

# HUES OF LIFE

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A woman with dark hair, wearing a black long-sleeved dress and large hoop earrings, is posing in a field of orange flowers. She is looking towards the camera with a slight smile. The background is a soft-focus field of orange and red flowers.

**APPRECIATING  
NATURE THROUGH  
PHOTOGRAPHY**

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## HUES OF LIFE

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## editor's Desk

Dear Readers,

During the celebration of 76th Independence Day, important historical buildings of the country and abroad have been decorated with tricolor. We bow down to all men and women who have made sacrifices to give us a chance to live in a free India while promoting social cohesion, unity and empowerment of the people. The lessons we have learned so far will be useful as we move towards the next milestone in the nation's journey, 25 years towards our independence centenary. Seventy-six years later, India has become a huge market economy and has grown even in rural areas. We can buy anything online and we know that huge offers are available on online shopping even during the weeks leading to Independence Day. The number of people switching to digital payments and digital transactions is increasing and so is seasonal online offers. The significance of August is not limited to India's freedom. World Photography Day is celebrated on August 19 every year. Photographers from different parts of the world will celebrate this day as a day of their talent and expertise. The importance of photography can be guessed from the saying that a picture is worth a thousand words. This time readers are also invited to Hubli, one of the top places to visit for photo and travel lovers. Hubli was renamed as Hubballi to mark the golden jubilee of the formation of the state of Karnataka. It is also a busy commercial and business center while showcasing natural beauty. In the hot summer, ice creams are good choices for both inside and outside sizzling with heat. A sweet history of ice cream is also brought to the readers this time. Let this life be full of joy and love, like ice cream that makes us happy even though it is a cone of happiness that may melt into thin air in a few moments. Happy Independence Day to all readers.

Happy reading

Nijith Raj

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# A SATISFYING SCOOP OF ICE CREAM



Ice cream is a mesmerizing food that everyone likes to eat regardless of age. While it's natural to feel like eating an ice cream when you're sweltering in the heat, the truth is that many people love to eat ice cream even when it's cold. Most would be shocked to learn that ice cream, a sweet treat that health-conscious people try to avoid, can be eaten in a moderate amount. Instead of sugar, other sweeteners are added to ice cream. We know that different types of ice cream are made by adding fruit juices, dry fruits and nuts.

The origins of ice cream date back to the 4th century B.C. Specifically, it dates back to the time of the Roman Emperor Nero. History has it that they brought ice from the glacier and mixed it with fruit for sweetness. The first recipe for ice cream was published in America and England in the 18th century. The recipe was published in London in 1718, in Mrs. Mary Eales's Receipts. A study published in the American Journal of Clinical Nutrition found that women who ate low-fat products like ice cream gained weight loss. This does not mean that you will lose weight by staying up all night and eating a family pack of ice cream. But there's nothing wrong with eating a half-cup of vanilla ice cream, which has 140 calories, 7 grams of fat, and 14 grams of sugar. Eating cold food increases body temperature and it means that the cold food that reaches the body warms the body according to the body's working tendency. Through this process of temperature regulation, the body burns calories and fat. So by eating ice cream in moderation, you can lose weight to a small extent. However, there is also the truth that eating too much ice cream can be very harmful for those who do not exercise as much as they need.

We cannot say that ice cream is a healthy food. But its main ingredients are cream, milk and sugar. Being a milk product, our body gets some minerals and nutrients through ice cream. Ice cream is also a source of vitamins A, D, K, B-6, B-12 and E. Vitamin-A improves



eye sight and immunity. Vitamin-D helps absorb calcium and other health nutrients from food and stores them in the kidneys. Vitamin-K increases blood flow in the body, prevents excessive blood flow and helps in blood clotting. Vitamin B-12 nourishes memory and nervous system. A cup of vanilla provides 21 percent of the daily vitamin B-12. Our bodies use vitamin B-12 to make red blood cells and metabolize fatty acids. Ice cream also contains niacin, thiamin and riboflavin, which belong to the B-vitamin family. Minerals like calcium and phosphorus are present in ice cream

and calcium is essential for maintaining strong bones.

Ice cream is the perfect medicine for a smile. When it is licked, we feel not only a delicious experience, but also happiness. This is evidenced by a study conducted by researchers at the London Institute of Psychiatry. A group of people were given vanilla ice cream and then their brain activities were studied to monitor the brain movements. As soon as they started nibbling on the ice cream, their brain's pleasure center, the orbitofrontal cortex, began to produce rapid results. Usually there is



activity when we are happy, or enjoying something. When you eat ice cream, the hormone Thrombotonin is produced and stimulates the brain. Ice cream is a good relief for those suffering from depression etc. as it also helps in relieving stress and mental pain. Dopamine is another brain chemical produced by the brain when eating ice cream. This chemical boost is a natural mood booster that provides euphoria and happiness.

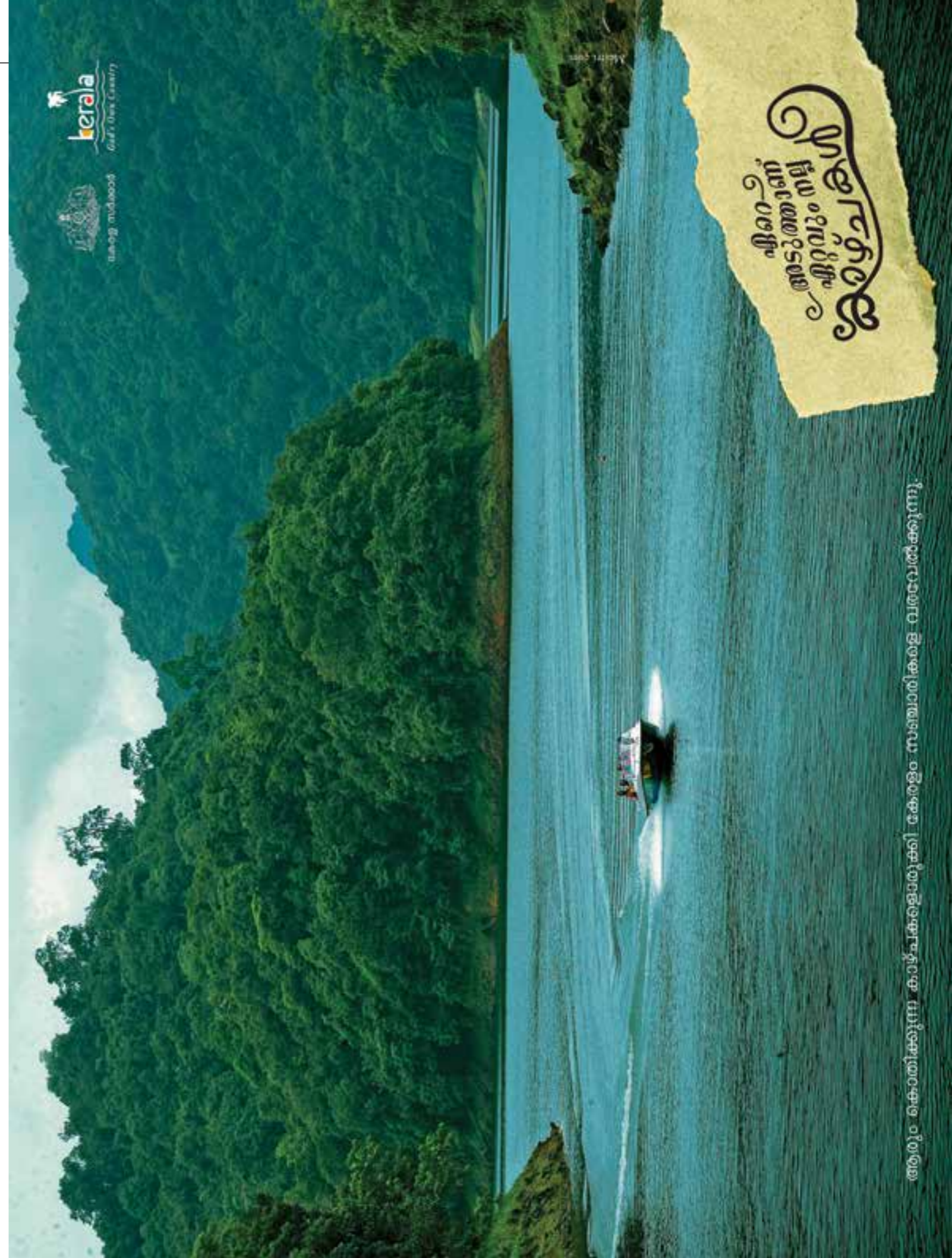
Regular ice cream is generally called hard ice cream. This traditional recipe known all over the world uses not less than 10% milk fat, 12-16% sweeteners, cream, sugar, eggs and stabilizers. With countless toppings and flavours, this ice cream version is sure to last forever. Made with cream, milk, egg yolks or whole eggs in the flavoring of custard, French ice cream is popular not only in France but all over the world. Low-fat ice creams are also available in the market. People who care about their shape and diet can enjoy summer days by eating ice cream that uses low-fat ingredients clearly stated on the label. These so-called light ice creams contain 25% less milk fat. Another type of ice cream is

