read "One hundred years of solitude" by Gabriel Garcia Marquez.

Q: How long does it take you to write a book?

Well, it took me almost 9 years to compile my first book – Soul Cuppa-The Cup of Soul as I used to write on life strategies as a Journal while traveling and observing people in their daily life around the globe.

Q: What is your work schedule like when you're writing?

It depends on my mood frankly speaking, if I have something going on in my mind about a topic or a character, I could get up and write endlessly even at 4 am or around midnight, I tried to stick around a schedule but it never worked with me, so I am sort of an extempore writer

Q: What would you say is your interesting writing quirk?

I guess I try to blend and invoke real life examples of some exemplary traits of achievement or incidents with my work to gently touch the reader's mind and kindle his engagement, I mean you got to watch out for the flow else the reader might get distracted especially in Non Fiction which I am currently writing in to.

Q: How do you get your books published?

After completing my first book , I did not have even an iota of experience on how to go

publishing about it, so I decided to self publish but I myself got involved deeply in to copyrighting and editing then found my existing publisher.

Q: Where do you get the ideas for your books?

From everyday life, people around me, their struggles, the daily life, my hiking trips in Himalayas, my road trips , my work and my interaction with people with a childlike inquisitiveness on every small thing that happens around us.

Q: When did you write your first book & how old were you?

I just published my first book "Soul Cuppa-The Cup of Soul "at the age of 41, although I have been writing it for last 9 years.

Q: What do you like to do when you're not writing?

I drive to Himalayas, Leh and Ranikhet and while at home, I make it a point to spend maximum time with my two daughters and wife at home, I read a lot when I am not writing as it plays a pivotal role to set the next context of my own writing. Currently I am reading "Homodeus" by Yual Noah harari which has touched me deeply and how I used to see the world and its future.

Q: What does your family think of your writing?

Oh they are very much ok however they understand that once I am in my writing zone, I am not reachable but overall they have been very supportive in this pursuit of my life.

Q: What was one of the most surprising things you learned in creating your books?

Time. It is most critical element of the entire writing experience, while some people may say that you have got all the time in the world as you only do writing 24x7 but what I mean to say is that your best often comes at the right timing with right mindset, sometimes it so happens that you have got a flood of thoughts in your mind but somehow the translations of the words does not inspire you even, you go to the deepest corners of your mind to relate and set a perspective for your readers and you need to align many things especially in my genre of "Self help".

Q: How many books have you written?

Just one, Soul Cuppa-The Cup of Life, it contains 65 mystic life and work strategies as "Soul Sutras" powerful enough to change your perspective on life with some very easy language and tone and you gonna love the Para Punch at the end of each chapter.

Q: Do you have any suggestions to help me become a better writer? If so, what are they?

Just start writing, I could only say this much, sometimes the first step is the only obstacle between you and your first book, even if the initial work does not make any sense to you, do not give up, very soon you will be able to view that distant connect and once you reach that pinnacle, I think the deal is done.

WANT TO KNOW MORE ABOUT AMIT DEEP KUMAR? Read the full interview on www.deltaaegis.com

BOOKS OF AMIT DEEP ARE AVAILABLE TO ORDER ON AMAZON, FLIPKART & OTHER E-COMMERCE WEBSITES.

LAVINA SHWETA PRITMANI



MAKEOVERS BY LAVINA



LAVINA SHWETA PRITMANI

MAKEUP ARTIST, BANGKOK, THAILAND

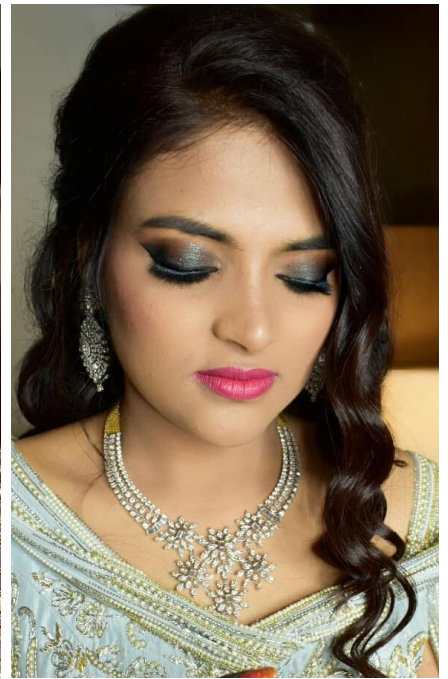
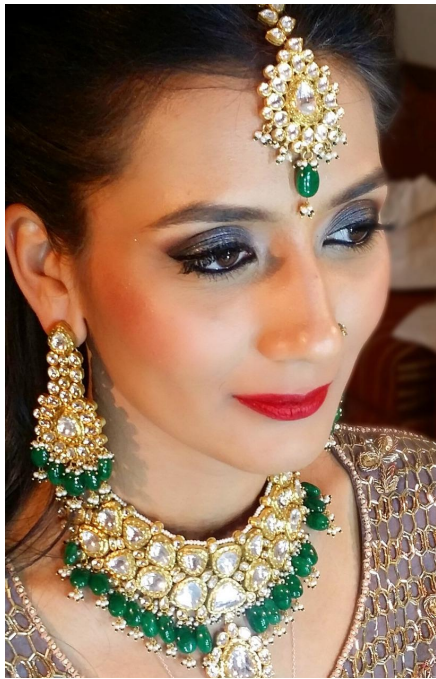
She is a Thailand based professional makeup artist, started her career 8 years back as a freelancer. She was always fascinated about makeup and fashion but was very unsure about taking it as a career. Lavina did her first professional course in 2004 but that was not the start of her dream profession.

Being a very shy girl she thought she will not be able to persuade her dreams, as makeup artistry is a profession which involves working closely with other people. Communication is the key! And that was the only reason for her behind choosing her family business over chasing her dream. But, that was not the end of her passion about makeup, it rather increased with time.

It's never too late to follow your dreams... In 2010, Lavina finally decided to choose what she really wanted to do in her life. She did many updated courses and completed a diploma in makeup artistry from an international makeup school in 2014.






She believes in versatility, like to play with colors and that's why she also like to do fantasy makeup.

Lavina have worked on countless destination weddings, events, catalogs, performances, fashion editorials and runways but most fascinating job for her are the Indian destination weddings. Indian weddings are occasions where everyone wants to look their best. Where we meet people from various countries & regions with different ideas and demands. She always prefer to set meetings with her clients before the wedding and make sure to learn about their personal styles and comfort zones. She also love when the clients share their ideas or a particular look that they want. Using the best make-up brands, she deliver the best results!



