

#TRENDING

Time to Dump Your Ex's Stuff!

Tinder's 'Ex-Press Disposal Truck' Rolls into Mumbai!



Heartbreaks are hard, but getting rid of your ex's leftover stuff? That can be downright satisfying! Tinder India has come up with a fun, quirky solution to help you move on from your past relationships, enter the 'Ex-Press Disposal Truck'. Recently launched in Mumbai as part of Tinder's 'Move On' campaign, this mobile truck is here to make letting go of old love tokens a whole lot easier (and way more fun)!

The Truck That Takes Your Ex's Stuff, Literally

Forget burning your ex's hoodie or throwing away old pictures in a fit of emotion. Tinder's 'Ex-Press Disposal Truck' offers you a place to toss those unwanted items with a smile. Whether it's love letters, random gifts,

or that stuffed bear you regret ever accepting, this truck is ready to take them all. Simply walk up, say goodbye to your emotional clutter, and let the truck handle the rest. It's like a breakup therapy session on wheels!

Mumbai Gets the First Glimpse

Mumbai, with its endless energy and street culture, was the perfect place for Tinder to roll out this hilarious, yet meaningful campaign. The truck made its rounds to various bustling spots around the city, including busy shopping

areas and famous landmarks, turning heads and sparking conversations. People lined up to toss out mementos and snap selfies, making the experience a whole lot more memorable. Who knew emotional closure could be so Insta-worthy?

Social Media Frenzy

The 'Ex-Press Disposal Truck' quickly became a social media sensation. Mumbaians (and even visitors) couldn't resist sharing their funny and emotional moments of purging their pasts. From photos of exes

to bizarre gifts, everyone had something to throw into the truck, and the internet loved it. #DumpYourEx was trending, and Tinder's fun twist on breakup culture was definitely getting people talking.

It's All About Moving On

This isn't just about getting rid of stuff, it's about giving people a chance to really let go and start fresh. Tinder's campaign is a cheeky reminder that while breakups can sting, there's no shame in laughing through the process

and making it a little more fun. Letting go of emotional baggage, no matter how trivial or sentimental, can be liberating, and the 'Ex-Press Disposal Truck' made that feel like a lighthearted adventure rather than a sad farewell.

Mental Well-Being with a Smile

Tinder's 'Ex-Press Disposal Truck' also highlights their commitment to mental health and well-being. By offering this playful yet meaningful activity, they're encouraging users to confront their pasts head-on, making the process of healing less daunting. After all, who wouldn't

feel a little better tossing out some old junk that reminds them of a less-than-ideal past relationship? So, if you're in Mumbai and need to ditch some old memories, keep an eye out for this fabulous truck. It might just be your ticket to emotional freedom (and a good laugh).



This incident not only took away many lives but also took away the trust that the locals and paramilitary forces had built over the years. I spoke to my Caddy Farooq, who overheard our conversations regarding the brutal killing, and he was still in disbelief, as in the past, tourists were never targeted. He said everyone was set for a good season this year, and it was after several years, so many tourists were seen on the roads, who will come now? I could see hopelessness in his eyes.