soft ice cream. Although they are made from the same ingredients as regular ice cream, one step in their production is different. The freezing process takes place at a high temperature in a machine that keeps the mixture smooth and creamy. All ice creams are made with artificial sweeteners instead of natural sugars. Lactose-free ice creams are suitable for people who cannot digest this enzyme. As with lactose, many brands of ice cream have launched gluten-free ice creams aimed at people who have trouble digesting gluten. Natural ice creams made from only natural ingredients are also popular today. America consumes the most ice cream in the whole world. New Zealand and Denmark are close behind. Vanilla-



flavored ice cream is the best-selling ice cream in the world.

Ice creams are classified according to their shape. Of these, cone ice cream can be said to be the most popular. The hollow cone into which the ice cream is poured is edible. Since the invention of ice cream cones in 1904, the popularity of this type of ice cream has greatly increased. Ice cream sticks are the second most popular form of commercially produced ice cream. They are made by freezing various ice cream bars on small, long wooden sticks. Sundae is one of the most popular ice cream-based desserts. This is served in a tall glass with some ice cream and several additional syrups and toppings. Other popular ice cream layouts are ball, cup, and cassata. Industrial ice cream is poured into plastic buckets of various sizes and sold around the world. Most of the flavours are available even in villages today starting from very small quantities to family pack form. Frozen cakes are also available today that consist ice cream entirely or sometimes partially. The ice cream's success story continues.



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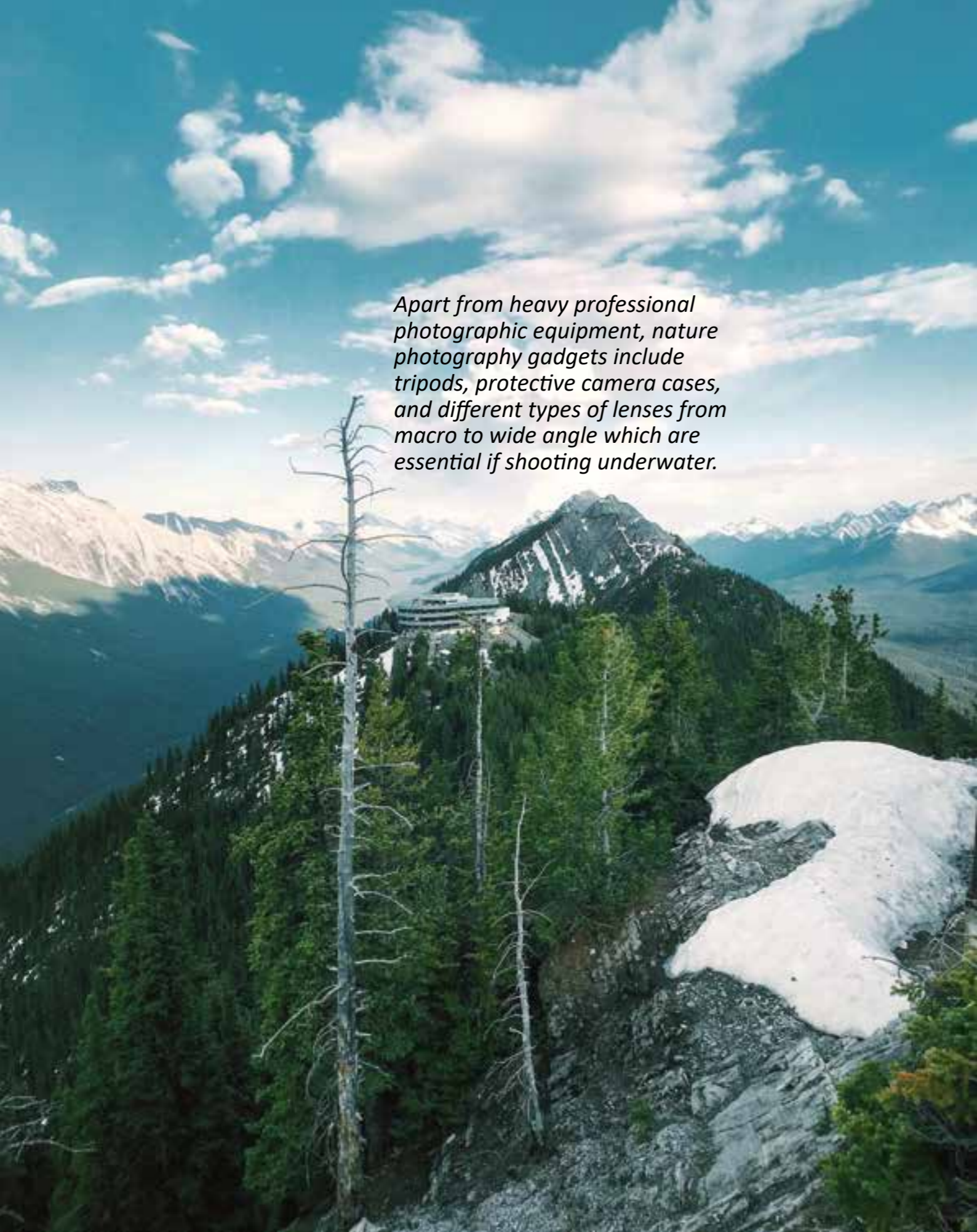
# APPRECIATING NATURE THROUGH PHOTOGRAPHY

**P**hotography is a vast field that spans many special disciplines. Of these, nature photography holds the title of the most famous and popular branch.

