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PASSPORT TO GLOBAL JOB OPPORTUNITIES



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GCC visitors spur Kerala tourism

While domestic tourism is thriving in Kerala, the influx of inbound tourists from the GCC countries is further adding to the growth of leisure sector in the state. Apart from sight-seeing, foreign tourists are seeking health and medical treatments in Kerala, the land of Ayurveda. Thus Kerala is benefiting from the resurgence of both domestic and international tourism.

Kerala, known as “God’s Own Country” continues



Mr VS Abdulkareem, CMD, FlyCreative Online to thrive as a premier travel destination, buoyed by a resurgence in both domestic and international tourism. Key industry

leaders reveal a multifaceted recovery, highlighting a blend of traditional attractions and emerging trends that are reshaping the state’s tourism landscape. According to Mr VS Abdulkareem, MD and CEO, Flycreative Online, Kerala’s domestic tourism has reached unprecedented levels.

“Domestic tourism is the highest in the last year in comparison with all other previous years’ domestic flow. This surge is complemented by an increase

in inbound tourism from GCC countries. The Arab community’s deep-rooted connections with Keralites have translated into a growing influx of visitors seeking wellness, rejuvenation, and medical treatments in Kerala. There are a substantial number of Arabs coming for domestic tourism which is the highest in the last year in comparison with all other previous years’ domestic flow. This surge is complemented by an increase in inbound tourism from

GCC countries. The Arab community’s deep-rooted connections with Keralites have translated into a growing influx of visitors seeking wellness, rejuvenation and medical treatments in Kerala. There are a substantial number of Arabs coming for rejuvenation, wellness and treatment,” he said, adding that their extended stays for treatments often include family vacations, further boosting the state’s tourism.

(Cont. on page-7)

Indian economy to double its size by 2030

NEW DLEHI: India could easily double the size of its economy by 2030, Niti Aayog CEO BVR Subrahmanyam has said.

At an event organised by the Public Affairs Forum of India (PAFI), Subrahmanyam added that climate change is an opportunity for India to become a leader in climate technology.

“Our economy should easily double by 2030... India’s ambition to become the third-largest economy by 2026-2027 necessitates a cohesive grand strategy,” he said.

Currently, in US dollar terms, India is the fifth largest economy with a size of about \$3.7 trillion in nominal terms. “India

will be a big dominant player, it already matters and it will matter much more in global affairs, by 2047,” he said.

Subrahmanyam said by 2047, India will be among the world’s youngest nations demographically, poised for prosperity, with a projected per capita income of around \$18,000 to \$20,000. “This growth is significant as India is expected to emerge as a major global player, building on the substantial progress made over the past decade in addressing challenges such as natural disasters and poverty,” he said.

Further, he said that there is a need to look at

the green economy, and the Aayog is working on developing a pathway for net zero carbon emissions by 2070.

“We have formed a task force and are working with the Central and state governments to achieve our targets,” he added.

The CEO of Niti Aayog stressed the importance of Global Value Chains (GVCs).

He said that the government is working across sectors and services to build better strategies. Subrahmanyam added that urban development and infrastructure are crucial, with cities designed as economic hubs to drive growth.

Dubai Shopping Festival from December 6

DUBAI: Dubai Shopping Festival is set to return soon this December, with the highly anticipated retail event announcing its dates. The shopping festival will begin from Dec 6, 2024, and run until Jan 12, 2025.

On its 30-year anniversary, the shopping festival will feature some of the world’s largest A-list performers and celebrities in a line-up of live concerts including the 321 Festival.

It will also host outdoor pop-up community experiences at the Market Outside The Box (MOTB) and Canteen X, while bringing residents the biggest-ever shopping deals from over 1,000 global and

local brands. Visitors can also enjoy festive experiences, memorable New Year’s Eve celebrations, as well as trips to theme parks, outdoor adventures, beachside destinations and chances to win life-changing prizes.

Throughout the 38 days of the festival, residents and visitors will be able to witness the free, enchanting immersive displays of Dubai lights, fireworks, alongside daily, free to watch world-class drone shows. The full calendar of DSF events will be unveiled soon, showcasing a comprehensive guide on how to make the most of the festival during the UAE’s winter months.

India’s WPI inflation at four-month low

NEW DELHI: Wholesale inflation fell for the second consecutive month to 1.31pc in August due to cheaper vegetables, food and fuel. The wholesale price index (WPI) based inflation was 2.04pc in July. It was -0.46pc in August last year.