LAVINA & TEAM AT MRS. INDIA INTERNATIONAL 2017

CONTACT HER FOR

-  MakeupByLavina
-  MakeupByLavina
-  lavinamakeup
-  lavina_bkk@hotmail.com
-  +66 845 372 755

- Weddings
- Events/Parties
- Catalogs
- Fashion editorials
- Runways
- Regular

HIMANI CHHABRA

MAKEUP ARTIST, HARYANA, INDIA

Since childhood she have been fascinated by Makeup and beauty. After her Marriage and conceiving, she had to take a break from her Job. She worked as store manager at MAC. Even though she left the job, her interest for makeup never died. She kept herself connected with Makeup and during the course of time Himani realized that she has the potential to be a professional Makeup artist.

"My clients' affection and feedback for my work made me decide that I can make my name among the best Makeup Artists."

- She said.

She is grateful that she got an opportunity to polish her makeup skills under right mentors, while working at MAC.

Right makeup technique works wonders & gives confidence. It's not that putting on makeup will change the world or even your life, but it can be a first step in learning things about yourself you may never have discovered.

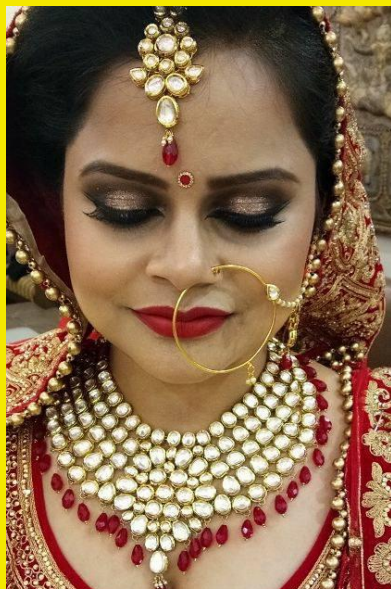
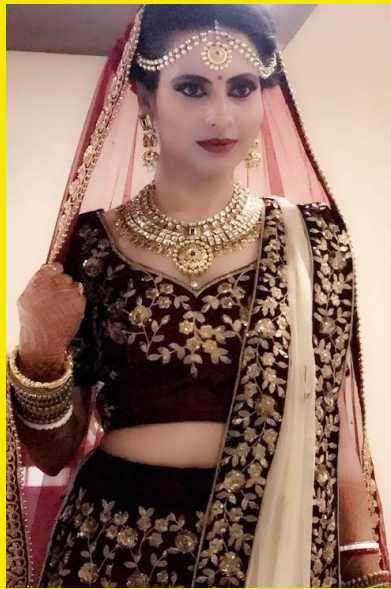
Most of the people try to change their skin color and that's the biggest mistake they do. She believes in one's natural skin color and never try to change it. Artificial makeup has got nothing to do with color of your skin. Honoring it is appreciation for conscious, beautiful-love-inspired diversity.

" Be so busy improving yourself that you have no time to criticize others ".

- Himani Chhabra

+91 981 136 1172

 @makeup.style.you



MAKEOVERS BY HIMANI

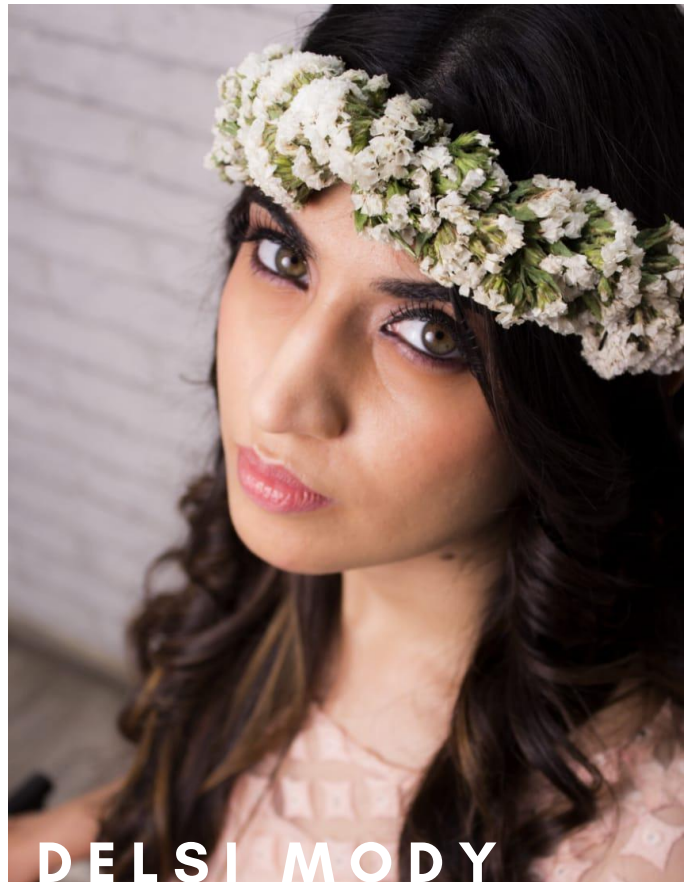
Delsi Mody

MAKEUP ARTIST, MUMBAI, INDIA



INTERVIEW STORY

Delsi is a Makeup Artist and Session Stylist. Since 7 years she is in this this artistic industry. It is a huge platform for her with a bundle of experiences, where she learned to have Patience. Patience is the key to anything & everything and with that patience she gained confidence for her Work. She believes every woman is pretty without makeup, but can be pretty powerful with the right makeup. Makeup is an art, an expression that is very important for all women out there. It is not used only to hide flaws but to enhance the Personality of a person.



MAKEOVERS BY DELSI MODY



She learnt her initial basics from Smitu Selarka then in the Academy of Cherag Bamboat, a celebrity Artist known as "Magical Makeovers". She also took experience under Hemali Bhatia, and attended workshops help by Ojas ranjani. She have assisted and mentored an International Hairstylist, Ity Agarwal for academic basics and advance courses of Hair at the the school of Namrata Soni.

Her learning experience has been very colorful, as she have learnt it from successful people of the Industry. All the teachings and self learning has evolved her today as a successful and confident Makeup Artist and Session Stylist.

"Give a women the Right Lipstick and she would give you the Right Attitude".