Even the newcomers in photography start showing their excellence by capturing the beauty of nature on camera. We know that photography is a very challenging and patient art. The first wildlife photograph was taken for National Geographic in 1906, nearly 70 years after the oldest photographic image ever taken. The new field of wildlife photography was born so late because of the need for fast lenses and

high sensitivity of film. Today, wildlife photography represents the largest category of nature photography. It's no surprise that nature photographers who wait months and years to get a shot in the great outdoors are a step up here, as the wonders that a natural ecosystem can offer are endless. Every nature photographer is a nature lover who has a clear understanding of the ecosystem where animals and plants coexist. Most of the work in nature photography is

done for travel and culture themed publications. However, they are often considered the finest examples of fine art photography. Where aesthetics becomes the main value of an image, the ultimate goal of nature photography is to convey the magnificence of our



*Apart from heavy professional photographic equipment, nature photography gadgets include tripods, protective camera cases, and different types of lenses from macro to wide angle which are essential if shooting underwater.*

*Macro imagery of plants or insects can be said to be a slightly more relaxed version of nature photography. Close-up shots and detailing are mostly seen here as many of the macro imagery that introduces us to a new world that we didn't know so well before are too small to be seen by the naked eye.*



magnificent nature and the creatures that inhabit it. Therefore, every nature photographer claims to respect every living thing that comes across their camera.

Apart from heavy professional photographic equipment, nature photography gadgets include tripods, protective camera cases, and different types of lenses from macro to wide angle which are essential if shooting underwater. Each one who has made his mark in this field approaches his work after having learned a great deal about the landscape and the avifauna. Some locations require special permits to click even a single photograph. Photographers often spend days in the same location looking for the perfect moment they have in mind. On such uncertain journeys they carry a tent, some food and clothing. A successful combination of luck and skill gave birth to the great shots we all enjoy today. Their subtle beauty always evokes emotions in us.

Landscape shots are said to be the most beautiful in this medium. Nature photography is a favorite even among art collectors for its breath-taking images of birds and plants. These are the natural beauties that we have seen in the Wildlife Photographer of the Year contest exhibitions or in National Geographic magazine. As said above, nature photography shots require physical and mental preparation, endurance, patience and focus to create. This area is dedicated to taking pictures of natural beauty in natural habitats.

Here it is crucial for the photographer to know even the smallest details about the behavior and habits of the creatures, whether they are eating, fighting or just lounging. Because it is very important not to harm the subject in front of their creation in any way. However, there are certain rules that everyone involved in wildlife photography must follow to prevent situations such as careless photographers destroying endangered species of flora and accidents involving the photographer or the animal while shooting. In addition to the aforementioned knowledge of animal behavior and ecosystem vulnerability, laws also mandate a safe and comfortable distance between humans and animals.

Macro imagery of plants or insects can be said to be a slightly more relaxed version of nature photography. Close-up shots and detailing are mostly seen here as many of the macro imagery that introduces us to a new world that we didn't know so well before are too small to be seen by the naked eye. These macro shots show off their tiny details on a grand scale. Nature photography is about respect for wildlife, laws, the environment and fellow photographers. As long as they follow the rules, they can create the images they envision without any problem. At any point in the history of photography we know of many images that exhibit visual impact that can create a huge fan base among the collectors.

# GET YOUR BEACH GEAR READY

**K**erala is a very beautiful State decorated by sea, lakes, mountains and forests. Needless to say, Kerala is so beautiful because of the western ghats and the nearby beaches. Called as God's Own Country, Kerala has been included in National Geographic magazine's list of 50 must-visit places in the world. Travel and Leisure magazine has selected Kerala as one of the 100 places to visit in the 21st century. Rich in diverse landscapes, the beauty of this land is enhanced by its 580-km long coastline. Let's go through some of the beaches of Kerala which are entirely different and beautiful.

## Bekal, Kasaragod

Bekal is a coastal area in Pallikkara village of Kasaragod district. If you stand on the banks of Bekal, you can enjoy the beautiful scenery of Bekal Fort, the largest fort in Kerala. The views of the beach from inside the fort on the shores of the Arabian Sea are also mesmerizing. Calm waves and shallow waters distinguish Bekal beach. On the north side of the beach there is an estuary where the bay and the sea meet. The tourism department's garden is next to it and the facility to wash off the salt water after bathing in the sea.

## Muzhappilangad, Kannur

Muzhappilangad beach in Kannur district is the only driveable beach in Kerala. It is also the largest drive-in beach in Asia. You can drive along the clear sea coast for a distance of about four kilometers. Even if autorickshaws to luxury cars are brought down on Muzhappilangad beach, they will not go down. The sea is less turbulent as the rocks make a border a little bit far. Another advantage is that you can bathe safely in the shallow beach. The beach is spread in a semi-circular shape with a length of five kilometers and at the southern end of this sea coast lies Dharmadam island, also called as Pachathuruth, into the sea. It is also a beach that is visited by many migratory birds during winters.

## Kappad, Kozhikode

The Kappad coast near Koyilandy has great historical significance. It is believed that a trading group led by the Portuguese captain Vasco da Gama arrived here in 1498. It is also said that Vasco da Gama landed at Pantalayani beach near Kappad. Kappad is one of the most beautiful beaches in Kerala, with the scenic view of cliffs jutting down into the sea.

## Ponnani, Malappuram

Ponnani is an ancient port city in Malappuram district and it is the only port in Malappuram district. Bharathapuzha and Tirur-Ponnanipuzha meet at the mouth of Ponnani and

flow into the Arabian Sea. A haven for migratory birds, this estuary is a tourist attraction. It also has a lighthouse established in 1896 to guide ships.

## Chavakkad, Thrissur

Chavakkad beach is a natural beautiful beach in Thrissur district. Dotted with many coconut groves, this beach becomes even more beautiful during sunset. It is considered one of the most beautiful beaches on the west coast of India. This beach also has the distinction of not being polluted by modernisation. Also, there is a lighthouse near the beach.

## Cherai, Ernakulam

Cherai Beach is the center of the best beach resorts in Kerala and is an attractive destination for tourists visiting Ernakulam. This 15-km long beach is shallow and clean. That is why tourists including foreign tourists come to Cherai beach to swim in the sea and have a sunbathe. The Cherai Beach Festival held in the month of December is also very popular among the travellers.

## Kannamaly, Ernakulam

Known as the Queen of the Arabian Sea, Kochi has many beaches. Although there are small beaches from the famous Fort Kochi to Munambam, Kannamali is a beach known to most of Kochi. Even though it is not far, there is a facility to drop off the car and take a ride here. Even small children can bravely bathe in Kannamaly beach, which is about a hundred meters into the sea.

## Marari, Alappuzha

Marari Beach is a lush green beach located near Mararikulam in Alappuzha district. In this resort beach area, the coconut groves that grow for about a kilometer in front of the sea are very attractive. Marari Beach has been rated as one of the top-five hammock beaches in the world by the National Geographic survey.

## Kollam

Another beach in Kerala that is very important historically is the Kollam beach. The history of Kollam Port begins







in 825 AD as it is the second largest port in Kerala. The history of Kollam Port is an amazing one which has been featured in the books of many world-renowned travellers since ancient times. Thangassery Lighthouse, the largest lighthouse in Kerala, and Thangassery Fort are located nearby.

**Papanasham, Thiruvananthapuram**

Papanasham beach is located in Varkala. Varkala in Thiruvananthapuram district has a topography of Central Kerala unlike other coastal areas. That is why you can see parts called cliffs on the coast very close to the Arabian Sea. Papanasham is the only beach in South Kerala with such topography. The specialty is that you can enjoy the beauty of the sea coast from a height. It is fun to stand on top of the hill enjoying the beauty. The 2000-year-old

Janardhana Swami Temple and Sivagiri Mutt founded by Sree Narayanaguru are nearby.