“Positive rate of inflation in Aug 2024 is primarily due to increase in prices of food articles, processed food products,

other manufacturing, manufacture of textiles and manufacture of machinery and equipment etc,” the industry ministry said in a statement. As per the data, inflation in food items was 3.11pc in Aug against 3.45pc in July. This was led by declining prices of vegetables, which recorded a deflation of 10.01pc in Aug compared with

(Cont. on page-8)

Americans can renew their passports online now

WASHINGTON: Americans looking to renew their passports can now do so online as the beta phase of the programme that has been running for two months is opened nationally.

The US Department of State said it has increased hiring, brought on experts and improved its website in an attempt to meet the growing demand for con-

sular services, including processing passport renewals and issuing travel visas.” From Sept 18 online passport renewal has gone live for the first time ever for the entire country,” Deputy Secretary of State Richard Verma told a travel conference in New York.

About two lakh people participated in the beta programme and the State

Department estimated that nearly 50pc of renewals will be done online in the near future. There are certain qualifications to be able to use the digitised application for passport renewals, including being located in the US. Passports that have been expired for more than five years are not permitted to be renewed online, Verma said.



Dwindling oil prices

It's natural that India is too much concerned about crude oil prices as about 70pc of the country's oil demand is met by imports. We import oil from West Asian countries – particularly Saudi Arabia --- and Russia. India's production of oil and gas has not increased as desired, but thanks to the changing technology, our dependency on oil is bound to come down. Automobile sector is going ahead with the production of electric vehicles which can ease the pressure on oil imports. But this is not going to happen soon, there is a long way to go.

Last week, Brent oil finished at its lowest level since Dec 2021, down to \$70.6 per barrel much to relief of the oil importing countries like India. Data from the Commodity Futures Trading Commission and Intercontinental Exchange

shows that during the most recent reporting week, oil collectively dropped to their lowest point of the year. In Aug, oil prices experienced significant volatility. Brent crude futures tumbled by \$6 per barrel during July, influenced by weak macroeconomic data and geopolitical tensions. By the end of Aug, Brent crude was trading at around \$80 per barrel. Oil prices continued to decline, with Brent crude falling below \$70 in Sept. This decline was driven by weakening global demand and signs of oversupply.

What are the reasons for this sudden fall in oil prices? Weaker economic data from the US and China has raised fears of a potential recession, leading to reduced demand expectations. Negative sentiment on the stock market has spilled over into commodities, including oil. Ceasefire talks in the MidEast have reduced the risk of supply disruptions, further easing prices and a stronger dollar makes oil more expensive for other countries which can decrease demand. As of early Sept 2024, US crude oil inventories have seen fluctuations. The latest data from the US Energy Information Administration (EIA) reported a slight increase in crude oil stocks, which stood at about 420 million barrels. This increase is partly due to lower refinery runs and higher imports.

Gasoline stocks have also been volatile. In Aug 2024, gasoline inventories were reported at around 220 million barrels, reflecting a decrease due to higher summer driving demand. Distillate fuel inventories, which include diesel and heating oil, were reported at about 130 million barrels in early Sept 2024. This level is slightly below the five-year average for this time of year, indicating tighter supply conditions. In Aug, manufacturing activity in China fell to a six-month low, raising concerns about reduced oil demand.

Russia's position as a key exporter continues to shape the market. Russia has redirected its oil exports towards Asia, particularly India and China, due to Western sanctions. This shift has been essential for maintaining its oil revenue. Russia's production levels, often co-ordinated with OPEC have been crucial in managing global supply. Despite sanctions, Russia has maintained significant export levels.

By adjusting production levels, OPEC aims to balance supply with global demand.

Although market concerns over economic and oil demand growth, particularly in China, have increased, causing oil prices to fall, OPEC production cuts mean less oil is being produced globally than is being consumed. It is expected the Brent crude oil spot price to average at \$82 per barrel in 2025.

LIPSYNCH

“Why bother about the colour of the kitten as long as it catches the mouse” – A Chinese proverb

FlyCreative launches its OTA portal

The travel consolidator recently conducted an educational trip for its agent partners – to reconnect with old partners and re-educate new agents and highlight new destinations in Kerala. The intention was also to underline the fact that FlyCreative Online is now also an OTA with its own online B2B booking agent, informs Adl Karim, Director, FlyCreative Online.