- Delsi Mody

+91 998 714 9739

 @delsimody

 @delsimodymua

THE SPAGHETTOLOGIST

DÉ MODÉ | MAY-JUN 2018 INTERNATIONAL EDITION



DARE TO BE UNIQUE

PHOTOGRAPHER: SAMUEL NAI - SWING STUDIO

IG: SAMMYSWINGSTUDIO - FB: SWINGSTUDIOCAFE

MODEL: SAMUEL NAI

IG: THESAMMYSHOWTSS - FB: THESAMMYSHOW

STYLIST: THE SPAGHETTOLOGIST

IG / FB: THESPAGHETTOLOGIST

AA DESIGNS

EXQUISITE DESIGN SOLUTIONS BY AAMNA
MULLA & ANKIT AWATWANI

is known for its exquisite design solutions. It aims to convert living spaces into an elite experience through client satisfaction and optimum space utilization. The key motive and objective of this firm is to endeavoring for long, trustworthy client relationships through integrity.



AAMNA MULLA
FOUNDER, AA DESIGNS



ANKIT AWATWANI
CO-FOUNDER, AA DESIGNS

Interior Designer *Aamna Mulla's* creative journey began during her High School days which gave her the direction and desire to pursue Interior Designing through her instinct and interest. She has great listening skills and has the ability to multi-task. She has obtained a degree in Interior Designing from NIMS University, Jaipur. Currently pursuing further education from New York Institute of Art + Design.

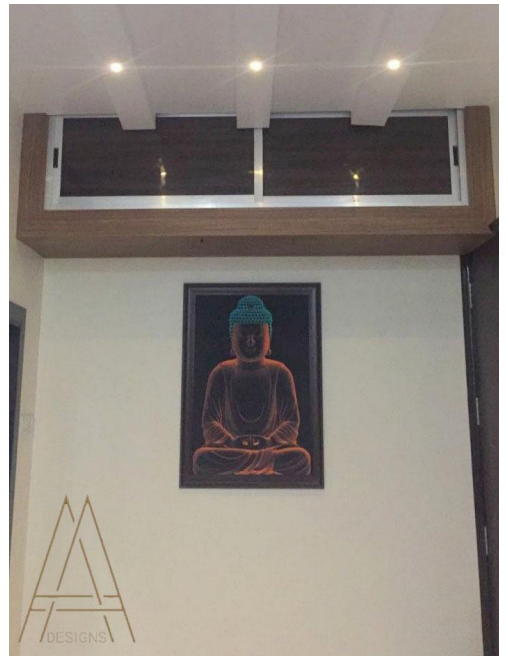
Interior Designer *Ankit Awatwani* has obtained a degree in Interior Designing from NIMS University, Jaipur. Belonging to a business family with a history of a furniture firm which inspired him to embark his skills in Interiors. He has a very detail-oriented nature and holds knowledge of diverse design styles.

The team has established the firm in **Pune**, which holds clientele in various parts of India. They believe that the best design concepts should be

functional, highly efficient and should reflect the lifestyle of the client.

They are driven by an urge of passion to create unique spaces that are tailor-made to suit their client's style and preference. They are a team of high dedication and with a perfect mind to interpret the likes of their client and customize the interiors in accordance with their style, needs, and budget.

They offer comprehensive interior design services for both residential and commercial spaces. They provide services from high end to exclusive residential spaces like flats, bungalows & commercial spaces like small workplace to corporate offices. They have executed many residential projects as well as commercial projects ranging from a single room to a 2-storeyed bungalow. They believe in deploying a platform for Design with the help of their passion & dedication.



INTERVIEW HIGHLIGHTS WITH AAMNA & ANKIT

Q: What piece in your portfolio are you most proud of?

As each project completed by us is unique in its own style it is a difficult decision for us to name one of them the best. But, the one closest to us is the office we refurbished in MP, since this project was a true test of our technique and talent. This ordinary space that we curved to be the most eye catching commercial office with a new aura and the best amenities.

Q: Which of your work sample involved more technical expertise?

Technicalities have to be overcome in every phase of each project, tackling them skillfully is what matters. A living room for a residential apartment we designed probed a lot of challenges technically for us as the brass inlay into the marble tv panel was a process that required precision skill and patience.

Q: How would you prioritize tasks for a renovation project?

A renovation project is more challenging. Every space has to be styled in a specific way so as to suit the client's vision and make optimum use of the limited space which suits best to the client's lifestyle. Creating a modern contemporary look with a personal touch.

Q: What do you need to consider when designing?

To know the client in the best way is the key basic to the start of any project as each and every space has to reflect the personality of the person residing as well as our creativity and expertise that goes hand in hand.

The lifestyle and requirement of the client is considered at the top priority.

Q: What do you know about sustainable design? Do you use it in your work plans?

Yes, we have knowledge about sustainable design and try to use it in many of our projects and plan to not only keep working on it but improve in it with the coming times and trends.

Q: What are a couple of questions you'd ask to discover your client's requirements?

The basic questions before starting our project include are as to how the room is going to be used by the occupants. In case of a residential project how big their family is, do they have any pets, do they have any children and if yes what is their age group or if there are any elderly people in the house. Is their style at home formal or informal is also any important factor to be noted. And is there any specific color that they prefer the most. These are a few questions that need to be answered in the beginning.

Q: Is there any interior design style you favor/dislike?

We believe in experimenting with the space in design mostly creating a modern contemporary look with a personal touch which the client approves.

Q: How do you keep up with industry changes?

By visiting architecture and design exhibitions and expo's to keep ourselves updated about the new materials and trends introduced. Meeting new products directly from manufacturers is really effective.

Q: Do you prefer functionality or appeal?

Both functionality and appeal play an equally important role in interior designing as they are just like two wheels of a chariot.

Q: Were you artistic as a child?

As a child I was very fond of painting and used to paint a lot of sceneries with tiny houses in them. – *Aamna Mulla*
Not really! But my sketching has improved with time – *Ankit Awatwani*

Q: Describe a time when you fell behind schedule. What did you do?

We increased our team strength and doubled the shift to reduce any further delay. The team is our strength. Our clients were also very co operative and understood our situation specially when we import raw materials.

Q: Have you ever exceeded the budget for a project?

Yes, budget is something that can go up and down anytime while working on the project but we make sure that the client has all the knowledge and information about it. Our aim is always to work in the limited resources provided and decided by us.

Q: Tell me about a time you disagreed with your team on something. How did you handle it?

Such situations do arise when you are uncertain about a specific part of work especially when you have a knowledgeable team who come up with bright ideas; we trust them about it and let them go forward with it which in return, turns out very brilliant.

INCENSE INTERIOR

DECORATING YOUR LIFE (DESIGNS FOR ALL AGES)



Incense Interior projects are approachable, livable, responsible, and of course beautiful environments in which to live and work better.