**Kovalam, Thiruvananthapuram**

Kovalam, the coastal region of Thiruvananthapuram has a coastline of 17 km. These coastlines have three beaches separated by cliffs. These three beaches called Lighthouse Beach, Hawa Beach and Samudra Beach are collectively known as Kovalam Beach. This world-famous beach has a 118-foot tall lighthouse and there are opportunities for safe swimming in the sea and other sea games.

While visiting Kerala, remember to pack your beach gear and enjoy the seascape all along the State's coast.

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# HANDLING INDEPENDENCE

**15**th August 2022 marks 75 years of Independence for India. As each Independence Day passes, we should think if we are all independent in every sense. We have so far proved that the country has not been sold or disintegrated even today, and that the British preconceived notion that India would be divided into many parts was wrong. Today India is an emerging superpower. But there are still some things we need freedom from. Not about poverty, hunger and corruption, this time we are talking about something new. Perhaps if we understand them in time, we can free ourselves from those captivities. Only then can the country progress.

We need immediate freedom from fake news. No matter the topic, fake news can be found today on any range and all topics, be it elections, military attacks, laws, or news about pandemics like Covid-19. It is almost similar to many of the emerging atrocities. You will get whatever you ask for. However, many are not authentic. Freedom from intolerance is another thing we need now. As time goes by, as our body grows, so does the element of intolerance.

It is the bane of our country that those who do not respond to any vile act they see in public, interfere in other people's privacy and behave intolerantly. Even if someone told them to wear a mask properly during the pandemic, the demon inside some people would come out. In short, the first reaction of many people today when someone takes a counter-opinion to our opinion is somewhat like this. But at least on



this Independence Day we should try ourselves to stop violence and keep quiet.

It is known that the concept of privacy is very difficult to explain in India. But everyone should know everything. Because people in India are very independent and they want to get involved in everything. It is the case that if gossip about others is not served, many people's dinner will be ruined. Where is freedom when one's choices like preferred course, marriage, children, taking part in social media are controlled by others?

If the environment that gives us life and liberty is in danger, then it doesn't matter what we say. Many Indian cities are champions of pollution. Ours is among the top six most polluted cities in the world. However, we still do not keep our public places clean. We crown the roads with garbage as if they were our property. The scarcity of water is almost as dangerous as the scarcity of common sense among many. Don't we want freedom from such problems? We got independence in 1947. It is not that we as a country have not achieved anything since that independence. We even made our way to the Moon and the Mars. But

despite these gains, we are still stuck in the social and political loopholes that have enslaved us, and shouldn't we think about it when we have the freedom to free ourselves from it?

We should also use Independence Day to recognize democratic values. It is a day to promote people-built systems of governance and spread awareness of the importance of democracy to the public around the world. The will of the rulers must be aligned with public participation. Only then can a nation take proper decisions. Independence Day also serves as a platform for discussions on what a democracy should be, how it should be, and what is its value. Everyone should remember that governance is a responsibility as well as a power. The common good should be the ultimate goal of independence. The passion towards social service and political acumen are required in independence. The qualities of self-realization, human relations, economic security and civic consciousness should be developed in the next generation through education. It is only through complete education that man can overcome vices and evil propaganda and become free.

# HEALTH BENEFITS OF ANTIOXIDANTS

**W**e are acquainted with the term antioxidants. However, many of us may not have thought about the importance of these. Oxidation takes place in every cell for the survival of life as it is an effort to impart energy. We know that fire burns with the help of oxygen. Humans have long recognized and used the energy produced by burning. Similarly, every cell in our body needs oxygen to produce energy from food. But have we realized that the body has to pay a heavy price for this process? As we walk energetically, our body produces some reactive and unstable molecules. They are needed in small amounts for some chemical reactions in the body. However, their presence in high amounts is very dangerous for healthy body cells. Such molecules, known as 'free radicals' contain an unpaired electron and are in an unstable state. They are always ready to pair and stabilize and are always ready to engage in chemical reactions.

Once engaged in a chemical reaction, a chain reaction is initiated in which new free radicals are produced over and over again. Excessive production of this type of free radicals becomes dangerous for our body cells. Fighting and defeating the action of these dangerous free radicals that are constantly produced is very necessary for the healthy survival of body cells. Antioxidants are chemicals that have the ability to do that. Their role is to delay or prevent oxidation that is harmful to the body. It can reduce, neutralize or inhibit the chemical processes of free radicals that harm the body. But unfortunately, our body does not have the ability to produce antioxidants. Therefore, the need to

include antioxidants in our diet is very important.

Flavonoids and polyphenols excessively found in tea are very good antioxidants. Flavonoids are found abundantly in fruits and vegetables too. Lots of juicy berries and a variety of beans are good sources of antioxidants. The deeper the colour, the higher the amount of antioxidants. Lycopene is the chemical that gives colour to tomatoes, watermelon, red guava, rose grapes, and papaya. It has the ability to act as an antioxidant. This chemical gets a chance to come out when the tomatoes are cooked. Meat, whole grains, nuts, garlic, and sea foods contain a lot of selenium. Beta-carotene is found in orange-coloured vegetables such as carrots and dark green vegetables. The Omega-3 fatty acids in fish also seem to be good antioxidants. Studies show that they can reduce the growth rate of tumor cells to some extent and reduce the side effects of chemotherapy.

Healthy body cells produce very little free radicals. But we must understand that many factors like radiation, smoking, alcohol and air pollution increase this tenfold. When these are produced in excessive amounts in the body, our DNA (and thus our genetic material), fats (lipids), and proteins are seriously affected. Such changes, which can never



be corrected, can lead to cancer and various other diseases. It should also be remembered that the body's ability to fight free radicals decreases with age. Cancer, various problems in the circulatory system, cataract, bone and joint function deterioration, immune system disruption, early signs of aging, and wear and tear of organs are the problems that occur in the body due to excessive production of free radicals.

Antioxidants can protect the body against cancer (prostate, lung, rectal), Parkinsonism, Alzheimer's disease, heart disease, and eye problems (cataract) caused by muscle damage. Be sure to include vitamin C, vitamin E, and beta-carotene in your diet. Oxygen Radical Absorbance Capacity (ORAC Score) is the standard used to measure the antioxidant capacity of a chemical substance.

Low-density lipoproteins are called LDL

cholesterol and these are generally considered bad cholesterol. Oxidation of this category of fats may also take place in the body's oxidation processes. But their oxidation can disrupt heart function and lead to diseases. Antioxidants can prevent this oxidation which is harmful to the body as they protect the body from cancer by neutralizing cancer-causing free radicals.

Often included in research and found to be beneficial are naturally occurring antioxidants. When these are available in the market as supplements, the possibility of interactions with other drugs and foods cannot be ruled out. It is not good to add other chemicals to preserve it for a certain period and it stays in the body in large amounts. However, doctors prescribe antioxidant products in the market for certain conditions and ailments. There is no harm in using them in such situations in prescribed doses and for the duration to be continued. People who regularly use commercially-available antioxidants as medicine should mention this information to their doctor when they visit their doctor for other ailments. Once there is a blood clot in the blood vessels and you have to take medicine against it, this should be taken care of. Vitamin E prolongs blood clotting time. If you get a cut while taking this class of medicine, blood clotting may be delayed. This is because regular intake of vitamin E can cause double the problem. People taking statin drugs for cholesterol and taking antioxidants on a regular basis should bring it to the doctor's attention. This is because studies have shown that some antioxidants may reduce the effectiveness of statin drugs.