FlyCreative Online recently organised a familiarisation tour to Kerala for its travel partners to showcase its offerings, particularly for Meetings, Incentives, Conferences and Exhibitions (MICE). Adl Karim, Director, FlyCre-



Mr Adl Karim, Director, FlyCreative Online

partners and I'm sure this will help in selling it in a little different way to their clients.”

Domestic market booming
India is growing and so is India's domestic

clients. And that is the area that we are focusing on.”

FlyCreative an OTA

Karim underlined the fact that FlyCreative Online is not just a South India DMC; it is an OTA. “We are one of the consolidators in the OTA space and we have this new booking engine which we have launched for our B2B partners, which is our focus, and we will be expanding on that front. Many agent partners in the industry know us as a South India DMC but that is just one of the verticals we have. Our main business is consolidation with a mid-size consolidator in the airline space. We are now entering into



FlyCreative director Mr Adl Abdulkareem with participants of FlyCreative FAM trip to Kerala in Kochi.

ative Online, who led the delegation, observed: “We had 19 travel agents coming from cities such as Ahmedabad, Nagpur, Delhi and Mumbai this time. The main idea behind organising this trip was to reconnect with them because we have been a consistent Destination Management Company (DMC), who used to offer such familiarisation trips every six months in order to rejuvenate and educate our agent partners.”

This was the first familiarisation tour by FlyCreative since COVID-19. Apart from the idea of reconnecting with old partners, the aim was to re-educate new agents and highlight new destinations in Kerala. Speaking about the itinerary, Karim said: “The itinerary this time was a little different from the standard itineraries. This time we included Ashtamudi, Varkala and Athirapalli, which are some new destinations for our

tourism market, Karim said. “Most of the hotels here are full. That shows the potential of domestic tourism, and we are sure, with the experiences and the offerings that this destination has, growth will come indigenously, returns will come indigenously except for some natural disasters that are happening. So, if that is under control, I think the destination will grow and the DMCs will also have good returns,” he added. FlyCreative has been focusing on MICE movements and that has been its forte, especially for a destination like Kerala “because the corporates are looking for activities that can be offered and Kerala is a destination which gives you different experiences”. Karim explained, “We have got hill stations, we have got backwaters, we have got beaches, we have got wildlife, so there are different experiences and activities that can be offered to

the OTA segment, and we have our own online B2B booking agent which we launched last year. We are expanding our footprints to all cities in India and increasing our sales force,” he revealed.

They have multiple products in one basket --- air, hotels, travel insurance, buses, holiday packages, making it a convenient mode of offering its services to its agent partners. “It's already live; the soft launch was done last year and now we are marketing it. It's an updated booking agent which offers all different kind of features. We have features in the air vertical from NDC fares, special FD fares, everything included. On top of that, we have got our South India DMC standard packages included as well, so if an agent partner prefers a certain itinerary all the details are online. So, we do not have to email back and forth,” he said.

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FOREX RATES
As on 19th September, 2024 (In rupees)

Currency	Buying	Selling
US Dollar	84.52	83.47
Euro	93.96	92.91
Australian Dollar	57.71	56.56
Japanese Yen	0.61	0.58
Canadian Dollar	62.40	61.35
Singapore Dollar	65.40	64.45
Swedish krona	9.20	7.41
UAE Dirham	23.23	22.63
Swiss Franc (CHF)	99.66	98.16
British Pound	111.46	110.41
New Zealand Dollar	52.87	51.52
Thai Baht	2.61	2.48
Hong Kong Dollar	11.70	10.39
Saudi Arabian Riyal	22.81	22.06
Bahraini Dinar	229.07	214.07
Chinese Yuan	12.72	10.32
Danish Krone	12.98	11.98
Kuwaiti Dinar	280.72	265.72
Malaysian Ringgit	20.68	19.48
Omani Rial	223.89	211.89
Qatari Riyal	23.74	21.99
South African Rand	5.22	4.28

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We are very pleased to announce that, one is coming out with a special Saudi National Day e-supplement on 23rd September, 2024.