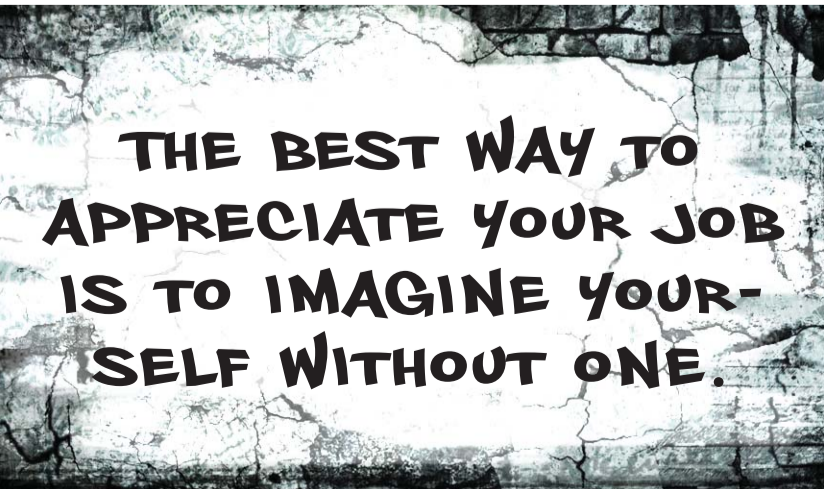


Vikram Joshi
Textile Technologist & Historian

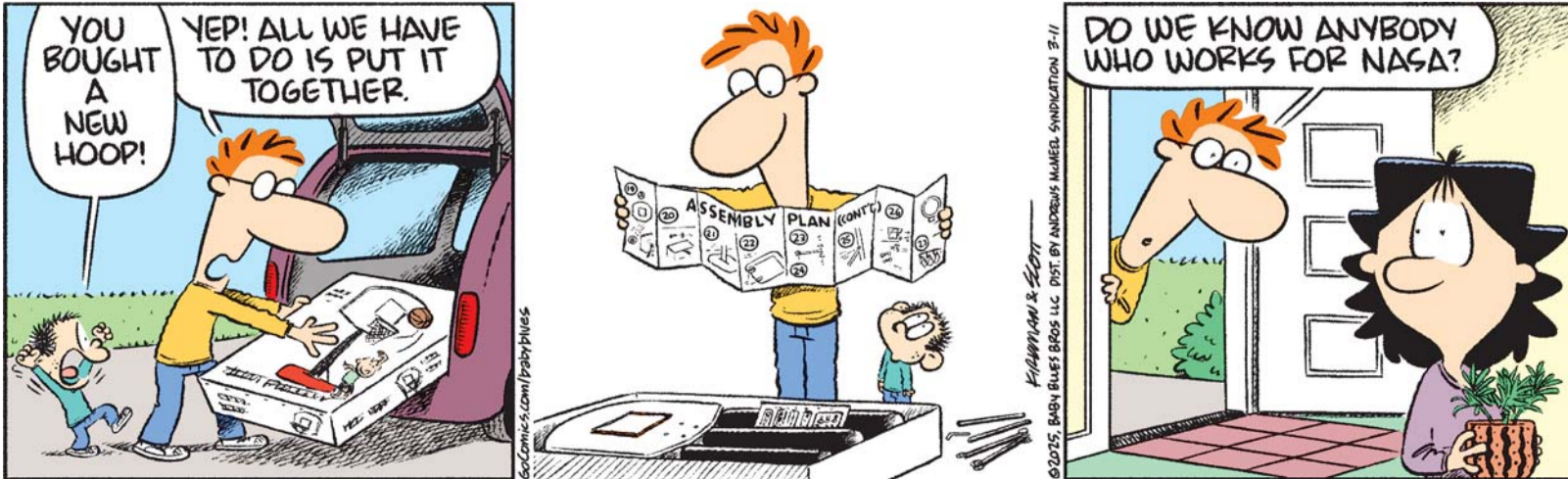
On that fresh, bright morning in Pahalgam, Kashmir, valley buzzed with tourists and taxis honking horns. This was a sign of the peaceful tourist season that every local Kashmir resident sought. I was there to play golf along with two of my Jaipur buddies and the third, who joined us at Delhi airport. It was early summer, and the Liddar Valley Golf course in Pahalgam was opened for the first time after a long winter. The course was looking fresh with mist over the greens. We completed our front nine holes walking with local caddies and a few young Kashmiri kids who were excited to walk with us. Our four-ball was the only group on the course, so, we completed it well in time to have breakfast at the course around ten A.M. While having breakfast, enjoying the fresh breeze and chirping of birds, oblivious to the storm that would



THE WALL



BABY BLUES



Celebrating the Soul of Music: International Jazz Day

Every year on April 30, the world grooves to the rhythms of International Jazz Day, celebrating a genre that transcends borders, cultures, and generations. Initiated by UNESCO in 2011, this day highlights jazz as a powerful tool for unity, peace, and cultural dialogue. From smoky New Orleans bars to global concert halls, jazz has always been about improvisation, freedom, and expression. Cities worldwide host live performances, workshops, and jam sessions to honour legendary artists and inspire new talent. This Jazz Day, let the smooth notes remind us that music can truly connect humanity.



I was in Pahalgam that Day...

#MURDER OF SOULS



homestays for honeymooners and golfers like us. Kashmiri golf courses are stunningly laid out and well kept, like Gulmarg is the oldest golf course in India, along with Royal Spring and Pahalgam, which are the most beautiful golf courses in north India.

This incident wasn't just another terrorist attack, it was targeted at the softest target, The Tourists. It was in the hope that Kashmiris had for a successful Tourist season. As it's just not an industry, it's their way of life, it's a source of sustenance and their prayers for normalcy. When travellers reach Kashmir, the world gets to know that peace has returned, for which the Kashmiris have fought for years with the help of Paramilitary forces like BSF and CRPF. This incident not only took away many lives but also took away the trust that the locals and paramilitary forces had built over the years. I spoke to my Caddy Farooq, who overheard our conversations regarding the brutal killing, and he was still in disbelief, as in the past, tourists were never targeted. He said everyone was set for a good season this year, and it was after several years, so many tourists were seen on the roads, who will come now? I could see hopelessness in his eyes when the entire earnings came from the visitors. Just as the wounds of the past start healing somewhere, someone with a gun opens fire,

shattering the peace, killing the innocent. Once again Kashmiri golf courses are shattered. Once again, the dreams are shattered. Once again, the Tulips will bloom without anyone looking at them. Once again, the saffron will be blood red.