SUDHIR KUMAR DUBEY
FOUNDER, INCENSE INT. EXT. PVT. LTD.



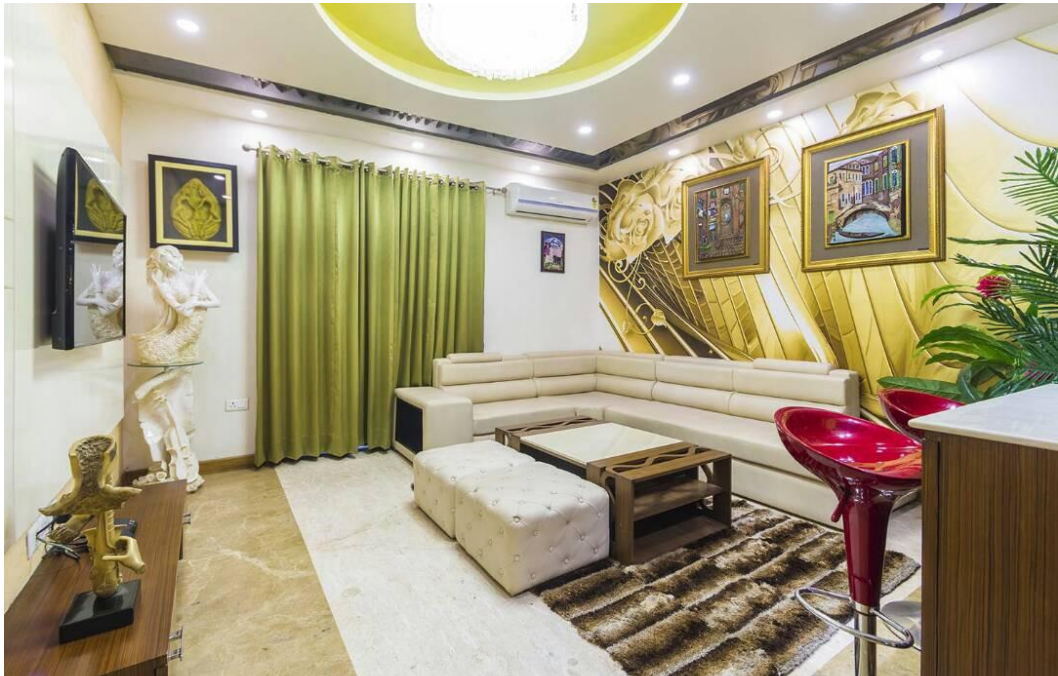
Sudhir Kr. Dubey's focus on Design for All Ages and Abilities helps people stay in their homes during all stages of life. Incense's expertise in Design for All has been inspired by real life experiences and informed by years of designing new homes and renovating existing ones. Throughout the practice, his focus is on creating livable environments. In that spirit, we are passionate about creating homes that support our aging population and disabled members of our communities.

Good design can support the way we live. Good design can keep us safe and comfortable in our homes throughout our lives. Many types of disabilities develop as we age, each appearing at a different rate and with a different degree of impairment for each of us. Low vision, diminishing hearing, loss of balance, reduced range of motion, and decreased mobility change the way we live in our homes. Shouldn't homes be designed to allow us to age in place?

They consider access, safety, ease of movement, and usability when they design spaces for all ages and abilities. They also strive to keep these spaces beautiful and delightful, which are chief characteristics of all Incense Projects. They hope to help their clients feel empowered and autonomous as long as possible in their own homes. Their ideas are tried and true. They have designed projects that abide by the principles and considerations of design for all ages and abilities.

The Design for All consultation is an onsite meeting with an architect or interior designer from Incense. We will assess challenges to accessibility in your home, brainstorm opportunities to create more livable spaces, and sketch renovation options if needed.

To schedule your Design for All consultation, just call them at 704-225-6199 or email at md.iiepl@gmail.com and tell them about your project.



INTERIOR & EXTERIOR DESIGNS BY INCENSE INTERIOR

TURNKEYYY INTERIOR



Having made **Rs 20 million** in barely 18 months, Turnkeyyy is making interior design stress-free.

AMONG THE BEST INTERIOR DESIGN FIRMS IN KOLKATA, INDIA



CCHANDAN KATARUKA
FOUNDER, TURNKEYYY INTERIOR



TURNKEYYY TEAM
TURNKEYYY INTERIOR OFFICE, KOLKATA

Kolkata based end-to-end exterior and interior design startup Turnkeyyy offers complete home designing, decoration & aggregation solutions, from floor plans to customized furniture's to suits clients requirements and budget.

In 2008, when **C Chandan Kataruka** bought a new flat in Kolkata, he hired an Interior Designer. He soon found out that there was no transparency in the cost aspects, and that he was never filled in on complete material details decided to solve his problem himself, Later when he was working for a healthcare he again came across many such incidents, he was never happy with the service providers and he always knew that there is huge scope of improvement in the field, C Chandan decided to startup.

C Chandan, now 39 years old came from the right background. Originally from Jhunjhunu-Rajasthan, he got the opportunity to spearhead ONM planning and budgeting during his professional

career of last 10 years in Kolkata with an automobile dealership and a private hospital. A graduate, he has worked in the capacity of Customer Care Manager, Manager Operations and General Manager-Operations and Maintenance.

Hinting at what today's customer need- A complete service provider-C Chandan named his startup **Turnkeyyy** with a tag line "**You give the key to us and we give back the keys with anything and everything you need**" and launched it in 2016.

"We set the expectation that we will provide only the best design, a transparent cost structure and guaranteed completion of project that we undertake well in time. We have added professionalism, which was missing in this space and ensure that the consumers get personalized homes and office," **Ishita tells.**

Ishita Nandy (Co-Founder), born and brought-up in a Bengali family, feels people in Kolkata are comparatively more receptive to new ideas.



**NABARUN CHAKRABORTHY
(FOUNDER)
NABARUNIFIED**



YOUR DIGITAL DOORWAY

**/ BY NABARUN CHAKRABORTHY
[IN HIS WORDS]**

**LOW COST QUALITY EDUCATION TO
UNDER-PRIVILEGED STUDENTS AS WELL
AS COST-EFFECTIVE TAILOR MADE
DIGITAL SOLUTIONS TO OUR DIGITAL
CLIENTS**

There was always a dream that I dreamt, "To change lives and make a difference". I was making a miniscule difference in the classrooms of the institute where I worked as a digital marketing trainer and later as their National Technical Head. Yet the desire to create a platform which will keep "students' welfare" as the focal point and not business revenue kept haunting me. This passion was probably the reason why **Nabarunified** came into being.