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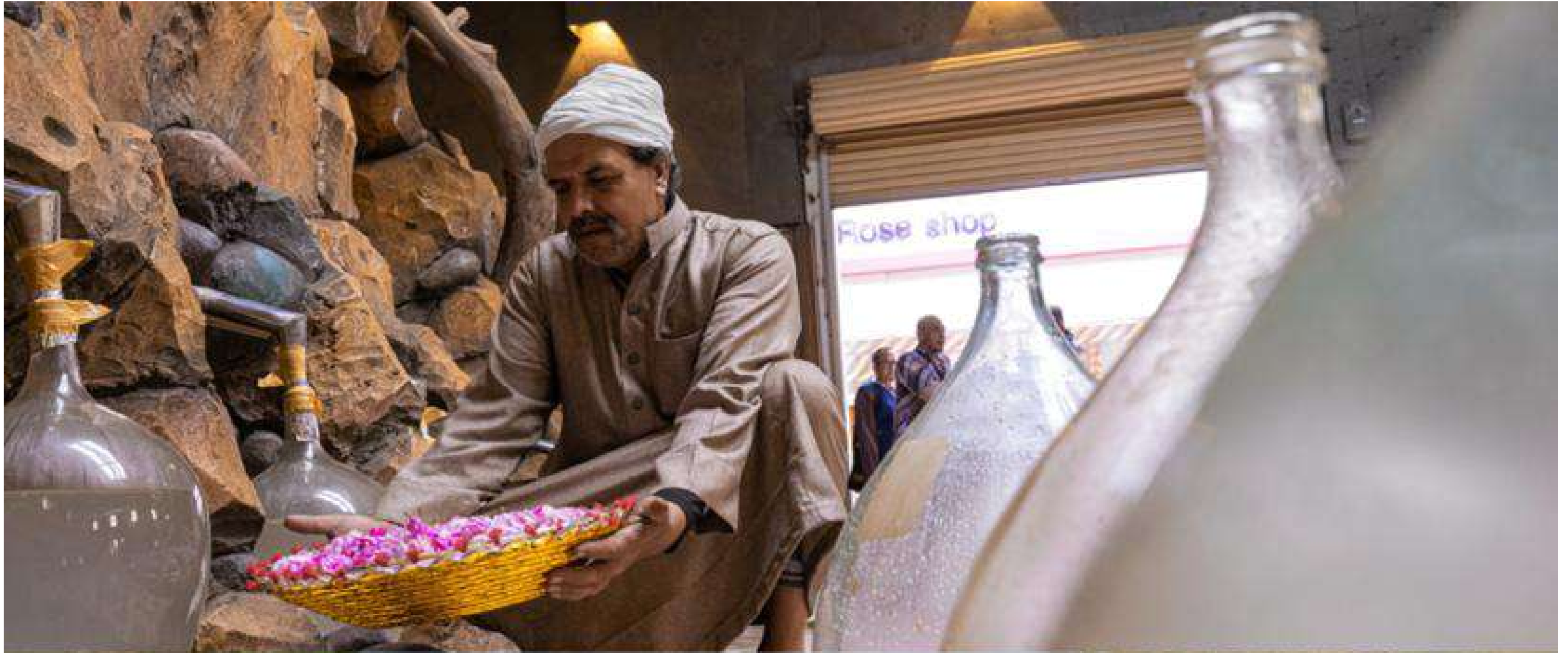
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FOUR-DAY MEGA EVENT IN KOCHI

All set for Kerala Travel Mart-2024

KOCHI: The state is all set for the 12th edition of Kerala Travel Mart (KTM-2024) with the warmest-ever response from stakeholders in its 24 years of profile, as the four-day biennial showpiece event

PA Mohammed Riyas, while Finance Minister KN Balagopal will be the chief guest, organisers said.

Domestic buyers alone total 2,035 for KTM-2024, slated to be held at the Sagara-Samudrika

While the buyers from Russia total 34, those from the rest of Europe have a figure of 245. There will be 41 buyers from Africa, while the others are from East Asia.

As for domestic buy-

The Sept 26-29 mart will have 345 stalls under eight categories. The KTM Society is organising the event with support from other agencies of the state as well as industry, besides assistance from

2024 will see a pre-mart tour from Sept 22 to 26, involving media persons, vloggers and influencers. There will also be a five-day post-mart tour across Kerala from Sept 30 for select buyers of KTM-2024. The 12th KTM will also accord special focus to Kerala as a wedding destination. Authorities see an overexposure of tourist spots outside of the state as an opportunity to woo travellers to Kerala. Its abundant beaches, backwaters, forests, teagardens and lush greenery make the state an ideal tourist destination. The state also is reputed for cultural and culinary richness besides strong infrastructure and transportation facilities.