What makes Kashmir so heart-breaking is the two extremes, on one side of the Dal or Jhelum, there are breathtaking views of snow-clad mountains, and on the roads, you will see barbed wire and barricades. On one hand, you will see fair, rosy-cheeked kids, and on the other hand, you will see commandos who paint their faces black, quite peaceful silence often broken by sirens-hooters. For people like me, who visit Kashmir, it is a treat, but for those who live there is a battleground between hope and helplessness.

Every visitor who visits Kashmir is an ambassador of peace, demonstrating that peace prevails in the valley. Sending back home a message that normal life is and can exist in the valley, but when such incidents happen, the message that resonates around the world is not just about the terrorist attack, but the failure of normal life. Once again, the media starts focusing on the failure of the systems, the failure of the peacekeeping forces. Once again, the place becomes a red zone, not to travel, once again, the bookings start getting cancelled. Once

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take back stories in the form of pictures, blogs and videos which depict the story from fear to beauty from conflict to conserve.

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As we drove past the Police paramilitary barricades to the airport, I felt emotionally saddened by the experience of spending hours peacefully at the golf course, a break from city life. Witnessing the most beautiful tulips that bloom only for a few weeks. In just a day, the peace gets shattered. On that Golf course in

the houseboats will be empty, and once again, the Kashmiris will pay the price for being Kashmiris.

What stuck the most was the consequences of this deadly attack on tourists who lost their lives and the emotional impact on the people of Kashmir. My wife had asked me to pick up some dry fruits from a famous shop in Lal Chowk. I called the shopkeeper to enquire what time he will open tomorrow. He said I don't know what will happen tomorrow, but you try to reach the airport as soon as possible, as there will be a long wait at the airport. He was concerned about my safety, and not his business. While I pack my bags to prepare for early check-in, I think of the shopkeepers, small vendors, hotel owners and taxi drivers who are left behind with shattered dreams.

Many of the tourists who lost their lives were honeymooners. Those who have just tied the knot to starting their journey to live up to their dreams. Their death news gets multiplied by WhatsApp messages and videos shared on Facebook. The families and friends mourn sons and brothers who were just trying to start a new life. The death cannot be measured, but it's shared across the boundaries. These deaths weaken the hope of Kashmiris for peace, as the tourists who come, they just bring prosperity to them, but they

Pahalgam, just a few hours before the tragedy struck, we marveled at how life had returned to normal. The local caddies shared jokes, children with rosy cheeks smiled and waved when we boarded the taxi for Srinagar. The air smelled of pine and promise. Today, those memories feel vivid but not shattered. It's not just another terrorist attack in Kashmir, this time it's a test of our collective empathy. If we call this state 'our' Kashmir, we should call the locals our own Kashmiris. Boycotting the destination and the residents is not going to help.

It will further strengthen the hopes of extremists who fear for their joy. Peace in Kashmir cannot be left to the resilience of its people alone. As I see young boys and girls back on their two-wheelers to their school and colleges who seem to refuse to give up, we believe that Kashmir will be what Adil Shankaracharya saw, we believe in the faith and hope that Kashmiris have. We believe that we are not just one visit but to stand with them. For the sake of every little child who wants to wave at tourists, for every shikara that waits for the passengers and for every caddy who dreams of accompanying golfers like us on the greens, we must not look away.

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#FESTIVITIES

A Golden Tradition Amid Changing Times

Akshay Tritiya remains a beacon of faith, fortune, and cultural continuity, even as economic headwinds test age-old rituals.

In the long calendar of Indian festivals, few days command as much cultural, emotional, and economic significance as Akshay Tritiya. Marked on the third lunar day of the bright half of Vaishakha, this annual celebration, also known as Akha Teej, has for generations stood as a symbol of enduring prosperity, spiritual merit, and fresh beginnings.

Traditionally, Akshay Tritiya is believed to be a day when any act of goodness, charity, or investment yields endless returns. The term 'Akshay' itself means imperishable, and this spiritual metaphor has evolved over the years into a powerful socio-economic tradition. Whether it's the purchase of gold, launching a new business, conducting weddings, or initiating long-term plans, the day is considered uniquely auspicious.

Religious lore reinforces this sentiment. It is believed to mark the birthday of Lord Parshuram, the sixth avatar of Vishnu, and is also associated with other sacred milestones, from the descent of the Ganges to Earth to the breaking of Lord Rishabhdev's year-long fast in Jainism. These associations amplify the sacredness of the day, particularly for communities across rural and semi-urban India.