Nabarunified tries to create a value exchange platform where significance of work and education touches lives rather than become a commodity of barter. It has always been our priority to provide low cost

quality education to under-privileged students as well as cost-effective tailor made digital solutions to our digital clients.

We focus on building long term mutually rewarding relationships with our clientele wherein doing business becomes a pleasure. The reason why we feel we had a steady growth was long term vision and seeing the larger picture

from the initial days. We kept our expenses to the minimum yet never compromised on quality and essentials. We kept manpower hiring to the minimum and did most of the work ourselves. We sacrificed our comforts and focused on the need of the hour.

Reading the right books, watching the right movies and being with the right crowd early on in life paid off as our hard work, wisdom, passion and farsightedness brought us closer to the light which was now visible at the end of the tunnel.

This May '18 we touched 6 months of our startup and so far we have made steady growth and minimized our lending to almost zero.

Nabarunified now runs on the cash flow from its students and well as its digital marketing clients which spread across Kolkata, India and Pan world.

We being experienced digital marketing professionals ourselves knew it early on that a steady social presence with great content would eventually lead to a greater engagement ratio with our audiences. Networking and outreach also helped us to bag corporate training gigs as well as clients to service with Digital Marketing solutions. Our USP lies in that we provide tailor made solutions for each valuable client and not feed them with a one-size-fits-all solution.

This actualization of our vision inspires us to keep walking on this path that we choose to walk on in spite of all the difficulties that every startup comes across in the teething period.

The vision with which Nabarunified took off is thriving in the lives we changed in the course of our journey. We were fortunate to experience this change as some of our students took to entrepreneurship successfully while others bagged good employment. We currently have a rich repertoire of digital clients with whom we share a great bond. The words of compliment which we receive when we deliver qualitative results to our clients motivates us as we strive to put in more value to our work and stay focused on our goals to make a mark as an entity.



CORPORATE TRAINING



NABARUN CHAKRABORTHY

Quality Education + Digital Solutions

/ BY NABARUNIFIED

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**INDIA KIDS
FASHION WEEK**
SEASON 6

**TO BE A PART OF THIS
EXCITING EVENT**

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For Children Aged 3 Years to 13 Years

LOCATIONS OF AUDITIONS:
MUMBAI | DELHI | AHMEDABAD | PUNE | KOLKATA | HYDERABAD | BENGALURU | CHANDIGARH

INDIA KIDS FASHION WEEK SEASON 6 | OFFICIAL MAGAZINE PARTNER: DÉ MODÉ

Watch a plethora of kids' fashion brands featuring their best creations and established and budding fashion designers exhibiting their unique designs. IKFW 2018 is here, the ramp walk for little fashion icons flaunting the best trendy designs. Season 6 of this amazing fashion event will be organized in all major cities in India this August. Don't miss attending the most iconic fashion show, whether you are a popular kids' fashion brand, start-up, budding or popular kid's fashion designer, or a doting parent.

Incredible annual growth of the kid's apparel market is a noteworthy development. So, plenty of adult fashion houses and brands are working on developing their products focusing on kids wear line and kid's choice. IKFW provides such brands and fashion designers an outstanding platform to flaunt their awesome creations for kids. IKFW is going national and traveling to 7 cities like: Mumbai, Delhi, Hyderabad, Bangalore, Kolkata, Ahmedabad, and Chandigarh. By hosting over 70+ Runways shows, welcoming more than 60,000 walk-ins, and providing unparalleled marketing support to reach the right audience, it supports the participants to make a mark in the fashion industry.

IKFW 2018 aims to support the kid's apparel market in making to the top of the ladder of the fashion industry. So, it opens up incredible opportunities for various

fashion brands to reach out to the growing consumer market nationwide. Popular as well as novice fashion designers would be showcasing their creations at this phenomenal kids' fashion event. IKFW also aims to make a mark in the international fashion industry. So, it encourages start-ups and budding and local kid's fashion designers to participate and flaunt their designs in this event. Besides, the little fashion icons will also get an opportunity to become a part of an outstanding kid's fashion event. Interacting with their favorite kid's fashion giants would gift them an out of this world experience to treasure in their memories.

Diligent media and promotion efforts of IKFW are sure to reward the business of participating fashion brands, start-ups, fashion houses, and reputed as well as budding fashion designers. Sweeping occurrence of the event in all prominent cities will help participating professionals reach nationwide consumers. In addition to this, IKFW Appreciation Awards will be an added feature this year. It is sure to boost the spirit of the fashion professionals, start-ups, and popular brands towards achieving their goals.

The countdown begins now! Gear up to attend or participate in this phenomenal kid's fashion show IKFW 2018 Season 6. Have a rewarding experience to cherish forever!



HOW DOES WI-FI WORK AT 35,000 FEET AND WHY DON'T ALL AIRLINES OFFER IT?

For all its woes, air travel has always offered a brief digital detox – a precious few hours away from the squall of emails, messages and app notifications. But no more. In-flight Wi-Fi is getting faster and cheaper, and is an increasingly common offering on budget and flagship airlines alike. “Sorry I missed your email – I was on a plane” is an excuse that simply doesn’t cut it anymore. But how does in-flight Wi-Fi actually work?

To simplify, there are two ways for an internet signal to reach your device at 35,000 feet. The first is via ground-based mobile broadband towers, which send signals up to an aircraft’s antennas (usually on the base of the fuselage).

As you travel into different sections of airspace, the plane automatically connects to signals from the nearest tower, so there is (in theory at least) no interruption to your browsing. But if you’re passing over large bodies of water or particularly remote terrain, connectivity can be an issue. The second method uses satellite technology. Planes connect to satellites in geostationary orbit (35,786km above the

planet), which send and receive signals to earth via receivers and transmitters. These are the same satellites that are used in television signals, weather forecasting, and covert military operations.

Information is transmitted to and from your smartphone via an antenna on the top of the aircraft, which connects to the closest satellite signal. Information is passed between the ground and the plane via the satellite. Wi-Fi signal is distributed to plane passengers via an on board router.

In both cases, the US has a much more developed infrastructure than anywhere else in the world – so US carriers have a better (and cheaper) Wi-Fi offering than those in Europe.

Why is in-flight Wi-Fi so slow?

Technology is developing fast, but it has struggled to keep up with the sophistication and sheer number of Wi-Fi-guzzling devices.