# PROMOTING WOMEN ENTREPRENEURSHIP

**W**omen entrepreneurs can be a decisive force in India's economic growth. The truth is that if women are part of the workforce, the country's economy will grow much faster. By 2025, the country could add \$770 billion, or more than 18 percent to its GDP if women are given equal opportunities with men, according to official reports. Women can drive the economy not only as job seekers but also as job creators through entrepreneurship. An example of this is the many small entrepreneurs who use the internet and digital media to reach their business to millions of customers.

As an effort to strengthen the role of women in the economy, various institutions organize women's awards and summits every year to recognize and promote the talents and entrepreneurship of women who are building businesses using the internet. The total number of women in India constitutes half of the country's population and 10 percent of the world's population. As a country, India has to provide employment to this growing female community and utilize this section in a proper way. One important way to do this is to promote entrepreneurship among women. In the post-Covid world, women entrepreneurs have excelled in using technology for small business growth. Therefore, women, who make up half of our population of 1.4 billion, have the potential to take Indian economy to the next level.

Findings show that women become more confident when they understand digital technology. The internet provides them with an important source of information that they need and helps empower them. However, India is one

of the countries with the most gender inequality on the internet. Yet, women entrepreneurs have used technology for social good during the pandemic times too. These include developing special masks to help healthcare workers and giving students from low-income families access to online classes. It is this entrepreneurial power that will help India grow and put women at the forefront. Women adapt very quickly to changing environments as they have effortlessly overcome the pressures of the Covid impact on businesses by implementing innovative ideas, adding new products and services to enterprises and using digital media to grow businesses.

In 2019, India was ranked 52 in the Women Entrepreneur Index released by MasterCard. It should also be remembered that there was a total of 58 countries in the list. But countries such as Uganda, Ghana and Botswana are also making rapid progress. Women business ownership in these countries is 38.2%, 37.9% and 36% respectively. It is estimated that the loss of women's jobs alone will cause an economic loss of 216 billion dollars. The economic advancement for women is not really a

*The main reason for women's advancement in the field of entrepreneurship is that women realize their own strengths and utilize their leadership qualities in a better way.*

difficult task for India, which has a lot of resources, and Kerala, which is leading in literacy and other social indicators. The fact that it is happening so quickly now is promising. What is worth mentioning is the change in women's perspective. A significant change in this field is that many women's financial thinking has evolved from a small job to a small business of their own and income from it. From small enterprises such as consumer goods, ready-made garments, foodstuffs, toys and handicrafts to pharmaceuticals, tourism and healthcare, we can see the advancement of women.

The main reason for women's advancement in the field of entrepreneurship is that women realize their own strengths and utilize their leadership qualities in a better way. It can be expected that there will be a further increase in the number of women entrepreneurs in the coming years. Even in the crisis created by Covid 19, women in various fields are building a new tomorrow without getting tired of that progress. Likewise, the presence of women in workplaces is also getting stronger. Now, they account for only 14 percent of leadership positions. 30 percent in professional and technical jobs. In terms of women in CEO positions, India's organization is at the bottom of the Asia-Pacific region. Undoubtedly, the new age creates the threat of job loss. Equality between men and women is the most important factor that lays the foundation for the social and economic development of a society. The concept of gender equality needs to be ingrained in the economy, starting from households, through entrepreneurship. Only then can that society be called a mature one. Many countries are making conscious and proactive efforts to bring women into the mainstream of entrepreneurship.

# VISITING HUBBALLI

**K**arnataka has many places that can be termed as offbeat tourist spots. Nestled between the beaches of Gokarna and the beautiful gardens of Bangalore, Karnataka in toto is a land of varied landscapes, needless to say. It is an ideal vacation spot for history buffs and nature lovers. Hubli, officially known as Hubballi, is one of the growing Carnatic cities at a distance of 400 km from Bengaluru. The city is known as a mesmerizing confluence of scenic landscapes, historical monuments and spiritual places.

The rich heritage and energizing moments of Hubballi always attract many tourists. With its achievements in the fields of education and automobiles and the massive commercial development is a reason why the city is called Chhota Mumbai. There is no doubt that Hubballi tops the list of major cities in South India in the historical and cultural hierarchy. Let's move on to this small town which is a must visit on any Karnataka trip.

## Siddharudh Math

Siddharudh Mutt is one of the famous

travel spots in Hubballi. The Siddharudh Math in Hubballi was built in memory of Hindu Guru and Philosopher Siddharudh Swami who left home at a young age and spent his life serving people regardless of religion. So, start your Hubballi journey with a visit to this Math. You may feel a deep and reverent vibration from the moment you arrive here and you will understand why it is thronged with tourists every day. You

can offer your prayers or just sit here in peace for a few moments. Besides the spiritual aura, the math's simple exterior and elaborate and colorful interior will definitely grab your attention.

## Gayatri Tapovan

A perfect blend of culture and spirituality awaits you at the most famous Gayatri Tapovan in Hubballi. The temple was built in 1965 by Sri Kumar Swamiji, a famous preacher and was maintained by his followers after his death. Now, Tapovan has become one of the most important pilgrimage centers in the city. Also many cultural events organized here

have gained huge popularity.

## Indira Gandhi Glass House Garden

The Indira Gandhi Glass House Garden is a beautifully maintained garden; With a glasshouse in the middle! We are not talking about the Lalbagh Glass House Garden in Bangalore, but is actually a replica of the one in Bangalore. Like the Lalbagh Glass House, this glass house also has beautiful and varied flora to feast the eyes on. Apart from the plants, there is also a toy train and beautiful sculptures. Another must-see here is the beautiful musical fountain show.

## Unkal Lake

Unkal is a beautiful lake located on the outskirts of Hubballi. The mind-blowing sights that can be seen here cannot be summed up in words. A sunset boating here will make the lake and its surroundings appear bathed in gold in the red shades of the setting sun. Undoubtedly, this lake is one of the best places to visit in Hubballi for couples as it has a very romantic setting. You can also see Swami Vivekananda's statue up close in the middle of the lake. Further adding to the beauty of the lake are the many birds that can be seen here. After boating and bird watching, if you feel hungry, you can have delicious food from the food stalls along the lake.





### Nrupatunga Hills

Visitors to Unkal Lake should definitely visit Nripatunga Hills because this hill is situated on the lake itself. In fact the lake and this hill would be ideal places for a day trip near Hubballi. Similar to the lake, this hill also has impressive views. Along with those sights, it's the tranquillity here that makes this area a favorite for tourists. Being located away from the hustle and bustle of the city, people are sure to be able to spend some quiet time in this space.

### Chandramouleshwara Temple

Another important place on this list is the Chandramouleshwara Temple near Unkal Lake. This almost 900-year-old structure certainly has a lot of stories to tell you. Dedicated to Lord Shiva, this temple has two lingas and four doors. Many devotees visit this place because of its religious value. Badami Chalukya period's architecture and the fine carvings all over the monument attract

many architecture lovers here.

### Kittoor Rani Chennamma Circle

Kittoor Rani Chennamma Circle is another one of the well-known historical spots in Hubballi that you must visit. The main attraction here is the statue of Rani Chennamma who fought alone against the British. Thousands of people flock to this place to pay their respects to the queen. After visiting this place, you can visit various food stalls and restaurants around the circle and enjoy a delicious dinner.

