

#TRENDING

Time to Dump Your Ex's Stuff!

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



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,

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

Social Media Frenzy

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

It's All About Moving On

T his 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

Mental Well-Being with a Smile

T indor's 'Ex-Press Disposal Truck' also highlights their commitment to general 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

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

soon descend on this peaceful valley. We had originally planned to finish the remaining 9 holes at Pahalgam, but due to the terrain of the course and playing golf without golf carts, I got exhausted and suggested driving back to Srinagar to continue our game at the famous Royal Spring Golf course, where carts were available. It was a spontaneous suggestion, just a kind of decision one would take on a Golfing holiday. So, we left Pahalgam around 11 A.M. for Srinagar but as we reached Srinagar and started our round of Golf, the restlessness, serenity we had just enjoyed couple of hours ago got shattered as the news broke: 'A deadly act of terrorist attack took place in Pahalgam few kilometers away from the Lidder Valley golf course, killing 26 men and injuring dozen.' A scene of brutal killing a few kilometres away where we were swinging freely our golf clubs. The green which welcomed us with freshness was soaked in blood. The silence broke with screams.

Kashmir has been known for wars for years, but in the recent decade, the peace with hopeful signs has continued, which attracted travellers like us. Tourism has picked up with a large number of travellers across India and abroad, giving hope to Kashmiri residents to prepare their houseboats, shikaras and

areas and famous landmarks, turning heads and sparkling 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?

O n that fresh, bright morning, we awoke in Pahalgam, Kashmir valley buzzed with tourists and taxis honking horns. This was a sign of the peaceful tourist season that every local Kashmiri 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 Lidder 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 Indian host, 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

shatter the peace, killing the innocent. Once again Kashmir pays the price for peace. 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 barbs. On one hand, you will see fair, rosy-faced kids, and on the other hand, you will see commandos who paint their 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, it 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 peacekeeping forces. Once again, the place becomes a red zone, not to travel, once again, the bookings start getting cancelled. Once

again, 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 we 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

were normal people, who were just trying to have a good vacation.

As we were driving down from Pahalgam to Srinagar, our driver pointed out the site where the All India Medical Institute (AIMS) is being constructed. Many of the open plots are getting noticed by the Kashmiris. The roads' infrastructure is so remarkably improved that the economy of the state gets noticed by people who profit by unrest. It's not a coincidence that there is a return of violence in the valley at the beginning of tourist season. It's a calculated act to draw international attention that the Kashmir problem still exists.

It's not a coincidence that the US Vice President was visiting India and our Hon'ble Prime Minister is about to inaugurate the Mega Railway project to connect the Valley with the rest of India. This is a calculated act to undo the years of hard work by our Paramilitary forces, undo the progress made in Infrastructure.

As

we drove past the Police barricades to the airport, I felt emotionally saddened by the experience of spending hours specifically 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

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