Back in 2008, when in-flight broadband company Gogo (then known as Aircell) launched its first onboard Wi-Fi service on a Virgin America plane, the 3 Mbps connection was adequate for a few laptops (and streaming video was prohibited). But now, with every passenger toting at least one device to connect to countless apps, websites and services, there's a much greater strain on resources. These days, a satellite

connection offers around 12 Mbps, but satellites are expensive to maintain and upgrade – so that technology is lagging behind too.

According to UK communications regulator Ofcom, the average UK household internet speed reached 28.9 Mbps in 2016 – so in-flight Wi-Fi has a long way to go to catch up.

Why is in-flight Wi-Fi so slow?

All of that technology doesn't come cheap – and nor do the in-aircraft systems. Antennas also increase drag, adding fuel costs to the airline's bill.

Those fees – plus engineering and maintenance costs – are usually passed on to customers. The price of in-flight connectivity varies between airlines, although some offer free trials – for example, the first 10MB on an Emirates flight is free.

Will it get faster in the future?

Yes. Communications firm Inmarsat is working with Deutsche Telekom to develop the European Aviation Network [EAN], a high-capacity satellite Wi-Fi network backed up by ground towers, which promises “a reliable high bandwidth broadband service in the air” throughout Europe. The EAN is slated to enter commercial service during 2017 – and British Airways has reportedly already signed up. “Over half of the world's aircraft will be equipped for in-flight Wi-Fi within the next six years,” says Inmarsat. “It is set to

AT A GLANCE | AIRLINES THAT OFFER FREE IN-FLIGHT WI-FI

Emirates
Qatar Airways
JetBlue Airways
Norwegian
Turkish Airlines
Air China
China Eastern
Nok Air

become a billion-dollar revenue sector by 2020.” Gogo, meanwhile, currently has a monopoly on US in-flight Wi-Fi, with a network that covers the whole country. It has been criticised for its painfully-slow upload and download speeds, but its new 2Ku service promises upgraded antennas and satellite services, delivering up to 70 Mbps – much faster than your average connection on land.

Credits: Telegraph UK

THE TRUTH ABOUT DRUNK PILOTS – DOES THE PROFESSION HAVE AN ALCOHOL PROBLEM?

If you were to compile a list of the Top Ten Things to Unnerve Plane Passengers, having armed police enter the cockpit moments before take-off, handcuff the pilot and lead them away on suspicion of being drunk would have to rank pretty high. And it does happen. Today, former British Airways pilot Julian Monaghan pleaded guilty to being drunk on duty, after he was hauled off a flight from London Gatwick to Mauritius in January, shortly before take-off when cabin crew smelled alcohol on his breath. Here, we take a look at the history of drunk pilots in the cockpit, and dig out

the rules and regulations in place to prevent drink-flying.

What are the dangers of a pilot being under the influence of alcohol?

Even just a small amount of alcohol in the blood can have a significant effect on pilots, who are required to maintain a high level of concentration during long stretches of time, and must have the ability to make quick decisions in the event of an emergency.

Alcohol affects the eyes, brain and the inner-ear, which are all vital faculties for a pilot. Being under the influence of alcohol means the brain isn't able to make efficient use of oxygen, impairing reaction time, and too much alcohol can cause double-vision and difficulty focusing.

Throw in dizziness, reduced hearing, sleep-deprivation, muscular incoordination, slurred speech and fatigue, and you have a pretty dangerous cocktail of symptoms for an individual in charge of hundreds of lives. In short, alcohol and aviation shouldn't be mixed.

AT A GLANCE | ALCOHOL RULES FOR PLANE PASSENGERS

It's against UK law to be drunk or act in a disruptive manner while on board an aircraft. Cabin crew have the right to refuse to serve alcohol if they think a passenger has had enough to drink.

There is no one legal drinking age enforced across all flights; airlines usually abide by the laws of the country where they're registered. While the plane is on the ground, local rules usually apply

Airport pubs, bars and restaurants can sell alcohol 24 hours a day because they are not subject to licensing laws

There is no scientific evidence to support the claim that alcohol has a greater effect when you are flying

ARE PILOTS EVER RANDOMLY BREATHALYSED BEFORE BOARDING A PLANE?

So this is the surprising bit. While some countries do use random testing, in the UK the answer is no. The Civil Aviation Authority confirmed to Telegraph Travel that random testing is not currently used by any UK airline. A random breathalysing process would likely involve the pilot blowing into a tube for a few seconds. If found over the limit, they would be required to take a second test in front of a witness and then – if the results confirm they are over the limit – removed from the flight with some serious questions to answer, to both the police and the airline. But not everyone agrees that breathalysing is the way forward. In a blog post, Dr Rob Hunter of the British Airline Pilots Association (BALPA) wrote: "We believe this testing could lead to emotional distress of pilots".

WHAT IS THE ALCOHOL LIMIT FOR PILOTS?

The limit for pilots in the UK is 20mg of alcohol for every 100ml of blood, which is one quarter of the current drink-driving limit in England (80mg/100ml). Most countries have a similarly low blood-alcohol limit.

Aviation authorities also generally recommend a "bottle to throttle" period of eight hours or more, prescribing a cut-off time after which a pilot can no longer drink.

In India, it's zero tolerance. In a policy document on pilot alcohol consumption, the Office of the Director General of Civil Aviation states: "Alcohol present in body even in small quantities jeopardises flight safety on several counts and is likely to adversely affect an aviator well into the hangover period". Even 1mg of alcohol content per 100ml of blood would push an Indian pilot over the limit.

SO ARE HANGOVERS DANGEROUS, TOO?

According to the US Federal Aviation Administration, a hangover can be just as dangerous as the intoxication itself. They state: "Symptoms commonly associated with a hangover are headache, dizziness, dry mouth, stuffy nose, fatigue, upset stomach, irritability, impaired judgment, and increased sensitivity to bright light. A pilot with these symptoms would certainly not be fit to safely operate an aircraft".

Hypothesising an instance when the system could go wrong, Hunter writes: "A pilot being served a chilled orange juice that, by mischief or mistake, was contaminated with a small amount of alcohol could be over the flying limit without any subjective awareness of the effects of the alcohol".

SO IF WE DON'T BREATHALYSE, HOW ARE DRUNK PILOTS CAUGHT?

As it stands, the system in the UK relies entirely on ground staff or cabin crew (or passengers) reporting the pilot to the authorities – as was the case on January's British Airways flight.



explore
places,
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MODÉ

A close-up photograph of an elephant's head, showing its textured, wrinkled skin and large ear. The elephant is looking slightly to the left. The background is a soft-focus natural setting.