Besides its emphasis on promoting Responsible Tourism, the event will strive to boost MICE (meetings, industries, conferences and exhibitions) tourism. In addition to hosting large events in metros such as Kochi, leisure destinations are also equipped to host a variety of MICE events. The G20 working group's meet at the scenic Kumarakom (near Kottayam) and Kovalam (south of Thiruvananthapuram) in March-April last year was an example of the state's USP in this segment.

Cruise tourism is another area where the 12th edition of KTM is giving focus. Authorities are optimistic about roping in potential buyers from this segment as well.

The 11th KTM in 2022 facilitated more than 55,000 business interactions in its three days. The number of buyers stood at 1,134 (234 of them from abroad), while seller stalls totalled 302.



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in the city next week promises a grand international showcase of the strength of the travel and tourism sector in God's Own Country.

Chief Minister Pinarayi Vijayan will on Sept 26 inaugurate the biennial mart that is to feature 2,839 buyers, which is more than double the hitherto-highest total (1,305 in 2018). The opening ceremony will be presided over by Tourism Minister

ka Convention Centre in Wellington Island. As for foreign buyers, the number is 800.

The inaugural ceremony will be followed by three days of business sessions. There will also be an expo, which will be open for the public on the last day (Sept 29).

Of the 808 foreign buyers from 76 countries, 67 are from the UK, 60 from the Gulf and 55 from the US.

ers, Maharashtra (578) tops the list, followed by Delhi (340) and Gujarat (263). KTM President Jose Pradeep and Secretary S Swaminathan told a media conference here. The mart has proven to be a boost for travel and tourism in the state in times of crises, they pointed out, recalling the monsoon floods of 2018 and the pandemic that set in one-and-a-half year later.

the state tourism department.

Digital revolution

The upcoming edition is being considered as a "total digital revolution" as the organizers have come up with software that ensures the smooth conduct of B2B meetings. Also, for the first time, there is an app for KTM, which will strictly adhere to the green protocol.

The run-up to KTM-



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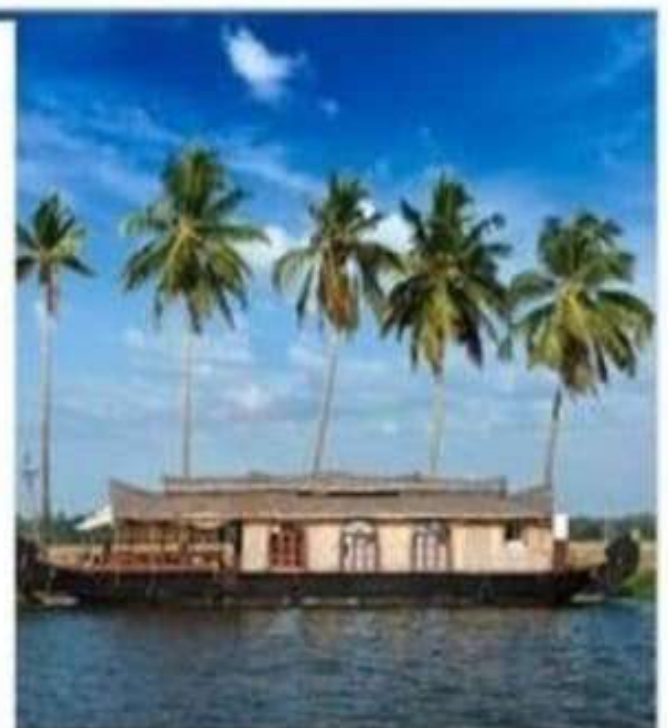
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GCC visitors spur Kerala tourism

(Cont. from page-1)

Despite facing natural calamities annually, Kerala's lush green landscapes and tropical climate continue to attract tourists. "The greenery is increasing in Kerala because of

group travel to a focus on individual and experience-based travel. "People are increasingly looking for unique experiences; experience has become a luxury. Tourists are now seeking immersive cul-

el Mart, which is becoming a significant event for the tourism industry. "We are expecting around 55,000 appointments, with approximately 350 stalls and 1,200 buyers attending," he reveals.

reflecting a broader range of experiences that Kerala now offers.