### St. Joseph's Church

When the question of where to go next comes up, consider St. Joseph's Church. This most beautiful Catholic church in Hubballi is illuminated. Adorned with beautiful flowers, we are greeted by something mind soothing within seconds as we visit this place. However, the most interesting thing about this church is its architecture which we don't see in any other church in general.

### Country Club Water World

Located on Karwar Road, Country Club Water World is one of the most popular tourist attractions in Hubballi. The main attractions here are the serene atmosphere, the mountains covered with lush vegetation and the tall palm trees surrounding the park. Located outside the city, this place is a popular weekend getaway spot for families. So many people like to come here and swim in the pool, enjoy the rain and dance to the tunes of the DJ.

### Urban Oasis Mall

Shopping is a must for us whenever we are on a trip. For shopping in Hubballi, Urban Oasis Mall is the best place. As it is a huge mall, it is always crowded. Here you can find a wide range of shops filled with everything from clothes to footwear. Also, there is a special restaurant where you can get delicious food.

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# THE 15TH PRESIDENT OF INDIA - DROUPADI MURMU

**D**roupadi Murmu is the first person from a tribal community to become The President of India. She is described by those who know her as a humble, friendly and inspiring personality. History changes course when a 64-year-old tribal leader from Odisha is inaugurated as Indian president. Droupadi is the first president to be born after independence and the youngest president to hold the high office and she is the second woman to become the first citizen of India. Proficient in Santali and Odia languages, Droupadi Murmu is an excellent orator too.

A new history is being written when Droupadi, who started her political career in a remote village in Mayurbhanj, Odisha, ascends to the post of President. Born on June 20, 1958 in a Santal family in Uparbeda village of Mayurbhanj district of Odisha, her journey is one of many events. She was the first girl who got college education from her village. She graduated in Arts from Rama Devi University, Bhubaneswar. Before entering politics, she was a teacher at the Sri Aurobindo Integral Education Center in Rairangpur. Then she joined the Government of Odisha as a Junior Assistant in the Department of Irrigation and Power.

In 1997, Droupadi Murmu won the election to Rairangpur Nagar Panchayat and became a councillor. She was first elected to the Odisha Assembly in 2000 as Minister of State for Commerce and Industry and handled the portfolios of Transport, Fisheries and Animal Husbandry in the coalition government. In 2004, she won a second term to the state assembly. But she faced consecutive defeats in the 2009 and 2014 assembly elections.

Later, she faced many losses in his

personal life as she was shaken by the death of her husband and two sons. After a gap of two years, Droupadi Murmu became the Governor of Jharkhand during the tribal struggles against the land laws. She also has a history of returning two laws brought by the Jharkhand government without signing, pointing out that they violate the rights of tribals. Her administrative excellence as a minister and governor also brought her to the highest position. The death of her mother and brother also became great losses. She lost her husband, two sons, mother and brother within six years. She remained the Governor of Jharkhand till 2021. She was the first woman governor of the state. As a Santal leader and an inspiration to her community and women in general, Murmu always looked out for the interests of the tribal community. Murmu opposed the Chhota Nagpur Tenancy and Santal Parganas Tenancy Acts in the Jharkhand Assembly as the acts were against tribal interests.

The election of Droupadi Murmu to India's highest constitutional post is a manifestation of the faith of crores of citizens of the country. Murmu said that the love, trust and support of the people will be the greatest strength in fulfilling her responsibilities as a symbol of the hopes, aspirations and rights of all citizens of India. This is a historical phase when India is working with full energy to fulfil its goals for the next 25 years. India's new development journey towards a brighter future needs to be undertaken through collective efforts. This election is proof that India's poor can dream and realize their visions. The poor, the downtrodden, the backward and the upper classes, which have been deprived of their rights for centuries and have not received the benefits of development, see themselves in the new

president. This choice has the blessings of the poor people of the country. It reflects the dreams and potential of billions of women and girls in the country. This election is also a reflection of the courage of today's youth in India who is ready to tread new paths and stay away from wrong paths. A personality like Murmu can lead such a progressive India. The new President assures that the interests of all fellow citizens, especially the youth and women of India, will be paramount.

Droupadi Murmu has a great legacy of Indian presidency which has uplifted the dignity of Indian democracy in front of the world. The first President of the country from Rajendra Prasad to Ram Nath Kovind, the title has been graced. Droupadi Murmu said during the swearing-in that the democratic and cultural ideals of India and all its citizens will always be her source of energy. In its 75 years as a parliamentary democracy, India has carried forward a determination to achieve progress through partnership and consensus. India is ready to welcome this new era with new thinking. Having served in various capacities as People's representative and later as Governor, Droupadi Murmu has an active association with educational institutions. She had closely observed the enthusiasm and confidence of the youth of the country. As the nation's youth progress, they not only shape their own destiny, but shape the nation's destiny.

The new President also says that she wants all our sisters and daughters to be more empowered. Through that, their increased contributions will continue in all areas of nation building. The first citizen of the country wants to tell the youth of our country that they are not only building their own future but also laying the foundation for future India.

# MAJULI OF RIVER BRAHMAPUTRA

**M**ost of the travellers who prefer Assam have no other favourite destination than Majuli. We have heard about Majuli as a beautiful land where history and culture are intertwined. Being Asia's largest river island, its lives are unfolding like an unwritten script. Majuli can be reached by boat from Johart. The last boat to Majuli departs from Nimati Ghat near Johart at around 3:30 in the afternoon. History books say that there were continuous earthquakes in Assam from 1661 to 1696. In 1750, Assam was hit by a huge flood. After this flood which lasted for 15 days, the Brahmaputra was diverted and Majuli Island was formed.

On the journey from Guwahati to Majuli, you will notice the name Nellie. It is a place having a great history since the political dynamics in Assam are intertwined with the history of Nellie. Nellie witnessed a major riot that gave the north-eastern states a bad reputation for being violent in the 80s, which is still unjust today and is unlikely to happen again. On February 18, 1983, more than 10,000 people were killed in a riot that lasted for about six hours, according to unofficial estimates. Official records recorded 2191 deaths. Back then, the people of 14 neighboring villages, including Nellie, were massacred as victims of indigeneity. It is said that the bodies of dead people were floating in the ponds and streams of the area for days and because of this, the people there were not ready to eat fish for a long time. Nellie now reminds us that when every river turns its back, every life that has been taken and every massacre is for us to forget.

It is 15 km from Johart to Nimati Ghat on the banks of the Brahmaputra. From there get a boat to Majuli.