LAND OF A MILLION ELEPHANTS

L **A** **O** **S**

Elephants were once so important to Laos that they formed the country's name, Lan Xang means Land of a Million Elephants and is a vivid illustration of the animal's ubiquity and importance in this former kingdom. Although the number of elephants has since waned, in today's Laos it's still possible to cross paths with these immense creatures, and your encounter might be via a Lao Loum elephant handler in the north, in one of Laos's protected areas, or in the form of a depiction on one of the country's stunning religious monuments.



For a country with relatively little in the way of bona sights, the people are often cited as a highlight of any trip to Laos. The friendliness and kindness of Laos's citizens are just as impressive as their ethnic diversity which estimates reckon spans at least 49 separate ethnic groups. The following is a breakdown of the four generally accepted ethnic groups in Laos and the people within those groups that you're most likely to encounter.

LAO LOUM

The country's dominant ethnic group, the Lao Loum (Lowland Lao) have defined what it means to be Lao. Adherents of Theravada Buddhism, the Lao Loum live near the flood plains of the Mekong river where they have traditionally subsisted upon wet-rice cultivation.

LAO THOENG

Despite the name, the Lao Thoeng (Upland Lao) are not ethnically Lao at all, but rather an ad hoc conglomeration of Austro-Asiati and Mon-Khmer people. They tend to live in elevated areas throughout the country.

LAO TAI

They belong to the same ethno-linguistic group as the Lao Loum, however the Lao Tai reside in higher upland valleys in the north and centre of the country and still cling to animistic beliefs that precede Buddhism.

LAO SUONG

The Lao Suong (Highland Lao) tend to live at the highest elevations, predominantly in northern Laos. The group consists of relatively recent immigrants from Myanmar and China who are often associated with slash-and-burn agriculture.



RELIGIOUS

PILGRIMAGES

Even the most devout atheist can find something of interest in Laos's numerous and diverse religious monuments. From Khmer-era temples like Wat Phu Champasak where you can pretend to be a modern-day Indiana Jones, to quiet observation of the whirlwind of donation & devotion at Vientiane's Wat Si Muang, your experience can range from the spiritual to the adventurous.

PHA THAT LUANG

The unofficial symbol of Laos, this immense golden spire in Vientiane, allegedly encasing a piece of the Buddha's breastbone, has been inspiring awe in foreign visitors for centuries.

WAT PHU CHAMPASAK

One of the most stunningly located of the Khmer vestiges, Wat Phu is nestled on the slopes of the very phallic Sri Lingaparvata, more commonly known as Phu Pasak.

WAT SI SAKET

An ancient Buddha statue sits amongst thousands of silver and porcelain images in the gloriously unrestored temple compound that offers you a glance into the Vientiane of yesterday.

WAT XIENG THONG

Luang Prabang's most visited temple dates back to the 16th century and is virtually the sole survivor of the city's unique indigenous architectural style. Locals wear traditional costumes to Bun Pi Mai Lao (Lao New Year) celebrations.

WAT SI MUANG

There's hardly a dull moment at Vientiane's busiest temple, which sees a nearly constant stream of worshippers, wishers, monks & donors.

MORNING ALMS ROUND

Daily at dawn, many Lao Buddhists make humble offerings to processions of saffron-robed monks. The scene is magical in Luang Prabang but tourist insensitivity there threatens to trivialise the age-old ceremony.



OUTDOOR ADVENTURE

For those pining up for extra dose of fresh air, there's hardly a better destination in Southeast Asia. The locals have begun to realize this as well and the outdoor options in today's Laos range from world-class rock climbing in Vang Vieng to so-called 'tiger treks' in the north. And the best of all because the industry is still in it's infancy. your visit often contributes directly to the people living in these areas



▼ NATURE-BASED TREKKING

An alternative to the popular hill-tribe route is to shun people altogether and spend a few days wandering through one of Lao's protected natural areas. Options range from 'tiger treks' outside Vieng Thong to hikes among surreal limestone cliffs in the centre of the country.



▼ DIY TREKKING AROUND MUANG NGOI NEUA

If you like the idea of hiking for a few hours between villages with neither guide nor group, the straightforward but very picturesque pathways behind glorious Muang Ngoi Neua offer the perfect gateway.

▼ CULTURE-BASED HILL TRIBE

In northernmost Laos, it's possible to make guided treks into timeless Akha villages where many local women still dress in distinctive indigo costumes with ornate silver headgear. Staying overnight is a great way to learn about their sometimes astonishing beliefs.



▼ PHAKEO TREK IN PHONSAVAN

Doing the Phakeo Trek combines a visit to the plain of jars with beautiful ridge-top scenery, a stay in a classic Hmong village and a climb up a layered waterfall.



LAO FOOD

Lao people enjoy fresh vegetables and herbs, for this reason they appear in almost every Lao meals. Meat and fish are usually grilled or steamed as a result, the famous are fresh and the dishes low in fat. Lao cuisine has many regional variations, due in part to the fresh foods local to each region. You can either enjoy an authentic Lao meal (khao niew or sticky rice is a staple) in many of the restaurants or spend a morning to cook delicious Lao dishes for your lunch. Lao food is traditionally eaten with sticky rice using fingers. In the countryside, people all eat as family style, sitting on the floor, sharing a few dishes. Lao traditional food is dry, spicy and very delicious based on fish, buffalo meat, pork, poultry and especially herbs. It is always being freshly prepared and not being preserved. Other than sticky rice, which can be eaten either sweet or sour, or fermented and is eaten with fingers, Laotian food is very rich in vegetables and is often browned in coconut oil. For those pining up for extra dose of fresh air, there's hardly a better destination in Southeast Asia. The locals have begun to realize this as well and the outdoor options in today's Laos range from world-class rock climbing in Vang Vieng to so-called 'tiger treks' in the north. And the best of all because the industry is still in its infancy, your visit often contributes directly to the people living in these areas

KHAO PIAK SEN

It's not really the official breakfast of Vientiane, but it's so popular that it seems like it. Every morning on the way to work, you'll pass by many shops, sidewalk stalls, or carts serving up Khao Piak. You'll see that all of bowl to prepare for the work day ahead. Khao Piak comes in two main styles of broth. A pork or chicken broth. It's served with a sticky white noodle that comes in regular or thick size.



LAO SAUSAGE

Also known as 'sai oua', Lao sausage makes a pleasant appetizer or snack. Chopped pork meat, seasoned with herbs such as lemongrass, kaffir lime leaves, shallots, cilantro, galangal and flavoured with fish sauce. Good with sticky rice and fresh vegetables.