Sharath MS, Regional Director, Sales and Marketing, The Leela Kovalam and The Leela Ashtamudi, emphasises Kerala's unique appeal through its natural beauty and heritage. "Kerala stands out as one of the most pioneering states in Indian tourism. For over four decades, Kerala has been at the forefront of attracting tourists, particularly from Europe, the Middle East and Russia, drawn by both our leisure offerings and our renowned Ayurveda services," he says.

Optimistic future

EM Najeed, CMD, Air Travel Enterprise (ATE) Group, underscores Kerala's resilience in the face of adversities. Despite facing multiple crises, including natural disasters and pandemics, Kerala's tourism sector has shown remarkable recovery and adaptability. "Kerala

has come back and Kerala is coming back," Najeed affirms, praising the industry's ongoing support and optimism. Najeed also highlighted Kerala's innovation and adaptability. "Kerala continues to diversify its offerings and embrace new trends. The state has recently been recognised for its excellence in digital marketing by Pacific Asia Travel Association (PATA), which underscores our commitment to staying at the forefront of tourism promotion," he said.

Looking ahead, Najeed expressed optimism about Kerala's future. "Domestic tourism is performing exceptionally well and international travel is gradually returning to pre-pandemic levels. We are hopeful that by next year, we will reach the tourism figures we saw in 2019," he concluded.



EM Najeed
Chairman & Managing Director
Air Travel Enterprise Group



Sejo Jose
Managing Director
Marvel Tours



A Thambi Mathew
Managing Director
Mathew Voyages



Jibran Asif
Director
ABAD Hotels and Resorts



Sharath MS
Regional Director,
Sales and Marketing
The Leela Kovalam and The
Leela Ashtamudi

the even summer rain happening," Abdulkareem observes, highlighting that the state is now more beautiful than ever, drawing visitors with its enhanced natural beauty.

Emerging trends

The tourism landscape in Kerala is evolving with new trends. A Thambi Mathew, Managing Director, Mathew Voyages, points out a shift from

tural experiences, walking tours and activities beyond traditional itineraries," Mathew noted. He recommends that states increase promotional activities and digital marketing support to enhance Kerala's visibility in international markets.

Jibran Asif, Director, ABAD Hotels and Resorts, highlights the robust growth of the Kerala Trav-

Sejo Jose, MD, Marvel Tours, observes new trends such as the rise of villa concepts and specialised tourism. "The villa concepts are attracting many high-networth tourists who seek personalised services similar to those offered by five-star hotels," Jose explains. Additionally, there is a growing interest in agriculture, cuisine, and architectural tourism,

GULF FAQs

Service, Rera fees at every lease renewal?

I've been living in a Dubai apartment for the last three years. When I first moved in, the real estate company charged me a fee, but now they're charging me a Dh1,000 "service fee" and a Dh200 Rera fee each time I renew my tenancy contract. I just received the renewal notice last week and those charges are listed again. Is this even allowed? Is this legal?

In Dubai, a tenancy contract defines the respective rights and obligations of a landlord and a tenant with respect to a rented premise. Furthermore, the contract also determines how different payments, like those

for government fees and taxes are agreed and specified between the landlord and tenant based on the terms of the contract.

Usually, tenants are responsible for these payments unless the lease contract specifically says otherwise. This is outlined in Article 22 of Law No (26) of 2007 Regulating the Relationship between Landlords and Tenants in the Emirate of Dubai which reads as follows: "Unless the Lease Con-

tract states otherwise, the tenant must pay all fees and taxes owed to government entities and departments in relation to the use of the real property, and must pay the fees or taxes prescribed for any sub-

lease of the real property."

The Rera registration fees are mandatory government charges that you have to pay as a tenant. Therefore, according to the Tenancy Law, you are obliged to pay the charges unless your tenancy contract states otherwise. The landlord may rightly claim the service charges if you had agreed to such charges in your tenancy contract.

In case there is no amicable settlement related to the said matter between you and your landlord, you may approach the Rental Dispute Centre of Dubai to settle the matter amicably.

LuLu plans IPO by November

ABU DHABI: UAE retail giant LuLu Group will open its Initial Public Offer (IPO) of shares by the last week of October or early November and a dual listing is expected to raise between \$1.5 billion and \$1.85 billion.

The stock will be listed on the Abu Dhabi Securities Exchange (ADX) and Saudi Arabian stock exchange Tadawul.

