

Courtesy: Google Images



PEACEFUL ESCAPE TO KASHID

Looking to sneak out of Mumbai during Diwali to avoid the unbearable sounds of crackers? **Tanvi Malhotra** suggest to the perfect get-away

What is this life, if full of care, we have no time to stand and stare – said W.H. Davis. It means that leisure is very important as it allows you to relax your body from the daily chores. So this Diwali if you want to avoid the noise of crackers, then why not travel to a place that will provide you the perfect pleasure and peace.

Kashid beach, 135 kms from Mumbai (four hour drive), in the North Konkan region of Maharashtra is an offbeat destination and offers you a perfect get-away. The reason being it is this 3 km stretch is sandwiched between two rocky hillocks and situated on the shores of Arabian Sea. White sand beaches fringed by casuarinas trees and back dropped by mountains add charm to the Konkan Strip. The place is so peaceful that you can hear the sound of waves.

“Surfing can be best done here as the waves are usually high,” says Neha Joshi, who visited Kashid only to experience surfing. “They reach a height of 5-6 feet even during non-monsoon months which are very thrilling,” she adds further.

Kashid beach is one of the many secluded

seaside resorts that dot the western coast of India and especially picturesque the Maharashtrian culture. The visit to the market is worth as the fresh fish is delight for fish lovers. You have resorts that offer both vegetarian and non-vegetarian food but try out the variety offered by the hawkers along the beach. They provide you 2-3 vegetables, dal, rice, salads, desserts but the best part is the constant flow of steaming breads, nans, roomali rotis, etc. The place is clean and even cheap and lot tastier.

When it comes to shopping, you might not find anything unique there. Murud an old fisherman town is located nearby. If you want to buy fresh fishes for your return journey back home, then you can definitely get a good variety and at a relatively less price. “Though I’m not that fond of fish, but I did go to check out, I was amazed at the way people were buying in large quantities,” says Raj Malhotra who had been to Kashid last monsoon.

Finding a place to stay is not a tough task. Even during off-season you can comfortably find a lodge to stay. The most famous place is Kashid Beach Resort which has French rooms facing sea. They have both air-conditioned and



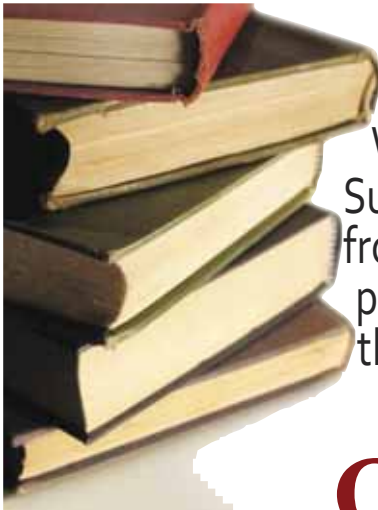
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non-air-conditioned rooms and charge Rs. 2000 and Rs. 1500 (per person per night). “The rooms are clean and the service is also fast. The sea-side view from the rooms is what I loved the most during my stay,” says Anil Malhotra, who visited with his family.

So if you want to avoid the crowds and noise this Diwali head straight to Kashid, to have a perfect holiday.

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More to Read

With a luxury of free time on lazy Sunday afternoon or an early day off from work or studies, indulging into one’s passion like that of reading seems a right thing to do affirms **Richa Desai**

Our reading habits have changed and ways of exploring new books have just got better. With more and more book stores emerging in the locals it’s only a delight for the ardent fans of reading. Walk into a bookstore and chances are you might end up browsing books for hours, be it just getting to know the subject in a gist or actually reading the book for hours.

Our attitude towards reading has changed over time - while initially we would just buy a book we want giving only a passing look to other stacked around or probably read it at a library or borrow it for a few days. Whereas in the current scenario the book stores providing a generous space with warm ambience, have become more than bookstores – they are the hot beds of generating new interest and ways of reading. “Even if I am looking for a particular book, when I go to book store I certainly make sure to spare more time when I visit one. With so many books on offer there is more to know besides you never know you might like something new,” shares 23 years old passionate

reader and Mass Media student, Sankalp Pradhan. The purpose of visiting a bookstore may not be limited to only buying a book but the fact that it’s a place where other comforts are taken care of, adds to the purpose.

“When I visit a bookstore and actually get to read a book before buying it, to a certain extent it does help me make the right choice. Also there is nothing better than getting to enjoy a cup of coffee at the store with the book,” says Vishaka Kullarwar, 23, a fashion designer. This seems a well thought out strategy on the part of the bookstores, for it has become a place to not only buy books but also enjoy the great collection by reading it too. “We allow our customers not only to browse through the books but also read them too. So if people only prefer to read the book at the store, they are welcome. More often, the same people come back and buy the same book. We believe it’s encouraging in developing likes for different subjects and more and more people come back because we provide this environment,” says Ms. Veena P., Store Manager, Crossword Bookstore at Linking Road, Bandra (West).

At the same time this view is little bit tweaked if not ruled out. Mr. Sanjeev Pujari, Store Manager of the Granth Booksore, which

again boasts of diverse collection of books, shares his view, “We have a friendly atmosphere wherein the customers are allowed to browse for hours and pierce deep into our collection but we don’t have the policy where the entire book is allowed to read. But they surely can stay here for hours even if they do not wish to buy any book.” This seems a great way to enjoy a customer loyalty, for it gives the readers the chance to at least look through keenly over the collection a store has on display.

The experience of reading has just gone better for us. With silence and company of readers who share the same traits, rest assured that the time can be best spent this way because it’s an experience that gets better with every read.

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