KHAIPEN (FRIED SEAWEED) WITH JAEW BONG

A popular snack, Khaipen is made of freshwater green algae, peppered with sesame seeds and sundried into paper-thin sheets. These raw Khaipen are stored away in rolls. For consumption, the Khaipen sheets are flash-fried in a pan and usually served with jaeu bong (chilli paste).



KHAO POON (RICE VERMICELLI SOUP)

Lao noodle soup, made with long-simmered chili-and-meat-based soup (e.g. fish, pork, chicken). This soup is ladled on the cooked rice vermicelli and a bed of chopped up vegetables such as shallots, spring onion, coriander, mint leaves and string beans. Add fish sauce to taste and enjoy.

STEAMED STICKY RICE CAKES WITH BANANA RECIPE

LAOTIAN CUISINE

INGREDIENTS :

- **500 g** : Glutinous rice, soaked in water overnight
- **400 ml** : Coconut milk
- **½ tsp** : Sea salt
- **200 g** : Caster (super fine) sugar
- **1 tbsp** : Vegetable oil
- **4 pcs** : large Banana leaves, cut into 20 cm x 30 cm rectangles
- **4 pcs** : ripe bananas, peeled, halved lengthways, then crossways

COOK'S NOTE

Oven temperatures are for conventional; if using fan-forced (convection), reduce the temperature by 20°C. | We use Australian tablespoons and cups: 1 teaspoon equals 5 ml; 1 tablespoon equals 20 ml; 1 cup equals 250 ml. | All herbs are fresh (unless specified) and cups are lightly packed. | All vegetables are medium size and peeled, unless specified. | All eggs are 55-60 g, unless specified.



INSTRUCTIONS :

Soaking time overnight

Strain the rice and place it in a hot wok or saucepan. Stir in the coconut milk, salt and sugar. Bring to a simmer and cook for 4-6 minutes, or until the coconut milk has been absorbed and the rice is thick and sticky. Stir in the oil, then transfer the mixture to a tray and cool for 5-10 minutes.

Soften the banana leaves, either over a gas fire, in a hot frying pan, or by steaming or microwaving them for a few minutes. Lay a banana leaf on the bench. Place 1 heaped tbsp of the cooled rice in the centre of the leaf. Next add a single piece of banana, followed by another tbsp of rice on top of the banana – the banana should be sandwiched between the rice. Now fold the sides of the leaves over, as you would a parcel.

Repeat with the remaining banana leaves, rice and banana. If you have softened the leaves properly, you won't need to use anything extra to secure the parcels.

Half-fill a large steamer, wok or saucepan with water and bring to a rapid boil over high heat. Place the parcels in your steamer basket, seam side down, and set it over the pan of water. Steam for 30 minutes.

Enjoy the sticky rice cakes hot.

CRISPY FISH WITH LONG BEANS AND GREEN MANGO RECIPE

INGREDIENTS :

For Dressing

- **2 tbsp** : sugar juice of 2 limes
- **½** red chilli, finely chopped
- **1 piece** : small ginger, finely shredded
- **2** : lime leaves, thick stem removed, finely shredded
- Dash fish sauce, to taste

For Salad

- **4** : long beans (snake beans)
- **1** : green mango handful bean shoots
- **½ bunch** : mint, leaves picked
- **½ bunch** : spearmint, leaves picked
- **½ bunch** : holy basil
- **30 g** : dried shrimp, soaked in hot water for 5 mins, drained and dried
- **1 tbsp** : sesame seeds toasted
- **30 g** : roasted whole peanuts
- **2 tbsp** : roasted ground rice
- **1 tbsp** : finely shredded lemongrass, white part only
- **1 tbsp** : crisp fried garlic slivers
- **2 tbsp** : crisp fried shallots
- **½ bunch** : betel leaves, to serve

For Fish

- **400 g** : white fish
- **500 ml** : peanut oil for frying
- **2 tbsp** : fish sauce
- **1 tbsp** : soy sauce & freshly ground black pepper
- **100 g** : rice flour



INSTRUCTIONS :

For the dressing - place the sugar and lime juice in a bowl and stir until just dissolved. Add the chilli, ginger, lime leaves and fish sauce and stir to combine. Set aside until required.

For the salad - cut the snake beans into 4 cm (2 inch) lengths. Peel green mango and shred flesh into fine strips and set aside.

For the fish - pour the oil into a deep heavy-based frying pan (the oil should be approximately 2cm deep) and set over a high heat. Heat to 180°C, then turn the heat down to low. The oil should be just shimmering.

Slice the fish thinly through the skin approximately 4mm deep, sprinkle over the fish sauce and soy, add a touch of ground black pepper and marinate for a few minutes, ensuring the pieces are nicely coated. Place the rice flour in a bowl and dredge the fish through the flour. Make sure the fish pieces are well coated then tap off the excess and drop gently into the hot oil. Fry for 2-3 minutes, moving occasionally to prevent the slices from sticking together and brown evenly. When slices are very crisp and golden brown, remove and drain well on a paper towel lined plate. To finish, bruise the beans and half the shredded mango in a mortar and pestle with a little of the dressing. Place into a bowl, along with the remaining green mango, bean sprouts, fresh mint, spearmint, holy basil, drained and dried shrimps, sesame seeds, peanuts, ground toasted rice and lemongrass. Add the fish, fried shallots and garlic and lightly toss together.

Arrange the betel leaves on 4 serving dishes and pile the salad on top. Drizzle the dressing over each dish and serve.

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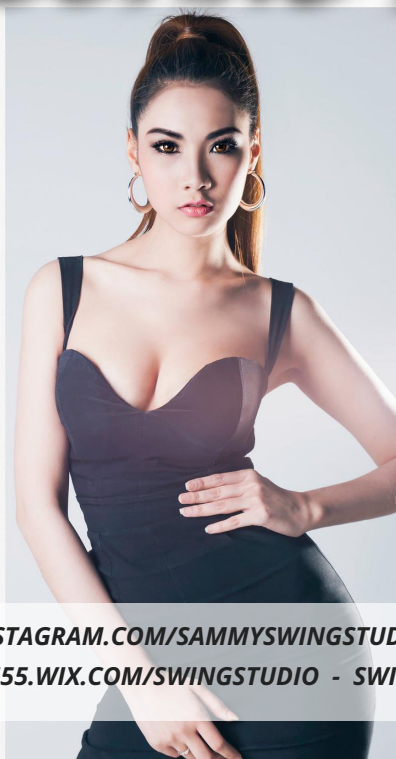
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