The LuLu Group reported an annual turnover of about \$8 billion in 2022.

"The IPO offering should open in the window between the last week of October and early Nov, making it an ideal period before the Dec holidays set in," a source said.

Emirates NBD Capital, HSBC Holdings, Abu Dhabi Commercial Bank and Citigroup have been tapped as book runners for the IPO. The offering will be four to five times bigger than another retail IPO the UAE saw earlier this year.

In April, Spinneys, the operator of premium grocery retail supermarkets in

the UAE and Oman, raised Dh1.38 billion (\$375 million) through its IPO on the Dubai Financial Market (DFM), resulting in more than \$19 billion in orders, indicating strong demand from the UAE and global institutional investor community. Abu Dhabi-headquartered LuLu Group, which operates 260 LuLu stores and 24 shopping malls across the GCC, Egypt, India and the Far East, was founded by Yusuf Ali in the 1990s.

ADQ bought a 20pc stake worth just over \$1 billion in the group in 2020, paving the way for an investment supporting the group's expansion of operations in Egypt.

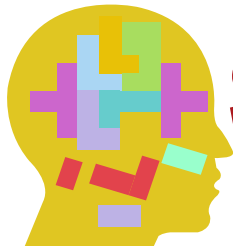
In August 2023, it was reported that LuLu was raising Dh 10 billion to refinance debt ahead of a potential IPO, which the company said will help in expanding its footprint with 80 new hypermarkets across the GCC, Egypt and beyond, while enhancing supply chain networks and e-commerce capabilities.

HIGH-PAYING MEDICAL COURSES without NEET SCORES!

“SKILLS GURU” has been humbly striving to elevate the workplace, labour, workforce and work culture by emphasising the significance of different professions and learning how important they are. Due to constraints, a large portion of this work cannot be described in depth. Remember that a successful life is one in which you are able to reject what is useless, debilitating, and retarding and accept what is inspiring. Without a passion for one’s work, professional success is unattainable. It will love you back in the form of “a contented and blessed life” if you are passionate about it. The reason you get out of bed in the morning is to enjoy every workday. If you are passionate about something, you can always find a way to follow your dream, no matter how many obstacles you face.)

PART-VI (Continuing from Part V of previous issue)

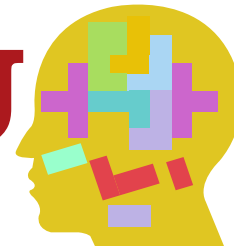
* **PHYSIOTHERAPY (Diploma (UG and PG) / Bachelor (UG) / Master (PG) & PhD (Doctoral) Programmes):** A physical therapist or physiotherapist is



a medical professional who assists in maintaining an individual’s general mobility and physical well-being. Physiotherapists make life easier and help people heal from injuries. They provide greater pain management and quality of life support to those suffering from illnesses and injuries. By applying their expertise in physiotherapy, these experts assess the severity of injuries and devise a plan of care that expedites the healing process. A physiotherapist *

- Work with patients to relieve their mobility issues and pain
- Restore mobility of patients by performing various exercises
- Keep track of client’s health
- Identify, diagnose and treat a patient’s condition
- Refer clients to other medical professionals to restore their health
- Monitor the progress of discharged clients while patients are in the home
- Promote an active and healthy lifestyle

By Sajan MS



by creating customised fitness plans *

- Design treatment strategies to restore functioning, prevent disability, reduce extreme pain and enhance mobility
- Prevent progressive loss of mobility because of injuries, disease and disorders.

ELIGIBILITY / Educational Qualifications (Bachelor Programmes)-

- A person can become a Physiotherapist by taking one of several available programmes. The Physiotherapy programmes are offered at different levels: Diploma in Physiotherapy (DPT), Bachelors of Science in Physiotherapy (BPT), Master of Science in Physiotherapy (MPT), and PhD or Doctoral Programme in Physiotherapy.
- * **BSc in Physiotherapy :** A three-year university programme also available.

