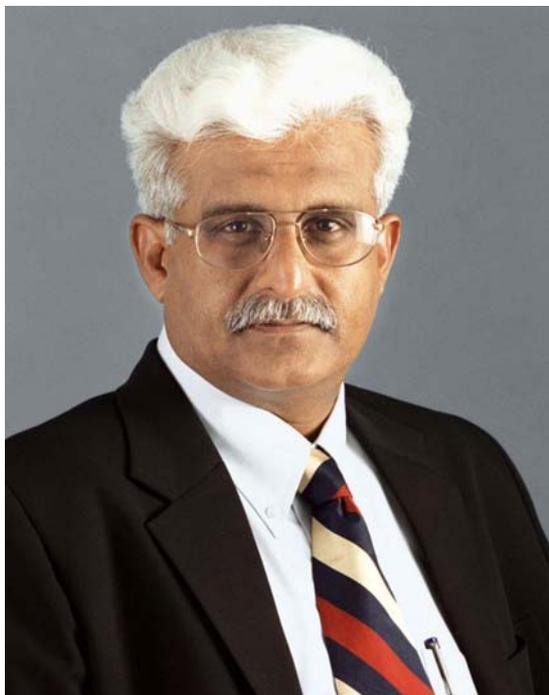




## Interview 7



### Adventure travel consultant

#### TP Vasanth, Ad CAMPUS

#### 1. What do you think about the new wealth in India?

It's good for my business! The travel industry in Bangalore is really taking off and IT is behind it. People have more money and want weekend packages. So their zeal for travel is taking off. Previously people worked six days a week, but IT workers only do five.

People say we're the next Superpower! I don't believe a word of it. Being a superpower is a tall order. India is not even half way there. It requires extraordinary and consistent leadership. I don't think in that department, India has got its act

together. We might be a powerhouse, not a superpower. I'm not trying to be pessimistic. I'm just looking through a proper telescope.

We are all reading the mantras of change. IT has bought a higher standard of living for young people in Bangalore. There's a waiting list for the Mercedes Benz car. You can imagine the kind of wealth. Bangalore is the main customer in the world for glass martini sets!

#### 2. What can the world learn from India?

You can learn about how seriously we like to take our culture and our values. Bangalore has its own distinct culture like Marseille or New Orleans. But, our culture, somewhere along the line, has got overshadowed by technology and growth. It's not the best of situations, but we're not going to lose it. You watch!

Bangalore must take pride and keep our culture strong. Bangaloreans, by heart are good to our neighbours, we eat a delicate cuisine and had a marvellous mild weather, although this is changing. It's getting so much hotter here now. We're becoming lost to this concrete jungle. The streets used to be clean, now draining is a problem. In the mad rush to change, things have become topsy-turvy. But we must remember that most people who sample our food, music, literature and religion quickly acquire a taste for all things Indian. If world trade dealt only in these things, then India would definitely be a superpower!