When we reached Nimati Ghat at 2:30, our vehicle was the third in the queue of vehicles to board the boat. Majuli has a special type of watercraft which includes boat, and jangar: A watercraft built with a platform on top of a boat and made of planks and tin sheets. If two boats are built together, the number of people and vehicles can be doubled. Everything from bicycles to trailers can be loaded in this water vehicle. It has space for cow, buffalo and even elephant too. Each has a separate rate. In case of elephant, the charge is along with the mahout. This water jangar is operated under government control. Just as the watercraft to Majuli cannot be described as a boat, Nimati Ghat cannot be described as a boat jetty; because the banks of the Brahmaputra will collapse as the water level rises and the shape and alignment of the mounds will change. Accordingly, the boat jetty will also have to be shifted to a convenient location. The only way to get to the boat

is a temporary path made by breaking down the earthen embankment. The office and ticket counter is a small building on the boat. As soon as the boat jetty is shifted, this will also be shifted to there, or it can be said that the boat jetty will change as this office boat changes. Brahmaputra can be seen from the shore at Nimati Ghat. Although it is a river, it looks like a backwater and feels like a sea as it flows beyond boundaries. The Brahmaputra is flowing straight and wide like a malefactor, embracing and stealing the soil of China, India and Bangladesh. Brahmaputra is the 10th largest by discharge and 15th longest river in the world. We cannot understand the flow or depth of the river from outside. The river is said to have a depth of 124 feet to 380 feet. From Nimati Ghat, one has to travel by jangar for one hour to reach Majuli. It is not across the river but a large island in the middle of the river and a single district, as well as Assam's

Chief Minister Sarbananda Sonowal's own constituency. Majuli has also been the cultural center of Assam since the 16th century with the visit of Srimanta Sankardeva, a Vaishnava preceptor. Vehicles will be allowed to enter half an hour before the departure of jangar. There is a small store and a urinal in jangar, though there are no security arrangements. On the other hand, a good number of people travel on its roof by using a ladder to climb there. As per the instructions given by the boat jetty staff, the carriages are parked close to the edge of the platform in order to load maximum number of vehicles. Most of the passengers in jangar are men and women who are returning to Majuli from Johart after doing wage work. They are the ones who reach Johart in jangar from Majuli early in the morning. They cross the Brahmaputra when Majuli does not provide them with the resources they need for life. The jangar's passenger

cabin has two or three life jackets and life buoys in the carriage, but none of them are usable at first glance. The reason may be that the passengers and the authorities think that jangar will not be in danger. In fact, their daily journey through the broad banks of a river is without any guarantee of life.

On the way, you can see the vast gray mudflats rising above the water. The mud flats created by the heavy rains in the Brahmaputra are devoid of greenery. When the water rises, those reservoirs will also be submerged. Jangar has to move around without hitting them. The travel time may be longer due to winding roads. To make matters worse, the journey to Majuli is against the flow of the Brahmaputra. Jangar will dock at Kamalabari Jetty. As in Nimati Ghat, there are no permanent structures here either. The office is on the boat and the bridge is on temporary planks. Many small rivers having not much depth flow through Majuli. The Brahmaputra keeps creating new tributaries like this during floods and the real Brahmaputra flows south of Majuli. The Kherkutia Xuti, which separates from the Brahmaputra and joins the Subansiri River, flows through the north. Subansiri also reaches further down and joins the Brahmaputra. Majuli is an island spread over an area of 421 square kilometers between these parallel flowing waterways. There are only two places in Majuli that can be called towns. Kamalabari and Garmur are only four kilometers away. As part of making Majuli the first carbon neutral district in the country, the district administration has also introduced cycle rides for tourists.

Most of the residents of Majuli are tribals who have migrated from Arunachal Pradesh. And there are Deori, Sonowal and Kachari tribes. With 144 villages, the total population of this island is about one and a half lakh. Villages only mean places where people live together. There is not even a small shop here. Hospitals, educational institutions and offices are located in Kamalabari or Garmur. Even the question of whether all the children are going to



study makes no sense! There are not many public transport facilities in Majuli. A bus or something seems to be coming from outside. As the area is flat, the villagers travel on bicycles. Government provides free bicycles to school children. After class 9, girls' uniform in educational institutions in Majuli is saree. A very small number of students with ties and belts as part of the uniform add a touch of modernity to the island. Rice farming is the main source of income for the people of Majuli Island. Rice and rice products are staple food. More than a hundred type of paddy plants are growing in the fields here. All these are cultivated naturally without the use of pesticides or chemical fertilizers. Among them, varieties such as Bao Dhan (Brown Rice) are unique in that they grow under water. Due to its proximity to the river, many people ranging from children to adults have adopted fishing as a means of livelihood.

In the morning, a group of women and children can be seen standing on the road with special baskets for fishing and a lot of children jumping into small boats and rowing like adept rowers. Small versions of Chinese nets are also placed along the river banks. During the rainy season, large numbers of fish come to these areas from the Brahmaputra. Later, when the water enters, they cannot go back. Thus, the fishes that grow trapped in these water bodies are caught despite the bait. Dishes using river fish are readily available in small eateries in Majuli. Since cattle rearing is also a source of income for the people here, they go to other areas and collect grass and bring it home in boats. Most of the houses in Majuli are made of bamboo and mud. Beautiful residences are constructed of bamboo and grass on platforms raised on bamboo stilts in waterlogged fields and the like. The area of Majuli was once



1250 square kilometers. The edges of the island will be swallowed up by the Brahmaputra a little at a time with each flood. It is estimated that after 1991 alone, 35 coastal villages in Majuli were swept away by the river. Studies show that the island will be completely submerged in the not-too-distant future in its current state. For the past three decades, the Irrigation Department and the Brahmaputra Board have been doing everything possible to tackle soil erosion, the biggest problem facing the island, but nothing has succeeded.

The village of Salmora in the southeast region of Majuli is home to a large number of potters known as Kumars. About forty families are engaged in pottery making here. Quite different and fascinating is the cottage industry of Majuli, pottery making. While the whole world uses a special type of wheel for pottery, there are no such tools here. The vessels are shaped by just using hands and beating them with pieces of wood. They are the ones who prepare locally available wood and bamboo to be suitable for pottery making. This is the method adopted by the Harappa and Mohenjodaro civilizations for making pottery. Therefore, many archaeologists have made this analogy their subject of study. They make 26 different types of

pottery. Women do the primary work of digging and shaping the pot. They are dried in the sun and then transferred to the kiln. It is men who bake the dried pots in the oven.

During the monsoons, the villagers collect the wood that flows down the Brahmaputra from the forests of Arunachal Pradesh and Nagaland till nightfall. It is kept in front of houses. The villagers do not hesitate to exchange these sticks. Apart from this, bamboo, dry banana leaves and straw are used for the furnace and about a thousand pots can be in a furnace. These earthen pots are fired by lining them with straw and mud on top of a wood stove. They use clay from a few feet deep for this handicraft. This silt is deposited on the banks along with the gravel when the water rises in the Brahmaputra during the monsoons. Clay is collected by digging up to 30 feet deep. Later, when the water recedes, clay deposits form again in these pits. The potters will be out of work when the water in the Brahmaputra rises. They would then collect the firewood flowing down the river. Brahmaputra would have returned with the clay for them to make pots next time when the water in the river came down. The potters have a habit of carrying earthen pots from village

to village and collecting rice for food instead, similar to the old system of barter. Along with this, wholesalers from different parts of Assam also bought these pots. Majuli pottery is also used for puja purposes in temples. All the pots that are baked are taken out of the village by water. These pots are also being transported outside the state. It can be described as a profession which is handed down by a society for generations irrespective of caste. But, the finished works do not have the beauty or shape of any other earthenware as they are made by hand only without the help of wheel. Therefore, the demand for Majuli pottery is decreasing now.

The life of the Kumars on the banks of the Brahmaputra shows a great cycle of life. Brahmaputra will render them unemployed for a good part of the year. At that time, however, the river itself would supply them with the raw materials of clay and firewood that they would need beyond the time of famine. The river helps these very ordinary and poor people by opening a path for sale along with the clay when the flood is over. The biggest threat facing Majuli, which has many sights that attract tourists, is soil erosion. The size of the island is decreasing day by day due to strong currents, floods and erosion.