ELIGIBILITY FOR UG DIPLOMA: The student must have completed 10+2 with 50pc marks. Eligibility for

Bachelor of Physiotherapy (BPT): The student must have completed 10+2 with 50pc marks Physics, Chemistry, Biology as compulsory subjects / Admission based on merit in 10+2 / Entrance Exam is not a must in most cases. Eligibility for Master in Physiotherapy (MPT): Admission based on bachelor’s degree results. The applicant needs to pass the entrance exam given by the specific university or must clear anyone Entrance Exam: All India Post Graduate Physiotherapy Entrance Test, CET for the master course, JIPMER All India Entrance Exam, NEETPG. The student must have completed six months internship during Bachelors. Eligibility for PG Diploma: The student must have completed Bachelor’s degree with minimum per cent required by the respective college. The student must

have completed six months internship during Bachelors.

THE FACTORS LINKING PHYSIOTHERAPY TO A REWARDING JOB?-

Growing Demand: The need for physiotherapists is growing due to a greater emphasis on rehabilitation and a growing awareness of health and wellness.

Diverse Work Environments: Physiotherapists can work in clinics, hospitals, military, patient’s home, Outpatient clinics, Nursing homes, Veterinarian clinics, Sports teams, Gyms, Athletic teams, Schools and even in rehabilitation facilities.

Impactful Work: Physiotherapists can be highly fulfilling in their role as they assist patients in managing pain, recovering from injuries, and improving mobility.

Career Advancement and Specialisations: It is possible to specialise in physiotherapy in a number of fields, including pediatric, geriatric, and sports (Sports physiotherapists, Geriatric physiotherapists, Paediatrics physiotherapists, Neurology physiotherapists etc)

(To be continued)

Minister Riyas launches ‘My Kerala, beautiful as ever’ campaign

KALPETTA: Over two dozen social media influencers met in Wayanad to support the district’s tourism activities, which were affected by devastating Chooralmala landslides.

This is part of a series of promotional activities for Kerala Tourism’s new campaign, “My Kerala, beautiful as ever,” which aims to attract more holidaymakers worldwide.

Tourism Minister Mohamed Riyas launched the official video of “My Kerala, beautiful as ever” and interacted with social media influencers. They will visit tourist destinations in the district to see and experience for themselves that Wayanad remains as beautiful as ever, like the rest of Kerala, and generate video content for social media to show it to the world. The hospitality industry witnessed large-

scale booking cancellations after the tragedy, following a barrage of negative stories that appeared on social media.

“The tourism sector was hit badly, as many referred to the landslides as the Wayanad disaster, while it was limited to a small area,” Riyas said. “It prompted many to cancel their travel plans, even to places several kms away from Chooralmala. It has affected the livelihood of many families.” He said the government had devised a plan for the tourism sector of Wayanad and implemented it, attracting large numbers of visitors to the hilly district since it came to power. Following the aggressive campaign, the picturesque district became a top destination, and due to the heavy rush, getting rooms on weekends in many resorts was difficult.

Emirates to stop flights between Singapore and Melbourne

SINGAPORE: Dubai-based airline Emirates is stopping its long-running flights between Singapore and Melbourne, just five years after it applied to terminate flights between Singapore and Brisbane in 2019.

In a statement, the Competition and Consumer Commission of Singapore (CCCS) said Emirates had requested to terminate its operations on the route.

In response to queries, the airline said in early Sept that it will determine the termination date after receiving the final assessment from CCCS regarding the impact of being released from its capacity commitments that were set out in an alliance with Qantas. Emirates has been operating flights on this route since 1996 on wide-body Boeing 777s, with the exception of a three-year

hiatus from 2020 during the Covid-19 pandemic.

The Dubai carrier added that it will continue to connect Singapore to Dubai



with four daily flights and Melbourne to Dubai non-stop with two daily flights, in addition to offering direct flights between Melbourne and Singapore via its code-share partner Qantas’ twice-daily flights.

Following the termination of Emirates’ Singapore-Melbourne services, the airline said it will not be flying its own planes between Singapore and Australia, although it will continue to offer code-share flights to Melbourne, Brisbane and Sydney. Code-sharing re-

fers to an agreement between airlines to sell seats on each other’s flights.

India’s WPI...

(Cont. from page-1)

8.93 per cent in July.

Inflation in potatoes and onions continued to be high at 77.96pc and 65.75pc in Aug. The fuel and power category witnessed deflation of 0.67pc in August against inflation of 1.72pc in July. Data released last week showed retail inflation was at 3.65pc in August on higher prices of vegetables. This was higher than 3.60pc in July.

RBI, which mainly takes into account retail inflation while framing monetary policy, kept the benchmark interest rate or repo rate unchanged for the ninth consecutive time in Aug at 6.5pc.