Yet, beyond the myth and reverence, Akshay Tritiya has carved out a significant economic footprint. Gold plays an outsized role in the celebration, with the day accounting for one of the highest jewellery purchase volumes annually. The belief that buying gold on Akshay Tritiya brings unending wealth has turned it into a crucial commercial



event for the jewellery industry. "In villages and small towns, this is not just a festival. It is a seasonal economy," says Kapil Agrawal, owner of Siddhi Vinayak Jewellers in Kota. "Most farmers receive payments for their harvest around this time, and their increased purchasing power fuels a wave of weddings, shopping, and investments."

Indeed, Akshay Tritiya is among the few remaining traditional occasions where economic and religious calendars align. It is also one of the rare days where weddings are conducted without the need for an astrologer-approved muhurat. From community halls to temple courtyards, the day marks a surge in marriage ceremonies, especially in rural India where tradition holds strong. However, 2025 has presented its own set of challenges. With global gold prices rising by over 40% in the past year, consumer enthusiasm has been tempered. "This year, sales have dropped nearly 60% despite strong footfall," Agrawal notes. "People are cautious. Some still buy for the sake of tradition, but the volume is much lower."

The price hike is largely attributed to international market volatility, including geopolitical tensions and tariff issues, most notably the impact of U.S. trade policies. For an



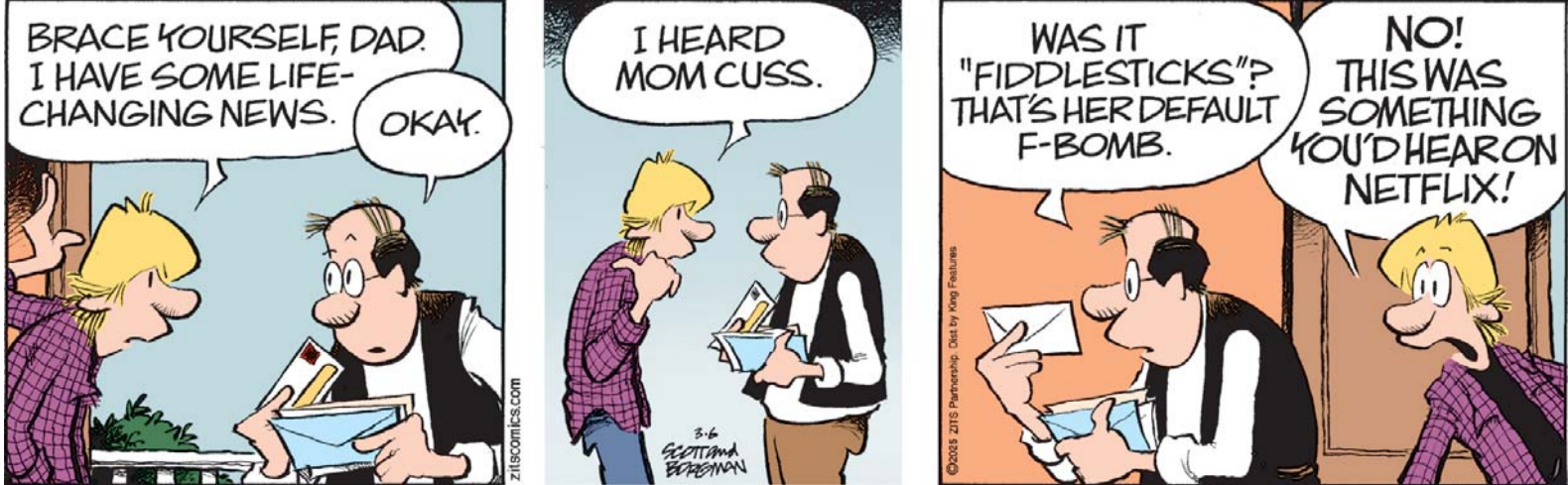
industry that relies heavily on sentiment and seasonal timing, such fluctuations can dampen what should otherwise be a peak sales period.

Still, rituals adapt, if not fade. Urban consumers are increasingly turning to digital gold, lightweight jewellery, and smaller symbolic purchases to keep the spirit of Akshay Tritiya alive without overburdening their finances. E-commerce platforms and mobile apps are being used to book gold investments and temple offerings remotely, signalling a generational shift in how festivals are celebrated.

Interestingly, this shift has not diluted the festival's relevance. If anything, it has made Akshay Tritiya more accessible to a new, tech-savvy generation that balances reverence with reality. The essence of the day, to begin with good intent, to build something lasting, and to give with a full heart, remains untouched. As India navigates changing economic winds, festivals like Akshay Tritiya act as cultural anchors. They remind us of continuity in the face of disruption, and of values that outlast volatility. Even if the gold is lighter this year or the celebrations quieter, the belief in what the day represents endures. So, while jewellers may be reeling under slower sales, and rural families may rethink their wedding budgets, Akshay Tritiya still shines, not just in karats, but in conviction. It is not merely a day of wealth but of worth. And in that, its relevance remains unshaken.

By Rick Kirkman & Jerry Scott

ZITS



By Jerry Scott & Jim Borgman