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# NEHRU TROPHY BOAT RACE OF KUTTANAD

Alappuzha is the land of regattas. From the Champakulam boat race to the Nehru Trophy boat race organized in the name of Pandit Jawaharlal Nehru, many different boat races create waves in the backwaters of Alappuzha as a ritual or celebration. The Nehru Trophy Boat Race is held every year on the second Saturday of August at Punnamada Lake in Alappuzha. The race, which is renowned even abroad, turns the waterfront into a throng of people on the day of this epic boat race. It is estimated that around one lakh people, including foreign tourists, come to see this boat race. It is one of the most competitive and popular sailing sports. The main event in this competitive boating game is the rowing competition of snake boats aka chundan vallam,

which are about 100 feet long and have a high front area.

This water festival started with our first prime minister, Pandit Jawaharlal Nehru's visit to Alappuzha. During his visit to Kerala, Nehru had to travel by boat from Kottayam to Alappuzha via Kuttanad. The Nehru family arrived in a boat owned by Joseph Murickan, a prominent farmer in the region. A large line of boats accompanied him on this journey. The residents of Kuttanad had organized a grand programme on the occasion of the Prime Minister's visit. Thus, in 1952, a boat race involving nine snake boats was held at Vattakayal as a mark of respect to Nehru.

In the first match, Nadubhagom chundan achieved the first position. Enthusiastic about the oarsmen's performance,

Nehru defied all safety measures and jumped into the Nadubhagom chundan. The boat carrying the Prime Minister moved from Vattakayal to the boat jetty. It was the beginning of the world's first largest water festival. When Nehru returned to Delhi in December 1952, he gifted the winners a silver boat sculpture mounted on a wooden pedestal, with his signature on it. The present was sent to the then Kollam Collector N. P. Chellappan Nair (Alappuzha district was not formed then). Above the Prime Minister's signature was inscribed: "To the winners of the boat race which is a unique feature of community life in Travancore Cochin". In 1954, Kollam Collector formed an organizing committee and started the Prime Minister's Trophy boat race. Since 1955, the competition has been held at Punnamada Lake. Known as the Prime Minister's Trophy, the regatta was renamed The Nehru Trophy after Nehru's death. The Nehru Trophy boat race, also known as the The Olympics on water,





becomes the Festival of Kuttanad.

The Island Pavilion was built in 1970. A distance of 1370 meters has been arranged for the competition divided into different tracks. The race begins with a procession. As the oarsmen move the rows in the water to the rhythmic beats, the boats zip through the track at lightning speed and look like swift-moving serpents in the distance. The snake boats make a way ahead. Then small boats such as Churulan, Veppu, Odi, etc. move in a row for about one and a half kilometers. The rowboats are skillfully rowed by the strong men of Kuttanad, singing couplets of the Kuchelavrittham Vanchipattu. The backwaters are a sight to see with pearl embellished boats and other boats with pearl umbrellas standing high on their decorated stern. Boats carrying performing artists such as Kathakali, Theyyam, Panchavadyam, Padayani, etc., evoking the cultural heritage of Kerala, follow the competing boats. As the match begins, the spectators thronging the shore start cheering and applauding. The snake boats struggle inch by inch on the seabed through a ring of water droplets that are dispersed by the impact created by the oarsmen. The

oarsmen's giant paddles dip and flash in the water 100 to 120 times a minute.

Preparations for this great water fair begin weeks in advance. Fish oil is applied to the snake boats for the smooth flow through water. Experienced senior rowers train new rowers. About 150 rowers from a village will take part in the practices with fasting. Every ward of the village, sometimes wealthy individuals, prepares sadya feasts for rowers on the bank of the lake during the training. This was the practice during the time of boat races in Kuttanad even when untouchability existed. People of different castes and religions sat together and had feast that day. It was a sign of communal unity in Kuttanad. The place, which has a legacy of backwaters and rivers, the majestic snake boats in the boat races are the pride of every village.

In the months of August-September, when about 20 small and big boat races take place, boat race or Vallamkali is the main focus of the people of this region as it is a unique celebration. No other country in the world seems to have such a celebration or sport and no other sport has so many members on the same team that of the boat races in Kuttanad. 111

Synchronized movements of the rows require natural acumen and yearlong practice.

It was decided in the meeting of the high-powered committee held in Thiruvananthapuram to invite President Draupadi Murmu as the chief guest for the Nehru Trophy boat race to be held this year. In a meeting led by the Department of Tourism on Monday to discuss matters related to the operation of boating, Minister P.A. Mohammed Riyas and others are concerned. Nehru Trophy Boat Race (NTBR) committee was given the responsibility of finding sponsors for the boat race and selling tickets. In 2019, the boat race was conducted by the Champions Boat League (CBL) Company through the Department of Tourism. This year's Nehru Trophy boat race is conducted on September 4. Along with the Nehru Trophy Boat Race, the first match of this year's Champions Trophy Boat Race will also be held. The last Nehru Trophy boat race was held on August 31, 2019 as the competition was not held in 2020 and 2021 due to the spread of Covid 19. After a gap of two years, we can also look forward to the Nehru Trophy boat race, which will return to rock the backwaters with more vigor than before.

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# DEALS FOR SPECIAL OCCASIONS

Seasonal marketing campaigns are one of the innovative strategies used by companies to introduce new products or businesses to a large number of customers. This method is widely used to increase the sales of a product in the market and to inform people about services or promotions. Seasonal campaigns play a major role in generating new customers as it is indispensable in the online market today as certain festive times of the year generate extra traffic on websites.

Celebrations like Onam, Vishu and Christmas to historic holidays like Independence Day and Republic Day have played a role in creating the need for this new marketing approach to attract customers. It is a fact that the

seasonal transitions create seasonal marketing excitement. All companies fear losing customers if they don't maintain this excitement everlasting. However, anyone who is attracted by the tempting promises of companies should properly study the product they are buying. Any promotion that businesses create during certain times or seasons of the year can be considered seasonal marketing. These often even include special season-themed promotions tailored to the customer's seasonal needs. For example, Christmas-themed ads may be more appealing when a consumer is shopping around Christmas time. The plus point here is that it offers many benefits.

Seasonal transitions and holidays are great opportunities to attract existing and new customers with special promotions along with increased web traffic. By offering seasonal deals that occur only at certain times, the customer is ready to take advantage of the opportunity. This limited offer means that a customer is less likely to purchase a product.

*New businesses consider seasonal marketing as an opportunity to gain a foothold in a new industry by offering great promotions and providing exceptional customer service. This method can also encourage many people to remain a customer even after the holiday or seasonal promotions are over.*

Today's consumers are brand conscious. Seasonal marketing is a measure of the extent to which people are convinced that a branded product exists at special discounts and that it offers the right service. Many businesses experience significant customer traffic during the holiday season from referrals and promotions.

New businesses consider seasonal marketing as an opportunity to gain a foothold in a new industry by offering great promotions and providing exceptional customer service. This method can also encourage many people to remain a customer even after the holiday or seasonal promotions are over. The customer should have a comprehensive understanding of the product he is going to buy. Seasonal promotions are a great time to offer discounts on products or services, so make sure the product is a clear customer satisfaction before jumping into a trade deal. In addition to checking whether there is an advantage over the discounts available in the off-market and online, the quality of the product should be monitored, including after-service and warranty. Because it is certain that seasonal marketing will rule the market in many forms when it comes to online marketing.





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